

BRAND PREFERENCE OF MOBILE PHONES IN KATHMANDU VALLEY

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**A Thesis Submitted to:
Office of the Dean
Faculty of Management
Tribhuvan University**

***In partial fulfillment of the requirement for the degree of
Master of Business Studies (MBS)***

**Central Department of Management
Tribhuvan University
Kirtipur, Kathmandu, Nepal
March 2012**

RECOMMENDATION

This is to certify that the thesis

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Entitled

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has been approved by this department in the prescribed format of Faculty of
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DECLARATION

I hereby declare that the work reported in this thesis entitled "**Brand Preference of Mobile Phones in Kathmandu Valley**" submitted to University Campus, Central Department of Management, Kirtipur, is my original requirement for the Master's Degree in Business Studies (MBS) under the supervision of Dr. Bhoj Raj Aryal, Central Department of Management, Kirtipur.

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ACKNOWLEDGEMENTS

First of all, I regard as it is my dispensation and providence to get an opportunity to work under the admirable supervision of Dr. Bhoj Raj Aryal, Central Department of Management, T.U., Kirtipur. He always motivated me and I had his exclusive consideration and guidance all the time. I would like to express my gratitude to him. I would like to thank Mr. Ajay Dhakal, Reader of Central Department of Management, University Campus who supported to manage the thesis writing process. I also like to thank Assist. Prof. Dr. Dev Raj Adhikari, Head of the Central Department of Management, whose valuable suggestions helped me to complete this research work.

I would also like to thank dealers, customer and shopkeepers of Kathmandu valley and all the customers of mobile shops who supported me to collect the data for the research work.

I would like to express my genuine appreciation to the library staffs of Central Library, Tribhuvan University, Kirtipur Kathmandu. Likewise, I would like to thank all my friends Prabin Dhakal, Swapnil Sharma, Surya Prasad Peneru and Bipin K.C. for supporting me during the period of thesis writing.

I would also like to thank my wife Shobha Subedi and family members who have been encouraging and supporting me in my study.

At last but not the least, I would like to thank Mr. Gokarna Prasad Aryal for his continuous help and support in computer work.

Bikki Sharma Chapagain

March, 2012

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Marketing is most important part of the business. Marketing is very poor in a developing country like ours. To increase the economic state of developing country, marketing plays major role. According to Philip Kotler marketing is defined as "a human activity directed at satisfying needs and wants through exchange process.". For a managerial definition marketing is described as "the art of selling".

There is no argument on the existence of industry's development without the presence of active market management. Marketing is the directing of the flow of goods and services from the producers to consumers in every process. According to Alexander, "Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or users. The production is the prime activity of each and every industry but successful marketing of the product is the ultimate goal. Marketing can play a vital role to develop of industries successfully.

Consumers are the king in marketing, he/she is the decision making to buy or not to buy the products or services. Consumers are people in families and other kind of household who buy and use products and services in order to satisfy. The major task of the marketers is to understand the willingness of the consumer. To find out willingness of the consumer, we must learn about their behaviour.

Consumers behaviour indicates the consumer response on any particular brand from and markers and services. Consumers behaviour can be defined as the process where the individuals decide whether, what, when, where, how and from whom to purchase goods and services. Consumer behaviour reflect the totality of consumer's decision with respect to the acquisition of goods, consumption, and disposition of goods, services, time and ideas by human decision making units. To alert in consumer behaviour it is much more important in the underdeveloped countries because it helps to boost up the economic growth of them.

Definition of Cellular/Mobile Phones

The Cellular telephone (commonly "mobile phone" or "cell phone" or "hand phone") is a long-range, portable electronic device used for mobile communication. In addition to the standard voice function of a telephone, current mobile phones can support many additional services such as SMS for text messaging, email, packet switching for access to the Internet, and MMS for sending and receiving photos and video. Most current mobile phones connect to a cellular network of base stations (cell sites), which is in turn interconnected to the public switched telephone network (PSTN) (the exception is satellite phones. Cellular telephone is also defined as a type of short-wave analog or digital telecommunication in which a subscriber has a wireless connection from a mobile telephone to a relatively nearby transmitter. The transmitter's span of coverage is called a cell. Generally, cellular telephone service is available in urban areas and along major highways. As the cellular telephone user moves from one cell or area of coverage to another, the telephone is effectively passed on to the

local cell transmitter. A cellular telephone is not to be confused with a cordless telephone (which is simply a phone with a very short wireless connection to a local phone outlet). A newer service similar to cellular is personal communications services (PCS).

