

**A Report on**

**HOW CONSUMER BEHAVE  
TOWARDS NOKIA MOBILE PHONE**

**NOKIA**  
Connecting People

**A Report on**  
**HOW CONSUMER BEHAVE TOWARDS NOKIA**  
**MOBILE PHONE**

**CONSUMER BEHAVIOUR**  
**MKT 410**

**Submitted To**

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# Chapter 1: INTRODUCTION

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## ORIGIN OF THE REPORT:

This report is basically for meeting the requirement of the course - "Consumer Behavior". Our course Instructor Mr. Farhan Faruqui Department of Business Administration, East West University Assigned this report to us.

## OBJECTIVES OF THE REPORT

This report is basically based on a survey. We surveyed on "Nokia" and tried to find out that "How consumer Behave towards Nokia Mobile Phone. For this purpose we measure the culture, Group Influence, Perception, Learning, Memory, Motivation, Personality, Attitude, Self concept and Life style for "Nokia". At last we find out some shortcomings and suggest a strategy for "Nokia".

## SCOPE

In this we tried to cover as much as possible. We mainly focus on the Lifestyle, perception, attitude of consumer towards "Nokia mobile phone". Other aspect of consumer behavior like Information Search, Alternative Evaluation and Selection, Post purchase process some other topic is out of our report.

## METHODOLOGY

This report is based on collected information from the consumer. 60 consumers were interviewed for this purpose. Among the respondents 29 were male and 31 were female. 14 of them falls under the 15-20 age group, 33 of them falls in the 21-

26 age group, 4 of them are in the range of 26-35, 3 of them falls in the 35-45 age group and 6 of them were upper than 45 years of age. For this report we use both primary and secondary data analysis. We use different Bar chart and Pie chart And frequency for the better under standing of the report.

## LIMITATION

Our report is fully based on the survey we had to depend on consumer's interview. Most of the time the questioner was difficult for them so some time they give the wrong information. Lack of time was one of the greatest problems we faced while working on the topic. We had to maintain our classes and sit together for the report. Some time it was very hard to find out time to sit together. More over some of our group member was not cooperative at all. . At last we had some personal limitations while preparing this report, but we have tried hard to recover those problems as much as possible.

## Chapter 2: COMPANY PROFILE

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Nokia is the world's largest manufacturer of mobile devices; a leader in equipment, services and, solutions for network operators and a driving force in bringing mobility to businesses. Nokia is enhancing communication and exploring new ways to exchange information. In short, Nokia is “connecting people”. As in many developing nations, mobile connections outstrip fixed lines in Bangladesh, which introduced cell phones in 1992. After then Nokia is an indispensable part for the mobile user. It has since witnessed rapid growth, with the number of users rising to 11 million in early 2006 from 200,000 in 2001 and analysts predict it will rise to over 20 million by 2007. Nokia becomes the most popular mobile phone set in Bangladesh.

### NOKIA CARE

“Nokia Care” – is the branch of Nokia in Bangladesh. This year in July Nokia has set up a headquarters in Bangladesh to oversee its mobile handset business in emerging Asian markets, including Bangladesh. It is situated at Gulshan 1.

It's operating its business from Bangladesh for Asian markets, including Bangladesh, Sri Lanka, Nepal, Bhutan and Maldives. It has no franchiser or licensee in Bangladesh.

## VISION OF NOKIA

Customer satisfaction stems not only from the products but also from how effectively it interact with the community. As Nokia becomes more and more of a global entity, its obligations in terms of how it satisfies its stakeholders grow.

Nokia's corporate responsibility programming reflects an increasing interest (both internally and externally) in the impact its business actions have on communities from societal, environmental, and economic perspectives.

As a market leader, the best contribution it can make to the global community is to conduct the business in a responsible way. This belief drives its commitment to creating ethically sound policies and principles that guide the team in their work. The Corporate Responsibility (CR) agenda is framed around the Nokia Values and is carried out in all aspects of their work to ensure customer satisfaction and respect and also to assist them in embracing renewal and striving for achievement.

Nokia's values are put into action with the help of the Nokia Code of Conduct, which aims to reach beyond legal compliance or reactionary positioning by taking a leading role in the various areas where society is affected by the mobile communication business.

This translates into further action as we integrate CR ideas and work practices throughout their various business channels. By striving to include all members of Nokia's community in this process, they are demonstrating the overall commitment to the belief that responsibility is everybody's business.



## HOSTORY OF NOKIA

The company is named after the Nokia River in southern Finland, next to which the original Nokia pulp mill was located. We took our current form as a corporation under the laws of the Republic of Finland in 1967, upon the merger of three separate Finnish companies involved in a range of industries. In the 1980s, Nokia strengthened its position in the telecommunications, consumer electronics and personal-computer markets. In 1982, we introduced the first fully-digital local telephone exchange in Europe, and the world's first car phone for the Nordic Mobile Telephone analogue standard. In the early 1990s, Nokia decided to make telecommunications its core business. As a result, we divested a number of other businesses, including paper, rubber, footwear, chemicals, cables, aluminum and television. Nokia's decision to focus on telecommunications proved a visionary one. Following the rapid growth of the industry over the past 15 years, our mobile devices are now used by virtually every demographic segment of the world's population.

## Chapter 3: 6 P's of NOKIA

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### PRODUCT

Nokia basically produce to kind of mobile sets GSM & CDMA. In our country GSM sets are highly focused because there are three GSM Telecommunication company, while one CDMA telecommunication company

Nokia has basically focused on three categories of mobile set according to technical facility & price. They are

High end level: N-series (Such as: N70, N73, N75, N90, N91, N92, N93 etc.)

Mid level: 5 thousand series (Such as: 5140, 5200 etc.), 6 thousand series (Such as: 6600, 6230 etc.), 7 thousand series (Such as: 7650, 7610 etc.), 8 thousand series (Such as: 8850, 8800 etc.).

Low end level: 1 thousand series (Such as: 1110, 1100, 1600 etc.), 2 thousand series (Such as: 2112, 2100 etc.), 3 thousand series (Such as: 3108, 3200 etc.).

Nokia is the only mobile phone company who has introduced our language Bangla first in their set. Bangla text, Nokia 6070, Nokia 6060, Nokia 2610, Nokia 2310, Nokia 1600, Nokia 1112, Nokia 1110i and Nokia 1110 sets feature Bangla talking alarm, Bangla speaking clock, Bangla iconic interface, Bangla keypad and Bangla games. To announce the Bangla support and its commitment to creating products that Bangladeshis find easy to use, Nokia released its range of products with an advertising campaign featuring local scenes that depict how "some things only make sense in Bangla."

# PLACE

Nokia is sold in different outlets around the world. Here this map shows the different places for Nokia.



## Networks Technology

- China
- Finland
- India

## Customization and Logistics Centre

- United States

## Mobile Devices and Enhancements

- Brazil
- China
- Finland
- Germany
- Great
- Hungary
- India
- Mexico
- South Korea

Britain

## PRICE

“Nokia is highly priced” - most of the people believe that which came from our survey. Common people’s perception for high pricing is firstly, for brand image and secondly, for longer lasting period. Its price has started from about 3,000.00 BDT to 70,000.00 BDT according to different models of sets. But still having high price nokia has a high value in its customer’s mind.

