



A STUDY OF CUSTOMER ATTITUDE TOWARDS MOBILE INSTRUMENT MADURAI CITY (WITH SPECIAL REFERENCE TO NOKIA)

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Abstract: Communication is the life blood of mankind. The word communication was derived from the Latin word "Communicare". It means "to share information". Communication plays a key role in day-to-day life. In ancient times people used pigeon, swan, eagle, horse, etc. for sending messages to others. In the 18th century, people used first mail coach to send the information. This method took a large number of days to deliver the message. Later the revolution in the science and technology had developed to a great extent. The technological developments in the field of telecommunication have reached a new height in recent times. This system is connected with satellites and provides much number of online services, namely cellular phone, E-mail services, voicemail services, Internet facilities, etc. Mobile phones today have moved beyond their fundamental role of communications and have graduated to become an extension of the persona of the user. Customers are witnessing an era when users buy mobile phones not just to be in touch, but to express themselves, their attitude, feelings and interests. Customers continuously want more from their phone. The information technology links all of our homes, offices and individuals with incredibly fast communications of high capacity and capability. Now telecommunication instruments are affecting all of us and for the most part, improving the quality of life and the components of mobile. The system serves both business and personal purposes. This study has been undertaken by the researcher to examine behavioural profile of consumers of the mobile instruments taking the socio-economic characteristics and the marketing policies and practices of the manufacturers. The geographical area of the study is confined to Madurai district which is located in the southern part on India. The survey for the collection of primary data was conducted. Those who are using the Nokia mobile instrument have been considered as sample respondents for the present analysis. The data were analysed using appropriate statistical tools such as percentages, chi-square test, weighted average ranking technique, and Likert's scaling techniques. Statistical package has been used to estimate the factor loadings and chi-square values.

Index Terms: Communication, Mobile Instrument, Technology, Features, Kinds of Mobile

1.1. INTRODUCTION

In the 18th century, people used first mail coach to send the information. This method took a large number of days to deliver the message. Later the revolution in the science and technology had developed to a great extent. The technological developments in the field of telecommunication have reached a new height in recent times. These developments are aimed to provide the customers with new services to meet various requirements based on their utilization for their benefit. The most modern technologies are Global System for Mobile Communication (GSM), Code Division Multiple Access (CDMA), Voice Over Internet Protocol (VOIP), Direct Internet Access Service (DIAS), Managed Leased Line Network (MLLN), Multiprotocol Label Switching – Virtual Path Network (MPLS-VPN), etc. After digital revolution, computer revolution and the mobile revolution, the information technology is ever looking for greener pastures. Telecom technologies are at the basic level and it's covered the following broad categories: Wire line services and Wireless services.

Nokia, Samsung, LG, Videocon, MTS, reliance, G five, Sony, and some local manufacture offered in GSM technology. These systems-operated satellites serve the subscribers to receive clear information, receive photography, money transfer, anywhere banking, etc. Today most of business men, professionals and others get more utility through the mobile communication system.

1.2. STATEMENT OF THE PROBLEM

The telecommunication sector is growing with advanced technologies, leading to new signal methods, online transactions and innovative scientific discoveries. These discoveries have paved way for the innovation of new products and new techniques, which make human life more comfortable. In earlier days telecommunication field had many obstacles. Calling person across the country on any festival day was a big event and moderately expensive, which were eliminated through modern technologies in a phased manner.

The numbers of mobile cellular phone users are increasing day by day in India. The cellular phone companies are offering distinct and attractive system. Companies make aggressive marketing, advertising and promotional efforts which compel other manufacturers to focus on their marketing efforts as well. These companies resort to price reductions, new function additions, value additions and focus advertising and promotional campaigns.

In this context, this study has been undertaken by the researcher to examine behavioural profile of consumers of the mobile instruments taking the socio-economic characteristics and the marketing policies and practices of the manufacturers. The present study titled "A STUDY OF CUSTOMER ATTITUDE TOWARDS MOBILE INSTRUMENT IN MADURAI (WITH SPECIAL REFERENCE TO NOKIA)" is considered relevant as the study has its own significance in the recent technological era.

