References


Alkio, J. (2004), “Suomi on kännykkäkaupan kummajainen [Finland is the oddity of mobile phone commerce]”, Helsingin Sanomat, B3 (March).


Anthony Dadzie(2011), “Brand Preference for Mobile Phone Operator Services in the Cape Coast Metropolis” International Journal of Business and Management Vol. 6, No. 11; pp190


Faisal Afzal Siddiqui, Muhammad Saeed Awan, (2008)“Analysis of consumer preference of mobile phones through the use of conjoint analysis”, Journal of Market Forces, Vol.3 No. 4, pp.10


Fitzsimons, G.J., Hutchinson, J.W., Williams, P., Alba, J.W., Chart and, T.L., Huber, J.,


Reference Books


Annexure (I) Brand Switching:


8.^ Reichheld, F. The Loyalty Effect 1996

P. Kotler, 'Marketing Management ' (Prentice-Hall, 7th edn, 1991)


Annexure (II) List of countries by number of mobile phones in use


41. ^ Key Index of Communication Industry, National Communications Commission, Taiwan


53. ^ (Spanish) Estudian cómo restituir perjuicio a millones de usuarios de celulares


64. ^ {[[2]]}
65. ^ {[[3]]}