

An Empirical Study On customer Contentment Towards nokia Mobile

Mr. S.Gopalakrishnan¹, Mr.S.Vigneshwaran²

¹Faculty, Department of Management Studies, Erode Sengunthar Engineering College, Erode 638057, Tamil Nadu, India.

²II-MBA Student, Erode Sengunthar Engineering College, Erode

Abstract: A lot of brand selling and manufacturing cell phones and mobiles are in the market but Nokia mobile phones are the leader in the market. Operating data customer is left in confusion as to what to buy with the market searing up with new companies in the foray Nokia manufacturing have accepted the challenges they are coming up with latest technologies being put to test. The present study is based on the reference of Nokia mobile phone among the customers. The study mainly concentrated on general price level, quality about mobile phone, general awareness, consumer preferences and overall satisfaction about Nokia mobile phone The primary data is collected through a structured questionnaire with the available data. The data is analyzed and interpreted with like percentage analysis method. Based on findings suitable recommendation and suggestions has been made. The probability Sample techniques are used to Simple random sampling and the sample size is 50

Objectives:

- ❖ To known about the level of customer satisfaction with regard to price, quality, battery life, menu options, advertisements, colors, design and model of Nokia mobile.
- ❖ To identify the factor which are influencing the purchase of Nokia .

I. INTRODUCTION

Nokia is known today as the largest manufacturer of mobile phones. Having about 40 PERCENTAGE of the world market share in the second quarter of 2008. This company is even the reason why finland is a prosperous. Country in which it is accounted for about 30 PERCENTAGE of the nations market capitalization. But nokia had a really humble beginning it all started in 1865.

CUSTOMER SATISFACTION:

Customer Satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

II. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may understood as a science of studying how research is done scientifically. It explains the various steps generally in adopted in studying research problems. It is necessary for the researchers to know not only the research methods and techniques but also methodology.

Primary data:

Primary data refers it these data, which are collected first hand by the investigator concerned primary data will give. Scientific solution, exhibit clarity and non-offending.

Secondary data:

Data which are not originally collected from either published or unpublished sources are called secondary data. It is the data, which are collected by some body for some other purchases.

SAMPLE DESIGN

All the items under consideration in any field of inquiry constitute a "Universe" or "population". The researcher must decide the way of selecting a sample or what is popularly known as the sample design. A sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population.

III. REVIEW OF LITERATURE:

This literature review will analyze the project on “A STUDY ON CUSTOMER PREFERENCE TOWARDS SELECTION ON MOBILE HAND WITH SPECIAL REFERENCE IN NOKIA MOBILE IN MADURAI CITY”. Nokia on past and current research that also has been done which relates to the customer preference of Nokia mobile phone. Samuel in his study found that most of the respondents consider, quality of features, price, mobile servicing are an important factors for selecting Nokia handset of majority of the respondents are satisfied over the features, price, mobile services.

**ANALYSIS AND INTERPRETATION
OPINION ABOUT PRICE**

S.NO	PRICE	RESPONDENTS	PERCENTAGE
1	VERY HIGH	11	22
2	HIGH	13	26
3	FAIR	26	52
4	LOW	0	0
	TOTAL	50	100

OPINION ABOUT QUALITY OF BRAND

S.NO	QUALITY	RESPONDENTS	PERCENTAGE
1	VERY GOOD	22	44
2	GOOD	23	46
3	FAIR	4	8
4	LOW	1	2
	TOTAL	50	100

OPINION ABOUT BATTERY LIFE

S.NO	BATTERY LIFE	RESPONDENTS	PERCENTAGE
1	HIGH SATISFIED	41	82
2	SATISFIED	6	12
3	NEUTRAL	3	6
	TOTAL	50	100

OPINION ABOUT MENU OPTIONS

S.NO	MENU OPTIONS	RESPONDENTS	PERCENTAGE
1	HIGH SATISFIED	29	58
2	SATISFIED	21	42
3	NEUTRAL	0	0
	TOTAL	50	100

SPSS PRICE OF THE BRAND * QUALITY OF BRAND Crosstabulation

Count

		QUALITY OF BRAND				Total
		LOW	FAIR	GOOD	VERY GOOD	
PRICE OF THE BRAND	VERY HOGH	0	2	3	6	11
	HIGH	1	0	9	3	13
	FAIR	0	2	11	13	26
Total		1	4	23	22	50

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.540 ^a	6	.145
Likelihood Ratio	10.232	6	.115
Linear-by-Linear Association	.293	1	.588
N of Valid Cases	50		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .22.

HYPOTHESIS:

H₀: There is relationship between the price of the brand and quality about brand.

H₁: There is no relationship between the customer price of the brand and quality about brand.

INFERENCES:

Since, $9.540 < 12.592$, we accept the null hypothesis. There is no relationship between the customer price of the brand and quality about brand.

INTERPRETATIONS:

1. 52% of the respondents are price is fair of the brand.
2. 46% of the respondents are quality is good of the brand.
3. 82% of the respondents are opinion about battery life is highly satisfied.
4. 58% of the respondent's opinion about menu option is highly satisfied.

SUGESSTIONS:

1. To all nokia mobile phone software quality is not for good, and mobile is most of the time hanging so improve the software package.
2. To reduce the price level because the any other brand is giving the more models and price also very low.

IV. CONCLUSION

It helpful to meet some type occupational peoples. I gather that how their choosing their mobile handset with various opinion like accessibility of the product, assurance of the product, service of the product, user friendliness of the product, technical support of the product, quality of the product, etc.

BIBLIOGRAPHY

- [1]. RamanujMajumdar, "Marketing Research" – Wiley Eastern Limited, New Delhi - 1991
- [2]. Kothari C.R, "Research Methodology Methods and Techniques" – New Age International(P) Ltd , New Delhi – 1985
- [3]. Philip Kotler, "Principles of Marketing Management" McGraw- Hill Publishing Co, New Delhi - 1993.