1.3. OBJECTIVES OF THE STUDY

The main objectives of this study are –

- ✦ To study the origin and growth of mobile communication systems in India.
- ✦ To examine the profile of the Nokia mobile communication facilities in the study area.
- ✦ To analyze the various marketing practices in Nokia mobile.
- ✦ To study the consumers attitude and behaviour towards the Nokia mobile in Madurai city.

1.4. METHODOLOGY OF THE STUDY

For achieving the said objectives, both the primary and secondary data have been used in this study. For the purpose of collecting primary data with regard to the attitude and behaviour of consumers, the researcher had designed a comprehensive interview schedule which was duly pre-tested. Those who are using the Nokia mobile instrument have been considered as sample respondents for the present analysis.

The geographical area of the study is confined to Madurai city which is located in the southern part on India. Madurai city is a one of the most developing cities of Tamil Nadu with a rich tradition, industry, education and technology. The main aim of the study is to examine the consumers' awareness and attitude towards the Nokia mobile instruments in Madurai city. The researcher has interviewed a total number of 135 respondents utilizing Nokia mobile phone. These respondents are drawn across in and around Madurai district. As the responses received from 15 respondents were inadequate and contradictory to the required information, they were not considered for the present study. Finally, the information provided by 120 respondents utilizing Nokia mobile has been taken for the present analysis.

1.5. DATA ANALYSIS AND INTREPRETATION

For analyzing the awareness of consumers about Nokia cellular, chi-square test, weighted average ranking techniques and percentage analysis have been used in this study. Suitable hypotheses have been framed and tested by using chi-square test. The Likert's Scaling technique has been used to measure the attitude of users. The principal component method of factor analysis has been followed to study the factors influencing consumers' behaviour towards availing services. The weighted average ranking technique has been applied for ranking the factors which motivated the customers to avail a mobile service. The percentile analysis has been done to analyze the post-purchase behaviour of users.

1.6. Respondents classification

In this chapter the researcher has analysed the awareness, attitude, behaviour and post-purchase behaviour of the users towards various facilities offered by Nokia mobile. For the purpose of analysis and interpretation, the users are classified on the basis of income which is given in Table 1.

Table – 1 Sample classification of Nokia mobile consumers

Sl. No.	Particulars	No. of Respondents			Total
		Low Income (Below Rs. 100000)	Middle Income (Rs. 100001 to 200000)	High Income (Above Rs.2, 00,000)	
1	NOKIA	84 nos'	24 nos'	12 nos'	120
	Percentage	70%	20%	10%	100

Source: Primary Data.

On the basis of annual income, 70 per cent of the respondents are in low level income (Below Rs. 100000), 20% are in the middle-income category (Rs. 100001 to 200000) and 10 per cent fall in the high-income group category (Above Rs.2, 00,000).

1.7. Analysis of socio-economic characters

The socio-economic variables like sex, educational status, age, number of family members, occupation relating to the sample respondents are presented in Table 2.

Table – 2 Socio-economic characteristics

Particulars	Low level income		Middle Level Income		High Level Income	
	No.	%	No.	%	No.	%
Sex Male	61	72.62	17	70.83	7	58.33
Female	23	27.38	7	29.17	5	41.67
Educational Illiterate	11	13.1	2	8.33	0	0
School level	24	28.57	8	33.33	1	8.33
Graduates	35	41.67	13	54.17	11	91.67
Professional	14	16.67	1	4.17	0	0
Age 18 - 25	61	72.62	7	29.17	7	58.33
26 - 45	14	16.67	6	25	2	16.67
45 - 60	7	8.33	8	33.33	2	16.67
61 & above	2	2.38	3	12.5	1	8.33
No. of family Less than 3	25	29.76	6	25	3	25
3 - 5 member	50	59.52	12	50	8	66.67
More than 5	9	10.71	6	25	1	8.33
Occupation Government	7	8.33	2	8.33	3	25
Private	19	22.61	8	33.33	3	25
Business	29	34.52	7	29.17	2	16.67
Professional	13	15.47	3	12.5	0	0
Student	16	19.04	4	16.67	4	33.33
No. of Mobile in Family Below 3	56	66.67	18	75	10	83.33
3 no's to 5 no's	23	27.38	4	16.67	0	0
Above 5 no's	5	5.95	2	8.33	2	16.66
Sample Size	84		24		12	

