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## **Customer's Preferences about Mobile Phones: Nokia, Samsung, and Ericsson**

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### Background of the Topic and Statement of Problem

This chapter includes introduction, statement of problem, and significance of study, scope, delimitation and definitions.

## **Introduction**

Due to the increasing demand of mobile phones among customers, there are over 5.5 million mobile phone users in Pakistan. For this reason competition among mobile phones industry is increasing and they are producing platform, derivative, up gradated and radically new products.

Nokia has produced and introduced platform of products in series such as Nokia 3310, 3100, 6610, 6610 I etc. For this Nokia also introduced up gradation in products by introducing additional features in their products, which are according to market orientation. In the mean while other cell companies like Sony Ericsson and Samsung come up with the entirely new product or derivative products to compete in the market with their competitors and to fulfill their marketing concept.

The following companies have been selected in the research topic. The introduction of Nokia, Samsung and Sony Ericsson are given below:

## **Nokia**

Nokia is world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects customers to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.

Nokia came in Pakistan in 1994. Today, Nokia is a world leader in digital technologies, including mobile phones, telecommunications networks, wireless data solutions and multimedia terminals

## **Samsung**

Samsung came in Pakistan in 1996. It is only as good as its resources and community, and SAMSUNG takes active strides to achieve the betterment of society on a global scale. In the pursuit of global excellence, SAMSUNG is continuously looking for dynamic new leaders for digital age of the 21 Century. Samsung mobile are also between the two leading companies that are Nokia and Sony Ericsson. Therefore it is also progressing well in the eyes and minds of customers. But it's difficult to identify customers' satisfaction level about Samsung. This study will find out customers perception and satisfaction level about Samsung beside the other companies.

## **Sony Ericsson**

Sony Ericsson Mobile Communications established in October 2001 in Pakistan by telecommunications leader Ericsson and consumer electronics power house Sony Corporation. The company is owned equally by Ericsson and Sony and announced its first joint products in March 2002. Sony Ericsson introduced in the market with attractive outlook and unique features which attract customers. Sony Ericsson is very demanding these days because of attractive price with reputable company. Customers' perception about Sony Ericsson is high which is shown in the market and also advertisement attracts its customers towards their product. But after a thorough analysis their perception will be clear that whether customers are satisfied with their features in the product or not.

## **Statement of Problem**

The problems of this research study is to sort out customer's preferences about mobile phones: Nokia, Samsung and Sony Ericsson.

- To find out Satisfaction & dissatisfaction level of customers
- To find out features of mobile phones which attract more towards customers
- To find out price importance toward customers.
- To find out the market position of Nokia, Samsung and Sony Ericsson: which company is in the top position.

Other things will also be identified while studying the customer's preferences about Nokia, Samsung and Sony Ericsson.

## **Significance of Study**

The significance of this study is to identify customer's Preferences about Nokia, Samsung and Sony Ericsson. Nokia has claimed their position as best among customers and vice versa. After the thorough research study this perception about Nokia will be clear that their assessment about their company is right or not.

This study will also help customers to easily identify, which company is in the top position and which is lacking behind and due to this they will prefer to buy the product with reasonable price and better quality service of reputable company.

## **Scope**

The scope of the study is based on the current scenario, which is prevailing in the country. It is only limited for the Karachi city because every city's customers preferences may be different according to the culture. The time period of this research study is approximately 1 year.

## **Delimitations**

Delimitation is based on certain assumptions, which has to be calculated about mobile phones, which may change in future. These changes may have positive or negative effect.

In this research study, customer's preferences about mobile phones is identifying but when technology becomes changed and new additional features will come in mobile phone then customers preference about their existing mobile phone will also change which will change their demand.

In a nutshell; Market is going too fast and customer's preferences keeps changing therefore sales of company may increase or decrease due to slight change in the feature of a mobile. For these customers perception also becomes change if new company comes with unique features.

## **Definition of Terms**

### **Product platforms**

It is a new family of products based on a new, common platform. The new product family would address family markets and product categories like series of products.

### **Derivative products**

It is the same platform where product already exist in an existing product platform to better address family markets with one or more new addition in a product such as camera in mobile phone with self timer that automatically take your picture.

### **Marketing concept**

It advocates starting with customer needs/wants, deciding which needs to meet, and involving the entire organization in the process of satisfying customers.

### **Market Orientation**

It understands customer preferences and requirements and effectively deploys the skills and resources of the entire organization to satisfy customers.

## Research Method and Procedure

This chapter includes research design and methods, respondents of the study, Research instrument, sources of data and treatment of the data.



## **Research Design & Methods**

Research design will depend on the customer's preferences about mobile phones. This design will also study the customers' satisfaction and dissatisfaction level regarding mobile phones.

This study find out through collection of sample data from customers through primary and secondary source and interpret the result to reach at conclusion Research method includes research design issues, respondents of the study, research instruments (sample variables and measures used), sources of data (data collection methods) and the data analysis technique.

## **Respondents of the study**

The following respondents of the study are distributors of the Nokia, Samsung and Sony Ericsson as:

1. Mr. Jaffer, Marketing manager of United Mobile.
2. Mr. Asif salesman of Mobile Zone.
3. Mr. Tanveer Salim, Counter In charge of Emirates Telecom
4. Mr. Shahzad Sheikh, Sales and Customer service of Advance Telecom.
5. Customers of Nokia, Samsung and Sony Ericsson.

## **Research Instrument**

Research will be conducted through personal interaction with distributors and get the information regarding research topic to identify their viewpoints about products.

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Researches instruments are used in this research study are questionnaire, Company Brochures, Company's websites, Internet, magazines, newspapers etc. and survey forms will also to be filled and collected with the help of sampling unit of general public regarding their preferences about mobile phones (Nokia, Samsung and Sony Ericsson).

## **Sources of data**

Research has to be conducted through different sources:

- ❖ Primary data source
- ❖ Secondary data source

### **Primary data**

Primary data means collection of data through distributors, sampling unit of 105 customers and structured questionnaire.

### **Secondary data**

Secondary data means data collection through Internet, magazines, newspapers, and company's websites and brochures about company's position in the market and also about their products.

## **Treatment of the data**

Primary data will be analyzed through qualitative and quantitative term, analyze customers preferences about mobile phones through questionnaire and personal discussion. It also analyze through personal interaction, structured questionnaire from distributors about their product.

Secondary data will be analyzed and interpreted through websites according to requirement of the research study. Statistical tools may be used for analyze the data. After collecting the data, interpret it as per requirement of study. The research technique tools have to be used as per requirement of research study.

## Review of related Literature and Studies

This chapter includes local literature, foreign literature, and gaps to be bridged by this study and areas for further studies.

### Local Literature

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

1. The article of "United Mobile"(1) plays an important role in customer's satisfaction. When the demand of customers' change and customers prefer products with additional features then the United Mobile offers new products with unique and distinctive features. This article shows that customers' preferences change very rapidly due to advanced technology and they want a product, which satisfy their need and want. This literature is very relevant to the research study because it shows the changes in customers preferences that how rapidly customers preferences become change and customers move fastly toward customer care centers which offer them after sales service and online marketing. This also shows the current position of Nokia and Sony Ericsson among customers that how frequently customers switch more towards Sony Ericsson and Nokia.
2. The article of "Mobile Zone"(2) shows the Sony Ericsson performance, how well it performed and gets rewarded. The relevance of this literature in the research study is that Sony Ericsson plays an important role in customers' satisfaction and makes the product according to customers' preferences that what customers want. In the meanwhile they introduce their product in the exhibition and also get informed to the dealers for advanced technology that customers become satisfy in identification of features of mobile phone. They move towards customers preferences like now a days customers want camera in their mobile phone and for this Sony Ericsson produced sets with camera to fulfill the demands of customers.

## **Foreign Literature**

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

1. The article of "Nokia"(3) shows the relevance of Bluetooth technology is how much more famous among customers, they are moving towards Bluetooth technology. Not only Sony Ericsson introduced the Bluetooth technology but now Nokia also started their business in this Bluetooth technology. The relevance of this literature is that customers preferences become changed previously and they preferred only the camera, colored display but now beside this customers also prefer GPRS and Bluetooth technology and with these technologies customers become satisfied.
2. The article of "Samsung"(4) shows that they introduce new mobile phones with different features but relevant price level. For their research they also find out that customers are much toward features but also they gave importance to prices. Samsung consider this thing and introduce those products which has features but with relevant price. The relevance of this literature in the research is that customers' preferences are not only features but also the prices of mobile phone.

**Areas for further studies**

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

The research outcome is to identify the customers preferences about Nokia, Samsung and Sony Ericsson. But this further research study may identify the age group of customers who are using mobile phones that in which age level, customers prefer more mobile phones. It may identify the education level of customers who are using mobile phones and in which education level customers prefer more features and also for particular features like GPRS/ MMS, colored display and Blue tooth technology etc. It may identify, which gender is more using mobile phones whether male or female and also what are the reasons for their preference. It may also identify the social class of customers who are more using mobile phone, Upper class of customers more towards using mobile phones or other classes of customers. These areas can identify for further study in the research topic.

## Presentation Analysis

This chapter includes introduction and responses of distributors (United Mobile, Mobile Zone, Emirates Telecom and Advance Telecom) and also customer's preferences about Nokia, Samsung and Sony Ericsson.



## **Interviews**

For research study, interview was conducted with mobile phone distributors to access the market position of Nokia, Samsung and Sony Ericsson and also their popularity and preferences of features in the mobile set among customers.

The information has been collected from the following mobile phone distributors.

### **United Mobile**

United Mobile, the leading mobile phone distributor in Pakistan, was incorporated in August 2001. The company partnered with the leading international Mobile phone brands like Nokia, Sony Ericsson, Motorola and other prominent brands, to offer quality products to its customers. According to their view point Nokia leading the market share and then Samsung and after it Sony Ericsson. United Mobile says that features are more important toward customers rather than price. Every product of Nokia, Samsung and Sony Ericsson has separate distinctive features such as Blue tooth, GPRS, MMS etc, which make their customers unique among others.

### **Mobile Zone**

Mobile Zone was incorporated in 2002 in Pakistan. According to mobile zone point of view Sony Ericsson is in the top position, then Nokia and Samsung. Customers are more towards features of mobile phones. In Nokia customers prefer 6600 because in this QURAN SHAREEF can be download, 3100, which is lightweight, small set with GPRS. In Samsung customers prefer D500 because of 1.3 Mega bites, Blue tooth technology. In Sony Ericsson K500i, K700, T29Di are more demanding among customers.

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

The products of Nokia, Samsung and Sony Ericsson with price list is given below:

Nokia

<u>Model No</u>	<u>Price</u>
1100	Rs. 3850
2300	4750
2600	5700
2650	6900
6100	8600
6610 I	9500
3220	11400
3230	23300
6670	19800
7260	15100
6822	22000
6230	18000
6600	16200
61700	15300
7270	23000
9300	33500
9500	36500
N-GAGE	12200
66300	2700
6020	11500
3100	6900

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Samsung

<u>Model No</u>	<u>Price</u>
X 100	Rs. 6400
X 120	8500
C 200	6400
E 330	1320
E 630	15100
E 800	17000
N620	5600
N 700	4600
X 600	8800
D 500	23500
X 430	8000

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Sony Ericsson

<u>Model No</u>	<u>Price</u>
T100	Rs. 3200
T230	4400
T290	4450
T610	9500
T630	9800
K500 I	10,000
K508 I	10400
J200	5700
K300 I	8599
K700 I	14500
P910 I	35500
P900	34500
S700 I	27500

### Emirates Telecom

Emirates Telecom provides guarantee to the satisfaction of customers for Nokia, Samsung and Sony Ericsson and other mobile phones. According to their point of view, they are selling more Nokia mobiles, then Sony Ericsson and after it Samsung. Because Nokia sales are approximately Rs. 400,000 daily, Sony Ericsson sales are Rs. 300,000 daily and Samsung sales are Rs. 200,000 daily. In their outlet: Nokia 7610 is more demanding among customers because of MP3, GPRS etc. In Sony Ericsson: P910i is more demanding because of video option, infrared etc and in Samsung D500 because of Blue tooth technology. Emirates point of view, among customers, features are more important like Blue tooth, MP3, Infrared etc.

