

“A study on consumer preference and perception towards Dialog per second blaster package and Mobitel Upahara package-Special reference to government Employees in Akkaraipattu division.”

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## ABSTRACT

Adopting the customer view point is the essence of success in today's business world, because of the continuous and rapid changing environment and dramatic innovation in the information technology.

The purpose of this research study is to identify the factors influencing on consumer preference and perception towards the Dialog Per-Second Blaster and Mobitel Upahara post paid package- special reference to government employees in Akkaraipattu division. The marketer survival depends on the behavior of consumers towards particular service connection. Therefore the study intended to carry out research in this area.

Dialog and Mobitel are the best competitors among the number of mobile service provider marketers in this area. Consumer perception and preference among these users tend to deviate based on importance and influence of factors they are being considered. Here the Consumer perception and preference is analyzed based on the conceptualization frame work. Hence Consumer perception and preference variable include the marketing mix, only the marketing mix have taken to study the Consumer perception and preference regarding the two types of post-paid packages.

Further 200 questionnaires were issued and administrate in all 7 departments in Akkaraipattu division. All the collected data were analyzed and presented through the SPSS package for convenience and reliability. The result indicated that the Dialog Per-Second Blaster has the high preference and positive perception compared with the Mobitel Upahara.

This research gives better understanding of the factors which led to such deviation between Dialog Per-Second Blaster and Mobitel Upahara. In addition to the above, the study offers suggestion to the marketers of Dialog Per-Second Blaster and Mobitel Upahara for their future survival and success.

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