

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS NOKIA BRAND**

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## **ABSTRACT**

Nokia is one of the most famous brands in the world. Nokia company leads second in the Indian market after it made an exist in 2007. Nokia, which entered India in yearly 1994, played a huge role in the Indian telecom revolution and became a synonym for mobile phones in the country. It made several products specially for the Indian customers, keeping in mind and the climate conditions in the country and the fact there were multiple users for a single product. Moreover, these sturdy mobile phones were priced reasonable over the year.

Nokia introduced a wide range of models that were highly popular among the Indians from the metropolitan cities to the Rurahinter lands Nokia also developed a wide distribution network to make its product available across India however a few mis laps by the top level management and its inability to bring out phones with popular software like Google's Android results in Nokia losing its grip on the global smartphone market and in the emergence of competitors like Apple and Samsung a similar trend was witnessed in the Indian market too.

Nokia was acquired by Microsoft team 2013. Nokia also faced through competition from others other powerful global players like Motorola Sony, Ericsson Samsung and apple hey the new generation of

managers believe in the rotational mindset supported by the bureaucratic organizational form learning in the superior technological competence within the mobile phone sector Nokia versus quick to learn from its mistakes and adopter strategies to regain its lost market share. Nokia update Nokia company is also coming up with the latest version of technology and giving competitiveness to the other brands as compared to past 5 years sales and present sales there is a high growth in sales rate among the products Nokia expects its mobile network business to be fastest growing business unit in 2023 it attributes this is the fastest rampup of 5G in India as well as implementation of 5G standards core network around globe.

## INTRODUCTION

Nokia is finished multinational corporation founded on earth 12<sup>th</sup> May 1865 asanas single paper mill operation through in 19<sup>th</sup> century the company expanded branch in Internet several different products. The Nokia company advantage of the increasing popularity of a computers and apple mobile phones increasing competitiveness other than the market forces caused in the Nokia business agreements.

The mobile phone sector considers Nokia a pioneer. It grew from a modest business to a huge global corporation with billions of dollars in resources, property, and intellectual property. The company created many of the famous goods for which it is now renowned by riding the innovation wave as far back as the 1980s. Even these mobile business heavyweights, nevertheless, are susceptible to collapse. The business has been trying to keep up with customer demands ever since the emergence of smartphones in 2007 and has let rivals take the market share. This paper's goal is to evaluate Nokia's history, including its ascent to power, fall from grace, problems, and issues it faced along the way its path, and give an informed outlook on the company's future.

In the present generation smartphone like iPhone Samsung and other brands are updating the software with latest version and giving competitive to the other brands in which as compared to the previous version of Nokia update company is also coming with the latest version of technology and giving competitiveness to the other brands. With the introduction of Nokia G425G the company emphasizes its commitment to user friendly experiences and sustainability.

Nokia intends to release a variety of feature phones, smartphones, and tablets. Numerous leaks and rumors concerning the next Nokia products have made this information public. The potential launch date for these gadgets may now even be hinted to by a new Nokia phone listing.

## **REVIEW OF LITERATURE**

### **Hashim N. Tareq, (2012)**

The purpose of this study was to describe the dimension of relationship as trust commitment social bonding and communication moreover customer image like to deal with search organization with things in the same manner and whose image match with customer and his behavior is described as the way customers recognize the company products.

### **Liang Chenb, (2008)**

Show all the researchers are in favor of argument that strong relationship depending between customers and firm will improve consumer loyalty towards certain products which result in the profit.

### **Alex, K. Michele and Carl P. (2003)**

Explain that customer service in any organization is a behavior which depends on three important parts management team employee and customers and alternative view is that customer service is basically a way by which organization focus on meeting the requirements and future expectations of customers.

### **Hennig-Thurau (2004)**

He stated that services provided to the customers where the company can be determined by the behavior of its employees with them customer service and customer satisfaction are interlinked with each other and there is a strong connection between them.

## **RESEARCH METHODOLOGY**

### **Type of Research**

Descriptive research techniques are used in the study. Defining, interpreting, and validating study results are the basic objectives of descriptive research.

## Objectives of the study

1. To analyze whether Nokia brand is still maintaining their brand standards.
2. To determine customer satisfaction on Nokia brand.

## Scope of the study:

The study is mainly focusing on Nokia customers. The survey focuses on customer's perception towards Nokia brand products, which have become both a necessary necessity in our life and the preferred brand for mobile phones and public perception.

