ASPASM

Explore – Journal of Research for UG and PG Students

ISSN 2278 – 0297 **(Print)**

ISSN 2278 – 6414 **(Online)**

http://www.patnawomenscollege.in/journal

A study of the concept of value added services in the context of retail tele-communication service marketing

(A study conducted with special reference to TATA DOCOMO)

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Received : December 2010
Accepted : February 2011
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Abstract : *Retail Tele-Communication Service Marketing is influenced by various elements / market variants amongst which value-added services have become prominent and extremely popular. This study is an effort undertaken to establish the role of value-added services undertaken for the purpose of improving the level of market penetration and to assess the scope of product repositioning, under competitive marketing.*

Keywords : *VAS Packages, Tele-Com Service Users, Tele-Com Market.*

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Introduction :

Tele communication services have become the most sought after service area today, specially where the entire global market has undergone a revolution with regard to Teleconnectivity. The Marketability of Tele services gets enhanced because of the variety of Value Added Services which every marketer provides today thereby increasing its scope as a product range under contemporary market conditions.

Hypothesis of the Study :

Every research orientation is based upon a belief or a hypothetical assumption, and in this study the assumption is that – "The Marketing Success Benchmark of a Telecommunication Connectivity Service today, largely depends upon the provisions with regard to the availability of the Value Added Service Packages and this is an instrument and functions as a catalyst in bringing about a favorable mind set in terms of the audience groups."

This statement will be assessed and proved in this study.

It is the selection and packaging of Value Added products which matters a lot in today's global Tele-connectivity scenario. (Poter M.E. 1986).

Objective of the Study :

This research is being conducted for the purpose of achieving the following objectives :

- To identify the Market Base consisting of the Target Population being Explored.
- To identify and probe into the need for Value Added Packages in Teleservice Marketing.
- To assess and justify the scope of such services within the given Tele Connectivity Market Limits.

Research Methodology :

This study has been conducted with a view to assess the responses of the service providing retail outlets, in the area of Value Added Packages of Tata Docomo. The sample consisted of 100 respondents comprising both Tata Docomo users and non Tata Docomo users.

The data was collected by using a structure schedule and the sampling technique used was random sampling.

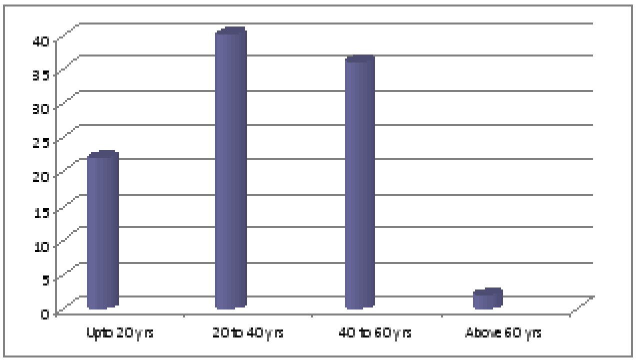
Major findings of the Research Study :

FINDING # 1

AGE VARIABLE

Age Variable	Upto 20 years	20 to 40 years	40 to 60 years	Above 60 years
No. of Respondents	22	40	36	02
Percentage	22%	40%	36%	02%

The first finding of our research concerns the age variable. We had 40 respondents within the age group of 20 to 40 year, ie- 40% which explains that this is a mature age group which is in a position to give its own feedback with regard to the study which has been conducted. Other notable frequency distribution in terms of age group are 36 respondents, ie 36% within the age group of 40 to 60 years, and 22 respondents, ie 22% within the age group of upto 20 years and there are just 2 respondents beyond the age group of 60 years. This can be shown through the following diagram.

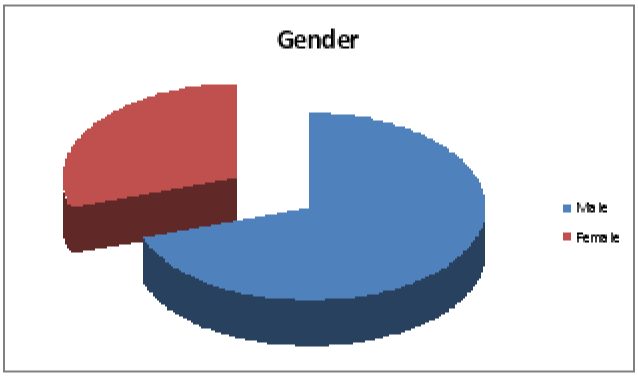


FINDING # 2

GENDER DEMARCATION

Gender	Male	Female
No. of Respondents	70	30
Percentage	70%	30%

The second finding of the research study concerns our respondent base in terms of gender demarcation. We had 70% male respondents and 30% Female respondents, which is shown through the following pie diagram.

