

Value Added Services are Buzz of Today's Business

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Abstract: *Mobile services and Mobile apps are the buzz words of today's generation. M-Commerce is the major extension of the e-commerce involves all the major stakeholders of telecommunication system. This research is based on Mobile users or mobile customers looking for the satisfaction through the mobile services and mobile apps. The objective of the research is to understand the mobile customer satisfaction in selected Mobile basic services, Mobile Apps in general and M-Commerce Apps in specific. Mobile usages by customer goes through demographic factors like gender, education, occupation and income compared with selected Mobile network service provider in South Bangalore City of Karnataka State. The discussion on mobile brands, usage of mobile phone, service scheme, amount spent on services, frequency of usage of mobile services, usage of value added services are pointing towards the Mobile customer satisfaction. Advance technology in the name of mobile technology high lights the importance of 3G technology and how mobile customer are aware about it and the amount they are ready to spend with utmost satisfaction is captured here.*

Keywords: Customer satisfaction, Mobile, Services, Mobile apps and M-Commerce

1. Introduction

New generation and latest technology is making business easy and found reaching the customer directly through marketing and selling channels via mobile commerce. M-Commerce is the successor of e-Commerce technology. Mobile mode of communication is transforming the wired transaction to wireless transaction and mobile device users are treated as greatest group of potential market of today. Mobile commerce now includes the payment for parking through mobile phone, like wise purchasing washing machine, booking movie tickets, video chatting, and instruction from the boss, conferences and so on so forth any where anytime.

Consumers today lead an increasingly fast-paced life and demand smaller, better, faster, and more reliable wireless technology to keep up with their lifestyles. M-Commerce is the solution to this demand because it makes traditional E-Commerce tasks available to be performed wirelessly through a cell phone. While cell phone companies are upgrading networks to the 3G standard, providing adequate coverage in major metropolitan areas, and providing consumers with content technology.

2. Review of Literatures

Value added Mobile Services: Through internet various VAS are provided by the Mobile network service provider like Internet, Mobile Banking, E-mail and chat, Roaming Facilities and Entertainment.

Mobile Apps in specific: Special Mobile Applications with Internet data pack consumer may enjoy the various facilities like buying selling entertaining financing so on and so forth with special Apps like OLX, Flipkart, Amazon, Big basket and e-Bay.

Purpose of the study:

M-commerce is about the explosion of applications and services that are becoming accessible from internet enabled mobile devices. It involves new technologies, services &

business models. It is quite unique and easy from traditional E-Commerce.

Importance of the study:

Adoption and acceptance of M-commerce technology is need of the hour. The services which are available on the M-Commerce are most used by the youth but age is not the barrier in using this Mobile and Mobile apps, it the one of the concept which could be user universally by any age group of people with passion.

- Adoption of Mobile Services and Mobile Apps by customer with satisfaction.
- Mobile Services and Mobile Apps available through M-Commerce.

Objective of the study

To analyse the awareness of Value added services provided by Airtel and BSNL network like usage of Internet, Mobile banking, E-Mail-Chat, Entertainment and Roaming facilities

Scope of the study

Survey has been done with questionnaire containing both open-end and closed ended questions considering five selected VAS.

3. Research Methodology

Data collection in this research began by analyzing mobile phone service users which represent the formal bridge for the mutual customer satisfaction and preference towards the mobile services provided by the service provider, Airtel and BSNL network. The process of employing a factor analysis technique to elicit essential customer data is discussed thoroughly. After that, initial customer data were collected by conducting objective group sessions with mobile phone users and by conducting interviews. The processes of designing, testing, and assessing the survey instrument and its factors will be experimented through the pilot study stage. Additional information's about population size, sample size, scale design, and related ethical considerations will be provided.

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In order to know the South Bangalorean respondents attitudes & their intention to use M-Commerce stated a survey was administered. On the basis of review of literature the questionnaire for the research was designed and pilot testing was done with a sample of 50 postgraduate commerce students. Few modifications in terminology of statements & Clarity were carried out after pilot study.

Sources of data: This study is conducted based on goals set. For this research both primary and secondary data are used.

Sampling size: 1000 respondents of South Bangalore City of Karnataka State.

Sample unit: Customers using mobile phone services as Businessmen, Home maker, servicemen (Government employee), students and others (other categories of profession including home maker), who are using Mobile Services and Mobile Apps in South Bangalore City of Karnataka State.