## PROMOTION

The promotion strategy of nokia is designed for its availabilities and ease of usability. Recently they are emphasizing on the Bangla text. As they introducing the Bangla text in mobile phone, they are using it as their main promotion tool and is reflected in their all sorts of promotion tools. They are using both ATL (above the line: TV ads, paper ads) & BTL (Below the line: shop sign, poster, banner). As they have different age level users so they promote their product for generalized format, for all.

### TV Ads

Recently Nokia has a very effective and interesting TV advertisement which specifically focuses on Bangladeshis. It shows the expression power of Bangla as they have recently added the new option of using Bangla language in their mobile phones. It says, “Nokia inside and outside the heart”.

## Newspaper Ads

They use very colorful advertise to place it distinct in the consumer's eye. They use different colors for different times. They use interesting images and texts to attract readers. Usually papers ads are for the aged people who are attached with the mass media.

## The Shop Sign

Different shop's signboards are today has colored with the name Nokia. They use Blue colors for the logo NOKIA in all cases and use tag line "Connecting People".

## Billboard

For billboard Nokia uses foreign and country images to expose randomly. The size of billboard is 12/18 ft.

## PHYSICAL EVIDENTS

Nokia is today a very well known brand here. In most shops (eastern Plaza, Bashundhara Shopping Mall, Motalib Plaza etc.) Nokia is displayed in front self with transparent glasses and it's easily visible while passing through.

## PAKAGING

They follow the packaging strategy based on their product category. They emphasize specially on mid & high end level mobile. But still nokia is holding a good position in product packaging. They have posh packaging for the high end set.

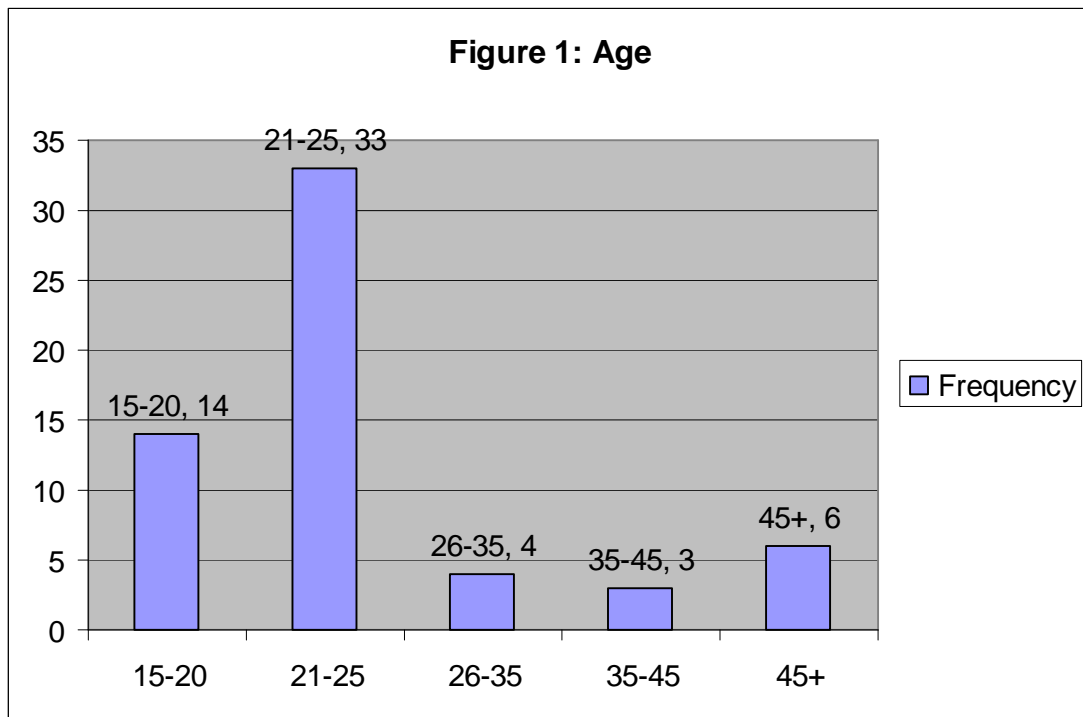
# Chapter 4: PROFILE OF THE TARGET MARKET

Keeping the demographic and social factor in mind we place questions on different age, sex, social gathering, leisure activity, sports, TV programs. We the survey findings we attempt to draw a profile on the target market.

## DEMOGRAPHIC FACTORS

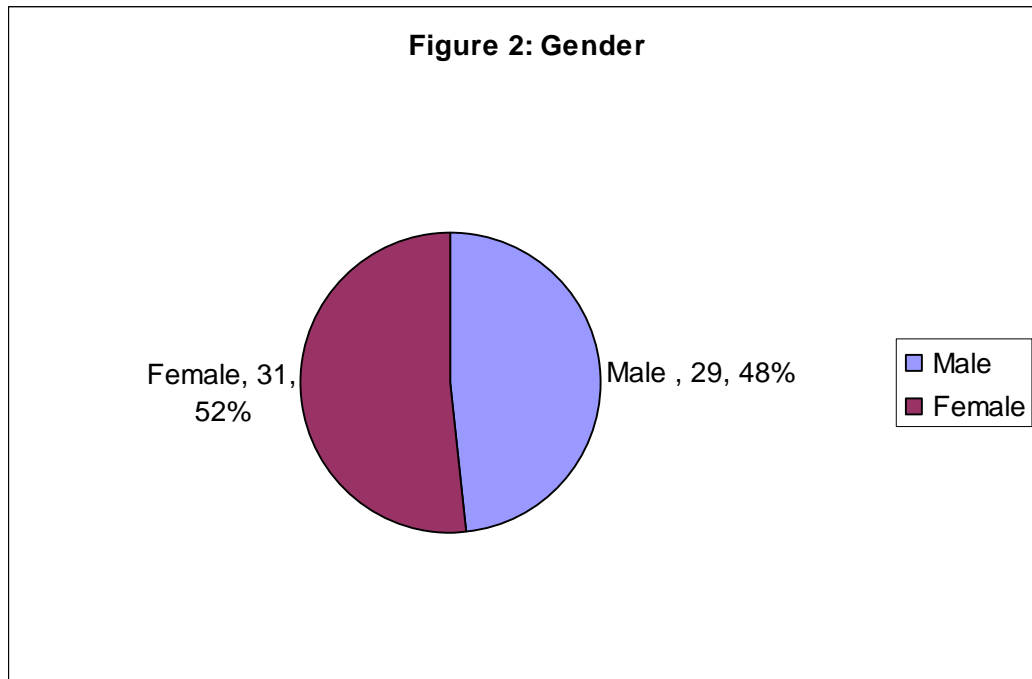
### Age

From total 60 samples the here there are 33 persons who are from the age group of 21-25 years. The lowest is 35 – 45 years aged persons which contain 3 persons.



## Sex

From total data we have found 31 female (52%) and 29 males (48%).