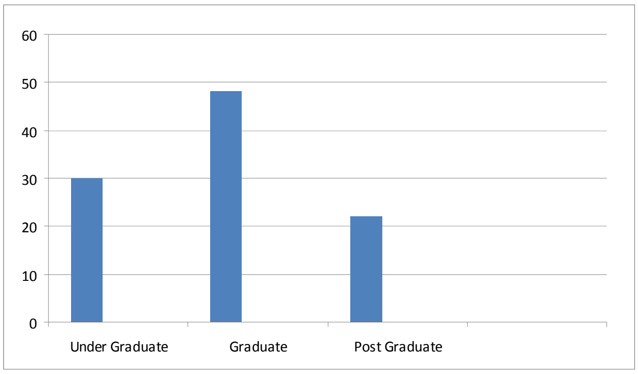


FINDING # 3

ACADEMIC PROFILE

Academic Status	Under Graduate	Graduate	Post Graduate
No. of Respondents	30	48	22
Percentage	30%	48%	22%

The third finding of the research revealed the academic profile of the respondents. We had 48 respondents (48%) in the category of Graduates. We had 30 respondents (30%) who were in the category of Under Graduate and we found the least number of respondents that is 22 (22%) in the category of Post Graduates.

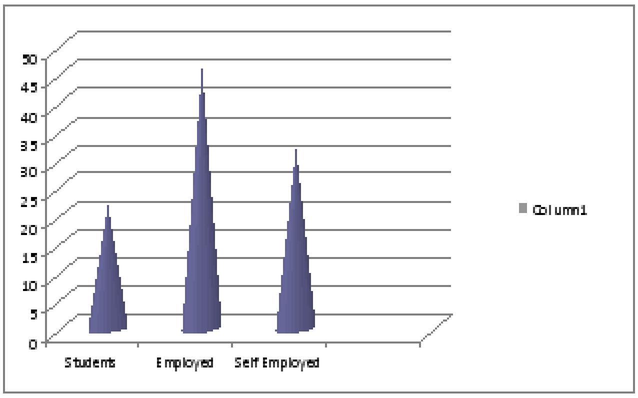


FINDING # 4

OCCUPATIONAL PROFILE

Qualification	Students	Employed	Self Employed
No. of Respondents	22	46	32
Percentage	22%	46%	32%

The next major finding of our research relates to the occupational profile of the respondents. We had 46 respondents (46%) in the category of employed, 32 respondents (32%) in the category of Self Employed and the 22 respondents in the student category (22%).

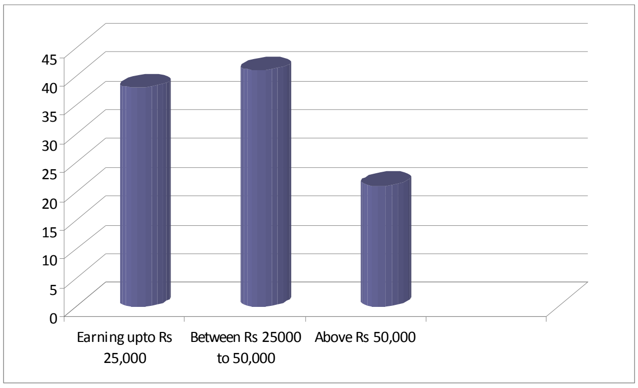


FINDING # 5

EARNING PROFILE

Earning Status	Upto Rs 25,000	Rs 25,000 to 50,000	Above Rs 50,000
No. of Respondents	38	41	21
Percentage	38%	41%	21%

As per our research 41 respondents (41%) were under the income group of Rs 25,000 to Rs 50,000, 38 respondents (38%) were in the earning group of upto Rs 25,000 and the rest that is 21 respondents (21%) were in the income group of above Rs 50,000. This shows that mostly respondents were between the income group of Rs 25,000 to 50,000.



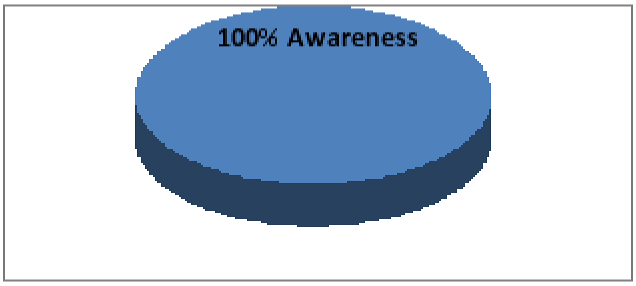
FINDING # 6

AWARENESS REGARDING VALUE ADDED SERVICES

Awareness Level	Yes	No
No. of Respondents	100	0
Percentage	100%	0%

In this finding of ours, we have focused upon the level of awareness and we found that 100 respondents (100%) were aware about the Value Added Services available at that time.