**Sample:** correct sample obtained was 100 **Data collection:**

**Primary data:** was collected directly from customers using Nokia brand.

**Secondary data:** it was collected through journals, articles and books.

**Data Collection Tool:** a structured questionnaire was drafted.

**Sampling Unit:** Nokia Customers

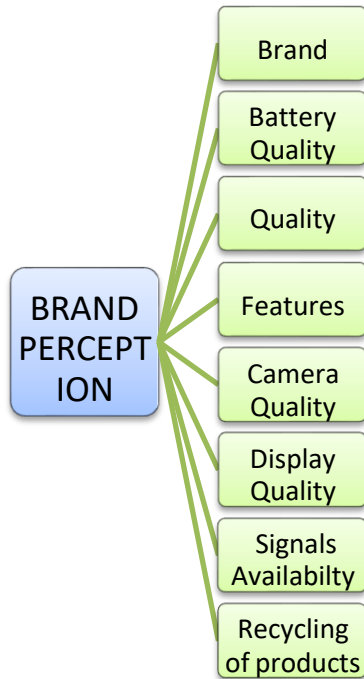
**Sampling Technique:** simple random sampling was used for the collecting sample. **Statistical Tools:** percentages, graphs, pie charts and bar graphs were used for the purpose of analyzing.

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**Dependent Variable:** Customer satisfaction

**Independent Variable:** Nokia Brand

## RESEARCH FRAMEWORK



## HYPOTHESIS: -

H0: There is no significant difference in satisfaction level based on gender.

H1: There is a significant difference in customer satisfaction level based on gender.

## LIMITATIONS OF STUDY

1. The study is limited only to Nokia Brand
2. The time was very little.
3. The research is solely based on the consumers' subjective experiences. Therefore, bias may exist.

## OVERVIEW OF THE TOPIC

### INDUSTRY PROFILE

Nokia company corporation is the world's largest manufacturer of mobile phone service serving

customers in 130 countries Nokia is divided into four business groups mobile phones multimedia enterprise solutions and networks. By connecting people we help fulfill a fundamental human need for social connections and contact Nokia builds bridges between people both when they are far apart and face to face and also bridge the gap between people and the information they need .

The mobile phone market in India is expanding at the quickest rate in the world, and the country continues to add more mobile connections each month than any other nation. Manufacturers of mobile devices have several chances thanks to the nation's telecom expansion. The Mobile Phones group markets wireless voice and data products in consumer and corporate markets. Nokia operates 15 manufacturing facilities in nine countries and maintains research and development facilities in 12 countries.

Originally a manufacturer of pulp and paper, Nokia was founded as Nokia Company in 1865 in a small town of the same name in central Finland. Nokia was a pioneer in the industry and introduced many new production methods to a country with only one major natural resource, its vast forests.

As the industry became increasingly energy-intensive, the company even constructed its own power plants.

The first major changes in Nokia occurred several years after World War II. Despite its proximity to the Soviet Union, Finland has always remained economically connected with Scandinavian and other Western countries, and as Finnish trade expanded Nokia became a leading exporter

Nokia manufactured items for Hitachi in France, Ericsson in Sweden, Northern Telecom in Canada, and Granada and IBM in Britain. In doing so it was able to increase its production capacity stability. There were, however, several risks involved, those inherent in any OEM arrangement. Nokia's sales margins were naturally reduced, but of greater concern, production capacity was built up without a commensurate expansion in the sales network.

In 1986 Nokia reorganized its management structure to simplify reporting efforts and improve control by central management. The company's 11 divisions were grouped into four industry segments: electronics; cables and machinery; paper, power, and chemicals; and rubber and flooring. In addition, Nokia won a concession from the Finnish government to allow greater foreign participation in ownership. This substantially reduced Nokia's dependence on the comparatively expensive Finnish lending market. Although there was growth throughout the company, Nokia's greatest success was in telecommunications.

Mobile communications developed along two broad fronts during the first years of the century, both of which played to Nokia's advantage, ensuring that the company remained the leader of its industry. The evolution of handsets into multimedia devices ushered in by 3G technology meant that Nokia could continue to rely on marketing expensive, sophisticated handsets. The days of the \$500 Nokia phone gave way to the days of increasingly more expensive phones, such as the Nokia N90, a unit featuring a camera with Carl Zeiss optics, video-recording capabilities, and Internet access. Nokia could count on a substantial share of the high end of the market, a segment that continued to thrive midway through the decade, but the company's greatest strength was in the lower end of the market. In countries such as China, Brazil, and India there was a tremendous demand for inexpensive mobile phones, with analysts expecting 50 percent of the one billion handsets sold between 2005 and 2010 to be sold in developing economies. Industry observers believed there were only two companies in the world that could seriously compete for the estimated

