

BIBLIOGRAPHY

Books & Journals

1. **Aaker David**,(1996), Building strong brands, Free Press, New York.
2. **Aaker, D. (1991). Managing brand equity and capitalizing on the value of a brand name. New York: Free Press.**
3. **Anderson, E.A., and Sullivan, M.W. (1993)**, “The antecedents and consequences of customer satisfaction for firms”, Marketing science, vol.12, spring, pp.125 -43.
4. **Anderson, E.W. (1994)**, “Cross – category variation in customer satisfaction and retention”, Marketing letters, Vol.5, No.1, pp. 19 – 30.
5. **Anton, J. (1996), Customer Relationship Management: Making Hard Decisions with Soft Numbers. Prentice-Hall, Englewood Cliffs, NJ: p.73.**
6. **A Selvarasu K Gomathishankar and M G Loganathan, “GSM Mobile Service in Telecom Sector: An Ontology of Quality of Service” The Icfai Journal of Service Marketing, Vol. IV. No.4, 2006.pp24-34**
7. **Apéria, T. & Back, R. (2004).** Brand relations management, bridging the gap between brand promise and brand delivery.
8. **Anderson, J. C. & Narus, J. A. (1990).** A Model of distributor firm and manufacturer firm working relationship. Journal of Marketing, 54, 42-58.
9. **Berry Leonard L., and Parasuraman,(19930,** Building a new academic field the case of services marketing, Journal of retailing, 69 (spring), 13-60.
10. **Bitner and Hubbart, (1994),** “Encounter satisfaction versus overall satisfaction versus quality”.

11. **Bolton, L.E., Warlop, L. And Alba, J.W.** (2003), “Consumer perceptions of price (un) fairness”, *Journal of Consumer Research*, Vol. 29, March – pp.474.
12. **Bowman, D. And Narayandas, D.** (2001),“Managing customer – initiated contacts with manufacturers the impact on share of category requirements and word-of-mouth behaviour”, *Journal of Marketing Research*, vol.38, August, pp.281 – 97.
13. **Business Line number portability: DoT not for fee on subscribers –** the Hindu business line- Aug 30, 2008.
14. **Berry, L.L. and Parasuraman, A.** (1991), *Marketing Services: Competing through Quality*. The Free Press, New York, NY: p.31.64
15. **Brown, S.W. & Swartz, T.A** (1989) – A gap analysis of professional service quality, *Journal of marketing*, 53(2); 92-98.
16. **Babakus, E &Boller, G.W.**(1992), - SERVQUAL scale, *journal of business research*, 24(3), p.no.253-268.
17. **Babakus, E &Boller, G.W.**(1992), - SERVQUAL scale, *journal of business research*, 24(3), p.no.253-268.
18. **Bahia, K &Nantel, J.** (2000) – *The international journal of marketing*. 18(2).
19. **Bedabal Ray, Head of the Department, Amity Institute of Telecom Technology & Management, Amity University, “Vodafone in the Indian Telecom Market Issues and Challenges”, The ICFAI Marketing Master Mind, May 2007. pp19-21.**
20. **Brakus, J., J. Schmitt, B., H. & Zarantonello, L.** (2009). Brand experience: What is it? Who is it measure? Does it affect loyalty? *Journal of Marketing*, 73, 52–68.
21. **Burnham, T. &Mahajan, V.** (2003). Consumer switching costs: typology, antecedents, and consequences; *Journal the Academy of Science*,32,(2),109- 126.

22. **Chaudhuri,A. And Holbrook, M.** (2001), “The chain of effects from brand trust and brand affect to brand performance; the role of brand loyalty”, *Journal of marketing*, Vol.65, pp. 1-93.
23. **Cronin, J.J. Jr and Taylor, S.A.** (1992), “Measuring service quality: a re-examination and extension”, *Journal of Marketing*, Vol. 56, July, pp.55 – 68.
24. **Crosby, L.B., De Vito, R., and Pearson, J.M.** (2003) “Manage your customers’ perception of quality”, *Review of business*, Vol.24, pp.18 – 38.
25. **Christopher lovelock, Wirtz, Chatterjee** – *Services Marketing*, - Pearson Education, 2007.
26. **Crosby, L.B.Devito.R, and Pearson, J.M.**(2003), “Manage your customers perception of quality”, *Review of Business*, Vol.24, PP.18-38.
27. **Campbell, J.P and Pritchard, R.D**(1976), *Motivation theory in industrial and organization psychology*, - *Handbook of industrial psychology – Rand McNally college publishing co.,*
28. **Cronin, J.J &taylor and Teas** (1994), **SERVPERF** versus **SERVQUAL**, *Journalof marketing*. 58(1).
29. **Chakrabarty, S.Whitten, D.& Green, K.W.**(2007), -understanding service quality, *journal of computer information systems*, 48(2), 1-15.
30. **Ching, Chen, &Myagmarsuren,**(2011). **Brand equity, relationship quality, relationship value, and customer loyalty: Evidence from the telecommunications services. Total Quality Management**, 22,(9),957–974.
31. **Dharmakumar, Rohin** (19 October 2011). "India Telcos: Battle of the Titans". *Forbes*. Retrieved 19 August 2011.
32. **Danaher, J.**(1998) –*Internation journal of service industry management*. 9(1).P.48-63.