### Advance Telecom

Advance Telecom is also provides guarantee for the satisfaction of customers available with them for all mobile phones but it a distributor, who further provide their products to their dealers or retailers. In their outlet Sony Ericsson lead the market, then Nokia and in the end Samsung. In Nokia, 3300 is more demanding because of camera and in Sony Ericsson, K500 because of camera and video recording. In Samsung, C100 is more selling because of cheap price that is for Rs. 5000. According to their view point customers are more towards features with cheap price.

## **Customers Response:**

Information was collected outside of distributor outlets from customers that which mobile phone they are purchasing at the spot (Nokia, Samsung and Sony Ericsson). For this get to know their preferences about Nokia, Samsung and Sony Ericsson because distributors viewpoint didn't give the clear idea regarding mobile phones preferences among customers.

The data, which was collected from customers outside distributor outlets regarding their preferences with date, time and mobile phone, which more customers preferred, that is given below:

	<b>Date</b>	<b>Time</b>	<b>Majority of the mobile phones purchased</b>
<b>United Mobile</b>	21 <sup>st</sup> June 2005	3.00-4:00	Nokia
<b>Mobile Zone</b>	21 <sup>st</sup> June 2005	4:05-5:05	Nokia
<b>Emirates Telecom</b>	22 <sup>nd</sup> June 2005	5:15-6:15	Nokia
<b>Advance Telecom</b>	22 <sup>nd</sup> June 2005	6:20-7:20	Nokia

## Customers' preferences about Mobile Phones

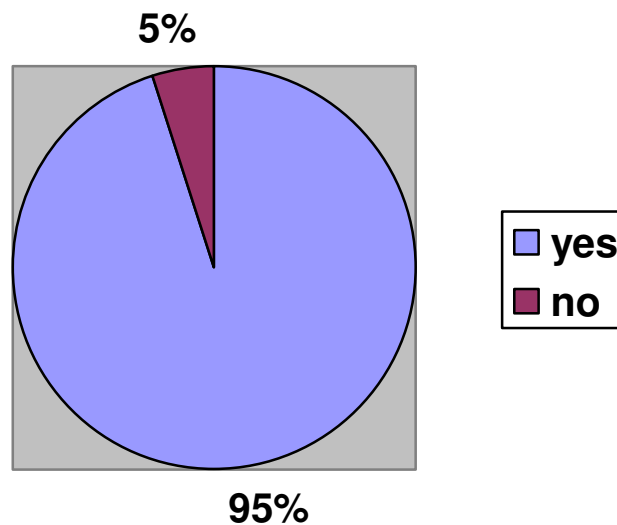
A questionnaire was prepared to find out customers preferences about Nokia, Samsung and Sony Ericsson. The details of study, data collection and customers responses are given below:

Do you have a mobile phone?

Table 1      Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	100	95%
No	5	5%
<b>Total</b>	<b>105</b>	<b>100%</b>

Figure 1      Respondent Figure



From sample of 105 respondents, 100 customers responded that they have mobile phone but 5 customers said that they don't have any mobile phone.

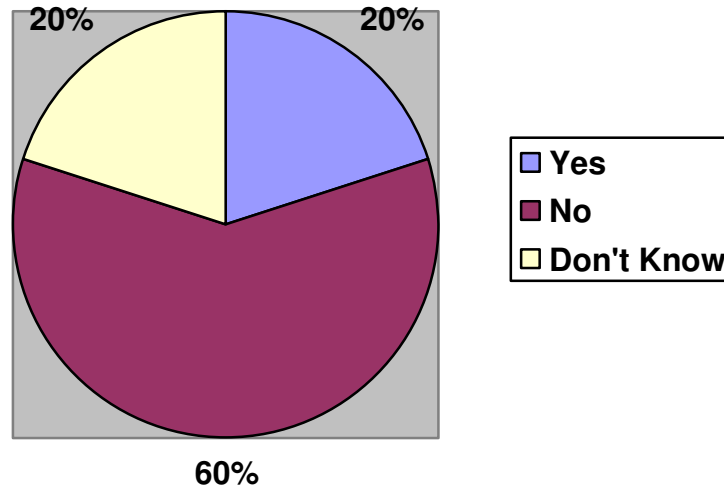
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

If No, then are you interested in buying mobile phone?

Table 2      Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	1	20%
No	3	60%
Don't know	1	20%
<b>Total</b>	<b>5</b>	<b>100 %</b>

Figure 2      Respondent Figure



Out of five customers who don't have mobile phone, one said that he is interested in buying mobile phone, 3 of them said that they are not interested in having any mobile phone and one of them don't know about it that whether he is interested or not.



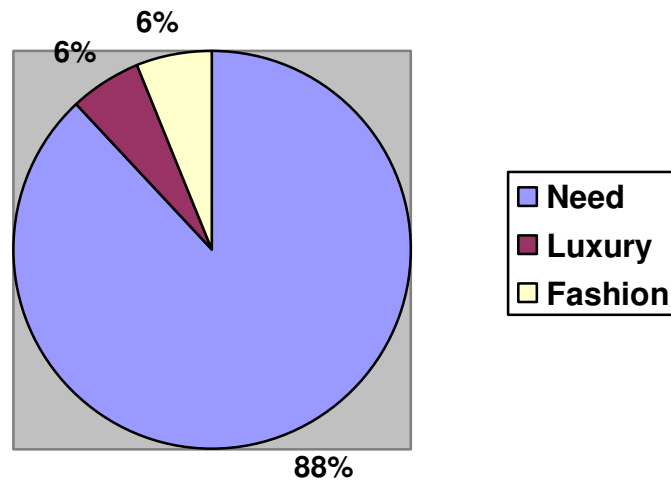
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

What is your thinking about mobile phone?

Table 3     Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Need	88	88%
Luxury	6	6%
Fashion	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

Figure 3     Respondent Figure



Out of 100 customers 88 thinking about mobile phone is that they consider the mobile as a need, but 12 of them consider as a luxury and fashion.

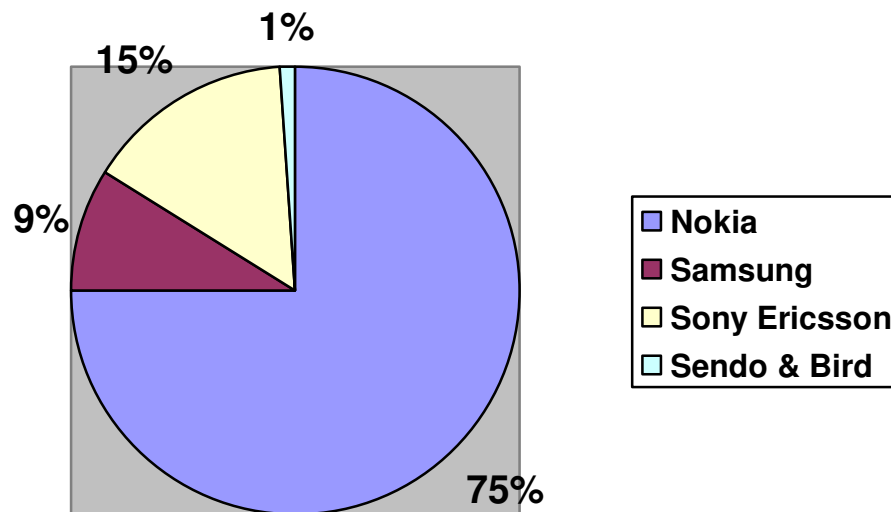
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which company do you prefer most in mobile phone?

Table 4 Respondent Table

<b>Company's</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Nokia	75	75%
Samsung	9	9%
Sony Ericsson	15	15%
Sendo and Bird	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

Figure 4 Respondent Figure



Customers mostly prefer Nokia, like from 100 samples; 75 customers prefer Nokia, 9 prefer Samsung and 15 prefer Sony Ericsson. Only 1 customer prefers Sendo and Bird mobile because of its color display however he is unsatisfied with his mobile phone performance and after sales service.

## Nokia

The study shows out of 105 customers, 75 responses towards Nokia, 15 Sony Ericsson and 9 Samsung. 75 customers of Nokia preference and their responses are given below:

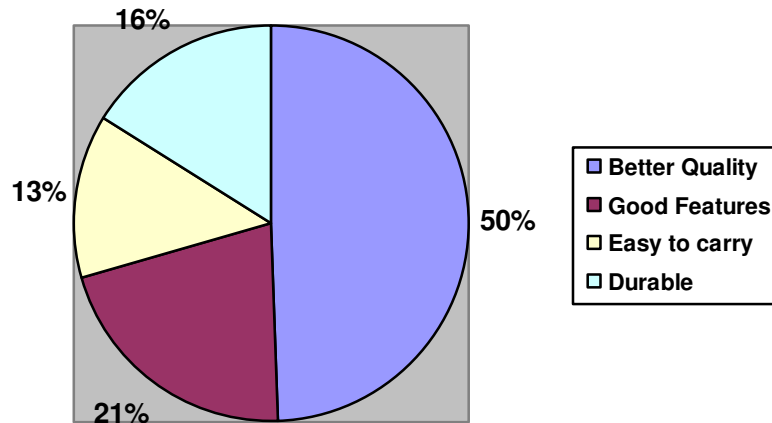


What are the reasons customers prefer Nokia?

Table 5      Respondent Table

<b>Preferences</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Better Quality	37	50%
Good Features	16	21%
Easy to carry	10	13%
Durable	12	16%
<b>Total</b>	<b>75</b>	<b>100 %</b>

Figure 5      Respondent Figure



From 75 customers of Nokia, 37 customers prefer Nokia due to its better quality, 16 prefer because of its features and 10 prefer due to easy to carry and 12 prefer due to durability. This shows Nokia customers prefer most the better quality in their mobiles.

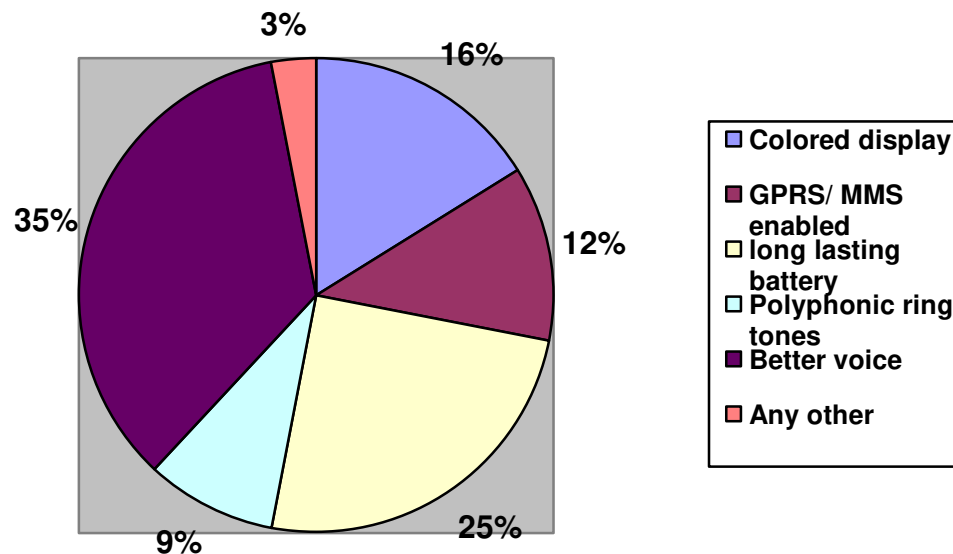
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

What features are important for you?

