INTRODUCTION

Every company has different departments like finance, marketing, personnel, production, research & development etc. having their own vision, mission, goals and objectives. In marketing we consider internal (Product, Price, Place and Promotion), external (Political, Social, Technological, Economical and Environmental) and other resources available to achieve these marketing goals and objectives. The overall emphasis or target is on customer. We make products and services to the best expected for the ultimate customer while making any strategy related to marketing to strengthen our overall base day by day to become the leader in the business world. Today’s successful companies have one thing in common. These companies have a passion for satisfying customer needs in well defined target market. They motivate everyone in the organization to help build lasting customer relationship through superior customer value and satisfaction. If the marketers understand customer needs, develop products and services that provide superior customer value and prices, distribute and promote them effectively, these product will sell easily in the competitive marketplace.

We all are customers having different culture, social class, personality, community and its values, standard of living, need, purchasing power, status, preferences, principles, traditions, self concept, attitude etc. and the in-depth analysis of each aspect of customer behavior is required to understand the behavior of the customer.\(^1\)

Customer behavior is a complex, dynamic and multidimensional process. It is the study of what, where, when, why, how and how often customer buys a product out of choices available in the markets. What tells us about the nature of a product or what brand a customer wants to buy, Where tells about the place or availability of the product. When emphasizes on time to buy a product or identifying variables that when a customer buys a product. Why indicates the reasons of buying a product or the advantages which the customer will get after buying a product. How highlights about the different ways of buying a product like by e-mail, showroom, home delivery etc. How much deal with bulk units or quantity to be decided to buy in a single time. How often discloses the frequency of a product bought during a particular time. It attempt to understand environmental factors, buyer’s characteristics, its decision process, types of customer behavior and buyer's responses.\(^2\)

Customer behavior’s literature started appearing in the 1960s. Now it fires the imagination and captured strong emotions and motivations. Behavior of the customer as a simple result of economic compulsions. Customer behavior is an inter-disciplinary economic activity. It involves concepts from various human behavior sciences. It investigate and develops methods of quantify, forecast and influence the behavior of the customers.\(^1\) to be successful, all organizations, whatever their size, need to develop the competences and respond creatively to the changing environment or even contribute to shaping the environment itself.
After knowing the behavior of the customer, the company formulates its policies, and discloses different marketing strategies. It is an important tool of the marketers. It leads to innovations. The more diverse the market, the more is the need for customer behavior studies. With increasing globalization attention shifted from product to customer, now marketers need to picture the customer first and know the behavior for the choices available/offered in the market. What customer is thinking about the companies products? What are the likes and dislikes? How best our product is? How can a product improve the opinion? The overall goal is satisfying customer relationship based on delivering quality service and value. The customers communicate their dissatisfaction to friends and in turn influence their friends not to buy that product again because of continuing service problems. To study what motivates to customer to buy a product and what motivates to companies to make a product as well as company also interested to know about what factors motivates to collect feedback and analyze them or take corrective actions and again implement it to become the leader in business world.

Social media is also playing a vital role for providing a platform of interconnectivity. This will lead to customer empowerment by making their voice heard. Technology and media have enabled customers not only to voice their opinions through blogs, podcasts and various websites but also to engage with their favorite brands by promoting their products and services. The empowerment is through customer generated advertisement featured on video sharing websites, such as you tube. Customer wants to get involved in the design and transmission of advertisement. Therefore, these information and data enables a multidimensional analysis of what customer think about products, its competitors and specific advertisement.

