CHAPTER 1

Introduction

1-4 1.1 Introduction - Telecommunication Industry in India

5 1.2 Global Telecommunication – Past- Present & Future
   1.2.1 Emergence of Telephones in the world

5-8 1.3 History of the Telephone
   1.3.1 The Harmonic Telegraph
   1.3.2 Development of the Telephone
   1.3.4 Telephones Today

8-11 1.4 Emergence of Cellular Phones in the World
   1.4.1 First Generation Cell Phones
   1.4.2 Second Generation Cellular Phones
   1.4.3 Third Generation Cellular Phones
1.5 Indian Telecommunication – Past- Present & Future

1.6 Winds of Change: Telecom growth in India
   1.6.1 History Telecom in India
   1.6.2 Emergence of the telegraph in India
   1.6.3 Emergence of telephones in India
   1.6.4 Emergence of Wireless Communication in India
   Pager Services

1.7 Emergence of Mobile Communication in India
   1.7.1 Indian telecom: Milestones and developments at a glance
   1.7.2 Indian telecom sector: transient policies

1.8 Emergence Bharat Sanchar Nigam Limited (BSNL)
   1.8.1 Privatization of telecommunications in India

1.9 Telecommunications Regulatory Environment in India
   1.9.1 Cellular phones: The current Revenue and growth
   1.9.2 Telephones: the current scenario
   1.9.3 Cellular phones: the current scenario

1.10 Cellular Phone services in India today
   1.10.1 The Market Players
   1.10.2 Cellular Phones Market Growth in India
   1.10.3 Cellular Phone Market Strategies in India
   1.10.4 Value Added Services (VAS)
   1.10.5 3G Spectrum
   1.10.6 Main 3G issues for service providers and users:
   1.10.7 Telecom Regulatory Authority in India
   1.10.8 Cellular Operators Association of India (COAI)
1.11 Present Status of Cellular Phones in India

1.12 Future of Cellular Phones in the world

1.12.1 A Look into the Future
1.12.2 Your Telephone Number - A Second Social Security Number
1.12.3 Wireless Industry changes ahead
1.12.4 Wireless Technology Improvements - Look What's Coming
1.12.5 Internet Access Is Everything and Anything

1.13 Future of Cellular Phones in India

1.14 Telecom circles in India

1.14.1 Landlines
1.14.2 Internet Communication
1.14.3 Broadband Communication
1.14.4 Next Generation Network (NGN)
1.14.4 Mobile Number Portability (MNP)
Finally Mobile Number Portability

1.15 Effect of Cell Phones on Landline Telephones in India

1.15.1 Loss of landlines
1.15.2 Cell and broadband internet card
1.15.3 Online VoIP applications
1.15.4 Strong competition from the cable sector

1.16 Internet Communication on Mobile Phones

1.16.1 The Journey of “G” from 1st to 5th Generation
1.16.2 Understanding the 2G services
1.16.3 Analysis of 1G and 2G services
1.16.4  The transient 2.5 Generation
1.16.5  Understanding the 3G Generation
1.16.6  An insight into the basic differences of 2G from 3G
1.16.7  Understanding Packet Switching
1.16.8  Packet Switching in Computer networks
1.16.9  Main 3G Services
1.16.10 Main 4G Features

52  1.17  Need for this Study

52  1.18  Conclusion

CHAPTER 2
Review of Literature

53  2.1  Introduction
53-55  2.2  Customer Satisfaction
56-59  2.3  Analytical study of performance of Telecom industry
59-60  2.4  Analysis of Customer’s purchasing motives of Telecom Services
60-62  2.5  What’s Customer Satisfaction?
62-64  2.6  Various studies in Customer Satisfaction
64-70  2.7  Customer Satisfaction studies in Telecom Industry
70-72  2.8  Factors influencing Customer’s Level of Satisfaction
72-79  2.9  Service Quality: the Key Influence in Customer Satisfaction
80-87  2.10  Customer Satisfaction Models

