



# Journal of Internet Banking and Commerce

*An open access Internet journal (<http://www.icommercecentral.com>)*

*Journal of Internet Banking and Commerce, November 2016, vol. 21, no. S5*

***Special Issue: E-commerce trends and future of E-commerce***  
***Edited By: Murat Gülmez***

## **A COMPARATIVE ANALYSIS OF CONSUMER BEHAVIOR OF NOKIA AND SAMSUNG MOBILE USERS**

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### **Abstract**

During the present age of cut throat competition.... no business firm can be successful in achieving its object if it fails to face the competition successfully. Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The consumer behavior is appraised through competition pressure in the recent business scenario. The consumer satisfaction index is calculated for measuring the satisfaction in respect of customers' analysis and competitive pressure. There is change in consumer behavior due to liberalization, privatization and globalization. We have focused upon only two companies which are Nokia and Samsung and it has been observed that the sale of Nokia mobile is going down. So the firm should act as per consumers taste and preferences because this is a global world of dynamic consumers, the world of rapidly growing technology.

Keywords: **Consumer Behavior, Business Scenario, Globalization, Design**

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## **INTRODUCTION**

Consumer Behaviour study depends on customer purchasing design, where the shopper assumes two unmistakable parts of purchaser and client. Research has demonstrated that buyer conduct is hard to foresee, notwithstanding for specialists in this field [1]. Customer conduct, likewise called as buyer brain research, is a branch of connected brain research, promoting and authoritative conduct. It looks at client's basic leadership procedure and routes in which they accumulate and break down data from the earth. Buyer conduct is a multidisciplinary field which is vital to modern brain research and parts of family unit economy concentrated on in microeconomics [2].

Buyer conduct additionally implies the activities appeared by buyers while settling on choice to choose family unit and purchaser things.

Consumer loyalty, a term every now and again utilized as a part of promoting, is a measure of how items and administrations supplied by an organization meet or surpass client desire [3]. Consumer loyalty is characterized as "the quantity of clients, or rate of aggregate clients, whose reported involvement with a firm, its items, or its administrations (evaluations) surpasses indicated fulfillment objectives." Therefore, it is crucial for organizations to successfully oversee consumer loyalty. To be capable do this, organizations need solid and delegate measures of fulfillment.

The mobile phone industry has advanced extraordinarily in the previous 10 years. 10 years prior just the rich could manage the cost of phones, and they looked like boxes more than something that could fit in your pocket [4]. "Today, a larger number of individuals have mobile phones than altered phone lines, both in the United States and globally. There are more than one billion mobile phone clients around the world." Cell telephones have now turned into a piece of ordinary life. Without phones we would be lost in our cutting edge world.

## **RESEARCH METHODOLOGY**

The goal of this examination paper is to concentrate on the money related scene of versatile organizations and late changes experienced in its scene. This examination is illustrative and diagnostic in nature. Optional and Electronic assets have been to a great extent used to assemble data about the theme. Books and other reference have been essentially useful in giving this paper a firm structure. Sites, lexicons and articles have likewise been alluded [5].

### **Kind of Research Design Utilized as a Part of the Paper: Descriptive Exploration**

Enlightening examination incorporates Surveys and certainty discovering enquiries of various types. The fundamental normal for this technique is that the specialist has no power over the variables; he can just report what has happened or what is going on.

To comprehend the idea of client conduct of portable clients.

### **Objectives**

- To talk about the relationship of consumer loyalty with the offer of portable.
- To discuss the relationship of customer satisfaction with the sale of mobile.
- To analyze the elements of Samsung and Nokia mobiles.
- To assess the purposes behind decrease in the offer of Nokia portable.

### **Scope of the Study**

- The extent of our study points of confinement to the examination of conduct and impression of Nokia and Samsung buyers.
- Recent innovation to be embraced by versatile organizations to increase upper hands.

### **LIMITATIONS OF THE RESEARCH**

- We depended on auxiliary information data for our study and have expected that our data taking into account optional information is right.
- We have by and large centered around just two versatile organizations Samsung and Nokia.

### **FOUNDATION OF SAMSUNG COMPANY**

The historical backdrop of Samsung and cellular telephones extends back to more than 10 years. In 1993 Samsung built up the lightest cell telephone of its time the SCH 800 and it was accessible on CDMA systems. At that point they created advanced mobile phone and a telephone joined mp3 player towards the end of the twentieth century. To this date Samsung are committed to the 3g business. Making video, camera telephones at a rate to stay aware of customer interest. Samsung has made unfaltering development in the portable business and are right now second yet contender Nokia is ahead with more than 100%increase in shares [6] (Table 1).

### **Showcasing Strategy of Samsung**

- Aggressively peddling flips finish and clamshells with polyphonic ring tones and shading screen.
- Nationwide merchant and retail nearness in the buyer sturdy business sector.

- Samsung has been connected with the Lakme India design week for its cellular telephones the organization utilized the LIFW 2005 as a stage to dispatch D-500, world's best cell telephone in the Indian business sector.
- Set up a hand set assembling office in India

**Table 1:** Showcasing Strategy of Samsung.

Products	Samsung's global m/s	Competitors	Market Share	Year	Source
Mobile phones	51%	Nokia	17.8%	2015	35

## FOUNDATION OF NOKIA ORGANIZATION

Nokia's history begins in 1865, Due to the European industrialization and the developing utilization of paper and cardboard Nokia soon got to be effective. Nokia's Cable Work's Electronics division began to direct research into semiconductor innovation in the 1960's. This was the start of Nokia's adventure into media communications.

