

Provisional Title

What factors influence customer's perception when choosing their mobile network?

Research Question

1. To investigate the consumer behaviour of the mobile network industry in the UK.
2. To analyse how different age groups of people have dissimilar pattern of behaviour in choosing their mobile network.

Academic areas that you expect to use in your research:

Consumer behaviour

Aims and Objectives of the Proposed Research:

- To investigate what factors have an effect on loyalty in customer's perception
- To assess why do customers switch brands.
- To assess how quality of services affect customer satisfaction
- To analyse which aspects of customer satisfaction is most important to mobile network customers

For literature review.....write a total of min 5000 words.....on the following areas.....

Customer perception.....

Loyalty

- Trust
- Brand loyalty

Customer satisfaction

- Importance of customer satisfaction

Consumer behaviour

Switching barrier.... (Meaning customers going to other service providers)

Customer retention.....