It is observed from the Table 2 that out of the sample respondents belonging to low-income group, majority are male customers viz. 61 (72.62%). It is also evident from the above table that the number of female consumers was very high (i.e., 41.67%) in the High-level income category compared to other income level people.

According to educational status, a majority of respondents are graduates in Low level income (41.67%), Among school level respondents a major share of 33.33% are in middle level income category. Among illiterate respondents, 8 per cent are in the middle-income level and 13.1% are in Low level income. Majority of sample respondents of Low level, falls in the category of 18 to 25 age group. But the other category respondents are low in the various age groups.

It is evident from the above Table 2, that majority of the respondents are in the family size of 3-5 members viz. Low-level income (59.52%), middle level (50%), and High-level income category (66.67%) and minimum respondents are in the family size of more than 5 members in all the three categories.

It is inferred from the above table that among the low-income group of respondents, 22.61 per cent are in private sector, 34.52 per cent are business category, and 19.04 per cent comes under the student category. It is also observed that major percentage of middle level income category respondents fall in the 'private service' group.

Among the sample respondents Low level income (66.67%), middle level (75%), and High-level income category (83.33%), of respondents have more than 3 mobiles in their family.

1.8. Source of awareness of Nokia mobile:

Customers or respondents become aware of mobile through a variety of sources. The important among them are advertisements in newspapers, news in television, notices, posters, net advertising, trade journals, friends and relatives, and existing users. A few important sources of awareness through which the respondents are aware about the Nokia mobile gave on the basis of ranking in Table 3.

Table – 3 Sources of awareness of Nokia mobile

Particulars	Low level income		Middle Level Income		High Level Income		Total Score	Rank
	Res.	Score	Res.	Score	Res.	Score		
Advertisements	52	260	9	45	7	35	340	I
Dealers	11	44	3	12	1	4	60	IV
Company rep.	21	63	6	18	3	9	90	III
Friends & relatives	67	134	18	36	8	16	186	II
Existing customers	34	34	12	12	6	6	52	V
Total	185		48		25		728	

It is evident from Table 3 that the majority of users are aware of Nokia mobile through 'Advertisements'. Hence the first rank has been allotted to this source. Following this, the source 'Friends and relatives' secures the second place. Third place goes to the source 'Company representative'. The remaining sources 'Dealers' and 'Existing customers' have also created awareness to some extent.

1.9. Colour preference in Nokia mobile:

Cellular company is offered variety of colour in mobile system due to the attraction of customers and knows about the preference and opinion. But the opinion differs from one individual to another. The satisfaction of the customers in mobile colour towards Nokia mobile is exhibited in Table 4.

Table – 4 Colour preference in Nokia mobile

Particulars	Low level Income			Middle Level Income			High Level Income		
	No.	Per	Rank	No.	Per	Rank	No.	Per	Rank
Black	40	47.6	I	11	45.8	I	6	50	I
Double Colour	11	13.1	III	5	20.8	II	3	25	II
Grey	7	8.33	IV	5	20.8	II	2	16.7	III
Meruon	4	3.57	V	3	12.5	III	1	8.3	IV
Red	22	26.2	II	0	0	---	0	---	
Total	84			24			12		

The percentages in the above Table 4 have been calculated on the basis of ranking method. From this it is clear that the most of the respondents in all the income categories preferred black colour Nokia mobile. The second choice has gone for the double colour mobile system in middle- and high-level-income category.

