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**CUSTOMER'S PREFERENCES
TOWARDS 3G SERVICES: AN EMPIRICAL STUDY OF SELECTED
DISTRICTS OF PUNJAB**

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ABSTRACT

3G has arrived in India. It includes wide-area wireless voice telephone, video calls, and wireless data, all in a mobile environment. It allows simultaneous use of speech and data services and higher data rates. 3G is defined to facilitate growth, increased bandwidth and support more diverse applications. Competition among mobile phone service providers in India has grown more intense after the government has allowed private telecommunication service providers to roll out 3G services. This study focuses on Understanding the customer preferences towards 3G services and identification of factors that trigger purchase of 3G services.