



## A STUDY ON SUBSCRIBER'S AWARENESS AND SATISFACTION TOWARDS SERVICE PROVIDERS IN TUTICORIN CITY

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### ABSTRACT

Consumer is the king of the market. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every business concern. Philip Kotler defined consumer satisfaction as, “personal feeling of pleasure resulting from comparing a product’s pursued performance in relation to his /her expectations”. Consumer attitude measurements are taken on either potential buyers or existing client’s buyers in order to identify their characteristics. Why should the competent market engineer conduct consumer research? Consumer’s surveys can provide the researcher with a wealth of information, valuable of the marketing function. In this regard, we should know about the awareness and satisfaction towards our services. For that purpose this research is going to be done.

**Key words:** communications, customer satisfaction, customer awareness, mobile operation, & service sector

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