

Chapter 5

Summary and Conclusions

5.Introduction

Respondents using mobile phones in Chennai city have expressed their views regarding usage of mobile phones, satisfaction about the products, brand association, brand knowledge and Brand loyalty. Brand switching and Reasons for Brand switching are also discussed in detail. Data collected through well -structured questionnaires are given to the respondents to record their responses and the recorded responses were examined and analyzed in the previous chapter. In this chapter key findings and conclusions of this research are given. Based on these findings, suggestions have been given to improve the brand loyalty and lessen Brand switching.

5.1. Summary of Findings

5.1.1 Profile of the respondents

It is found that:

1.65.00% of the respondents are in the age group of up to 35 years and the remaining 35.00% of the respondents belongs to the age group of above 35 years.

2.56.80% of the respondents are men and the remaining 43.20% of the respondents are women.

3.39.8% of the respondents possess Graduates, 31.8% of the respondents are Post Graduate degree, 17.8% of the respondents are possessing school level education and 10.6% of the respondents are having professional level education.

4.65.8% of the respondents were married and 34.2% of the respondents are living as single.

5.33.6% of the respondents are salaried persons, 26.8% of the respondents are running own business, 20.4% of the respondents are student, 10.8% of the respondents are Self supported and 8.4% of the respondents are housewives.

6.47.40% of the respondents are earning a monthly income of Rs. 15,001 - Rs. 25,000, 38.60% of the respondents are earning monthly income of Below Rs. 15,000, 8.00% of the respondents are earning monthly income of Rs. 25,001 - Rs. 35,000 and 6.00% of the respondents are earning monthly income of more than Rs. 35,000.

7.59.00% of the respondents are living in joint family and the remaining 41.00% of the respondents are living in nuclear family. 45.60% of the respondents are living in the family of size 4 and 5 members, 36.00% of the respondents are living in the family of size more than 5 and 18.40% of the respondents are living in the family of size 3 members.

5.1.2 Information pertaining to mobile users and mobile phones

It is also found that:

- Most of the respondents (47.40%) are using smart phone.
- 13.80% of the respondents are using Micromax mobiles.
- Most of the respondents (38.4%) are using their mobile phones for a period of 3 to 5 years.
- Most of the respondents (40.2%) have purchased the mobile wherever it is available.

5.1.3.1 Important aspects of Pre purchase behaviour

It is also found that:

- Respondents are having high knowledge to select the products followed by giving importance to others opinion before buying the product, preferring domestic products than imported ones and intention to change the products once in five years are the key aspects of pre purchase behaviour.

5.1.3.2 Source of information:

It is found that:

- Family members and friends are the personal sources that give more information towards mobile phones, Traders and advertisements are

the Commercial sources that provide more information to the respondents towards mobiles and Internet and print media are the public sources providing more information for the respondents towards mobile phones.

5.1.3.3 Influence of demographic variables on Pre purchase

behavior

- Significant influence of age on Pre purchase behavior is not observed.
- Significant influence of gender on Pre purchase behavior is not observed.
- Significant influence of education on Pre purchase behavior is not observed
- Significant influence of marital status on Pre purchase behavior is observed. The respondents living as single are having better Pre purchase behaviour than the married respondents.
- Significant influence of occupation on Pre purchase behavior is observed. Salaried persons are having better Pre purchase behaviour and the home makers are lacking in Pre purchase behaviour.
- Significant influence of monthly income on Pre purchase behavior is not observed.
- Significant influence of family type on Pre purchase behavior is not observed

- Significant influence of family size on Pre purchase behavior is observed. The respondents living in family of size 4 and 5 members are having better Pre purchase behaviour and the respondents living in family size of more than 5 members are lacking in Pre purchase behaviour.

5.1.4 Purchase decision

- Family members followed by friends and relations influence the purchase decision more.
- Respondents are purchasing the mobile phones for utility followed by comfort and status.
- Availability of the product followed by colour, locking facility, prompt delivery, storage facility, technology and durability are the key factors for purchase decision.

5.1.5 Promotion and Marketing mix

- Dealers display of the brand makes me recall the brand followed by Advertisements are application oriented and useful to know about the brand and no disparity between advertisement and actual experience are considered as important aspects in promotion and marketing mix.
- Significant influence of age on Promotion and Marketing mix is not observed.
- Significant influence of gender on Promotion and Marketing mix is not observed.

