



## A STUDY ON CUSTOMER SATISFACTION OF NOKIA MOBILE IN TIRUCHIRAPPALLI DISTRICT, TAMILNADU.

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### Abstract

The present study attempts to know the customer satisfaction of Nokia phone users. The research has been undertaken to know and analyse the factors influencing customer satisfaction and role of media influencing the customer to prefer a particular brand and also the satisfactory level of the customers in preference and the reason behind the insistence of the particular brand. The study may be helpful for the firm to revitalize itself. Also the area that needs improvement might be concentrated. This study also analyses the customer satisfaction and will help the firm to improve in future. Consumers or customers at present are well informed and they have a wide knowledge of products available, their price, quality and performance. They are provided with a wide choice of goods and have all liberty to choose from a array of product alternatives. The study of the customer satisfaction is basically social in nature. Socio-economic environment play an important role in shaping customers satisfaction to understand the socio-economic background of the sample population of various factors such as educational level, occupational categories, level of income, size of the family are considered. Marketing strategy has great impact on the firm's success. The modern marketing concept assumes that the consumer is omnipotent and a king, who controls the business, power over the product types, brands, retailers and manufacturers. Marketing is essential because of its direction towards the satisfaction of customer's needs and in this context the consumer is the centre of attraction.

**Keywords:** consumer, customer satisfaction, marketing, socio-economic environment, strategy.

### Introduction

#### Objective of the Study:-

1. To analyse the buying behaviour of the customer with regard to Nokia mobile in Trichy.
2. To identify the factor that influences the customer to prefer Nokia mobiles.
3. To learn the buying pattern of different customers.

#### Scope of the Study:

The present study attempts to know the customer satisfaction of Nokia phone users. The research has been undertaken to know and analyse the factors influencing customer satisfaction and the role of media influencing the customers to prefer a particular brand and also the satisfactory level of the customers in their preferences and the reasons behind the insistence of the particular brand.

#### Area of the Study:

The floating population is high in Tiruchirappalli. The study is mainly concerned with Trichy which excludes nearby towns and villages.

#### Methodology

The present study is "Customer satisfaction of Nokia mobile in Tiruchirappalli". In that study the source for the researcher is Primary Data which were collected from respondents at random.

#### Sampling

The universe of the study is indefinite and the customers were selected using Random Sampling .A total of 50 customers belonging to the categories of students, employed, professionals, businessman, businesswomen and others to obtain the details.

#### Challenges of Growth:

The Nokia House, Nokia's head office located by the Gulf of Finland in Keilaniemi, Espoo, was constructed between 1995 and 1997. It is the workplace of more than 1,000 Nokia employees.

In the 1980s, during the era of its CEO Kari Kairamo, Nokia expanded into new fields, mostly by acquisitions. In the late 1980s and early 1990s, the corporation ran into serious financial problems, a major reason being its heavy losses by the television manufacturing division and businesses that were just too diverse. These problems, and a suspected total burnout, probably contributed to Kairamo taking his own life in 1988. After Kairamo's death, Simo Vuorilehto became Nokia's Chairman and CEO. In 1990–1993, Finland underwent severe economic depression, which also struck Nokia.

Under Vuorilehto's management, Nokia was severely overhauled. The company responded by streamlining its telecommunications divisions, and by divesting itself of the television and PC divisions.

Probably the most important strategic change in Nokia's history was made in 1992, however, when the new CEO Jorma Ollila made a crucial strategic decision to concentrate solely on telecommunications. Thus, during the rest of the 1990s, the rubber, cable and consumer electronics divisions were gradually sold as Nokia continued to divest itself of all of its non-telecommunications businesses.

As late as 1991, more than a quarter of Nokia's turnover still came from sales in Finland. However, after the strategic change of 1992, Nokia saw a huge increase in sales to North America, South America and Asia. The exploding worldwide popularity of mobile telephones, beyond even Nokia's most optimistic predictions, caused a logistics crisis in the mid-1990s. This prompted Nokia to overhaul its entire logistics operation. By 1998, Nokia's focus on telecommunications and its early investment in GSM technologies had made the company the world's largest mobile phone manufacturer, a position it would hold for the next 14 consecutive years until 2012. Between 1996 and 2001, Nokia's turnover increased almost fivefold from 6.5 billion euros to 31 billion euros. Logistics continues to be one of Nokia's major advantages over its rivals, along with greater economies of scale.

### Data Analysis and Interpretation:

Customers and its satisfaction are the central point and all the marketing activities revolve around it. Customer's purchases a product as a result of certain mental and economic creating desires or wants which they understand and can be satisfied by the product offered for purchase.

