

Comparative Study of VAS Services of Mobile Customers in MP With Reference To Customers Preferences and Satisfaction

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Abstract : Telecom sector is now providing many VAS services to attract its customers other than core services. Still there is a huge gap between customers expectations and deliverables of these service provider specially in Indian subscribers. The rising inequality in the availability of services in urban and rural areas is also a matter of concern. This study gives reasonable platform to understand these pros and cons of telecom VAS services for the service providers and give insight of VAS users on a ground base analysis and also show the lack of awareness of these services among the subscribers. This study has revealed that who are the major telecom service providing companies in India and the results of the study found that the spread of VAS is directly related to the income and economic status in urban areas but not in rural areas. It means that urban people subscribe a particular VAS which is required by their job or business or profession and which they can afford.

Keywords: VAS – Value added services, GPRS - General Packet Radio Service.

Introduction

The telecom division has developed at an angry pace in the course of the most recent decade yet there are requirements. The rising disparity in the accessibility of administrations in urban and rustic territories is likewise a matter of concern. This examination investigates the development and disparity in the accessibility of media transmission administrations. The hole among provincial and urban tele thickness is broadening and is adequate to create sufficient worry for the future development of Telecom segment in country regions. Telecom is one of the key parts of foundation and aides straightforwardly in the development procedure of the economy. In any case, there is absence of mindfulness and information among clients about the administrations offered by various organizations. This examination depends on these certainties that how clients pick their administrator, what highlights pull in most and how the administrator can fulfill them.

A Value-added telecom (VAS) service which is known as 'VAS' is common term in telecom sector for key services, or all services beyond standard services such as calling and fax Services. However, it can also be used in any other service sector, for services available at low cost, to promote their prime output. In the telecom industry, on a conceptual level, VAS services add value to the standard service handouts, induce the customers to use their mobile phones more and allowing the operators to drive up their average revenue per user commonly known as 'ARPU'. For mobile phones, technologies like (Short message service)SMS, (Multimedia message service)MMS and (General Packet Radio Service)GPRS are usually considered value-added services. These are called mobile value-added services or 'MVAS' which are commonly referred to as Value added services 'VAS'.

Overview of the global mobile value-added services (VAS) market

Statistical surveying examiners at Technavio foresee that the worldwide portable worth included administrations showcase (VAS) will develop consistently during the following four years and post a CAGR of near 18% by 2021. This statistical surveying investigation distinguishes the fast reception of cell phones as one of the essential development factors for this market. The interest for these gadgets is developing among versatile clients who have an intense requirement for movability and availability. The purchaser interest for cell phones has been quickly heightening because of the expansion in utilization of figuring gadgets for numerous reasons, for example, getting to applications, perusing the news, surfing the web, checking messages, and cooperating via web-based networking media. With the high Internet entrance and the requirement for high information rates driving the appropriation of quicker media transmission benefits, this expansion in the reception of cell phones will continuously drive the interest for versatile VAS administrations.

Probably the most recent pattern that will pick up footing in this worldwide market in the coming years is the appropriation of area empowered portable VAS. With the assistance of area empowered portable VAS customers are getting constant bearings to close-by areas, climate gauges, and traffic reports on their cell phones. Versatile publicists are focusing on cell phone clients for showcasing their items and administrations as the area based promoting is practical. Furthermore, the handset makers and area based administrations (LBS) suppliers are creating applications that coordinate area empowered hunt with informal communication locales as it enables clients to post reports on long range interpersonal communication destinations with subtleties of their careful area.

Competitive landscape and key vendors

Because of the nearness of numerous worldwide and provincial players this market is profoundly aggressive. There is serious challenge among partners in the portable VAS worth chain. Because of its development potential, the market will observe the

section of a few enormous, medium, and little estimated versatile VAS suppliers, which will thusly, strengthen the degree of rivalry in the market during the gauge time frame.

The leading vendors in the market are -

- America Movil
- Apple
- Comviva Technologies
- Google

The other vendors in the market include AT&T, Blackberry, CanvasM Technologies, KongZhong, Near (AdNear), Nokia, OnMobile, Samsung, Sprint, Vodafone, and ZTE Corporation.

Segmentation by platform and analysis of the mobile VAS market

- Mobile internet services
- Mobile messaging services

The portable internet providers section represented the significant offers and overwhelmed this market during 2016. Because of variables, for example, the expanding inclusion of portable Internet benefits, the appropriation of rapid versatile broadband administrations, and the prominence of remote smaller than expected modems among the end-clients, the portable internet providers fragment will observe gigantic development in the coming years.