Table 6      Respondent Table

Features	Respondents	Percentage (%)
Colored display	12	16%
GPRS/ MMS enabled	9	12%
Long lasting battery	19	25%
Polyphonic ring tones	7	9%
Better voice	26	35%
Any other	2	3%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 6      Respondent Figure



Customers prefer for better voice Nokia mobile phone that's why 26 responses toward this and 19 customers considered long lasting battery, 12 prefer colored display, 9 prefer GPRS/ MMS and 7 customers want polyphonic ring tones. For these features, only 2 customers wanted any other feature in their mobile, which make them unique.

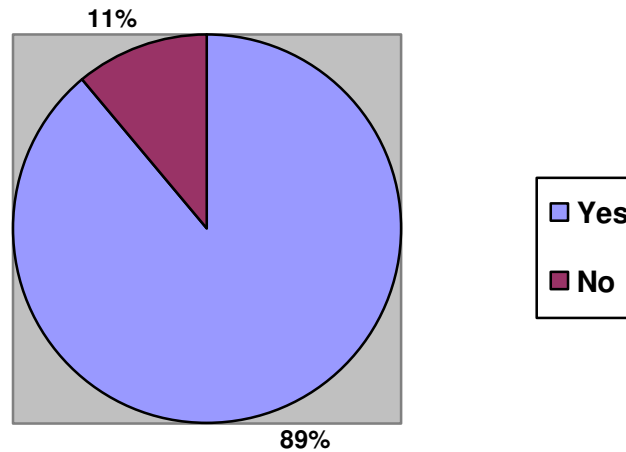
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Are you satisfied with their mobile phone's performance?

Table 7    Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	67	89%
No	8	11%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 7    Respondent Figure



From 75 customers of Nokia, 67 are satisfied with their mobile phones performance but 8 are not satisfied due to different reasons.

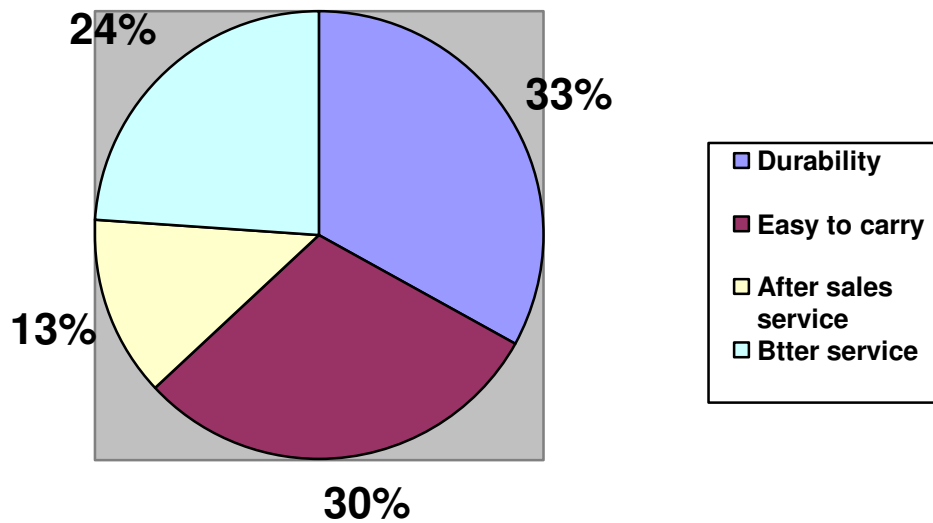
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

If yes, then what is/are reason for your satisfaction?

Table 8            Respondent Table

<b>Satisfied level</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Durability	22	33%
Easy to carry	20	30%
After sales service	9	13%
Better service	16	24%
<b>Total</b>	<b>67</b>	<b>100%</b>

Figure 8            Respondent Figure



22 customers are satisfied because of Nokia's durability, 20 are satisfied due to its easy to carry, 9 are because of after sales service and 16 are because of better service. Which shows that Nokia has durability in their mobile set.

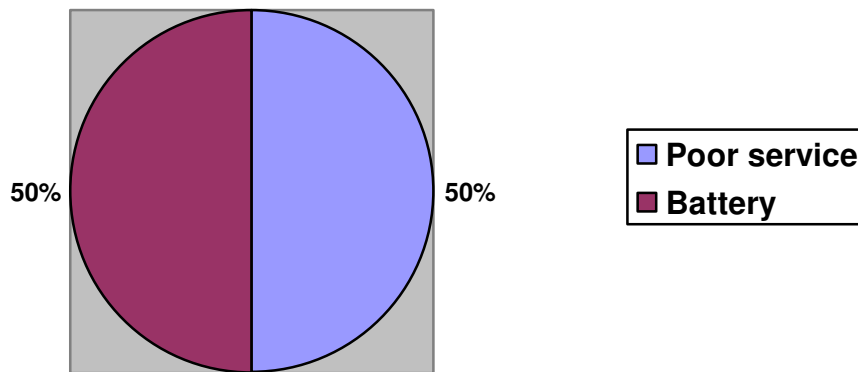
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

If no, then what is/are reason for your dissatisfaction?

Table 9 Respondent Table

<b>Dissatisfaction level</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Non- Durability	-	-
Poor After sales service	-	-
Unattractive features	-	-
Poor service	4	50%
Battery	4	50%
<b>Total</b>	<b>8</b>	<b>100%</b>

Figure 9 Respondent Figure



Customers of Nokia are not satisfied because of battery and poor service; almost 8 customers are not satisfied out of 75 customers.

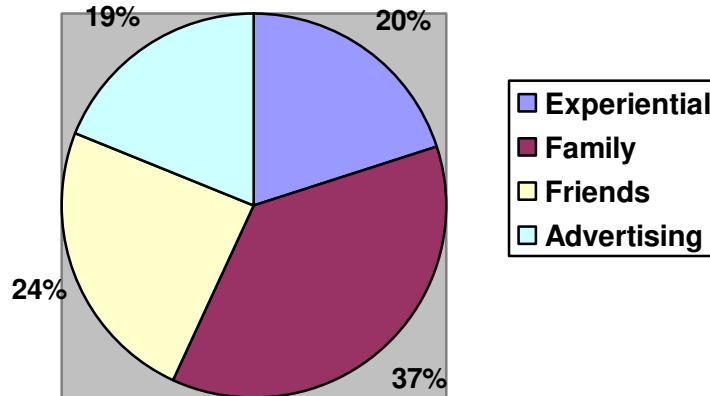
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

How did you get to know about Nokia?

Table 10      Respondent Table

<b>Source of Information</b>	<b>Response</b>	<b>Percentage (%)</b>
Experiential	15	20%
Family	28	37%
Friends	18	24%
Advertising	14	19%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 10      Respondent Figure



28 Customers came to know about Nokia through their families, 18 customers from their friends and 15 from experiential and 14 through its advertisement.



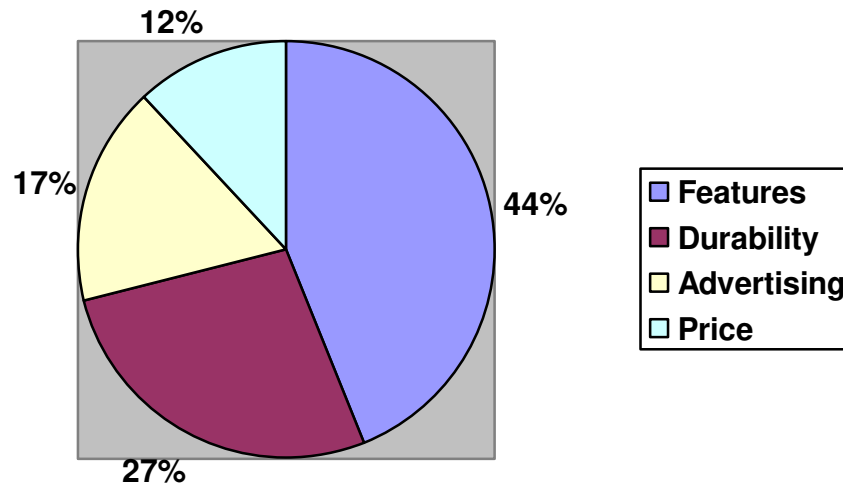
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which thing attracts you more in selection of Nokia?

Table 11      Respondent Table

<b>Attractive spot</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Features	33	44%
Durability	20	27%
Advertising	13	17%
Price	9	12%
Trends	-	-
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 11      Respondent Figure



33 customers of Nokia were attracted because of its features, 20 customers preferred because of its durability, 13 attracted in selection of Nokia is due to advertisement and 9 attracted because of its price.

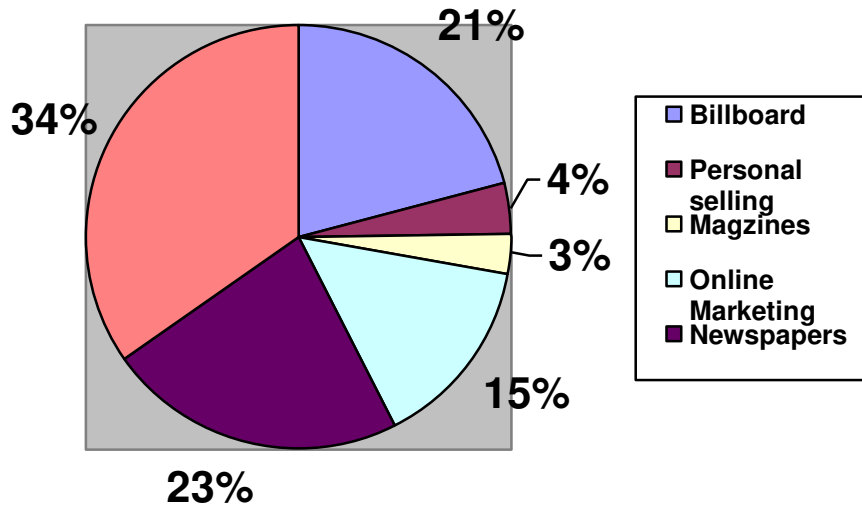
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which promotion campaign attracts you more in selection of Nokia?

Table 12      Respondent Table

Promotion Campaign	Respondents	Percentage (%)
Billboard	16	21%
Personal selling	3	4%
Magazines	2	3%
Online Marketing	11	15%
Newspapers	17	23%
T.V	26	34%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 12      Respondent Figure



26 customers attract through T.V in selection of mobile but 16 customers like billboard. 2 customers preference toward magazine and 3 prefer personal selling. 17 customers like newspaper and 11 customers like online marketing of Nokia through which they easily get their product.