- Significant influence of education on Promotion and Marketing mix is not observed
- Significant influence of marital status on Promotion and Marketing mix is not observed.
- Significant influence of occupation on Promotion and Marketing mix is not observed.
- Significant influence of monthly income on Promotion and Marketing mix is observed. The respondents earning Rs.25,001 - Rs.35,000 as their monthly income are more pleased with Promotion and Marketing mix and the respondents earning below Rs.15,000 are less pleased with Promotion and Marketing mix.
- Significant influence of family type on Promotion and Marketing mix is not observed.
- Significant influence of family size on Promotion and Marketing mix is not observed.

5.1.6 Important aspects for making Purchase decision

- Price must be proportion to the quality is the vital aspect in making purchase decision, Particular brands should serve the purpose and Manufacturers name and reputation are important to me are the important aspects for making purchase decision.

5.1.7 Influence of demographic variables on Purchase decision of the Brand

- Significant influence of age on purchase decision of the brand is observed. **The respondents with age up to 35 years are making better purchase decision and the respondents in the age group of more than 35 years are lacking in purchase decision.**
- Significant influence of gender on purchase decision of the brand is not observed.
- Significant influence of education on purchase decision of the brand is not observed.
- Significant influence of marital status on purchase decision of the brand is observed. The respondents living as single are making better purchase decision than the respondents living as single.
- Significant influence of occupation on purchase decision of the brand is observed. Salaried persons are able to make better purchase decision and the home makers are lacking in making purchase decision.
- Significant influence of monthly income on purchase decision of the brand is not observed.
- Significant influence of family type on purchase decision of the brand is not observed.
- Significant influence of family size on purchase decision of the brand is not observed. The respondents living in family of size 4 and 5

members are making better purchase decision of the brand and the respondents living in family of more than 5 members are lacking in purchase decision.

5.1.8 Post purchase behaviour

5.1.8.1 Important aspects of Post purchase behaviour

- I have profound bond of affection for the brand I use and I won't miss this brand at any cost are the vital aspects of respondents post purchase behaviour. I believe this brand has no alternative and I want others to realize the name of the brand, I love this brand for various reasons and I am always in favour of buying the brands are the important aspects of the respondents towards Post Purchase behaviour.

5.1.8.2 Influence of demographic variables on Post Purchase behavior

- Significant influence of age on post purchase behavior is observed.
The respondents in the age group of more than 35 years are having better post purchase behaviour than the respondents in the age group of up to 35 years are lacking in post purchase behaviour.
- Significant influence of gender on post purchase behavior is observed.
the men are having better post purchase behaviour than women

- Significant influence of education on post purchase behavior is not observed.
- Significant influence of marital status on post purchase behavior is not observed.
- Significant influence of occupation on post purchase behavior is not observed.
- Significant influence of monthly income on post purchase behavior is not observed.
- Significant influence of family type on post purchase behavior is not observed.
- Significant influence of family size on post purchase behavior is observed. The respondents living in family of size 4 and 5 members are having better post purchase behaviour and respondents living in family of size more than 5 members are lacking in post purchase behavior.

5.1.8.3 After sales service

- Cost of service must be reasonable followed by Service beyond the guarantee period should also be good and Prompt and immediate attention are considered as important aspects of after sales service by the respondents.

5.1.8.4 Influence of demographic variables on after sales service

- Significant influence of age on after sales service is observed. **The respondents with age less than 35 years are more satisfied with after sales service and the respondents in the age group of more than 35 years are less satisfied with after sales service.**
- Significant influence of gender on after sales service is not observed.
- Significant influence of education on after sales service is not observed.
- Significant influence of marital status on after sales service is not observed.
- Significant influence of occupation on after sales service is not observed.
- Significant influence of monthly income on after sales service is observed. The respondents earning more than Rs.35,000 as their monthly income are more satisfied with after sales service and the respondents earning Rs. 15,001 - Rs. 25,000 are having less satisfaction towards after sales service.
- Significant influence of family type on after sales service is not observed.
- Significant influence of family size on after sales service is observed. The respondents living in family of size 4 and 5 members are having more satisfaction towards after sales service and the respondents in the

family of size more than 5 members are less satisfied with after sales service.

5.1.8.5 Brand association

- Respondents are having good association with their brands. Consistency in the information about the brand of mobile handsets followed by personal relevance and usage made me possess an association with the brands and personal memories with brands of mobile handsets are the important aspects of Brand association.

