ANALYSIS OF CONSUMER’S PREFERENCES TOWARDS THE
TELECOM SECTOR

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ABSTRACT

The telecom sector is among the fastest growing sectors in our country today. Currently there are well over 800 million phone users in India & this number is growing very rapidly. Telecom industry is a major service sector in our country. It is also anticipated that going forward a major part of the GDP of the country would be contributed by this sector. In the present study the consumer behavior regarding the services of three operators of telecom industry are being studied who are providing both landline and mobile phone services in Haryana. The 500 subscribers of BSNL, AIRTEL and TATA are taken for the study. The major purpose of this study is to see the status of telecom services in Haryana. The another important purpose of this study is to find out the reason behind selecting particular telecom company by the customers. Analysis of data was done by using statistical tools of percentage and Chi-square test.

KEY WORDS: Attributes, Consumers preferences, History, Problems, Suggestions, Telecom sector, Value added services.

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