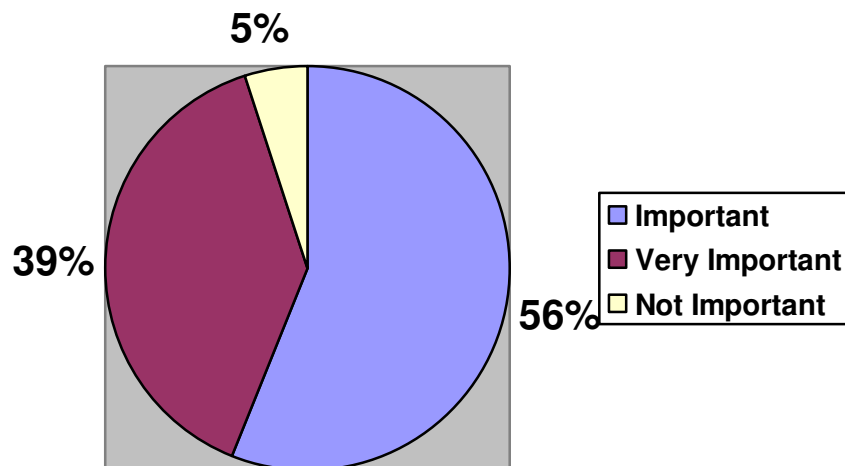
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

How price importance to you while purchasing Nokia?

Table 13      Respondent Table

<b>Price Value</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Important	42	56%
Very Important	29	39%
Not Important	4	5%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 13      Respondent Figure



29 customers give very importance to price while 42 customers give only importance to price. The rest 4 don't think any importance about the product price.

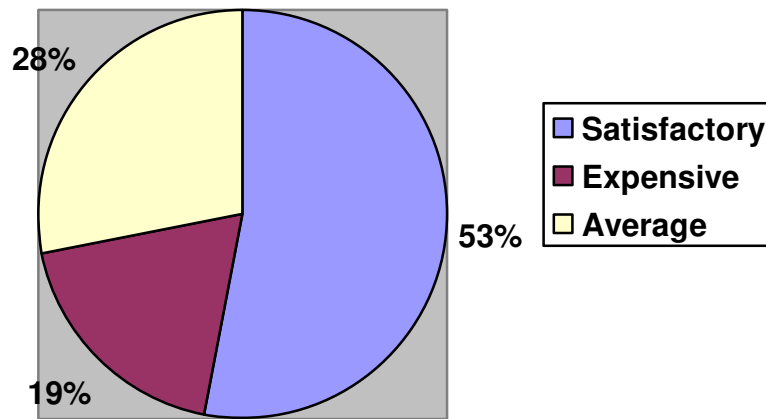
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

What is your perception about price of Nokia?

Table 14      Respondent Table

<b>Perception about Price</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Satisfactory	40	53%
Expensive	14	19%
Average	21	28%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 14      Respondent Figure



40 customers are satisfied with prices of Nokia mobile but 14 customers consider it's expensive and 21 consider as average price.

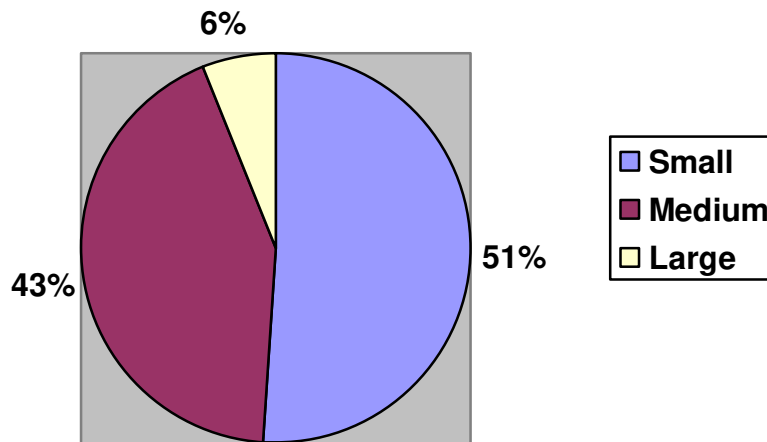
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which size do you prefer?

Table 15      Respondent Table

<b>Size</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Small	38	51%
Medium	32	43%
Large	5	6%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 15      Respondent Figure



38 customers prefer small size in Nokia, 32 customers prefer medium size and 5 customers prefer large size of mobile.

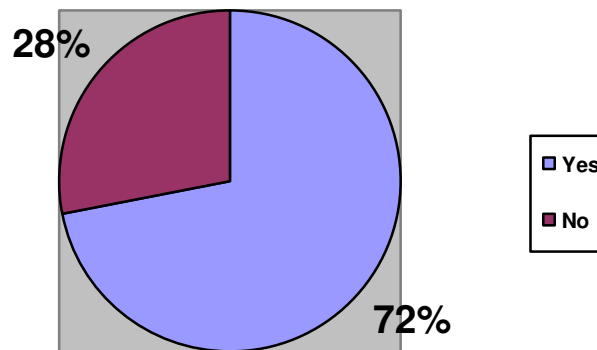
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Are there enough accessories available to fulfill needs?

Table 16      Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	54	72%
No	21	28%
<b>Total</b>	<b>75</b>	<b>100 %</b>

Figure 16      Respondent Figure



In Nokia, 54 customers think that there are enough accessories available to fulfill customer's needs while 21 customers think that there aren't enough accessories available.

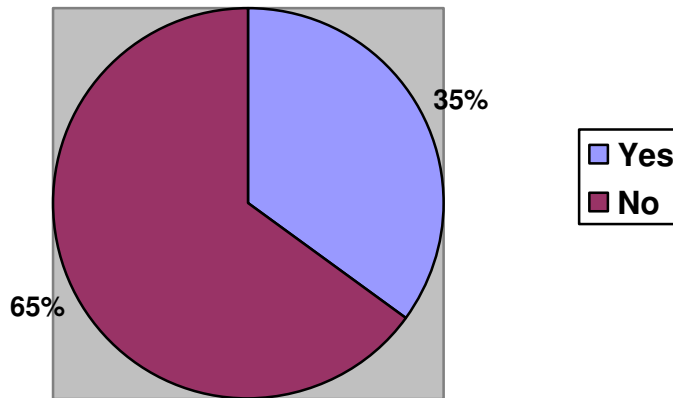
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Did it take long to familiarize functions and options available?

Table 17    Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	26	35%
No	49	65%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 17    Respondent Figure



49 customers of Nokia are of the view that they said that mobile phone don't take much time to familiarize functions and options but 26 customers think that they take time to familiarize functions and options that are available in the set.

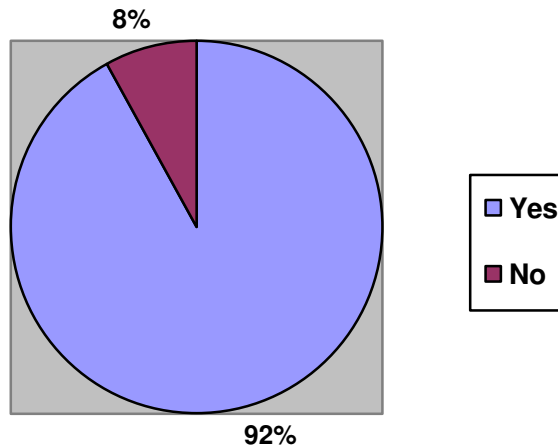
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Current functions satisfy your need for keeping a Nokia?

Table 18 Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	69	92%
No	6	8%
<b>Total</b>	<b>75</b>	<b>100%</b>

Figure 18 Respondent Figure



Current functions satisfied the need of 69 customers of Nokia but 6 customers is not satisfy with current functions.



Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Samsung

9 customers of Samsung preference and their responses are given below:

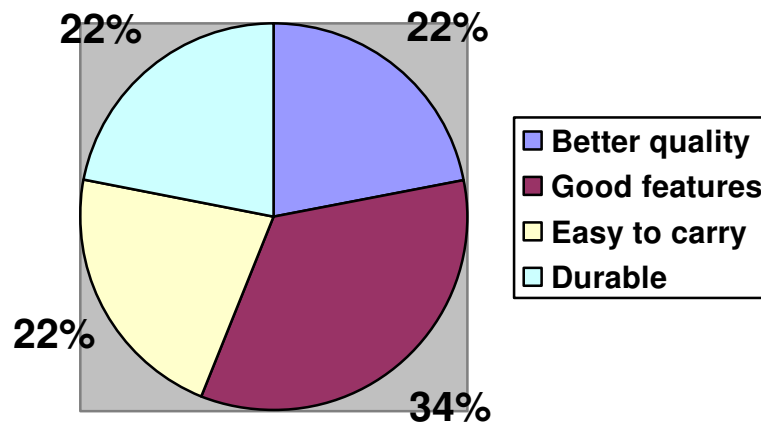


What are the reason customers prefer Samsung?

Table 19 Respondent Table

Preferences	Respondents	Percentage (%)
Better quality	2	22%
Good features	3	34%
Easy to carry	2	22%
Durable	2	22%
<b>Total</b>	<b>9</b>	<b>100%</b>

Figure 19 Respondent Figure



3 Samsung customers are attracted because of good features but other 6 customers attracted because of better quality, easy to carry and durability.

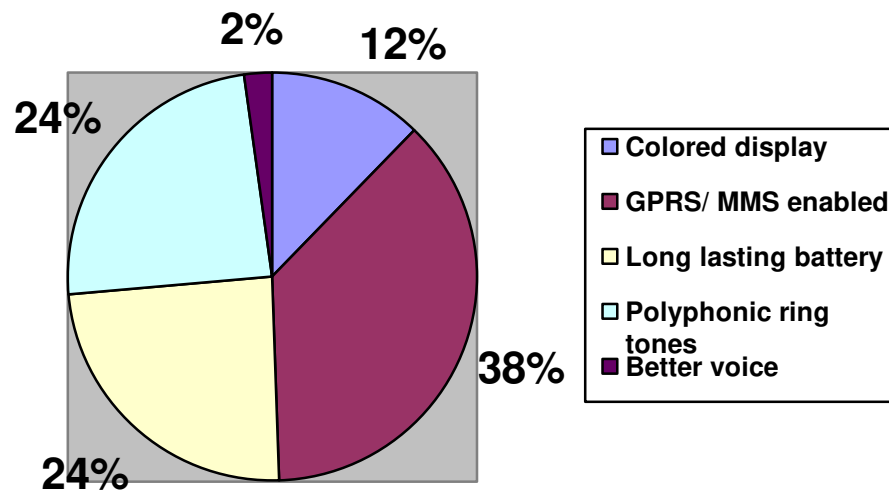
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

What features are important to them?

Table 20 Respondent Table

Features	Respondents	Percentage (%)
Colored display	1	11%
GPRS/ MMS enabled	1	11%
Long lasting battery	3	34%
Polyphonic ring tones	2	22%
Better voice	2	22%
Total	9	100%

Figure 20 Respondent Figure



In Samsung mobile; 3 customers prefer long lasting battery in the meanwhile 4 customers prefer polyphonic ring tones and better voice and 2 customers prefer feature of colored display and GPRS/ MMS.

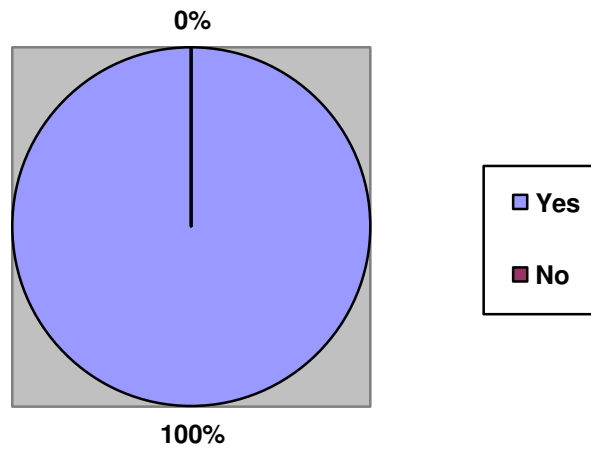
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Are you satisfied with your mobile phone's performance?