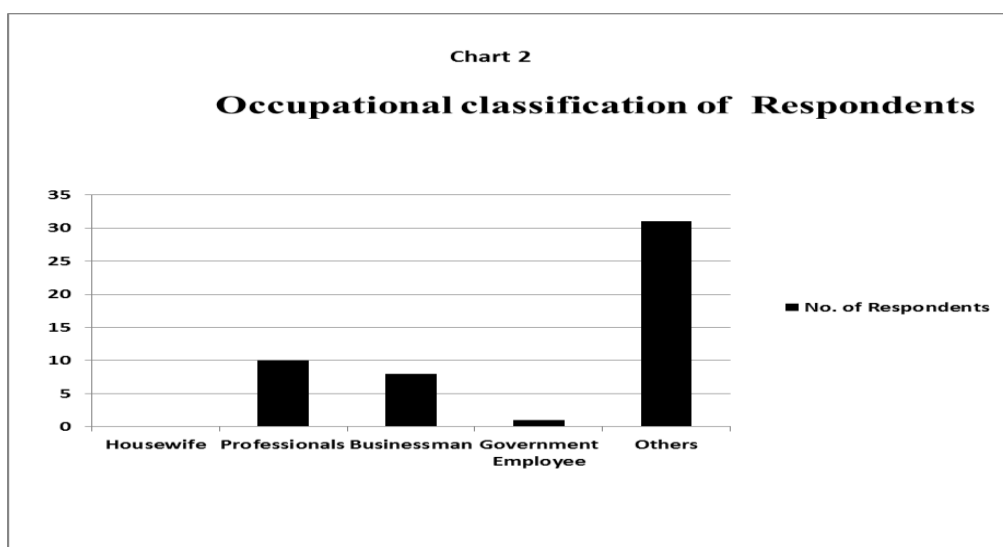
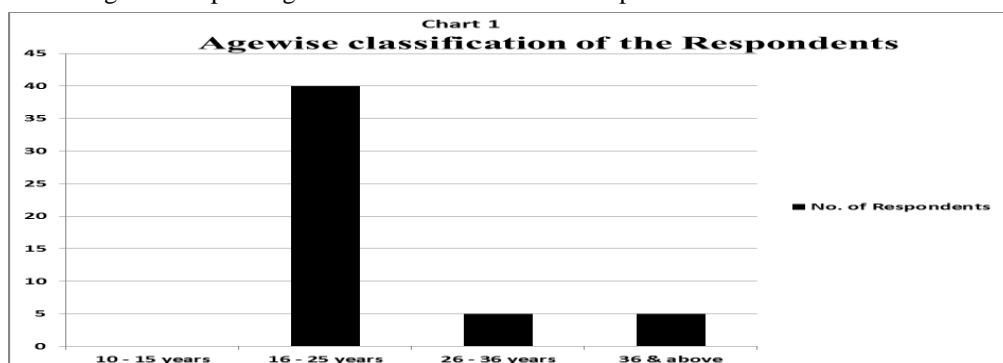
The study of the customer satisfaction is basically social in nature. Socio economic environment play an important role in shaping customers satisfaction to understand the socio-economic background of the sample population of various factors such as educational level. Occupational categories, level of income, size of the family are considered.

Marketing strategy has great impact on the firm's success. The modern marketing concept assumes that the consumer is omnipotent and a king, who controls the business, power over the product types, brands, retailers and manufactures. Marketing is essential because of its direction towards the satisfaction of customer's needs and in this context the consumer is the centre of attraction.

Therefore, analysing the buying behaviour of the customer and their satisfaction is very significant for the success of a business.

Tabulation has been done with simple percentage and have been interpreted so as to draw influences pertinent to the problem.

The collected data have been processed and suitable table and diagrams have been framed for the purpose of the analysis simple bar diagram and pie diagram etc. has been used to interpret the tabulated results.



