

# **A STUDY ON CONSUMER SATISFACTION TOWARDS NOKIA MOBILE PHONE WITH SPECIAL REFERENCE TO PERAMBALUR DISTRICT**

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## **ABSTRACT**

Nokia is Finish Company largely known for its telecommunication technologies. However, in recent times it appears to have lost some ground to competitors, primarily in the smartphone market, such as apple and Samsung. In this historical case study, we explore the origins of Nokia and their progress towards breaking new ground in telecommunications technology. We also look at some of the pitfalls they encountered and how perhaps things could have been done differently. In particular, we focus on the aspect of their mobile phone interface design evolution and improvements.

*Keywords- Nokia, telecommunications, history, device interface, mobile phone*

## **INTRODUCTION**

Marketing occupies an important position as an economic activity in the organization of a business unit. The concept of marketing is very old and it due back to the beginning of industrial revolution. Adam smith in his “wealth of nations” said, ”consumption is the sole end and purpose of all production and the interest of the producer ought to be attended only so far as it may be necessary for promoting that of the consumer.

From the early days of industrial revolution, economics like Adam smith have given an important place to consumer oriented production, without which a business unit cannot prosper. However, only in recent times service thought is being given by scholars and marketing men in examine the activities and institution involved in marketing processes. The practical implication of consumptions being the purpose of production have only in the last decade or so been recognized by business organization.

## **MEANING OF MARKETING**

The term marketing is a place, a group of people and an activity these three aspects have a slender thread in common. Something is got transferred both ways from one end to the other. The transfer is referred to as exchange. Exchange involves a transfer of something tangible or intangible, actual or symbolic between two or more social actors. The implication is that each

party to the exchange from other forms of need satisfaction. This analysis exactly fits into Druckers (1954) comment “there is only one valid definition of the business purpose. To increase customers”

## **DEFINITION OF MARKETING**

### **ACCORDING TO E.F.L BRECH**

“Marketing is the process of determining consumer demand for a product or service, motivating its sales and distributing in to unlimited consumer at a profit”

### **ACCORDING TO PHILIP KOTLER**

“Marketing is specifically concerned with how transactions are created, stimulated, facilitated and valued.

### **ACCORDING TO AMERICAN MARKETING ASSOCIATION**

“Marketing is the process of planning and executing the conception pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives”.

## **OBJECTIVES OF MARKETING**

The following Aims Are Sought To By Achieved By Studying Marketing.

1. To develop an intelligent appreciation of modern marketing practices.
2. To provide guiding policed regarding marketing producers and their implementation.
3. To study marketing problems according to circumstances and to suggest solutions.
4. To analyze the shortcoming in the existing pattern of marketing.
5. To enable successful distribution of agricultural product, our Mineral wealth and manufactured goods.
6. To enable manager to access and decide a particular course of action.

## **OBJECTIVE OF THE STUDY**

1. To find out the performance towards mobile users.
2. To know the socio-Economic factor of the mobile users.
3. To know the consumer satisfaction about mobile users.
4. To know market potential in the mobile market.
5. To know the services which are provided, by the mobile market?
6. To know about the Nokia Mobile company.

## **SCOPE OF THE STUDY**

1. This study helps to know the factors that influence the consumers buying pattern and behaviors changes.
2. This study will be useful to the company for marketing necessary change in price, placement, promotional and distribution, aspect.
3. This study focuses the views of mobile users to select their mobile phone.
4. The study will help the companies, which will make modification on their existing product.
5. This study will help the users to know about the service rendered by different companies.

## **LIMITATION OF THE STUDY**

1. Any study having a bearing an attitude, incomplete, wrong information and Non-responses to some question could not be avoided. However the researcher will take at most effort to minimize such errors.
2. This study will be limited to retail mobile phone Galleries. Hence, it will not represent to the whole of mobile phone.
3. This study is pertaining to mobile phone only.
4. The scope of the study had been restricted by provided objectives Dichotomous and close and questions were supplied to the respondents.

## **METHODOLOGY**

The study an analytical study and is based on the psychological attitude of the customers. Primary data are collected form buyers using interview schedule secondary data are collected from book and internet sources.

## **STATISTICAL TOOL**

The primary data collected has been analyzed using percentage and chi-square( $x^2$ ) test to draw valid inferences.

## **PERCENTAGE ANALYSIS**

Percentage is used in making comparison between two or more series of data. Percentage can also used to compare the relative terms, the distribution two or more series of data.

## **CHI-SQUARE ANALYSIS**

It is useful to determine the significant relationship between the two variables.

The formula is used for chi-square test.

$$\text{Chi-square} = \frac{\sum (O_i - E_i)^2}{E_i}$$

Where  $O_i$  - observed frequency

$E_i$  - Expected frequency

Expected frequency is calculated as follows

$$E = \frac{\text{Row Total} * \text{Column Total}}{\text{Grand Total}}$$

$$\text{Degree of freedom} = (r - 1) * (c - 1)$$

where

$r$  - Number of Rows

$c$  - Number of Column

TABLE-1.1

PERSONAL OPINION

| Opinion | No. of. respondents | Percentage |
|---------|---------------------|------------|
| Yes     | 120                 | 80%        |
| No      | 30                  | 20%        |
| Total   | 150                 | 100%       |

Source: Primary Data

**Inference:**

The 1.1 table shows that the 80% of the respondents give their personal opinion that the effective advertising is necessary and 20% of the respondents suggested that the effective advertisement is not necessary.

**FINDING, SUGGESTIONS AND CONCLUSION**

**FINDINGS**

- Nearly 56% of the respondents belonging under the male category.
- 60% of the respondents are belonging to married category.
- 56% of the respondents are belonging to the age group of 21-30 years category.
- Most of the respondents are (48%) belonging to graduate.
- 40% of the respondents are doing business.
- 44% of the respondents are earning the income level of Rs.300/-5000 categories.
- 90% of the respondents are using Nokia Mobile.
- 44% of the respondents have been using mobile phone for more than 2-3 years.
- 84% of the respondents are come under the category of insurance.
- 56% of the respondents known about the Nokia mobile through their friends.
- Most of the respondents (80%) are told it need's effective advertisement.
- 60% of the respondents suggested that TV is the effective media.
- 48% of the respondents are buying Nokia mobile for comfortable.
- 76% of the respondents do not face any problem during using the Nokia Mobile.
- 52% of the respondents are told the Nokia Mobile is excellent.
- 48% are buying mobile through the show room.
- Most of the respondents (76%) are satisfied with the performance of Nokia.

## **SUGGESTION**

- More businessmen are using Nokia mobile phone. If the Nokia mobile company gives concession for government and private employees then they will buy more Nokia Mobile phone.
- If the company reduce the price of the mobile, volume of sales will be increased.
- Nokia mobile have some demerits such as its battery problem. The company must give special attention during manufacture of the product.
- Television is one of the popular advertisement media in the world, it also suitable for illiterate people. Hence the Nokia company should give all the advertisement through the TV.
- The company must extent show room in more cities.
- In Tamilnadu, Nokia Mobile users want Tamil Language font in all Nokia Mobile models. If the company implement that in all mobiles it may be easy to use the mobile.

## **CONCLUSION**

The researcher has concluded in this chapter the company is one of the most popular companies in the world.

The Nokia Mobile company must introduce the audio-video demonstration about Nokia Mobile use to consumers through show rooms, TV, etc. it must give the user guide through Tamil language for Tamilnadu users. The Nokia Mobile Company must give heavy advertisement for the product it also increases the sales volume and growth of the company.

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