



COMPARATIVE STUDY OF MOBILE PHONE: NOKIA AND SAMSUNG

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Abstract

The cellular telephone (commonly “mobile phone” or “cell phone” or “hand phone”) is a long range portable electronic device used for mobile communication. In addition to the standard voice function of a telephone, current mobile phones can support many additional services such as text messaging, email, switching for access to the Internet, & 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 networks phones. Cellular telephone is also defined as a type of short-wave analog or digital telecommunication in which a subscriber has a wireless connection from a mobile telephone 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 telephone is effectively passed on to the local cell transmitter. A cellular telephone is not to be confused with a cordless telephones. This research paper focuses on the comparative study on Nokia and Samsung.

Introduction

According to prof. Philip Kotler, “Marketing research is the systematic design, collection, analysis and reporting of the data and finding relevant to specific marketing situation facing the company”. Marketing is a restless, changing dynamic field. Since 1920 many important and dramatic changes have taken place in marketing, thousands of new products including those of entries of new industries such as automobiles, electronics and computer, textiles, walk product etc. have appeared in the market. The market orientations have changed from production to market.

Research Objectives

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

1. To know about the consumer preference level associated with NOKIA & SAMSUNG mobiles.
2. To find out the customer satisfaction towards NOKIA & SAMSUNG
3. To know which advertisement media puts more impact on the buying decision of customer.

Research Instrument

Questionnaire: A Questionnaire is prepared and used to collect the information. The majority of questions are close ended. Questionnaire is distributed to people to know about their preferences, quality, demand etc. this is one of the easiest methods of collecting information.

Collection of the Information

The data collection phase of the marketing research is the most expensive and most error-prone process. There can be errors; some respondents can give biased or dishonest answers from the collection of information. The researcher personally goes to the customer to collect the reliable data. Here all the knowledge of the researcher about that field comes to test the ingenuity of the research.

Here we got the experience of working professionally and independently on the road which gives some taste of practical marketing. We also got a lot of exposure about the market. The present study undertaken is descriptive in nature and in this study questioning people with regular expertise in that are being used.



Limitations of Research

Every study, no matter how well it is conducted, has some limitations. This is why it does not seem reasonable to use the words "prove" and "disprove" with respect to research findings. It is always possible that future research may cast doubt on the validity of any hypothesis or the conclusions from a study.

The research was subjected to following limitations,

- The survey cannot be termed 100% accurate due to lack of time.
- The lack of candidates of respondent towards answering the Questionnaire in few cases may have reduced the accuracy of survey to some extent.
- There is more measure to check out whether the information provided by the consumer is correct or not.

Review of Literature

Link:Smartmoney.com: Techs mart: The Bizarre 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 Razor 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 got to-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 consumer's desire. Nokia has maintained their market share, but they're using price and marketing dollars as the weapon." ...Surely the the RAZR was a brilliant move...Something as simple as naming a phone Razor has created enormous buzz for the company, says Kelleher.

Introduction of Nokia

Nokia Corporation (OMX: NOK1V, NYSE: NOK, FWB: NOA3) is a Finnish multinational communications corporation that is headquartered in Keilaniemi, Espoo, a city neighboring Finland's capital Helsinki. Nokia manufactures mobile electronic devices, mostly mobile telephones and other devices related to communications, and in converging Internet and communications industries, with 130,000 employees in 120 countries, sales in more than 150 countries and global annual revenue of over €38 billion and operating loss of €1 billion as of 2011. It was the world's largest manufacturer of mobile phones in 2011, with global device market share of 23% in the second quarter. Nokia produces mobile devices for every major market segment and protocol, including GSM, CDMA, and W-CDMA (UMTS). Nokia offers Internet services such as applications, games, music, maps, media and messaging through its Ovi platform. Nokia's joint venture with Siemens, Nokia Siemens Networks produces telecommunications network equipment, solutions and services. Nokia also provides free-of-charge digital map information and navigation services through its wholly owned subsidiary.

Nokia is a public limited-liability company listed on the Helsinki, Frankfurt, and New York stock exchanges, and plays a very large role in the economy of Finland, accounting for about a third of the market capitalization of the Helsinki Stock Exchange (OMX Helsinki) in 2007.