33. **Dick, Alan S. and KunalBasu (1994), "Customer Loyalty: Toward an Integrated Conceptual Framework," Journal of the Academy of Marketing Science, 22 (2), 99-113.**
34. **David Mazursky Hebrew University Priscilla LaBarbera New York University Al Aiello FMC Corporation Psychology & Marketing Q 1987 John Wiley & Sons, Inc. Vol. 4. 17-30 CCC 0742-6046/87/010017-**
35. **Engel James, F. & Blackwell, R.D. (1982). Consumer Behaviour. New York: Holt, Rinehart.**
36. **Fornell, C (1992), "A national customer satisfaction barometer: Swedish experience", Journal of Marketing, Vol.56, January, pp. 6 – 21.**
37. **Fornell, C., Johnson, M.D.Anderson, E.W., Cha, J. And Bryant, B.E.(1996), " The American customer satisfaction index nature, purpose, findings, Journal of Marketing, Vol.60, October , pp. 7 – 18.**
38. **Fournier, S. And Yao, J.L. (1997), "Reviving brand loyalty: A reconceptualization within the framework of consumer – brand relationships", International Journal of Research in Marketing, Vol.14, pp. 451 – 472.**
39. **Feick, L. & Lee, J. (2001). The impact of switching costs on the customer satisfaction-loyalty link: mobile phone service in France, Journal of Services Marketing, 15, (1), 35-48.**
40. **Financial Express, 18 December 2005 [http://www.financialexpress.com/news/have-money-will-spend/155335/0]**
41. **Gronroos, Christian, "Services Management and Marketing – A Customer Relationship Management Approach", John Wiley and Sons Limited, England.**
42. **Grigoroudis, E &Siskos, Y (2009). Customer Satisfaction Evaluation: Methods for Measuring and Implementing Service Quality. Springer.**

43. **Gundersen, M.G., Heide, M. & Olsson, U.H. (1996). Hotel Guest satisfaction among Business Travellers: What are the Important Factors? The Cornell Hotel and Restaurant Administration Quarterly, 37(2): pp.72-81.**
44. **Greenbery, J, (1990), -Journal of Marketing.16(2).**
45. **Gilbert , C. & Carol, S. (1982). An Investigation into the determinants of customer satisfaction. Journal of Marketing Research,19, 491-504.**
46. **Huffman, C. And Cain, L.B., (2001), “Adjustments in performance measures: distributive and procedural justice effects on outcome satisfaction”, psychology & marketing, Vol.18, No.6, pp. 593 – 615.**
47. **Hunt, H. Keith (1977), “CS/D – Overview and Future Research Direction” in Conceptualisation and Measurement of Consumer Satisfaction and Dissatisfaction, H. Keith Hunt, ed. Cambridge, MA: Marketing Science Institute.**
48. **Hunt, H. (1977). “CS/D: Bits and Pieces” in R. Day (Ed), “Consumer Satisfaction/Dissatisfaction and Complaining Behaviour”. Proceedings of the 2nd Annual Consumer Satisfaction/ Dissatisfaction and Complaining Behaviour Conference: April 20-22, 1977.**
49. **Holt, D. (2004). How brands become icons. The principles of cultural branding. Massachusetts: Harvard Business School Press.**
50. **Ingrid Fecikova (2004), the TQM magazine volume 16, number 1, 2004, pp. 57 – 66.**
51. **IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN:2319-7668, PP 12-20 www.iosrjournals.org**
52. **Johnson W C and Sirikit A (2002), “Service Quality in the Thai Telecommunication Industry:ATool for Achieving a Sustainable Competitive Advantage”, Man agement Decision, Vol.40, No. 7, pp.693-701.**

