

# A Study on Customer Satisfaction Towards Nokia Android Mobile with Special Reference To Coimbatore City

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**Abstract-** This is study said that in this modern business economy it is very important to analyses the marketing strategy used in the Nokia android mobile phones. The study result shows the majority of the consumers are satisfied with Nokia android mobile phones but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to re-solve problems of retaining customers of Nokia android mobile phone will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer. Hence, it will develop the marketing strategy and market share of Nokia android mobile phone Company. For the purpose of the study, a convenient sampling survey was conducted among 120 respondents in Coimbatore city with the help of e-questionnaire. The tools used for this study are simple percentage analysis, Rank analysis.

**Keywords-** Customer satisfaction, Marketing strategy, Convenient sampling, Simple percentage analysis, Rank analysis.

## I. 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-chargers) these generate Nokia a lot of profit, as they are very high priced.

## II. STATEMENT OF THE PROBLEM

This study highlights the important of service performance of the Smartphone's problem issues in multi recognized service centre in Coimbatore. The common problem found by the customer and what are the problem arises from software level were also highlighted on the study. This study will help to understand the customer perception about their Smartphone's problem issues. The study is to determine the satisfaction level of Smartphone's distributor or manufactures.

## III. OBJECTIVES OF THE STUDY

- To understand the demographic profile of the sample respondents in Coimbatore city.
- To evaluate the customer general buying behaviour of NOKIA mobile phones.
- To assess the buying pattern of smart phone buying.

## IV. RESEARCH METHODOLOGY

### SOURCE OF DATA

- Primary data is used in the study. It is original data for the purpose of collection of primary data, e-

questionnaire were filled by the respondents. The questionnaire comprises of close ended.

- The secondary data was collected from various possible records like books, magazines, periodicals and websites.

## RESEARCH DESIGN

- **Sampling technique**

The sampling technique used in this study was Convenient Sampling.

- **Sample size**

The study was conducted with a sample size of 120 respondents.

- **Area of study**

The study was undertaken in Coimbatore city.

## TOOLS FOR ANALYSIS

- Simple percentage method.
- Rank analysis.

## LIMITATIONS

- The study was focused only in the Coimbatore city.
- Findings of the study purely depends upon the responses given by respondents.

## V. REVIEW OF LITERATURE

DR. Eswarn and M. Senthil (2016), “A Study on customer Satisfaction Towards Nokia Android Mobile Phones Salem City”. 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.

Bhanwar Singh (2018). “Consumer Behaviour of Smart phones Uses”. This study on Smart phone is need of today. A Smartphone not only fulfill the task of calling and receiving calls but also serve various need of users like internet and social connectivity, multimedia, health traits measurement, video calling etc. A large number of variables affect the buying decision of Smartphone buyers. Present

study is conducted to Identified under lying factors which play lead role in selection and buying of smart phone in highly competitive market.

Dr. Kavitha and Mr. Mohana Sundaram(2019), “A Study on customer Satisfaction towards Samsung Mobile Phone in Erode City”. This study on the lot of brands selling and manufacturing cell phone and mobile are in the market but Samsung cell phone are leading the race with over a dozen varieties and models lining up every day customer is left in confusion as to what to buy. With market gearing up with new companies and new products launch in Samsung manufactures have accepted the challenge.

## DATA ANALYSIS AND INTERPRETATION

The chapter deals with analysis and interpretation of the study “A Study on Customer Satisfaction Towards Nokia Android Mobile with Special Reference to Coimbatore City”. Based on the data collected, the collected data have been analyzed using the following statistical tools.

- Simple Percentage Analysis
- Rank analysis

### TABLE SHOWING THAT DOES THE MOBILES HAVE READILY AVAILABLE IN THE MARKET

S.NO	FACTORS	NO.OF RESPONDENTS	PERCENTAGE
1.	Yes	96	80.2
2.	No	24	19.2
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

## INTERPRETATION

The above tables shows that 80.2% (96) of the respondents are Yes, 19.8%(24) of the respondents were No.

**Hence, Majority (80.2%) of the respondents were Yes.**

### TABLE SHOWING THAT WHICH RANK YOUR SATISFICATION LEVEL FOR NOKIA ANROID MOBILE PHONE

FACTORS	I	II	III	IV	V	TOTAL	RANK
PERFORMANCE	33(5)	28(4)	13(3)	12(2)	5(1)	345	V
PRICE	26(5)	48(4)	28(3)	11(2)	7(1)	435	I
APPEARANCE	17(5)	38(4)	43(3)	13(2)	9(1)	401	II
SERVICE	18(5)	37(4)	29(3)	28(2)	8(1)	389	III
AVAILABILITY	27(5)	25(4)	22(3)	28(2)	18(1)	375	IV

**INTERPRETATION**

In the above table, out of total 120 respondents, **Performance has ranked V, Price has ranked I, Appearance has ranked III, Services has ranked III, Availability has ranked IV.**

**VI. FINDINGS****SIMPLE PERCENTAGE ANALYSIS**

- Majority (70.8%) of the respondents were female.
- Majority (51.7%) of the respondents were 21-30 years.
- Majority (55.9%) of the respondents were graduate.
- Majority (73.3%) of the respondents were unmarried.
- Majority (34.7%) of the respondents are business.
- Majority (50.9%) of the respondents are annual income.
- Majority (39.8%) of the respondents are 10,000-15,000.
- Majority (40.5%) of the respondents are sales.
- Majority (38.5%) of the respondents are features.
- Majority (35.9%) of the respondents are family.
- Majority (56.4%) of the respondents are Good.
- Majority (73%) of the respondents are readily available market.
- Majority (80.2%) of the respondents are Yes.
- Majority (45.7%) of the respondents are reasonable price.
- Majority (78.4%) of the respondents are Yes.
- Majority (44.8%) of the respondents are good.
- Majority (18.1%) of the respondents are NO.

**RANK ANALYSIS**

- User friendly has been ranked I.
- Price has been ranked I.

**VII. SUGGESTIONS**

Thus study suggested that the marketing techniques and strategies can be improved for nokia android mobile phones. Most of the respondents came to know about the nokia android mobile phone only through the family members and friends. The study suggested that the design of the mobile phone can be further improved. To price offers / discount offers to attract more member of customers.

**VIII. CONCLUSION**

This study concluded that in this modern business economy it is very important to analyse the marketing strategy used in the nokia android mobile . The study result shows the majority of the consumers are satisfied with the nokia android mobile phones but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to resolve problems of retaining customers of nokia android mobile phone will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer.

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