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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	APPLICATION OF SEMANTIC SIMILARITY USING ONTOLOGY FOR DOCUMENT COMPARISON <i>PALLAWI UNMESH BULAKH & DR. AJIT MORE</i>	1
2.	ORGANISATIONAL CULTURE AMONG THE APPAREL MANUFACTURING AND EXPORTING ORGANISATIONS LOCATED IN TIRUPUR CLUSTER <i>DR. J. SHANTHILAKSHMI & S. GANESAN</i>	3
3.	INDIAN CONSUMER BEHAVIOUR ON BRAND LOYALTY: SUBSTANCE STILL SCORES OVER STYLE <i>RIDDHI BISWAS</i>	9
4.	ROLE OF TEACHERS IN QUALITY ASSURANCE IN INDIAN HIGHER EDUCATION <i>DR. ANIL CHANDHOK</i>	16
5.	THE ROLE OF ENTREPRENEURS IN THE ECONOMIC DEVELOPMENT OF INDIA <i>DR. SAMBHAVNA GUPTA, DR. M. K. GUPTA, DR. JASVEEN KAUR & DR. PRADEEP KUMAR AGGARWAL</i>	19
6.	KEY PERFORMANCE INDICATORS TO EVALUATE SOFTWARE PROFESSIONALS <i>U. JEYASUTHARSAN & DR. N. RAJASEKAR</i>	24
7.	HIGHER EDUCATION AND DEMOCRATIC IDEALS: DISRUPTIONS AND DIRECTIONS <i>DR. PAWAN KUMAR SHARMA</i>	29
8.	BUYER BEHAVIOUR IN PURCHASING RESIDENTIAL FLATS IN CHENNAI CITY <i>DR. A. MOHAMED SALI, DR. K. SALEEM KHAN & I.NASEEMA</i>	32
9.	UNDERSTANDING EURO-CRISIS: HOW DID IT OCCUR? <i>NEHA NAINWAL & ASHIS TARU DEB</i>	38
10.	THE DYNAMICS OF GLOBAL STRATEGY AND STRATEGIC ALLIANCES IN INTERNATIONAL TRADE AND INVESTMENT <i>OMANKHANLEN ALEX EHIMARE & JOSHUA O. OGAGA-OGHENE</i>	41
11.	GROWTH OF INDIAN FINANCIAL SECTOR: POLICIES AND PERFORMANCE ANALYSIS <i>PRIYANKA PANDEY & AMOGH TALAN</i>	48
12.	A STUDY ON HRD PRACTICES IN BANKING SECTOR <i>P.V.V.KUMAR & MEERAVALI SHAIK</i>	54
13.	TO STUDY OCCUPATIONAL STRESS: AS A RELATIONAL STUDY ON SCHOOL TEACHERS <i>JAIBHAGWAN GUPTA</i>	57
14.	DEVELOPMENT OF POWER SECTOR IN INDIA: A BIRD'S EYE-VIEW <i>DR. BHASKAR DASARIRAJU</i>	60
15.	DEVELOPING A PARSER FOR SIMPLE PUNJABI SENTENCES <i>VIVEK AGGARWAL</i>	65
16.	GREEN MARKETING: CONSUMERS' ATTITUDES TOWARDS ECO-FRIENDLY PRODUCTS AND PURCHASE INTENTION IN PUNE <i>YOGESH RAUT</i>	67
17.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS CELL PHONES <i>RAJESH KUMAR</i>	72
18.	GROWTH MOVEMENT OF DEPOSITS IN OMKAR MAHILA SAHKARI CO-OPERATIVE SOCIETY LTD, PUNE <i>MEGHA MEHTA</i>	79
19.	A STUDY OF AWARENESS OF TAX PLANNING AMONGST SALARIED ASSESSEES <i>CA SHILPA VASANT BHIDE</i>	86
20.	DATA PROTECTION IN CLOUD COMPUTING <i>CHENNA LAKSHMI</i>	89
21.	AN OUTLOOK OF STRUCTURAL UNORGANISED UNEMPLOYMENT IN INDIA <i>JAI BHAGWAN GUPTA</i>	93
22.	DATA HIDING TECHNIQUE FOR E-TENDERING USING STEGANOGRAPHY <i>MAHAVEER PRASAD TAWANIA, ABHISHEK DIDEL & SAURABH MAHESHWARI</i>	96
23.	ANALYSIS ON AUDITING PRACTICES AND THEIR EFFECTS ON HUMAN RESOURCES: A CASE STUDY OF SELECTED FIRMS IN NAIROBI COUNTY <i>JANE DIANA IMALI KIGUMBA & KARIM OMIDO</i>	105
24.	CORE BASED COMMUNICATION IN MULTICASTING <i>ASHOK KUMAR BHOI & BIJAYA KUMAR KHAMARI</i>	110
25.	E-WASTE: A LATENT ECONOMIC POTENTIAL <i>SIDDHARTH RATHORE</i>	119
26.	USE OF XBRL: AS E-TECHNOLOGY IN COMMERCE <i>NEHA JAISWAL</i>	123
27.	E-COMMERCE IN INDIA – GROWTH & CHALLENGES: A THEORETICAL PERSPECTIVE <i>KARAN JOSHI</i>	129
28.	FINANCIAL DERIVATIVES MARKET IN INDIA <i>ANSHIKA AGARWAL</i>	132
29.	A STUDY INTO THE PROCESS OF OPEN TENDERING AND HOW IT INFLUENCES STRATEGIC ORGANIZATIONAL PERFORMANCE: A CASE STUDY OF KENYA POWER AND LIGHTING COMPANY <i>FASIKA BERHANU WOLDESELAASSIE & KARIM OMIDO</i>	142
30.	A TEXT READING SYSTEM FOR THE VISUALLY DISABLED <i>ARAVIND.S & ROSHNA.E</i>	148
	REQUEST FOR FEEDBACK & DISCLAIMER	151