## SOCIAL FACTOR

### Desired Social Class

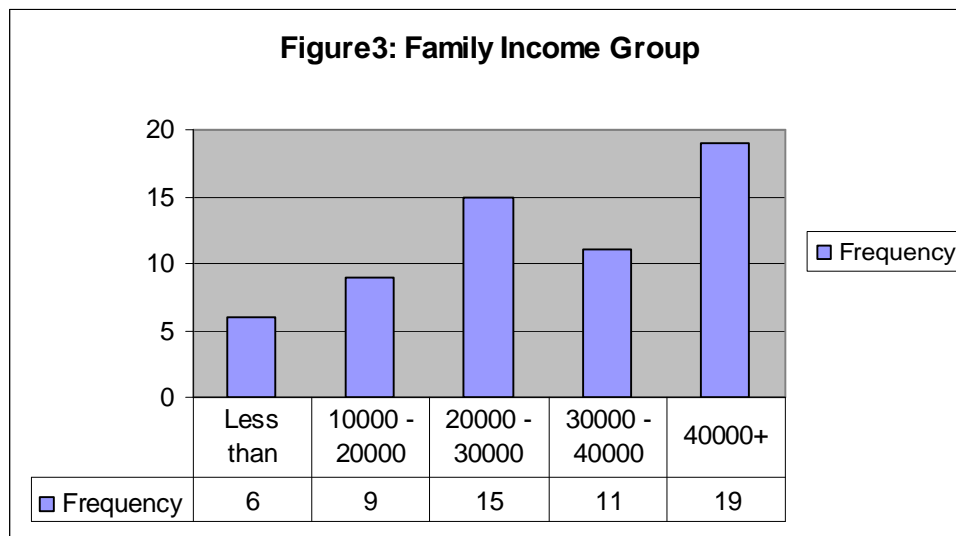
Among the 60 respondents most of them are interested to do business oriented job & their no. is 16 (27%). The second largest desired group is entrepreneur or business which no. is 12 (20%). There are only 1 person (2%) has found who wanted to do government service. In others there are complete man, retired person, banker, get more promoted, famous person and successful grand mother.

Table 1: Desired Profession

Desired Profession		
Group	Freq.	%
Teacher	6	10
Entrepreneur	12	20
Govt. Service	1	2
Social Service	2	3
Any Job	5	8
Specialist	8	13
Business Oriented Job	16	27
No Comment	4	7
Others	6	10

## Family Income

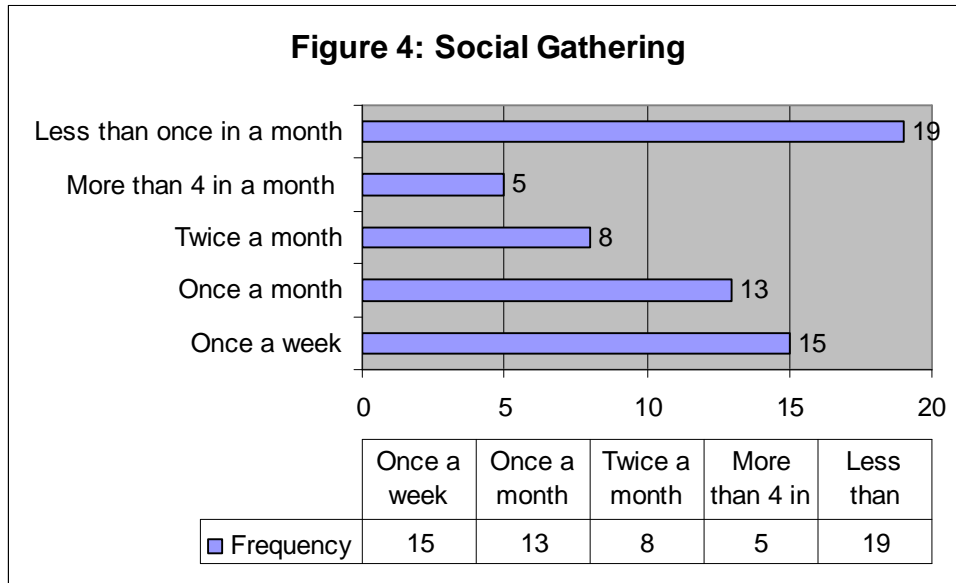
The social class of the target market has determined according to their family income. We decide that income level more than 40,000 BDT is the higher class, 30000 – 40000 BDT upper middle class, 20000 – 30000 BDT middle class, 10000 – 20000 BDT lower middle class and less than 10000 BDT are lower class. From the survey we found our respondents are 32% from upper class, 18% are from upper middle class, 25% middle class, 15% lower middle class and 10% are from lower class.





## Social Gathering

The sampled respondents for our survey are not very frequently attaining social gathering. Among 60 we got more than 50% respondents attend in the social gathering once or less than once in a month. Others used to attain in the social gathering frequently.



## Leisure Activity

To find out their leisure activity we set the question that “What do you do during leisure?”. From the response we found that most of them used to watch TV or movie which is 37% and the lowest on is in Go to parties or concerts which is 3%. In others section we found Image editing, Sleeping, Research, Chat, Playing pool, Net Browsing, Sketching, Listening Music, Sewing & Shopping.

**Table 2: Leisure Activity**

<b>Names</b>	<b>Frequency</b>	<b>%</b>
Computer Game	3	5
Reading books	9	15
Watching TV or Movie	22	37
Playing outdoor games	4	7
Go to parties or concerts	2	3
Gossiping	7	12
Traveling	6	10
Others	7	12

## **Self Concept**

To know what they think about themselves we place a self concept test in our survey questionnaire. The average respondents characterized themselves in the resulting manner.

Neither Emotional nor Rational

Neither Youthful nor Mature

They are moderately organized

They are moderately formal

Neither Traditional nor Trendy

They like color

## **Cultural Factor**

There are some cultural factors like sports, liking & disliking in TV programs.

And they have important effect on accepting the product & to know these cultural factors are truly beneficial for the company for its promotion.

## Sports

We place 3 indoor & outdoor games for different category of respondents. We asked them to rate 3 sports. From their rating we found Cricket no#1, Chase no#2 and Pool no#3. We found that only high society people are attracted to the game Pool. Cricket & Chase are liked by all walks of people.

## TV Programs

We set 3 open boxes for our respondents to place their 3 favorite TV programs. According to the survey we found that women are very fond of Hindi Serial & movie and other items. In most cases the senior age group showed their interests to the Bangla TV programs. But the most interesting thing is that the highest level has achieved by Bangla Drama & Sports (19 responses). The second largest group is News (15).

**Table 3: Favorite TV Programs**

<b>Favorite TV Programs</b>	<b>Freq.</b>
Hindi Serial	14
Hindi Movie	9
Hindi Music	3
Hindi Magazine	3
Bangla Drama	19
Bangla Movie	3
Bangla Music (Close Up 1)	9
Bangla Magazine	9
English Movie	2
News	15
Sports	19
Cartoon	10
Documentary	5
Other Music Show	11
Wrestling	3

## Chapter 5: EXTERNAN INFLUENCE ON NOKIA

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### CULTURE & IT's IMPLICATIONS

Cultural factor are very important for product consumptions. If there is a mismatch with the culture & product the product cannot survive in the market.