53. **Jan van den Ende (2002), “Modes of Governance of New Service Development for Mobile Networks: A Lifecycle Perspective”, ERS-2002-94-ORG.**
54. **KasesniemiEija – Lisa and RautiainenPirjo(2002), “Mobile Culture of Children and Teenagers in Finland”, in Katz James.**
55. **Keller, K. (2003), “Strategic brand management” (2nd Ed.). Upper Saddle River, NJ; Prentice Hall.**
56. **Kettinger, W.J & Lee, C.C. (1994), Perceived service quality and user satisfaction, *Information Sciences*, 25(5-6).**
57. **KushanMitra, “3G Finally.4G Not Too Far”, Business today pp30-31 January 11, 2009.**
58. **Kesti M and Ristola A (2003), Tracking Consumer Intention to use Mobile Services; Empirical Evidence from a Field Trial in Finland, accessed on November 2008 available at <http://www.rotuaari.net>.**
59. **K Mohan, C Madhavi and K Thilagavathi, “Customer’s perception on Telephone –A study with special Reference to Chennai City” The ICFAI Journal of Marketing Management, February 2004, pp 11-17**
60. **Kabiraj, S., &Shanmugan, J. (2011). Development of a conceptual framework for brand loyalty: A Euro-Mediterranean perspective. *Journal of Brand Management*, 285-299.**
61. **Lind, E.a and Tyler, T.R. (1997), The social psychology, New York, Plenum press.**
62. **Liu, C M (2002), The Effects of Promotional Activities on Brand Decisions in the Cellular.**
63. **Lazarevic, V. (2011). Encouraging brand loyalty in fickle generation Y consumers. The Department of Marketing, Faculty of Business and Economics, Monash University, Melbourne, Australia. *Emerald Group Publishing Limited*,13,(1), 45-61.**

64. **Miglani, Chhavi (17 August 2013). "Reliance Adds Maximum Number of Subscribers in May 2013; BSNL is the Top ISP : TRAI". Telecomtalk.info.**
65. **MChinnadurai and B Kalpana , “ Promotional Strategies of Cellular Service: A Customer Perspective”, Indian Journal of Marketing, May 2006,pp29-37.**
66. **Oliver, R.L.(1980), “A conceptual model of service quality and service satisfaction; Comparable goals, different concepts”, Advances in service marketing and management, Vol.2, pp. 65 – 85.**
67. **Oliver, R.L. and Swan, J.E. (1989), “Consumer perceptions of interpersonal equity and satisfaction in transactions; a field survey approach”, Journal of Marketing, Vol.53, April, pp. 21 – 35.**
68. **Oliver, R.L (1980), “A conceptual model of Service quality and Customer satisfaction” advances in Service marketing and management Vol 2. PP.65-85.**
69. **Oliver Richard, L. (1981), “Developing Better Measures of Consumer Satisfaction: Some Preliminary Results,” in Advances in Consumer Research, Kent B.**
70. **Oliver (1977). Satisfaction: A Behavioral Perspective on the Consumer. Boston: McGraw-Hill. Cited in Willard Hom (2000), An Overview of Customer Satisfaction Models, RP Group Proceedings, California Community Colleges.P.101.**
71. **Parasuraman, A., Zeithaml, V.A., and Berry, L.L.(1985), “ A conceptual model of service quality and its implications for future research”, Journal of Marketing, Vol.49, Fall, pp. 41 -50.**
72. **Parasuraman, A. Zeithaml, V.A., and Berry, L.L.(1988), “SERVQUAL: a multiple – item scale for measuring consumer perception of service quality”, Journal of Retailing, Vol. 64, spring, pp. 12 – 40.**