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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

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A STUDY ON CONSUMER BEHAVIOUR TOWARDS CELL PHONES

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ABSTRACT

Communication has become the life blood of human being and business life. Various modes of communication are available in present era. Cell phone is one of the faster growing and very popular mean of communication. Cell phone has become the necessity of life. Cell phone help the people to remain in the contact with their near and dear. . Now there is very stiff competition among cell phone play like Nokia, Samsung , micromax ,sony and other, etc. Each company is offering and launching various new models to attract the new customers. Now the features of cell phone have gone into major improvement. I phone used to be heavy without any attractive design, features etc, but with the growing awareness among the consumers and growing competition cell phone are offered with a variety of features such as MMS, SMS, internet system and memory. We can say that cell phone have become a thing of necessity and pride.

KEYWORDS

consumer behaviour, cell phones.

INTRODUCTION

Consumer behaviour may be defined as " Those acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that proceed and determine these acts." "The behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs."

Thus conclusively, it may be stated that consumer behaviour implies the purchase and other consumption related activities of the individual. There are some important questions that are of potential interest to marketing men in respect of consumer behavior.

INFORMATION ABOUT VARIOUS CELL PHONES COMPANIES

1. NOKIA

The roots of Nokia go back to the year 1865 with the establishment of a forest industry enterprise in South-Western Finland by mining engineer Fredrik Idestam. Elsewhere, the year 1898 witnessed the foundation of Finnish Rubber Works Ltd, and in 1912 Finnish Cable. At the beginning of the 1980s, Nokia strengthened its position in the telecommunications and consumer electronics markets through the acquisitions of Mobira, Salora, Televa and Luxor of Sweden. In 1989, Nokia conducted a significant expansion of its cable industry into Continental Europe by acquiring the Dutch cable company NKF.

Since the beginning of the 1990's Nokia has concentrated on its core business, telecommunications, by divesting its information technology and basic industry operations. On 9 August 2012, Nokia launched for the Indian market two new Asha range of handsets equipped with cloud accelerated Nokia browser, helping users browse the Internet faster and lower their spend on data charges.

On 26 July 2012, it was announced that Nokia had abandoned the Meltami project as a cost-cutting measure.

NOKIA LUMIA



UNIQUE DESIGN FEATURES, CUSTOMISABLE LIVE TILES AND MORE – THIS IS LUMIA

Symbian was the main operating system of Nokia smartphones by 2012, Nokia 808 PureView, launched in February 2012 was the last Symbian smartphone. Nokia launched its Nokia 1100 handset in 2003, with over 200 million units shipped, was the best-selling mobile phone of all time and the world's top-selling consumer electronics product.

The Nokia 808 PureView has a 41-megapixel camera, more than any other smartphone on the market. It was released in February 2012 and contains a 1.3 GHz processor. On 25 January 2013, Nokia announced this was the last Symbian smartphone the company would make.

Nokia 6600 from 2003 with a VGA camera, Bluetooth and expandable memory. It was the first Nokia and Symbian device to sell over a million. (Series 60 2nd) Nokia N73 released in August 2006, with 3G and a front camera. (S60 3rd)

The Nokia N95 released in March 2007, with a 5-megapixel camera and sliding multimedia keys. Often considered Nokia's hero smartphone. (S60 3rd)

Nokia E71 with a QWERTY keyboard, released in July 2008. (S60 3rd)

The Nokia 5800 XpressMusic, Nokia's first full-touch smartphone. (S60 5th)

The Nokia N97 released in June 2009 contains a sliding QWERTY and has on-board 32 GB of storage. (S60 5th)

The Nokia N8 released in September 2010 is the first Symbian^3 device, and the first to feature a 12-megapixel autofocus lens. (Symbian^3/Anna/Belle)

The Nokia 808 PureView, released in February 2012 as the last Symbian smartphone, features a 41-megapixel camera and a 1.3 GHz CPU. (Belle)

NOKIA ASHA



Surfing, socialising, sharing – our Asha handsets are ready for anything.



Lumia 625



Lumia 720



Nokia Lumia 1020



NOKIA LUMIA 925

2. SAMSUNG

Samsung means "three stars" in Korean. Lee Byung-Chull founded Samsung in 1938. Headquarters is located in Suwon, South Korea.

