



# ATMIYA UNIVERSITY

## **A STUDY ON FACTORS AFFECTING CONSUMER BRAND SWITCHING BEHAVIOR IN PREPAID TELECOM WITH SPECIAL REFERENCE TO SOUTH GUJARAT ZONE**

A Thesis

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In

**Management**

by

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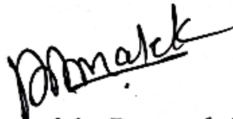
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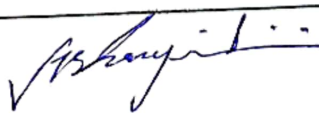
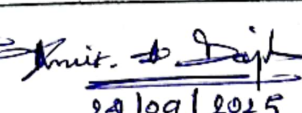
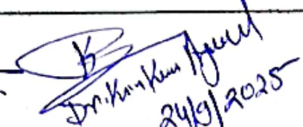
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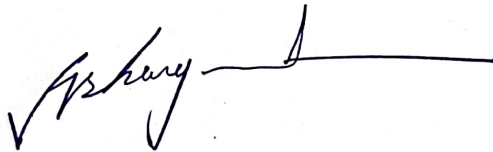
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I declare that the submitted thesis entitled "*A Study on Factors Affecting Consumer Brand Switching Behavior in Prepaid Telecom with Special Reference to South Gujarat Zone (Gujarat)* " incorporates

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## Abbreviation

TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior
PSM	Price Sensitivity Meter
SERVQUAL	Service Quality Model (Parasuraman, Zeithaml, and Berry)
PCA	Principal Component Analysis
NQ	Network Quality
CS	Customer Service
VS	Value-Added Services
DQ	Data Quality
MNP	Mobile Number Portability
BSNL	Bharat Sanchar Nigam Limited
JIO	Reliance Jio
VI	Vodafone Idea
MT	Multiple Tests
FMCG	Fast-Moving Consumer Goods
R <sup>2</sup>	Coefficient of Determination (R-squared)
MCQ	Multiple Choice Questions
TAM	Technology Acceptance Model
ROI	Return on Investment
CRM	Customer Relationship Management
KPI	Key Performance Indicator
BOM	Bill of Materials
CAGR	Compound Annual Growth Rate
API	Application Programming Interface
SLA	Service Level Agreement
EOD	End of Day
O2C	Order to Cash
P2P	Procure to Pay
H2H	Human to Human
MOM	Month on Month
QoS	Quality of Service
QoE	Quality of Experience
TCO	Total Cost of Ownership
ROI	Return on Investment
LTV	Lifetime Value
B2B2C	Business to Business to Consumer
MRR	Monthly Recurring Revenue
ARR	Annual Recurring Revenue
CPC	Cost Per Click
CPA	Cost Per Acquisition