

**EFFECTIVENESS OF MOBILE CONNECTIONS
PERCEIVED BY THE CONSUMERS**



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ABSTRACT

In an extension of research demonstrating the descriptive study on the consumer perception of cellular companies, the present study measures out the satisfaction level of the consumer, which will help cellular service providers to dig out the root of their problems and eventually improve their services to increase and save their market share. The research study aims to collect the point of views of respondents on the different characteristics of mobile connections. To rank mobile companies in performance with respect to the consumer satisfaction.

The research study is basic, as there is no existing problem. The Purpose of is to find out perceptions of mobile phones users. The Nature of this research is descriptive in a sense that we want to see the factors affecting the satisfaction level of cell phone users.

Overall conclusion is given according to various company users, and various recommendations are given company wise, that is that these companies should bring about changes in their services, billing procedures and other related areas, according to consumer suggestions.

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