The Global Cellular Mobile Industry

The global mobile phone industry is based on many different manufacturers and operators. The industry is based on advanced technology and many of the manufacturers are operating in different industries, where they use their technological skills, distribution network, market knowledge and brand name. Four large manufacturers of mobile phones are today dominating the global mobile phone industry; Nokia, Sony Ericson, Samsung and Motorola. In addition to these companies there are many manufacturers that operate globally and locally.

1.2 Introduction of Telecommunication Industry of Nepal

A telecommunication system consists of three basic elements: a transmitter that takes information and converts it to a signal; a transmission medium that carries the signal; and, a receiver that receives the signal and converts it back into usable information. The world history of development of telecommunication is very long. But the history of telecommunication in Nepal is rather very young as compared to the history and culture of Nepalese people. Telecommunication was introduced with the installation of open wire trunk telephone line between Kathmandu and Birgunj (a border town in southern Nepal) for the first time in Nepal around 1914 beginning of the First World War.

Until 2003, Nepal Telecom (NT) formerly known as Nepal Telecommunication Corporation (NTC) was the only state owned telecommunication company of Nepal. Using liberalization policy and involving the private sector in a competitive environment for the development and expansion of telecommunication sector in Nepal, then His Majesty's Government of Nepal's decision dated December 25, 1995 had initiated the involvement of the private sector in the development of the telecommunication services. Then, United Telecom Limited started providing services in 2003. NTC was converted into a Public Limited Company on April 14, 2004. Nepal Telecommunications Authority as an autonomous regulatory body has been established on March 4, 1998 as stipulated within the framework of the Telecommunication Act 1997 A.D. and Telecommunication Regulation 1997 A.D. Spice Nepal Private Ltd., popularly known under its brand name "NCELL", is the first private GSM mobile operator in Nepal. The company was established in 2004.

1.3 Business Model of Telecommunication Industry

A business model describes how the enterprise produces, delivers, and sells a product or service, showing how the enterprise delivers value to customers and how it creates wealth. Telecommunication industry consists of different businesses and hence various distinct models. For this project we have analyzed cellular mobile service. In Nepal, basically there are two types of the services viz. GSM and CDMA. The business models used for both the services are in two forms; post paid and pre-paid. These services are available only physically from the telecommunication firms after filling up required forms and paying pre allocated fees. Telecom generates revenue both from the sales of SIM/ RUIM cards and through the call charges made by the use of cellular services. Post paid services require the payments to be made on monthly basis while the prepaid service requires the charges to be made in prior through recharge cards. These recharge cards are made available by the corresponding telecom company at local retail outlets.

1.4 It Enabled Business Model

As mentioned earlier, the business models used for the cellular service is only in the physically forms. There is no distinct application of IT in providing the pre and post paid services. But extensive use of web based application for providing value added services are enabled for both the models. However the recharge services for prepaid model use IT application for the recharge process itself as well as for recharging through internet and Automated Teller Machines (ATMs).The firms in the telecommunication industry are competing through providing various web bases services such as MMS, PBRT, Websms, SMS2Email, GPRS as VAS and other subsidiary services like Miss call notification, Wakeup call notification. These companies claim that these internet applications are providing competitive edge by attracting customers and distinguishing it from the rivals. The profile and the IT enable businesses of three firms in the telecommunication industry of Nepal are presented below.

1.5 Nepal Telecom (NT)

Profile: Registered as Nepal Doorsanchar Company Limited on 2060-10-22 BS under the Company Act 2053.

The central office: Bhadrakali, Kathamndu;

Branches and Exchanges: extended in 184 locations within the country. The company, *Employees:* 55, 000

Customer base: 750,000

Core businesses: PSTN – 520,261 lines and GSM Mobile phones- 1219,094 lines as on Mangsir 2064 which covers 95.7% of the total telephone subscribers of Nepal.

In these 30 years of operations, Nepal Telecom has undergone number of changes in technology along with the continuous development and the globalization. The privatization has brought significant changes in business logic but the business models still remains unchanged and even has helped to effectively improve.

