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A study of the Tele-connectivity Users' perception level towards the various Tele-connectivity service brands

(A Study Conducted at Patna, with special reference to Aditya Birla Telecommunications Ltd.)

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Abstract : *Perception of users / consumers / customers is an ever changing phenomena as far as marketing related issues are concerned. The perception of users of tele-connectivity services is influenced by a host of parameters, and this study is an exercise in the direction of probing into the perception levels of tele-service users vis-à-vis the variety of brands prevailing in the market today.*

Keywords : *Perception, Subscriber base, Brand recognition, Relative advantage, Tele-connectivity service marketing.*