It proves that the VAS is the most popular and the most commonly patronized service in the Tele-Communication Marketing Ambience.



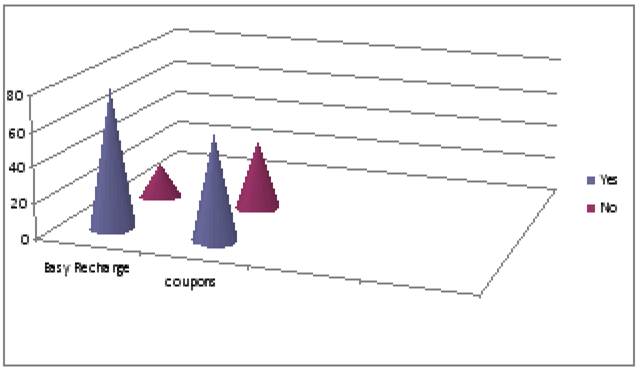
FINDING # 7

MODALITY OF SUBSCRIBING TO VAS

In this question we have tried to assess the modality through which VAS is subscribed to, and the following frequency table indicates the same.

Subscription Modality	Yes	No
Easy Recharge	80	20
Coupons	60	40

In this finding we get a very clear picture about the VAS subscription modality and we have a very large number of respondents going through both the modalities. This can be shown through the following diagram.

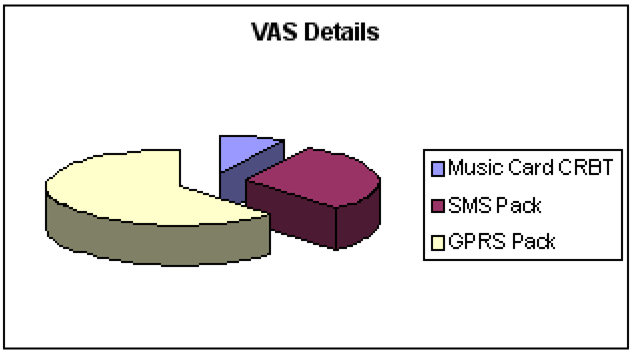


FINDING # 8

MOST FREQUENTLY SUBSCRIBED VAS PACKAGES

VAS Details	Music Card CRBT	SMS Pack	GPRS Pack
No. of Respondents	08	30	62
Percentage	08%	30%	62%

This particular finding reveals the frequency of subscription and the packages subscribed to, by the Telecom service users. We find that the GPRS Pack is the most frequently subscribed option (62 %) and this is followed by SMS Pack (30%) and the Music Pack (8%). The following pie diagram helps us to visualize the same. The reason for maximum subscription to the GPRS Pack is probably because of its good network and cheap call rates.



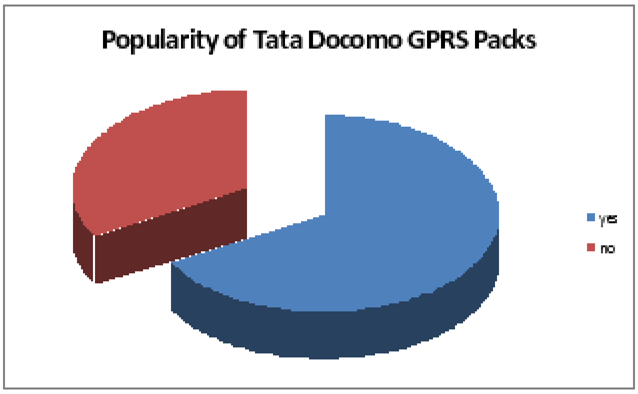
FINDING # 9

POPULARITY OF TATA DOCOMO GPRS PACK

In this research study, an effort was made to study the popularity of Tata Docomo GPRS Pack, as well.

Popularity of GPRS Pack	Yes	No
No. of Respondents	67	33
Percentage	67%	33%

67% of the respondents were of the opinion that the subscription to GPRS Pack of Tata Docomo was a priority for them, whereas 33% of the respondents were of negative opinion in this regard.