Nokia today is a world pioneer in versatile correspondences, driving the development and maintainability of the more extensive portability industry. Nokia associates individuals to each other and the data that matters to them with simple to-use and imaginative items like cell telephones, gadgets and answers for imaging, recreations, media and organizations. Nokia gives gear, arrangements and administrations for system administrators and partnerships [7]. The organization incorporates four business bunches; Mobile Phones; Multimedia; Networks and Enterprise Solutions. In this task I will concentrate just on the cellular Phone business of Nokia in India.

### Promoting Strategy of Nokia

- Complete a reasonable basis for the improvement of a cognizant showcasing blend for Nokia correspondences.
- Develop an unmistakable comprehension of advertising methodology for Nokia with a reasonable comprehension of promoting standards.
- Produce a full, very much adjusted advertising methodology that reflects proper utilization of promoting models and apparatuses (Figure 1).

## ANALYSIS OF PERFORMANCE OF NOKIA AND SAMSUNG

From 1999-2007: Nokia was at the top regarding mobile sales (Table 2).

From the Table 2 it is clear that Nokia is ruling in the market.

In the year 2012-2015 there was decline in sales performance of Nokia (Table 3).

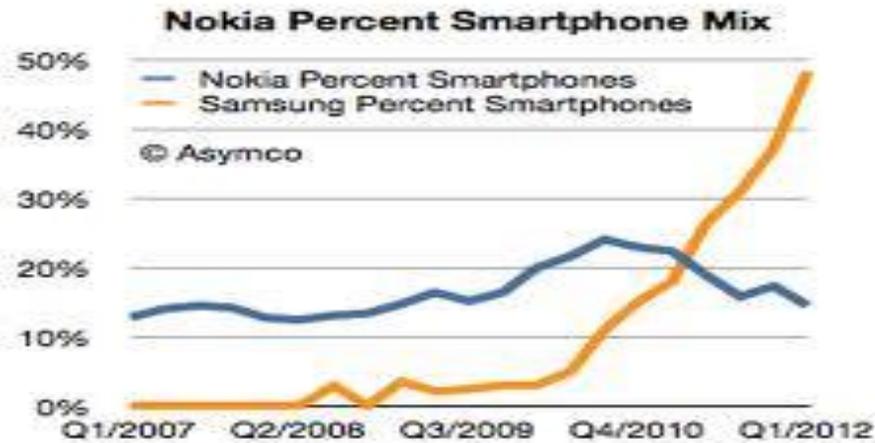
**Table 2:** Mobile sale percentage of both Nokia and Samsung

Sale of mobile	% Nokia	% Samsung	% Others
In the year 2000	35%	15%	50%
In the year 2006	42%	18%	40%

**Table 3:** Showing that there was decline in sales performance of Nokia in the year 2012-2015.

Sale of mobile	%Nokia	% Samsung	% Others
In the year 2012-15	<b>21%</b>	<b>37%</b>	<b>42%</b>

**Figure 1:** Showing that Samsung rules the Indian markets. Source: [www.samsung.in](http://www.samsung.in).



### Explanation behind Rise in Sale of Samsung Mobiles

The business sector ought to perceive what the client needs, it ought to embrace the late innovation to increase aggressive edge [8]. Samsung did likewise and presented android application, it fulfills its clients by bringing creative innovation and is currently managing the business sector, by surpassing Nokia [9].

### Reason behind Fall in Sale of Nokia Mobile

Nokia was not able match the innovation that was pulling in clients not at all like Samsung mobiles. It was not able adapt to the dynamic environment and it with the present taste

and inclinations of buyers accordingly Nokia has some place lost its character in business sector and is no more the pioneer, assumed control by Microsoft. We presume that in the present world fulfilling the clients is the main weapon to exist in the business sector, so the organizations must seek after a lot of customer research and manage in the business sector effectively over the long haul.

## **RECOMMENDATION**

Late innovation ought to be followed in the dynamic world by the portable organizations to stay in the worldwide business sector. Consumer fulfillment ought to be dismantled in thought from benefit gaining. We have taken in thought just two organizations. We will recommend up and coming scientist to look into upon the changed measurements of consumer loyalty and consider other portable assembling organizations for comprehension the idea of customer conduct in the business sector.

## **CONCLUSION**

In the present world fulfilling the clients is the main weapon to exist in the business sector. So our exploration work spins in the range that opposition ought to accord to the present taste of buyers.

Nokia and Samsung fragment the business sector on a comparative premise. Be that as it may, they have diverse elucidations Nokia has immersed the urban business sector including the B and C class urban areas and is presently focusing on possibly undiscovered markets. Samsung then again as centered its energies on the B and C class urban areas since which it had not wandered into in this way.

The unmistakable brands in the Indian phone industry are Nokia, Sony Ericsson, Motorola, and Samsung. Nokia has the single biggest piece of the pie in India of 60%. We have broken down that Nokia is superior to anything Samsung. Yet, after the presentation of android mobiles by Samsung. Samsung turns into the decision organization and is superior to anything Nokia. In connection to rivalry weight and consumer loyalty.

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