1.10. Features preferred in Nokia mobile:

Day-by-day Nokia company introduces new and latest facilities to their customers such as variety of models, more colours, spare parts availability, easy service, easy usage, mobile availability, low cost, good quality, charge laid in more no. of days, service centre availability and etc. The researcher made an attempt under weighted average ranking system to know which feature is attracted more by the customers and results are presented into the table no. 5.

Table – 5 Features preferred in Nokia mobile:

Particulars	Low level Income	Middle Level Income	High Level Income
Variety of Models	500	139	65
More colours	446	141	69**
Spare parts availability	447	134	64
Easy Service	412	122	68
Easy Usage	531*	162*	68
Mobile availability	395	126	66
Low cost	356	109	66
Good Quality	507**	130	82*
Charge lies in Battery for more days	469	144**	47
Service centre availability	314	115	65

* First Rank; ** Second Rank

Table 5 indicates that the features preference in the Nokia cellular mobile system varies from one person to another and also it is based on the attitude of the customers and variety features offered by the Nokia Company. Low level and middle level income users have given high scores to the reason 'easy usage'; Hence first rank is given to this reason by the respondents.

1.11. Type of phone:

Nokia Mobile is offered variety of phone to their customers and it's outdated immediately when the customers dislike a specific model. The company offered phone types are such as Touch phone, Smart phone, Dual SIM phone, Fun phones, Life style phone, Editor's choice phone, Music phone and etc., Table no. 6 exhibits a result regarding likely phone by the respondents.

Table – 6 Type of phone

Particulars	Low level Income		Middle Level Income		High Level Income	
	No.	%	No.	%	No.	%
Touch Phone	41	48.81	15	62.5	7	58.33
Smart Phone	13	15.48	3	12.5	4	16.67
Dual SIM Phone	30	35.71	6	25	1	8.33

It is observed from the above Table 6 that 62.5 per cent of middle level income respondents, 58.33 per cent of high-level income customers and 48.81 per cent of low-level income customers have preferred Touch mobile phone from Nokia. Next slot of respondents has opted for Dual SIM phone than Smart phone.

1.12 size of mobile screen used:

Mobile companies are offering variety of screen size into the mobile based on customer specifications. That size is differed from one to another customer and based on the usage, available facility and when the size of mobile increased customer can avail so many services like play cinema, hearing songs with video, browsing, and etc. The sizes are 128 × 160, 240 × 320, 176 × 220, 480 × 800, 128 × 50 and etc. The size of mobile utilization is analysed by the researcher and results are presented into the table no. 7.

Table – 7 Size of Mobile Screen Used

Particulars	Low level income		Middle Level Income		High Level Income	
	No.	%	No.	%	No.	%
128 × 160	25	29.76	10	41.67	6	50
240 × 320	25	29.76	5	20.83	1	8.33
176 × 220	20	23.80	7	29.17	3	25
480 × 800	3	3.57	1	4.17	1	8.33
128 × 50	1	1.19	1	4.17	1	8.33
128 × 80	4	4.76	0	0	0	0
240 × 432	6	7.14	0	0	0	0

Table 7 exhibits that more than 30% of all the income level respondents are using 128 × 160 screen size mobile because it is weightless, easy to access by everyone. 20% to 30% of the mobile users are using 240 × 320 model in low- and middle-income category and 176 × 220 size mobile screen model are used by more than 24%, 29% and 25% respectively in all the three level of income groups. Other available sizes are used by very few of the respondents.