73. Praxiom, (2005), "Iso 9000 definitions translated into English", Retrieved 06, February 2006
74. Paul S. Goldner (2006). Red-hot Cold Call Selling: Prospecting Techniques that Really Pay Off. USA:AMACOMDiv American Mgmt. Assn. p.27.
75. Parasuraman, A.Zeithaml, V.A., & Berry, L.L (1994), "Alternative scales for measuring service quality, -Journal of retailing – 70(3).
76. Parasuraman, A,Zeithaml, V.A and Berry, L.L.91985), "A conceptual model of service quality and its implications for future research, -Journal of marketing, Vol.99, Fall, PP-41-50.
77. Parasuraman, A,Zeithaml, V.A & Berry, L.L. (1988), SERVQUAL.Consumer perception of service quality, journal of Retailing, 64(1).
78. P.Sashikala, "Telecom Services: Measurement of Customer Satisfaction" The Icfaiian Journal of Management Research, Vol.V, No.10, 2006 pp.34-53.
79. Pakola J, Pietila M and Svento, R (2003), "An Investigation of Consumer Behavior in Mobile Phone Markets in Finland", Proceedings of 32nd EMAC Conferences, Track: New Technologies and E-marketing, accessed on November 2005 available at www.oasis oulu.fi
80. Punniyamoorthy, M and Prasanna Mohan Raj, "An empirical model for brand loyalty measurement", Journal of Targeting, Measurement and Analysis for Marketing, Volume 15, Number 4, September 2007 , pp. 222-233(12)
81. PrLog: <http://www.prlog.org/10192174-global-smart-phone-market-industry-chain-report-20082009.html> Rahman, S. &Azhar, S. (2010). Xpressions of Generation Y : Perceptions of the mobile phone service industry in Pakistan, Asia Pacific Journal of Marketing and Logistics, 23(1), 91-107.

82. **Rogers Everett M** (1976), *Diffusion of Innovation*, 1st Edition, Free Press, New York.
83. **Raju Thomas G. C. Stanley Wolpert**, ed. *Encyclopedia of India (vol. 3)*. Thomson Gale. pp. 105–107. ISBN 0-684-31352-9
84. **Roland.T.Rust. Zahorik, Keiningham** – *Services Marketing-Addision-Wesley-NewYork*.
85. **R Srivatsava, JatinBhangde, Nirav Bhatt, kunalGogri and HemalMarfatia**, *Indian Journal of Marketing*, September 2006, pp 8-16.
86. **Reichheld, F. The Loyalty Effect 1996**.
87. **Schiffman G Leon and KanukLesileLazar**(2002), *Consumer Behaviour*, 7th Edition, Prentice – Hall of India Pvt. Ltd.
88. **Shemwell, D.J., Yavas, U., Bilgin, Z.**(1998), “Customer – service provider relationships; an empirical test of a model of service quality, satisfaction and relationship oriented outcome”, *International Journal of service industry management*, Vol. 9 , pp. 155 - 68.
89. **SkogBerit** (2002), *PerpetualContract: Mobile Communication, Private Talk, Public Performance*, 5th Edition, Cambridge University Press.
90. **Spreng, R.A., Mackoy, R.D.**(1996), “An empirical examination of a model of perceived service quality and satisfaction”, *Journal of Retailing*, Vol.72, pp. 201 – 14.
91. **Sursh K. Chouhan, T.A.V.Murthy**. "Digital divide and India". *Shodhganga @ INFLIBNET Centre*.p. 384.Retrieved 20 June 2012.
92. **Shemwell, D.J.Yavas, U.Bilgin.Z,** (1998), “Customer-service provider relationships; an empirial test of a model of service quality, satisfaction and relationship[oriented outcome”, *International journal of service industry management*, Vol.9, Pp.155-168.
93. **Salustri, F.A.,** (2001), “A list of product characteristics”, Retrieved 15th September 2005, from the Ryerton University.

94. Schiffman, L.G. and Kanuk, L.L. (2004), **Consumer Behaviour**. Prentice Hall, Upper Saddle River, NJ.
95. Spreng, R.A, Mackoy, R.D (1996), “Perceived service quality and satisfaction”, **Journal of Retailing**, Vol. 72, PP.201-214.
96. SanjeevPanandikar and Rahul Rajput, “ Comparative Study on Service Quality of Mobile Operators: An Approach of Multidimensional Profile Analysis”, **Indian Journal of Marketing**, August 2005, pp3-8.
97. Schiffman G Leon and KanukLesile Lazar (2002), **Consumer Behavior**, 7th Edition, Prentice-Hall of India Pvt Ltd., pp. 395-436.
98. SubhashJha 2008, “Understanding Mobile Phone Usage Pattern Among College-Goers” **The icfai Journal of Services Marketing**, Vol.VI, No.1, 2008.
99. SabithaNikesh, “ Mobile Number Portability- The Challenges for Mobile Services” **Advertising (August 2008)**.
100. ShrishenduGanguli, “Marketing in Indian Cellular Services-Story of Innovations, Retaliationand Use of Technology” **The ICFAI Journal of Marketing** , August 2007 pp52 to55
101. ShampaNandi,J.K. Pattanayak-Brand Loyalty and Switching- **Indian Journal of Marketing-March,2015.pp.39**.
102. Serkan,A. &Gökhan, Ö. (2005). Customer loyalty and the effect of switching costs as a IX moderator variable: A case in the Turkish mobile phone market **Marketing .Intelligence & Planning**, 23,(1), 89-103
103. Tse, D.K.Wilton, P.C.(1988), “Models of consumer satisfaction formation: an extension”, **Journal of Marketing Research**, Vol. XVII, pp. 460 – 9.
104. Tse, David K. & Wilton, P.C. (1988), “Models of Consumer Satisfaction: An Extension,” **Journal of Marketing Research**, May 25, pp.204-212.

