### Abstract

The mobile phone sector is characterized by frequent changes, such as heavy investment, the technological revolution, increased competition and minimum regulatory intervention, besides the change in consumer behaviour, due to the generation of network externalities where mobile operators have become service providers which earlier were only associated with specific technologies.

There were two stages in the evolution of mobile telephony in Spain: before and after market liberation. The empirical analysis was conducted in three stages using data from the regulator from 2000 to 2013. The first one consisted of market entry, as well as general public acceptance and accessibility of services, in order to achieve economies of scale. The second stage focused on customer profitability achieved by boosting the postpaid business and expanding the commercial offer; both strategies led to the consolidation of economies of scale. On the other hand, in the third stage there was a high competition due to the appearance of new operators and MVNOs, combined with the economic crisis.

Several reasons have driven the dynamic telecommunications market, leading to mobile operators modifying their position in search of more proactivity as a response to competitors´ aggressiveness and the need to adapt to customer expectations. Given these conditions, mobile phone companies are challenged to maintain their user base captive, which can only be attained by strengthening the relationship with customers.

Therefore, this study explores two of the most relevant aspects to the mobile telecommunications sector referring to the reasons that promote loyalty and disconnection. To address this task the concept mapping methodology was used, which allows to carry out a qualitative and quantitative field study.

The findings lead to the conclusion that the variables that determine the decision of loyalty and disconnection are associated with the following: the pricing strategy, technological aspects associated to both availability and quality, innovation and new product development strategies and quality customer service; in addition, regarding disconnection the variable innovative promotions is also considered.

The ultimate purpose of the document is to analyse customer relationship variables in the prepaid business, because in some countries it is considered as the product that has led to the expansion of the market, given its massive scope. In addition, the document includes strategic implications, as it describes the actions taken by operators seeking to adapt to the continuously changing market and obtain the long-awaited loyalty.