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A study on customer satisfaction towards Nokia mobile phone in Salem city

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Abstract

This study on the customer satisfaction towards Nokia mobile phone in Salem City is done keeping in mind the Nokia market trends in the City and also what drives the customer to buy Nokia product. The main objectives of the study are to understand the demographic profile of the sample respondents in Salem City and to evaluate the customer general buying behaviour of NOKIA mobile phones. The analysis has come out with major findings in all aspects of the brand like buying behaviour with respect to Gender, Educational Qualification and Customer Satisfaction Level of the respondents. The analysis has also created a link between the various factors like cost, location, and comparison of Nokia with other company brands available in the market. With respect to the customer perception it has been found out that customers have a positive feedback towards the brand and hence there is ample scope for the sustainability of an exclusive shop in the Salem City.

Keywords: Buying behaviour, perception about brand, trend of Nokia phone

Introduction

Nokia phones are loved by a lot of people and its name is synonymous with reliability. It is one of the biggest brands in Telecommunications Industry globally. It has its presence in every segment of the market. It offers the cheapest of phones with the most basic features as well as high-end swanky phones with all the latest features. Nokia's prices are usually competitor based, in such a way as, they try to keep their prices a bit lower than those of the closest competitors, but not as low as the "smallest" competition as customer do not mind paying the extra money for the "extra quality" they will receive with a well known brand, such as Nokia. Nokia phones are generally sold at all established mobile phone dealers, although they are also sold at other retailers and other electrical suppliers. The products are only sold in the electrical suppliers and store other than dedicated phone dealerships after the introductory period so the phones can remain limited edition, as this will encourage younger customer to buy them. Nokia tend to promote the new technologies and mobile devices they create using one big advertising campaign that focuses on a singular technology instead of each individual handset so they can appeal to a lot of different markets with one campaign. When the phones came out they were big and bulky and quite unattractive but now they are all quite sleek and stylish with phones now they are small and slim. Most of the phones produced nowadays have accessories that customer must buy with them (carry cases, hands free kits and in-car chargers) these generate Nokia a lot of profit, as they are very high priced. The Nokia presently offers various models of phones including Nokia 7280, Nokia 5100, Nokia 7710, Nokia 1610, Nokia 5110, Nokia 6600, Nokia 3110, Nokia N 77, Nokia N 75, Nokia N 71, Nokia 6131, Nokia N 73, Nokia N 70, Nokia N 91, Nokia Lumia, Nokia Asha and Nokia XL.

Objectives

- To understand the demographic profile of the sample respondents in Salem City.
- To evaluate the customer general buying behaviour of NOKIA mobile phones.

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Research Methodology

The present descriptive study aims to understand customer perception of Nokia mobile phone at Salem City. Primary data for the study was collected by means of questionnaire survey conducted in Salem City. A total of 75 questionnaires were delivered to prospective respondents of which 50 questionnaires were returned with a response rate of 90 percent. Convenience and judgment sampling techniques were adopted to form the sample. The statistical techniques used to interpret the collected data were percentages, Chi – square test, weighted average and rank for analysis of data. The results help to understand the general perception on Nokia Mobile phones in Salem City and comparative position of Nokia and other brands.

Findings

Table 1: Gender wise Classification of the Respondents

SI. No	Sex	No. of Respondents	Percentage
1	Male	29	58%
2	Female	21	42%
	Total	50	100%

Source: Primary Data

The above table shows that the gender wise classification of the respondents. It is clearly observed from the table, 58% of the respondents are male and 42% of the respondents are female. It is concluded that majority (58%) of the respondents are male.

Table 2: The Educational Status of the Respondents

SI. No	Education	No. of Respondents	Percentage
1	Illiterate	3	6%
2	Up to Plus Two	5	10%
3	U.G	19	38%
4	P.G	18	36%
5	Professional Degree	5	10%
	Total	50	100%

Source: Primary Data.

The above table shows that the Educational status of the respondents. From the above table, it is inferred that 38% of the respondents are Under Graduates, 36% of the respondents are Post Graduates, 10% of the respondents are Professional Degree and 10% of the respondents are illiterate and Up to Plus Two. It has been observed from the table that majority of the respondents (38%) are Under Graduates.

Table 3: The Respondents on The Basis of Period of Usage of Nokia Mobile

SI. No	Using the NOKIA Mobile	No. of Respondents	Percentage
1	Less than 1 Year	11	22%
2	1 Year to 2 Years	13	26%
3	3 Years to 4 Years	10	20%
4	More than 4 Years	16	32%
	Total	50	100%

Source: Primary Data.