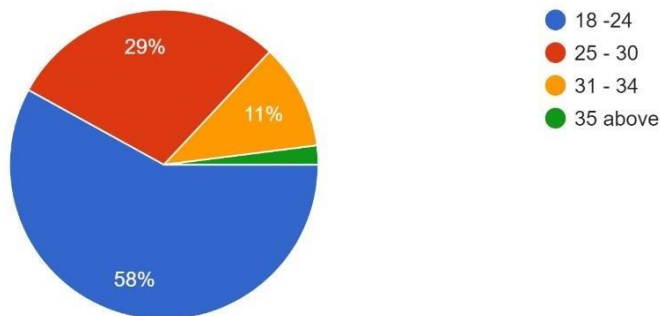
800-million-unit-per year market for inexpensive handsets: Motorola and Nokia. Rivals such as Samsung, Sony Ericsson, and LG Electronics preferred to confine their activities to the high end of the market, while emerging low-cost producers lacked the manufacturing efficiencies enjoyed by Nokia and Motorola.

## DATA ANALYSIS

Demographic Characters	Parameters	No of respondents
Age	18-24	58
	25-30	29
	31-34	11
	35 above	2
	Total	100

### 1. Age

100 responses



Interpretation: 58 of respondents belong to the group 18 -23 ages.

29 of respondents belong to the group 25-30

11 of the respondents belongs to the group 31-34

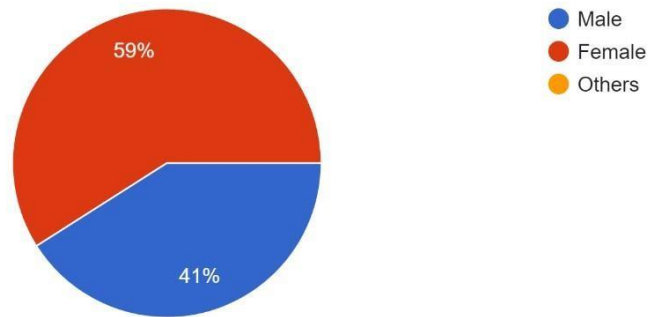


2 of the respondents belongs to the group 35-above

Demographic Characters	Parameters	No of respondents
Gender	Male	41
	Female	59
	Total	100

## 2. Gender

100 responses



Interpretation: 59 of respondents are female

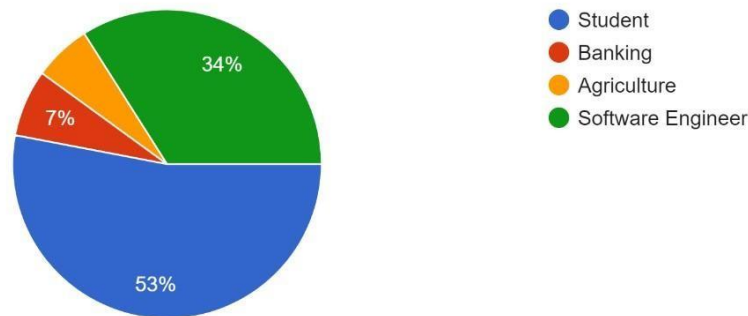
41 of respondents are male.

Demographic Characters	Parameters	No of respondents
Occupation	Student	53
	Banking	7
	Agriculture	6

	Software Engineer	34
	Total	100

### 3. Occupation

100 responses



Interpretation: 53 of people belong to the students

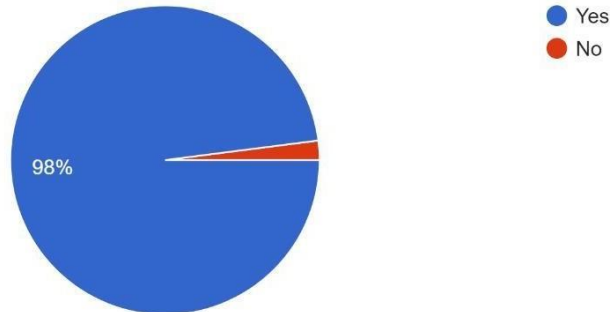
34 of people belong to the software engineer. 7 of the people belong to the Banking.

6 of the people belong to the Agricultural.

