PREFACE

Consumer behaviour refers to the behaviour that consumers display in searching for purchasing, using evaluation and disposing of products and services that they expect to satisfy their needs. The study of consumer behaviour explains how individual make decisions to spend their available resources (time, money, effort) on consumption related items. It includes the study of what they buy, when they buy, where they buy, how often they buy, and how often they use? The answer to these questions can be found through consumers and provide marketers with important input for product scheduling, design modification and promotional strategy.

India is now the second largest telecom market in the world in terms of subscriber base and more importantly among the fastest growing markets globally with monthly net additions now inching closer to 20 million. Given its spread, it is reasonable to expect that mobile telephone will exert an enormous influence on the level of economic activity. Telecom services have been recognized the world-over as an important tool for socio-economic development for a nation. It is one of the prime support services needed for rapid growth and modernization of various sectors of the economy. Driven by various policy initiatives, the Indian telecom sector witnessed a complete transformation in the last decade.

The changing competitive structure brought in by the liberalization necessitates any enterprisers engaged in providing
telecom services need to adopt marketing orientation in providing telecom services. The adoption of services marketing concept is precondition for the survival and growth in this sector.

The task of preparing this thesis has thus been to understand the preference, perception and consumer satisfaction towards telecom services. The first two chapters of this thesis describe background, method and literature respectively, with the remaining 3 chapters each presenting analysis of data. The first chapter gives a broad overview of consumer behaviour, telecom industry. In second chapter about introduction to consumer behaviour and consumer buying behaviour model with factors influencing the preference and perception. In chapters three, four and five describes the research design and methodology, and the data interpretation and analysis, suggestions and recommendation.

Through this study an attempt is made keeping in view the strategic nature of telecom industry and the adoption of marketing concepts to provide effective services as means to create and expand markets. This study will give insight to understand the consumer behaviour in telecom industry.