CONTENTS

List of Tables

List of Figures

List of Abbreviations

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>INTRODUCTION</td>
<td>1 – 18</td>
</tr>
<tr>
<td></td>
<td>1.1 Introduction</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1.2 Present Scenario of the Indian Telecommunication</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1.3 Background of the Study</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>1.4 Statement of the Problem</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>1.5 Need and Significance of the Study</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>1.6 Scope of the Study</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1.7 Objectives of the Study</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>1.8 Hypotheses</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>1.9 Methodology</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1.9.1 Type of the Study</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1.9.2 Population of the Study</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1.9.3 Sample Design and Sample Size</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1.9.4 Collection of the Data</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>1.9.5 Tools for Analysis</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>1.10 Period of the Study</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>1.11 Variables Considered in the Study</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>1.12 Pilot Study and the Finalisation of the Interview Schedule</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>1.13 Limitations of the Study</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>1.14 Presentation of the Study</td>
<td>16</td>
</tr>
<tr>
<td>II</td>
<td>REVIEW OF LITERATURE</td>
<td>19 – 61</td>
</tr>
<tr>
<td>2.1</td>
<td>Introduction</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>2.1.1 Studies Relating to the Factors that Influence the Selection of the Mobile Phone Services</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2.1.2 Studies Relating to the Analysis of the Marketing Mix of the Mobile Service Providers</td>
<td>24</td>
</tr>
</tbody>
</table>
2.1.3 Studies Relating to the Service Quality, Customer Satisfaction and Loyalty in the Mobile Communication Services

2.2 Research Gap

2.3 Conclusion

III INDIAN TELECOM INDUSTRY - AN OVERVIEW

3.1 Introduction

3.2 History of the Indian Telecom Sector

3.3 Growth in Indian Telecommunication

3.4 Present Scenario of Wire Line (Land Line) Services in India

3.5 Present Scenario of Wireless Services in India

3.6 Teledensity in India

3.7 Rural Telephony in India

3.8 Public Sector and Private Sector in Indian Telecom

3.9 Telecom Development Indicators in India

3.10 Foreign Direct Investment in Telecom

3.11 Internet Services in India

3.12 Broadband Services

3.13 Telecom Service Circles in India

3.14 Circle wise Telecom Teledensity in India

3.15 Mobile Portability in India

3.16 Regulatory Framework of the Indian Telecom Sector

3.16.1 Telecom Commission

3.16.2 Department of Telecommunication

3.16.3 Telecom Regulatory Authority of India (TRAI)

3.16.4 Wireless Planning and Co-ordinating Wing (WPC)

3.16.5 Telecom Dispute Settlement and Appellate Tribunal (TDSAT)

3.17 Kerala Telecommunication

3.18 Wire-line and Wireless Services in Kerala

3.19 Major Mobile Phone Service Providers in Kerala Telecom Circle

3.19.1 Airtel
3.19.2 Vodafone 79
3.19.3 Idea 79
3.19.4 BSNL 80
3.19.5 Reliance Jio Infocom Ltd 80

3.20 Conclusion 80

IV DATA ANALYSIS AND INTERPRETATION 82 – 281

Part I : Profile of the Sample Respondents

4.1 Introduction 82

4.2 Profile of the Sample Respondents 84

4.3 Analysis of the Mobile Phone Subscribers on the Basis of Service Related Parameters 85

4.4 Analysis of the Socioeconomic Factors of the Subscribers and their Preference for a particular Mobile Phone Service Provider 87

4.5 Summary of the Analysis of the Socioeconomic Factors of the Subscribers and their Preference for a particular Mobile Phone Service Provider 90

Part II : Analysis of the Factors that Influence the Selection of Mobile Phone Services

