***Do Mobile Operators Sell Homogenous Products?***

A **homogeneous product** is one that cannot be distinguished from competing products from different suppliers. In other words, the product has essentially the same physical characteristics and quality as similar products from other suppliers. One product can easily be substituted for the other. The buyer cannot tell the difference between a product from ABC Company and one from XYZ Company.

When a buyer shopping for a product that happens to be homogeneous, that means all versions of the product serve exactly the same purpose, and the buyer aren't likely to care which one he would use. Therefore, if s/he was shopping to buy the 'best' product, the only difference would be price. The term is usually applied to agricultural products, and metal and energy-based commodities. For example, when s/he buy a bag of green apples, s/he likely don't know where they came from or who grew them, and you probably don't care. S/he base his/her selection on price alone.

In contrast, a **heterogeneous product** is a product that is readily distinguishable from competing products and cannot be easily substituted for one another. The buyer has to decide which features are the most important to him/her. For example, physical characteristics for similar items may vary between suppliers. This means that advertising, brand names, packaging, warranties and design elements, such as color, size and shape, would influence his/her decision. The actual prices are likely to vary significantly from one product to another because the suppliers are able to make their product seem different from the competition.

For mobile operators, if we consider about their **Internet/Mobile Data service**; each operators sell similar service. But they have different brand names, different expiry date for a service, different advertisement, and different network strength etc.

So based on above discussions, we can conclude **mobile operators do not sell homogenous products.**