Demographic Characters	Parameters	No of respondents
Are you aware of Nokia product	Yes	98
	No	1
	Total	99

4. Are you aware of Nokia product?

99 responses



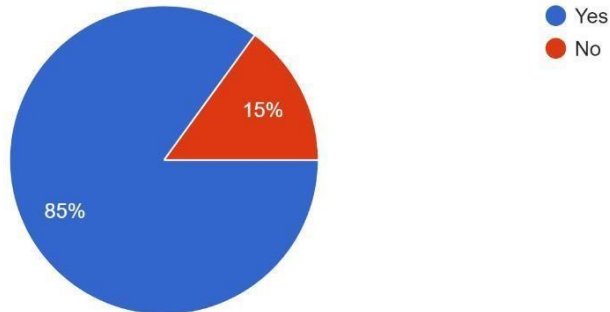
Interpretation: 98 of the respondents are Yes

2 of responses are No

Statements	Options	No of respondents
Have you used Nokia product's	Yes	85
	No	15
		100

5. Have you used any Nokia brand product ?

100 responses



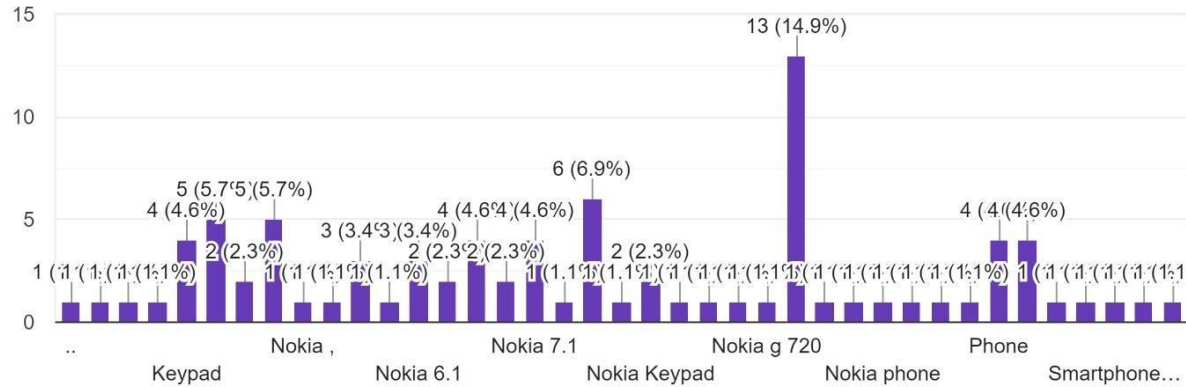
Interpretation : 85 of responses are Yes

15 of responses are No

Statements	Responses Of products	Responses
If yes, what type of Nokia product you used?	Keypad	
	Nokia	
	Nokia 6.1	
	Nokia 7 plus	
	Nokia 5.2	
	Total	87

6.If yes, what type of product does you used ?

87 responses

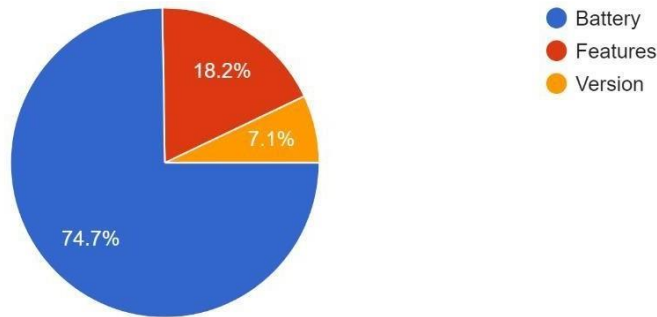


Interpretation: 13 of the respondents use Nokia 720 6 of the respondents use Nokia 7.1 4 of the respondents use smartphone 3 of the respondents use Nokia 6.1 5 of the respondents use Nokia keypads.

Statements	Options	No of respondents
What is exactly Nokia brand product mean?	Battery	74
	Features	18
	Versions	7
	Total	99

### 7. What is exactly Nokia brand product mean ?

99 responses

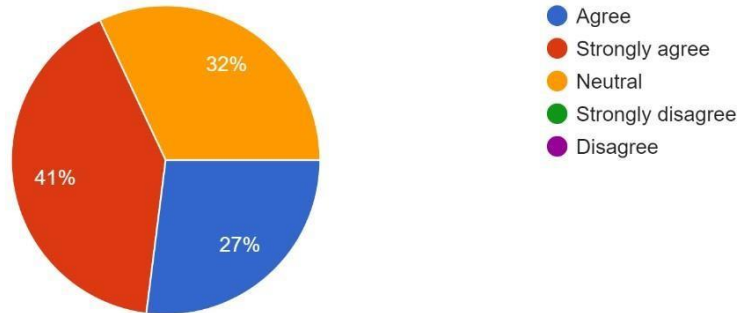


Interpretation: 74 of the respondents prefer battery 7 of the responses prefer versions  
18 of the respondents prefer features.

