



A study of user's preference level towards the selection of cellular connectivity with special reference to cross sections in Patna

• Meghna • Surbhi Singh • Megha Shrivastava
• Shazia Rahman

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Corresponding Author : Shazia Rahman

Abstract : *The present Tele-communication market is very volatile as result of the incoming of so many service providers and their respective marketing strategies. The general behavioural pattern and preference parameters of users towards telecom services is very unpredictable because of different offers provided by the various telecom brands available in the market. This is a study undertaken with the objective of assessing the orientation and level of preference towards the different tele-communication service providers.*

Keywords: *Tele Communication, Consumer, Consumer preferences, Consumer satisfaction, Customer behaviour.*

Meghna

B.A. III year, ASPASM, Session: 2010-2013,
Patna Women's College, Patna University, Patna,
Bihar, India

Surbhi Singh

B.A. III year, ASPASM, Session: 2010-2013,
Patna Women's College, Patna University, Patna,
Bihar, India

Megha Shrivastava

B.A. III year, ASPASM, Session: 2010-2013,
Patna Women's College, Patna University, Patna,
Bihar, India

Shazia Rahman

Head, Department of ASPASM,
Patna Women's College, Bailey Road,
Patna – 800 001, Bihar, India
E-mail : shazia1233@rediffmail.com

Introduction:

In the Era of information explosion, people are to be provided with quick and timely access to information. Indian telecom industry is one of the fastest growing telecom markets in the world. Exchange of information has become a necessity of life to a common man. In the modern world an individual tends to communicate anything and everything to the relevant ones right from the place where he/she is positioned. Communication helps the marketer to gain awareness about market performances, consumer preferences and their satisfaction level towards the services offered by them.

Objectives of the study :

The aim of research was to achieve the following objectives:

1. To enquire the criteria for preferences towards cellular connectivity.
2. To estimate the satisfaction level of the users of cellular services.
3. To find out the major source of information relating to the cellular service.
4. To identify the opinion regarding leader of cellular services.