#### Relevant Cultural Values

1. Introducing Bangla: We Bangladeshis are very sensitive about our language. And for that Nokia has recently has taken a very effective action that is to introduce Bangla, which made a revolution in our mobile phone market.
2. User friendly: Our people are not very much bother about technical staffs, so among other mobiles Nokia's use is easier. So, It has cordially accepted by different level of people in our country.
3. Different Pricing: Today people from different walks of life used to have mobile for own purpose. And at the same time different people has different income & different expectations. So it has mobiles for different level of people.
4. High Durability: Among others Nokia is one of the most durable mobiles in our country. As we are a developing country so many people are in low income group. So, they don't change there mobile sets most frequently.

## **Non Verbal Communications**

1. In their advertises Nokia says Bangla is the best way to express but they didn't mention specifically that they came with option by which we can have a chance to use Bangla in our cell phone.
2. Nokia has set which model no is 1100. it has a specialty which is the option to use Torch Light. This option grabbed by the people from different level especially poor and village people positively.

## **GENDER ROLES**

Actually there is no hard & fast segment for male and female on mobile. But generally Nokia is mostly popular among young adult male users. In our culture males are most outgoing and active. So, they prefer high pixel camera, high quality picture, and high quality sound and when the question of choice comes the reply come that Nokia is the best solution. On the other hand females generally like light and colorful sets. They don't bother about those attributes of new generation mobile phone. As Nokia has less light set so females use less Nokia mobile sets rather than males.

## **GROUP INFLUENCE**

As mobile are not convenient goods so people think for purchasing it. So it's mostly influenced by group, especially family. People used to have an effort to know about the product.

## Type of Influence

There are many influences which make customer's influenced to purchase Nokia.

### Informational Influence

It's the mostly used brand. So all the time we hear the name good about Nokia like durable, light easy to use. As only hearing from surrounding information we purchase Nokia, so surely it is informational influence.

### Normative

As Nokia is more durable so people like buy it for longer lasting quality, but all the times they don't deserve it..

### Value Expressive

Users think themselves that they are posh and need to use Nokia as there is a belief that posh people use Nokia.

# CHAPTER 6: INFORMATION PROCESSING OF THE CONSUMER-NOKIA'S STRATEGY

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Information processing is an important thing to bring the information to the consumer and to do it successfully Nokia has expose the information both randomly and deliberately to grab the attention of their target customer. Nokia use their information in such a way that is easy to understand and interpret. Perception

## PERCEPTION

**Exposure:** Nokia tries to expose their information both randomly and deliberately in many ways such as:

### TV:

TV ads are the mostly used media for Nokia to expose its information. The ads take place frequently because nokia wants to expose its information even while zipping or zapping.

### Newspaper

Nokia placing their ads in the all National daily newspaper frequently.

### Billboards

Billboards are the most effective way to reach the people who are on the street, Nokia also use it but there are few billboards.

There are also posters and banners to expose information.

## Attention

Attention occurs when the stimulus activate one or more sensory receptor nerves and the resulting sensation goes to brain for processing. Nokia tries to grab attention mainly through the following ways.

### Stimulus factor

There are some stimulus factors for grabbing the attention of Nokia's target customer Such as:

w Size

Large billboard, banners and posters are the best example.

w Color

Colorful newspaper ads in the inside page of the newspaper. Commonly it is a colorful ad in the black and white page. That isolates their ads from other news and other black and white ads.

They place color full ads which are medium in size and containing model numbers of the mobile sets other information and price of the sets to transfer its expose to attention.

w Position

In newspaper they often place their ads in inside of pages mostly page no. 3 or 5. They don't give ads in the front page or in the back page. There are few billboards besides roads.

w Information quantity

Information quantity is high because it's a technical product. They say in their tag line "Connecting people" which they show boldly.



## **Individual factor**

People buy mobile set for a long term use. And at the same time people like to see it as easy product. So when people purchase mobile phone they manipulate a lot. So the advertisement should come frequently in the mind of consumers. Nokia has done it successfully.

## **Situational factor**

### **w Program Involvement**

Nokia has a generalized market which contains people from all walks of life. So they make their promotions in a commonly accepted manner.

## **Interpretation**

Interpretation is the assignment of meaning to sensation the factor that affects the interpretation of Nokia is as follows...

### **Cognitive Interpretation**

Process where by stimuli are placed into existing categories of meaning. In Nokia N-73 mobile's ad there feature is that it's a music edition. So depend on the thoughts of iPod Nokia developed it & people interpret the set as like as iPod.

### **Affective Interpretation**

The emotional or feeling response triggered by the stimulus such as an ad. And Nokia has done it tremendously in this sector. Because in their ad they are focusing our mother language and that has an emotional effect on targeted people.

## **Sensory Discrimination**

Nokia has placed their ads as a manner to discriminate it from other available brand.

## **Individual characteristics**

### **Expectation**

The expectation of individuals should match with the individual interpretation. The design is a good example in this regard. It is expected the expensive set will be stylish and sometimes colorful. Nokia just do so. The same thing is also applicable for packaging also. And Nokia has just fulfilling the expectations of its customers.

## **Stimulus Characteristics**

### **Logo**

Nokia's Logo is very simple. It contains only the name and sometimes the tag line.



## **LEARNING**

Learning is any change in the content or in the organization in long term memory or behavior. Learning is about Nokia is high involvement learning situational product. As it's not a convenient product so it is not purchased frequently in our country. So, it needs a lot of learning before purchase.

## Learning Theories

### w Classical Conditioning

Nokia use classical conditioning in their ads. They paired some common dialogues of Bangla in their advertisements with their product. Such as: “Bhalo Achi Bhlo Theko” or “Khailai Chatven Na Khailei Postaiben”. They use tag line for it is “Anotora Bahira Bangla”. When these words heard the name Nokia comes in people mind.



### w Operant Conditioning

They don't use it because they don't go for any price discount or any free.

### Vicarious Modeling

Nokia used to learn it's customers that expressing Bangla is easier. So the customers can learn the feeling and experience of using Nokia sets.

## Characteristics of Learning

### w Importance

As Nokia is a high involvement product so it's of learning is more.