The company did fairly well until the Communist invasion in 1950 which caused great damage to his inventories. He was forced to leave and start over in Suwon in 1951. In 1953, Lee created a sugar refinery- the South Korea's first manufacturing facility after the Korean War. Samsung Group later formed several electronics-related divisions, such as Samsung Electronics Co., Samsung Electro-Mechanics Co., Samsung Corning Co., and Samsung Semiconductor & Telecommunication Co., and grouped them together under Samsung Electronics Co., Ltd. in 1980s. Its first product was a black-and-white television set (Samsung Electronics).

In the late 1980s and early 1990s, Samsung Electronics invested heavily in research and development, constructing the company as a leader in the global electronics industry. Samsung became the largest producer of memory chips in the world in 1992. In 2002 (Lee Kun-hee). Samsung is very involved in the Asian Games, contributing Samsung Nations Cup Riding Competition, Samsung Running Festival, Samsung World Championship, and still many more around the globe (Samsung Electronics). In 2007 Samsung Telecommunication Business reported over 40% growth and became the second largest mobile device manufacturer in the world. Its market share was 14% in Q4 2007, growing up from 11.3% in Q4 2006. At the end of November 2011, Samsung sold more than 300 million mobile devices which was a close second after Nokia with 300.6 million mobile devices sold in the first three quarters of 2011. As of Q3 2012, Samsung is the largest manufacturer of devices running Google Android with a 46% market share.

3. MICROMAX

Micromax is an Indian consumer electronics company located in Gurgaon, Haryana, India. It has 23 offices in India and an international office in Hong Kong. In 2008, it entered mobile handset business and by 2010 it became one of the largest Indian domestic mobile handset companies operating in low cost feature phone segments. This transformation was steered by four friends who divided responsibilities on functional lines, which haven't changed since: Rajesh Agarwal, Rahul Sharma, Vikas Jain, and Sumeet Arora. Micromax is the 12th largest handset manufacturer in the world (According to Global Handset Vendor Market share report from Strategy Analytics). The Indian brand is reaching out to the global frontiers with innovative products that challenge the status quo that Innovation comes with a price. With an in-depth understanding of rapidly changing consumer preferences coupled with the use of advanced technologies, Micromax has been able to differentiate itself from the competitors through innovation and design.

We understand the pulse of the consumer and hence constantly invest into strengthening the product portfolio through R&D and innovative marketing strategies.

Our product portfolio embraces more than 60 models today, ranging from feature rich, dual-SIM phones to QWERTY, touch-enabled smart-feature phones and 3G Android Smartphones. We also lay special focus on the products to enhance the customer's overall experience with the device. Most of our products come with innovative packaging and bundled accessories.

Globally, Micromax caters to a varied target audience having their focus majorly on the youth. Our overseas product portfolio is tailor-made to suit the needs and aspirations of our growing consumer base in the international markets.

MOBILE PHONES

INNOVATIONS

- 30 day battery standby phone-X1i

MICROMAX X1i Xtra

- 1-Gravity GC700
- 2.- Universal Remote Control Phone-X235 .
- 3.- Gamolution- G4
- 4.- Bling Q55
- 5- Van Gogh X450
- 6- Gesture control phone – A85
- 7- ModuT
- 8- MTV Music phone X360
- 9- QWERTY Keypad
- 10 - Funbook- P300
- 11--Micromax Canvas A250 Turbo

Source: Micromaxinfo.com

3. SONY

Sony Mobile Communications (formerly **Sony Ericsson Mobile Communications AB**) is a multinational mobile phone manufacturing company headquartered in Tokyo, Japan, and a wholly owned subsidiary of Sony Corporation. It was founded on October 1, 2001 as a joint venture between Sony and the Swedish telecommunications equipment company Ericsson, under the name **Sony Ericsson**. Sony acquired Ericsson's share in the venture on February 15, 2012.

Sony Mobile Communications has research and development facilities in Tokyo, Japan; Lund, Sweden and Beijing, China. Sony Mobile is the fourth-largest smartphone manufacturer by market share in the fourth quarter of 2012. The current flagship device of Sony is the Sony Xperia Z1, a waterproof and dust-resistant premium smartphone featuring a 20.7MP camera.

On October 27, 2011, Sony announced that it would acquire Ericsson's stake in Sony Ericsson for €1.05 billion (\$1.47 billion), making the mobile handset business a wholly owned subsidiary of Sony. The transaction's completion was expected to occur in January 2012. At their keynote at the 2012 Consumer Electronics Show, Sony's Kaz Hirai announced that Sony Ericsson would be known simply as Sony Mobile Communications pending completion of the transaction. On January 26, 2012, the European Union approved the buyout. On February 16, 2012, Sony announced it had completed the full acquisition of Sony Ericsson. On January 7, 2013, Sony Mobile completed moving its headquarters from Lund, Sweden to Tokyo, Japan in order to fully integrate with its parent company. The first Sony-only mobile was the Sony Xperia S along with launch of Sony Xperia U and Sony Xperia P at the 2012 Consumer Electronics Show. Sony Mobile Communications has decided to phase out all the feature (non-smart) phones by September 2012 and focus on smartphones segment. On July 2, 2012, Sony announced it is buying Gaikai, a cloud service to support its expansion into the cloud gaming realm. Sony is paying a reported \$380 million to acquire Gaikai. The Sony Ericsson Liquid Energy Logo which was the hallmark logo used on Sony Mobile products up until the 2012 series of phones was replaced with a new signature power button design as the new design signature hallmark to easily identify a Sony phone which debuted with the 2013 series of Xperia mobile phones. At the 2013 Consumer Electronics Show the Sony Xperia Z and Sony Xperia ZL were announced.