5.1.8.6 Influence of demographic variables on Brand Association

- Significant influence of age on Brand association is observed. **The respondents in the age group of more than 35 years are having more brand association and the respondents in the age group up to 35 years are having less brand association.**
- Significant influence of gender on Brand association is not observed.
- Significant influence of education on Brand association is not observed.
- Significant influence of marital status on Brand association is not observed.
- Significant influence of occupation on Brand association is not observed.
- Significant influence of monthly income on Brand association is observed. The respondents earning more than Rs.35,000 as their

monthly income are having more Brand association and the respondents earning Rs.15,001 - Rs.25,000 are having less Brand association.

- Significant influence of family type on Brand association is not observed.
- Significant influence of family size on Brand association is observed. The respondents living in family of size 4 and 5 members are having more Brand association and the respondents in the family of size more than 5 members are having less Brand association.

5.1.8.7 Brand knowledge

- Realization of after effects of using the brand followed by evokes attractive appearance, helps to recall the attributes of the product and provides a cue to hear about the brand are the key aspects of Brand knowledge.

5.1.8.9 Influence of demographic variables on Brand Knowledge

- Significant influence of age on brand knowledge is observed. **The respondents in the age group of up to 35 years are having more brand knowledge and the respondents in the age group of more than 35 years.**
- Significant influence of gender on brand knowledge is observed. the men are having more brand knowledge than women

- Significant influence of education on brand knowledge is not observed.
- Significant influence of marital status on brand knowledge is not observed.
- Significant influence of occupation on brand knowledge is observed.
The salaried persons are having more knowledge about brand and the home makers are having less brand knowledge.
- Significant influence of monthly income on brand knowledge is not observed.
- Significant influence of family type on brand knowledge is not observed.
- Significant influence of family size on brand knowledge is observed.
The respondents in family of size 4 and 5 members are having more brand knowledge and the respondents in family of size more than 5 members are having less knowledge about brand.

5.1.8.10 Brand Performance

- Respondents are satisfied with the performance of their Brand. Special features in their performance are the most important aspect of Brand performance. More reliability, followed by easily distinguished from other brand in terms of performance, products serves their purpose and the status is raised due to the performance of the brand are considered as important aspects of Brand performance.

5.1.8.11 Influence of demographic variables on Brand Performance

- Significant influence of age on brand performance is observed. **The respondents in the age group of more than 35 years are more satisfied with brand performance and the respondents in the age group of up to 35 years are less satisfied with brand performance.**
- Significant influence of gender on brand performance is not observed.
- Significant influence of education on brand performance is observed. Post graduates are more satisfied with brand performance and the respondents with professional education are less satisfied with brand performance.
- Significant influence of marital status on brand performance is not observed.
- Significant influence of occupation on brand performance is observed. Home makers are having more satisfaction towards brand performance and the respondents running business are less satisfied with the performance of brand.
- Significant influence of monthly income on brand performance is not observed.
- Significant influence of family type on brand performance is not observed.
- Significant influence of family size on brand performance is observed. The respondents living in family of size 4 and 5 members are having

more satisfaction towards brand performance and the respondents having above 5 members in their family are having less satisfaction towards brand performance.

5.1.8.12 Satisfaction about products

- Respondents are having good satisfaction level towards the brands of mobiles which they are using. Quality is the vital aspects of satisfaction towards products and Price, Brand, Operations and durability are considered as important aspects for satisfaction towards products.

5.1.8.13 Influence of demographic variables on Satisfaction about products

- Significant influence of age on satisfaction about products is observed. **The respondents in the age group of above 35 years are having more satisfaction towards products and the respondents in the age group of less than 35 years are having less satisfaction about products.**
- Significant influence of gender on satisfaction about products is not observed.
- Significant influence of education on satisfaction about products is observed. Graduates are having more satisfaction about products and the respondents possessing professional education are having less satisfaction towards products.

- Significant influence of marital status on satisfaction about products is not observed.
- Significant influence of occupation on satisfaction about products is not observed.
- Significant influence of monthly income on satisfaction about products is not observed.
- Significant influence of family type on satisfaction about products is not observed.
- Significant influence of family size on satisfaction about products is observed. The respondents having 3 members are more satisfied about products and the respondents living in family of size more than 5 members are less satisfied about products.

5.1.8.14 Relationship between Purchase decision and Satisfaction about product

- Positive Significant correlation is observed between Purchase decision and Satisfaction about product ($r = 0.435$). This shows that purchase decision determines satisfaction about product by 43.5%.