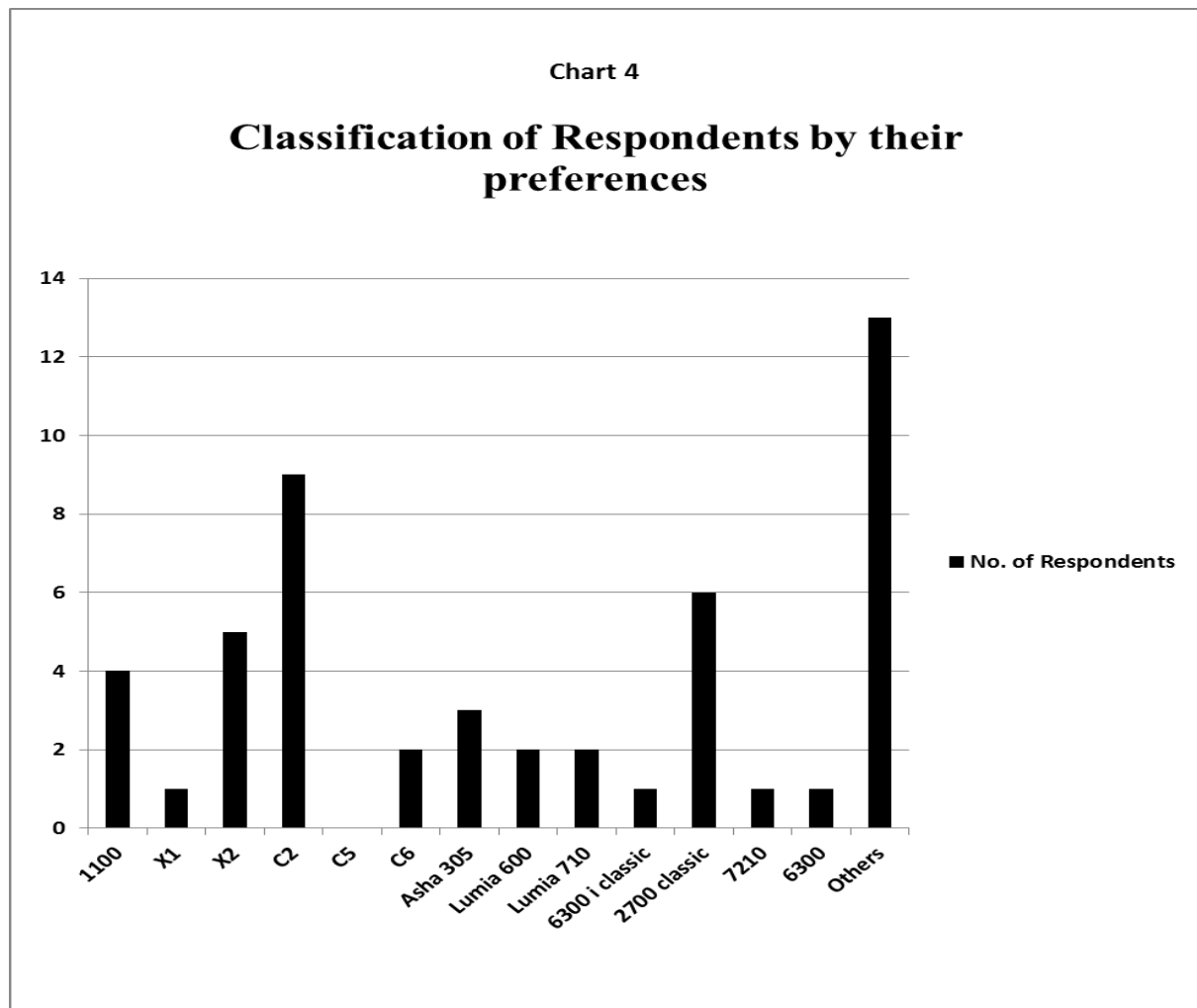
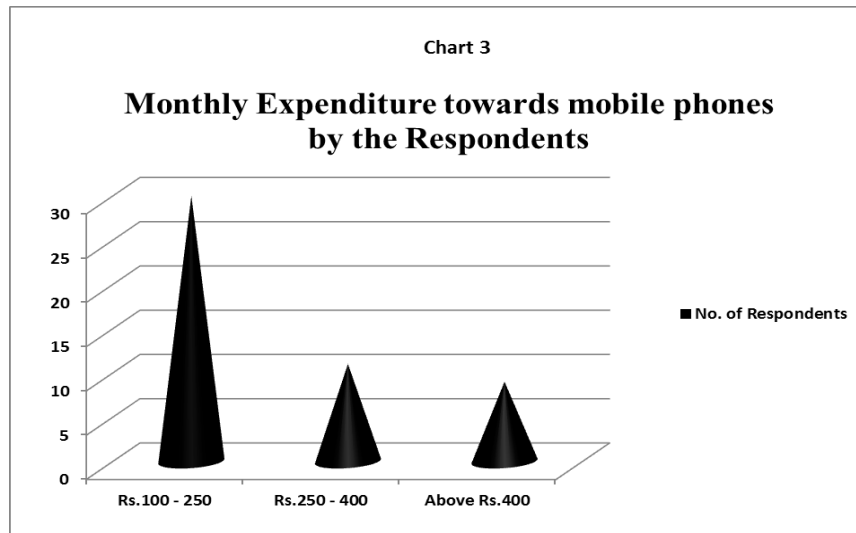