1.13 accessories offered by Nokia mobile

At the time of Nokia mobile purchase company has given many mobile accessories to the customers. Those accessories are Hands free, portable speaker, Mono Bluetooth, Stereo Blue tooth, Travel charger, TV out cable, Charger, Data cable, warranty booklet, purchase bill and Charger. The researcher presented a result whether it is given to customer or not by the retailers, dealers and etc. into the table no.8

Table – 8 Accessories offered by the Nokia mobile

Particulars	Low level Income			Middle Level Income			High Level Income		
	No.	Per	Rank	No.	Per	Rank	No.	Per	Rank
Hands Free	78	92.9	II	23	95.8	II	11	91.7	II
Portable Speaker	12	14.3	VII	1	4.17	VIII	1	8.3	VI
Mono Bluetooth	62	73.8	III	13	54.17	III	7	58.3	III
Stereo Bluetooth	9	10.7	VIII	2	8.33	VII	0	0	0
Travel Charger	20	23.8	V	3	12.5	VI	3	25	V
TV Out cable	19	22.6	VI	6	25	IV	4	33.3	IV
Charger	84	100	I	24	100	I	12	100	I
Data Cable	49	58.3	IV	4	16.7	V	3	25	V
Battery	84	100	I	24	100	I	12	100	I
Total	417			100			53		

It is evident from Table 8 that the majority of customers of Low-, Middle- and High-income category people have availed 'Charger and Battery'. Hence the first rank has been allotted to this accessory. Following this, the accessory 'Hands free' secures the second place. Third place goes to the part 'Mono Bluetooth'. The remaining accessories are availed by very few respondents and the sellers have to promote these accessories in such a way it is also availed by all the customers.

1.14. Features in Nokia mobile

Nokia mobile possesses features like normal torch light, MP3 player, memory card facilities, wireless FM, GPRS, touch screen, camera, Bluetooth and etc facilities to their customers. The satisfaction level of customers towards Nokia mobile features is ranked and it is exhibited in Table 9.

Table – 9 Features in Nokia mobiles

Particulars	Low level income			Middle Level Income			High Level Income		
	No.	Per	Rank	No.	Per	Rank	No.	Per	Rank
MP 3	71	84.5	IV	22	91.7	II	11	91.7	II
Camera	80	95.2	I	24	100	I	12	100	I
Memory Card	78	92.9	II	21	87.5	III	10	83.3	III
GPRS	76	90.5	III	21	87.5	III	11	91.7	II
Wireless FM	38	45.2	VII	8	33.3	VI	3	25	VII
Torch Light	38	45.2	VII	8	33.3	VI	5	41.7	VI
Touch Screen	33	39.3	VIII	4	16.7	VIII	3	25	VII
Conference calling	33	39.3	VIII	10	41.7	V	8	66.7	V
Blue tooth	54	64.3	V	16	66.7	IV	9	75	IV
Wi - Fi	18	21.4	X	2	8.33	X	0	0	---
Video recording	46	54.76	VI	16	66.7	IV	10	83.3	III
LCD Display	12	14.28	XI	3	12.5	IX	2	16.7	VIII
Social Networks	6	7.14	XII	3	12.5	IX	3	25	VII
HTML Browser	26	30.9	IX	7	29.7	VII	3	25	VII
EDGE	1	1.2	XIII	1	4.17	XI	1	8.33	IX
Total	610			166			91		

Table 9 points out that the factors 'Camera' has highly influenced all the level of respondents scoring high value and got the first rank. The factor 'MP3 player' is attracted by the respondents of low, middle and high-level income Hence, these factors are in the second position as per the responses of Nokia mobile users. The third position is for the factor 'memory card' by middle-

and high-level-income respondents, 'GPRS' is opted by Low and Middle level respondents, 'Video recording' is enjoyed by high level income respondents only.

1.15. Faults in Nokia mobiles

Mobile users have different views and opinions and they also faced different types of inconveniences and problems. Mobile companies are manufacturing mobiles through the machine hence there are few problems such as charging problem, Insert SIM problem, Network problem, speaker and mike problem, software problem, technical problem and keypad problem. Hence an attempt is made to know about the faults in Nokia mobiles and the result is presented in the table no. 10

It is clear from the above Table 10 that the inconveniences listed by all the cellular companies are not constant. The major complaint faced by the sample respondents of all the levels is that charging problem often arises among low level income respondent (52), Insert SIM among the middle level income respondents are (16) and in the high-level respondents are (8).

