

## **Preface**

Telecommunications in India have undergone a drastic change in the last 15 years. It is no more an international opinion that the Indian telecommunication sector lacks the potential growth. Today, communication sector constitutes a major national capacity in terms of state level of operation, coverage of national economy, and also the technological capabilities. Various studies describing the success story of Indian telecommunication sector are available. These studies separately as well as collectively describe the telecommunication sector along with the government roles and private service providers' participation. But the study at the micro level i.e. studies of the relative performance of service providers' market strategies and consumer behavior towards the mobile phone services is lacking. In the light of this, the present study is undertaken.

In the pursuance of this research work, I have benefited from many teachers, friends as well as family members to whom I am highly indebted.

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Shikha Ojha