Customer behavior attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual customers such as demographic and behavioral variables in an attempt to understand people’s wants. It also tries to influence on the customer from group such as family, friends, reference groups and society in general. A greater importance is also placed on customer retention, customer relationship management, personalization, customization, one-to-one marketing, social choice and welfare functions.
### SYSTEM MODEL OF CUSTOMER BEHAVIOUR

<table>
<thead>
<tr>
<th>ENVIRONMENTAL FACTORS (INPUT)</th>
<th>BUYER’S BLACK BOX (PROCESS)</th>
<th>BUYER’S RESPONSE (OUTPUT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Stimuli</td>
<td>Environmental Stimuli</td>
<td>Buyer Characteristics</td>
</tr>
<tr>
<td>Product</td>
<td>Economic</td>
<td>Attitudes</td>
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<td>Price</td>
<td>Technological</td>
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<td>Place</td>
<td>Political</td>
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<td>Promotion</td>
<td>Cultural</td>
<td>Personality</td>
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<td></td>
<td>Demographic</td>
<td>Lifestyle</td>
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<td></td>
<td>Natural</td>
<td>Knowledge</td>
</tr>
</tbody>
</table>


### LITERATURE REVIEW

Debnath (2008) this study explains that the prime focus of the service providers is to create a loyal customer base by benchmarking their performances and retaining existing customers in order to benefit from their loyalty. With the commencement of the economic liberalization in 1991, and with a view to expand and improve telecom infrastructure through the participation of the private sector, the Government of India permitted foreign companies holding 51 percent equity stake in joint ventures to manufacture telecom equipment in India. The Indian Government has announced a new policy, which allows private firms to provide basic telephone services. There had been a monopoly of the state-owned department of telecommunications. However, several companies are expected to benefit from the policy change. Source: www.scribd.com/doc/25310916/project_on_consumer_satisfaction-towards_mobile_service_providers (Accessed on 14-2-12)

Seth et al (2008) analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. Source: www.gkvharidwar.org/journals.gbr_7/chapter_1.pdf (Accessed on 10-3-2012).

Haqueet al (2007) suggested that price, service quality, product quality & availability, and promotional offer play a main role during the time to choose telecommunication service provider. Source: www.gkvharidwar.org/journals.gbr_7/chapter_1.pdf (Accessed on 10-3-2012).
Kalavani (2006) in their study analyzed that majority of the respondents have given favorable opinion towards the services but some problems exist that deserve the attention of the service providers. They need to bridge the gap between the services promised and services offered. Source: www.scribd.com/doc/25310916/project_on_consumer_satisfaction-towards_mobile_service_providers (Accessed on 14-2-12)

Kalpana and Chinnadurai (2006) found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented. Source: www.gkvharidwar.org/journals.gbr_7/chapter_1.pdf (Accessed on 10-3-2012).

MITTAL AND SIROHI (2006) identified the factors which young consumers in service business class considered the most while selecting cellular services. A sample of 120 customers had been taken from Indore region. They had stated the future implications of their study that would benefit both the consumers as well as services providers. Source www.theinternationaljournal.org.in accessed on 10-3-12

Manoj Rengarajan (2000) decides the pressure for the consolidation of the telecom industry is driven by the increasing customer demands, falling tariffs, fast changing technologies and shift in competitive strengths. According to his observation, the global telecom market is undergoing a paradigm shift and the market is expected to be dominated by agile players that can capture and retain customer base and run business profitably after catering to a ever increasing demand for higher bandwidths from the heavy usage segment. The telecom companies benefit their loyal customers and that too in terms of money to make it complete customer benefit strategy.

Source: www.europeanjournalsciences.com/issues/ejss_26_4_07.pdf(Accessed on 12-3-12)

Lonergan, 1999 stated that customer churn remains a major challenge for cellular operators. Most common cause of churn among cellular customers is switching to another service/tariff plan offered by different cellular operators.

Source: www.scribd.com/doc/53551220/11/litraturereview (accessed on 08-03-12)

SWITCHING BEHAVIOUR

Switching behaviour is a consumer behaviour where the behaviour of the consumers differs based on the satisfactory level of the consumers by the providers or companies. Switching behaviour can be said as the process of being loyal to one service and switching to another service, due to dissatisfaction or any other problems. Even if a consumer is loyal to a particular brand and if the brand does not satisfy his needs, the consumers switch to a competitor brand. There are different factors and determinants which affect the consumers in switching their service from one service to another. The cost which is incurred during the switching process is
called switching cost. Consumer loyalty is defined as “the degree to which a Consumer exhibits repeat purchasing behaviour from a service provider, possesses a positive attitudinal disposition toward the provider, and considers using only this provider when a need for this service arises”

Gremler and Brown, 1996, p. 173 losing a customer is a serious setback for the firm in terms of its present and future earnings. In addition to losing the benefits discussed above, the firm needs to invest resources in attracting new consumers to replace the ones it has lost (advertising, promotion, initial discounts). Source: Far East Journal of Psychology and Business Vol. 5 No. 2 November 2011.

