

THE BRAND PERCEPTION AMONG THE MOBILE PHONE USERS- A COMPREHENSION

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ABSTRACT

This paper examines the NOKIA-cell phone customer perspective study. Nokia is a leading international communication company focused on the key growth areas of wireline and wireless data communication, continuously bringing innovations to the highly competitive and growing telecommunication markets. This study also examines the how their products could be preferred by the prospective services. This study which may be useful to mobile phone makers.

INTRODUCTION

The Indian telecommunication industry, with about 564 million mobile phone connections as of Feb 2010, is the third largest telecommunication network in the world and the second largest in terms of number of wireless connections. The telecom industry is the fastest growing in the world and is projected that India will have a 'billion plus' mobile users by Jan 2012. Projection by several leading global consultancies is that India's wireless over take China's in the next 2 years. For the past decade or so, telecommunication activities have gained momentum in India. Efforts have been made from both governmental and non-governmental platforms to enhance the infrastructure. The idea is to help modern telecommunication technologies to serve all segments of India's culturally diverse society, and to transform it into a country of technologically aware people.

Keywords: Nokia cell phone, marketing techniques

STATEMENT OF THE PROBLEM

To satisfy the mobile phone users, various types of mobile phones have come into existence and have adopted a mix of strategies to gain the market share within few years of mobile phones

introduction. The acceptance and usage by the mobile subscribers is growing beyond expectation. By and large, it is heard that the mobile phone users face many problems. Hence, the study has been done to throw light on the history and role of mobile phone, to measure the attitude of customer.

SCOPE OF THE STUDY

As the study has been proposed to undertake at micro level, it covers. The analysis of the study has been from the angle of the Nokia mobile phone users. The study is limited only to the Nokia. This study will help mobile producer in making better decision on minimizing cost and in understanding one's function in the existing market system and in the choice of a profitable market channel. Further, the finding could be used to design appropriate policy suggestions and message to improve the mentality for benefit of the producers and the ultimate consumer. Thus it is an attempt to cover the customer's attitude towards performance of Nokia mobile phones.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To trace the origin and growth of Nokia mobile phone.
- To study and analyze the customers' attitude towards Nokia mobile phone.
- To identify the awareness of Nokia cell phone among the consumer.

RESEARCH METHODOLOGY

Research Methodology is the systematic way for solving the research problem. Sound researchers plan by itself and solve half of the

problem. Research Methodology underlines the various aspects or steps adopted by the researcher systematically in solving the objectives of determining various facts.

TOOLS OF ANALYSIS

The following tools have been applied in study.

A sample five point ordinal scale has been to measure the attitude of the customers towards Nokia Mobile phone. Chi-Square Test has been applied to test the hypotheses.

HISTORY OF NOKIA MOBILE

Nokia began its life by a river of the same name in Finland when Fredrik Ides tam set up a wood- pulp mill to manufacture paper in 1898 a rubber company was established in the same region although unconnected with the other business. Later, in 1912, a company became known as the Finish Cable Opened in the center of Helsinki. Ten years on the Finish Rubber

works bought majority shares in both Finish Cable work and Co-operate, Evolving into a more cohesive group. Over time a community established it self around the factories and the town of Nokia. The companies continued to operate under a single Umbrella for some considerable time.

NOKIA TOP 10 HAND SET MODELS-INDIA

- ❖ India network has remained fairly constant with only minor fluctuations.
- ❖ Nokia handsets occupy the a positions in the Top 10 handset list with Samsung being the only non-Nokia phone in the mix.
- ❖ Among the manufacturer traffic, Nokia witnessed a dip by 1% but still remains the leader by a large margin with 62% of the network share.
- ❖ Airtel also continues its successful reign with 43% of the over all network traffic share

TABLE 2.1

TOP 10 HANDSET MODELS – INDIA

Model	Percentage of total traffic (%)
Nokia 3110 classic	9.2
Nokia 7210 Supernova	3.9
Nokia N70	3.6
Nokia 6300	3.5
Nokia 6233	3.1
Nokia 2626	3.0
Nokia N90	3.0
Samsung SGH-E740	3.0
Nokia N80	2.7
Nokia N73	2.1
Top 10 Total	37.1

