IMPACT OF MOBILE VALUE ADDED SERVICES ON SUSTAINED GROWTH

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ABSTRACT
The Indian telecom sector has witnessed an upward trend in its growth during the past few years. In this competitive scenario, the service providers have shifted their focus from attracting customers to retention of customers through enhancement of service quality and subscribers’ satisfaction and loyalty. Value added services in mobile telephony plays an important role in increasing revenues and subscription and ultimately paving the way towards sustained growth of firms. It is in this context that the present paper attempts to contribute to the existing literature by providing an understanding of the types of mobile VAS in India and the impact of these services on quality, satisfaction, loyalty and sustained growth. It also provides a glimpse of the interlinkages between the above concepts. It also highlights various challenges being faced by the service providers and provides suggestions to overcome these hurdles. The paper ends with implications for telecom operators and policy makers and provides direction for future scope of research.

KEY WORDS: Value added Services, Quality, Satisfaction, Loyalty, Sustained growth