
Customer Satisfaction on Motorola Mobiles : A Study with reference to Students of Pollachi Taluk

B.Indirapriyadharshini¹,

Assistant Professor

Department of Commerce (e-commerce)

NGM College

Pollachi

T.Kiruthika²,

Assistant Professor

Department of Commerce (e-commerce)

NGM College

Pollachi

D.Saranya³

Assistant Professor

Department of Commerce (BPS)

NGM College

Pollachi

ABSTRACT

The mobile manufacturing companies are growing rapidly and introducing new models with latest technologies to the society. Customers are aware of the recent facilities available in the mobile phones in different companies and also the prices of mobiles. The manufactures are competing to attract the customers, to increase their sales and fulfill customer's needs and wants. However in the present competitive scenario acquiring customer's satisfaction is a tough task. Indian mobile market adopts various new innovative techniques to handle their customer. The promotional measures are adopted likely Free and more accessories, low cost, service centre and spare parts availabilities, insurance scheme for mobile, mobile safety locking system, mobile exchange system, at most care for customer complaints etc... Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power. This study is undertaken to find out the level of customer satisfaction towards Motorola smart phones. The target respondents are students who are using the Motorola Mobile. The collected data was edited, coded and tabulated by using some statistical tools.

Keywords: *Telecommunication - Industry - Motorola Mobiles - Customer satisfaction - Factors*

INTRODUCTION

Communication plays a key role in day to day life. In ancient times people used pigeon, swan, eagle, horse, etc. for sending message 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. 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), and Voice over Internet Protocol (VOIP), Direct Internet Access Service (DIAS), Managed Leased Line Network (MLLN), Multiprotocol Label Switching – Virtual Path Network (MPLS-VPN), etc. These technologies had given many qualities of communication namely best quality, speed, clarity, low tariff, etc. After this revolution the communication tools had been improved to mail coach, telegram, telemeter, telex and telephone. India has advanced in communication technology. This system is connected with satellites and provides much number of online services, namely cellular phone, E-mail services, voicemail services, Internet facilities, etc... The basic concept of cellular phones originated in 1947 in the US, when researchers at Bell Laboratories got an idea of cellular communication from the mobile car phone technology used by the police department of the country. Public trials of first cellular communication system began in Chicago in 1970, and cellular telephone services were introduced in the US in 1980s, and gained popularity in a short span of time. By the 1980s, cellular services had become popular in many developed countries across the world, over the years on account of dynamic technological advancements in the sector, an improvement in the number and quality of services provided. 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 facilities from their phone.

Nokia, Samsung, LG, Motorola, Videocon, Apple, MTS, Reliance, Micro max, G five, Sony, and some local manufacture offers 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 utilities through the mobile communication system.

Industry overview : Third largest in the world and the second largest among the emerging economies of Asia, the Indian Telecommunication network has proved its mettle time and again. Public as well as private segments of the economy have made significant contributions to make the sector one of the key contributors to India's success story. The growth of Indian telecommunication sector is highly driven by supportive government policies, emerging new technologies and changing consumer behavior. The fact that the industry has made stupendous growth in recent times is reflected in the statistics, key developments, investments and future prospects.

Key statistics : In its recent statement issued, Telecom Regulatory Authority of India (TRAI) has revealed that the country's mobile subscriber base has increased from 893.84 million in December 2011 to 903.73 million in January 2012, growing by 1.11 per cent; Telecom operators added 9.88 million mobile subscribers in January 2012, taking the total telephone user base to 936.12 million; The overall tele-density (telephones per 100 people) reached 77.57 per cent; Broadband subscriber base increased from 13.30 million at the end of December 2011 to 13.42 million at the end of January 2012.

Motorola Inc : An overview

Motorola isn't alien to India. Before the iPhone madness, Motorola with its Razr series ruled the market. Even with Android, Motorola smartphones were fairly popular and they did offer some innovative features like BackFlip. When Google acquired this popular brand, Motorola wrapped up its handset business and exited the market. But a team was still based out of the country. Motorola has now made a strong comeback to India, in its unique way.

