

Case study of nokia and motorola factor marketing essay



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The project which I have chosen is to do comparison between Nokia & Motorola mobile, the main aim of my project is to know which cellular company have a higher customer satisfaction in panipat town and why.

Definition of Cellular/Mobile phone:-

The mobile phone is the daily need of every human being and nowadays mobile became a very important gadget in our life because it is very helpful in our day to day activity. The mobile phone or cell phone is a portable electronic device used for communication. One can talk anywhere in the world by using mobile phone. In addition to the standard voice function of a telephone, current mobile phones can support many additional services such as SMS for text messaging, email for sending the mail, packet switching for access to the Internet, and MMS for sending and receiving photos and video. Most current mobile phones connect to a cellular network of base stations, which is in turn interconnected to the public switched telephone network (PSTN) thus is due to the phone satellite . mobile phone is also define as a type of short-wave analogy or digital telecommunication in which a subscriber has a wireless connection from a mobile phone to a relatively nearby transmitter. The transmitter's span of coverage is called a cell. Generally, cellular telephone service is available in urban areas and along major highways. As the cellular telephone user moves from one cell or area of coverage to another, the telephone is effectively passed on to the local cell transmitter. A cellular telephone is not to be confused with a cordless telephone (which is simply a phone with a very short wireless connection to a local phone outlet). A newer service similar to cellular is personal communications services. 3

So, the project is to find out the customer preference out of Nokia and Motorola mobile sets and why?

PROJECT BACKGROUND

The project which I had chosen is done by many researcher or people, so by reading there research my project has came to know that the comparison which they had done, which mobile brand is better.

The results are, Nokia have low price with good features as compare to Motorola. But Motorola have good sound quality as compare to Nokia.

Motorola vs. Nokia

Link: Smartmoney. com: Techsmart: The Bizarro World of Cellphone Makers. Motorola (NYSE: MOT) versus Nokia (NYSE: NOK).

While the Finnish phone maker has updated its handset portfolio at the high end to compete better with Motorola's super-successful Razr phone, the refresh has been less than inspired. ...

"[Nokia's] high-end phones are small, but they're boxy. Motorola's high-end [models] are thin and slick."...

Motorola went for the wow effect, creating gotta-have-it phones. Now, Nokia is playing catch-up. " It all comes down to innovation and product development," says Hoffman. " Right now, Motorola is head and shoulders above Nokia in creating products that consumers desire. Nokia has maintained their market share, but they're using price and marketing dollars as the weapon."...

Surely the RAZR was a brilliant move...

Something as simple as naming a phone Razr has created enormous buzz for the company, says Kelleher. Granted, the Razr is a sleek little piece of telephonic technology, but the branding has given the phone cache. Kelleher makes a good point. When you mention Razr, people know what you're talking about. Just try and picture what the Nokia 6170 looks like.

Great point. But just a piece of anecdotal evidence- the Nokia brand is still quite strong in Asia. And according to The Motley Fool, Nokia's pushing hard into emerging markets with low-cost phones, which while hitting margins, are building presence for the long term. 34% increase in handset volumes versus a 25% sales increase. ... To find growth, Nokia is venturing into emerging markets, such as China and Russia. ...

Nokia is looking out for the long term by penetrating emerging markets. But it will take some time for the margins to improve as these consumers upgrade to premium handsets. Nokia appears to have positioned itself well because gaining recognition in these markets while they're still developing will give it an important market presence moving forward

Nokia's strategy may be more sustainable than Motorola's "Wow!" strategy if it succeeds in building deep moats in emerging markets. Popularity of fashion and design can be fleeting, a fact which Nokia now knows well.

Also, one weakness I've noticed in the RAZR currently is that it lacks many advanced functions which new smart phones have. And smart phones are no longer huge and boxy- and no longer for techies. While the RAZR had enough

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features for its time (and perhaps less-technologically-advanced US mobile phone market), Motorola shareholders should hope that Motorola features enough advanced features in its upcoming, well named SLVR and PEBL.

This is because for fashionable technology, especially in emerging markets I feel, the prestige and allure of a product is built upon both its look and its array of the “ newest” features, even if most functions are never used. Yours may look shiny, but if mine can send everyone last night’s photos, then you’ve been one-upped.

It would also be interesting to see Motorola’s share of sales inside and outside the US, versus Nokia. Motorola could be overly US-dependent... perhaps for another post. For reference, each company’s one year chart below.

Project Aims and Objectives

The subject matter for this research Project is to study the consumer behaviour towards the NOKIA & MOTOROLA mobiles. This project consists of different objectives. They are as follows:

To know about the consumer preference level associated with NOKIA & MOTOROLA mobiles.

To find out the customer satisfaction towards NOKIA & MOTOROLA.

To know which advertisement media puts more impact on the buying decision of customer.

Determining the consumer behaviour towards NOKIA & MOTOROLA.

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Research Programme

Scope of the Study:-

As learning is a human activity and is as accustomed, as respiratory. Even though the fact is that learning is all common in our lives, psychologist does not agree on how learning takes place. Marketers are interested in the decision process of the product. They want customer to learn about their brand, consumers benefit, product attributes, that how to use and maintain or even arrange of the product and new ways of behaving that will satisfy not only the customer's needs, but also the marketer's intention.

The scope of my study binds itself to the analysis of consumer behaviour, perception of NOKIA & MOTOROLA. The scope of my study is also restricts itself to Panipat town only.

Time period of the Study:-

The present study was undertaken during the month of March 2011.

Research Design :- The study is a cross sectional study because the data were collected at a single point of time. For the purpose of present study a related sample of population was selected on the basis of convenience. 1

Sample Size & Design:-

A sample of 50 people will be taken on the basis of accessibility. The consumers will be contacted on the basis of the Random Sampling.

Tools and Techniques of Analysis:-

Percentage methods have been used for analysis the data.

Limitations of the Study:-

The findings of the study will be based on opinion of the respondents, which may be based.

The study is confined to Panipat, Haryana.

Lack of time and finance may prevent from carrying out in depth study.

Deliverables

The meaning of deliverable is the outcomes, so after doing my this project I will got a real answer that which mobile company have more customer satisfaction and whom service is better in Haryana.

Which company is gaining great grounds in India market?

What are the drawbacks?

Which one has better sound, video quality?

Which one is providing more features at the low cost?

Resources

Data Collection :-

The data, which I will collect for the purpose of study, is divided into 2 bases:-

Primary Source: The primary data consist of information survey of “Comparative study of consumer behaviour towards Nokia and Motorola”. The data has been collected directly from respondent with the help of planned questionnaires.

Secondary Source: the secondary data I will collect from internet and references from library books.