Table 21 Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	9	100%
No	-	-
Total	9	100%

Figure 21 Respondent Figure



All 9 customers of Samsung are satisfied with their mobile phones performance.

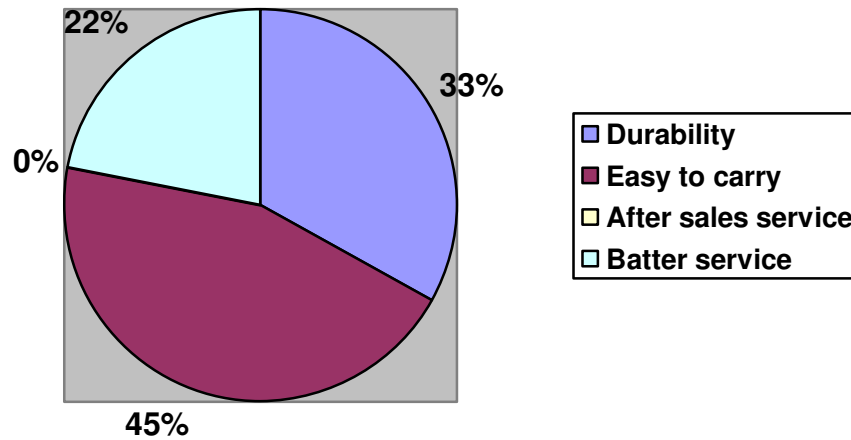
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

If yes, then what is/are reason for your satisfaction?

Table 22    Respondent Table

Satisfied level	Respondents	Percentage (%)
Durability	3	33%
Easy to carry	4	45%
After sales service	-	-
Better service	2	22%
Total	9	100%

Figure 22    Respondent Figure



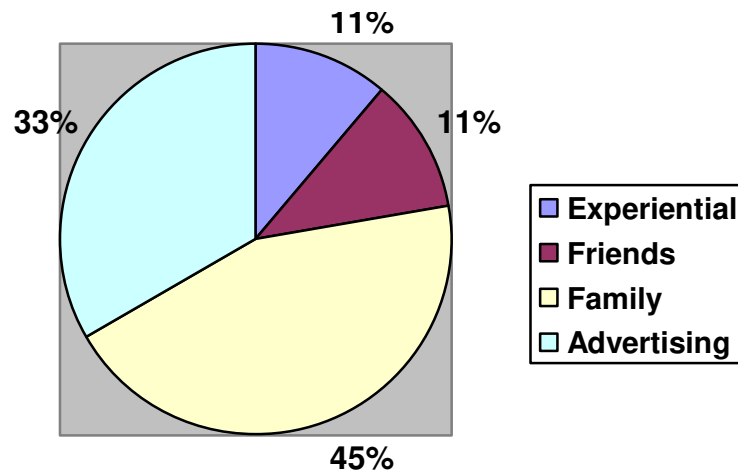
4 Customers are satisfied because have easy to carry and 2 are satisfied because of better service and 3 are because of durability.

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

How did they get to know about Samsung?

Table 23      Respondent Table

Source of Information	Respondents	Percentage (%)
Experiential	1	11%
Friends	1	11%
Family	4	44.44%
Advertising	3	33.33%
<b>Total</b>	<b>9</b>	<b>100%</b>



4 customers of Samsung came to know from family members. 3 customers get the information from advertisement and 2 of them from friends and experiential.

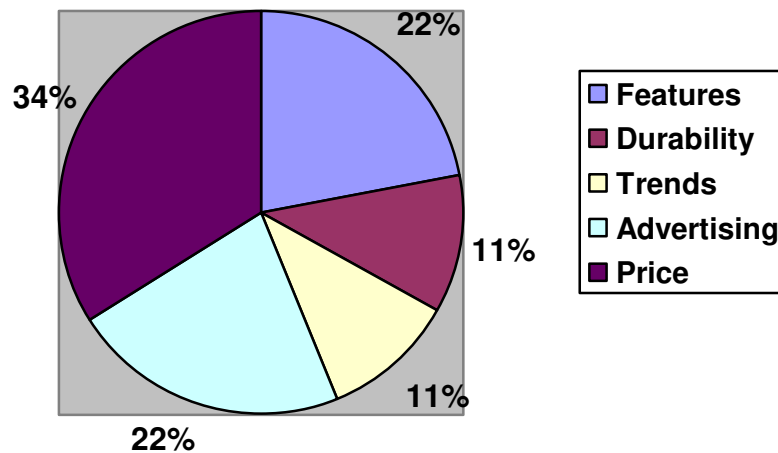
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which thing attracts you more in selection of Samsung?

Table 24    Respondent Table

<b>Attractive spot</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Features	2	22%
Durability	1	11%
Trends	1	11%
Advertising	2	22%
Price	3	34%
<b>Total</b>	<b>9</b>	<b>100%</b>

Figure 24    Respondent Figure



3 customers are price conscious because they give more importance to price and then 2 customers attract through features and advertisement. 2 customers prefer durability and trends in selection of mobile.

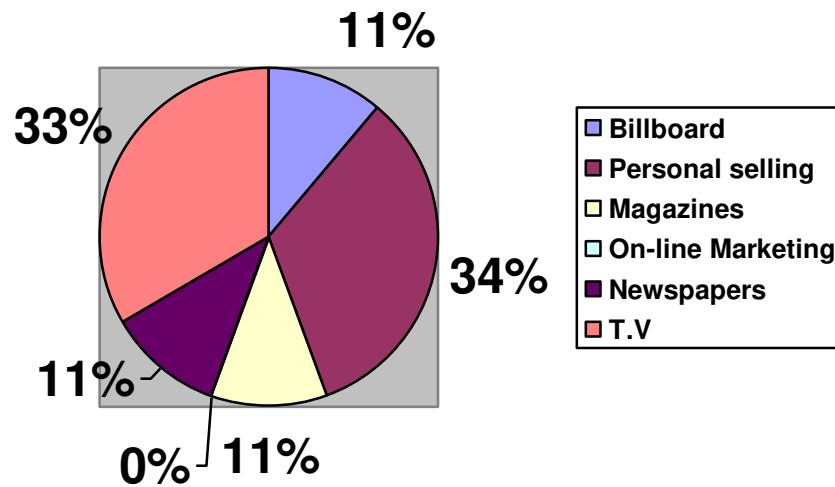
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which promotion campaign attracts you more in selection of Nokia?

Table 25      Respondent Table

Promotion Campaign	Respondents	Percentage (%)
Billboard	1	11.11%
Personal selling	3	33.33%
Magazines	1	11.11%
On-line Marketing	-	-
Newspapers	1	11.11%
T.V	3	33.33%
<b>Total</b>	<b>9</b>	<b>100%</b>

Figure 25      Respondent Figure



3 customers attract from personal selling and 3 from T.V ads. 3 customers attracted from magazines, newspapers and billboard.

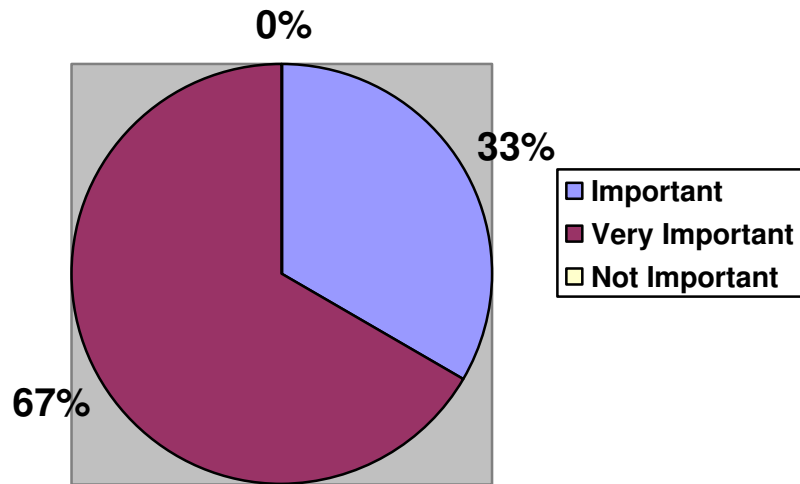
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

How price importance to you while purchasing Samsung?

Table 26      Respondent Table

<b>Price Value</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Important	3	33%
Very Important	6	67%
Not Important	-	-
<b>Total</b>	<b>9</b>	<b>100 %</b>

Figure 26      Respondent Figure



3 customers gave importance to price while 3 gave no importance to price while purchasing a mobile.



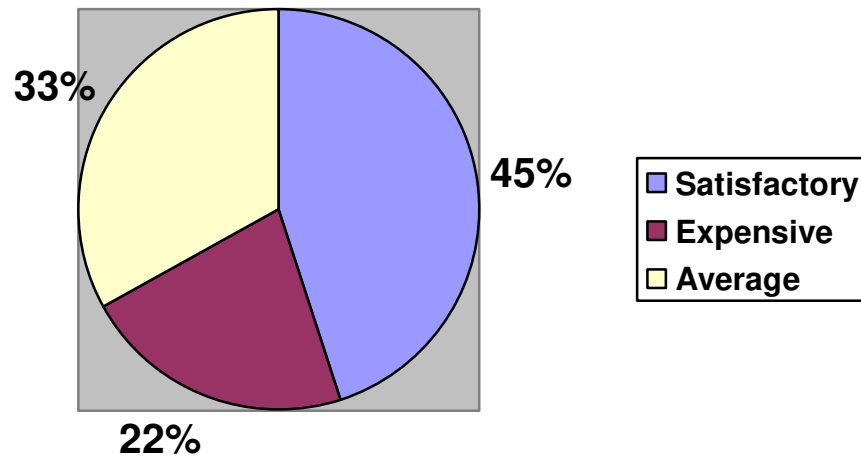
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

What is your perception about price of Samsung?

Table 27      Respondent Table

<b>Perception about Price</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Satisfactory	4	45%
Expensive	2	22%
Average	3	33%
<b>Total</b>	<b>9</b>	<b>100%</b>

Figure 27      Respondent Figure



3 customers' perception about price is satisfactory, 3 consider as average price and 2 consider as expensive prices of mobile.

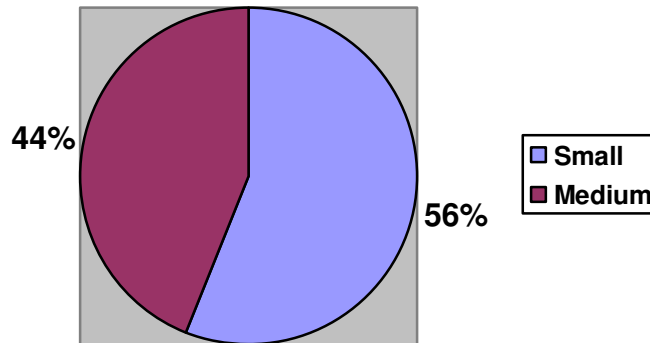
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which size do you prefer?

Table 28      Respondent Table

Size	Respondents	Percentage (%)
Small	5	56%
Medium	4	44%
Large	-	-
<b>Total</b>	<b>9</b>	<b>100%</b>

Figure 28      Respondent Figure



5 customers prefer small size while 4 customers prefer medium size.