Parent: Sony Corporation

Website: www.sonymobile.com

OBJECTIVES OF THE STUDY

- To find out the major player of cellular phone in Chandigarh (UT) , Panchkula (HR) And Mohali (Panjab)
- Evaluating consumer perception about services provided by the cellular phone companies.
- To find out the problem and prospect of cellular phone.

HYPOTHESIS OF THE STUDY

HYPOTHESIS : Null Hypothesis: People choice towards cellular phone are indifferent for various cellular(GSM & CDMA) companies and schemes.

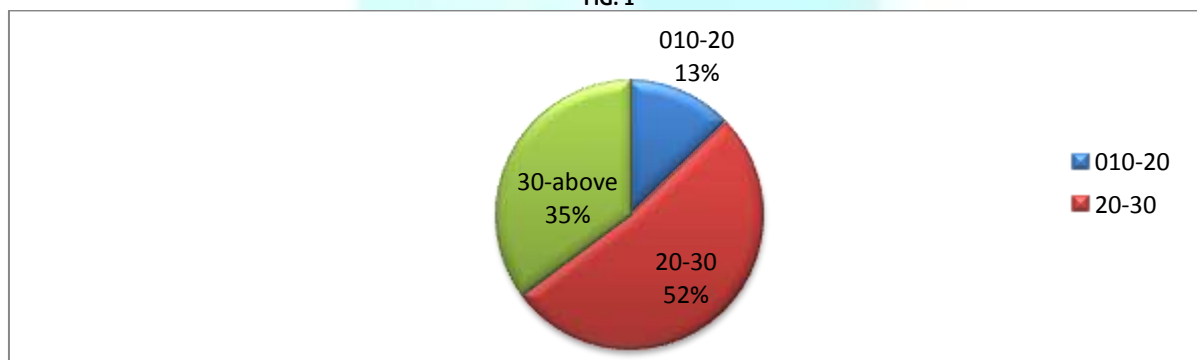
RESEARCH METHODOLOGY

Research design	:	Convenience sampling
Universe & survey population	:	Chandigarh (UT) , Panchkula (HR) And Mohali (Panjab)
Sample Size	:	100 consumers
Collection of Data	:	primary (questionnairy) and secondary
Tools & Technique	:	Pie chart

DATA ANALYSIS AND INTERPRETATION

CHARACTERISTIC OF SAMPLE TAKEN ON THE BASIS OF AGE GROUP

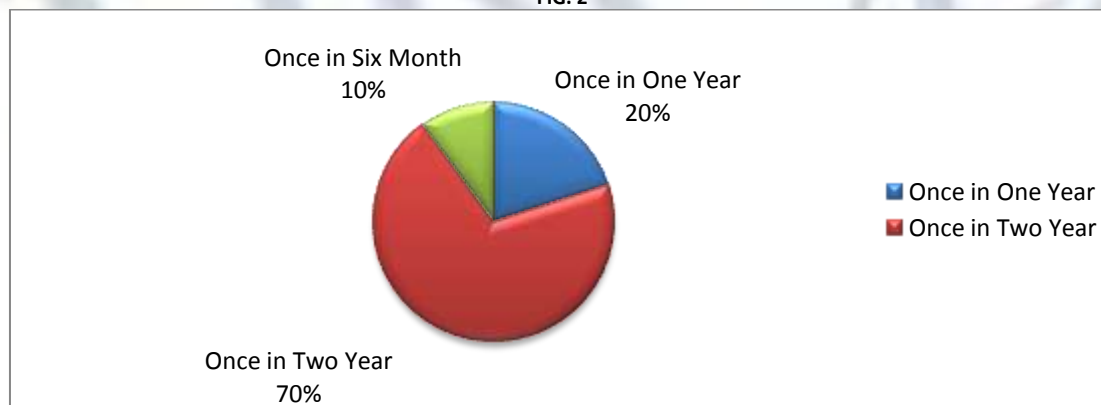
FIG. 1



Interpret - Finding of Survey shows that 52% respondents belongs to age group 20-30, 33% respondents belongs to 30-above and 13% from the age group 10-20.