4.6 Analysis of the Factors that Influence the Selection of the Mobile Phone Services 91

4.7 Step 1- Identification of the factors that influence the selection of the mobile phone services 91

4.8 Step 2- Identification of the Factors that Influence the Selection of the Mobile Phone Services - Provider Wise 93

4.9 Step 3- Analysis of the Factors that Influence the Selection of the Mobile Phone Services - Provider Wise 94

4.10 Step 4 - Cross Analysis of the Factors that Influence the Selection of the Mobile Phone Services Compared with the Profile of the Sample Respondents 96

4.11 Analysis of the Factors that Influence the Selection of Mobile Phone Services based on the Gender of the Respondents 97

4.12 Analysis of the Factors that Influence the Selection of Mobile Phone Services based on the Age of the Respondents 98
4.13 Analysis of the Factors that Influence the Selection of Mobile Phone Services based on the Occupation of the Respondents

4.14 Analysis of the Factors that Influence the Selection of Mobile Phone Services based on the Income of the Respondents

4.15 Analysis of the Factors that Influence the Selection of Mobile Phone Services based on the Area of the Respondents

4.16 Summary of the Cross Analysis of the Factors that Influence the Selection of the Mobile Phone Services with the Profile of the Sample Respondents

Part III: Analysis of the Marketing Mix of the Mobile Phone Service Providers in Kerala

4.17 Introduction

4.18 Variables Considered in the Analysis of the Mobile Phone Service Marketing Mix

4.19 Analysis of the Marketing Mix of the Mobile Phone Service Providers in Kerala

4.20 Analysis of the Core Services

4.21 Summary of the Analysis of Core Services

4.22 Analysis of the Value Added Services

4.23 Step One – Overall Analysis of the Mobile Phone Value Added Services (VAS)

4.24 Step Two - Analysis of the Mobile Phone Value Added Services - Provider wise

4.25 Summary of the Analysis of Value Added Services

4.26 Analysis of the Price Mix

4.27 Pricing of the Prepaid and the Postpaid Mobile Phone Services

4.28 Section 1 – Analysis of the Responses on Price Elements Applicable to both Prepaid and Postpaid Mobile Phone Services Collectively

4.29 Summary of the Collective Analysis of Price Mix of Prepaid and Postpaid Mobile Phone Services – Provider wise
4.30 Section 2- Analysis of the Responses on Price Elements Applicable to Prepaid and Postpaid Mobile Phone Services Separately

4.31 Analysis of the Price Mix of Prepaid Mobile Phone Services

4.32 Analysis of the Price Mix of Postpaid Mobile Phone Services

4.33 Summary of the Analysis of Price Mix Applicable to Prepaid and Postpaid Mobile Phone Services Separately

4.34 Section 3- Analysis of the Responses on Price Elements Applicable Only to Postpaid Mobile Phone Services

4.35 Analysis of Price Mix of Postpaid Mobile Phone Services towards Billing - Provider wise

4.36 Summary of the Analysis of the Responses of the Postpaid Mobile Phone Subscribers

4.37 Analysis of the Promotion Mix

4.38 Analysis of the Advertisement Mix

4.39 Analysis of the Advertisement Mix of the Mobile Phone Services - Provider wise

4.40 Summary of the Analysis of Advertisement Mix- Provider wise

4.41 Analysis of the Sales Promotional Mix

4.42 Part 1- Overall Analysis of the Sales Promotional Offers

4.43 Step 2- Analysis of the Sales Promotional Offers- Provider wise

4.44 Summary of the Analysis of Sales Promotional Offers – Provider wise

4.45 Analysis of the Place Mix (Physical Distribution Mix)

4.46 Part 1- Analysis of the Intermediaries in the Distribution of Mobile Phone Services

4.47 Analysis of the Association between the Distribution Channels and the Selection of a Particular Mobile Phone Service Provider