**w Message Involvement**

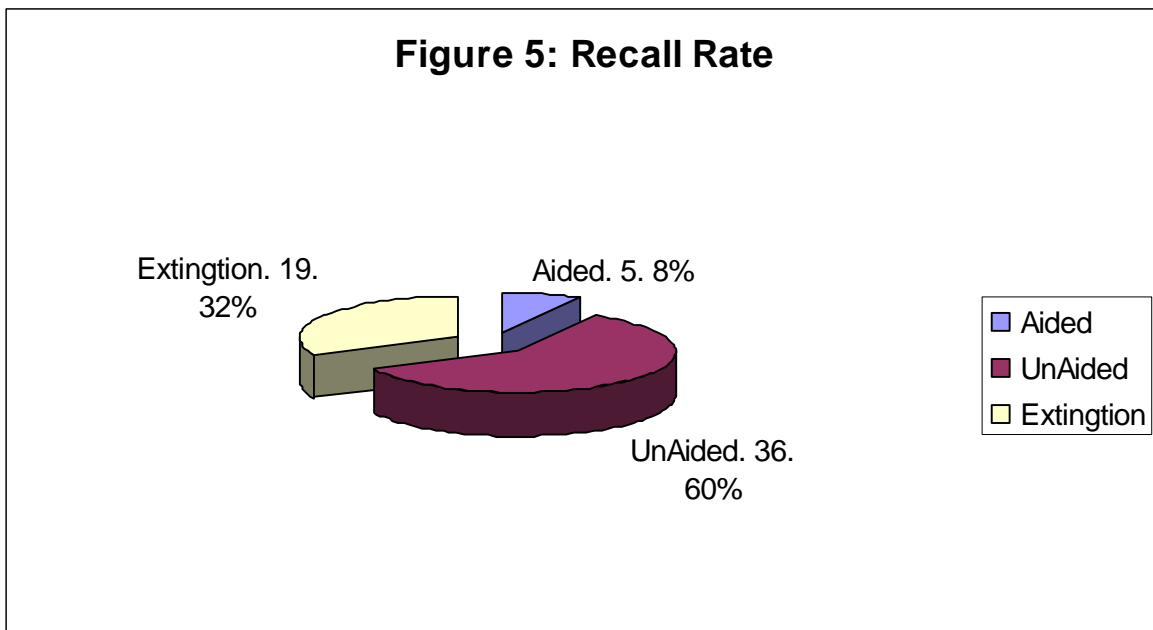
Nokia use interesting words and for that consumer can recall it.

**w Reinforcement**

A positive reinforcement is a pleasant and desired consequence if one is satisfied to Nokia he will buy it again. From the survey we found that 68% & people use Nokia another use other company set. We also found that 42% will definitely buy Nokia and 35% people will probably buy it. That means Nokia creates a positive reinforcement.

**w Repetitions**

They frequently use TV, Newspaper, Banner, Posters, and Billboards – so that the product can remain its position in consumers mind. And that can influence purchase. We found from the survey that Nokia is has strongly positioned itself in their users mind that’s why the unaided recall rate is the highest.



### w **Imagery**

They use high imagery in the ads such as: the word behind rickshaw or the words written on the wall.

Result of the above findings says it's in high learning.

## **MEMORY**

Normally we know that, memory is the storage of information. Actually the memory is the total accumulation of prior learning experience. It consists of two inter-related components: short term memory and long term memory.

### **Short Term Memory**

It has a limited capacity to store information and sensation. Actually it's not used for storage in the usual sense of that term. There are 2 basic type of information processing activities occur in short term memory.

#### **Elaborative Memory**

It's the previously stored experience, value, belief, attitude & feelings to interpret and evaluate information. Nokia N-series is the high price mobile phone. Torch light means Nokia 1100.

### w **Maintenance Rehearsal**

They give frequently TV ads, papers ads with price information to keep the product in consumer's short term memory.

## Long term memory

It's viewed as unlimited & permanent storage of information. There are 3 type of long term memory.

### w **Semantic memory**

Knowledge of Nokia's durability, user friendliness and high status phone is the Symantec memory for a person for Nokia.

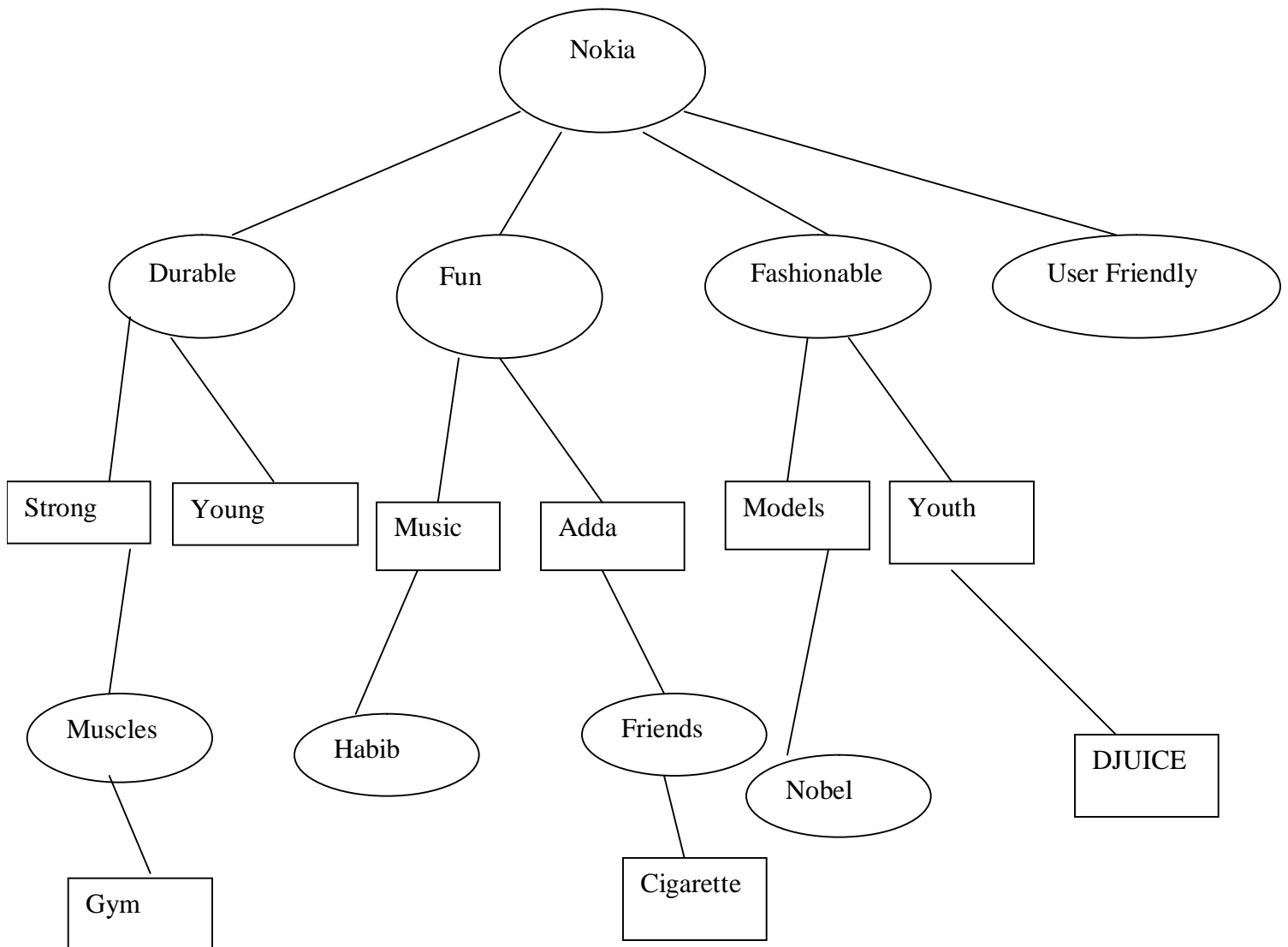
### w **Episodic Memory**

May be the first used phone of a person is Nokia & he can recall it.

