



The Journal of Sri Krishna Research & Educational Consortium  
**INTERNATIONAL JOURNAL OF  
MARKETING AND  
MANAGEMENT RESEARCH**  
Internationally Indexed & Listed Referred e-Journal



## **USAGE OF VALUE ADDED SERVICES AMONG MOBILEPHONE USERS IN INDIA- AN ANALYTICAL STUDY**

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### **ABSTRACT**

*Telecom service providers' mainly small and medium enterprises (SMEs) are riding the IT and telecom boom in the country. Value Added Services have become the backbone of telecom service providers, as users look beyond voice and mobile turns in to personal computer. VAS providers' contribution to the total revenue kitty of telecom companies has been increasing over the last 2-3 years from 2-3% to 8-10% currently. The present paper is an attempt to study "Usage of Mobile Value Added Services: An Empirical Study" of mobile phone users. The results of the study showed that subscription of value added services is not so popular among subscribers. To make it subscribe service providers continuously pursued their subscribers by different means such as making calls or SMS or through dealers. Performance of value added services and charges charged for these services play important role for the popularity of value added services among subscribers. It was observed that approximate 33 percent of the respondents seem to be satisfied with the performance services. Regarding the charges on value added services, it was found that approximate 23 percent of the respondents were dissatisfied with the charges of value added services.*