5.1.8.15 Correlation analysis for Satisfaction about product

- Positive Significant correlation is observed between Post Purchase behaviour and Satisfaction about product ($r = 0.601$). This shows that

between Post purchase behavior improves Satisfaction about product by 60.1%.

- Positive Significant correlation is observed between Brand Association and Satisfaction about product ($r = 0.469$). This shows that Brand association improves Satisfaction about product by 46.9%.
- Positive Significant correlation is observed between Brand Knowledge and Satisfaction about product ($r = 0.204$). This shows that Brand knowledge brings Satisfaction about product by 20.4%.
- Positive Significant correlation is observed between Brand Performance and Satisfaction about product ($r = 0.741$). This shows that Brand Performance improves Satisfaction about product by 74.1%.
- Positive Significant correlation is observed between after sales service and Satisfaction about product ($r = 0.442$). This shows that after sales service improves Satisfaction about product by 44.2%.

5.1.8.16 Assessing the predictor variables for Satisfaction about products

- Hence Post purchase behavior, Brand Association, Brand Performance and after sales service serves as significant predictors for satisfaction about product (mobile) in Chennai city. Post purchase behavior followed by Brand performance predicts satisfaction about mobiles more.

5.1.9 Brand loyalty:

It is found that:

- Respondents are having loyalty towards the brand which they are using. Reputation and Cost of the product are the vital factor for Brand loyalty and Requirements from the product, Frequency of purchase and Attitude of customers are considered as important aspects of Brand loyalty.

5.1.9.1 Influence of demographic variables on Brand Loyalty

- Significant influence of age on brand loyalty is observed. The respondents in the age group of more than 35 years are having more brand loyalty and the respondents in the age group of up to 35 years are having less brand loyalty.
- Significant influence of gender on brand loyalty is not observed.
- Significant influence of education on brand loyalty is not observed.
- Significant influence of marital status on brand loyalty is not observed.
- Significant influence of occupation on brand loyalty is not observed.
- Significant influence of monthly income on brand loyalty is observed. The respondents earning Rs.25,001-Rs.35,000 are having more brand loyalty towards brand and the respondents earning above Rs.35,000 are having less brand loyalty.
- Significant influence of family type on brand loyalty is not observed.

- Significant influence of family size on brand loyalty is observed. The respondents living in family of size 4 and 5 members are more loyal to the brand and the respondents living in the family of size up to 3 members are having less loyalty towards brand.

5.1.9.2 Relationship between Satisfaction about product and Brand

Loyalty

- Positive Significant correlation is observed between Satisfaction about product and Brand Loyalty ($r = 0.503$). This shows that Satisfaction about product brings Brand Loyalty by 50.3%.

5.1.10 Brand Switching:

It is found that:

- 34.6 percent of the respondents expressed that they changed their mobile phone in recent times.
- 50.9 percent of the respondents agreed that they have changed the mobile because of quality.
- 11.0 percent of the respondents have changed the mobile due to cost of the product.
- 16.2 percent of the respondents accepted that they have changed the mobile due to the impact of advertisements.
- 26.6 percent of the respondents agreed that they have changed the mobile because of the influence made by their friends/relatives.

- 61.8 percent of the respondents agreed that they have simply changed the brand and there is no specific reason for changing the brand of the handset.
- 61.3 percent of the respondents accepted that they have changed the mobile because of offers given in sales.
- 61.3 percent of the respondents agreed that they have changed the mobile due to advancement in technology.
- 19.7 percent of the respondents accepted that they have changed the mobile due to the inconvenience caused by the mobile.
- 16.2 percent of the respondents stated that they have changed the mobile due to failure in service.
- Significant association between age and changed the handset is observed. Most of the respondents (70.5%) in the age group of up to 35 years have changed their handsets in recent times.
- Significant association between age and quality as reason for changing the handset is not observed.
- Significant association between age and cost of the product as the reason for changing the handset is not observed.
- Significant association between age and Advertisement as the reason for changing the handset is not observed.
- Significant association between age and influence of friends/relatives as the reason for changing the handset is observed. Most of the

respondents (87.0%) in the age group of upto 35 years accepted that influence of friends/relatives is the reason for changing the handset.