The Nokia brand, valued at \$25 billion, is listed as the 14th most valuable global brand in the Interbrand/Business Week Best Global Brands list of 2011. It is the 14th ranked brand corporation in Europe (as of 2011), the 8th most admirable *Network and Other Communications Equipment* company worldwide in Fortune's World's Most Admired Companies list of 2011, and the world's 143th largest company as measured by revenue in Fortune Global 500 list of 2011. In July 2010, Nokia reported a drop in profits by 40%, which turned into an operating loss of €487 million in Q2 2011. In the global Smartphone rivalry, Nokia held the 3rd place in 2Q2011, trailing behind Samsung and Apple.

On 11 February 2011 Nokia announced a partnership with Microsoft; all Nokia smart phones introduced since then were to run under Microsoft's Windows Phone (WP) operating system. On 26 October 2011 Nokia unveiled its first Windows Phone handsets, the WP7.5 Lumia 710 and 800. The Nokia House, Nokia's head office located



by the Gulf of Finland in Keilaniemi, Espoo, was constructed between 1995 and 1997. It is the workplace of more than 1,000 Nokia employees.

Future of Nokia

By the year 2012 a quarter of all content will be user-generated and passed between friends, rather than being created and distributed by today's media brands, according to interviews with "trend-setting consumers". The Future Laboratory spoke to 9000 consumers on behalf of Nokia, all of whom are described as "active users of technology" and thus can be trusted to tell us what the world's going to look like. As Nokia's Vice President, Multimedia, Mark Selby describes it thus: "We think it will work something like this; someone shares video footage they shot on their mobile device from a night out with a friend, that friend takes that footage and adds an MP3 file - the soundtrack of the evening - then passes it to another friend. That friend edits the footage by adding some photographs and passes it onto another friend and so on." All of which will be done on their mobile phone, obviously. Driving users to prefer content mashed up by friends, as opposed to professionally-produced, are four trends which The Future Laboratory and Nokia have identified through their research. Immersive Living reflects the way people are always on-line, while Geek Culture is a reflection of how everyone wants high-tech toys these days - at least, all the people interviewed for this study's technology for girls - apparently not just technology for boys painted pink - and Localism sees users taking pride in content produced by their locality. All in all it's remarkable how closely this research matches Nokia's ideal vision of the future. Consumers using mobile phones to create and mash up content, taking power away from the media brands and placing it in the hands of those running the portals and controlling the mobile user experience.

Introduction of Samsung

Samsung Group is a South Korean multinational conglomerate company headquartered in Samsung Town, Seoul. It comprises numerous subsidiaries and affiliated businesses, most of them united under the *Samsung* brand, and are the largest South Korean *chaebol*. Notable Samsung industrial subsidiaries include Samsung Electronics (the world's largest information technology company measured by 2011 revenues), Samsung Heavy Industries (the world's second-largest shipbuilder measured by 2010 revenues), and Samsung Engineering and Samsung C&T (respectively the world's 35th- and 72nd-largest construction companies). Other notable subsidiaries include Samsung Life Insurance (the world's 14th-largest insurance company), Samsung Everland (the oldest theme park in South Korea) and Cheil Worldwide (the world's 19th-largest advertising agency measured by 2010 revenues). Samsung produces around a fifth of South Korea's total exports and its revenues are larger than many countries' GDP; in 2006, it would have been the world's 35th-largest economy. The company has a powerful influence on South Korea's economic development, politics, media and culture, and has been a major driving force behind the "Miracle on the Han River".

Samsung Telecommunications

Samsung Telecommunications is one of five business units within Samsung Electronics, belonging to the Samsung Group, and consists of the Mobile Communications Division, Telecommunication Systems Division, Computer Division, MP3 Business Team, Mobile Solution Centre and Telecommunication R&D Centre. Telecommunication Business produces a full spectrum of products from mobiles and other mobile devices such as MP3 players and laptop computers to telecommunication network infrastructure. Headquarters is located in Suwon, South Korea.

