

LIST OF TABLES

Table No.	Title	Page No.
1.1	Mobile subscribers' satisfaction model	12
1.2	Numerical weights given to the alternative responses	15
3.1	Profit from telecommunication service in India	50
3.2	List of service providers	55
3.3	Mobile communication service - National level	57
3.4	Market share of subscribers as on December- 2012	59
4.1	Gender of the respondents	77
4.2	Age of the respondents	78
4.3	Marital status of the respondents	79
4.4	Educational qualification of the respondents	80
4.5	Occupation of the respondents	81
4.6	Income of the respondents	83
4.7	Area of the respondents	84
4.8	Type of family	85
4.9	Size of family	86
4.10	Storage of contacts	87
4.11	Frequency of speaking	88
4.12	Incoming calls	89
4.13	Outgoing calls	90
4.14	Incoming SMS	92
4.15	Outgoing SMS	93
4.16	Lifestyle of the respondents	94
4.17	Period of using current service provider	95
4.18	Influence to select the service provider	96
4.19	Amount spent for monthly recharge	98
4.20	Amount spent for outgoing calls monthly	99
4.21	Mode of new promotional offers	100

Table No.	Title	Page No.
4.22	Activation of Do Not Disturb (DND)	102
4.23	Change of service provider before MNP	103
4.24	Switching over using MNP scheme	104
5.1	Preference towards lifetime scheme	107
5.2	Preference of using GPRS	108
5.3	Preference of full talk time offer	111
5.4	Preferred time for making calls	112
5.5	Preferred time for sending SMS	114
5.6	Preference to get promotional offers	115
5.7	Preference of network	117
5.8	Preference towards current service provider	118
5.9	Preference of prepaid service plan	119
5.10	Preference towards SMS booster	121
5.11	Preference towards rate cutter	122
5.12	Opinion regarding recommending the service provider	123
5.13	Opinion about having a mobile phone	124
5.14	Opinion regarding not having mobile communication in future	125
5.15	Opinion regarding selection of a public service provider	126
5.16	Opinion regarding selection of a private service provider	127
5.17	Level of satisfaction towards service offers	128
5.18	Level of satisfaction towards service tariff	135
5.19	Level of satisfaction towards service quality	139
5.20	Problems affecting satisfaction	142
5.21	Level of satisfaction towards customer care services	145
5.22	Factors influencing on service offers	148
5.23	Factors influencing on service tariff	149
5.24	Factors influencing on service quality	150
5.25	Problems influencing satisfaction	151

Table No.	Title	Page No.
5.26	Factors influencing on customer care service	152
6.1	Gender and factors determining satisfaction	157
6.2	Age and factors determining satisfaction	159
6.3	Marital status and factors determining satisfaction	161
6.4	Educational qualification and factors determining satisfaction	162
6.5	Occupation and factors determining satisfaction	165
6.6	Income and factors determining satisfaction	167
6.7	Nativity and factors determining satisfaction	169
6.8	Type of family and factors determining satisfaction	171
6.9	Size of family and factors determining satisfaction	172
6.10	Gender and overall satisfaction	174
6.11	Age and overall satisfaction	175
6.12	Marital status and overall satisfaction	176
6.13	Educational qualification and overall satisfaction	177
6.14	Occupation and overall satisfaction	178
6.15	Income and overall satisfaction	179
6.16	Nativity and overall satisfaction	180
6.17	Type of family and overall satisfaction	180
6.18	Size of family and overall satisfaction	181
6.19	Age and type of technology	182
6.19(a)	Chi-square test of age and type of technology	183
6.20	Income and amount spent for monthly recharge	184
6.20(a)	Amount spent for monthly recharge - ANOVA	184
6.21	Occupation and mode of new promotional offers	185
6.21(a)	Chi-square test of occupation and mode of new promotional offers	186
6.22	Size of family and amount spent for monthly recharge	187
6.22(a)	Amount spent for monthly recharge - ANOVA	187
6.23	Period of service and opinion about mobile connection	188

Table No.	Title	Page No.
6.23(a)	Chi-square test of period of service and opinion about mobile connection	189
6.24	Service offers - KMO and Bartlett's Test (Factor analysis)	190
6.24(a)	Service offers - Communalities (Factor analysis)	190
6.24(b)	Service offers - Total variance explained (Factor analysis)	191
6.24(c)	Service offers - Rotated component matrix (Factor analysis)	192
6.25	Factors wise analysis using subscriber's satisfaction model	194
6.26	Overall satisfaction towards service providers	196
6.27	Overall satisfaction and factors determining satisfaction	199