Last year, when Motorola was a Google company, it announced a couple of Android handsets. The Moto G and the Moto X were an instant hit abroad. With Moto X, the company launched the Moto Maker, which made it special. It allowed customers in America to choose the back panel and the storage, which made it specially customised for them. All this while, we longed for these phones to come to India too. Finally, in February this year, Motorola made a comeback and that too with a bang. The company launched its popular Moto G first. The day it got launched in India, the news of Lenovo acquiring Motorola's hardware business was also announced. With all the speculation, the Moto G came and sold like hot cakes. Within an hour of going on sale at midnight, 20,000 units were sold out on Flipkart. This success pushed Motorola to get its Moto X into the market. While the company introduced this phone, it only got in a few variants of the back cover and not the Moto Launcher. With just two smartphones in its Indian portfolio, the third launch was a special one. To announce the launch of Moto E, Motorola had organised press conferences in a few selected countries and the phone was unveiled to the world for the first time in India. When Motorola re-entered India, the market was dominated by domestic handset manufacturers. Consumers had plenty of options but not many from the global players. Motorola was aggressive with its pricing and it stirred the market. The Moto G was an instant best seller. After the success of the Moto E, all the competition, including global players such as HTC and Sony, rolled out low-cost handsets. Motorola preferred e-commerce site Flipkart over offline retail and the strategy worked. Within five months, Motorola claims to have sold more than a million smartphones in India.

REVIEW OF LITERATURE

Mrs. Tanzina Chowdhury & Mohammad Toufiquir Rahman (2013) opined that due to increased competition, locally as well as internationally, organizations need a distinguishing element that will keep consumers identifying and buying their product. This study employs to analyze the relationship between demographic variables on the brand preference and is identifying the attributes that affect the choice behavior of mobile hand set as well as why the young consumers give special emphasis to some particular factors in Chittagong metropolitan city. From the study they found that though both male and female respondents now using Nokia (57.92%) hand set but about 50.61% of male & 59.85% of female respondent choices Samsung

mobile set as their most favorite brand to next purchase because of android operating system. They also found that both newspaper (39.82%) and television (36.18%) has a great influence over the respondents to choose the above mentioned mobile hand set as their favorite brand. About 67.16 % of respondents are willing to spend money more than Tk. 10,000 to get the test of latest features provided by the various mobile set companies.

Sheetal Singla & Sanjeev Bansal (2011) states that mobiles have now come up with a big impact in India. Mobile users today want their handsets to be loaded with multiple functions, entertainment being the most important among them. They want their mobile to be fully loaded with top end features, but at the same time they want all these at affordable costs. The research was conducted in order to identify and compare key attributes that influence mobile phone purchasing between Sangrur & Ludhiana consumers. The samples were collected from 795 consumers from Ludhiana & Sangrur Districts. The paper is an attempt to analyze the variables that influence the behavior of the mobile phone users to remain loyal to their existing service providers, to judge their satisfaction & dissatisfaction level and the impact of family members in the buying decision of mobiles by the consumers.

Nidhi P. Shah (2013) undertook a study to find customers satisfactions with relations to some variables like individual features, price, brand name etc. This study has focused on the customer of Bhavnagar city and research is carried out by primary data analysis tools like Correlation, study indicates an average satisfactions of customers toward Mobile Handset Users Of Samsung. The rapid growth of new technologies globally, has led to studies and research to find possible approach in its application. One of the pivotal roles played in modern technology is the invention of smart phones.

Statement of the problem

The numbers of mobile phone users are increasing day by day in India. 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. Despite the various systems introduced by each manufacturer, customers are going to face technical problems like network busy problems, improper coverage, and advertising agencies, poor customer care, improper communication, interruption while speaking with others. The choice of the manufacture is affected by many factors, namely, dual SIM, MP3 player, more storage, cameras, Charge in battery and Bluetooth, Wi-Fi, handy one, less weight, slim model, price reduction, attractive colors, various models, audio and video system, service facilities, spare parts availability and so on.

This research is pertaining to find out the present customer satisfaction of smart phones in the study area with special of Motorola mobiles. The study on customer satisfaction helps to know who the customers were, what they want, how they use react to the mobile. The customers were carefully studied by conducting survey on customer satisfaction. This study will help to gain knowledge about the market factors influencing the customer to prefer a particular brand and problems faced by on using such brands and so on.

OBJECTIVES

To seek solutions to the issues raised in the statement of the problem, the following objectives are framed.

- To study the Socio-economic profile of the students.
- To measure the level of satisfaction of the students on Motorola Mobiles.
- To find out factors responsible for the purchase of Motorola mobiles.

