**Abstract**

Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. The increasing trend in Smartphone among the people is the main reason that has amplified the interest to research on the topic. People’s obsession about the Smartphone has been increasing rapidly. The present study was done to investigate the preference towards the technical mobile phones by the people with reference to the Coimbatore city. A questionnaire was designed to evaluate customer preference towards the modern mobile phones through which the data has been collected from 200 respondents, in order to get the needed information a structured questionnaire was issued to mobile phone user.