PREFACE

The telecommunication services in India have witnessed the phenomenal change over the past few years. The craze for mobile services in India is increasing substantially. Keeping the high consumers demand in to consideration, many big players like Reliance, Airtel, Aircel, Vodafone, BSNL, Tata Indicom, Virgin Mobile etc., have launched their services in the market. Information Technology has brought tremendous change in day-to-day activities of common man and entrepreneurs. Mobile as a medium is growing fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. In many countries, mobile phones now outnumber land-line telephones, with most adults and many children now owning mobile phones. The mobile phone itself has also become a totemic and fashion object, with users decorating, customizing, and accessorizing their mobile phones to reflect their personality.

Being the second most populous country in the world, India is set to achieve another record of having half a billion wireless connections, thus bags the distinction of being the second largest group of mobile phone users after China. In fewer than twenty years ago, mobile phones were considered to be rare and expensive pieces of equipment used by businesses to a pervasive low-cost personal item, but now, it has become a common household item. Building trust and adapting to the individual and local needs of the community are the critical success factors for the diffusion and success of cutting-edge information and communication technology. With the introduction of private sector telecom service provider in the state the competition in the telecom industry has increased significantly. The mobile industry is huge in India, as there are 791 million mobile users, having 65 per cent penetration rates, and an expected 82 per cent penetration rate by 2014. Against this backdrop and in depth study is attempted to enquire into usage pattern, motivational factors, brand loyalty etc., of Cell Phones.