FINDING # 10

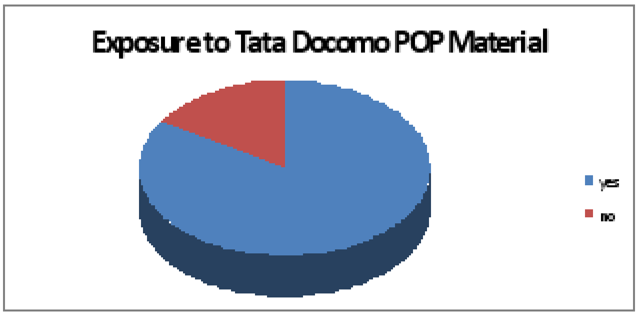
EXPOSURE TO TATA DOCOMO POP MATERIAL

The exposure of the subscriber/respondents towards Point of Purchase (PoP) promotional material of Tata Docomo, is yet another area where findings are centered.

Exposure to Tata Docomo POP	Yes	No
No. of Respondents	84	16
Percentage	84%	16%

84% of the respondents, we found were exposed to the Tata Docomo promotional campaign at the Point of Purchase, whereas 16% of the respondents responded negatively in this regard.

This probably is because of the fact that the Tata Docomo POP campaign has been intensively planned and the thrust in terms of exposure is quite high. This can be seen below through the following diagram.

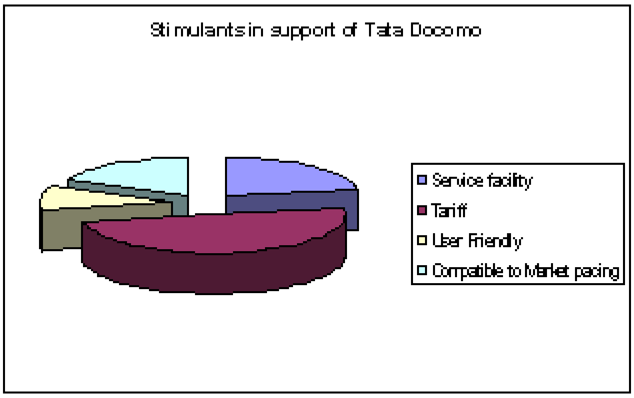


FINDING # 11

STIMULANTS IN SUPPORT OF TATA DOCOMO VAS PACKAGES

Particulars	**No. of Respondents**
Service facility	22%
Tariff	50%
User Friendly	10%
Compatible to Market pacing	18%

This finding reveals that we have 50% of the respondents being stimulated to go for VAS Packages, purely because of tariff incentive. We have 22 respondents (22%) preferring Tata Docomo because of service facility, 10% because of Tata Docomo being user friendly and 18% because of Tata Docomo being compatible to market pacing. This finding gives us a glimpse of the Tata Docomo market scenario. It is anticipated that, in the years to come this service connectivity brand should be one of the most popular preferences. The following diagram is the revelation of the same.

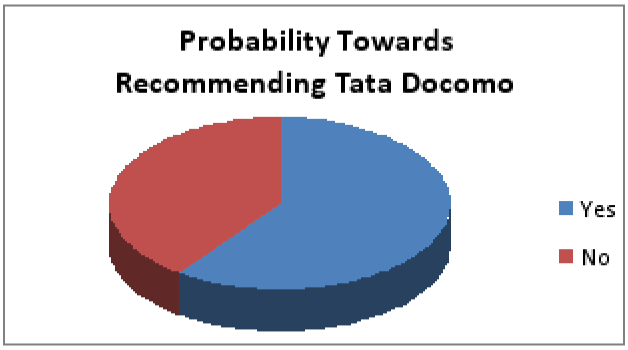


FINDING # 12

PROBABILITY OF TATA DOCOMO BEING RECOMMENDED

Probability	**Yes**	**No**
No. of Respondents	60	40
Percentage	60%	40%

The last finding that we have identified reveals that we have 60% of the respondents who are willing to recommend Tata Docomo service to others including the VAS Packages. We have 40% respondents whose responses were found negative in this regard. The Tata Docomo is still to grow and needs a longer period of time to have a larger recommendation base. This finding is also shown through the following diagram.



Impression / Conclusion :

This research has studied and assessed the respondents who are the consumers of Telecommunication services and various Value Added Services, which are very important, both for the service providers as well as for the respondent groups/service seekers. Our major experiences during the course of our research are:

1. Firstly, we gathered a detailed knowledge about the Value Added Service Packages.
2. Secondly, this study gave us an idea about the comparative and competitive market conditions.
3. Thirdly, we also learnt about the TATA DOCOMO profile with regard to additional benefits.
4. Lastly, we got an insight into the TATA DOCOMO marketing policies with regard to long term Customer Relationship Management.

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