“A behavioral comparison of Telenor customers of Vehari & Faisalabad regarding Augmented services”

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Abstract

Consumer behavior has always been the heart of organization’s strategy and interest. The concept of value added services is not new to service industry. For cellular services providers, the importance increase manifold as it provides them a ground of distinction. Today, cellular providers are offering a bundle of services or benefits comprising the core service and some additional services just to make there presence in the market noticeable. Despite offering several value added services, to much of one’s astonishment, that customers are not as aware of the concept of VAS as they supposed to be. Especially, the customers of small cities; it is observed, has little information about additional services being offered. This Project, we carried out, consists of two parts. First part is related to the explorative study of the behavior of consumers of Vehari regarding value added services. In second part, we carried out a comparison of behavior between two groups of customers belong to Vehari and Faisalabad, who are using the same cellular services, with reference to supplementary services. By and large, customers of both the cities, it was observed, emanated same attitudes and response towards Value added services. Despite the fact that VAS distinguishes a company from its counter parts, On the whole, we got little evidence that customers opted for a services provider merely on the basis of VAS.

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