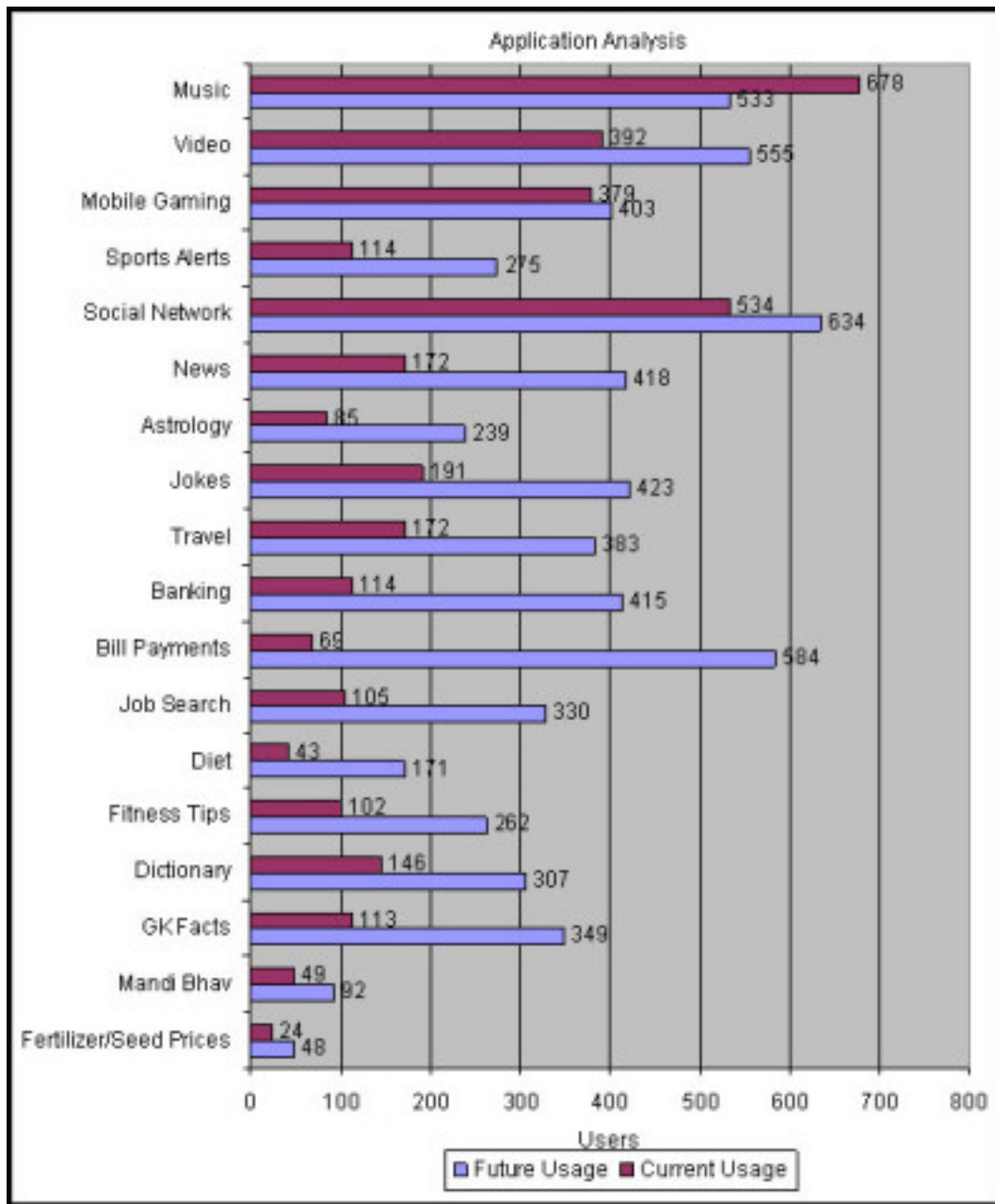


Ready To Shell Out More For VAS Students Say – MoMagic Survey

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Students are ready to pay more than double if they are provided the right services, these are initial findings of the survey recently conducted by MoMagic Technologies, Noida based VAS company.

The survey provides a clear picture as to the present state of VAS users and their needs and requirements in the future. MoMagic is using the information available from the survey and plans to implement it to a certain extent for the large number of VAS users in India.

Apart from services, two more important findings indicate that price is a major issue for minimal use of VAS services and that the major medium through which they know about the services are through SMS and Advertisements. The survey provides a clear picture as to the present state of VAS users and their needs and requirements in the future.

The study was conducted among the students of a premier Management Institute to know more about the VAS users and their needs. The survey covered tier 1 and 2 cities and rural areas. Targeted segment were usually users of low cost phones from every segment of the population.

The major services that were focused on were Infotainment, MCommerce, M Health, M Education and Agricultural. These services are the most used and sought after. There is also a huge demand for newer services in future as well. Currently services and applications for music downloads, social networking, video and mobile gaming are the most used services. Half of the users surveyed were avid users of these services.

Are you ready to spend double the price if you get the right service?