In 2007 Samsung Telecommunication Business reported over 40% growth and became the second largest mobile device manufacturer in the world. Its market share was 14% in Q4 2007, growing up from 11.3% in Q4 2006. At the end of November 2011, Samsung sold more than 300 million mobile devices and set still in second after Nokia with 300.6 million mobile devices sold in the first three quarter of 2011.



Samsung Vision

Samsung India's Vision entails helping people improve the quality of their lives by providing them with superior quality, state-of-the-art technology products at the right time and the right price. But beyond its role as a purveyor of quality products in India, Samsung seeks to contribute to the economic growth of the country through its export commitments and large scale production facilities generating secured employment for hundreds of Indian people. At Samsung, we strive to contribute to the development of the electronics and components industry in India by enhancing the knowledge levels of our workforce through the introduction of our advanced management systems and production know-how in our manufacturing facilities by introducing our Indian vendors to our world class quality systems and helping them in improving them in their own quality systems and production processes and setting benchmarks for the industry both in terms of after sales service for our products, quality systems and management techniques at our facilities or our products themselves. At Samsung, we believe in returning to the community some of the profits we earn from it, through the social causes we espouse. We view ourselves not as an MNC operating in India, but as an 'Indian Company' operating here, conforming to the laws of the country and committed to working for the Indian community. We want and to be seen as the 'Most Respected' Indian Company.

Analysis & Interpretation

Which model is best?

Answer	No. of people
Nokia	55
Samsung	45

Interpretation: Out of 100 respondents 55 says Nokia mobile phones are best while 45 were says Samsung.

Why do you prefer Nokia or Samsung?

Answer	No : of people
Feature	42
Look	18
Quality	35
Price	15

Interpretation: Out of 100 respondent 42 prefer their mobiles for features, 18 prefer look, 35 prefer their mobile quality & 15 prefer their price in the market.

Which provide you better touch?

Answer	No: of people
Nokia	51
Samsung	49

Interpretation: Out of 100 respondent 51 says Nokia touch is better while 49 says Samsung.

Which among has more features?

Answer	No: of people
Nokia	51
Samsung	49

Interpretation: Out of 100 respondent 51 says Nokia has more features rather than Samsung.

Are you satisfied with price of Nokia or Samsung?

Answer	No: of people
Yes	48
No	52

Interpretation: Out of 100 respondent 48 respondents are satisfied with their particular mobile while only 42 were not satisfied.



Which among these provide you better after sale?

Answer	No: of people
Nokia	54
Samsung	46

Interpretation: Out of 100 respondents 54 says Nokia provides better service after sale while only 46 says Samsung.

What will more prefer in NOKIA LUMIA 800 or SAMAUNG NOTE?

Answer	No: of people
Lumia price less than Samsung NOTE	34
Look	54
Weight	12

Interpretation: Out of 100 respondent 34 prefer Nokia Lumia 800 because their price less than Samsung Note, while 54 prefer their models because of their Look, & 12 respondents prefer their models for weight.

Which provide good battery back-up?

Answer	No: of people
Nokia	72
Samsung	28

Interpretation: Out of 100 respondent 72 says Nokia provides better battery back-up while 28 says Samsung.

Which provide more accessories with it?

Answer	No: of people
Nokia	53
Samsung	47

Interpretation: Out of 100 respondent 53 says Nokia provide more accessories with it while only 47 says Samsung provide more accessories with it.

Which would you prefer business point of view?

Answer	No: of people
Nokia	52
Samsung	48

Interpretation: Out of 100 respondent 52 says Nokia handsets best business point of view while only 48 says Samsung mobiles business point of view.

Which among these have more models and design?

Answer	No: of people
Nokia	51
Samsung	49

Interpretation: Out of 100 respondents 51 says Nokia gives more models & designs while other 49 respondents in favors of Samsung.

Which gives better camera celerity?

Answer	No: of people
Nokia	42
Samsung	58

Interpretation: Out of 100 respondents 42 says Nokia gives better camera celerity while only 58 respondents Samsung gives better camera celerity.

Which give more GPRS speed?

Answer	No: of people
Nokia	58
Samsung	42

Interpretation: Out of 100 respondents 58 says Nokia give more GPRS speed while other 42 in favors of Samsung.



