



## USERS' PERCEPTION ON PRE-PAID CELL PHONE SERVICE PROVIDERS IN CUDDALORE DISTRICT

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### **Abstract**

Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle they wants communicate within a fraction of second at quick speed with clear voice, without any disturbance. Like line crossing, out of order, etc. most of which lack in the connection given by the department of telecommunication. Cell phones emerges as a boon quench such a thirst, the by providing facilities, which a common man cannot imagine. Though cell phone industry has its origin in the recent past and the growth has been excellent. Day by day many new competitors enter the market with new attractive schemes, provide additional facilities, add new features to existing ones, reduce the charges her incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits the subscribers. Hence in this context, it is important to study the functioning of cellular phone services and the utilization of their services by the telephones.