The above table shows that the Using the NOKIA Mobile Phone of the respondents. From above table, it is inferred that 32% of the respondents are using the NOKIA Mobile Phone more than 4 Years, 26% of the respondents are using 1 Years to 2 Years, 22% of the respondents using less than 1 Year and 20% of the respondents using 3 Years to 4 Years. It has been observed from the table that majority of the respondents 32% are using NOKIA Mobile Phone more than 4 Years.

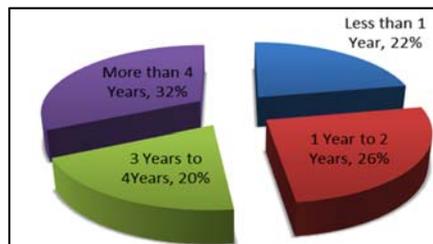


Fig 1: The Basis of Period of Usage of Nokia Mobile

Table 3: The Respondents on The Basis of Satisfaction Level on Nokia Mobile, Weighted Average and Rank

S. No	Satisfaction Level	Highly satisfied(5)	Satisfied(4)	Average(3)	Dissatisfied (2)	Highly dissatisfied(1)	Weighted Average	Rank
1.	Audio output	15	21	10	1	3	12.9334	3
		75	84	30	2	3		
2.	Built in memory	10	24	13	1	2	12.6	5
		50	96	39	2	2		
3.	Camera/video quality	10	20	14	4	2	12.1334	6
		50	80	42	8	2		
4.	Accessories	15	10	16	8	1	12	7
		75	40	48	16	1		
5.	Battery backup	20	19	6	4	1	13.5334	1
		100	76	18	8	1		
6.	Brand image	20	12	11	5	2	12.8667	4
		100	48	33	10	2		
7.	Price	16	20	10	2	2	13.0667	2
		80	80	30	4	2		
8.	Advertisements	10	20	10	9	1	11.9334	8
		50	80	30	18	1		
9.	Special Features	5	22	12	10	1	11.3334	9
		25	88	36	20	1		
10.	Services provided by Nokia service centre	4	20	13	10	3	10.8	10
		20	80	39	20	3		

Source: Primary Data.

In the above mentioned table, it has been observed that, the satisfaction level of Nokia mobile phone was best in Battery backup is 1st rank, Price is 2^{ed} rank, Audio output is 3^{ed} rank, Brand image is 4th rank, Built in memory is 5th rank, Camera / Video quality is 6th rank, Accessories is 7th rank, Advertisement is 8th rank, Special features is 9th rank and Services provided by Nokia service centre is 10th rank.

Table 4: The Nokia Mobile Phone Is Better Than the Other Mobile Phone

Sl. No	Nokia Mobile Phone is better than the other mobile phone	No. of Respondents	Percentage
1	Yes	39	78%
2	No	11	22%
	Total	50	100%

Source: Primary Data.

The above table shows the NOKIA Mobile Phone is better than the other mobiles. It is clearly observed from the table 78% of the respondents are Yes and 22% of the respondents are No. It is concluded the majority 78% of the respondents are yes.

Chi – square test result

Hypothesis

H1: There is significant relationship between Gender and Using the NOKIA mobile phone. The calculated value of chi – square test is (13.6789) more than (7.81) the table value. The null hypothesis is rejected. Hence, there is a significant difference between Gender and Using the NOKIA mobile phone.

Hypothesis

H2: There is significant relationship between Audio output and satisfaction level.

The calculated value of chi – square test is (27.4) more than (9.49) the table value. The alternative hypothesis is accepted. Hence, there is a significant difference between Audio output and Satisfaction level of NOKIA mobile phone.

Conclusion

This study has brought about certain unexplored trends regarding Nokia mobile phones in Salem City. Majority of the respondents are young adults pursuing academics or professional courses and technology savvy. Most of them look for mobile phones with reasonable price. Comfort plays a vital role in selecting a brand for cell phone. The data analysis establishes the brand superiority of Nokia, in relation to other brands. The respondents are quite satisfied with the durability, comfort and style of Nokia mobile phones. There is a general positive outlook towards the availability of exclusive showroom of Nokia in the City. Nokia even though being a global giant still has not captured the complete Salem City market as of now. Hence the company should come out with better marketing strategies specially pricing strategies in order to update the customers more about the new models and exclusive features.

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