Peters (1987) shows that it can cost five times more to acquire a new customer than to retain an old one. Consequently, retaining the current customer base is much more attractive than searching for new customers. Source: Far East Journal of Psychology and Business Vol. 5 No. 2 November 2011.
AN INTRODUCTION TO TELECOM INDUSTRY

Telecommunication is the exchange of information over significant distances by electronic means. A complete, single telecommunication circuit consists of two stations, each equipped with a transmitter and a receiver. The transmitter and receiver at any station may be electrical wire or cable, optical fiber or electromagnetic fields. The free-space transmission and reception of data by means of electromagnetic fields is called wireless. The simple form of communications takes place between two stations. However, it is common for multiple transmitting and receiving stations to exchange data among them. Such an arrangement is called a telecommunications network.  

Indian telecom industry is growing at a great pace and India is expected to become a manufacturing hub for telecom equipment. Indian telecom equipment manufacturing sector is set to become one of the largest sectors globally. Due to rising demand for a wide range of telecom equipment, particularly in the area of mobile telecommunications, has provided excellent opportunities to domestic and foreign investors in the manufacturing sector. The Indian telecom industry is the world’s fastest growing industry with more than 900 million subscribers by Dec. 2011. It is the second largest telecommunication network in the world in terms of wireless connections after China.

Telecommunication involves the use of visuals signals, such as beacons, smoke signals, semaphore telegraphs, signal flags, and optical heliographs, or audio messages via coded drumbeats, lung-blown horns, or sent by loud whistles. In the modern age of electricity and electronic telecommunications now also includes the use of electrical devices such as the telegraph, telephone, and teleprinter, as well as the use of radio and microwave communications as well as fiber optics and their associated electronics, plus the use of the orbiting satellites and the Internet. Indian telecommunications network with 811 million connections (as on Dec. 2011) is the largest in the world.

The process of liberalization in the country began in the right earnest with the announcement of the new economic policy in July 1991. Telecom equipment manufacturing was de licensed in 1991 and value added services were declared open to the private sector. As a result most of the equipment used in telecom area is being manufactured within the country.

The Telecom Regulatory Authority of India (TRAI) was established with effect from 20th February 1997 by an Act of Parliament, to regulate telecom services, including fixation/revision of tariffs for telecom services which were earlier vested in the central government. Its mission is to create and nurture conditions for growth, which will enable India to play a leading role in emerging global information society. The main objective is to provide a fair and transparent policy and environment to promote fair competition.
Internet service was opened for private participation in 1998 with a view to encourage growth of internet and increase its penetration. The Government in the public interest in general, and customer interest in particular, and for proper conduct of telegraph and telecom services has decided to issue the new guidelines for grant of license of Internet services on non-exclusive basis.

The share of rural subscribers in the Indian mobile market has increased significantly. It attracted more investment by service providers to tap the promising market. The rise in rural subscription was mainly registered in the wireless segment. The urban mobile market is almost saturated, so companies moving to exploit such opportunities very fast. Initiatives are coming as new product development, customization of products and infrastructure building etc. The rural mobile market in India is expected to touch nearly 320 million by 2012 end. Such a move will further speed up growth in the Indian mobile industry. The 3-G mobile subscriber is expected to grow at around 80% between 2011-2013 to around 55 million by the end of the period.

The setting up of National Internet Exchange of India (NIX) would enable bringing down the international bandwidth cost substantially, thus making the broadband connectivity more affordable. The main focus on affordability and reliability of services. It also emphasis on creation of additional infrastructure, employment opportunities, advanced technologies, national security and bring competitive environment etc.

