A Study on Marketing of Mobile Phones in Coimbatore

*Dr. B. Saranya, M.Com., M.B.A., M.Phil., PGDCA., NET ,, Ph.D
Assistant Professor, Department of Commerce, PSG College of Arts and Science, Coimbatore.

Dr. K.M. Chinnadorai, M.Com., M.Phil., M.B.A., M.F.C., M.F.T., M.S., Ph.D
Head, Department of Commerce, PSG College of Arts and Science, Coimbatore.

Abstract

Communication in the field of marketing plays a vital role as it is the nerve center around which the business revolves. In today’s market condition, it is highly essential to know what the consumer really wants. This is possible only when proper information is collected from the customers. Business is based on understanding the consumer’s needs and that they shall have general objective of creating and maintaining and collection of goods and services that provides current and better satisfaction. This is all possible through re-engineering strategies, which helps our country to develop to the greatest extent. One such re-engineering strategy to develop communication system is the introduction of mobile phones. These phones are considered to be an essential and inevitable part of human life. It also increases fastest mode of communication, which is essential for the fastest growing economy. This re-engineering strategy will definitely increase the country’s growth in the field of competitive world. As the days are gone where people depend only upon letter writing, telegram etc. Now comes the fastest mode of communication called the “mobile phone”, due to this invention globalization has spread its wings. Now the world has become a globalized village, where every person in one part of the world is able to communicate with the other in other end. Thus the study has been undertaken to know the attitude of customer towards the mobile phones their preferences and satisfaction level towards the choice of mobile phones. A sample size of
200 customers were selected for the study and the statistical tools like, Percentage analysis, Chi-Square analysis, Weighted average score analysis were applied and findings were used to frame the suggestions.

**Key words:** re-engineering strategies, mobile phones, marketing trends, statistical tools and findings.

**Introduction**

Re-engineering of Indian economy must be the key word to bring the new strategies in to the modern economy. One such re-engineering strategy in the field of communication is the introduction of mobile phones. Now, with the advent of smart mobile phones, people are been addicted to such latest technology, where it has replaced a calculator, alarm, camera, computer etc. Where every thing is inbuilt in a single phone in a compact manner called “mobile world” in hand. This will no doubt transform the entire world in to a globalized village.

**Statement of the Problem**

The mobile phone industry has grown by leaps and bounds in terms of service and hence there is a tough and healthy competition among the mobile phone companies. The quality and services has also been increasing day by day. These days communication is possible through a variety of modes such as postal, telegrams, carriers, telephone services including fax, pager, cellular phone, e-mail, internet etc. But every mode has its own advantage and disadvantage. The main drawback in such a mode is delay in time, where the message can’t be viewed by the person immediately unlike mobile phones, where the communication is much faster. In order to remove the drawbacks in other modes of communication, this fastest mode is been invented. This being the case an attempt is made to study the marketing of mobile phones in Coimbatore and it will
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be more useful as a re-engineering strategy in Indian economy in the field of telecommunication and relevant in the present day context and hence the study.

Objectives of the Study

The following are the objectives of the study

- To study the awareness level of the customers about the mobile phones.
- To study the customers ideas, preferences towards the mobile phones.
- To study the customers opinion about the different services of mobile phones.
- To study the satisfaction level of the customers about the mobile phones.
- To provide suggestions based on the results of the study for improvement of the services.

Methodology of the Study

The area of study is Coimbatore. The study is based on the primary data only. For the purpose of collection of data interview schedules were prepared. The interview schedules were prepared in such a way that they are simple and easy to understand so as to enable the respondents to express their opinions freely and frankly. Adequate care has been taken to collect unbiased data from the respondents. 200 customers were selected for the study. In the selection of the respondents simple random sampling method is used. The statistical tools used to analyse the data in tune with the objectives of the study were:

- Percentage analysis
- Chi-square analysis
- Weighted average score analysis.
Analysis and Interpretations

The data collected from the customers are systematically presented under various headings. They are:

Section A: Deals with analysis of data relating to the customers, using percentage analysis.

Section B: Deals with application of statistical analysis such as

- Chi-square analysis
- Weighted average score analysis

Application of Statistical Tools

Section A

The data collected from the respondents were systematically analysed. Based on the percentage analysis, the interpretations are given below:

- Majority (78%) of the respondents are aware of Samsung mobile phones.
- Majority (65%) of the respondents have opined that android and maximum downloading are the important factor in selection of mobile phones.
- Majority (73%) of the respondents use mobile phones for business purposes.
- Majority (69%) of the respondents use the mobile phones for sending mails.
- Majority (86%) of the respondents have opined that the smart phones are much convenient than the other.
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- Majority (71%) of the respondents have stated that the growth of mobile phone companies is due to their innumerable facilities offered to the customers.

- Majority (64%) of the respondents make frequent purchase of new mobile phones due to offers and discounts given by the seller.

- Majority (71%) of the respondents switch over to another brand due to latest innovations in mobile phones.

- Maximum (45%) of the respondents have not made any complaints about their mobile phones.

