7.0 Findings and Suggestions

1) The researcher has made an attempt to gather information on impact of GENDER on brand choice. In this respect, the researcher found that choice of brand was not significant with GENDER except for one and only one brand namely Micromax. There are 3.2% Females and 1.1% Males who prefer this brand. This may due to the aesthetic look which is given to the handset (jazzy, glittery, more designed, jewelry type, different colors).

The researcher suggests that the company should focus on the aesthetics of the handset irrespective of the gender so that they can be on the path of leader in the market.

2) The researcher has made an attempt to gather information on impact of AGE on brand choice. In this respect, the researcher found that choice of brand was significant with AGE for Nokia, Blackberry, and Apple.

Nokia is found to be significant not only among teenagers but also among middle age and old age customers. There are 28.7% respondents between 18-28 years who prefer this brand. Similarly between 29-39 years there are 39.4%, between 40-50 years are 36.9% where as above 51 years are 44.9%. This may be due to brand image and word of mouth.

Youngsters are more pro towards Blackberry because of the BBM service. There are 46.6% respondents between the age group of 18-28 years who like blackberry handset. Similarly there are 31.7%, 34.3%, and 12.2% respondents who are between the age group of 29-39 years, 40-50 years and 51 and above years respectively. Chatting using BBM service which is fastest mode of communication which is visualized as prominent feature among service class, business class, students as well as senior class people.

I Phone which is the product of Apple which is very popular among youngsters and middle age respondents. This is due to the features of Smartphone made available by Apple.

The researcher suggests that the companies are manufacturing the mobile handsets considering age factor which reflects the need and wants of the respondents. They should continue to adhere to this policy so that consumers are satisfied.
3) The researcher has made an attempt to gather information on impact of OCCUPATION on brand choice. In this respect, the researcher found that choice of brand was significant with OCCUPATION for Nokia, Blackberry, LG and Apple.

Nokia is preferred by almost everyone. The highest preference is given by business class persons (42.9%) and the least preferred by students (24.4%). The highest preference to LG brand is given by service class (8.8%) were as the least preference is given by professional class (0.7%).

Blackberry is preferred by almost everyone. The highest preference is given by students (54.3%) were as the least is given by service class (21.8%).

Being Apple as the Smartphone is highly preferred by business class (19.2%), the second highest are students (12.2%) and least preferred by service class (7.1%) for their utility purpose.

The researcher has suggested that the company should continue concentrating on the features of the smart phones so that consumer’s expectations are fulfilled.

4) The researcher has made an attempt to gather information on impact of INCOME on brand choice. In this respect, the researcher found that choice of brand was significant with INCOME for Blackberry and Apple.

Mostly Blackberry is preferred by the respondents who are not only dependent but also with different income groups. It is been observed that the second highest preference of this brand is given by students or others who are dependent on their family and parents.

Apple brand is preferred by higher income group as well as the dependent group also. The above two brands are preferred due to the features of the smart phones.

The researcher has suggested that since the consumers are ready to pay price for value of mobile phones, they should continue to reengineer the products with different range which will suit their wants.

5) The researcher has made an attempt to gather information on impact of EDUCATION on brand choice. In this respect, the researcher found that choice of brand was significant with EDUCATION for Nokia, Blackberry and Tata. ie. These brands are preferred and depend on the EDUCATION qualification of the respondents.
Nokia is preferred highest by post graduates respondents and least preferred by graduates where as the people with qualification less than S.S.C also uses this handset.

Blackberry is highly preferred by post graduate people and least preferred by people where qualification is less than S.S.C.

Tata is mere significant with the people where qualification is less than S.S.C.

The researcher has suggested that the company should give proper information regarding the products and services given to the customers. Information should be available, accurate, timeliness, flexible, with respect to the customers. Here education plays the major role in understanding the features, promotional offers etc.

6) The researcher had made an attempt to establish the relationship between Brand Switching and demographic factor gender of customer. It is observed that Brand Switching is independent of gender of customers i.e gender has no impact on brand Switching. Customers can switch to other brand irrespective of their gender.

Since the researchers finding claims that the switching intension is not related to gender of customers, company should focus on the other pain areas to retain customers to reduced customer dissatisfaction cost.

7) The researcher had made an attempt to establish the relationship between Brand Switching and demographic factor age of customer. It is observed that Brand Switching is independent of age of customers. Whether customers are teenagers or middle age or old age, they can switch from one brand to another brand if not satisfied by utility of the handset.

The researcher quotes that company should do consumer research to know the mind set which includes teenagers, middle age and old age consumers which will lead to solution of gap analysis.