Chart 5

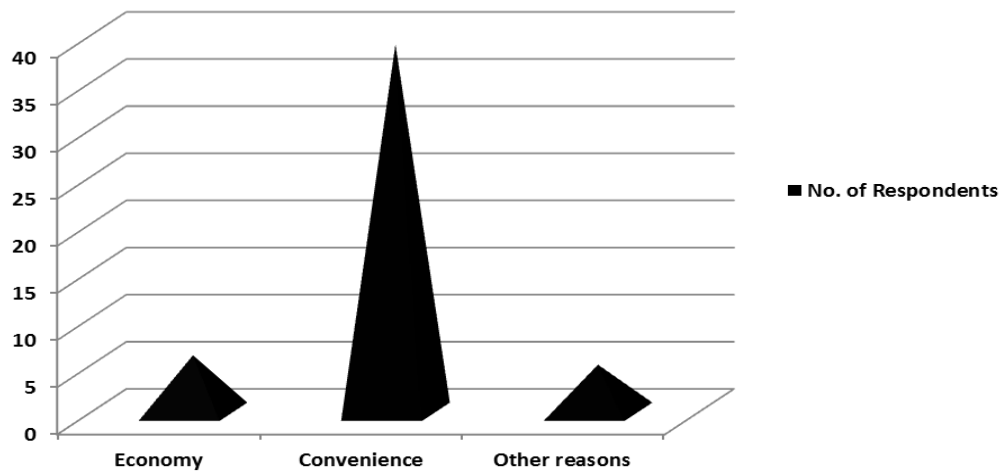
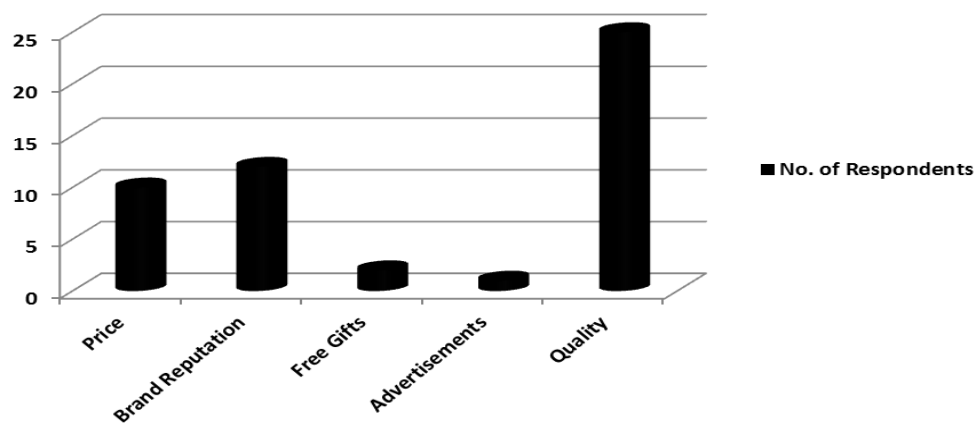
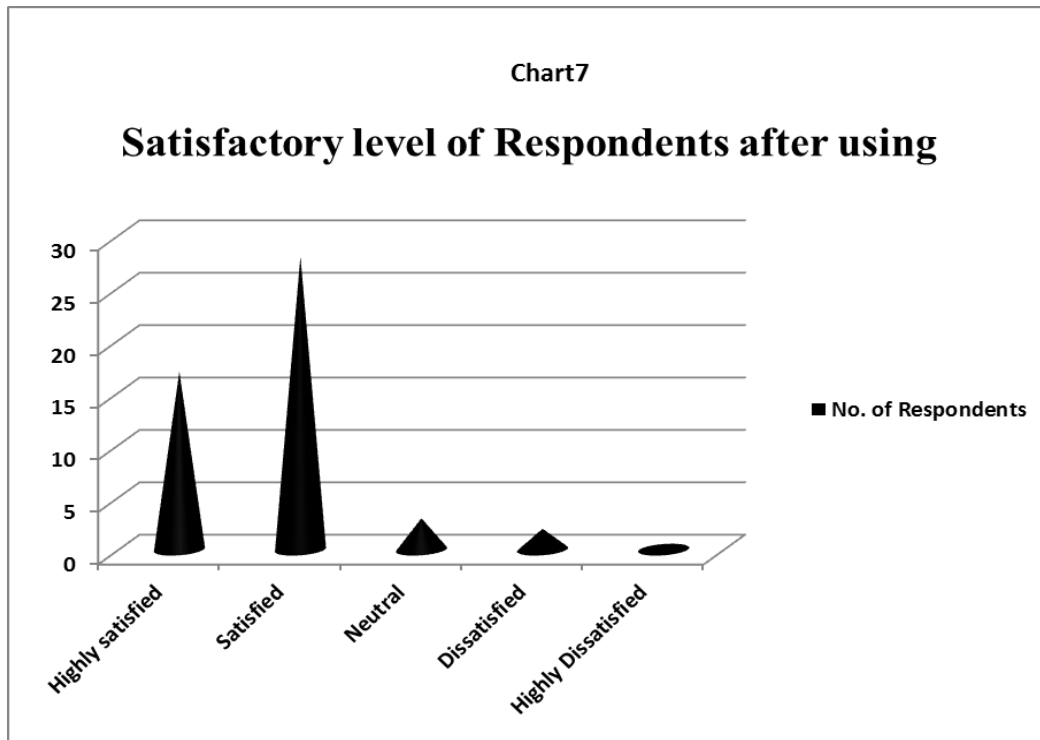
**Reasons for choosing a particular brand**