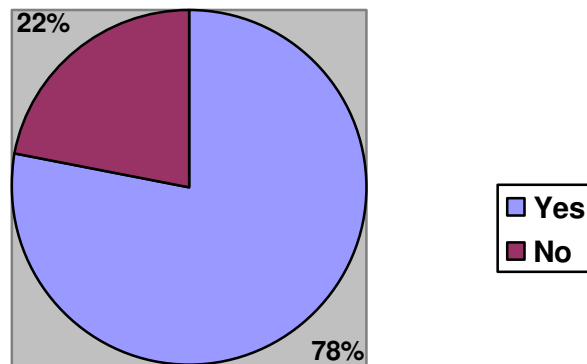
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Are there enough accessories available to fulfill needs?

Table 29      Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	7	78%
No	2	22%
<b>Total</b>	<b>9</b>	<b>100%</b>

Figure 29      Respondent Figure



7 customers of Samsung said that there are enough accessories available to fulfill needs but 2 said there aren't enough accessories available.

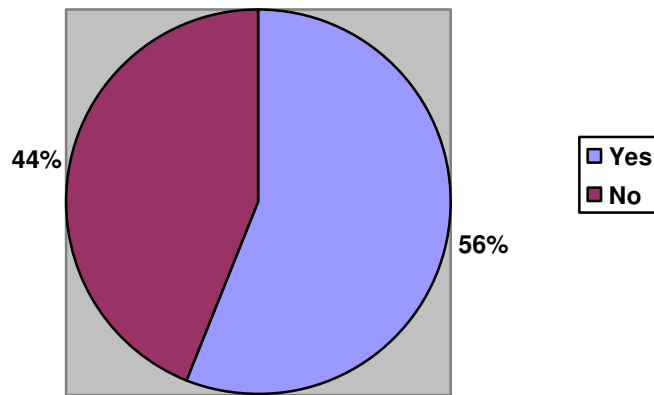
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Did it take long to familiarize functions and options available?

Table 30    Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	5	56%
No	4	44%
<b>Total</b>	<b>9</b>	<b>100%</b>

Figure 30    Respondent Figure



5 Customers take long to familiarize functions and options available but 4 customers said they don't take much time to familiarize the functions available.

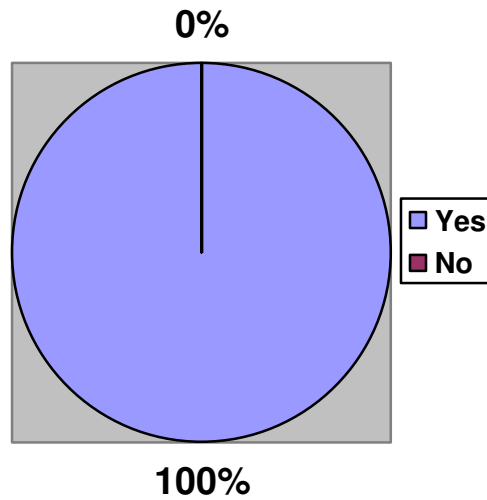
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Current functions satisfy your need for keeping a Samsung?

Table 31   Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	9	100%
No	-	-
<b>Total</b>	<b>9</b>	<b>100%</b>

Figure 31   Respondent Figure



Samsung customers are fully satisfied with their current functions of a mobile.

Sony Ericsson

15 customers of Sony Ericsson preference and their responses are given below:

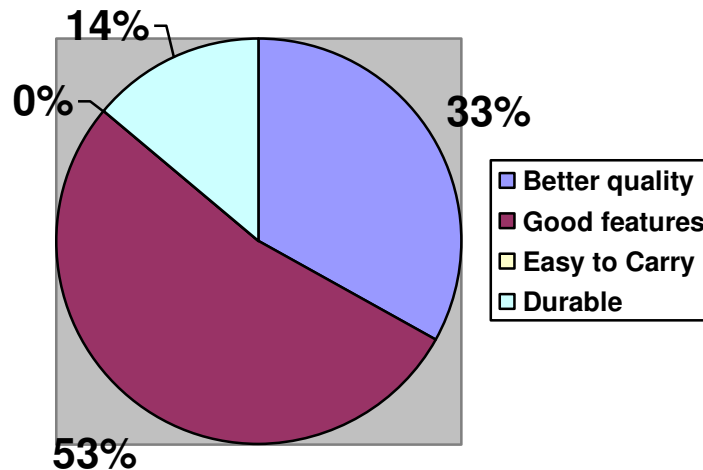


What is the reason you prefer for the Sony Ericsson?

Table 32    Respondent Table

Preferences	Respondents	Percentage (%)
Better quality	5	33%
Good features	8	53%
Easy to carry	-	-
Durable	2	14%
Total	15	100%

Figure 32    Respondent Figure



8 Customers prefer Sony Ericsson because of its good features, 5 customers prefer because of better quality and 2 prefer because of durability.

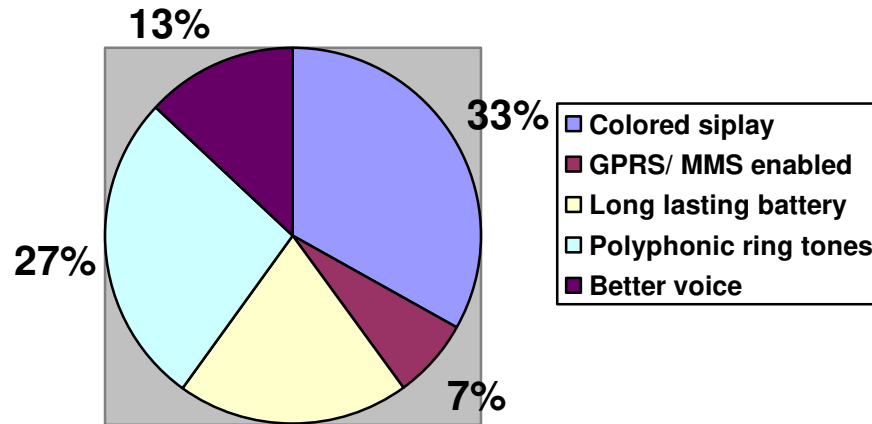
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

What features are important for you?

Table 33 Respondent Table

Features	Respondents	Percentage (%)
Colored display	5	33%
GPRS/ MMS enabled	1	7%
Long lasting battery	3	20%
Polyphonic ring tones	4	27%
Better voice	2	13%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 33 Respondent Figure



5 customers gave importance to the feature of colored display, 4 preferred polyphonic ring tones, 3 customers gave importance to long lasting battery and 2 of them preferred better voice mechanism in the mobile set.

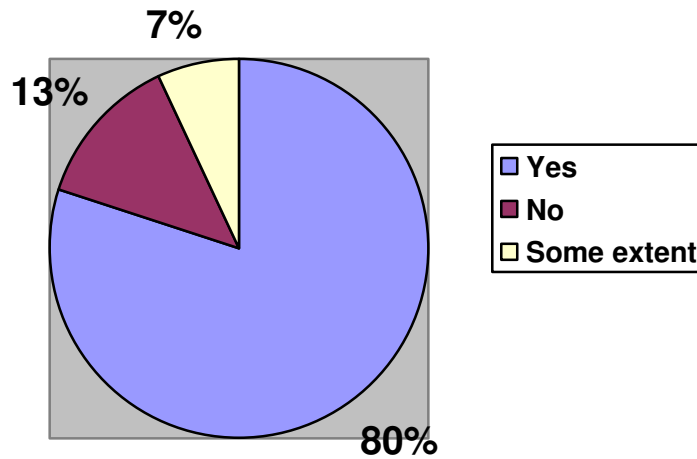
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Are you satisfied with your mobile phone's performance?

Table 34    Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	12	80%
No	2	13%
Some extent	1	7%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 34    Respondent Figure



12 customers are satisfied for Sony Ericsson performance but 2 are not satisfied and 1 is satisfied for some extent.



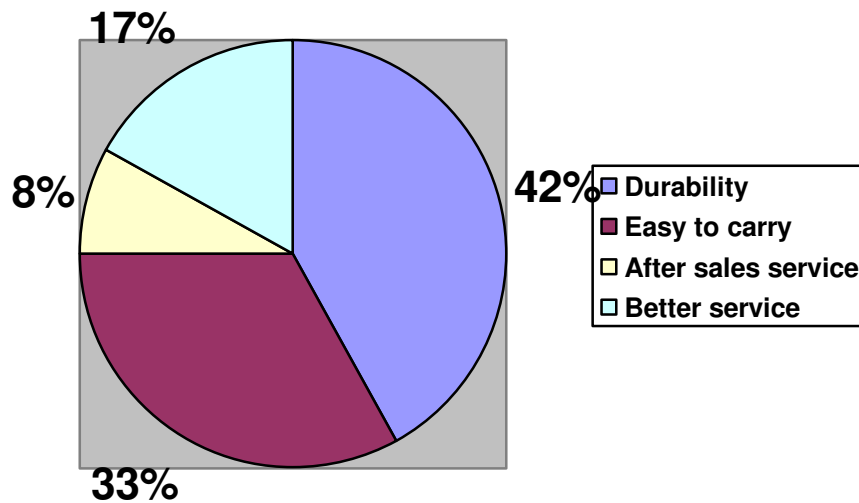
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

If yes, then what is/are reason for your satisfaction?

Table 35 Respondent Table

<b>Satisfied level</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Durability	5	42%
Easy to carry	4	33%
After sales service	1	8%
Better service	2	17%
<b>Total</b>	<b>12</b>	<b>100%</b>

Figure 35 Respondent Figure



5 Customers are satisfied because of its durability and 4 customers are because of its easy to carry. 2 customers are satisfied because of better service and 1 of them is satisfied because of after sales service.

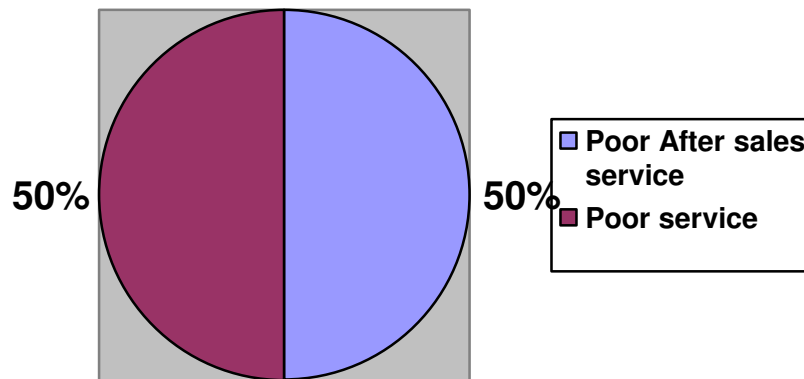
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

If no, then what is/are reason for your dissatisfaction?

Table 36 Respondent Table

<b>Dissatisfaction level</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Poor After sales service	1	50%
Poor service	1	50%
<b>Total</b>	<b>2</b>	<b>100%</b>

Figure 36 Respondent Figure



2 customers of Sony Ericsson are not satisfied because of its poor after sales service and poor service of the mobile phone.