4.48 Part 2 - Overall Analysis of the Physical Distribution Mix
4.49 Part 3  Analysis of the Physical Distribution Mix – Provider wise
4.50 Summary of the Analysis of the Physical Distribution Mix – Provider wise
4.51 Analysis of the Process Mix Relating to the Mobile Phone Services in Kerala
4.52 Part 1- Overall Analysis of the Process and Procedure Mix Regarding Mobile Phone Service
4.53 Association between the Process & Procedures Mix and Selection of a Particular Mobile Phone Service Provider
4.54 Part Two - Overall Analysis of the Process and Procedure Mix
4.55 Part III - Analysis of the Process and Procedure Mix - Provider wise
4.56 Summary of the Analysis of Process and Procedure Mix – Provider wise
4.57 Analysis of the Physical Evidence Mix
4.58 Step 1- Overall Analysis the Physical Evidence Mix
4.59 Step 2- Analysis of the Physical Evidence Mix- Provider wise
4.60 Summary of the Analysis of the Physical Evidence Mix- Provider wise
4.61 People Mix
4.62 Part 1-Overall Analysis of the People Mix
4.63 Part 2 - Analysis of the People Mix- Provider wise
4.64 Summary of the Analysis of People Mix- Provider wise
4.65 Analysis of the Marketing Mix of Mobile Phone Service Providers in Kerala- Conclusion

Part IV : Measurement and Analysis of the Mobile Phone Service Quality in Kerala
4.66 Introduction
4.67 Quality
4.68 Service Quality
4.69 Instrument for Data Collection 173
4.70 Variables Used for the Measurement of the Mobile Phone Service Quality 173
4.71 Validity of the Instrument 174
4.72 Reliability of the Instrument 175
4.73 Measurement of the Service Quality 175
4.74 Scheme of the Study 176
4.75 Section 1 - Measurement of the Service Quality of the Mobile Phone Service Providers in Kerala 176
   4.75.1 Tangibility 177
   4.75.2 Reliability 178
   4.75.3 Responsiveness 179
   4.75.4 Assurance 179
   4.75.5 Empathy 180
   4.75.6 Network Aspects 181
   4.75.7 Convenience 182
   4.75.8 Conclusion 183
4.76 Relative Importance of the Service Dimension 184
4.77 Weighted SERVQUAL Scores 185
4.78 Section 2-Analysis of the Service Quality Gap of the Mobile Phone Services in Kerala 186
4.79 Analysis of the Mobile Phone Service Quality Gap-Dimension Wise 186
4.80 Summary of the Dimension Wise Analysis of Mobile Phone Service Quality Gap 189
4.81 Analysis of the Mobile Phone Service Quality Gap in Kerala- Sector wise 190
4.82 Summary of the Sector Wise Analysis of Mobile Phone Service Quality 195
4.83 Analysis of the Mobile Phone Service Quality Gap-Provider wise 195
4.84 Step 1- Measurement of the Mobile Phone Service Quality-Provider wise 196
4.85 Step 2 - Analysis of the Service Quality Gap - Provider wise 198
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.85.1</td>
<td>Analysis of the Tangibility Gap- Provider wise</td>
<td>198</td>
</tr>
<tr>
<td>4.85.2</td>
<td>Analysis of the Reliability Gap- Provider wise</td>
<td>199</td>
</tr>
<tr>
<td>4.85.3</td>
<td>Analysis of the Responsiveness Gap- Provider wise</td>
<td>201</td>
</tr>
<tr>
<td>4.85.4</td>
<td>Analysis of the Assurance Gap - Provider wise</td>
<td>202</td>
</tr>
<tr>
<td>4.85.5</td>
<td>Analysis of the Empathy Gap- Provider wise</td>
<td>203</td>
</tr>
<tr>
<td>4.85.6</td>
<td>Analysis of the Network Aspects Gap- Provider wise</td>
<td>204</td>
</tr>
<tr>
<td>4.85.7</td>
<td>Analysis of the Convenience Gap- Provider wise</td>
<td>205</td>
</tr>
<tr>
<td>4.85.8</td>
<td>Summary of the Analysis of Mobile Phone Service Quality Gap Scores – Provider wise</td>
<td>206</td>
</tr>
<tr>
<td>4.86</td>
<td>Analysis of the Mobile Phone Service Quality- Area wise</td>
<td>207</td>
</tr>
<tr>
<td>4.87</td>
<td>Section 1- Measurement of the Mobile Phone Service Quality- Area wise</td>
<td>208</td>
</tr>
<tr>
<td>4.88</td>
<td>Section 2- Analysis of Service Quality Gap -Area wise</td>
<td>210</td>
</tr>
<tr>
<td>4.88.1</td>
<td>Analysis of the Tangibility Gap - Area wise</td>
<td>211</td>
</tr>
<tr>
<td>4.88.2</td>
<td>Analysis of the Reliability Gap- Area wise</td>
<td>212</td>
</tr>
<tr>
<td>4.88.3</td>
<td>Analysis of the Responsiveness Gap- Area wise</td>
<td>213</td>
</tr>
<tr>
<td>4.88.4</td>
<td>Analysis of the Assurance Gap- Area wise</td>
<td>214</td>
</tr>
<tr>
<td>4.88.5</td>
<td>Analysis of the Empathy Gap- Area wise</td>
<td>215</td>
</tr>
<tr>
<td>4.88.6</td>
<td>Analysis of the Network Aspects Gap- Area wise</td>
<td>216</td>
</tr>
<tr>
<td>4.88.7</td>
<td>Analysis of the Convenience Gap- Area wise</td>
<td>216</td>
</tr>
<tr>
<td>4.88.8</td>
<td>Summary of the Analysis of Service Quality Gap – Area wise</td>
<td>217</td>
</tr>
<tr>
<td>4.89</td>
<td>Overall Results of the Gap Analysis of the Mobile Phone Service Quality in Kerala.</td>
<td>218</td>
</tr>
</tbody>
</table>