Now, government also enters a step further to provide mobile number portability to the subscribers. The MNP service has started in Haryana first in Nov, 2010. The subscribers can retain the same number and are able to switch to another service provider. This created more open competition between service providers to retain subscribers by providing extra value added services like news, finance, entertainment, travel, downloads, astrology, contest, mms., Emails, Cricket, GPRS, Call alerts, wealth, m-commerce, movies etc. and others facilities like change in.

The Telecom policy 2011, will replace the existing framework that has been in place since 1999, and it aims to make the country’s telecommunications sector more transparent, relax merger and acquisition norms to encourage consolidation and also give more teeth to sector regulator TRAI. The new policies with roaming charges, introduce a stronger customer grievance redressal mechanism, tax concessions etc. The India’s telecom commission has accepted norms of up to 35% market share for merger and acquisitions in the Indian telecom sector, which will make easier to merge with other small players and acquire other companies satisfying criteria. This sector has now been completely saturated with nearly 12/13 payers in India.
SELECTED TELECOMMUNICATION COMPANIES OF INDIA

According to “Pareto Principle” and “Four Firms Concentration Ratio”, the researcher has taken top six operators and one of them is leading public organization on the basis of total number of subscribers up to 31st Dec. 2011. These top six organizations are:-

BHARTI AIRTEL

Bharti Airtel has been ranked among the six best performing technology companies in the world. Mr. Sunil Bharti Mittal is the chairman and managing director of the company. It is a leading global telecommunication company with operations in 19 countries across Asia and Africa. It is the most valued company of India also. It is also the leading telecom provider in India. The company offers mobile voice & data services, high speed broadband, IPTV, DTH, turnkey telecom solutions for enterprises and national & international long distance services to carriers. The company is structured into four strategic business units-mobile, telemedia, enterprise and digital TV. It covers more than two billion subscribers. This company is planning to set up 3000 more towers to enhance its rural coverage in India.

In January 2011, Airtel launched 3G services in Bangalore. With this launch, Airtel became the third private operator (fifth overall) to launch this service following Reliance communications and Tata docomo. Airtel plans to cover 1,500 cities across 13 circles by the end of March 2012. The company is also in talks with other service providers to roll out the services in the remaining 10 circles as part of its roaming offerings. Airtel had about 3 million 3G subscribers as of May 2011. Airtel launches so many services in 2012 like Comedy FM on Airtel Mobile, BBM plan for its postpaid customers on Black Berry, Airtel prepaid mobile recharge made easier with netbanking at www.airtel.in, iKidsworld, Now Hello Tune personalized with your name and with online facility also, Airtel launches Vh1 Radio GAGA powered by Hungama on Airtel mobile.

RELIANCE COMMUNICATION

Anil D. Amabani, is the chairman of all listed companies of the Reliance Group, namely, Reliance communications, Reliance Capital, Reliance Energy and RNRL. It has more than 100 million subscribers in India. It has established a pan-India, high-capacity, integrated (wireless and wire line), convergent (voice, data and video) digital network, Multi tenancy towers, Backhaul, submarine cables, Ethernet data services, Leased Line, Office Centerex, WiMax, DTH, IPTV, Leveraging internal IT development capabilities, BPO expertise in telecom, utilities & Media, Reliance world, Reliance mobile store, to offer services spanning the entire value chain.

Reliance communications (Formerly Reliance Infocom) started laying 60,000 route kilometers of a pan-India fiber optic backbone. Reliance communications draws down ECB of US $ 255 Million
for 3G spectrum refinancing. Reliance Communications, rated among Asia’s 6 topmost valuable telecom companies in India. On December 28, 2002, it has launched the Reliance Developer Program (RDP). This program focuses on creating a developer community that will create applications that delight, stimulate, entertain, educated and simplify people’s lives and enrich their communications experience.  