Table – 10 Faults in Nokia mobiles

Particulars	Low level income No.	Middle Level Income No.	High Level Income No.
Charging problem	52	8	4
Insert SIM Problem	42	16	8
Network Problem	34	12	6
Speaker & Mike Problem	16	5	1
Software problem	16	6	3
Technical problem	39	7	1
Keypad problem	36	11	6

Following this a major portion of respondents of all the level of income is 'Network Problem'. There are some other inconveniences such as "speaker and mike problem", 'software problem', 'technical problem', 'keypad problem' and a few other problems which are faced by very few respondents.

1.16 Nokia offers variety of models for all:

Nokia Cellular Company is offering so many models to their customers and they are in building various facilities and technological methods for getting the mobile. The offered models are created awareness and it's varied from one user or purchased to another purchaser and their attitude also differed from one another. The opinion of the respondents is given in the following Table 11.

Table – 11. Nokia offered variety of models for all

Attitude	Low Level Income		Middle Level Income		High Level Income	
	No.	Score	No.	Score	No.	Score
Strongly Agree	24	120	13	65	1	5
Agree	36	144	4	16	5	20
Neither Agree nor Disagree	21	63	4	12	2	6
Disagree	3	6	3	6	2	4
Strongly disagree	0	0	0	0	0	0
Total	420	333	120	99	60	35
Final Score	333/420 ×100 = 79.28%		99/120 ×100 = 82.5%		35/60 ×100 = 58.33%	

The satisfaction score of the respondents towards mobile model introduction has been obtained and exhibited in the Table 11 It is inferred from the above table that majority of respondents have strongly agreed that the Nokia mobiles variety of models in Nokia.

1.17. All the spare parts are available

The opinion of Nokia customers towards spare parts availability has been displayed in the following Table 12

Table – 12 Spare parts availability

Attitude	Low Level Income		Middle Level Income		High Level Income	
	No.	Score	No.	Score	No.	Score
Strongly Agree	10	50	6	30	3	15
Agree	25	100	7	28	0	0
Neither Agree nor Disagree	28	84	7	21	6	18
Disagree	13	26	3	6	3	6
Strongly disagree	8	8	1	1	0	0
Total		268		86		39
Final Score	1662/1805 ×100 = 92.08%		86/120 ×100 = 71.67%		39/60 ×100 = 65%	

It is evident from the above table 12 that majority of middle level income respondents (i.e.,71.67%) and high level of respondents (i.e.,65%) have strongly agreed that the spare parts are available.

1.18. Resale value of Nokia mobile is high:

Mobile phone is often changed by the respondents due to various reasons like outdated technology, changes in feature, weightless model based on the above reasons they are purchasing new mobile at the time that old mobile sale in exchange offer mode or made resale in the open market. Hence a question regarding the resale value in the open market has been placed before the sample respondents. The opinion of the respondents towards this question is presented in Table 13.

Table – 13 Resale value of Nokia mobile

Attitude	Low Level income		Middle Level Income		High Level Income	
	No.	Score	No.	Score	No.	Score
Strongly Agree	10	50	4	20	0	0
Agree	11	44	5	20	1	4
Neither Agree nor Disagree	27	81	6	18	5	15
Disagree	21	42	3	6	1	4
Strongly disagree	15	15	6	6	5	5
Total		232		70		28
Final Score	232/420 ×100 = 55.23%		70/120 ×100 = 58.33%		28/60 ×100 = 46.67%	

Table 13 exhibits the opinion of the sample respondents towards resale value of Nokia mobile. The majority of all the income level of respondents of low (55.23%), middle (58.33%) and high (46.67%) has placed neutral level of satisfaction regarding the resale value of a mobile.

