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.