Reliance communication has launched a new tablet for a price of Rs. 12,999/- compared to some of the other recent tablet launches. Reliance is pushing this tablet as Master Multitasker, for its multitasking capabilities and performance. There are couples of other interesting features which this tablet supports- It has live TV coverage and can work as a Wi-Fi devices. This tablet has Pan India coverage of more than 900 towns and cities across India. One thing that all users have to keep in mind is that this tablet, like their 3G tablet, is locked with Reliance Network- so you cannot use it on any other network. The opportunity is two fold the tablet will come bundled with Reliance 3G services and if the tablet is right to the money, it could turn out to be the perfect sale channel for Reliance’s 3G services.  

VODAFONE  

Vodafone Group is a British multinational mobile network operator. The name Vodafone comes from Voice Data Phone chosen by the company to “reflect the provision of voice and data services over mobile phones.” The Indian subsidiary of Vodafone is the third largest player with revenue of Rs 23,200 crore. It is the world’s leading international mobile communication group with approximately 348 million proportionate subscribers as on June 2010. It is the world’s largest mobile telecommunications company measured by revenue and the world’s second largest measured by subscribers with over 391 million subscribers as of September 2011.  

Vodafone owns and operates networks in over 30 countries and has partner networks in over 40 additional countries. Vodafone has a primary listing in the London stock exchange and It had a market capitalization of approximately 90 billion pond as on 23 Dec. 2011, the second-largest of any company listed in London stock exchange. Vodafone India Launched 3G services in the country in the fourth quarter of 2011 and plans to spend up to $500 million within two years on its 3G networks.  

On the 19th December 2011, Vodafone said it would discontinue mobile service of prepaid customers whose connections are lying unused- with no voice calls, SMS and data usage for any continuous period of 60 days. Total number of Vodafone India Subscribers are 141,519,840, i.e 23.63% out of the total 598,779,674 Indian mobile phone subscribers. Vodafone has been ranked as the 16th most trusted brand in India.
BSNL

It was formed in 2000 and is one of the largest & leading public sector unit providing telecom services in India. It is not listed in the stock exchange. If it is listed it could be one of the top companies. It has installed quality telecom network in the country & now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages & winning subscriber's confidence. In fact there is no telecom operator in the country to beat its reach with its wide network giving services in every corner of country, except New Delhi and Mumbai. BSNL was the first to launch the wireless broadband services in India. Its services are like wireline, CDMA mobile, GSM mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP, IN Services, FTTH, etc.

It has more than 91 million cellular & 5.06 million WLL subscribers as on 31-07-2011. It has given 3G facility to all 2G subscriber of BSNL. Broadband, 3G and value added services on broadband and mobile, mobile advertising, mobile banking and sharing infrastructure with other operators which will boost revenue further. It is offering services in rural areas like payment of utility bills, issue of birth certificates, land records, vehicle registration, all applications related with e-governance projects of the state government, connectivity to village panchayat through high speed broadband, video conferencing enabling tele-medicine and tele-education, connectivity for bank ATMs, railway reservation centers and high speed internet browsing etc.

BSNL is the first to launch the wireless broadband services using WiMAX e-enabled technology, in 2009. It is also offering this service at a very low cost with starting tariff of Rs 140 per month in rural areas. This will provide high speed wireless broadband connectivity to 11500 common service centers in the next phase. This project is being supported by the department of Information Technology, Govt. of India. This milestone will also help in increasing the rural tele-density and also bring rural areas to the broadband map of the world. BSNL also tied up with M/s Intel to provide embedded chips which will help in market acceleration for providing customer premises equipment at affordable cost.  

IDEA CELLULAR

Idea cellular is a part of Aditya Birla Group and Kumar Manglam Birla is the chairman of the group. It has fifth position in revenue of Rs 11500 crore in 2010. It is pan-India operator with service being available in all parts of the country. Idea was the first cellular service provider to launch general packet radio service (GPRS) and enhanced data rates for GSM evolution in the country. It offers various prepaid, postpaid, wireless Internet, Blackberry, and travel and roaming services as well as entertainment, alerts and updated, and bill payment services. The company also provides voice services, such as fixed cellular terminals, GSM, call conference
services, business applications, remote energy meter reading solutions and vehicle tracking solutions, and SMS/GPRS.