8) The researcher had made an attempt to establish the relationship between Brand Switching and demographic factor occupation of customer. It is observed that Brand Switching is dependent of occupation of customers. Occupation influences Brand switching. Among service
class 48.9% of customers prefer brand switching. Similarly for business class, professional, students and housewife these figures are 52.6%, 51.8%, 55.6%, and 52.9% respectively. Highest percentage of brand switching is shown by students whereas least percentage of Brand Switching is shown by service class.

The researcher suggests that branding of mobile phones should be done based on the type of occupation as it will suits their needs and wants of customers which indeed increase consumer loyalty. Thus focusing on different product lines ranging from simple handset to smart phones.

9) The researcher had made an attempt to establish the relationship between Brand Switching and demographic factor income of customer. It is observed that Brand Switching is dependent of income of customers. Among dependent 56.5% of customers switch the brand, whereas these percentage for income group up to 20000, 20001 - 40000, 40000 - 60000 and 60001 and above are 52.4%, 56.6%, 40% and 50.3% respectively. Highest percentage (56.6%) of brand switching is found for the income group of 20001-40000 and 2nd highest percentage (56.5%) of brand switching is found for the income group among dependent.

The researcher suggests that branding of mobile phones should be done based on the income group as it is necessary to focus on the different types of customers and their spending power (purchasing power) for mobile phones.

10) The researcher had made an attempt to establish the relationship between Brand Switching and demographic factor education of customer. It is observed that Brand Switching is independent of education of customers. It is observe that switching intensions has nothing to do with education of respondents.

The researcher suggests that since switching is independent of education, it may be because of other or personal issues. The company should try to understand these issues and find solution for the same.
11) One of the section of research was to find the prominent factors for Brand Choice demographically. In this part of study the researcher has made an attempt to find the significant factors which are responsible for Brand choice when GENDER is considered. Brand Name, Preference, Good Battery Life, Utility User Friendly, Dual Sims Card and 3 G are significant for Brand choice.

12) One of the section of study was to find the prominent factors for Brand Choice demographically. In this part of study the researcher has made an attempt to find the significant factors which are responsible for Brand choice when AGE is considered. Value for Price, Good Battery Life, Brand Ambassador, Physical Appearance and 3 G are significant for Brand choice.

13) One of the section of study was to find the prominent factors for Brand Choice demographically. In this part of study the researcher has made an attempt to find the significant factors which are responsible for Brand choice when OCCUPATION is considered. Brand Name, Good Battery Life, Utility, User Friendly And 3G are significant for Brand choice.

14) One of the section of study was to find the prominent factors for Brand Choice demographically. In this part of study the researcher has made an attempt to find the significant factors which are responsible for Brand choice when INCOME is considered. Brand Name, Shopkeepers Suggestions and Utility are significant for brand choice.

15) One of the sections of study is to find the prominent factors for Brand Choice demographically. In this part of study the researcher has made an attempt to find the significant factors which are responsible for Brand choice when EDUCATION is considered. Brand Name, Value for Price, Shopkeepers Suggestions, Good Battery Life, Brand Ambassador, Utility, User Friendly and 3 G are significant for brand choice.

The researcher suggests that the above significant factors should be given more priority to increase customer satisfaction and brand loyalty. This will help the company to retain the old
customers and to grab the new ones which will in turn help companies to increase their market share.

16) The researcher has made an attempt to find the significant factors which are responsible for Brand switching when GENDER is considered. Operating System, No Extended Memory, No Social Net, No Internet and No Wi-Fi & Bluetooth are prominent factors for Brand Switching.

17) The researcher has made an attempt to find the significant factors which are responsible for Brand switching when AGE is considered. Small Display is the prominent factor for Brand Switching.

18) The researcher has made an attempt to find the significant factors which are responsible for Brand switching when OCCUPATION is considered. No Dual Sims and No Extended Memory are prominent factors for Brand Switching.

19) The researcher has made an attempt to find the significant factors which are responsible for Brand switching when INCOME is considered. No Dual Sims and No Extended Memory are prominent factors for Brand Switching.

20) The researcher has made an attempt to find the significant factors which are responsible for Brand switching when EDUCATION is considered. No Internet and No WAP are prominent factors for Brand Switching.

The researcher suggests that these factors should be given more priority as to understand consumers need and how these factors can bridge the gap between the perceived quality and the delivered quality of the mobile phone handsets.

21) The researcher has found that the overall rating for purchasing decision was Utility being highest and Brand Ambassador being least.
22) The researcher has found the highest overall preferred features for mobile handset is Good Battery Life and Least is Dual Sims.

23) The researcher has made an attempt to find out the overall reasons for changing mobile phones. In this context the researcher concluded that the highest overall rating for the reasons is given to Battery and the least is given to Brand Ambassadors.