Source :www.nokia.in

However, despite the marginal growth in revenue, India played a key role in strengthening Nokia's position in the global mobile device market in 2008. "Our global device market share benefited from our strong market share in India, Middle & East Africa, South East Asia-Pacific and the entry-level market. Our global device market share increased in 2011, and we are targeting again to increase our market share in 2012," the company said. It added that significant market share gains in Asia-Pacific were primarily driven by its strong position in the fastest growing markets, such as India and Indonesia.

The 10 markets in which Nokia generated the greatest net sales in 2008 were, in descending order of magnitude, China, India, the UK, Germany, Russia, Indonesia, the US, Brazil, Italy and Spain, together representing

approximately 50% of the vendor's total net sales in 2012. The world's leading mobile phone vendor's sales declined in all of its top 5 markets except in India and China, where it grew only marginally. It'sother three topmarkets are the UK, Germany and Russia. Among top markets, Indonesia registered the best growth in 2012. Nokia sales in the country reached 2046 million Euro in 2011 from 1754 million Euro in 2012.

NOKIA IN THE INDIAN MOBILE MARKET

By most accounts, India is among the world's fastest growing markets for mobile phones. The country has some 170 million subscribers and adds 6 million to 7 million more each month (China, in contrast, adds 5 million subscribers, and the US 2 million subscribers a month) Recognizing this potential, several,

global telecom giants jumped in to the fray when the Indian Government first opened up the country's telecom market to private enterprise in 1994. among them, one company- Finland-based Nokia forgo ahead of rivals and today commands a 5.8% market share for mobile phones(also called "handsets"). In specific segments, such as GSM telephony, Nokia's market share in India is as high as 70%(GSM, which stands for Global system for mobile is the world's most popular standard for mobile communications).

Awareness and effectiveness of the cell phone

In the last decade, cell phone usage has increased dramatically around the world and the United States. According to the Cellular Telecommunications and Internet Association, as of 2010, there were about 303 million

subscribers to cell phone services in the U.S. (1) Not only is this number increasing among adults but also among children and teenagers. Roughly 75% of 12-17 year-olds now own cell phones, a 30% increase since 2004. (2) Due to the dramatic increase in cell phone usage, the demand for cell phone towers has increased accordingly.

Advertisement effectiveness of cell phone

Cell phone advertising is the ability for organizations and individuals to advertise their product or service over mobile phone devices. Cell phone advertising is generally carried out as text messages or applications. The ability to advertise over cell phones involves several characteristics centering on the cell phone being a personal device and how the cell phone is close to the owner or user throughout the day.

Table 3.1

Occupation wise classification

Occupation	Respondent	Percentage
Government employee	22	17.6
Private sector	45	36
Professionals	28	22.4
Farmer	10	8
Self employed	20	16
Total	125	100

Sources: Primary data

Table 3.1 indicates that the highest of 45 (36%) respondents are private sector, 22(17.6%) of respondents are Government employee, 28(22.4%) respondents are professional, 10(8%)

respondent are farmer 20(16%) of self-employed.

Income

Table 3.2 shows the income wise classification of the respondent

Table 3.2

Income wise classification

Income	total	Percentage
Up to 5000	25	20
5000-10000	42	33.6
10000-15000	38	30.4
Above 20000	20	16
Total	125	100

Sources: primary data

From table 3.2 it is observed that 42(33.6%) respondents fall in the income category of Rs. 5000-10000, In the income group of Rs. 10000-15000 there were 38(30.4%)

respondents. The other 25(20%) of them belongs to the income group of up to 5000 and the remaining 20(16%) respondents belongs to the income group of above 2000.

Awareness of Nokia cell phone advertisement:

Table 3.3 shows that the respondents have seen the Nokia cell phone advertisement.