Section B

The collected data was classified and tabulated and statistical tool were used to analyse the data in detail:

- Chi-square analysis
- Weighted average score analysis

B (i) Chi-square Analysis

The Chi-square test is used to test the independence of two attributes/factors. This test is employed to test the significance of influence of one factor over the other. In this study, the factors are classified under two categories such as personal factors and study related factors. The study related factors considered are:

(i) Source of awareness

(ii) Opinion about features provided by mobile phones
All the tests were carried out at 5\% level of significance. The chi-square test was applied between the personal factors and study factors and the results are given in the following tables with suitable hypotheses and interpretations.

1. **Hypothesis**

   The personal factors of the respondents have no significant influence over the source of awareness of mobile phones.

   **Table No-1** shows that the hypothesis is accepted (Not Significant) in one case and the remaining four cases the hypothesis is rejected (Significant). It is concluded that except marital status all other personal factors considered for the study have significant influence on the awareness about the mobile phones.

2. **Hypothesis**

   The personal factors of the respondents have no significant influence on the opinion about features of mobile phones.

   **Table No-2** shows that the hypothesis is rejected (Significant) in all the cases. It is concluded that all the personal factors considered for the study have significant influence over the features of mobile phone.

**B (ii) Weighted Average Score Analysis**

In order to use this technique, first the qualitative information is converted into quantitative data through a five point scaling technique similar to Likert Scaling.
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Technique. The weighted average score is calculated mainly to assess the level of opinion and awareness of the different categories of the respondents on various issues and the results are presented in different tables.

It is clear from the table No.3, that the respondents belonging to the age group of 30 to 40 years are of the opinion that the cost of mobile phones are nearly high and their level of satisfaction is high when compared to other age group. The respondents in the age group of up to 20 years have the opinion that the dealers responded quickly for the complaints. It is concluded from the table that the respondents in the age group of 30 to 40 years have high opinion regarding cost and level of satisfaction than the other age group of respondents. (Refer Fig.1)

Suggestions

Though the mobile phone renders various services to customers, increased competition in the marketing of mobile phones are very high. Hence, the marketer has to cater to the very high needs and opinion of customers such as pricing and other extra offers, discounts, additional features etc have to be provided to the customers at lower rate. Today’s younger customers are technology savvy. Text message must be given due importance. Advanced technology like smart phones, I pads, xooms etc are the need of the hour of the younger generation. Hence, it must be provided to them with new technology and adequate awareness has to be created about the wide features of the mobile phone which they offer to the customers.

Conclusion
Thus, mobile phone renders various enumerable services to customers, but at the same time there are several dangers to the users. The International Agency for Research on Cancer, functioning under WHO had identified that person who use continuously are prone to cancer and it will lead to hard of hearing, loss of memory, glioma, joint pains etc. Hence the marketer has to take care to provide quality mobile phones to avoid such diseases to customers. Also, from the customers’ point of view even though it is a handy mode of communication for faster information, they have to use mobile phone for communication purpose and not for conversation.

References

1. www.who.int

Table – 1 Chi-Square values – Personal factors and Source of awareness of mobile phones

<table>
<thead>
<tr>
<th>Personal Factors</th>
<th>Chi-Square Values</th>
<th>P values</th>
<th>Significant/ Not Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>17.817</td>
<td>0.000*</td>
<td>S</td>
</tr>
</tbody>
</table>
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<table>
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<tr>
<th>Personal Factors</th>
<th>Chi-Square Values</th>
<th>P values</th>
<th>Significant/ Not Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>17.097</td>
<td>0.046*</td>
<td>S</td>
</tr>
<tr>
<td>Marital Status</td>
<td>2.508</td>
<td>0.474</td>
<td>NS</td>
</tr>
<tr>
<td>Educational Qualification</td>
<td>76.406</td>
<td>0.000*</td>
<td>S</td>
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<tr>
<td>Family Monthly Income</td>
<td>13.738</td>
<td>0.003*</td>
<td>S</td>
</tr>
</tbody>
</table>

* S-Significant (p value ≤ 0.05); NS- Not Significant (p value >0.05)  
Source: Primary data

Table – 2

Chi-Square values – Personal factors and opinion about features of mobile phones
Features of mobile phones | 13.738 | 0.003* | S

* S-Significant (p value ≤ 0.05); NS- Not Significant (p value >0.05)

Source : Primary data

Table – 3

Weighted Average Score – Age wise level of opinion and satisfaction

<table>
<thead>
<tr>
<th>Personal Factors (Age in years)</th>
<th>Cost of mobile phones</th>
<th>Opinion about features</th>
<th>Response of dealer for complaints</th>
<th>Level of Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 20</td>
<td>2.94</td>
<td>3.63</td>
<td>3.72</td>
<td>3.36</td>
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<tr>
<td>20 to 30</td>
<td>3.13</td>
<td>3.56</td>
<td>3.35</td>
<td>3.33</td>
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<tr>
<td>30 to 40</td>
<td>3.59</td>
<td>3.55</td>
<td>3.27</td>
<td>3.74</td>
</tr>
<tr>
<td>Above 40</td>
<td>3.28</td>
<td>3.65</td>
<td>3.3</td>
<td>3.70</td>
</tr>
</tbody>
</table>

Source : Primary data

Fig- 1
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**Weighted Average Score – Age wise level of opinion and satisfaction of customers about mobile phones**

- (Age in years)
- Up to 20
- 20 to 30
- 30 to 40
- Above 40
- Source: Primary data
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