Chart 6

**Factors influencing buying behaviour of the Respondents**



### **Limitation of the Study:**

1. This study is only to Tiruchirappalli.
2. Due to lack of time and cost consideration the study is confined only to 50 samples.
3. The findings are drawn only on the basis of information supplied by the respondents and hence it is not reliable.

### **Findings and Suggestions:**

#### **Findings:**

1. Out of the different brands of nokia mobile given like 1100-X1, X2, C2, C5, C6, Asha 305, Asha 600, Lumia 600, Lumia 710, 6300 iClassic, 2700 Classic, 7210, 6300 majority of the respondents preferred other brands of nokia mobile.
2. Out of the 50 respondents the majority were from the income group of below Rs 5,000.
3. Families between 2-4 and 4-6 members consume more than other respondents.
4. The expenditure towards the mobile phone was normal. Among 50 respondents 60% of the consumers spent between Rs 100-250 per month and 20% of the consumers spent between 250-400.
5. It was clear that most of the customers were using the mobile phone for more than 4 years.
6. Out the various factors influencing the buying behaviour; Quality was the most important influencing factor by majority of the respondents.
7. Out of the various sources of the awareness of the brand; friend and relatives were the important effective source.
8. With regard to the level of satisfaction after using 56% were satisfied with their mobile phones while dissatisfied group was only 4%.
9. With regard of changing brand often only 40% of the respondent changes while 60% does not. The 40% changing of brand was due to the quality.
10. 68% of the respondents were really attracted towards brand advertisement.
11. Most of the nokia mobile phone users opt for particular brand due to "Brand Reputation" which stands second next to quality.

#### **Suggestions:**

1. In order to improve the sales, the company can offer more free gifts, samples, etc., at less cost and in more attractive package.
2. The process of certain brands have to be reduced so that brands can be purchased by all income groups.
3. In a competitive world, people always expect a change and innovative. Therefore any brand of nokia mobile phones should be introduced with a reasonable and affordable price.
4. Price plays a very important role. The demand for a product will depend upon the price. If the price is reduced then all customers irrespective of their income will prefer the brand.
5. Effective media for advertisement, exhibitions (both national and international), carnivals is important in order to create product awareness among the people and also reaching out to remote corners of the country.

### **Conclusion:**

Nokia is a very big and growing telecommunication firm. Its quality and customer friendliness has made its customer rate excellent. Nokia should be innovative in thinking and introduce many new models to stay in this competitive business world.

Today, Mobile phones have become a necessity in man's day-to-day life. Therefore any brand which is highly reputed and with best quality is preferred by the customers. Mobile phones are nowadays termed to be Mobile phones which has become a consumer's market rather than a seller's market, as the market is flooded with many brands. That is the reason for the study to see the reason why the customers prefer the models of this particular brand and the factors influencing the buyer's choice.

"A customer is the most important visit in our premises. The customer is not dependent on us but we are dependent on the customer. The customer is not an interruption on our work. The customer is the purpose of it. The customer is not an outsider on our business. He is a part of it. We are not doing him a favour by serving him. The customer is doing us a favour by giving up an opportunity to do so".

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