1.6 Profile of The Current Business, Both Marketplace (Physical) And Market Space (Electronic)

Nepal Telecom's core business is communication services which include PSTN services, GSM Mobile, Internet, lease line, 3G Mobile, telex, CDMA mobile. Its secondary business is operating switching permission to other telecom companies. The major chunk of revenue is generated from the bank deposits in the form of interest.

Nepal Telecom has been actively involved in the business of physical market place. The presence in the electronic market space is very minimal and the major projects are under planning. Nepal Telecom is highly equipped with country wide telecom infrastructure which is the competitive advantage over the rivalry in the industry. Nepal Telecom has highly implemented IT in customer service rather than in core business. The company has been highly implementing information technology in customer billing payment. The other IT focuses is on internal integration of the functional units and managerial planning process. The company has centralized the billing payment and revenue collection.

1.7 Key (Current and Emerging) Business Model In The Industry

The current business model of NT do not use IT based applications. It has been enabling the value adding services through IT such as Websms and bill inquiry for post paid clients. NT has provided facility to recharge prepaid mobile through the ATMs, presently from Nepal Investment Bank, is another distinct value adding service.

In contrast to the current business model, due to the revolution in the technology in global arena, NT has been in pressure from national public as well as international clients to enable the business model through IT. So, Nepal Telecom is in planning phase of IT enabled business models to be adopted in its core business too. The company has been in intensive planning to adopt MIS and ERP implementation which is expected very shortly as they have already announced for the global tender for ERP implementation. The company has expected to enable its business highly from electronic model of business. The company has predicted to upgrade its technology to ADSL (Asynchronous Digital Subscriber Line) which is based upon packet system, is supposed to eliminate the traditional switch base (circuit base) service. The packet system helps to add the value on existing service as it can be used for multipurpose due to its capability of high data transfer facility.

As the other companies are also inducing the high tech technologies and enabling their business through IT so Nepal Telecom personnel Mr. Suman Shakya predicts that the competition will focused

more on quality. The quality service will be the leading and competing factor but not only the infrastructure.

Other value added services provided by NT using web based applications are as follows;

Caller Ring Back Tones (CRBT), Mobile Bill, Web SMS, Electronic Recharge Card Service.

1.8 Spice Nepal Private Limited (SNPL)

Profile: Popularly known as "Mero Mobile", Spice Nepal Private Limited is the first private GSM mobile operator in Nepal. The company was established in 2004 and commercially launched on 17th September 2005. The service extends in major areas of Nepal such as: Dhulikhel, Banepa, Nagarkot (surroundings of Kathmandu Valley) Bharatpur / Chitwan, Hetauda, Birgunj, Simara, Biratnagar, Itahari, Birtamod, Chandragadi, Kakarvitta, Dharan, Duhabi, Rajbiraj, Lahan, Malangawa, Nijgadh, Dhalkebar, Janakpur (Eastern part of Nepal), Pokhara, Butwal, Bardagath, Bhairahawa, Nepalgunj (Western part of Nepal), Dhangadhi. Mero Mobile is tied up with many different international Operators of more than 31 countries adding up to 74 operators around the world.

1.9 Profile of the Current Business, Marketplace (Physical) and Market Space (Electronic)

The core business of SNPL is providing GSM mobile service which includes sales of sim card and wireless voice module service. The sales of the sim card are physically by filling up required forms through the firm's sales counters and its local agents. Other related services enabled through internet are GPRS (General Packet Radio Service), MMS (Multimedia Messaging Service), PRBT (Personal Ring Back Tone), Voice call, SMS, Voice Mail, Sms2Email, Missed Call Notification, and related value added services. Mero mobile operates on dual band frequency; 900 MHz and 1800 MHz and also allows effective and higher capacity and data transfer for services like GPRS and EDGE.

The company claims that it is leading in providing intermediate service in GSM and is first in technology testing related to the sector. It is market leader in new technology and value added service.

1.10 Key (current and emerging) Business Model in the Industry

The distribution of Mero Mobile sim card is prompt and on demand basis. IT is not used for the distribution process but is used for vendor identification of suppliers and customer care management in its Value Chain. Customer care service and value addition services are competitive advantage over its rivals through the use of Information Technology as claimed by the IT officer.

Information Technology is an integral part of functional activities (Marketing, HR, Finance and Sales) for the company and also is highly implemented for providing services (business) through SNPL's website. The company do not uses MIS system but is extensively using features of the ERP system for co-ordination and regulation of functional units for consolidated activities. Automated interdepartmental emailing, file sharing features and interdepartmental meeting schedulers are the core features of the system incorporated between different functional units. According to the interview with IT officer at SNPL, for the current period, ERP system as a whole will be expensive and even unnecessary for the scale of business SNPL undergoes.

