

## A STUDY ON CONSUMER'S AWARENESS TOWARDS MOBILE PHONE USAGES IN CHENNAI ENVIRONMENT

*M. Sakthivel Murugan*

*Professor, Dhanraj Baid Jain College, Chennai, Tamil Nadu, India*

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### **ABSTRACT**

*The usages of mobile phones are common now-a-days, which is used widely and it is used as a portable instrument of communication between people to people in any part of the global society. By usage of mobile phones, there is a lot of opportunity to understand people, organization, culture, society and economy. The present study is attempted to evaluate consumer behavior attitude and intention by the use of Information Technology while using mobile users in Chennai. This research is framed with the help of studying consumers' awareness, consumers' perception, consumers' usage, consumers risk and finally consumer's satisfaction. The study observes that the consumers' intention of information technology usage and adoption in mobile phone is based on technology development and advancement devised by manufacturers. Consumers also must have awareness of mobile phone Information Technology which is devised by the manufacturers. The mobile phone manufacturers must enhance Information Technology up gradation which will strengthen the consumer awareness perception usage satisfaction coupled with consumer's behavior.*

**KEYWORDS:** *Consumer Awareness, Consumers Behavioral Intentions, Information Technology, Technology Development, Consumers Intention*