Sampling area: South Bangalore city of Karnataka state.

Sampling Technique A sample is a set or a group of population under study. Sampling is the process of selecting such set or group from bigger population, with which study can be performed. Convenient sampling method is used by the researcher to reach the right mobile service users and mobile Apps users as respondents

Hypothesis: "Mobile Customer is not aware of Value Added Service."

Method of analyzing the data

"Mobile Customer is not aware of Value Added Service."

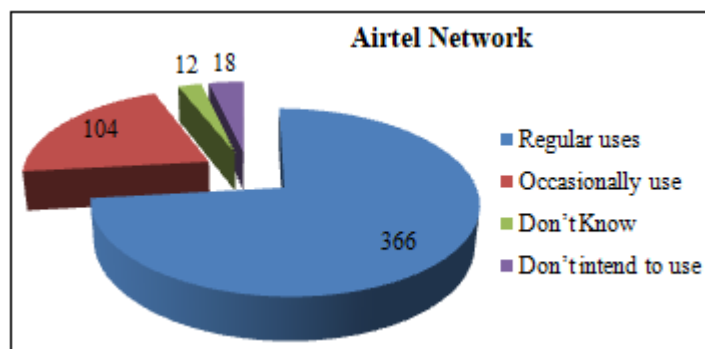
Value Added Service portal Mobile network

VAS portal	Mobile Network				Total	Total %
	Airtel	% of Respondents	BSNL	% of Respondents		
Regular uses	366	73.2%	384	76.8%	750	75%
Occasionally use	104	20.8%	66	13.2%	170	17%
Don't know	12	2.4%	18	3.6%	30	3%
Don't intend to use	18	3.6%	32	6.4%	50	5%
Total	500	100%	500	100%	1000	100%

During the research, Airtel Customers in South Bangalore response towards usage of Value Added Service Portal recorded here, out of given response only 2.4% express about unaware about the Services and 3.6% are having knowledge about the service but don't intend to use the

Value Added Services. 73.2% of respondents are very positive and states that they use Value added service regularly and rest 20.8% use the services occasionally.

Value Added Service portel with Airtel Mobile network



During the research, same question was posted to BSNL Network Subscribers too, Consumers response towards usage of Value Added Service Portal was little different from the Airtel network subscribers which records as, 3.6% express about unaware about the Services and 6.4% are having knowledge about the service but don't intend to use the Value Added Services. 76.8% of respondents are very positive and states that they use Value added service regularly and rest 13.2% use the services occasionally in South Bangalore City of Karnataka State.

4. Findings

When the Consolidation of Both the Airtel and BSNL network subscribers were considered, resulted projected that

their response towards usage of Value Added Service Portal records as, 3% express about unaware about the Services and 5% are having knowledge about the service but don't intend to use the Value Added Services. 75% of respondents are very positive and states that they use Value added service regularly and rest 17% use the services occasionally, which concludes that 92% of consumers are having positive attitude towards the Value Added Services, which means consumers are satisfied with Value Added Services.

5. Suggestions

As far as Mobile service is concern there is no age, gender, education, occupation is concern to mobile users, it is only

the utility matters, now it the time for M-Commerce, hence the business units as many opportunities to find customer satisfaction. Mobile users never look for one network and one SIM, so both BSNL and Airtel may be competitors to each other or even combo offer in the mobile customer hands as a dual SIM.

6. Limitations of the study

- 1) The geographical area of the study is restricted to South Bangalore city of Karnataka state.
- 2) The result of the study is based on the sample survey conducted on Mobile Subscribers of 1000 samples, 500 from BSNL subscribers and 500 from Airtel subscribers, though the mobile network penetration of Airtel is more than the BSNL network subscriber both are given equal importance so that researcher could do justification in comparative study .
- 3) The results cannot be generalized as the sample size is too small compared to the overall population of south Bangalore city of Karnataka state.

7. Conclusion

Today every business is based on digitization and the major role is played by the electronic gadget mobile phone which is consumer centric, this gadget with all plus and minus of its worth in the eyes of each individual there is least or negligible number of users says that they do not depend on the mobile phone services and do, not use the Mobile phone Applications and Mobile Commerce Application. Hence the effort and challenges faced by the network service provider are very competitive, only trustworthiness and quality of their services will retain the customers in their petty else customers are too smart to switch over in the name of Mobile Portability.

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