



## CONSUMER BEHAVIOUR TOWARDS CDMA MOBILE SERVICE PROVIDERS IN COIMBATORE CITY

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### ABSTRACT

*India has emerged as the fastest growing mobile handset market in the world. For the past few years, cellular mobile service sector in India has been experiencing the highest growth rate in terms of subscribers and revenues. Customer perception is one of the important factors that increase the turnover of cellular mobile industries. This paper analyses the perception level of customers in a Code Division Multiple Access mobile services at Coimbatore city in South India. This study determines the overall satisfaction level of the customers. The paper mainly explores the functional and technical aspects of handset, reasons for using mobile phone and factors influencing purchase of mobile phones.*

*The tools of analysis used in the study are percentage analysis, Garrett ranking, factor analysis and paired t test. Factor analysis was used to find out the factors influencing purchase of mobile services and paired t test was used to analyze the expectation and satisfaction level of the customers. The findings reveal that the customers are satisfied with services provided by the CDMA mobile service firms.*

**KEYWORDS:** *Customer Behaviour, CDMA, Customer expectation and Satisfaction and service quality.*