

LIST OF TABLES

Sr. No.	Table Name	Page No.
1.0	Personal Profile	183
2.1	Mode of telecommunication used	185
2.2a	Information regarding brand and cost of handset	186
2.2b	Place of purchase of handsets (city wise)	187
2.3a	Cellular Operators Known	188
2.3b	Cellular services used city-wise	188
2.3c	Reasons for using postpaid services	190
2.3d	Reasons for using prepaid services	190
2.3e	Period since using current services and cellular phone	191
2.3f	Change, if any in the cellular operator used	192
2.3g	Reasons for changing the cellular operator	192
2.3h	Billing related information	193
2.3i	Factors influencing choice of services	194
2.3j	Influences in choice of cellular service	194
2.3k	Ranking given to cellular service operators used	195
2.3l	Ranking given to cellular service operators based on prices offered.	196
3.1.1	Easy availability of dealers provider wise	197
3.1.2	Time taken to obtain a working prepaid/postpaid card connection, provider wise	198
3.1.3	Ease of understanding of the offers and schemes provider wise	199
3.1.4	Sources of schemes and offers	200
3.1.5	Satisfaction with the promotional schemes offered provider wise	201
3.1.6	Satisfaction with the tariff & taxes collected city wise	202
3.2.1	Frequency of travel city wise	202
3.2.2	Sufficient coverage provider wise	203

Sr. No.	Table Name	Page No.
3.2.3a	Problems related to cellular network provider wise	204
3.2.3b	Problems related to cellular network provider wise	205
3.2.3c	Problems related to cellular network provider wise	206
3.2.3d	Problems related to cellular network provider wise	207
3.2.3e	Problems related to cellular network provider wise	208
3.2.3f	Problems related to cellular network, provider wise	209
3.3.1	Easy accessibility of a customer care agent provider wise	210
3.3.2	Easy accessibility of a customer care agent city wise	211
3.3.3	Appropriateness of response of a customer care agent provider wise	212
3.3.4	Appropriateness of response of a customer care agent city wise	213
3.3.5	Satisfaction with solutions offered by a customer care agent provider wise	214
3.4.1	Billing related information	216
3.5.1	Knowledge about value added services	218
3.5.1a	Source of knowledge about value added services	219
3.5.2	Knowledge about value added services	220
3.5.2a	Source of knowledge about value added services	221
3.5.3	Knowledge about value added services	222
3.5.3a	Source of knowledge about value added services	223
3.5.4	Knowledge about value added services	224
3.5.4a	Source of knowledge about value added services	225
3.5.5	Knowledge about value added services	226
3.5.5a	Source of knowledge about value added services	227
3.5.6	Knowledge about value added services	228
3.5.6a	Source of knowledge about value added services	229
3.5.7	Knowledge about value added services	230
3.5.7a	Source of knowledge about value added services	231

Sr. No.	Table Name	Page No.
3.5.8	Knowledge about value added services	232
3.5.8a	Source of knowledge about value added services	233
3.5.9a	Rating to value added services provider wise	234
3.5.9b	Rating to value added services provider wise	235
3.5.9c	Rating to value added services provider wise	236
3.5.9d	Rating to value added services provider wise	237
3.5.9e	Rating to value added services provider wise	238
3.5.9f	Rating to value added services provider wise	239
3.5.9g	Rating to value added services provider wise	240
3.6.1	Per day use of SMS	241
3.6.2a	Difficulties faced in sending SMS, provider wise	242
3.6.2b	Difficulties faced in sending SMS, provider wise	243
3.6.2c	Difficulties faced in sending SMS, provider wise	244
3.6.2d	Difficulties faced in sending SMS, provider wise	245
3.6.2e	Difficulties faced in sending SMS, provider wise	246
4.1a	Rating given to overall satisfaction on various aspects of cellular services, provider wise	247
4.1b	Rating given to overall satisfaction on various aspects of cellular services, provider wise	248
4.1c	Rating given to overall satisfaction on various aspects of cellular services, provider wise	249
4.1d	Rating given to overall satisfaction on various aspects of cellular services, provider wise	250
4.1e	Rating given to overall satisfaction on various aspects of cellular services, provider wise	251
4.2a	Services most liked, provider wise	252
4.2b	Services most liked, provider wise	253
4.2c	Services most liked, provider wise	254
4.2d	Services most liked, provider wise	255

Sr. No.	Table Name	Page No.
4.2e	Services most liked, provider wise	256
4.2f	Services most liked, provider wise	257
4.2g	Services most liked, provider wise	258
4.2h	Services most liked, provider wise	259
4.2i	Services most liked, provider wise	260
4.2j	Services most liked, provider wise	261
4.2k	Services most liked, provider wise	262
4.2l	Services most liked, provider wise	263
4.3	Perception of cellular technology related to mobile services	265
4.4	Ranking given to services used by cellular phone users	267
4.5	Consumer getting better value for money due to presence of multiple operators	268
4.6a	Chances of switching from current cellular operator to another one	269
4.6b	Reasons for switching from current cellular operator to another one	270
5.1	Government Policy and Ethics	271
5.2	Respondents' perception about cellular phone radiation being harmful to health (education qualification wise)	272
5.3	If yes, on what do you base your opinion?	273
5.4	Side effects of using a cellular phone	273
5.5	Suggestions to improve existing services	274