TIME PERIOD IN WHICH THE RESPONDENT CHANGE HIS/HER CELLULAR PHONE

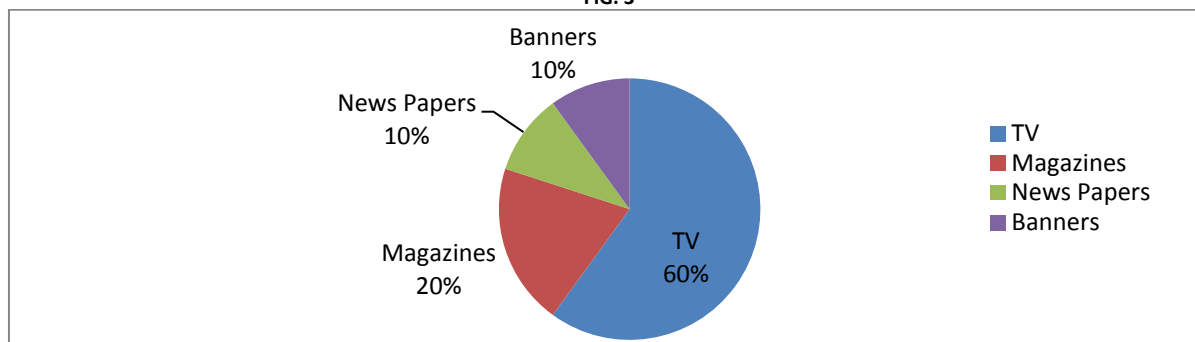
FIG. 2



Interpret - Finding of Survey shows that 70% respondents changes there cellular phone in two years, 20% changes their cell phone once in one year and 10% once in six month.

MOST EFFECTIVE MEDIUM OF ADVERTISEMENT FOR CELLULAR PHONE

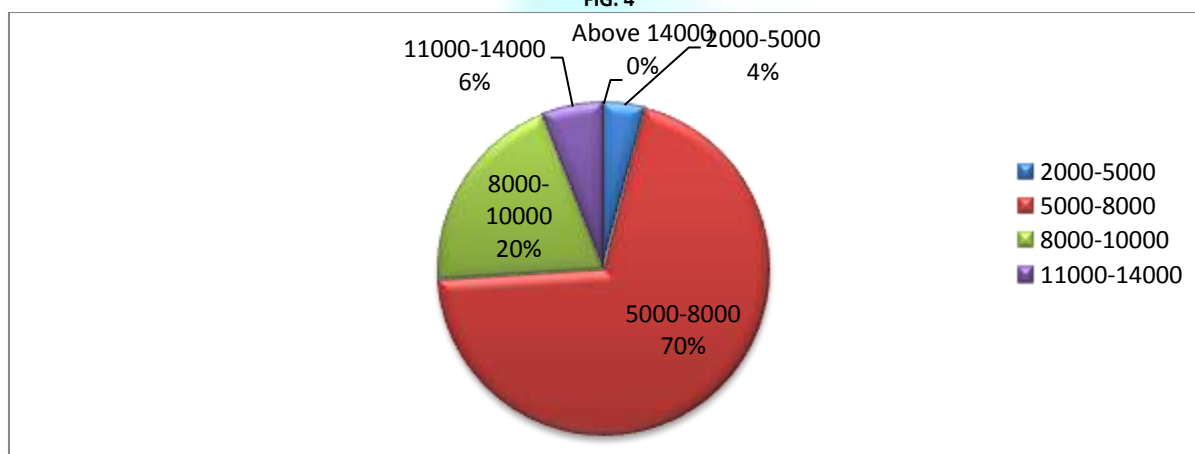
FIG. 3



Interpret - Finding of Survey shows that 60% respondents says TV is most effective medium of advertisement, 20% says magazines, 10% says banners and 10% says newspapers.

PRICE (Rs.) WHICH THE RESPONDENTS ARE READY TO PAY FOR NEW HANDSET CONTAINING THEIR SPECIFIC FEATURES

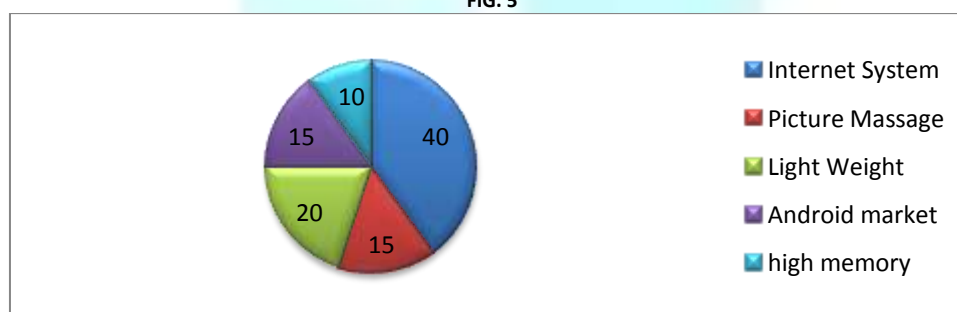
FIG. 4



Interpret - Finding of Survey shows that 70% respondents belongs to income group 5000-8000, 20% from 8000-10000, 6% from 11000-14000 and 4% from 2000-5000.