2.10.1  Measuring customer satisfaction
2.10.2  Methodologies
CHAPTER 3
Methodology

3.1 Introduction

3.2 Objective of the study

3.3 Scope of the Study

3.4 Specific aspects to be studied

3.5 Data Collection
   3.5.1 Primary Data
   3.5.2 Secondary Data

3.6 Sampling
   3.6.1 Sampling Unit
3.6.2 Sampling Techniques

3.6.3 Sample Size and Area

117-118 3.7 Data Analysis

3.7.1 Processing of Data

119 3.8 Hypothesis

119 3.9 Hypothesis Testing Method

CHAPTER 4

4.a Results and Analysis

121 4.a.1 Introduction

122-174 4.a.2 Analysis of Pre-paid Cellular Phone Customers

4.a.2.1 Analysis of Gender

4.a.2.2 Analysis of the Age group

4.a.2.3 Analysis of Income group

4.a.2.4 Analysis of Occupation

4.a.2.5 Analysis of Service Provider

4.a.2.6 Analysis of Usage Plan

4.a.2.7 Analysis of Purpose of Use

4.a.2.8 Analysis of satisfaction levels

4.a.2.9 Analysis of influence

4.a.2.10 Analysis of satisfaction range

4.a.2.11 Analysis of ranking of services

4.a.2.12 Analysis of attributes on satisfaction scale

4.a.2.13 Analysis of customer Loyalty Rewards

4.a.2.14 Analysis of recommendation
4.a.2.15 : Analysis of bill payment centres
4.a.2.16 : Analysis of a second choice
4.a.2.17 : Analysis of Customer Care
4.a.2.18 : Analysis of preferred calling time
4.a.2.19 : Analysis of Internet surfing and download speed
4.a.2.20 : Analysis of added services
4.a.2.21 : Analysis of customer care attitude
4.a.2.22 : Analysis of sudden reduction in talk time
4.a.2.23 : Analysis of Scale of Satisfaction

**4.a.3 Analysis of Post-paid Cellular Phone Customers**

4.a.3.1 : Analysis of Gender
4.a.3.2 : Analysis of the Age group
4.a.3.3 : Analysis of Income group
4.a.3.4 : Analysis of Occupation
4.a.3.5 : Analysis of Service Provider
4.a.3.6 : Analysis of Usage Plan
4.a.3.7 : Analysis of Purpose of Use
4.a.3.8 : Analysis of satisfaction levels
4.a.3.9 : Analysis of influence
4.a.3.10 : Analysis of satisfaction range
4.a.3.11 : Analysis of ranking of services
4.a.3.12 : Analysis of attributes on satisfaction scale
4.a.3.13 : Analysis of customer Loyalty Rewards
4.a.3.14 : Analysis of recommendation
4.a.3.15 : Analysis of bill payment centres
4.a.3.16 : Analysis of a second choice
4.a.3.17 : Analysis of Customer Care
4.a.3.18 : Analysis of preferred calling time
4.a.3.19 : Analysis of Internet surfing and download speed
4.a.3.20 : Analysis of added services
4.a.3.21 : Analysis of customer care attitude
4.a.3.22 : Analysis of sudden reduction in talk time
4.a.3.23 : Analysis of Scale of Satisfaction

CHAPTER 4

4.b Discussion
228-236 4.b.1 Hypothesis Testing using Mann Whitney U Test
4.b.1.1: Test for Q.No. 5
4.b.1.2 Test for Q.No. 20

CHAPTER 5

Summary and Conclusions
237-239 5.1 Summary
240-246 5.2 Conclusions – Pre-paid Cellular Customers
247-251 5.3 Conclusions – Post-paid Cellular Customer
252-255 5.4 Suggestions
5.4.1 Introduction
5.4.2 Suggestions to Cellular Services

256-263 Bibliography
264-274 Appendices