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# Value Addition in Mobile Services & MMS

**ABSTRACT**

Mobile value-added services (MVAS) are those services that are not part of the basic voice service and are availed off separately by the end user. They are used as a tool for differentiation and allow the mobile operators to develop another stream of revenue. The nature of value added services change over time. Mobile operators provide the following value added service:- MMS, Voice SMS, Contest Service, Interactive Media, M-commerce, Missed Call Alert, Multimedia services, Mobile Marketing, M-search, Music, Phone back up, Ring Back Tone,. This paper makes an attempt to understand the attitude of the people from different fields towards the MMS in terms of Prestige, Fun, Blackmailing, Quick sharing, and Promotional campaign.

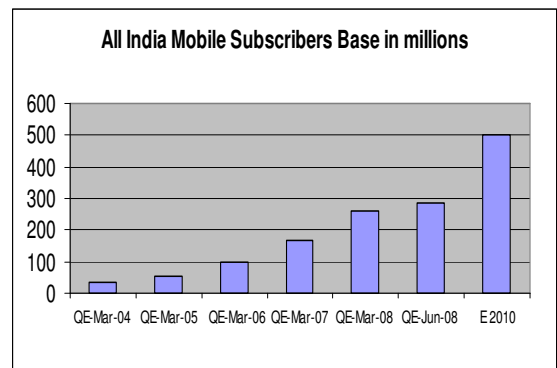
**1. INTRODUCTION**

Mobile phones today have moved beyond their fundamental role of communications and have graduated to become an extension of the persona of the user. In recent years, the adoption of mobile phones has been rapid in India. People are not only using mobile phones for just talking and text messaging, but also for multimedia messaging service (MMS).

Multimedia Messaging Service (MMS) - sometimes called Multimedia Messaging System - is a communication technology developed by 3GPP (Third Generation Partnership Project) that allows users to exchange multimedia communications between capable mobile phones and other devices. MMS defines a way to send and receive, almost instantaneously, wireless messages that include images, audio, and video clips in addition to text. A common current application of MMS messaging is picture messaging (the use of camera phones to take photos for immediate delivery to a mobile recipient). Other possibilities include animations and graphic presentations of stock quotes, sports news, and weather reports. Multimedia can provide important opportunities for service providers to attract new customers and increase the loyalty of

current ones while increasing Average Revenue Per User (ARPU). Businesses can use multimedia to improve employee communication and significantly upgrade the effectiveness of critical functions such as the contact center.

At the same time, businesses are looking to multimedia to improve customer service, increase worker productivity, create more effective training, and reduce operating costs. Many facets of a business can be improved, from investor relations to sales, with the implementation of applications such as video portals and video email. With appropriate gateway infrastructure, MMS messages can be sent and received between mobile handsets and email, increasing the appeal and user base. Because both the development environments for creating MMS



Source: TRAI Report  
 Note: QE = Quarter End E = estimated.

content and its billing mechanisms are well defined, the adoption and popularity of MMS is high. The growth of MMS in India has been helped by the factors like entertainment, information and m-commerce. Growth drivers for Value Added Services are: Lower Pricing facility; Increase stickiness to the service by providing some additional tempting offers; Ease to use a service; Education to a large user base about the service; Involving members and cultivating a sense of belongingness by a superior contribution on products; Simplifying content discovery; User friendly interface; Relative information for clients.

A value-added service (VAS) includes all services beyond standard voice calls and fax transmissions. The VAS is getting its place in the market. The MVAS revolves around 3 factors viz. 1. Entertainment  
 2. Information, 3. M-commerce

**2. ATTITUDES RELATED TO USAGE OF MMS**

**A- Prestige:** The persons who are getting high score on prestige they feel prestigious in sending mms as it is a bit expensive, so used by a rich person and it conveys the message of having a multi-media cell phone. The persons who are getting low score on prestige they don't feel prestigious in sending mms, they don't believe that it is a mode to convey the message about status.

**B- Fun:** The persons who are getting high score on fun, they feel fun and kicks in sending mms or in other words they feel masti in sending mms. On the other hand the persons who are getting low score on fun, they don't feel masti in sending mms. Most probably they are sending mms due to their professional requirement..

**C- Blackmailing:** The persons who are getting high score on blackmailing they must be having a criminal nature. On the other hand the persons who are getting low score on blackmailing must be having fun or masti in sending mms.

**D- Quick Sharing:** The persons who are getting high score on quick sharing, they are using mms for the purpose of their profession. On the other hand the persons who are getting low score are using mms for the purpose of fun and masti in sending MMS.

**E- Promotional Campaign:** The persons who are getting high score on promotional campaign, they are using mms for the purpose of the advertisement or promotional campaign of their products or services. On the other hand the persons who are getting low score are using mms for the purpose of fun and masti in sending mms.