**Part V : Measurement and Analysis of the Customer satisfaction**

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.90</td>
<td>Introduction</td>
<td>220</td>
</tr>
<tr>
<td>4.91</td>
<td>Variables Used in the Analysis of the Customer Satisfaction</td>
<td>221</td>
</tr>
<tr>
<td>4.92</td>
<td>Scale Used in the Measurement of the Satisfaction of the Mobile Phone Subscribers - Five Point Likert Scale</td>
<td>221</td>
</tr>
<tr>
<td>4.93</td>
<td>Step 1 Measurement of the Overall Customer Satisfaction</td>
<td>222</td>
</tr>
<tr>
<td>4.94</td>
<td>Step 2 Analysis of the Satisfaction of the Mobile phone subscribers in Kerala</td>
<td>226</td>
</tr>
</tbody>
</table>
4.95 Sector wise Analysis of the Customer Satisfaction 227
4.96 Provider wise Analysis of the Customer Satisfaction 231
4.98 Part II - Analysis of the Customer Satisfaction- Provider wise 234

4.98.1 Analysis of Customer Satisfaction on Network Coverage and Connectivity- Provider wise 234
4.98.2 Analysis of Customer Satisfaction on Talk Plans and Schemes- Provider wise 235
4.98.3 Analysis of the Customer Satisfaction on Tariff/Call Charges- Provider wise 237
4.98.4 Analysis of the Customer Satisfaction on Voice Clarity & Voice Quality- Provider wise 239
4.98.5 Analysis of Customer Satisfaction on Mobile Internet- Provider wise 240
4.98.6 Analysis of the Customer Satisfaction on Roaming Services - Provider wise 242
4.98.7 Analysis of Customer Satisfaction on Value Added Services -Provider wise 243
4.98.8 Analysis of the Customer Satisfaction on Customer Care Services- Provider wise 245
4.98.9 Analysis of the Customer Satisfaction on Data Access Speed -Provider wise 246
4.98.10 Analysis of the Customer Satisfaction on Service Quality- Provider wise 248
4.98.11 Analysis of the Overall Customer Satisfaction- Provider wise 249
4.98.12 Summary of the Analysis of Customer Satisfaction- Provider wise 250