Table 3.3 Awareness of Nokia cell phone through advertisement

Advertisement	Total	Percentage
Yes	85	68
No	40	32
Total	125	100

Source: Primary data

From table 3.3 it is observed that 85(68%) respondents have seen the Nokia cell phone advertisement and the

remaining 40(32%) respondents have not seen it.

Data analysis:

After data are collected proper tools and techniques should be used for classification and analysis of data.

The tools of classification of data are frequency distribution, cumulative frequency distribution, relative frequency distribution and charts. Charts are graphical representation of data. Different type of charts are pie chart, bar chart, stacked bar chart, histogram, frequency.

Interpretation of results:

In a research through modeling following steps are involved.

- Defining the real world problem.
- Formulating a model of the real world problem.
- Deducing model conclusions.
- Interpretation of real world conclusion.
- Validation of results.

These above steps clearly indicate that the real world problem is translated in to a model through which the analysis can be easily done. From the solution of the linear programming the problem it will be difficult to infer the results of the research problem because of certain transformation which took place while modeling it as the linear programming problem.

So the researcher must trace back those transformation which have been done while modeling and inferring the results of the product mix problem accordingly from the results of the linear programming the problem.

Income wise classification:

Table 4.2

Income	Total	Percentage
Up to 5000	25	20
5000-10000	42	33.6
10000-15000	38	30.4
Above 20000	20	16
Total	125	100

Sources: primary data

From table 4.2 it is observed that 42(33.6%) respondents fall in the income category of Rs. 5000-10000 , In the income group of Rs. 10000-15000 there were 38(30.4%) respondents. The other 25(20%) of them belongs to the income group of up to 5000 and the remaining 20(16%) respondents belongs to the income group of above 2000.

Table 4.1 shows the age wise classification of the respondents.

TABLE 4.1
Age wise Classification of the Respondents

Sl.No	Age group (in years)	No.of Respondents	Percentage (%)
1	Below 20	31	24.8
2	21-30	52	41.6
3	31-40	17	13.6
4	41-50	20	16
5	Above 50	5	4

Total	125	100
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(Source: primary Data)

From Table 4.1 indicates that out of the 125 respondents, 31(24.8%) fall under the age group of below 20, 52(41.6%) are in the age group between 21-30, 17(13.6%) are in the age group between 31-40, 20(16%) are in the age group between 41-50 and 5(4%) are in the age group above 50.

Findings of the study:

- The out of the 125 respondents 45(36%) respondents are private sector, and 22(17.6%) respondents are government employee, and 28(22.4%) respondents are professional, 10(8%) are farmer 20(16%) of self employed.
- The out of the 125 respondents 42(33.6%) respondents fall in the income category of Rs. 5000-10000, In the income group of Rs. 10000-15000 there were 38(30.4%) respondents. The other 25(20%) of them belongs to the income group of up to 5000 and the remaining 20(16%) respondents belongs to the income group of above 2000.
- The out of the 125 respondents 85(68%) respondents have seen the Nokia cell phone advertisement and the remaining 40(32%) respondents have not seen it.
- The out of the 125 respondents 42(33.6%) respondents fall in the income category of Rs. 5000-10000 , In the income group of Rs. 10000-15000 there were 38(30.4%) respondents. The other 25(20%) of them belongs to the income group of up to 5000 and the remaining 20(16%) respondents belongs to the income group of above 2000.
- The out of 125 respondents, 31(24.8%) fall under the age group of below 20, 52(41.6%) are in the age group between 21-30, 17(13.6%) are in the age group between 31-40, 20(16%) are in the age group between 41-50 and 5(4%) are in the age group above 50.

- There is significant relationship between the age and the perception level of the respondents.
- There is significant relationship between the occupation and the perception level of the respondents.
- There is significant relationship between the monthly income and the perception level of the respondents.

CONCLUSION

The study has brought many interesting and valuable findings, which may be useful to mobile phone makers. As the findings are analyzed in an impartial way, the manufactures of mobile phone products can take a due care from the study and make further investigation as to how their products could be preferred by the prospective services.

RESULTS OF TESTING OF HYPOTHESES

The results obtained on testing of hypotheses formulated are as follows: