

Consumer behavior nokia

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To study the satisfaction level of consumers towards the NOKIA Mobile.

? This study focus on the Product attributes like Features, Appearances, Battery backup, Audio output and Software compatibility of Mobile. study help the NOKIA to recognize the factor which have more satisfaction level and which factor have more dissatisfaction level.? This

Methodology? Primary source of data were utilized for study. Sampling Design??? For the purpose of the study, the data has been collected in different places of market especially in Retail shops, metro station & Shopping mall. ??? 100 customers were randomly selected for study

1.

2. Percentages., Chi- square analysis

? Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. ? Nokia make a wide range of mobile devices with services and software that enable people to experience music, navigation, video, television, imaging, game, business mobility and more. Handset Market Share ? Nokia: 59.

5% ? Nokia have 300 millions Bollywood Songs data base.

? Ho: There is no significant difference between sex of the respondents and their satisfaction with feature of Nokia phone
Chi test value Cal value 20.78
DF 2 Table value 5.99
Result : Reject this null hypothesis because cal value is greater than table value

sexfeatures

? Ho: There is no significant difference between sex of the respondents and their satisfaction with appearances of Nokia phone
Chi test Value Cal Value
23.06 Table value D F 5.

99.2% Result: Reject this null hypothesis because cal value is greater than table value

sexAppearanc es

? Ho: There is no significant difference between age of the respondents and their satisfaction with battery backup of Nokia phone
Chi test Value Cal Value
15.14 Table value 5.99 DF 2? Result: Reject this null hypothesis because cal value is greater than table value

batter yage

? Ho: There is no significant difference between age of the respondents and their satisfaction with appearances of Nokia phone
Chi test Value Cal Value
133.9 Table value 9.48 DF 4? Result: Reject this null hypothesis because cal value is greater than table value

Appearancesage

50 45 40 35 30 25 20 15 10 5 0 High satisfied Satisfied Neither satisfied or
dissatisfied Dissatisfied Highly dissatisfied Series1Que

50 45 40 35 30 25 20 15 10 5 0 High satisfield Satisfield Neither satisfield or
dissatisfield Dissatisfield Highly dissatisfield Series1

Classification based on satisfactory level
Attributes Feature Battery es Backup
Software Audio Accessori Appeara Built compatibi output es nce In lity
memory High

satisfied 23% 40% 37% 26% 24% 28% 21% Satisfied 58% 40% 48% 54% 56% 52% 55%
% Not satisfied 19% 20% 15% 20% 20% 20% 24%

? Audio Output:- In the above analysis, 26% of respondents are highly satisfied with the audio output, 54% of the respondent are satisfied, and 20% of respondents are not satisfied with this attribute. Camera/video:- In the above analysis, 28% of the respondent gave their opinion as highly satisfied with the features of the software compatibility, 52% of the respondents gave their opinion as satisfied, 20% of the respondents were not satisfied.

Software Capability:- In the above analysis, 37% of the respondent gave their opinion as highly satisfied with the features of the software compatibility, 48% of the respondents gave their opinion as satisfied, 15% of the respondents were not satisfied.??

? Built in memory:- In the above analysis, 21% of the respondent gave their opinion as highly satisfied with the features of the built in memory, 55% of the respondents gave their opinion as satisfied, 24% of the respondents were not satisfied.

Accessories:-In the above analysis, 24% of the respondent gave their opinion as highly satisfied with the features of the accesories, 56% of the respondents gave their opinion as satisfied, 20% of the respondents were not satisfied. From the survey undertaken 36% are highly satisfied with its brand image????

?? Appearance:- In the above analysis, 28% of the respondent gave their opinion as highly satisfied with the appearance, 52% of the respondents gave their opinion as satisfied, 20% of the respondents were not satisfied.

Battery backup:- In the above analysis, 40% of the respondent gave their opinion as highly satisfied with the battery, 40% of the respondents gave their opinion as satisfied, 20% of the respondents were not satisfied.

Services provided by service center :- In the above analysis, 21% of the respondent gave their opinion as highly satisfied with the services, 52% of the respondents gave their opinion as satisfied, 27% of the respondents were not satisfied.?

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Most of the respondents were satisfied with the price, company image and Battery backup of Nokia. So it is suggested that the same standard is to be maintained. Factors like after service, audio output, software compatibility and special features are admired the respondents, hence this features has to be continued. Regarding built in memory and brand image, a few of the respondents expressed their dissatisfaction. so this factor has to be improved with a view to attract more customers and to retain the existing customers.

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The important product attributes of any Mobile like price and company image have received favorable appreciation from the respondents. Product attributes like battery backup, appearances, software compatibility and audio output have also been appreciated. It is certified that the consumer behavior concept is an unpredictable one in any kind of market But this study has attempted its best to reveal the same.