

**MOTIVATIONAL FACTORS ON BUYING  
DECISION OF CELLULAR SERVICE  
(With reference to Public (BSNL) vs Private  
(Airtel) telecom, Guntur Andhra Pradesh, India)**

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**ABSTRACT**

This study is based on primary data with of 880 sample respondents 440 each from BSNL and Airtel companies operating at Guntur dist. Andhra Pradesh. The objective of this paper is to present an analytical picture of motivational factors that affect customers' behavior in availing the cellular services. Based on the opinions of the survey of the sample respondents related to BSNL and AIRTEL service providers in the select rural and urban areas of Tenali and Guntur revenue divisions of Guntur District this study has been pursued. Statistical tools like percentage, Chi-square test and p-values were used to analyse the data collected.

**KEYWORDS:** Motivation, Buying Decisions, BSNL, Airtel.