**Abstract**

The customer can receive communication at any place wherever they are traveling or staying. Our pattern of communication has altered and has created economic and social impacts on the lives of the individuals. Now, a new technological advancement has hit the communication industry. As such there are various cellular companies viz., Aircel, Airtel, Vodafone, BSNL, reliance, and Tata Indicom who are authorized by the govt. to provide mobile phone services to public. This has made the researcher to make a study on the consumer’s attitude towards Tata Docomo cellular services and their performance with regard to the existing services.