A Paper Presentation On Review of Mobile (Personal) Services of Indian/International Brands, Its Service Application and Implications

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Abstract

Services are an inevitable component or element in the Service Industry. Banking and Insurance are the two domains since the inception of our Independence and industrial policies. In this Competitive World, assessing the consumer satisfaction by analyzing the services both at the Indian and the International level and its relevance by maintaining advancement in market positioning plays an important role for developing the Economy. Services in Business Are Core of what a company does to create value for its customers and generate revenue which can be physical or digital. Lot of Challenges are faced by Consumers while buying different types of Mobile Brands. The prominent could be: Lack of Proper physical features in mobile brands.

- *No storage space and better clarity in Camera*
- *Lack of proper quality and no Comfort*
- *Lack of Cost Efficiency and reliability*
- *Improper Screen Visibility*

The need for study was to address the need for Long-term Buying relationship through integrated service marketing as there are innovative products available. The Entire Review of my Abstract is on the Study which surrounds on the Central Theme of Business and service Industry. It could be assessed that the survey was done on the Young Workforce Particularly Students as Majority, Few Working Professionals and remaining on Part- time Employees. The study was primarily to analyze the Use of mobile brands and its Implications in Business, Worldwide towards Innovation, Advancement and Market Positioning. The review of Literature was done considering the Textbooks, Online mode. The Findings of the study reveals positive relationship between Consumer satisfaction towards buying of Certain Mobile brands and Displays Innovative Business Models in Terms of Brands of Apple and Samsung. Flexible buying convenience, Consumer offers, good quality, storage space, etc. contribute towards positive Consumer satisfaction, but certain other brands pose dissatisfaction.

Keywords*: Advancement; Competitive World; Cost Efficiency and Reliability; Consumer Satisfaction.*

1. Introduction

Services Play an Important Role in the Economy Building. Services are Intangible, value added activities provided other than product, service and labor. My Survey was with regard to the analysis of Mobile Services, with regard to the Indian and International brands and its service utilization and Implications in creating business models. Anand Kasturi, Volume 18, September 2006;) [1]. The subject of services has increasingly become important for all the academics, practitioners, over the last few decades [2]. The purpose of the study was to know as there is no much previous research on this area concerning the impact of service industry on the economy in relation to the specific consumers either on the Professionals, students and Part- time employees [3]. The review of literature was with regard to understanding the concepts of marketing of services and positioning of mobile brand service

industry globally by comparing and contrasting with the other brands [4].

2. Objectives

The Objectives of the study was to know the Global Top Brand mobile services with regard to the survey done in Mangalore city [5]. Considering the Population, mainly the modern youth, their age, education, qualification, status and buying preferences.

Table 1 Population Calculation

No of Respondents contacted	152
No of responses received	33
No of respondents nor answered	119
Total	152

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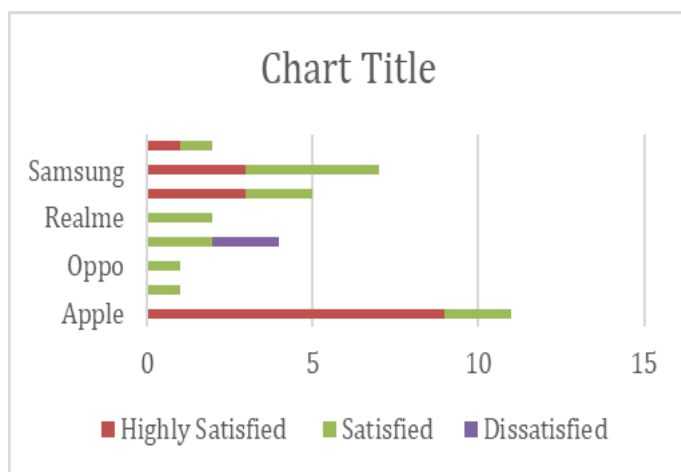

Figure 1 Result Analysis

I have used only primary data sources and secondary data sources (Figure 1). I have little knowledge of using Anova and Multi- variate analysis [7]. So due to lack of time I couldn't apply the standard statistical methods for the review ad evaluation of my study.

3. Results and Discussion

3.1. Results

The Results should include the rationale or design of the survey as with regard to the Satisfied and highly satisfied consumers and dissatisfied consumers.

3.2. Discussion

It could be observed from the study that while comparing many brands at a time, the consumers are satisfied, highly satisfied towards Apple and Samsung brands and dissatisfied towards other brands like Oppo, vivo etc. I have not used different statistical tools I am in the primary level of my research and yet to explore [8].

Conclusion

It can be concluded there is a positive relationship between the Use of brands and its quality to consumers which depends on the services provided at their while buying at their convenience. I can perform more research work on this area in case I am given I am given an opportunity to do so as there is lack of validity of statistical tools applied on the context.

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