RESEARCH METHODOLOGY

The study is conducted in Pollachi taluk by taking 50 respondents using convenient random sampling method. To collect data a structured questionnaire was framed containing both personal and topic related questions. Secondary data have been collected from the books, journals, magazine and newspapers and with the help of various online journal and web portal to conceptualize and make theoretical concepts for this particular study. Percentage analysis and Weighted Average Ranking method was applied to analyse the data.

RESULTS AND DISCUSSION

Percentage analysis and Weighted Average Ranking method has been used to analyse the data collected regarding socio-economic profile, table 1 summarizes the findings of Socio – economic profile of the students.

Table-1: Socio-economic Profile of the Students

Variables	Number of respondents (N=50)	Percentage to Total
Age		
Up to 20 years	10	20
21-23	37	74
Above 23	3	06
Gender		
Male	22	44
Female	28	56
Area of residence		
Urban	15	30
Rural	35	70
Type of family		
Nuclear	45	90
Joint	05	10
Monthly Family Income		
Below 10000	31	62
10001 to 20000	13	26
Above 20001	06	12

Educational Qualification		
Pursuing UG	15	30
Pursuing PG	35	70

Source: Primary Data

Composition of age shows that the majority of the students are between the age group of 21-23(74%).Most of the students are female(56%) and they outnumber the male and belong to urban area. 45 (90%) are living in a nuclear family system while the rest 5 (10%) are living under the traditional joint family system. Thus most of the students live in nuclear family system. Majority of the student’s monthly family income is below Rs.10000(62%). Most of the students Pursue Post Graduation (70%).

Table-2: Doing Part-time jobs

Frequency	Number of respondents (N=50)	Per cent
Yes	11	22
No	39	78

Source: Primary Data

From the table -2 it is found that most of the students (78%) are not going to part time jobs.

Table-3: Mode of Purchase

Preferred mode	Number of respondents (N=50)	Per cent
Dealers (if used mobiles)	21	42
Online	29	58

Source: Primary Data

From table 3 it is inferred that majority (58%) of the respondents bought Motorola mobiles from Online Purchase through Flipkart. Rest(42%) of the sample students purchased used mobiles through dealers

Table-4: Source of Information

Medium	Number of respondents (N=50)	Per cent
Word of Mouth	13	26
Internet	24	48
Advertisements	13	26

Source: Primary Data

From the above analysis, I have interpreted that Internet (48%) is the major source of the awareness for Motorola Mobiles and after that Word of Mouth has also worked well. Advertisement is very less effective.

Table-5: Model Owned

Model	Number of respondents (N=50)	Per cent
Moto E	18	36
Moto G	27	54
Moto X	05	10

Source: Primary Data

From the above table we can interpret that, 54% students own Moto G and 36% students own Moto E. Only 10% of the students own Moto X.

Table-6: Rank the Factors that influenced to buy Motorola Mobile

Purpose of Purchase	Rank
Features	I
Price	II
Brand Image	III
Battery Backup	V
Appearance	IV
Resale Value	VII
Warranty & Guarantee	VI
After sale services	VIII
Camera	IX

Source: Primary Data

Majority of the students ranked Motorola Features has the factor that influenced them to buy it, followed by price, brand image, battery back-up respectively.

Table-7: Level of Satisfaction from the following factor

Factors	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Price	09	04	12	22	03
Quality	02	00	10	21	17
Customer Services	04		17	16	03
		10			

Source: Primary Data

From the above analysis, I have interpreted that majority of the respondents are satisfied with

the factors namely price, quality and customer services.

LIMITATIONS OF THE STUDY

The data collected is primary data, which is based on the questionnaire and hence the results would bear all the limitations of primary data. The data collected from the respondents residing in Pollachi Taluk.

CONCLUSION

As competition is increasing among the companies, especially in the mobile market today, this market has become extremely competitive and the service providers are moving aggressively to attract customers by offering attractive promotions and services. Therefore, the service providers should take the necessary action for them to know the effects that will make customers satisfied in order to be able to retain customer loyalty in the telecommunications service. The findings of this research are very informative for Motorola Inc, the results indicate that features, price and brand image have high effect on customer satisfaction. This finding describes these factors as the driving force for achieving customer satisfaction in Motorola mobiles.

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