

Brits hunker down amid wireless sales wars

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British cell-phone users appear to be increasingly confused and suspicious about their calling plans as they refuse to take advantage of better offers.

According to OneCompare.com, more than half of Britain's mobile users have not changed to cheaper plans and are also not being taken in by offers of newer handsets as incentives to sign up for higher priced deals.

A survey released this week by the Web site found that 57 percent of consumers would switch carriers if they could get more calling time and text-messaging volume; however, "inertia and a lack of understanding" have curbed carrier changes despite the opportunity to save money.

In addition, only 16 percent of consumers said they would switch carriers to obtain a newer model handset, which OneCompare said "blows a hole in most mobile phone marketing tactics."

"I'm not surprised that consumers find the market confusing," said OneCompare Director Anthony Ball. "There are so many tariffs and offers out there and the technology being marketed by leading providers is simply unwanted and masks the true lack of value the deal offers."

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