ABSTRACT

Economic liberalization of India paved the way for the entry of multinationals to India and seller’s market turned as buyer market as supply exceeded demand. The success or failure of marketing organization depends upon how effectively the marketers are able to attract the consumers and develop a relationship with them. Indian telecom sector has undergone a major process of transformation through significant policy reforms. The changes is expected to continue, and at a much faster pace.

The study aims to understand and analyze the customer preference, perception that on with the increase in competition in telecom services. In the study attempt is made to understand supportive policy framework need to be in place during this period of rapid growth and transformation.

Post – liberalization the telecom sector aims at improving the overall service quality. Through increased competition, the average revenue per customers is reducing; the service providers are expected to become more responsive to the need of customer. The study also aims at investigation of customer satisfaction in relation to brand image, availability of mobile connection, customer care services, service charge, company delivery on time performance and their commitment to meet their delivery expectations. The result obtained in terms of satisfaction level with performance of their current services, 93.2% of the respondents were satisfied and out of those
37.8% of them told that their satisfaction level range from 40-60% and 37% of the respondents satisfaction level range from 60-80%.

Through regression analysis an attempt was made to understand the factors which have positive relationship quality management to ensure customer satisfaction and arrived at a regression equation.

**Quality management to ensure customer satisfaction =** 
1.055 + 0.077(tariffs for outgoing calls) + 0.176(availability of mobile connection) + 0.195(company responsiveness in dealing with customers) + 0.206(company services regarding quality and performance) +0.020(company delivery on time performance and their commitment)

The regression analysis showed a positive significance of all the variables in the model. Hence the model design is of high importance and there exist significance correlation which strongly recommends the intention of customer’s perception towards the telecom services.

This study has focused on the BSNL Karnataka prominent area and their problem in the mobile phone services. The researcher humbly believes that the statistical data, findings, moderate analysis and consequently the suggestions will be useful for the relevant mobile services for their furtherance of their business. This dissertation can be used as a pioneer study for their future researchers in the same field.