Chapter - V

Summary of Findings,
Suggestions and Conclusion
CHAPTER – V
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Introduction

Over the last few years, mobile phones have become a more and more widespread means of communication. They have become a part of everyday life with ever more people enjoying the service and extra freedom they provide. In some countries mobile communication is the only way to use telecommunications, as their standard telecommunication network has not yet been extended to encompass the whole population. For many disabled and elderly people, the support they receive through the mobile phone may be the reason that they feel secure enough to cope on their own.

A blind person who gets lost can call for help, a person who easily gets lost can be called by others to make sure they are all right, wheelchair users can go into the countryside and still be able to get help etc. Furthermore, new developments such as the Universal Mobile Telecommunication System (UMTS) are opening up new applications for these people and their carers. These examples illustrate the importance of mobile phones in lives of a growing number of people and underline how essential it is that as many people can use this technology as possible.
FINDINGS

- 78% of the respondents are male members.
- Out of 100 respondents, 67 belong to 20-40 age group.
- Nearly 70% are of graduates wing cellphone.
- Businessmen and employed are of majority (60%) out of the total respondents taken for this study.
- Majority of the respondents have their monthly income level belong to below Rs.5000 category.
- 71% of the respondents are wing Nokia handset.
- 97% are satisfied about their handsets they are wing.
- 95 respondents are satisfied about the level of facilities in the handsets.
- Majority (61%) of them feel that services of the handset is good.
- Advertisement for the handset is good enough.
- 74% of the respondents are using handsets for all purposes is business, personal, family etc.,
- Quality stood at first rank in the selection of handsets.
- Selection of brand depends upon the level of income.
- Selection of brand is independent of age.
- Selection of brand is independent of educational qualification.
- There is a significant relation between occupation and income, in purchasing the brand of handset.
SUGGESTIONS

❖ The prices of handsets may be reduced by taking all competitive situation.

❖ Advanced techniques may be adopted in production.

❖ The weight of the handsets may be reduced to the possible extent to carry them easily.

❖ Competitive nature should not bring the quality and hence the quality of the set should be maintained.

❖ Required number of service centers may be opened at appropriate places.

❖ Warranty period of sets may be increased in order to satisfy the customers.

❖ Exchange offer should be taken at reasonable price.

❖ Taking back of sets by the company as replacement after a specified period.

❖ Provisions may be added for identifying theft sets.
CONCLUSION

Marketing as a concept is concerned not only with the selling of consumer products like soap, toothpaste, cars etc., but also connected with marketing services and customer services. Services are activities, benefits or satisfaction, which is offered for sale. They are quite varied such as airline, banking, insurance, hotels, transport and communication.

Cellular industry is one such, recently developed service industry, which comes under telecommunication system. It provides valuable, services to businessman, Government and private officials, professional and others. Therefore the level of satisfaction about handsets used by customers' play and important role in communication system of any country.