4.99 Measurement of Customer Satisfaction- Area wise 251
4.100 Analysis of Customer Satisfaction- Area wise 253
4.101 Summary of the Analysis of Satisfaction of the Mobile Phone Subscribers 255

Part VI : Analysis of the Responses of the Mobile Phone Service Retailers in Kerala

4.102 Introduction 256
4.103 Variables Used in the Analysis of the Response of the Mobile Phone Service Retailers in Kerala 257

4.104 Scale Used in the Measurement of the Responses of the Retailers of Mobile Phone Services (Five Point Likert Scale) 258

4.105 Analysis of the Responses of the Retailers of Mobile Phone Services in Kerala 260

4.106 Part 1 - Section 1 - Responses of Mobile Phone Service Retailers towards Selected Elements of the Mobile Phone Services 261

4.106.1 Responses of Retailers on Network Coverage 261
4.106.2 Responses of Retailers on Talk Plans 262
4.106.3 Responses of Retailers on Tariff 263
4.106.4 Responses of Retailers on Call Clarity 264
4.106.5 Responses of Retailers on Brand Image 265
4.106.6 Responses of Retailers on Value Added Services 266
4.106.7 Response of Retailers on Customer Care Services 267
4.106.8 Responses of Retailers on Mobile Data Access Speed 268
4.106.9 Response of Retailers on Service Quality 269
4.106.10 Responses of Retailers on Overall Service 270
4.106.11 Summary of the Analysis of Responses of Retailers towards Mobile Phone Services 271

4.107 Section 2 - Responses of the mobile phone service retailers towards sales promotion Mix 272

4.108 Summary of the Analysis of Various Elements of Sales Promotion Mix 277

4.109 Suggestions of the Retailers of Mobile Phone Services in Kerala 279

4.110 Summary of the Analysis of the Responses of Mobile Phone Service Retailers towards the Various Elements of Sales Promotion 279

V SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS 282 – 309

5.1 Introduction 282

5.1.1 Objectives of the Study 283
5.1.2 Hypotheses 283
5.1.3 Methodology

5.2 Major Findings of the Study

5.2.1 Associations between Socioeconomic Factors and Preference for a Particular Mobile Service Provider

5.2.2 Analysis of the Factors that Influence the Selection of the Mobile Phone Services

5.2.3 The Influence of Socioeconomic Factors in the Selection of Mobile Phone Services

5.2.4 Analysis of the Product Mix of the Mobile Phone Service Providers in Kerala

5.2.5 Analysis of the Overall Responses of Prepaid and Postpaid Mobile phone Subscribers towards the Various Elements of Price Mix

5.2.6 Analysis of the Responses of Prepaid Mobile phone Subscribers towards the Various Elements of Price Mix

5.2.7 Analysis of the Responses of the Postpaid Mobile Phone Subscribers towards the Various Elements of Price Mix

5.2.8 Analysis of the Promotion Mix of the Mobile Phone Service Providers in Kerala

5.2.9 Analysis of the Physical Distribution Mix of the Mobile Phone Service Providers in Kerala

5.2.10 Analysis of the Process Mix of the Mobile Phone Service Providers in Kerala

5.2.11 Analysis of the Physical Evidence Mix of the Mobile Phone Service Providers in Kerala

5.2.12 Analysis of the People Mix of the Mobile Phone Service Providers in Kerala

5.2.13 Measurement and Analysis of Mobile Phone Service Quality in Kerala

5.2.14 Measurement and Analysis of Customer Satisfaction among the Mobile phone Subscribers in Kerala.

5.2.15 Analysis of the Responses of Mobile Phone Service Retailers in Kerala

5.2.16 Analysis of the Responses of Mobile Phone Service Retailers towards Sales Promotion Mix
5.3 Conclusion 305
5.4 Suggestions 307
5.5 Scope for Further Research 309

BIBLIOGRAPHY

APPENDICES
1. Interview Schedule - Mobile Phone Subscribers i – ix
2. Interview Schedule – Mobile Phone Service Retailers i – iii