**Abstract**

Technology plays a vital role in this modern world. As far as mobile phone is concerned the technology is growing rapidly. This makes mobile market very competitive and the sellers are making their brand to be attractive in market and they give concessions and various gifts for the purchaser. So, to trace the preference of the people towards the modern technical mobiles the study was undertaken to investigate Customer preference towards technical mobiles with reference to the Coimbatore city. Data has been collected from 150 respondents, in order to get the needed information a structured questionnaire was issued to mobile phone user.  This study enables to know how far mobiles are useful for the customer in their daily life