PREFACE

Consumer Buying Behavior is a domain of study involving buyers of a specific sector, trying to elucidate their process of buying with special reference to their thought process and psychological background regarding buying a specific brand of product or service. The study also includes a predictive approach to explain the pattern of the behaviour. The consumer behavioural study has been a major concern for the corporate business houses as well as for social researchers, since it dominates the nature of market driving forces and product development with the change of consumer taste and preferences. Consumer behaviour study in telecom sector has been of crucial importance, since the field is very dynamic and so are the consumers in this field. Especially the cellular phone handset users are switching the manufacturers with very erratic pattern. Hence, establishing absolute Brand Loyalty in choosing cellular phone handset is of great importance to the handset manufacturing firms. Therefore the study titled “Consumer Buying Behavior in Telecom Industry: an Investigation to Establish Brand Loyalty” has done justice to the cellular phone industry with its broader objectives to address pre-purchase and post-purchase behaviour of the Indian consumers by identifying the factors influencing their purchase decisions.

Most of the literatures in India and abroad do not have paucity of information regarding consumer buying behaviour in connection to brand loyalty, along with many theories on the allied field of these, but the study in the context of cellular phone handset switching is very limited, especially in the purview of Indian telecom consumers. Whatever study is available, is mostly confined in the realm of telecom network services and service providers’ contribution, though the contribution of handset manufacturer in Indian market in terms of its revenue, is not very negligible. The study tries to fill this deficient gap to some extent and to figure out the most important factors regarding pre-purchase and post-purchase behaviour of the consumers, with special reference to psychographic segmentation (VALS-Values, attitude and Life styles), brand Identification, Brand personality, attractiveness of brand personality, distinctiveness of brand personality, word of mouth reports, self expressive value of brands and service quality gap and of course Brand Loyalty.

Mainly the study deals with two broad objectives; the first one is to explore the impact of “Pre-purchase Satisfaction” of mobile buyers through values, attitude and life
styles (VALS- psychographic segmentation), Brand personality, Distinctiveness of brand personality, Self expressive value, word of mouth report, attractiveness of brand personality, on **Brand loyalty** and the second one is to examine the impact of “**Post-purchase Satisfaction**” of mobile buyers (Service Quality Gap score) on **Brand Loyalty**.

With these objectives in view, the study encompasses Indian Telecom cellular phone sector with special reference to West Bengal, Hyderabad, Mumbai, Andaman Island consumer market to explore analytical connections among the above-mentioned factors and brand loyalty with certain vital recommendations for the marketers to finalise their effective marketing strategies to curb brand loyalty.

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I hereby declare that this thesis is the record of bona fide research work, carried out by the undersigned excluding the literature review and portions, where acknowledgement and references have been mentioned. I further declare this thesis has not previously been produced for the basis of award of any Degree, Diploma, Associate ship, Fellowship or any other similar title of recognition, except the parts, used for publication, mentioned in the Appendices section of the thesis.

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