ADDITIONAL FEATURES LIKED BY THE RESPONDENTS IN CELLULAR PHONE

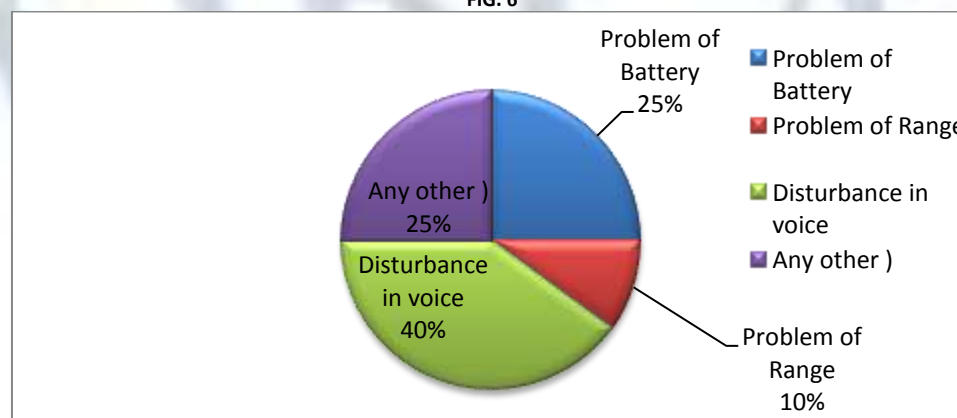
FIG. 5



Interpret - Finding of Survey shows that 40% respondents was Internet facilities in their cellular phone, 20% want light weight of cellular phone, 15% wants pictures Message, 15% wants Android market and 10% wants high memory.

PROBLEM FACE BY THE RESPONDENTS WHILE USING CELLULAR PHONE

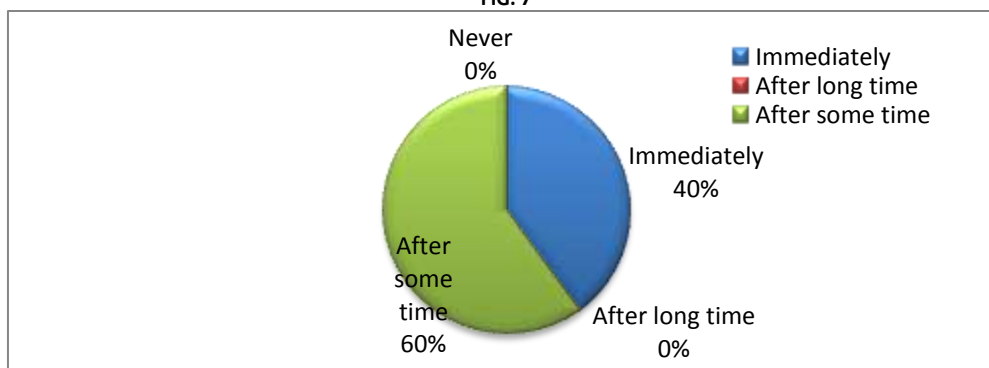
FIG. 6



Interpret- Finding of Survey shows that 40% respondents faces problems of disturbance in voice, 25% face problem of battery, 10% face problem of range and 25% face problem of any other.

PROBLEM OF RESPONDENTS ABOUT THE SERVICES PROVIDED BY CELLULAR PHONE COMPANIES IN CASE OF ANY PROBLEM

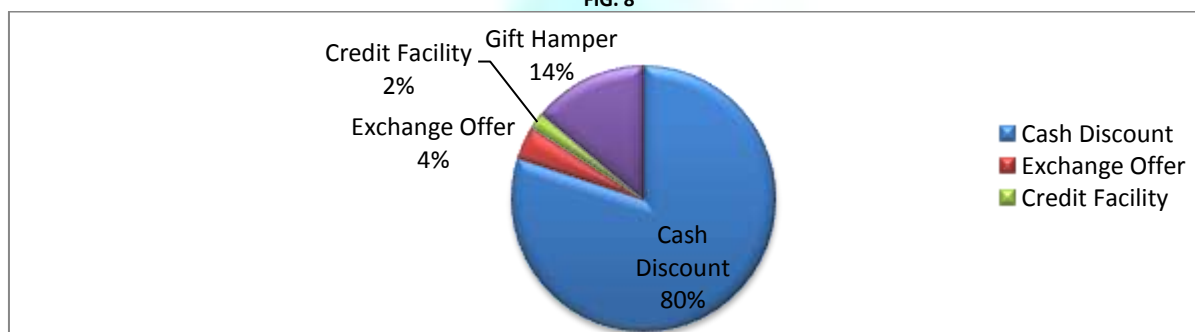
FIG. 7



Interpret - Finding of Survey shows that 60% respondents says cellular phone company act after some time in case of any problem, 40% says immediately.

