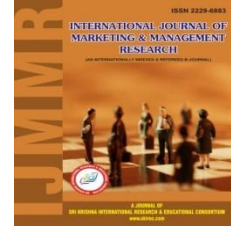




The Journal of Sri Krishna Research & Educational Consortium
**INTERNATIONAL JOURNAL OF
MARKETING AND
MANAGEMENT RESEARCH**
Internationally Indexed & Listed Referred e-Journal



CONSUMER BEHAVIOR IN MOBILE TELECOMMUNICATION SERVICES: AN EMPIRICAL STUDY IN VISAKHAPATNAM CITY

DR. MVS.SRINIVASA RAO* ; G. ARUNA JYOTHI**

*Associate Professor, Department of Management Studies,
Maharajah's Post Graduate College,
Phool Baugh, Vizianagaram ,
Andhra Pradesh, India.

**Assistant Professor, Department of Management Studies,
Maharajah's Post Graduate College Phool Baugh,
Vizianagaram , Andhra Pradesh, India.

ABSTRACT

Consumer behavior has gained importance for managers of both the profit and non-profit organizations, and of policymakers. In modern marketing, firm's success depends upon customer satisfaction. Therefore, the knowledge of 'what the customer thinks' and 'what consequently would contribute to his satisfaction' is the requirement of the marketer. The telecommunication services in India have witnessed a phenomenal change over the last few years. The number of mobile subscribers has gone up from 10.4 million at the end of 2002 to 548.32 million in March 2010. Hence, India has become the fastest growing mobile phone market in the world. The expanded horizon of telecommunications has led to the substantial increase in mobile services. The present study assesses the consumers' awareness and attitude towards different mobile service providers in Visakhapatnam. The paper aims at studying the consumer satisfaction and its future impact on socioeconomic changes. To achieve the objective of the study, a sample of 200 randomly selected mobile users of Visakhapatnam city was taken. From the analysis, it is observed that the level of consumer satisfaction, the perception of consumers on the prospects of mobile services in Visakhapatnam city and the impact of mobile services in bringing about the social change, depend on the demographic characteristics of the respondents.