### w **Schematic Memory**

Schema contains product characteristics usage situation, episodes & affective reaction. The source of schema is personal experience, but other aspects may be completely partially based on marketing activities.

Figure 6: Semantic memory “Nokia”



# CHANGING ATTITUDE - A DIFFICULT TASK

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## ATTITUDE OF THE PEOPLE SHOW TOWARDS MOBILE

Generally nokia is the highest selling brand in Bangladesh. When people think to purchase mobile phone set they first think about Nokia. Few people buy mobile phone set other than nokia. In our country most of the people have the perception that nokia is the best. In our survey we found that Nokia's durability is more than other mobile set available in the market. In the question of durability all the respondents rate Nokia as the highest durable set. User friendly is one other attribute for that nokia set a belief in their consumers mind. This is the second attribute that all consumers agree on it. In other question they have difference in thoughts. It is actually the result of the better feature, function and the tested reality of the product. This attitude is also formed for the group, family, culture and other attitude object.

## MEASUREMENT OF COGNITIVE COMPONENTS

The cognitive component consists of the belief that the people have towards different mobile phone sets. To measure the cognitive component towards Nokia we asked consumer to place their beliefs about nokia and their Ideal set in a semantic differential scale. To fully evaluate it we also asked them to place their belief about siemens mobile phone set. As siemens is one of their competitors we compare Nokia with Siemens. We then took the simple average of the respondent's beliefs towards the mobile sets of Nokia, Siemens and an Ideal mobile set on factor. The position of these averages on the scale, the weighted of each factor and the final results are given below for each type of mobile set.



## Nokia Vs Siemens

<b>Low Price</b>		S	I	N			<b>High Price</b>
<b>Traditional</b>		S	N	I			<b>Fashionable</b>
<b>Low Status</b>		S			N I		<b>High Status</b>
<b>Less Durable</b>		S			N I		<b>High Durable</b>

(Here, I= Ideal Set, N= Nokia, S= Siemens)

Giving a weight of 30% to price, 20% to fashion, 20% to status and 30% to durability we find,

Attitude towards nokia = 50

Attitude towards Siemens = 220

From this analysis we find that consumers belief towards Nokia is favorable than Siemens. In the price and fashion factor nokia and siemens are not very far, but the status and the durability made the difference more. Nokia is all most the kind of set that consumer wants. In pricing factor the average consumer think that nokia is a bit highly priced, and in the question of fashionable set consumer rate Nokia a little below the ideal one. In the question of status and durability most of the consumer places both Nokia and an ideal set in the same rank.

## MEASUREMENT OF AFFECTIVE COMPONENTS

Feelings or emotional reactions to an object represent the affective component of an attitude. As Nokia is a high awareness brand in our country, it is clearly viewed that Nokia has a strong position in its consumers mind. To measure the affective component, a likert scale was used. The scale along with the total results is shown below.

**Table 4: Measuring the Affective component.**

	Strongly agree	Agree	Neither agree nor Disagree	Disagree	Strongly Disagree
I like nokia	36	19	2	0	0
Nokia is over Priced	2	19	22	13	1
Nokia is a is also a symbol of fun	2	21	11	17	6
Nokia is User friendly	39	16	2	0	0
Nokia is non traditional & youthful	9	23	10	13	2

From this table it is clearly viewed that Nokia has a strong position its customers mind. Most of them like nokia. From our survey we found no disliking about Nokia. Many people think that nokia is over priced while the largest portion of the respondent think it is ok and some people disagree that Nokia is over priced.

We measure the affective component in other way. We give weight to the each question are as follows

I like nokia	30%
Nokia is over Priced	25%
Nokia is non traditional & youthful	10%
Nokia is User friendly	25%
Nokia is a is also a symbol of fun	10%

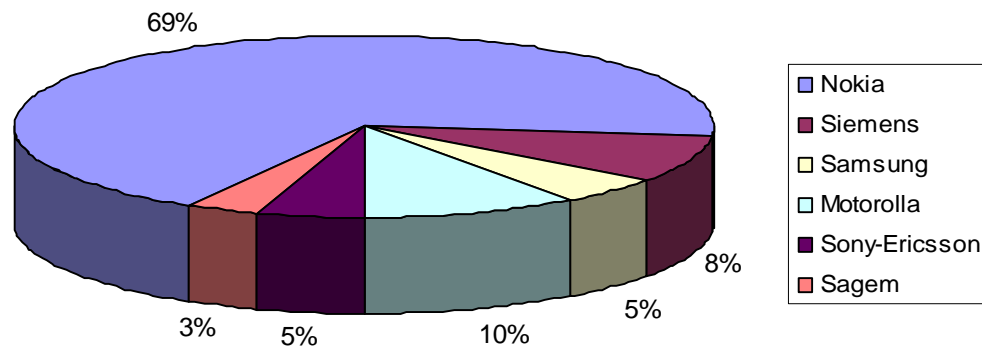
After that Nokia's affective score is 204

From this we also can understand that how well nokia affects their consumer's emotion and fallings.

## MEASUREMENT OF BEHAVIORAL COMPONENTS

The behavioral component of an attitude is one's tendency to respond in a certain manner. During this survey we tried to find out which mobile sets they are buying for use. For this purpose we set a question to find out the answer that is "Which do you have now?". We find a positive result for Nokia.

**Figure 5: usage of different mobile set**



From this graph we can see that 69% of the mobile phone users use Nokia. Motorola has the second position; it has grabbed only 10% percent of the mobile user and the rest 21% is other mobile phone user.

## ATTITUDE CHANGE STRATEGIES BY NOKIA

Now-a-days world's largest companies are frequently changing their customers' attitude towards their products. Nokia is using cognitive, affective and behavioral components to change the attitude of its target market.

## **Changing the cognitive component**

A common and effective approach to changing attitude is to focused on the cognitive components. For basic marketing strategies Nokia uses 2 cognitive components to change the cognitive attitude.

### **Add Belief**

At first mobile was only used as communication device. And Nokia is used for its high durability. But after introducing multimedia in mobile phone set they add the belief the Nokia is also a source of fun.

### **Shift Importance**

Nokia has also shifted the importance by introducing Torch light in Nokia 1100 model which is mostly used in village areas. And this has also shifted its importance from durability to different usage.

## **Changing the affective component**

### **Classical conditioning**

Nokia has paired the mobile with music “Nokia Tune” and it’s advertised product.

### **Affect towards the ad/websites**

Liking the advertisement generally increase the possibility to buy the product and Nokia use emotional appeal to change the attitude of its target customers.

# CHAPTER 7: NOKIA'S CONGRUENCE WITH THE PERSONALITY, EMOTION, LIFESTYLE & SELF-CONCEPT OF CONSUMERS

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Personality is an individual characteristics response tendency across similar situation. While motivations are energizing and directing force that makes consumer behavior purposeful and goal directed the personality of the consumers guides and directs the behavior chosen to accomplish goals in different situations.

