

CONTENTS

Chapter No	Title	Page No.
	Acknowledgement	i
	List of Tables	iii
	List of Abbreviations	x
I	INTRODUCTION	1
2	REVIEW OF LITERATURE	15
3	PROFILE OF MOBILE NETWORK SERVICES	33
4	CONCEPTUAL FRAMEWORK OF BRAND SWITCHING BEHAVIOUR AND CUSTOMER LOYALTY	43
5	BRAND SWITCHING REASONS OF CUSTOMERS-AN ANALYSIS	61
6	CUSTOMER SATISFACTION AND LOYALTY OF MOBILE NETWORK SERVICES-AN ANALYSIS	118
7	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS	174
	BIBLIOGRAPHY	183
	QUESTIONNAIRE	194