- **Impact of Age:** Generally speaking ones age has an impact on the way one frames attitude towards various services. Therefore, an attempt is being made to study the relationship between age and attitudes towards usage of MMS as shown in the table 1.1. As it is clear from the table 1.1 that the people in the age group of 10-20 are using MMS for the purpose of prestige, fun and quick sharing however the people in the age group of 60 & above are not using the MMS for the purpose of prestige, fun and quick sharing. The people in the age group of 20-30 are using MMS for the purposes of blackmailing on the other hand the people in the age group of 10-20 are not using MMS for blackmailing. The people in the age group of 20-60 are mostly using MMS for the promotional campaign while the age groups of 10-20 and 60 plus are not using the MMS for promotional campaign.

After applying the ANOVA single factor on table 1.1, it can be concluded the attitude of the universe towards MMS is same as that of the sample considered under the study. As indicated in table 1.2 the value of F is 0.423257 which is lower than the value of F critical which is 2.76. Therefore it can be said that the attitude of the universe towards MMS is same as that of the sample considered under the study.

**Table 1.1**

Age Group	N	Prestige	Fun	Blackmailing	Quick Sharing	Promotional Campaign
10-20	20	4.9	4.9	2	4.8	0.5
20-30	20	4.6	4.8	4.1	4.4	3.5
30-40	20	4	3.7	3.2	4.3	3.8
40-50	20	2	2.3	2.3	4	3.2
50-60	20	1	1.2	2.5	3.1	3.1
60 & above	20	0.5	0.8	1	0.4	0.4

**Table 1.2 ANOVA**

Source of Variation	SS	df	MS	F	P-value	F critical
Between Groups	4.388667	4	1.097166667	0.423257	0.790341067	2.75871047
Within Groups	64.805	25	2.5922			
Total	69.19367	29				

**Table 1.3**

Profession	N	Prestige	Fun	Blackmailing	Quick Sharing	Promotional Campaign
Manager or Executive	19	4.5	3.0	1.5	4.2	4.3
Businessman	18	4.2	4.5	2.9	4.8	4.6
Student	16	4.0	4.2	1.3	4.3	0.5
Teacher	17	2.4	2.0	0.5	3.9	1.0
Doctor	18	2.1	4.0	0.8	3.8	3.0
Lawyer	15	1.0	4.2	1.2	4.0	1.0
Engineer	17	2.0	3.0	1.1	4.0	2.0

**Table 1.4**

Source of Variation	SS	df	MS	F	P-value	F critical
Between Groups	33.21314	4	8.303285714	6.840683	0.000488433	2.68962757
Within Groups	36.41429	30	1.213809524			
Total	69.62743	34				

**Table 1.5**

Gender	N	Prestige	Fun	Blackmailing	Quick Sharing	Promotional Campaign
Male	60	4.2	4.8	3.8	4.5	4.0
Female	60	3.0	3.7	2.1	4.1	3.9

**Table 1.6 ANOVA**

Source of Variation	SS	df	MS	F	P-value	F critical
Between Groups	2.474	4	0.6185	1.083187	0.453922265	5.19216777
Within Groups	2.855	5	0.571			
Total	5.329	9				

**Table 1.7**

Monthly Income	N	Prestige	Fun	Blackmailing	Quick Sharing	Promotional Campaign
Less than 5000	20	4.8	1	0.2	0.1	0.05
5000-10000	21	4.6	2	4	0.2	0.1
10000-25000	22	4.3	2.9	3.6	1	1.2
25000-50000	22	3	4.2	2	2.3	2.8
50000-100000	20	2	4.6	0.5	3.8	3.7
More than 1 Lac	15	1	4.9	0.1	4.5	4.3

**Table 1.8 ANOVA**

Source of Variation	SS	df	MS	F	P-value	F critical
Between Groups	13.63833	4	3.409583333	1.156072	0.353714821	2.75871047
Within Groups	73.73208	25	2.949283333			
Total	87.37042	29				

• **Impact of Profession** : It is a well known fact that profession plays an important role in forming the attitude of individuals towards various services. Here an attempt is made to

study the relationship between profession and attitudes towards usage of MMS as shown in table 1.3. As it is clear from the table 1.3 that businessmen are using MMS for the purpose of prestige, fun, blackmailing, quick sharing and promotional campaign however the people in the profession of lawyer and teacher are not using the MMS for the purpose of prestige, blackmailing, fun, promotional campaign and quick sharing.

After applying the ANOVA single factor on table 1.3, it can be concluded the attitude of the universe towards MMS is different from that of the sample considered under the study. As indicated in table 1.4 the value of F is 6.840683 which is higher than the value of F critical which is 2.69. Therefore it can be said that the attitude of the universe towards MMS is different from that of the sample considered under the study.