Geographical segmentation and analysis of the mobile VAS market

- Americas
- APAC
- EMEA

Technavio also offers customization on reports based on specific client requirement.

Technology advancements empowered portable specialist co-ops to offer different administrations, for example, m-trade and versatile banking, notwithstanding their center administration – voice correspondence administrations. With the rising interest for portable VAS administrations and the nearness of various versatile VAS organizations, the versatile VAS market seems, by all accounts, to be very aggressive in both the worldwide and local markets. To give a complete accumulation of statistical surveying gives an account of the different parts of the ICT business, look into experts at the worldwide statistical surveying firm Technavio recognize short-and long haul drifts in client conduct, contenders, development potential, and variables that challenge merchant development in different markets. Market knowledge reports from Technavio likewise give point by point data on a few sellers, including Cisco, Huawei, IBM, Infosys, Ericsson, AT&T, China Telecom, EE, Sprint and Verizon Communications who have built up a solid nearness in the business.

To identify the industry's growth prospects, market research analysts at Technavio follow a mix of primary and secondary research techniques and consider factors like the market size and the demand for various products across different geographical regions. With detailed information on various parameters such as the changing preferences of customers and the products offered by competitors across the global and regional markets and the optimal usage of analytical tools, our **upcoming** market research report on **mobile value added services (VAS)** for the forecast period of 2017 to 2021 will help clients understand the constantly changing landscape for the M2M and **connected devices** sector.

This future report on mobile VAS also considers the magnification of the similar markets such as cloud mobile VAS services. The increased usage of Smartphone's and tablet computers for adopting various services including mobile payments, fund transfer, and location-based service, will be significant factors that will drive the growth of the mobile market.

The upcoming industry research report for mobile VAS also identifies the key drivers, emerging trends, as well as the challenges currently experienced by M2M and connected devices sector. It may present comprehension in the dynamic competitive environment to provide you a real-time image of the forthcoming direction of Indian telecom industry.

Keeping these in mind the following objectives have been formulated:

- (i) To compare the value added services offered by major telecom companies.
- (ii) To study the preference of customers while selecting the cellular services.

Review of literature:

The Indian telecommunications industry is one of the fastest growing in the world and India is projected to become the second largest telecom market globally. Data on trends in teledensity in India shows that the growth in new mobile service connections has surpassed the growth in fixed line connections. Various studies has been made till date to identify that factors responsible for this mammoth growth in mobile service connection.

The Indian telecom sector has today emerged as one of the most dynamic business segments in the country. The telecommunication services have made a rapid stride both in quality and quantity,

Data on trends in teledensity in India shows that the growth in new mobile service connections has surpassed the growth in land line telecom connections. Various studies have been made till date to identify the factors responsible for this mammoth growth in mobile service connection. Sudhakar and Raman (2004) in their study have pointed out the importance of mobile in today's business world as it is heavily used by the sales force to maintain closer contact with their customers. The authors have rightly pointed out that it enables the sales force to transfer information such as customer information, product information and product availability. It is a source of two way information between salesman and the database.

Several studies have been conducted on establishing the link between onset of liberalization in India and growth of telecom sector.

Hossain and Kathuria (2004) in their study on India have discussed the impact of liberalization in India Telecom sector. Indian economy fared better in attracting FDI than many other developing nations. Domestic reforms in the telecom sector played a supportive role in attracting FDIs. They conclude that not only the interventions by the WTO process but a stiff competition regularly from some East Asian Countries are becoming a major challenge for the Indian telecom industry.

Interconnection is outlined as "the business and technical arrangements beneath that service suppliers connect their instrumentality, networks and services to change their customers to own access to the shoppers, services and networks of different service suppliers." Nikhilesh G. Jasuja and Bhuwan Agrawal (2002) mentioned Interconnection Agreements within the medium Business. Their paper seeks to grasp interconnection among telecommunication networks and also the underlying problems associated with interconnection. An effort has been created to gift findings supported country case studies finished the aim of distinguishing prevailing practices in interconnection in numerous countries. Care has been taken to own each developing further as developed countries within the sample house that has UK, Malaysia, USA, Finland, Australia, Brazil, China, Hong Kong, France, India, Mexico and Singapore. The Indian telecommunication landscape has these days emerged joined of the foremost dynamic business segments within the country. The telecommunication services have created a speedy stride each in quality and amount. Richa Mishra (2009) in a very Dynamic Decade of movable services in Bharat, follows recent analysis regarding the importance, the range and therefore the development of innovation within the mobile service industries. These innovations have primarily been industrial and technical as well as tariff; price supplementary services, promoting formulas and therefore the service content as well as the connection to customers. The emergence and therefore the diffusion of those innovations reveal a scientific and dynamic competitive method.