Which cell companies have better sound quality?

Answer	No: of people
Nokia	59
Samsung	41

Interpretation: Out of 100 respondents 59 say Nokia have better sound quality & other 41 says Samsung provide better sound.

Which company provides best dual sim phones?

Answer	No: of people
Nokia	15
Samsung	79
Others	6

Interpretation: Out of 100 respondent 79 in favors of Samsung & 15 say Nokia provides better dual sim phones & only 6 in their favors of other companies.

Which company provides better 3G/WI-Fi services?

Answer	No: of people
Nokia	60
Samsung	40

Interpretation: Out of 100 respondents 60 says Nokia provides better 3G/Wi-Fi services while only 40 in the favors of Samsung.

Which model is comfort caring?

Answer	No: of people
Nokia	67
Samsung	33

Interpretation: Out of 100 respondents 67 says Nokia mobiles are comfort caring while only 33 says Samsung mobiles are comfort caring.

Which companies provide more models with touch & keypad?

Answer	No: of people
Nokia	45
Samsung	55

Interpretation: Out of 100 respondents 55 says Samsung provide more models with touch & keypad while 45 says Nokia provide more models with touch & keypad.

Which company provides better flap phones?

Answer	No: people
Nokia	70
Samsung	30

Interpretation: Out of 100 respondent 70 says Nokia provide better Flap phones while 30 says Samsung provide better flap phones.

Which companies provide more service sale counter nearby?

Answer	No; of people
Nokia	69
Samsung	31

Interpretation: Out of 100 respondent 69 says Nokia provide more service sale counter nearby while only 31 in the favors of Samsung.

Which company has more cell memory storage?

Answer	No: of people
Nokia	68
Samsung	29
Other	3



Interpretation: Out of 100 respondents 68 says Nokia mobiles has more memory storage & 29 respondents says Samsung mobiles while only 3 respondents in favors of others.

Which company have technical maintain & additional (like long life)?

Answer	No: of people
Nokia	65
Samsung	35

Interpretation: Out of 100 respondents 65 in the favors of Nokia & only 35 in favors of Samsung.

Which are reasons for using LUMIA 800 or SAMSUNG NOTE?

Answer	No: of people
Wap	21
Just to talk it	18
Download files	13
GPRS function	12
Receive mails	20
Others	16

Interpretation: Out of 100 respondents 21 says they using their mobile models reason because of good wap service , 18 using just to talk it , 13 using for download files , 12 in the favor of GPRS function , 20 says they using their mobile models because their handsets have receiving the mails , 16 respondents in the favors of Others.

Why do you like brand you choose?

Answer	No: of people
Function	26
Advertisement	20
Brand name	19
Quality	19
Price	14
Appearance	02

Interpretation: Out of 100 respondents 26 like their brand because of their functions , 20 respondents choose their brand because of Advertisement , 19 in the favors of Brand name , 19 in the favors of quality , 14 in the favors of Price , & only 2 like respondents like their brand because of Appearances.

What kind of model do you prefer?

Answer	No: of people
Slim	33
Thick	25
Light	14
Medium	11
Large	11
Heavy	06

Interpretation: Out of 100 respondents 33 says they prefer Slim models , 25 prefer thick handsets , 14 respondents prefer light mobiles , 11 prefer medium , 11 prefer large handsets & only 6 respondents says they prefer Heavy mobiles.

Conclusion

Working on Nokia & Samsung project gave me a opportunity to apply my skills and knowledge, which We had gained previously. It gave us a opportunity to see working an organization. It was an amazing experience with learning all the way, which help us to brush up our knowledge.



Finding of the Study

1. Few years back mobile phones were not common among the consumer. But with the mobile revolution now we can find almost every consumer with mobile phone.
2. Most of the consumer prefers NOKIA then SAMSUNG and least prefer other.
3. Mostly the consumers are satisfied with the services provided by the different mobile companies.
4. Maximum numbers of respondents were attracted towards the price & battery and the least like the style and memory.
5. Maximum number of consumer is loyal to their particular service providers and they were using their mobile since 1 to 2 years.

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