ABSTRACT

- **The first chapter of introduction to research work**, establishes a basic logic to the reasons for choosing to conduct research in the field of Consumer behavior with respect to service expectations and perceptions of service quality of Indian cellular services, namely due to the importance of the Indian cellular mobile service sector as also the problems and issues plaguing it, and also delineated the aim and scope of the study, the research objectives, hypotheses, justification of the objectives and hypotheses chosen owing to gaps and limitations of researches to date leading to need for this study as also the significance of this study to academicians and corporate alike.

- **The second chapter on Overview of Indian cellular mobile service sector** gives a detailed picture of the sector in terms of its strategic importance, problems, environmental factors, facts, competitive dynamics, SWOT, technological advancements, regulatory framework, investments and areas for growth.

- **The third chapter on Literature review** presents the logic of concepts and papers chosen, sources used, past literature reviewed in detail leading to gist of findings as also the theoretical framework and model of inter-relationships between variables.

- **The fourth chapter on Research methodology** presents the logic of research design for primary data collection and delineates the sampling design, operational definitions, tools, scales, questionnaire design, pretesting method, data analytic techniques used.

- **The fifth chapter on Data analysis** presents the actual data analysis results, both the descriptive statistics and the data analytic results forming the basis for acceptance or rejection hypotheses.
• **The sixth chapter on Interpretation and discussion of results** links the findings of this research study to past researches.

• **The seventh concluding chapter on Conclusions and recommendations** presents interesting conclusions which then forms the basis for making recommendations to Indian Cellular Mobile Service Providers. This chapter also presents again the limitations of this thesis as also the scope for future research potential possibilities.

• The concluding seventh chapter is followed by **Bibliography & Appendices**.