105. **Tung Lai Lai (2004), “Service Quality and Perceived Value’s Impact on Satisfaction, Intention and Usage of Short Message Service (SMS)”, Information Systems Frontiers, Vol. 6,No.4, December, pp.353-368.**
106. **TinnaKristinsdóttir - Århus School of Business Department of Marketing and Statistics June 2010.**
107. **Vaidyanathan, R. And Aggarwal, P. (2003), “Whois the fairest of them all? An attributional approach to price fairness perceptions”, Journal of Business Research, Vol. 56, No. 6, pp. 453 – 63.**
108. **VatsalGoyal, PremrajSuman. "The Indian Telecom Industry".IIM Calcutta.**
109. **Vavra, T.G. (1997), Improving your Measurement of Customer Satisfaction: A guide to creating, conducting, analysing, and reporting Customer Satisfaction Measurement Programs. American Society for Quality.**
110. **Vikalpa • volume 35 • no 1 • January - March 2010 p.17.**
111. **Howard John, A., &Sheth, J.N. (1969), The Theory of Buyer Behaviour, New York: John Wiley.**
112. **Westbrook and Reilly (1983), “The Vicious Circle of Consumer Complaints”, Journal of Marketing, Vol.48, (Summer).**
113. **Woodruff, R.B. &Gardial,S. (1996), Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction. Wiley: Blackwell.**
114. **Wand Y and Lo H P (2002), “Service Quality, Customer Satisfaction and Behavior Intentions: Evidence from “China’s Telecommunications**
115. **Xia, L., Monroe, K.B. and Cox, J.L.(2004), “The price is unfair! A conceptual framework of price unfairness perceptions”, Journal of marketing, Vol. 68, October pp. 1 – 15.**

116. **Yi, Y.**(1990), “A critical review of consumer satisfaction”, in Zeithaml, V.A., (Ed)., Review of Marketing, American Marketing Association, Chicago, IL, pp. 68 – 123.
117. Youl, H. & John, J. (2010). Role of customer orientation in an integrative model of brand loyalty in services. The Service Industries Journal,30,(7), 1025–1046

Journals

1. Issues of **TIMES OF INDIA** – Dailies.
2. Issues of **THE HINDU** – Dailies.
3. Issues of **DINAMALAR** – Dailies.
4. Various Issues of **ICFAI** – Journal of Management Research.
5. Various Issues of **Infinite Journal of Management**.
6. Various Issues of **Indian Journal of Marketing**.
7. Various Issues of the **Southern Economist**.
8. Various Issues of **Prabanandan – Indian Journal of Management**.
9. Various Issues of **Southern Economist**.
10. Various Issues of **SMART**(Journal of Business Management Studies)
11. Various Issues of **Third Concept**.
12. Various Issues of **Yojana**.
13. Various Issues of Indian Journal of Commerce.

Websites

1. [www.abiresearch.com / research/](http://www.abiresearch.com/research/) - Mobile marketing and advertising.
2. www.mobilemarketingmagazine.co
3. www.mobilemarketer.com
4. [www.pluggd.in / India-mobile-phone-market-research-](http://www.pluggd.in/India-mobile-phone-market-research-).
5. www.auspi.com

6. www.cellularnews.com
7. www.rediff.com
8. www.hindu.com
9. www.rotuaari.net
10. www.oneindia.in/phonecalls/ reliance / landline.shtml.
11. <http://business.mapsofindia.com/top-brands-india/>
12. <http://top10companiesinindia.co.in/>