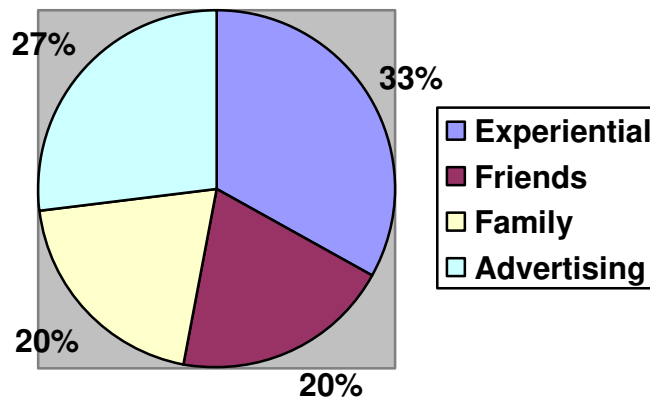
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

How did you get to know about Sony Ericsson?

Table 37      Respondent Table

Source of Information	Respondents	Percentage (%)
Experiential	5	33%
Friends	3	20%
Family	3	20%
Advertising	4	27%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 37      Respondent Figure



5 Customers get the information about Sony Ericsson from experiential, and 4 from advertisement and 6 customers from friends and family.

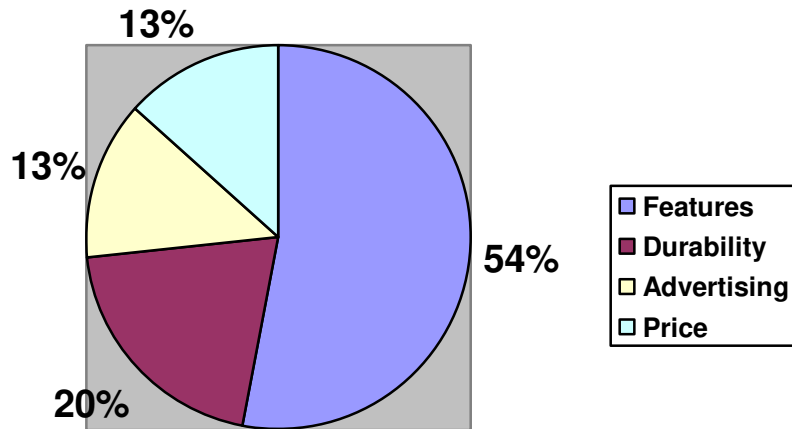
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which thing attracts you more in selection of Sony Ericsson?

Table 38      Respondent Table

<b>Attractive spot</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Features	8	53%
Durability	3	20%
Advertising	2	13.33%
Price	2	13.33%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 38      Respondent Figure



8 customers of Sony Ericsson attracted because of its features and 3 because of its durability, 2 customers from advertisement and 2 from price.

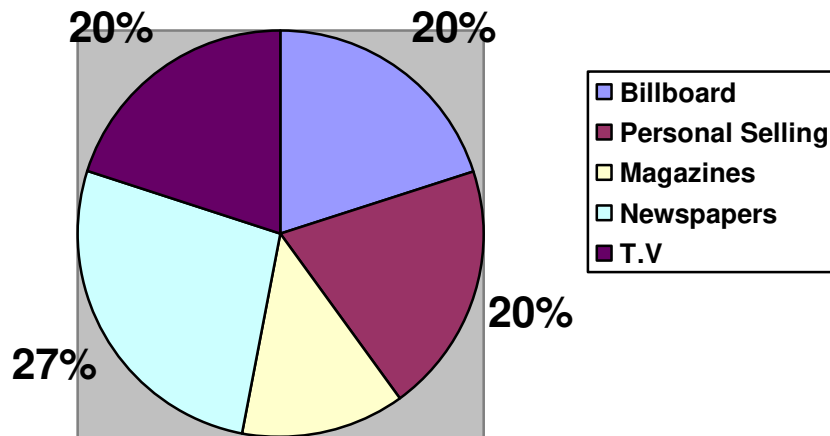
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which promotion campaign attracts you more in selection of a mobile?

Table 39    Respondent Table

Promotion Campaign	Respondents	Percentage (%)
Billboard	3	20%
Personal selling	3	20%
Magazines	2	13%
Online Marketing	-	-
Newspapers	4	27%
T.V	3	20%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 39    Respondent Figure



4 customers of Sony Ericsson attract through newspapers in selection of a mobile but 3 from billboard, 3 from personal selling, 3 from T.V ads and 2 from magazines.

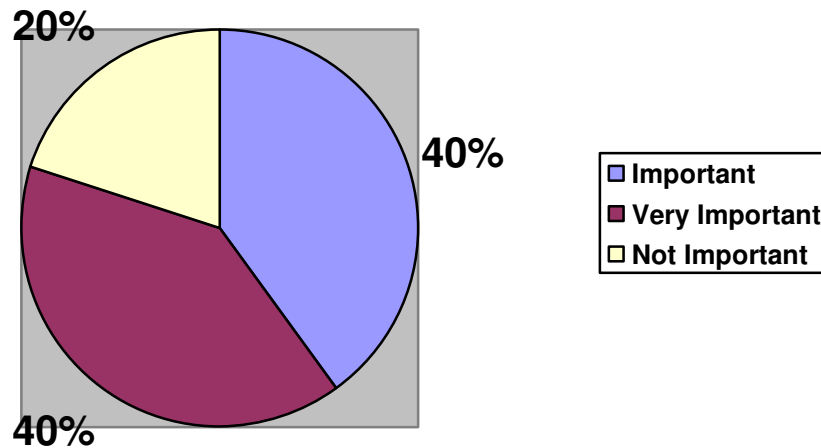
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

How price importance to you while purchasing Sony Ericsson?

Table 40      Respondent Table

<b>Price Value</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Important	6	40%
Very Important	6	40%
Not Important	3	20%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 40      Respondent Figure



12 customers of Sony Ericsson gave importance to price but 3 didn't consider price as important variable to them.

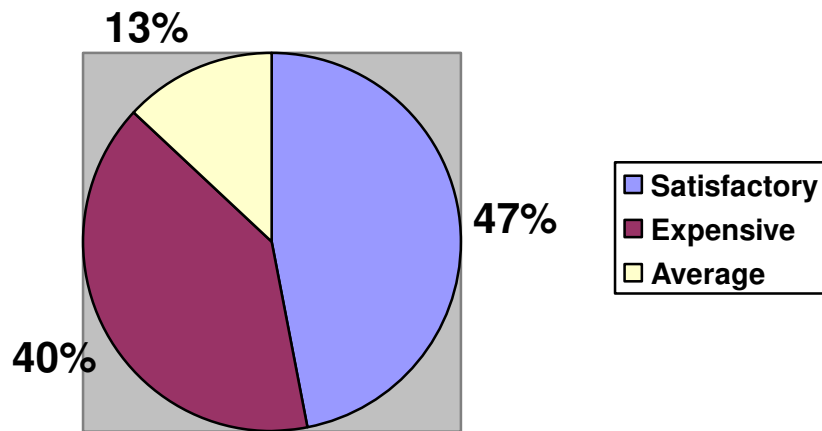
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

What is your perception about price of Sony Ericsson?

Table 41 Respondent Table

<b>Perception about Price</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Satisfactory	7	47%
Expensive	6	40%
Average	2	13%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 41 Respondent Figure



7 customers are satisfied with prices of Sony Ericsson but 6 consider as expensive and 2 consider as an average price.

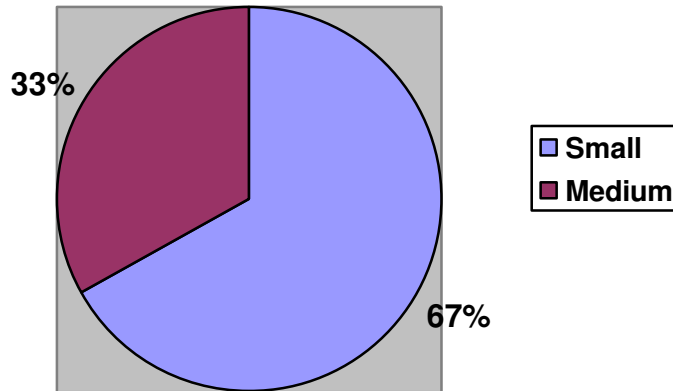
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Which size do you prefer?

Table 42 Respondent Table

<b>Size</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Small	10	67%
Medium	5	33%
Large	-	-
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 42 Respondent Figure



10 Customers prefer small size in Sony Ericsson but 5 customers prefer medium size.



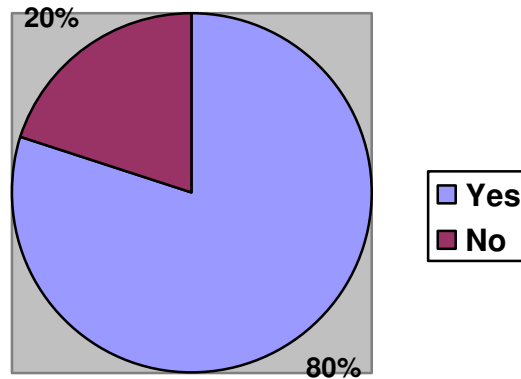
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Are there enough accessories available to fulfill needs?

Table 43 Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	12	80%
No	3	20%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 43 Respondent Figure



12 Customers think that there are enough accessories available to fulfill needs but 3 consider, as there isn't enough accessories available in the mobile set.

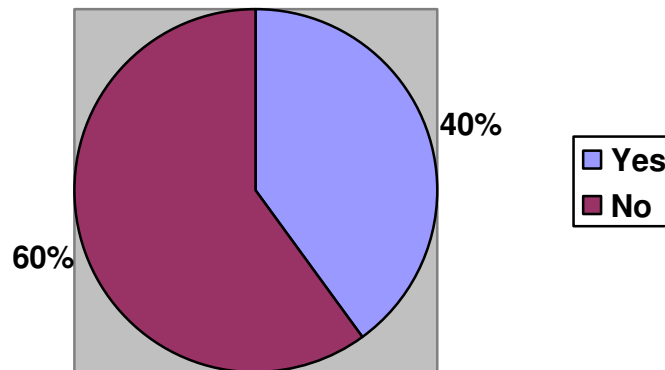
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Did it take long to familiarize functions and options available?

Table 44      Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	6	40%
No	9	60%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 44      Respondent Figure



9 Customers of Sony Ericsson didn't take much time to familiarize functions but 6 of them consider that mobile phone take long time to familiarize their functions and options available in the set.

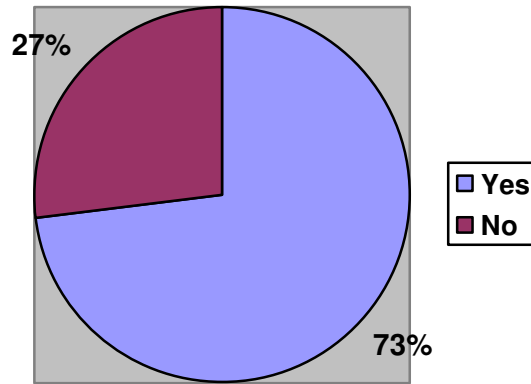
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Current functions satisfy your need for keeping Sony Ericsson?

Table 45      Respondent Table

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	11	73%
No	4	27%
<b>Total</b>	<b>15</b>	<b>100%</b>

Figure 45      Respondent Figure



Current functions satisfied need of 11 customers but 4 customers are not satisfied with current functions.