Statements	Options	No of respondents
Are you satisfied with Nokia product	Agree	27
	Strongly agree	41
	neutral	32
	Strongly disagree	0
	Disagree	0
	Total	100

8. Are you satisfied with Nokia product ?

100 responses

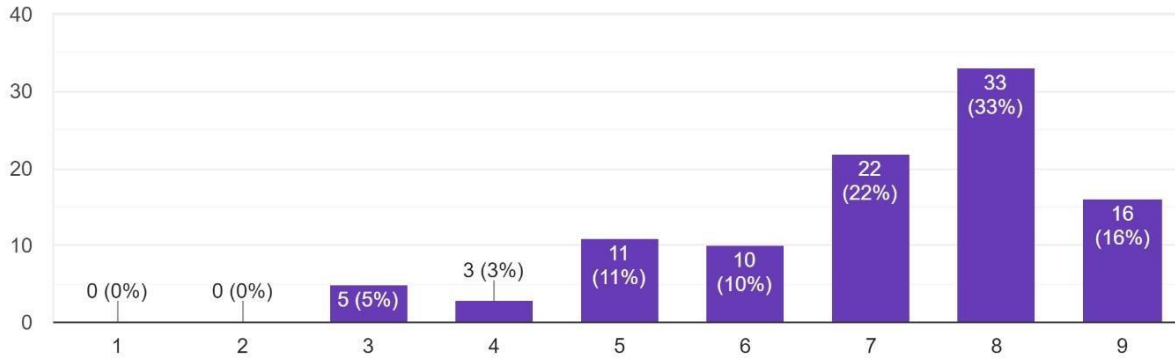


Interpretation: 41 of responses are satisfied 32 of respondents are neutral.  
27 of responses are agree.

Statements	Options	No of respondents
How do you rate your experience on using Nokia product	1	0
	2	0
	3	5
	4	3
	5	11
	6	10
	7	22
	8	33
	9	16
	Total	100

**9. How do you rate your experience on Nokia product ?**

100 responses



Interpretation: 5 of respondent rating on 3

3 of the respondent rating on 4 11 of respondent rating on 5

10 of respondent rating on 6

22 of respondent rating on 7

33 of respondent rating on 8

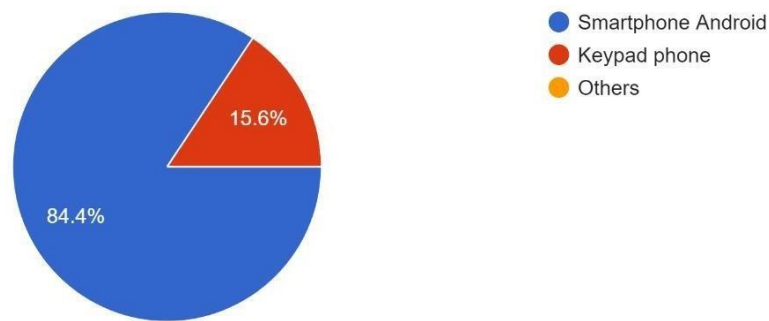
16 of respondents rating on 9



Statements	Options	No of respondents
What type of Nokia brand you are using now	Smartphone Android	85
	keypad	15
	others	
	Total	100

10. What type of Nokia product you are using now ?

96 responses



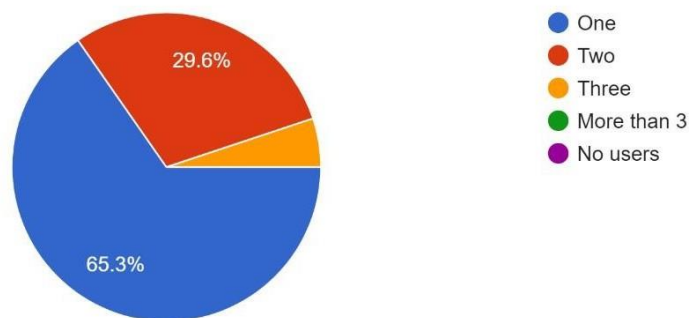
Introduction: 85 of respondents are smartphone user

15 of the respondents are keypad user

Statements	Options	No of respondents
Number of Nokia product user in you family	One	65
	Two	30
	Three	5
	More than three	0
	No user	0
	Total	100

#### 11. Number of Nokia product users in your family ?

98 responses



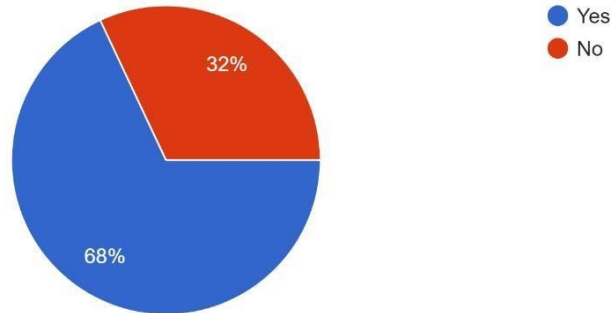
Interpretation: 65 of the responses say that there is one user in family

30 of the responses see that there are two users in a family. 5 of the responses say that there are three users in a family.

