

# Craze for mobiles essay sample



**ASSIGN  
BUSTER**

The world is going crazy over an invention that we know as mobile phones. The immense popularity and the large fan following that this device enjoys has made it a significant invention of the 21st century. The impact of mobile phones is discernible in anywhere. A majority of the population around the world is powered with a cellular phone that has completed our lives. It seems that we cannot do without this device. And it looks all the more stranger when everybody knows that mobile phones were considered to be real luxury exactly ten years ago and they were not even known 20 years go. But the truth is, mobile phones have not only made over lives easy and convenient, but they are also stylish enough to become your fashion statement.

Gone are the days, when the mobile phones were considered as one big luxury. Now they are the necessity. There are a whole lot of varieties, shapes and models of mobile phones, which powers the user with an array of features. Even in the third world countries, the craze of mobile phones is constantly increasing, enabling the mobile phone manufacturers to penetrate the mobile phone market deeper. They are marketed according to their target audience. The prices of these devices have come down heavily, plus the features of this gadget has increased as well, making the users harness the mobile phones to the fullest.

With the advent of the various techniques of marketing, like the mobile phone deals, there has been a widespread increase in the mobile phone business in the United Kingdom. Under the contract mobile phones, this business is significantly growing, while the consumers have been baited by the various contract mobile phone plans that look so tempting at the face

value. Plus, there are exciting services that come as a part of the whole package. So all you have to do is to take benefit of all these services and enjoy the benediction of mobile phones.