Projection of personality

In survey there was a question on self concept. Here is our finding.

	1	2	3	4	5	6	7	
Rational				v				Emotional
Mature				v				Youthful
Organized			v					Unorganized
Formal			v					Informal
Traditional				v				Trendy
Colorless						v		Colorful

The finding says most of them are in neutral position. People are moderately organized and formal and people like colors.

Is Nokia projecting their personality.

Electing positive emotions

Matching self-concept

Fitting into lifestyle

Does Nokia fit into their lifestyle

# CHAPETR 8: MOTIVATING CONSUMERS: NOKIA & COMPETITORS

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## Market Scenario

Nokia is in Bangladesh since Telecommunication sector has been introduced in our country. Now it has the highest market share according to our survey but many other mobile phone companies are now in the market and they are doing well. Though the subscriber of different telecommunication company is increasing day by day and new telecommunication companies are introducing, Nokia has a chance to expand its position.

## Motives for buying Mobiles

The basic motive of having mobile phone is to use it as a communication device to be connected. As new features are adding in the mobile phone set so it is no longer only a communication device. Now it is a source of fun or enjoyment. So now a days people, mostly the young peoples manipulate a lot of feature in the mobile phone set, such as High Durability, Prestige, Better Sound quality, High Resolution Camera, High quality picture. Now a days mobile phone is one of the part of fashion, so they are also very conscious about the fashion of the mobile phone set.

## Nokia Strategy

At Nokia, customers remain the top priority. Customer focus and consumer understanding must always drive its day-to-day business behavior. Nokia's priority is to be the most preferred partner to operators, retailers and enterprises.

Nokia will continue to be a growth company and Nokia will expand to new markets and businesses. World leading productivity is critical for its future success. The brand goal is for Nokia to become the brand most loved by our customers.

In line with these priorities, Nokia's business portfolio strategy focuses on five areas, with each having long-term objectives:

- Create winning devices
- Embrace consumer Internet services
- Deliver enterprise solutions
- Build scale in networks
- Expand professional services

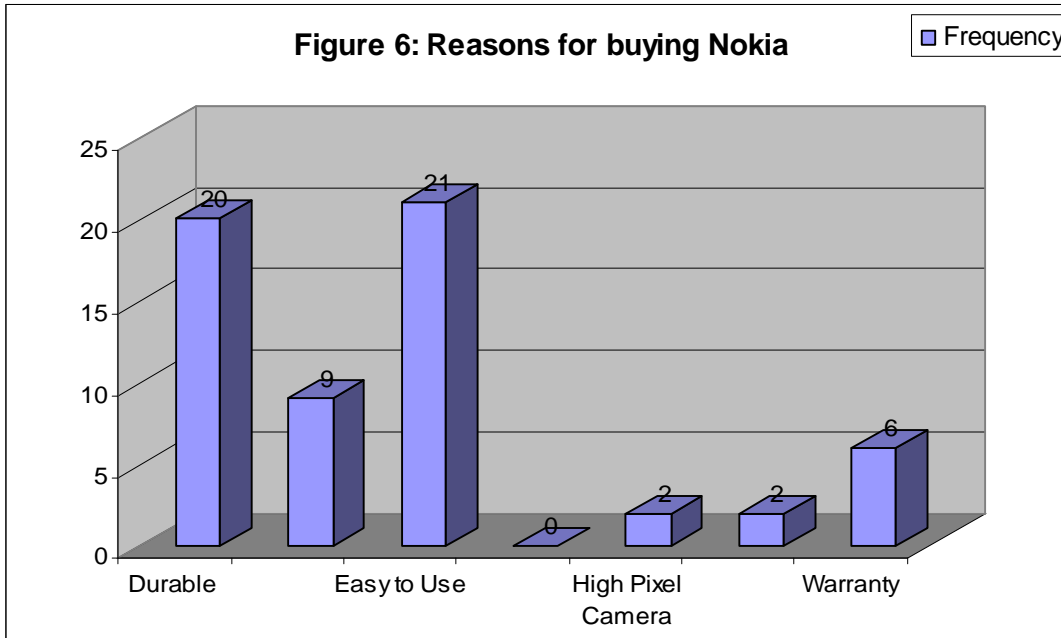
For the purpose to find why people use nokia or might use nokia we set a question in our survey, and the result is

There are 2 strategic assets that Nokia will invest in and prioritize:

- Brand and design
- Customer engagement and fulfillment

## Reasons for buying Nokia

Generally people buy Nokia for some specific cause. Among them the most responded options are: High Durability and easy to use





# CHAPTER 9: SHORTCOMINGS & SUGGESTED PROMOTIONAL STRATEGIES

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Though Nokia is a high awareness brand in Bangladesh, it has some shortcomings in their promotional strategies.

## SHORTCOMINGS

### **Billboard**

There are very few billboards of Nokia in different places. And the size of that billboard is not too big, and for this reason in most cases it cannot give random exposure to the people. Moreover in some cases their billboards are out of the sight.

### **Paper Advertisement**

They don't use a too color and movements in their print ads. Other important thing is that they don't use to put ads in front & back page.

### **Servicing Booth**

Nokia is widely used mobile set in Bangladesh. It has one service centre in Gulshan 1, Dhaka. For having one service centre it sometimes becomes difficult for the customers to avail of the service opportunity.

## **SUGGESTED STRATEGIES**

### **Billboard**

Nokia should increase the size of it's billboard as well as numbers. It should have the billboards in such as area so that it can have random exposure.

### **Paper Advertisement**

Nokia should do more advertisement on first or last page rather than other pages. The other thing that it can do is, it can color the ads among black & white advertises and black & white advertise among colorful advertises given in the newspaper. They can use an image which shows movement. They can also take initiative to isolate their ads using increasing or decreasing contrast.

### **TV ads**

Nokia can give frequent advertises for TV on or before News, Hindi serial, Bangla drama as we found the most rated favorite TV programs.

### **Service Centre**

As Nokia has a good no. of user so they should have different service canters in different parts of the country. That will ensure more easy & reliable service.

### **Reinforcement**

Nokia generally don't have any pay-off, even in any special days (like: Eid, victory day, new year etc.). So if they take this strategy that will increase their sales.

