

A STUDY ON CUSTOMER ATTITUDE ON MOBILE PHONE MARKETING IN VARIOUS BRANDED MOBILE ON RURAL AND URBAN AREA

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ABSTRACT

The technology that gives a person the power to converse anytime, anywhere – has produced an entire industry in the mobile telecommunications. Mobile telephones have become a primary part of any business/economy of the growth, success, and efficiency. Consumers were the support of all the business organizations & reasonably all the business actions concern with the consumer, consumer satisfaction.. The dominant brand is which exist in in the mind of the consumer. “Brand acts as a signal allowing the customer to quickly identify a product as they are aware with or one they like this paper checks how the rural and urban populations conceive the concept of BRAND”. The research aims at relating the buying behavior of rural & urban consumer and to find out their importance while making a purchase decision concerning mobile phones.

To study this, literature study as well as a questionnaire administered a survey of 120 defendants of urban and rural changed age groups people, income & occupation and have been analysed through the many analytical tool to observe with the objectives & also to draw conclusions. This paper may suggest as a valued instruction for managing to analyse their promoting the campaigns & modify their mobiles according to the want of the customer.

KEYWORDS: *Network, Mobile Phones, Perception, Brand, Etc*