8.0 Conclusion and Recommendations

8.1 Conclusion

This study reveals that in the Indian context, demographic factors of consumers have an influence on brand choice and brand switching of customers of mobile phone. Demographic factors such as Gender, Age, Monthly Income, Occupation and Education influences the attitudes governing brand choice and brand switching for the customers of mobile phone.

It was found that although the choice of a mobile phone is a subjective choice situation, there are some general factors that seem to guide the choices. The studies show that while technical problems are the basic reason to change mobile phone among respondents but the prominent factors which lead to switching intensions are Operating System, No Extended Memory, No Social Net, No Internet, No Wi-Fi & Bluetooth, Small Display, No Dual Sims, No WAP Poor Battery life (highest) and Brand Ambassadors (least). It is concluded that Brand Switching is related to income and occupation of the respondents. This is due to utility and the value of price which the respondents are paying for the different brands.

The researcher concludes that customer satisfactions, switching barriers, and demographics significantly affect subscribers' intent to switch from one Brand to another Brand.

The main objective of the study was to identify brand preference for mobile phones in city of Mumbai. The researcher concludes that the prominent brands for consumers are Blackberry, Apple, LG, Nokia, Motorola, Micromax, and Tata.

The results revealed that dominant group of mobile phone users were under 50 years of age wherein the subgroup includes Students, Business class, Housewives and Service class which forms critical mass of population in which the entire industry operates. These industry players have to acknowledge in fashioning out services that meet this particular demography.

Thus, it is important for the mobile phone companies to understand the needs of customers of different demographic profiles and their past experiences which will helps them to offer pertinent according to affordability and expectations of various segments of customers.

Furthermore, increased familiarity with major players did not commensurate with current or future usage. This presents tremendous marketing communication opportunity to industry players to focus on brand ‘touch points’, eliciting a positive stimulus such as purchase and
referrals. In an era of competition, and especially the rise of the mobile industry, marketers need to conduct regular consumer surveys in order to find out how consumers rank their brand. Again, the evaluation of distinctive performance of a brand on selected attributes or characteristics in a product category will enable marketers take cognizance of the weakness in the brand offering and design marketing strategies for improvement. Thus to be leader in market the companies need to differentiate their product and services with the competitors in the market. It is like a commodity market where price is not only the factor for brand choice and switching. With the core product and service companies should give VAS (Value added Services) over and above the core product and services.

8.2 Recommendations

Based on the conclusions drawn, the researcher has made an attempt to enumerate number of recommendations which will assist practitioners and industry players in their product / service offering for their consumers:

1) It is strongly recommended that the company should focus on battery life of mobile phones.

2) Blackberry is like office in hand perfect for professionals & businessmen/women. Also this brand is highly preferred by students. The USP of the company is BBM but company should rework on Bluetooth.

3) Every Month new products are introduced that does not mean customers has to change the Brand unless it is worth value for money. Thus company should rework on framing their strategies for their customers to make them “Happy Customers”.

4) Customers are waiting for IPhone 5 thus company should think on reengineer the product.

5) People prefer Blackberry handset over Nokia. Thus Nokia need to revive its strategies. Nokia must update its features because it is losing market share. Needs features like BBM in Nokia.

6) Company should focus on inbuilt free games, quality sound quality and video quality.
7) Samsung Android Mobile phones are nowadays more recognized in the market as they provide excellent features and are worth for price. Thus this is threat to the prominent brands like Blackberry, Apple, Nokia, LG, etc. Thus these companies should revised their operational and marketing strategies and also focus on Kaizen to retain their market shares.

8) Apple has the best features and wide range of application. Thus company should retain this operations strategy.

9) Big brands should sale dual Sims phones.

10) Company should manufacture the phones which has large displays and strong battery life.

11) Customers always go for good brands like Blackberry, Apple Samsung, Nokia.

12) More featured, user friendly and at reasonable prices cell phones are expected by customers. Thus this perceived quality with reasonable prices must be fulfilled by the players in the industry.

13) It is recommended that the brand position of a mobile operator should be clearly identified and communicated so as to fashion out products/services that meet their aspirations and needs.

14) Operators need to adopt the new paradigm in promotion mix termed Integrated Brand Communications. This is a holistic communications strategy that integrates all communications activities such as public relations, advertising, investor relations, interactive or internal communications – to manage the Company’s most precious asset – its brand.

Thus Product / Service quality and switching barriers are two important routes to customer loyalty for most service companies, either in retaining or attracting customers. Research related to the importance of service quality and switching barriers in attracting new customers to the company and how this may change between different service industries is in dire need. In the
emerging paradigm of relationship marketing, need to understand the importance of service quality and switching barrier in retaining customers.

8.3 Limitation and Scope of Further Research

8.3.1 Limitations of Research

While this study substantiates the existence of relationship between demographic factors, brand choice and brand switching, it has several limitations.

1) There is no control over respondent’s biasness. Thus, even though the researcher has made an attempt to collect authentic information from the respondents, it is observed that Respondent’s biasness while collecting primary information forms the prominent limitation of research.

2) The researcher has made an attempt to include good quantum of secondary information with source of references, however researcher has believed that secondary information is authentic.

3) The researcher claims that limited time period and limited budget (cost) are indeed the limitations of research.

4) However the study was restricted to Mumbai, Only selected region of Mumbai was considered for the research, thus neglecting the views of other respondents in those regions.

5) The researcher has defined only five demographic factors which were considered for the research.

6) A limited sample size of 794 was considered by the researcher for this study.

7) The researcher has made a genuine attempt to obtain a sample by convenient sampling method who were ready to share the information. But there were respondents who were using prominent Brands and were not ready to share his experience.

8.3.2 Scope of Further Research

While this study has explored the influence of demographic factors on brand choice and switching intentions, future studies could track the influence of demographic factors on actual customer purchase behavior switching intention and behavior focusing on the following points.
1) The future study can be done increasing the sample size and scope. This study reflects the perceptions of customers who are residing in Mumbai city. There might be a chance that the perceptions of the mobile phone users of different cities are varied due to diversity in social life, living pattern, income level etc. Thus researcher claims that further research should be done increasing the scope of research.

2) The current research is based on five demographic factors namely Gender, Age, Occupation, Income and Education, thus further research can cover more demographic factors and study its impact on brand choice and brand switching.