The telecom sector worldwide, including India, have undergone a total transformation over the last two decades which pave the way for the availability of large range of high quality telecom services. The rapid changing demand of customers for innovative telecom service products and advent of advanced information technology, have prompted all telecom service providers to increase their marketing efforts to gain more revenue and market share. For achieving business goal, BSNL and other Telecom service providers have to develop, improve and enhance their marketing strategies.

In the present cut-throat competitions prevailing in telecom service market, the Telecom service providers have to satisfy their customers and the drivers of customer satisfaction is very critical for their long-term business success as well as to maintain their customer base. The present study was taken up to understand and evaluate the telecom services offered by the BSNL and its leading competitors from a marketing perspective.

A conceptual frame work was developed duly exploring the research problem, research objectives and literature survey. Based on the theoretical frame work, sixteen hypotheses were developed together with a conceptual research model. The model proposes that the customer satisfaction is influenced by perceived service quality, corporate image, service-product, tariff and value added service. The corporate image is influenced by promotion and distribution. The model also proposes that customer loyalty is influenced by customer satisfaction, corporate image and promotion.
Data was collected from 500 telecom service users in Kerala via structured questionnaire and analysed using structural equation modeling. The findings supported all sixteen proposed hypotheses. The result of analysis has shown that major share of customers are satisfied with the telecom service products and features provided by BSNL and its competitors in Kerala. The results showed that perceived service quality, corporate image, service product, tariff and value added services are having a significant positive influence on customer satisfaction and more improvement in customer satisfaction would be possible by taking these constructs into consideration. The analysis results have also shown the positive relationship between customer satisfaction, corporate image and promotion mix with the customer loyalty.

The research study offered some insights on how BSNL and other Telecom service providers can win the marketing strategies in the telecom competitive market and also offered relevant suggestions for the improvement of service marketing of BSNL in Kerala. Implications of the study, research limitations are discussed and directions for future research are also given.

**Keywords**: assurance, corporate image, customer loyalty, customer satisfaction, empathy, network quality, service-Product, tariff, place, promotion, reliability, responsiveness, perceived service quality, tangibles and value added service.