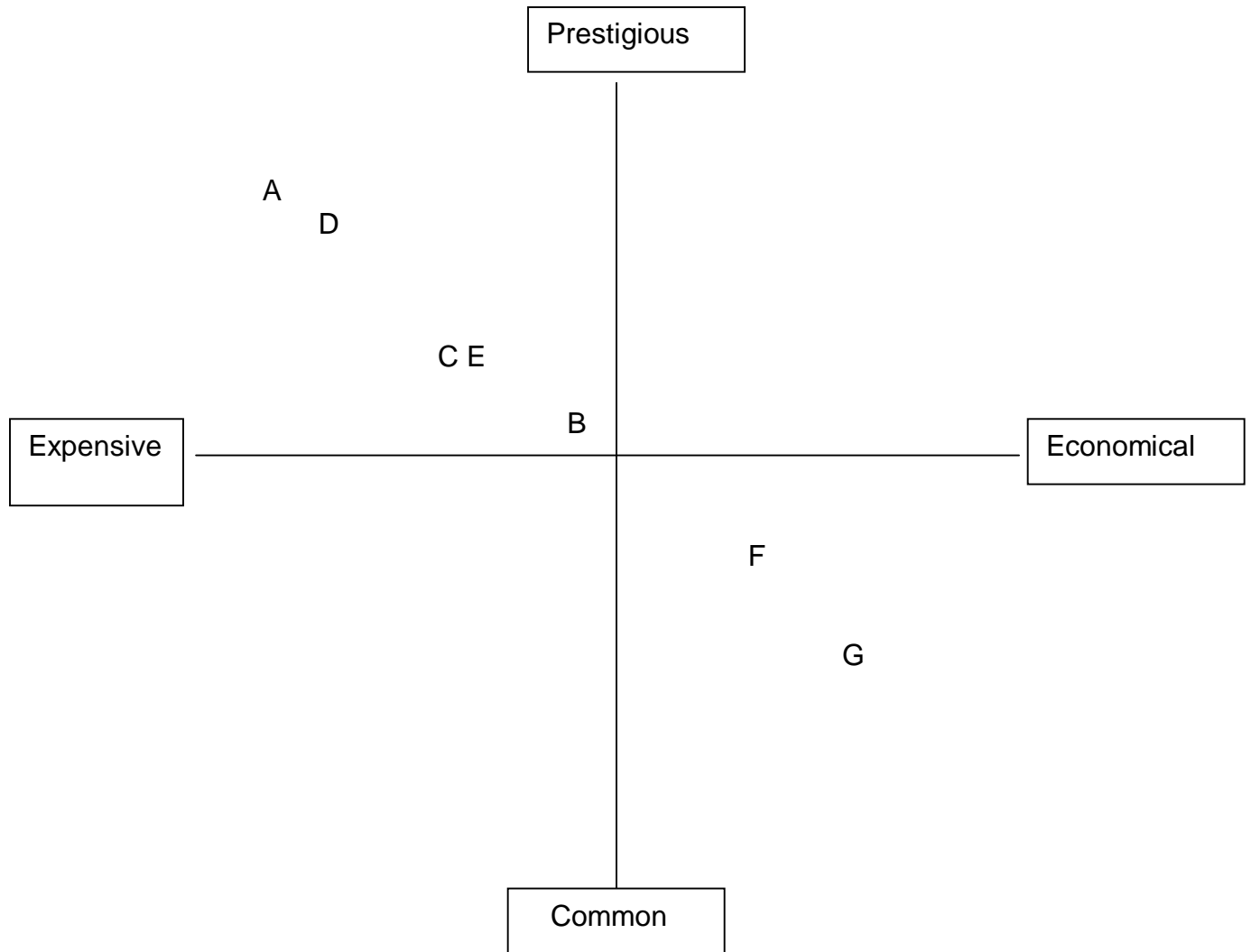
### **Sponsor Ship**

Nokia can sponsor on sports like Cricket as most people in our country rated it no#1 where among other 2 were chase & pool.

## Pricing

We found that most of the respondents believe that Nokia is a bit expensive which is unexpected. We found it from the rating of their ideal one. So from the above findings it can be said if Nokia change its pricing strategy and set the price level a bit lower it will be good for its sales.

## Perpetual Map



### Legend

A: Nokia, B: Siemens, C: Motorola D: Samsung, E: Sony Ericsson, F: LG, G: Sagem

## CHAPTER 10 : CONCLUSION

Nokia is a large company in the world which is working in Bangladesh since 1992 officially after introducing the telecommunication sector here. It has a high brand image. If the company follow the suggested strategies it can grow more.

## Bibliography

- Consumer Behavior : Building marketing Strategy by Del I Hawkins, Rojer J. & Best, Kenneth A. Coney

# Appendix I

## Sample Survey Sheet

A survey on  
How consumer behaves towards Nokia mobile phone

Name: .....

Occupation.....

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01. Your age?

- w 15 - 20
- w 21 - 25
- w 26 - 35
- w 35 - 45
- w 45 +

02. Your sex? [ ] M [ ] F

03. What do you want to be in future?

.....

04. How many times do you attend a social gathering?

- w Once a week
- w Once a month
- w Twice a month
- w More than 4 a month
- w Less than once a month

05. What is the average monthly income of your family?

- w Less than 10,000
- w 10,000 - 20,000
- w 20,000 - 30,000
- w 30,000 - 40,000
- w 40,000 +

06. What is the average monthly personal expenditure?

- w Less than 5,000
- w 05,000 - 10,000
- w 10,000 - 20,000
- w 20,000 - 30,000
- w 30,000 - 40,000
- w 40,000 +

07. What do you do during leisure?

- w Computer game

- w Reading books
- w Watching TV or movies
- w Playing outdoor games
- w Go to parties or concerts
- w Gossiping
- w Traveling
- w Others (Please specify) \_\_\_\_\_

08. Rank three sports according to your preference (Example: Cricket=C, Football=F, Pool=P, Tennis=T, Badminton=B)

- w \_\_\_\_\_
- w \_\_\_\_\_
- w \_\_\_\_\_

09. Name three of your favorite TV programs

- w \_\_\_\_\_
- w \_\_\_\_\_
- w \_\_\_\_\_

10. Complete the tag line/slogan of NOKIA. :: \_\_\_\_\_

11. What comes first after hearing the word Nokia?

- w Durable
- w Stylish
- w Fashionable
- w Expensive
- w High quality Picture
- w High Pixel camera
- w High quality sound

12. Why you or might use Nokia?

- w Durable
- w Fashionable
- w Easy to use
- w High quality Picture
- w High pixel camera
- w High quality sound
- w Warranty



13. Place **your belief of the different attributes** of Nokia, Siemens & an ideal one in the 7 spaces below. Write "N" for Nokia, "S" for Siemens and "I" for an ideal mobile set.

Low Price								High Price
Traditional								Fashionable
Low Status								High Status
Less Durable								More Durable

14. Place the mentioned mobile phone set **according to your belief** in the 7 places below. A place can be occupied by more than one set. A) Nokia. B) Siemens C) Motorola. D) Samsung. E) Sony Ericsson. F) LG. G) Sagem. (Just write the relevant (A, B, C) in the blank space.)

Prestigious								Common
Expensive								Economical
Stylish								Traditional

15. Place **your level of agreement** with the statements below by placing a tick mark.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I like Nokia					
Nokia is overpriced					
Nokia is also a symbol of fun					
Nokia is user friendly					
Nokia is non-traditional and youthful					

16. What will be **your suggestion for purchasing a mobile set?** -----

17. Which mobile set do **you have now?** -----

18. Which one will you purchase **next in the next time?** -----

19. How do **you describe yourself?** Place with a tick mark, where you stand in the spaces below

Rational								Emotional
Youthful								Mature
Organized								Unorganized
Formal								Informal
Traditional								Trendy
Colorless								Colorful

**Thank you for your response.**