3G Spectrum footprint of Idea covers a very high proportion (81%) of Idea’s total national revenues. It is listed in BSE and NSE in India. The group has its operation in 25 countries. Idea cellular acknowledged its subscribers by providing them a platform to bat...bowl...and chill with the Delhi Daredevils squad. Idea cellular organized ‘Meet and Greet’ event to felicitate its subscribers to recognize their support and faith on the Idea network at a fun filled event in the capital. The event provide an opportunity to its subscribers to meet and greet their favorite Delhi Daredevil team. Idea had launched a new ‘My Card’ voucher till 15th may 2011, enabling its subscribers to avail multiple Voice & VAS benefits, absolutely free.

Idea cellular’s ‘Online Reality Show’, the first such Digital reality show in India, which witnessed participation from over 6,00,000 contestant, came to a grand closure with National winner. The success reflects a huge shift in people’s habit towards spending with internet and has become more interactive as compared to earlier times. Idea, a brand that connects with its audience at all levels is aware of this changing trend, and has been leveraging the internet and online platform to stay connected with its target audience.

TATA COMMUNICATIONS

Tata communications has reported revenue of Rs 11000 crore in 2010-11. Srinath Narasimhan is managing director and CEO of Tata communications. The company holds leadership position in emerging markets. Tata communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-nationals enterprises, service providers and Indian consumers. The Tata global includes one of the most advanced and largest submarine cable networks with connectivity to more than 200 countries. It operates in 20 circles across the India and has approximately 10% market share. Tata communications portfolio includes transmission, IP, converged voice, mobility, managed network connectivity, hosted data centre, communications solutions and business transformation services to global and Indian enterprises & service providers as well as broadband and content services to Indian consumers.

It is the first company to launch CDMA mobile services in India. It enjoys a pan-India presence through existing operations in all of India’s 22 telecom circles. It operated under five different brands – Tata Indicom (CDMA), Tata DoCoMo (GSM), Virgin mobile, Tata walky (Fixed wireless phone), Tata photon (For wireless mobile broadband access) and T24. It serves nearly 70 million customers in more than 450,000 towns and villages across the country including Tata Teleservices (Maharashtra) Ltd. It manages its customers having offices in 80 cities in 40
countries worldwide. Tata communications has strategic investment in South African Operator Neotel to build as African footprint.

With customers forced to jostle with confusing and complicated products, services and tariff plans- Tata DOCOMO is ‘ Doing the new’ again with the launch of its new brand campaign, aptly titled ‘Keep It Simple’.

NEED OF THE STUDY

Nowadays, there is undoubtedly cut throat competition between public and private companies as well as within private companies also. Most of the big corporate houses of India have also jumped in the telecom sector. This creates huge competition and the challenges faced by these organizations for growth and maintaining their present position. They need to provide effective services so that customer would like to remain with the same service provider. Some of the challenges are:-

- Low awareness level of customers about services being offered by the selected telecommunication companies in India.
- Cut throat competition between service providers in India.
- Voice traffic is surging high in India.
- Brand switching is increasing due to Mobile Number Portability (MNP).
- Continuous stringent regulatory norms by TRAI in India.

As the profile of telecommunication companies has changed from traditional services to value added services the companies need to be on their toes and should be extremely cautious to delight their customers as brand switching has made the customers very powerful choosers in the market. Since this sector in particular significantly evolves around customers, hence the present topic ‘A study on customer behaviour in telecom industry with specific reference to Agra region’ has been chosen.
OBJECTIVES OF THE STUDY

In the light of the assumption that by analyzing and identifying the behavior of the customers the companies will have competitive edge, the researcher has and systematically framed the following objectives to achieve:-

• To identify the services offered by selected telecom organizations in India.

• To know the customer awareness level of services being offered by selected service providers.

• To study the customer satisfaction regarding services being offered.