Statements	Options	No of respondents
Are you aware of recycling of Nokia product	Yes	68
	No	32
	Total	100

12. Are you aware of recycling of Nokia product ?

100 responses

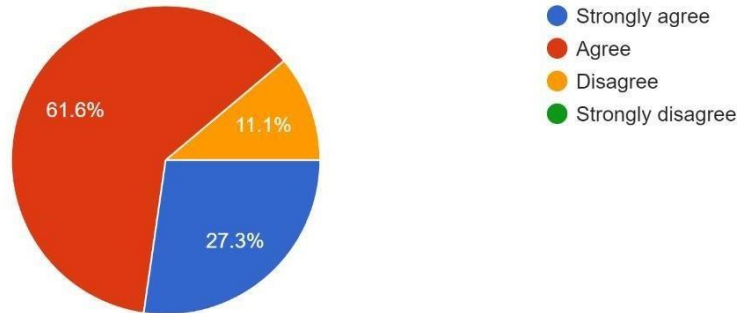


Interpretation: 68 of the respondents are aware of recycling of product 32 of respondents are not aware of recycling products.

Statements	Options	No of respondents
Do you think Nokia give competitiveness to other brand products	Strongly agree	27
	Agree	61
	Disagree	11
	Strongly disagree	0
	Total	99

13. Do you think Nokia product give compatitiveness to other brand product ?

99 responses



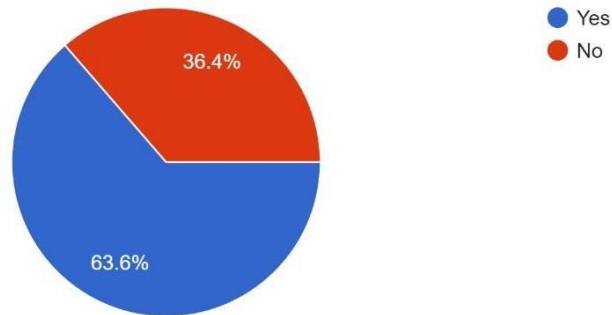
Interpretation: 61 of the respondents thinks Nokia give competitiveness 27 of the respondents agree that Nokia.

11 of the respondents disagree and cannot give competitiveness.

Statements	Options	No of respondents
Do you know latest versions of the Nokia products like NokiaX30 5G, NokiaG21 5G	Yes	63
	No	36
	Total	99

14. Do you know latest version in Nokia products like Nokia X30 5G , Nokia G21 5G ?

99 responses

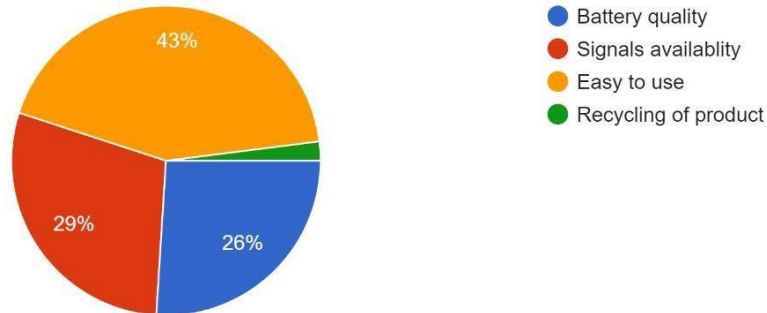


Interpretation: 63 of the respondents know latest versions of the product 36 of the respondents don't know about the product.

Statements	Options	No of respondents
What factors makes customer to believe in Nokia brand	Battery quality	26
	Signals availability	29
	Easy to use	43
	Recycling of products	2
	Total	100

15. What factors makes customers to believe in Nokia brand ?

100 responses



Interpretation:

29 of the respondents are satisfied with the signal's availability. 26 of the respondents are satisfied with the battery quality

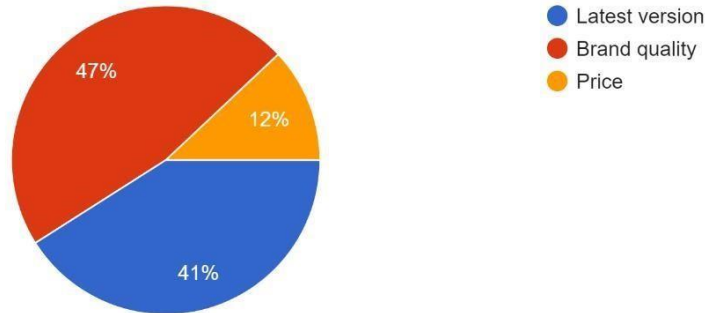
43 of the respondents are satisfied with the easy usage