There are two customer care centers located in Kathmandu and Lalitpur and four distributors which act as agents for all the regional distribution process. The distributors use websites and emails to bid and request for sim cards. However the use of website for enabling customers to purchase the sim cards is regarded as infeasible. The primary reasons are the accessibility and affordability of internet connectivity throughout the country besides some major cities like Pokhara and Kathmandu. Also, there is no intact government regulation for online transaction. The customers are required to fill the forms and even use finger stamps which are not enabled by the existing cyber law. Hence the IT officer claims that the customers are not web based and the complete integration of IT for enabling the distribution of sim card is still not possible in near future. But IT enabled business services to provide value addition service are extensively used in the present and will grow extensively as a competitive and business excelling tools in the coming five years.

The focus of the company in the coming years will be on value added services and expansion of its data and voice related services. IP phones will be introduced which will provide high speed internet connectivity. Some of the main IT enabled mobile services in the present are; WAP (Wireless Application Protocol), GPRS (General Packet Radio Service), EDGE (Enhanced Data rates for GSM Evolution) or EGPRS, PRBT (pre-define-specific Ring Back Tone) and SMS2Email.

1.11 United Telecom Limited

Profile: United Telecom Limited (UTL) is a consortium of 4 companies, who have come together in a joint venture to explore various telecom opportunities in Nepal. UTL had participated in the tender floated by NTA for Basic Services Based on WLL Technology for the then Kingdom of Nepal. After going through all NTA requirements, UTL was awarded the Letter of Intent by NTA to provide WLL based services, International Long Distance, Domestic Long Distance and Lease Lines Services. Further the LOI was converted in October 4, 2002 to a 25 year license.

1.12 Profile of the Current Business, Marketplace (Physical) and Market Space (Electronic)

UTL provides mobile service based on WLL and uses CDMA technology. Both pre and post paid business models are offered and are provided impromptu from the firm's sales unit. Code Division Multiple Access (CDMA) technology is the state-of-the-art technology offering reliable service with high-speed data capability. UTL has procured the equipment, which offers the following features; CDMA 3G 1X(IS-2000) with Voice, G3 Fax and Data. This 3G 1X (Third Generation Technology) allows the subscribers to have the instant data transfer/connectivity with high speeds up to 144 kbps. This technology enables easier/smooth migration to other higher EVDO/EVDV systems (i.e. data only and /or data with voice systems).

Besides the sales and voice transfer UTL also offers value added services and customer based services through its websites. The system, in addition to voice and data services, would be capable of providing the following features:

- J Wake-up Call/ Reminder Facility
- J Abbreviated Dialing
- J Call forwarding
- J Call Transfer
- J Call Waiting (Call Alert)
- J Dynamic STD/ ISD facility
- J Call Hunting Facility/Mobile Access Hunting
- J Voice Mail Service(VMS)
- J G3 Fax
- J Data Service
- J SLA(Selective Line Access)
- J Conference Calling
- J Three Way Call (TWC)
- J Conference Calling (CC)
- J CLIP(Calling Line Identification Presentation)

1.13 Key (current and emerging) Business Model in the Industry

The business model for the Wireless Local Loop (WLL) technology that UTL conduct is "UTL is able to deliver telephones to local communities within hours rather than every days or weeks or months". The business model of UTL takes the advantages of the fact that the people of Nepal find it difficult to get the telephone connection or GSM service provided by the only player, i.e NTC. Also the business model exists because of the people's need for over demand and less supply of this service.

In addition, migration to the future 3G systems (CDMA 2000 3X/ IMT-2000/NGN- Next Generation Network), which are likely to be popular in the coming decades, is possible. The proposed 3G 1X technology/ system allows easy and smooth backward compatibility to the IS-95A and IS-95B. It is, therefore, expected that this technology/state of art equipment will not obsolesce for several decades. The system offers a wide range of supplementary services and has the capability to support Intelligence Network (IN) services.