• To analyze the impact of services being offered on customers preferences.

• To conduct SWOT analysis and provide some suggestions for further improvement.

In addition to the above stated objectives the researcher is intended to frame some other objectives as and when required according to their need during the course of study.

HYPOTHESES

In order to have scientific analysis the researcher would like to test the validity of the following hypotheses with reference to pre-defined objectives:

\[ H_{01} \] Customer awareness level of services being offered by the selected service providers is not significant.

\[ H_{02} \] Customers are not satisfied with the services being offered by the telecom organizations.

\[ H_{03} \] There is no significant effect of services being offered on customer preferences.

STATISTICAL TOOLS

To test the given hypotheses and research findings scientifically the researcher will intend to use some appropriate statistical tools such as Weighted Average, Chi-Square test and other suitable tests of significance.

RESEARCH METHODOLOGY

To achieve the above stated objectives the researcher is keen to use both primary and secondary data. For collection of primary data the researcher will use a self structured questionnaire based on selected parameters and administer on selected sample profile which is as follows:
SAMPLING PLAN

The study would be conducted at Agra region:

<table>
<thead>
<tr>
<th>Sample Frame</th>
<th>Airtel</th>
<th>Reliance</th>
<th>Vodafone</th>
<th>Idea cellular</th>
<th>BSNL</th>
<th>Tata Teleservices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Subscriber (In Million)</td>
<td>181</td>
<td>151</td>
<td>141</td>
<td>103</td>
<td>96</td>
<td>85</td>
</tr>
<tr>
<td>Population (UP West) (In Million)</td>
<td>5.6</td>
<td>8.5</td>
<td>8.2</td>
<td>7.4</td>
<td>4.3</td>
<td>4.7</td>
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<tr>
<td>Sample Size</td>
<td>100</td>
<td>100</td>
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<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: www.wikipedia.org and www.trai.com

SAMPLE UNIT: Individual subscribers of each selected telecom organizations.

No. OF CONTACT: The number of contact will be 1200 (One thousand two hundred) assuming approx 50% response rate.

JUSTIFICATION OF SAMPLE SIZE

As stated earlier, top six companies have been chosen on the basis of Pareto principle and four firms’ concentration ratio. Preliminary prototype investigation in Agra region implies that customer preferences in telecom sector are relatively homogeneous in nature, therefore a sample size of 100 subscribers for each company and 600 for the total set of customers was considered reasonably large and representative. As services offered are almost common everywhere, the researcher perceives the same impact on the entire network of organizations.

For secondary data all related published materials would be used. In addition to this the researcher would like to consult various libraries, research journals, periodicals, research thesis, newspapers and special issues published by other agencies will also be taken into consideration for proper analysis, interpretation and generalization of findings of the present study.

SAMPLING TECHNIQUES

The researcher intends to cover the above mentioned sample size through judgment and convenience sampling methods.
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PROPOSED OUTLINE OF THE STUDY

CHAPTER 1  INTRODUCTION
1.1 THE BACKGROUND
1.2 NEED OF THE STUDY
1.3 OBJECTIVES OF THE STUDY
1.4 PROPOSED HYPOTHESES
1.5 RESEARCH METHODOLOGY

CHAPTER 2  REVIEW OF RELATED LITERATURE

CHAPTER 3  SERVICES OFFERED BY SELECTED TELECOM SERVICE PROVIDERS AT AGRA REGION: AN ANALYSIS OF SECONDARY DATA

CHAPTER 4  CUSTOMER SATISFACTION AND PREFERENCES: AN ANALYSIS OF PRIMARY DATA FOR SERVICES OFFERED BY SELECTED TELECOM SERVICE PROVIDERS

CHAPTER 5  RESULTS AND FINDINGS

CHAPTER 6  SWOT ANALYSIS OF THE SELECTED TELECOM ORGANIZATIONS

CHAPTER 7  CONCLUSION AND RECOMMENDATIONS

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II     QUESTIONNAIRE
BIBLIOGRAPHY

(A) BOOKS

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