2 of the respondents believe in recycling

statement	Options	No of respondents
which factors makes you to buy the Nokia products	Latest versions	41
	Brand quality	47
	Price	12
	Total	100

16. Which factor makes you to buy the Nokia product ?

100 responses



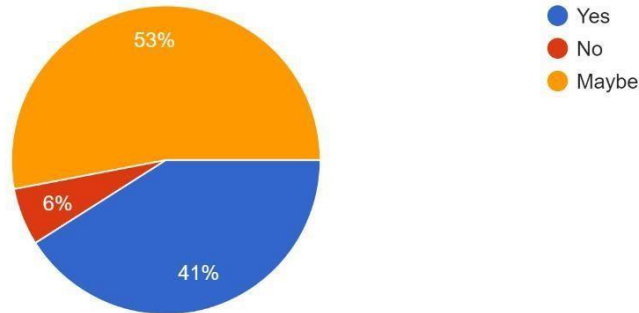
Interpretation: 41 responses that make customers to buy on latest versions 47 of responses that makes customer to buy on brand quality.

12 of the responses that makes customer to buy on price basis.

Statement	Options	No of respondents
Will you suggest others to buy the product	Yes	41
	No	6
	Maybe	53
	Total	100

17. Will you suggest others to buy the Nokia product ?

100 responses



Interpretation : 53 of the respondent may suggest others to buy the product 41 of the respondents will suggest others to buy the products.

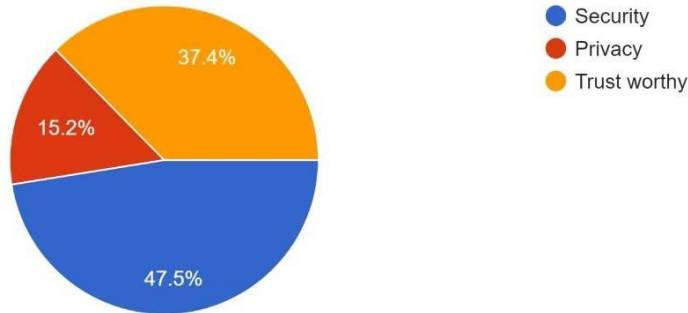
6 of the respondents are not willing to suggest Nokia products.

Statement	Options	No of respondents
What is the difference between Nokia product and the other products	Security	41
	Privacy	15
	Trustworthy	37
	Total	99



18. What is the difference between the Nokia product and other brand product ?

99 responses



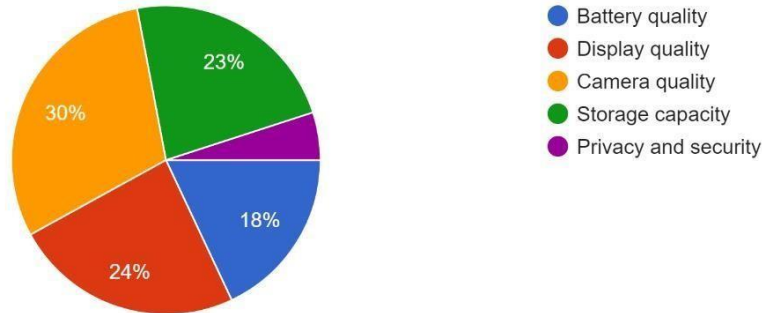
Interpretation: 47 respondents tell us that security differs from other brands

37 of respondents tell us that trustworthiness is different from other brands. 15 respondents tell us that privacy is different from other brand.

Statement	Options	No of respondents
What are you expecting on new version of Nokia product	Battery quality	18
	Camera quality	30
	Display quality	24
	storage capacity	23
	Privacy and security	
	Total	100

19. What are you expecting on new version of Nokia brand product ?

100 responses



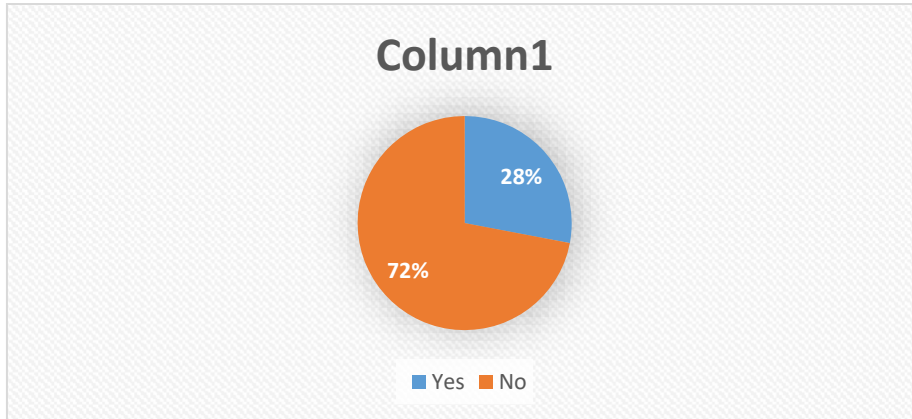
Interpretation: 30 of respondent are expecting on camera quality 24 of the respondents expect display quality.