TYPES OF INCENTIVE PREFERRED BY THE RESPONDENT OF CELLULAR PHONE

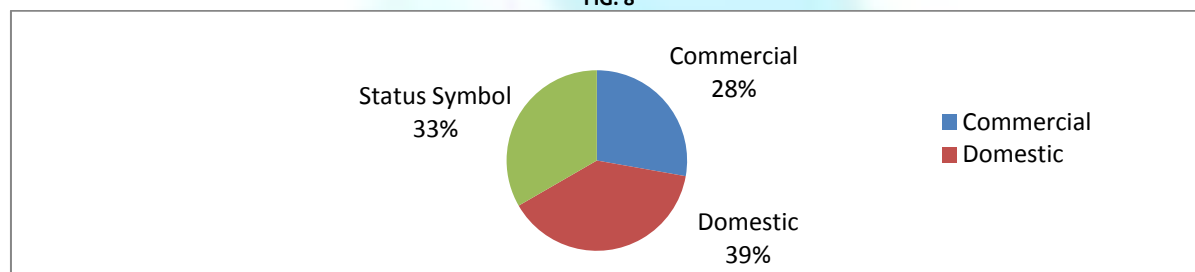
FIG. 8



Interpret - Finding of Survey shows that 80% respondents wants cash discount, 14% wants gift hamper, 4% wants exchange offer and 2% wants credits facilities.

PURPOSE OF PURCHASING CELLULAR PHONE OF THE RESPONDENTS

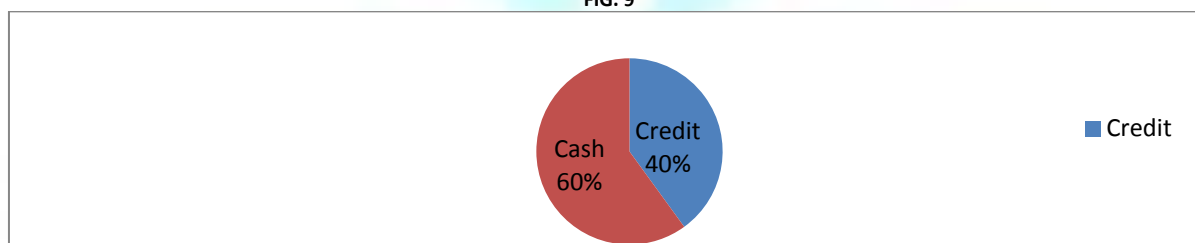
FIG. 8



Interpret - Finding of Survey shows that 39% respondents purchased the cellular phone for domestic purpose, 33% for status symbol purpose and 28% for commercial purpose .

PAYMENT PLAN OF RESPONDENT FOR CELLULAR PHONE

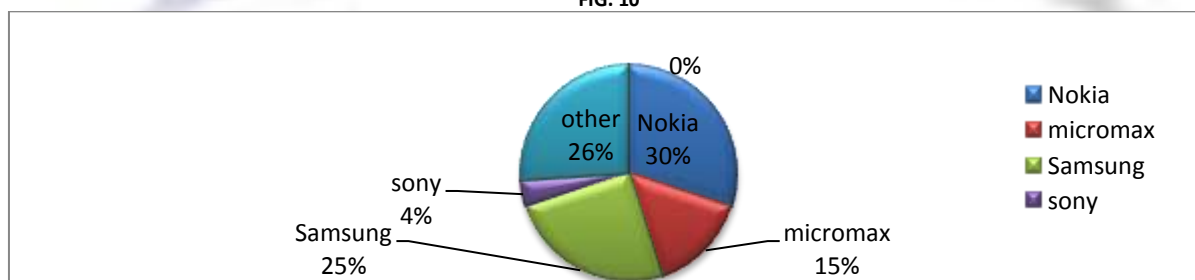
FIG. 9



Interpret - After survey 1 found that 60% respondents are in the favour of cash payment and 40% are in favour of credit payment.

BRAND OF CELLULAR PHONE WHICH THE RESPONDENTS PREFER TO HAVE

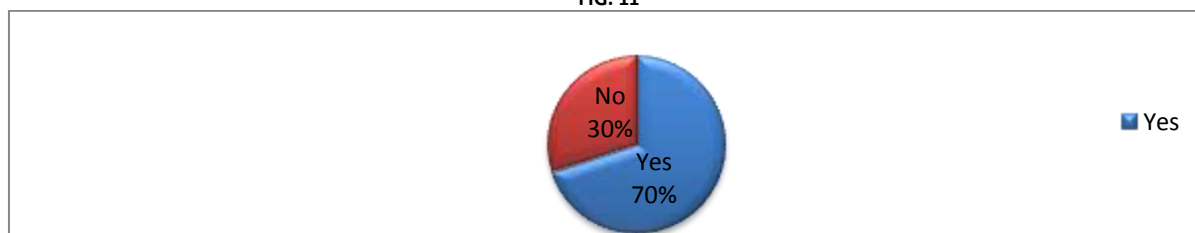
FIG. 10



Interpret - Finding of Survey shows that 30% consumers preferred to have to cell phone of Nokia, 25% of Samsung, 15% respondents to have cell phone of Micromax, 4% respondents to have cell phone of sony, 26% respondents to have cell phone of other

NUMBER OF RESPONDENT WHO FEEL NEED FOR CELLULAR PHONE

FIG. 11



Interpret - After survey 1 found that 70% of the respondent have the need for cellular phone and 30% do not have need for cellular phone.