1.14 Market Power and Market Share

The subscriber base of incumbent NDCL has reached 8, 68,046 whereas that of Spice Nepal is 7, 02,975 hence a total of 15, 71,021 subscribers. The number of postpaid subscribers has gone down by 1644. NDCL distributed 2,629 new lines in the last quarter whereas SNPL distributed 2, 12,260 lines in the same period. SNPL now holds 44.75% of the market share, 8.75% more than the previous quarter whereas that of NDCL continued to decrease in this quarter as well, going down to 55.25%. The mobile customer base is growing basically due to prepaid mobile scheme, which has crossed the 1.5 million mark at the end of this quarter. Apart from Kathmandu Valley, NDCL is providing mobile service in 43 districts and Spice Nepal Pvt. Ltd. too has extended its service in 25 districts. The mobile network of NDCL has now 395 (previous data) Base Transceiver Stations (BTSs) whereas SNPL has 315 BTS in 900 and 1800 MHz band. Hence the Number of subscriber to Base Transceiver Station (BTS) ratio of NDCL is 2198 in comparison to 2232 of SNPL. The mobile penetration is increasing steadily to reach 5.95 in this quarter. Total manpower involved in providing this service stands at 566.

1.15 Statement of the Problem

Previously market was not so competitive. There were very few brands competing in the market and there were very few people using mobile phones, since they used to be very expensive. During a decade, many new brands of mobile phones have introduced in the market and even in our country new telecommunication companies have been established making the service very cheaper so that the service can be utilized by every common people of the country. Today, the mobile phones prices start from Rs. 1,000 to 1, 00,000 because of which today people have lots of options regarding the mobile phones. You can get the various features, accessories and prices regarding the mobile phones. Mobile phones have become very common to the people and the life has become almost impossible without a mobile phones.

To compete in a market many cheaper mobile phones have been introduced in a market, especially from India and China providing additional accessories and features to the customers. But the question is, "How customers purchase the mobile phones"? , "What is the role of brand while purchasing mobile phones"? , "Which brands are performing well in the market"? , "consumer behavior while choosing the various brands of mobile phones" and the strategies various brands of mobile phone executed so as to increase their market share. Not only this, it is always important to know the role of advertisements and other promotional tools to increase the market share and the role of after sales

service, additional accessories and quality to be a market leader. So the brief study is important to know the answer regarding the problem.

1.16 Objectives of the Study

The primary objective is to study the perception and buying behaviour of people towards various mobile brands. The secondary objectives of the study are as follows:

- i) To know about the brand preference with different mobile phones.
- ii) Factors that influence decision making in purchasing a mobile phones.
- iii) To analyze the factors to sale mobile.

1.17 Importance of the Study

Industrialization plays vital role in development of every country. Industrialization creates market for the products. Therefore industrialized countries have fierce competition occurring among industries for their products. Nepal is dependent on agriculture and the process of industrialization is ongoing rather slowly. Whether it is agricultural or industrial sector, marketing plays very important role in drawing attention in consumer toward the products.

Today's marketing has been developed as an indispensable tool as the current business can be synonymous to marketing era. The business is being operated in 21st century even if the companies are lacking in innovative marketing policies, management and strategies. Nokia, Samsung and Sony Ericson has become the most successful brands of mobile phones around the world, however, many new brands of mobile phones are coming in the market hoping to give new features and quality to the consumers in a cheaper price. This may be useful, for the organizations of same as well as other industries to give an insight to their own policy and reformulate if necessary, to draw the attention of consumers. Besides, the new firms looking for a proper marketing policy and structure may be benefited by the study.

So I have chosen the title "Brand preference of mobile phones in Kathmandu valley" This study may be helpful to thesis writers, marketing authors and other researchers who are related with mobile phone marketing. I think it would be helpful to producers, distributors, consumers and marketer who buy deal in various brands of mobile phones. And it may also be helpful to future researchers and students to know about market situation of various brands of mobile phones in Kathmandu. The major finding of the study will be based on survey of market situation; consumers' needs and wants, potential consumer, feeling about appearance, quality and price of mobile phones. It can be important for all the people who are related with mobile phones. So that it will be helpful for them to plan effective marketing strategy/policy.

1.18 Purpose of the Study

-) The purpose is to understand what factors are important to people when they choose to buy a brand of mobile phones. It could be factors like price, feature, brands, after sales service, performance, additional accessories etc.
-) Understanding the importance of advertisements in order to increase the sales. The research will try to understand whether people are actually influenced by advertisements of mobile phones while purchasing a mobile phone.
-) To know about the brand preference of consumer.
-) To analyze the faults to sale mobile.