The Value added services also developed the mobile industry, **Jackson Fernandez, Ram Kumar Kakani, (2007)** in their study Understanding Dynamics in a Evolving Industry: Case of Mobile VAS in India, attempt at understanding the strategic dynamics of the evolving environment within which the Indian players are operating, the challenges and structure of the same. They also attempt to gain insights from relatively more mature VAS markets in other countries. They conclude that Technology seems to be defining and redefining business, creating and destroying value very rapidly. Business models in such markets would also be a very interesting phenomenon and would be directed at increasing the customer value and also centered on the most powerful player in the value chain. The fact that the power centre itself is highly dynamic allows for very creative business models to emerge. If we were asked to put our foot down and take stakes in the sector, we would definitely put our money in the media companies; these are the companies who are the owners of the content. With technology reducing the differentiation at the rendering point the only factor that would differentiate one service from the other would be the content.

Research Methodology:

Today telecom sector has penetrated the majority components of the country. With hard competition among the service providing corporations, customers are ready to choose between multiple operators.

There could be variations in the services offered in customer preferences and in customer satisfaction in the rural and urban areas. Thus, for the purpose of this study it was felt appropriate to cover Bhopal City and its catchment areas.

So we have chosen Local customers to ask few questions on mail and one to one related to their mobile uses.

Data Collection:

The present study adopted descriptive research design based on survey method for a comparative study of value added services in telecom sector. The required data for the study have been collected from both primary and secondary sources. The primary data have been collected separately from mobile users of different telecom companies through a structured questionnaire. A survey of this kind is a rather difficult exercise, especially because many mobile users are reluctant to disclose their personal data to outsiders. The secondary data and information has been collected from the reports, journals, magazines, newspaper, periodicals, and websites.

Sample Size:

The sample for the research has been obtained from the mobile users' population who were also using the VASs. Non-probability stratified convenience sampling technique was employed to collect the data. In order to avoid possible biases, samples were collected from different demographic and geographic locations of mobile users. We have selected 500 respondents for this study. Respondents were the mobile users' of the 7 different telecom companies such as, Airtel, Idea, Reliance, BSNL, Vodafone, Tata Docomo, and Jio.

Conclusions and Findings:

This study has revealed that the major telecom service providing companies in India are Jio, Airtel, Idea, Vodaphone, Tata Docomo and BSNL.

A variety of value added services are offered by different telecom companies. These have been broadly categorized as entertainment VAS, News and alert VAS and advertising and social VAS. The study will also guide the academics and research scholars to understand the customer behavior towards VASs for further study. The preferences of customers of urban, semi urban and rural areas, as analyzed from the collected data, are as follows:

- (1) Jio has become the major telecom player in very short time because of initial free offerings of all basic services.
- (2) The detailed descriptive analysis of areas are indicated that urban mobile users mostly preferred those VAS services which gave them value for money. The overall service quality of telecom service provider was the next preferred aspect followed by full network, customer service and conjunction/ distortion free VAS's.

- (3) Over all service quality of telecom service provider was the most preferred variable in the case of semi urban mobile users followed by getting full network for VAS's. Value for money, conjunction/distortion free VAS's, satisfaction with customer care services etc. They typically subscribe to particular VAS's which they can afford.
- (4) The rural mobile users give the first preference to full network for VAS's and then to conjunction/distortion free VAS's, overall service quality, customer care services and values for money in that order.

Recommendations:

The study provides some key information inputs regarding mobile users' preferences that will guide future telecom managers in designing attractive VAS schemes for the Indian market.

1. Based on the samples from urban areas in the study, less number of females are subscribers of VASs. The reason may be that they are not aware. It is an opportunity for telecom service providers to make them aware and subscribe to VAS's.
2. It is recommended that telecom companies and their employees should focus more on 20 years and below age group of people because the teenagers may be the right target customers for VASs.
3. The companies should focus more on the service class, businessmen, and students for more business but the special concern should be focused on self-employed and professionals because they may become heavy subscribers of VASs according to their profession or business needs.
4. It is evident that the VASs are increasing at a fast rate along with the number of mobile users in all three geographical areas. But consistent improvements are needed to attract more and more mobile users to get a particular VAS.
5. The results of the study found that the spread of VAS is directly related to the income and economic status in urban areas but not in rural areas. It means that urban people subscribe a particular VAS which is required by their job or business or profession and which they can afford. But in the case of rural people, it is not directly related to their job or profession or business and affordability. It is recommended that the telecom service providers should design and offer VASs separately for rural people.

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