

## CONSUMER BEHAVIOUR TOWARDS MNP SERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

In the post liberalization era, a big change took place in marketing of cellular services. However, satisfactions of subscribers become the most important goal of all cellular companies. The most challenging job for the present day for network providers is to retain their customers. As Mobile Number Portability has been introduced in India, the mobile user's switching turnover is more. The research study undertaken brings to light the reasons behind Mobile Number Portability. The present study aims to investigate the consumer behaviour towards Mobile Number Portability service.

**KEYWORDS:** Consumer Behaviour, Value Added Services, Mobile Number Portability