23 of the respondents expect storage capacity.

18 of the respondents expected battery quality.

5 of the respondents are respondents of privacy and security.

Statement	Option	No of respondents
If new version of Nokia product comes to market, are you willing to buy	Yes	72
	No	27
	Total	98



### Interpretation

72 of respondents are willing to buy Nokia products

27 of respondents are not willing to buy Nokia products

### STATISTICAL ANALYSIS

Chi square test for gender and employee perception towards Nokia brand

#### HYPOTHESIS:

H0: there is no significant difference in customer satisfaction level based on Nokia brand and gender

H1: there is a significant difference in customer satisfaction level based on Nokia brand and gender

Table 1: observed value H0:

Gender/employment	Agree	neutral	total
male	30	11	41
female	38	21	59
total	68	32	100

Table 2: expected value:

Gender/employment	Agree	neutral
male	27.88	13.12
female	40.12	18.88

Table 3: chi square test:

observation	expected	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
30	27.88	2.12	4.494	0.161
11	13.12	-2.12	4.494	0.342
38	40.12	-2.12	4.494	0.112
21	18.88	8.12	65.934	3.492

Calculated value  $= (O-E)^2/E$   $\chi^2$

calculated value  $= 4.107$  Significant

level  $= 0.05$   $\chi^2$  table value  $= \chi^2_{(c-1)(r-1)}$

$\chi^2_{(2-1)(2-1)} = 1$

Degree of freedom  $= 1$   $\chi^2$  tabular

value  $= 3.841$

$\chi^2$  calculated value  $< \chi^2$  table value  $4.107 >$

$3.841$  then reject  $H_0$

There fore we can say that the calculated value is greater than the tabular value the null hypothesis is rejected and alternative hypothesis accepted

## FINDINGS OF THE STUDY

Respondents aged 18 to 24 and 25 to 30 respectively make up 68% and 32% of the sample. Out of all responses, 41% of them are men and 59% are women. More than 60% of the customers are aware of Nokia product.

50% of the respondents are still using Nokia brand products like Nokia 7pluss, Nokia7.1, NokiaC22. Nokia itself is making a brand image among the user, expensing the product rate has also increased to 30 %.

84.4% of the user were using android in which 24.4% are Nokia users, in every family there is a one user. As Nokia is providing recycling process which makes customers to attract the product 61% of respondent believes that Nokia give competitiveness to the other products. Nokia software has come up with the latest features, versions, brand quality and increasing their sales ratio. Nokia products are designed for the effectively and mindset of customer production is made .47% of respondent are satisfied with the branded quality of products.

41% say that they will suggest others to buy the Nokia products. Respondent and customer believe that it provides security and privacy as compared with other brand products. Respondents are expecting more from the Nokia on the basis of product like camera quality, display quality , battery quality , storage capacity , privacy and security .

72% of the respondents say that they are willing to buy the Nokia product once it reaches market. Nokia is also coming up with the latest mobiles features like tab , other products .

## **SUGGESTIONS OF THE STUDY**

The TQM (Total Quality Management) approach should be implemented by the businesses.

- To increase user knowledge of the company's whole line of products, new promotion strategies are needed.
- Accept the challenges in the technology and adopted in business
- Nokia must adopt the both the hardware and software of the technology.
- In order to reach individual users and make user-friendly by providing mobile phones at reasonable prices like 1000-20,000.
- No matter profit or loss company has to launch their product without expecting expectations of a product
- customers are expecting something greater better than the past
- Experts involvement is included in decision making process

## CONCLUSION

Here I would like to conclude that Nokia has come up with an aspect of “connecting people” which helps the consumers to connect people with virtual firms often at various places. Nokia mobile phones have got worldwide appreciation based on features. Nokia company is still the largest mobile phone manufacturer company in the world. It has largest market shares all over the world Nokia has maintained its high-quality cost efficiency and large features. Customers are expecting a lot from the Nokia brand company.

Nokia has implemented various strategies in developing products on a large scale. Nokia must maintain their brand standards throughout the production process, which helps the consumers to attract their product that may impact in increases of sales. Nokia company have come up with the latest products through technology and are increasing their sales year to year. As we can expect that Nokia will lead in the market with their marketing standards. Nokia is ready to launch there products through world wide