LIMITATION OF THE STUDY

- Biasness may be entered in the sampling or data collection at some places.
- Information collected may have some distance from the actual information due to lack of some respondent interest
- The time available for the survey was very short, in this short period it was very difficult to get the entire data whole of the organization.
- Lacking of money was also a limiting factor for a researcher.

FOCUS OF THE STUDY

Competition among the cellular phone companies increasing day by day. Various companies are coming with there different-different facilities and discount rate. Every day we sees the new competitor of the cellular phone, major player of cellular phone in **Chandigarh (UT)**, **Panchkula (HR)** And **Mohali (Panjab)**, problem and prospect of cellular phone and perception of consumer about the services.

SIGNIFICATION OF THE STUDY

Cellular phone business is growing at very rapid rate. In metropolitan cities the cellular phone has become the necessity of life. People of small cities are also purchasing the cellular phone. Now the markets of cellular have pared every where in the world. Now Competition among the companies increasing day by day, each and every company is trying to be come market leader. So present study tries to find out the market potential of cellular phone and consumer perception about the services provided by the cellular phone companies.

TO FIND OUT THE MAJOR PLAYERS OF CELLULAR PHONE IN CHANDIGARH (UT), PANCHKULA (HR) AND MOHALI (PANJAB)

- With the help of survey I got Nokia, Samsung and Micromax are the major player of cellular phone in Chandigarh (UT), Panchkula (HR) And Mohali (Panjab).
- The respondents who have the cell phone,
- 30% are using Nokia cell phone, 25% are using Samsung cell phone, 15% are using Micromax are using cell phones.
- Respondents who want to purchase the cell phone, 30% wants to purchase the Nokia, 25% Samsung, 15 % MICROMAX,, 4% Sony, 26% Other cell phones.

EVALUATING THE CONSUMER PERCEPTION ABOUT THE SERVICES PROVIDING BY THE CELLULAR PHONE COMPANIES

- From the response of respondents it is come to know, 60% respondents are saying cellular phone companies act after some time in case of any problem in cell phone while 40% are saying companies gives immediate services. 80% respondents wants case discount and 14% wants gift hamper, 40% wants exchange offers from the cellular phone companies.
- Specific problems which the consumer facing is disturbance in voice and signal problem while using the cell phone so cell phone company should try to remove this problem.

CONCLUSION

Characteristic of sample taken on the basis of age group :-Finding of Survey shows that 52% respondents belongs to age group 20-30, 33% respondents belongs to 30-above and 13% from the age group 10-20.

Time Period in which the respondents change his/her cellular phone: Finding of Survey shows that 70% respondents changes there cellular phone in two years, 20% changes their cell phone once in one year and 10% once in six month.

Most effective medium of advertisement for cellular phone: Finding of Survey shows that 60% respondents says TV is most effective medium of advertisement, 20% says magazines, 10% says banners and 10% says newspapers.

Price (Rs.) which the respondents are ready to pay for new handset containing their specific features : Finding of Survey shows that 70% respondents belongs to income group 5000-8000, 20% from 8000-11000, 6% from 11000-14000 and 2% from 2000-5000.

Additional features liked by the respondents in cellular phone : . Finding of Survey shows that 40% respondents was Internet facilities in their cellular phone, 20% want light weight of cellular phone, 15% wants pictures Message, 15% wants Android market and 10% wants high memory.

Problem face by the respondents while using cellular phone: Finding of Survey shows that 40% respondents faces problems of disturbance in voice, 25% face problem of battery, 10 % face problem of range and 25 % face problem of any other..

Problem of respondents about the services provided by cellular phone companies in case of any problem: Finding of Survey shows that 60% respondents says cellular phone company act after some time in case of any problem, 40% says immediately.

Types of incentive preferred by the respondent of cellular phone: Finding of Survey shows that 80% respondents wants cash discount, 14% wants gift hamper, 4% wants exchange offer and 2% wants credits facility.

Purpose of purchasing cellular phone of the respondents : Finding of Survey shows that 39% respondents purchased the cellular phone for domestic purpose, 33% for status symbol purpose and 28% for commercial purpose .

Brand of Cellular phone which the respondents prefer to have:- Finding of Survey shows that 30% consumers preferred to have to cell phone of Nokia, 25% of Samsung, 15% respondents to have cell phone of Micromax, 4% respondents to have cell phone of sony, 26% respondents to have cell phone of other.

Payment plan of respondent for cellular phone: After survey 1 found that 60% respondents are in the favour of cash payment and 40% are in favour of credit payment.

Number of respondent who feel need for cellular phone: After Survey 1 found that 70% of the respondent have the need for cellular phone and 30% do not have need for cellular phone.

Most frequently cellular phone used by respondent: Finding of Survey shows that Nokia, Micromax, Samsung are the major players of cellular phone in Chandigarh (UT), Panchkula (HR) And Mohali (Panjab)

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