• **Impact of Gender :** There is great impact of gender in the usage of MMS. Therefore, an attempt is being made to study the relationship between gender and attitudes towards usage of MMS as shown in the table 1.5. Table 1.5 shows that the males are using MMS more than the females at each attribute however females are also using MMS at a same pace as of males for quick sharing and promotional campaign.

After applying the ANOVA single factor on table 1.5, it can be concluded the attitude of the universe towards MMS is same as that of the sample considered under the study. As indicated in table 1.6 the value of F is 1.083187 which is lower than the value of F critical which is 5.19. Therefore it can be said that the attitude of the universe towards MMS is same as that of the sample considered under the study.

• **Impact of Income:** Usage of MMS is also affected by the income. Table 1.7 shows the relationship between income and attitudes towards usage of MMS. As it is clear from the table 1.7 that the people in the income group of more than 1 lakh are using MMS for the purpose of fun, quick sharing and

promotional campaign however the people in the income group of less than 5000 are using the MMS for the purpose of prestige. The people in the age group of 10K to 25K using the MMS for the purpose of blackmailing. The people in the income group of more than 1 lac are not using MMS for the purpose of prestige and blackmailing, on the other hand the people in the income group of less than 5000 are not using MMS for fun, blackmailing and quick sharing.

After applying the ANOVA single factor on table 1.7, it can be concluded the attitude of the universe towards MMS is same as that of the sample considered under the study. As indicated in table 1.8 the value of F is 1.156072 which is lower than the value of F critical which is 2.76. Therefore it can be said that the attitude of the universe towards MMS is same as that of the sample considered under the study.

• **Impact of Education:** Usage of MMS is also affected by the Education. Table 1.8 shows the relationship between Education and attitudes towards usage of MMS.

As it is clear from the table 1.9 that undergraduates are using MMS for the purpose of prestige, on the other hand medical graduates are using MMS for the purpose of blackmailing & quick sharing, while non technical graduates and postgraduates are using MMS for the purpose of fun and promotional campaign respectively.

After applying the ANOVA single factor on table 1.9, it can be concluded the attitude of the universe towards MMS is different from that of the sample considered under the study. As indicated in table 1.10 the value of F is 5.45583 which is higher than the value of F critical which is 2.76. Therefore it can be said that the attitude of the universe towards MMS is different from that of the sample considered under the study.

### 3. FINDINGS

It can be concluded there is an

Table 1.9

Education	N	Prestige	Fun	Blackmailing	Quick Sharing	Promotional Campaign
Under graduates	23	4.4	4.2	2.2	4.2	1.45
Graduate Tech.	18	2.6	4.1	2.6	4.1	3.2
Graduate Non Tech.	20	3.2	4.4	2	4	4.1
Post Graduate Tech.	22	1.8	3.8	3.6	4.2	3
Post Graduate Non Tech.	20	2.6	4.3	2.3	3.8	4.3
Medical Graduates	17	1.9	3.9	3.8	4.4	2.6

Table 1.10 ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	11.71367	4	2.928416667	5.45583	0.002676932	2.75871047
Within Groups	13.41875	25	0.53675			
Total	25.13242	29				

inverse relationship between the age of a person and his/her attitude for using MMS towards prestige, fun, blackmailing, promotional campaign and quick sharing. However, during the age of 10-20 and 60 plus the attitude for using MMS towards blackmailing and promotional campaign is significantly low.

As far as profession is concerned it has no significant bearing on the usage of MMS for the purpose of prestige, fun, blackmailing, quick sharing and promotional campaign. As within the same profession there are persons of different age group, income group, and gender, therefore their preferences for using MMS varies significantly. When it comes to gender, as our society is male dominated, therefore it plays an important role in using MMS. The attitude of male for using MMS towards prestige, fun, blackmailing, quick sharing and promotional campaign is significantly high in comparison to females. As far as income is concerned there is a positive relationship between the income

of a person and his/her attitude for using MMS towards fun, quick sharing and promotional campaign on the other hand there is a inverse relationship between the income of a person and his/her attitude for using MMS towards prestige. Attitude of people using MMS for blackmailing is quite high in the income group of 5000-10000, however if income increases above 10000 then there is a inverse relationship and if income decreases below 5000 then there is a positive relationship. As far as education is concerned it has no significant bearing on the usage of MMS for the purpose of prestige, fun, blackmailing, quick sharing and promotional campaign. As within the level of education there are persons of different age group, income group, and gender, therefore their preferences for using MMS varies significantly. The survey has great significance as for as formation of marketing strategies is concerned. The market people can make segmentation and target particular segments for further growth of the value added service.

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