

Sl. No	Table of Contents	Page Numbers
1	Introduction	1
1.1	Customer Satisfaction	1
1.2	Objective of the study	1-2
1.3	Methodology	2
1.4	Hypothesis	2-4
1.5	Limitations of the research	4
1.6	Likely outcome of the research	4-5
1.7	History of Telecommunications in India	5-13
1.8	Key highlights of 2013	14-15
1.9	National Telecom Policy 2012	15-17
1.10	Highlight of Telecom subscription data as on 30 th June, 2014	18-23
2	Literature review	24
2.1	Literature review methodology	24-25
2.2	Customer satisfaction definitions	25-26
2.3	Customer satisfaction studies-overall	26-28
2.4	Summary of contributions from various authors on customer satisfaction	28-30
2.5	Telecom industry specific studies on the Telecom sector	31-32
2.6	Conclusion and Gap in Literature	33
3	Research methodology	34
3.1	Choice of product	34-35
3.2	Objectives of the study	36
3.3	Framing of research and Statistical hypotheses	36-39
3.4	Test of hypothesis and Decision rule	39-41
3.5	List of statistical test used in the research	41-42
3.6	Sample size determination	42-44
3.7	Questionnaire design and categorization	44-47
3.8	Test of Consistency	47-48
3.9	Survey data and transformation of survey data	48-51
3.10	Logic for choosing on a particular numeric scale for quantifying verbal responses	51-54
3.11	Quantification of verbal responses	55-56
3.12	Actual calculation of customer satisfaction	57
3.12	List of specific application of Statistical tools in the research	58
4	Analysis	59
4.1	Test of Hypotheses and Conclusions based on ANOVA	59-88
4.2	Test of Hypotheses and Conclusions based on Chi Square test	88-99
4.3	Macro analysis and Conclusions	100-154
4.4	Micro analysis and Conclusions	155-244
5	Summary Conclusions and Recommendations	245

5.1	Conclusions about the four Hypotheses based on Anova	245-248
5.2	Summary and conclusions based on Chi Square Test	249-257
5.3	Summary conclusions of macro analysis	258-265
5.4	Summary and conclusions of micro analysis	266-275
6	Scope for further research	276
Appendix 1	List of Abbreviations Used	
Appendix 2	References	
Appendix 4	List of Publications	