1.19 Limitations of the Study

- i. Most of the data used in this study have been obtained through questionnaire.
- ii. Data are based on the sample survey conducted in Kathmandu Valley only.
- iii. Findings have been presented on the basis of the respondents only.
- iv. The data analysis has been done on the basis of simple statistical tools.

CHAPTER TWO

REVIEW OF LITERATURE

Introduction

This chapter reviews the concepts concerning the subject matter that are written on textbooks on one hand. On the other hand, this chapter reviews the previous studies which are related to the subject matter of this study. So, a brief review of some project works and some thesis is done. In addition to that review of articles that are published in magazines, newsletters etc. are also done.

According to Howard K. Wolf & Prem R. Pant, "The purpose of literature review is to find out what research studies have been conducted in one's chosen field of study, and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. The literature survey also minimized the risk of pursuing the dead - ends in research." (Howard K.Wolf & Prem R.Pant, "A Hand Book for Social Science Research and Thesis writing", 1999, p 30)

2.1 Market/Marketing: Meaning & concept

The market is the place where buyer and seller meet and function, goods & services offered, for sale and transfer for ownership of little occur.

"A market consists of all the potential customers sharing a particular need or want that can be satisfied through the exchange and distribution. The market depends on the number of persons who exhibit the need have resources that interest others and are willing to offer these resources in exchange for what they want". (Kotler Philip & Armstrong Gary, "Principles of Marketing", 1999, p. 215)

"A market will be defined as people with needs to satisfy, the money to spend and the willingness to spend it. Thus, in the market demand for any given product or service the market three factors to consider-market = people with need or wants+ money to spend plus willingness to spend it." (Stanton William, J., "Fundamentals of Marketing", 1978, p. 72)

Marketing is the management function, which organizes and directs all those business activities involved in an assessing and converting customer purchasing power in to effective demand for a specific customer. So product or service and in making the product or service to the final, as to achieve the particular or other objective set by the company.

According to Philip Kotler, "Marketing is a social process by which individuals and group obtain what they need and what though through creting offering and freely exchanging products and services of value with others." (Kotler Philip;" Marketing Management, Analysis, Planning, Implementation

&Control”, 1997, p.9)

“Marketing is typically seen as the task of creating, promotion delivery goods and services to consumer and business. In fact, marketing people are involved in marketing types of entities: - goods, services, experiences, events, person, places, properties, organizations, information, and ideas.” (Kotler Philip; “Marketing Management”, 1999, p.3)

According to American Marketing Association, “Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas; good services to create exchange that satisfy individual and organizational goods”. (Koirala K.D, “Marketing Management”, 1999, p.1)

Thus, through these definitions we can deduce that, Marketing is a social process preformed by individuals and groups marketing are also concerned with creating offering and exchanging products and services.

Marketing has been developing together with development in human civilization. We trace three – four hundred years back to the history of human civilization; we find marketing of that time by modern standard was relatively uncultured. They did not need mechanism or tools or techniques of marketing as used today. But now all the situations have changed and the needs and wants have also changed. Human aspiration for excellent and better status have given birth to thousands of discoveries, inventions and innovations and established thousands of units of different types of industry to fulfill that aspiration. These changes in turn not only indented different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive field.

In recent years some have questioned whether the marketing concept is an appropriate philosophy in a world faced with a major demographics and environmental challenges. The societal marketing concept holds that the organization’s task is to determine the needs, wants and interest of target markets and deliver the desired satisfaction more effectively and efficiently than competition in a way that preserve or enhances the consumer’s and the society’s well beings. The concept calls upon marketers to balance three considerations. Namely Company profits, Consumer satisfaction and Public interest. (Kotler Philip, “Marketing Management”, 1999 p.29)

2.2 Marketing Mix: Concept

Marketing mix is one of the key concepts in modern marketing. It refers to set of variables that the business uses to satisfy consumer needs, namely product, price, promotion and place. Each company should deeply study the marketing mix to run the business. A successful company will have effective knowledge over the marketing. “Marketing mix is the set of marketing tools that organizations use to pursue their marketing objective in the target market.” (Agrawal G.R, “Marketing in Nepal”, 1999, p.28)

Figure No. 1 the Components of Marketing Mix are Known as 4 Ps



The elements which can influence business activities of the firm as marketing strategy is known as marketing mix. They are product, price, place and promotion. The combinations of these elements are called 4ps. Product, price, place and promotion (4 Ps) contributes the components of the marketing mix. Each component has its own mix. Product mix, price mix, place mix, and promotion.