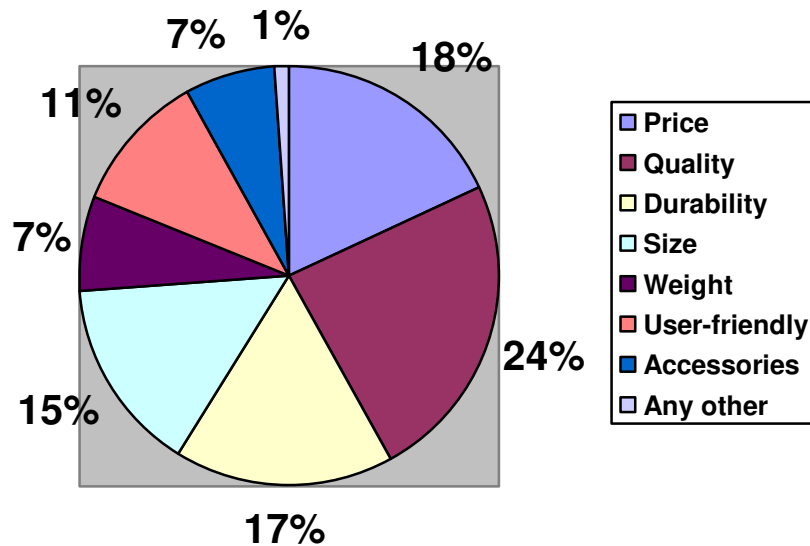
Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

If you buy a new mobile phone then what will they prefer in selection of mobile?

Table 46      Respondent Table

Preferences about New Mobile phone	Respondents	Percentage (%)
Price	18	18%
Quality	24	24%
Durability	17	17%
Size	15	15%
Weight	7	7%
User- friendly	11	11%
Accessories	7	7%
Any other	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

Figure 46      Respondent Figure



When buying new mobile phone, most of customers consider quality and its price. Then they gave importance to its durability, size and user- friendly. Customers didn't give much importance to the weight of mobile phone and accessories, which are available with their mobile phone.

## Summary of Findings, Conclusion and Recommendations

This chapter includes findings, conclusion and recommendation.

## **Findings**

Nokia entered in business in 1994, Samsung in 1996 and Sony Ericsson in 2001 in Pakistan. They are well known brands among customers in Karachi. Market position of Nokia, Samsung and Sony Ericsson is different according to distributors perception. Like United Mobile perceive Nokia as 1<sup>st</sup> then Samsung and in the end Sony Ericsson because of its sales volume in their outlet that Nokia is more demanding and then other brands. But when we compare to United Mobile with Mobile Zone that their perception, Sony Ericsson is 1<sup>st</sup> and then other brands in same position because of Mobile Zone sales is more towards Sony Ericsson. This shows every distributor perception about market position of Nokia, Samsung and Sony Ericsson is different. When the data was collected outside the distributors outlet, customers preferences would be easily found out that which mobile phone is more demanding among customers and also the current trend. For this customers mostly purchased Nokia then Sony Ericsson and few customers prefer Samsung. This shows current trend and their preferences toward mobile phones and customers' preferences from Nokia because of its resale value and durability. Questionnaire which was filled from customers also shows that Nokia is in the leading position, then Sony Ericsson and in the end Samsung because out of 105 sample customers, 75 response toward Nokia, 15 toward Sony Ericsson and 9 toward Samsung and only 1 customer response toward other brand (Sendo and Bird). In customers preferences; 5 customers don't have mobile phones and in which 1 is interested in buying phones but 3 are not interested in buying mobile phone and 1 customer don't know whether he is interested or not.

Customers thinking about mobile phones are that they consider it as a need while some of them consider as luxury and fashion. Nokia customers prefer better voice in their mobile but as compare to Sony Ericsson which prefers colored display feature in their mobile phone and Samsung customers want long lasting battery in their mobile phone.

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

Nokia customers are mostly satisfied with their mobile phone performance but few of them are not satisfied as compare to Samsung customers who are fully satisfied and Sony Ericsson customers are mostly satisfied but 2 of them are not satisfied. Nokia and Sony Ericsson customers prefer because of its durability and Samsung customers are because of its easy to carry. Customers of Nokia who are not satisfied because of its poor service and battery problem but Sony Ericsson customers because of poor service and poor after Sales service. Nokia and Samsung customers get the information regarding their mobile phone from family and Sony Ericsson customers get the information from its advertisement. Features of Nokia and Sony Ericsson attract their customers more in selection of mobile but Samsung customers are attracted due to their price. T.V advertisements attract their viewers toward Nokia and Samsung while newspaper advertisement attracted Sony Ericsson customers.

Nokia, Samsung and Sony Ericsson customers give importance to the prices and are satisfied with market price and also they prefer small size of mobile phone as survey shows. According to survey, mobile phones have enough accessories available to fulfill needs of customers. Samsung customers take much time to familiarize functions and options available but customers easily understand Nokia and Sony Ericsson functions and they are satisfied with their current functions of their mobile phone. Nokia customers also prefer it because of its resale value, result and durability and also for changing the body. If customers want new mobile phone then they prefer quality and price.

The above findings show those customers' preferences among Nokia, Samsung and Sony Ericsson are different as compared to distributors point of view.

## **Conclusions**

About 5.5 million mobile phone users in Pakistan and the number are increasing day by day due to importance of mobile phones in daily life. The research topic reveals importance to identify the customers' preferences about Nokia, Samsung and Sony Ericsson. What customers perceive about their mobile phones and which features is more important toward customers and what their reasons for liking their mobile phone. It's also necessary to identify that features are more important to identify price level and this research study clarified this perspective that mostly customers prefer features with reasonable prices. But Samsung customers mostly prefer prices of mobile phone as compared to features.

The work, done in the research topic, was to interview with distributors to identify their viewpoint about market position of Nokia, Samsung and Sony Ericsson, which is different according to sales volume of particular distributor. Due to different perception of distributors current trend was not clearly identified therefore outside the distributor outlet research was conducted for those customers, at the spot purchased mobile phone. For this perspective was clear that majority of customers purchased Nokia then 2-3 customers only purchased Sony Ericsson and few of them purchased Samsung. This research study is also helpful to identify customer's preferences about Nokia, Samsung and Sony Ericsson that which company is in the top position and according to customer's viewpoint; Nokia has taken top position among customers as questionnaire was filled from customers because 75 customers prefer Nokia and then Sony Ericsson and lastly Samsung.



Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

This research study also provides the information that why customers of Nokia, Samsung and Sony Ericsson are dissatisfied with their mobile phones, because of poor service, poor after sales service and battery problem.

In features customers more prefer the durability, better voice and quality of the product. In Nokia, 7610, 6600, 3100 and 3300 is more demanding because of MP3, GPRS, light weight, small set etc. In Sony Ericsson customers prefer K500 I, K700, T29D I, P910 I because of camera, video option, Blue tooth etc. In Samsung, X100, D500, C100 because of 1.3 Mega bites, Lightweight, cheap price etc. According to distributors; Samsung customers want increase features in the product but also cheap price level as compare to other mobiles, which is to be proved by customers' survey.

The survey result may be change with the advancement of technology and facilities provided by mobile phone manufacturers and also changes in customers' preferences.

## **Recommendations**

After personal visit to the distributors of Nokia, Samsung and Sony Ericsson and also identified the viewpoints of customers regarding mobile phones. The following recommendations are given for further improvement in their distribution network and to enhance working capacity of mobile phones.

1. Distributor should consider the well-educated, trained and well-mannered staff that may better guide to their customers regarding features like GPRS, Blue tooth, MMS etc.
2. Distributor network should improve their efficiency in providing after sales service and open customer service centers to solve problems at one window operation.
3. Nokia, Samsung and Sony Ericsson should increase their customer service branches in Karachi to rapidly solve the problems of customers.
4. They should keep the level of prices low to capture the market among middle and lower class of people.
5. Mobile phone outlook of Sony Ericsson is attractive for purchasers while it is recommended that Nokia's model should also be attractive for purchasers.
6. Purchasers of Samsung and Sony Ericsson are reluctant to purchase their models due to durability therefore they should increase their durability in a product.

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

7. They should do some research work for battery problems as customers have so many complaints about it and it is absolutely necessary to improve the working of battery system to attract the purchasers.
8. In foreign countries, if a mobile is stolen or lost and reported to company then they immediately stop the working of particular mobile phone. In Pakistan mobile phone companies should also adopt some techniques to make useless of stolen/lost mobiles as is adopted by companies in foreign countries.

## Questionnaire

Name (Optional): \_\_\_\_\_

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Social Class: \_\_\_\_\_

Education: \_\_\_\_\_

Location: \_\_\_\_\_

1. Do you have a mobile phone?

- Yes
- No

2. If No, then are you interested in buying mobile phone?

- Yes
- No
- Don't know

**If you have mobile phone or you are interested then answer the following:**

3. What is your thinking about mobile phone?

- Need

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

- Luxury
- Fashion
- Any other

4. Which company do you prefer most in mobile phone? **Rank from 1-5 (1=least Important 2=less important 3=average 4=more important 5=most important)**

- Nokia
- Samsung
- Sony Ericsson
- Any other (please mention the name)

5. What is the reason you prefer for the above Company?

- Better quality
- Good features
- Any other
- Easy to carry
- Durable

6. Which model you have? (Mention the full name)

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7. What features are important for you?

- Colored display
- GPRS/ MMS enabled
- Long lasting battery
- Polyphonic ring tones
- Better voice
- Any other

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

8. Are you satisfied with your mobile phone's performance?

- Yes
- No

9. If yes, then what is/are reason for your satisfaction?

- Durability                                  Easy to carry
- After sales service                          Better service
- Any other

10. If no, then what is/are reason for your dissatisfaction?

- Non-Durability                                  Unattractive features
- Poor After sales service                          Poor service
- Any other

11. How did you get to know about a particular Company?

- Experiential                                  Family
- Friends    Advertising
- Any other

12. Which thing attracts you more in selection of a mobile phone?

- Features    Advertising
- Durability    Price
- Trends    Any other

13. Which promotion campaign attracts you more in selection of a mobile?

- Billboard                                  Magazines                                  Newspapers
- Personal Selling                          On-line Marketing                          T.V

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

- Any other

14. How price importance to you while purchasing a mobile phone?

- Important
- Very Important
- Not Important

15. What is your perception about price of mobile phone?

- Satisfactory
- Expensive
- Average

16. Which size do you prefer?

- Small
- Medium
- Large

17. Are there enough accessories available to fulfill needs?

- Yes
- No

18. Did it take long to familiarize functions and options available?

- Yes
- No

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

19. Current functions satisfy your need for keeping a mobile phone?

- Yes
- No

20. If you buy a new mobile phone then what will you prefer in selection of mobile?

**Rank from 1-5 (1=least important 2=less important 3=average  
4=more important 5=most important)**

- Price
- Quality
- Durability
- Size
- Weight
- User- friendly
- Accessories
- Any other (please mention)

**Note: Any suggestions are warm welcomed**

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## **Questionnaire**

1. When the Nokia, Samsung and Sony Ericsson came place in Pakistan?
2. What are your approximately sales figures of Nokia, Samsung and Sony Ericsson in yearly/monthly basis?
3. What is the market share (in terms of %) of Nokia, Samsung and Sony Ericsson?
4. Which model of Nokia, Samsung and Sony Ericsson are more demanding among customers?
5. Please give me the product list with prices and other relevant information?
6. In your point of view, why Nokia, Samsung and Sony Ericsson particular model is more demanding and what's the reason behind this?
7. Whether price or any other features important to customers?  
(Mention the name if any feature is demanding)

Customer's Preferences about Mobile Phones:  
Nokia, Samsung and Sony Ericsson

8. Please provide me brochures or any other information regarding Nokia, Samsung and Sony Ericsson?