- Significant association between age and simply changing the brand as the reason for changing the handset is not observed.
- Significant association between age and sales offers as the reason for changing the handset is not observed.
- Significant association between age and advanced technology as the reason for changing the handset is observed. Most of the respondents (72.6%) in the age group of up to 35 years agreed that advanced technology is the reason for changing the handset.
- Significant association between age and inconvenience as the reason for changing the handset is observed. Most of the respondents (85.3%) in the age group of up to 35 years accepted that inconvenience is the reason for changing the handset.
- Significant association between age and service failure as the reason for changing the handset is observed. Most of the respondents (78.6%) in the age group of up to 35 years agreed that service failure is the reason for changing the handset charges.

5.2. Suggestions based on the study

1.It is found that quality of the brand and satisfaction level played a very important role and the young consumers appeared to be satisfied with the

durability of their cell phone. The quality of cell phone appears to be one of the major factors influencing brand loyalty.

2.The respondents were satisfied with the hardware and software functionality of their cell phone and that played a great role to enhance their satisfaction and brand loyalty.

3.Brand image also appeared to be an important factor influencing brand loyalty of the young respondents. Analysis results showed that a vast majority of the respondents felt that their cell brand has prestigious reputation, having elegant and fashionable feature.

4.A pleasant brand experience influences brand loyalty to some extent as well. Adult respondents felt that excellent features of a cell brand, which matches with life style and personality also contribute towards cell phone brand loyalty.

5.It was found that switching barriers, like time deficiency and different setting or features of another cell brand did not influence the brand loyalty of a majority of the respondents.

6.Disloyal respondents can be attracted and encouraged to be loyal customer by manufacturing fashionable products, having superior quality and brand image.

7.Mobile phone manufacturers and marketing professionals can win confidence and trust of young respondents, by continuously producing cell

products having quality and functionality which can meet the modern day requirements of quality and fashion conscious

8.The companies and marketing managers can benefit from this potentially larger group of consumers by studying their behavior and formulating policies which can appeal the younger consumers.

9.The mobile phone marketing practitioners should take into consideration that the important aspect of brand loyalty of respondents is their satisfaction from their mobile's quality and functionality.

10.The positive feel and experience which they have obtained after using their cell phones also influence their brand loyalty. Therefore different mobile phone manufacturing companies like Apple, Nokia, Samsung, Sony, Ericsson and others in order to build a strong brand loyalty among all type of consumers should try to promote cell phones with good styles, improved technology and higher quality.

11.It is found that switching barriers affect significantly the level of customer retention, and also affect the relationship between customer satisfaction and customer retention. It does seem that switching costs could be used to predict consumers' behaviour in the mobile telecommunication sector.

12.Customer satisfaction has positive effects on the customer retention. Thus, managers may need to emphasize total satisfaction programme in an attempt to retain customers in the competitive telecommunication market.

13. Managers must significantly consider switching barriers and dimensions of customer satisfaction when making plans or focusing efforts in customer retention.

14. Any offer plan would work out only when the other services like network, connectivity is good. Hence, it is suggested that the Network of companies should be improved first so that offers will become successful.

15. Today's customers are using mobile phones for CALLS and SMS services. Mobile service providers must provide more timely and attractive and novel offers to the respondents.

16. Offers will be diffused only when supply matches the demand. So, recharge coupons should be made more available in the market.

17. Customer care services do not mean disturbing the customers very often. Frequent calls from customer care executives should be minimized as they may call at odd times. Awareness about various offers should be done through SMS rather than disturbing the customers through calling.

18. In general, every customer has friends or relatives or contacts at the national or international level. Hence, offers should also be extended to STD/ISD plans. Companies should focus on business cards or benefit cards to the business class of customers

19. Provision of number portability will reduce the switching.

20.The offers like (1 paisa/1second) is suitable for those who talk for very less time on mobile; it should also come out with plans for those who talk more on mobile phones.

21.Network, connectivity should be improved in rural areas. Sudden dis-connectivity, late connectivity should be avoided.

22.Voice Cracking is more in all areas, so companies should focus on this aspect.

23.They should adopt clear billing for post-paid services.

24.When inadvertent activation of hello tunes, ring tones, cricket alerts, SMS alerts happens a quick deactivation facility should be facilitated.

5.3. Scope for further Research

Further researches have been recommended in the following areas

a) In future the same research can be continued with study regarding specific brands and cell phone companies in order to get better understanding of factors influencing brand loyalty of specific brands among the consumers. Moreover, further research can also be carried out by using more variables like price difference, attractiveness of a brand and customer involvement to understand effect of these variables on brand loyalty.