FINDINGS:

- The study consists of Nokia mobile consumers. Nokia consumers consist of 70 per cent in Low level income category, 20 per cent in middle level income.
- In the analysis of socio-economic characteristics of the respondent's majority are male customers viz. 61 (72.62%) in the low-level income category.
- Graduate respondents occupy majority percentage in Low level income (41.67%), Middle level income (54.17%), and High-level income (91.67%).
- Majority of sample respondents of Low level, middle level and high level are in 18 to 25 age group categories.
- Most of the members are in the family size of '3 to 5 members'.
- It also reveals that the private employees are more in number in using Nokia mobile.
- In the entire income category, most of the consumers have more than 3 mobiles within the family members.
- Majority of the sample respondents prefer First hand mobile system.
- The sources of awareness for Nokia mobile consumers are from 'advertisements'. Hence, the first rank goes to this source. Following this, the source 'Friends and relatives' secures the second place.
- This study states that in Low Level income 59 (70.24%), middle level income 20 (83.33%). respondents are having minimum 3 number of Nokia mobile system in their family.
- The study indicates that 55 per cent of respondents in the low-level income category, 66.67 per cent in middle level income, and 58.33 per cent in high level income category are changing their mobile instruments every year.
- In the case of GSM single SIM 63.09 per cent of respondents in low level income, and 66.67 per cent in high level income category used above type of mobile system.
- The majority of respondents preferred the 'retail shops' for their purchase of Nokia Mobile system. Hence, first rank is provided to this factor.
- It is clear that the most of the respondents in all the income categories prefer Black colour mobile from Nokia is highly scored by the sample respondents of all colour.
- It is inferred that the majority of respondents used 'Slim Model' in middle level category (75%).
- It is found out that among the features are attracting the Nokia cellular mobile system, Low level and middle level income users have given high scores for the reason 'easy usage', Hence first rank is given to this reason by the respondents.
- A portion of respondents in low level income category (53.57%) are frequently changing their mobile from the existing one to new one.
- Majority of the respondents in all the income level prefer only Touch screen in Nokia. Recently majority of the customers purchased Dual SIM phone than smart phone.
- The study indicates that majority of respondents have purchased their mobile in the mode of 'Ready cash'.
- The study points out that majority of 71.43 per cent of low-level income respondents, 62.5 per cent of middle level income customers.
- The majority respondents have not taken any 'Insurance Policies' in all the income level.
- The majority of customers among the Low-, Middle- and High-income category people have opined for 'Charger and Battery'. Hence the first rank has been allotted to these accessories.
- In the study, the Middle and High-level income (75%), and Low-level income (70.23%) have stated that the charge in the battery lies for a day
- The study majority of respondents said have said that a life of the battery is on working condition from one to two years, 54.17 per cent of respondents said their life of battery only below one year.
- A major complaint faced by the all the category of sample respondents charging problem in low level (52), Insert SIM in middle level (16) and High level (8).
- The first inconvenience faced by the majority of respondents is 'Battery Change'. The inconvenience 'Nokia service Centre change' is faced by a portion.
- The study clearly indicates that a 'Repairs' made during the warranty period by the majority of the respondents. Hence, first rank is provided to this factor.
- More than 90 percent of the respondents from all the categories not change their mobile phone from one brand to another.
- Majority of high-level income respondent's 100 percent and 81.8% middle level income respondents respectively have their additional phone in the same brand.
- It is opined that the majority of customers of all the income level (i.e., 64.28% and 50%) have indicated that the after sales service is neutral level of satisfaction.

31. The opinion of the sample respondents towards the spare's availability, a majority of middle level income respondents (i.e.,71.67%) and high level of respondents (i.e.,65%) strongly agreed that the spare parts is readily available.
32. Majority of respondents under low level income (92.08%) have agreed that Nokia battery is having more life compared to other batteries.
33. Majority of all the income level of respondents have neutral opinion regarding the resale value of a mobile.

CONCLUSION

From the above study the researcher found that the customers enjoyed the technology development in mobile system and need of the different kind of instruments in their routine life. In this present situation without mobile not able to live in society.

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