2.3 Product: Concept

A product is anything that can be offered to the consumer satisfaction. Products can differ in size, quality, feature, brand, packing etc. this is the most important variable of marketing mix. A company should deeply think over the quality of the product before market penetration. (William J/Michael J. and Bruce J, "Fundamental of Marketing", 1994, p.211)

In marketing we need a broader definition of product to indicate that consumers are not really buying a set of attributes, but rather benefits that satisfy their needs. A product is a set of tangible and intangible attributes, including packaging, color, price, quality, and brand, plus the seller's services and reputation. A product may be a good, service, place, person, or idea. In essence, then consumers are buying much more than a set of physical attributes when they a product. They are buying want satisfaction in the form of the benefits they expect to receive from the product.

2.4 Products Quality: Concept

Quality is the improved form of product, to satisfy the needs of the consumers, improving product quality has become a top priority for marketing. There is an intimate connection among product quality, customer satisfaction and objective achievement. The dimensions of quality can be performance of the product, durability of the product, serviceability of the product & feature of the product etc. Quality is the "Totality of features and characteristics of a product that bear on its ability to satisfy stated or implied needs" (Agrawal G.R., "Marketing in Nepal", 1999 p.161). While considering

the physical product apart from the additional attributes, real or fancied, bestowed on it by an effective marketing program, the manufacturer's attention is usually centered on product quality. In this context product quality is often measured in terms of the purity or grade of materials used the technical perfection of design, and exacting standards of production. The level of quality is usually set in terms of either meeting or beating competition. Once a level of product quality, in this sense, has been determined, most firms carry out rigorous programs of quality control and product testing to ensure that technical standards of product quality are upheld.

2.5 Brand & Branding: Meaning & Concept

Brand is the name of the product. Branding differentiates the products from marketers, sellers & consumers. They convey attributes, image, values & benefits.

"A Brand is a name terms, signs, symbol, or design or a combination of the intended to identify the goods or service of one seller or group of seller and to differentiate from those competitors". (Kotler Philip, "Marketing Management", 1999, P. 404) It is clear from above definition that brand identifies the goods to market. It can be a name trade mark, logo or other symbol. It differs from other assets such as patents and copy rights; which have expiry date. Trademark is a legally protected brand which implies ownership of the users and exclusive right to use.

Branding constitutes an important part of product mix. The word brand is comprehensive encompassing others narrower terms. A brand name consists of words, letters or number that can be vocalized. A Trademark is the part of the brand that appears in the form of a symbol, design or distinctive color or letter. A brand mark is recognized by sign and differentiates its product from competing products.

"Building brands require a great deal of time money promotion and packaging. Brands suggest product difference to costumers. They convey attributes, image value and benefits most of the products are branded." (Agrawal G.R, "Marketing Management in Nepal, p. 287)

Now a days, market is being much more competitive is a subject of consideration. Every company should carry out a research before launching a new brand. But all Nepalese companies do not set budget aside for research and development. It is always important to study the need, interest, taste, and purchasing power of the targeted costumers.

As the customer is the king of the market in today's liberal economy companies cannot afford to be only product oriented. There is no specific formula for success. Market is different from place to place, consumers need taste and interest may vary from one place to another. In many cases affordability, geographical location, culture and religion also determine people's need. Therefore, success of brand largely depends on the different factors such as innovation, quality, attractive, packing reasonable price, availability, good publicity brand positioning, unique selling proposition, value addition

relationship etc.

2.6 Brand preferences in the cases of Mobile Phones

When we talk about the brands, they are not just the names, terms, symbols, designs or combinations of these, although it is true to say that such things can and differentiate certain products and companies from others. The additional feature that makes a successful brand is personality.

Today leading brands are personalities in their own right and are well known in all societies and cultures as film heroes, cartoon characters, sports stars, or great leaders. Many of the people relate to brand personalities in the same ways as they do to Human personalities. There is of course, a psychological basis to this, and the psychology behind brands really stems from Carl Jung's work where he described the four functions so mind-thinking, sensation, feeling and institution. The secret to successful branding is the influence the ways in which people perceive the company or product, and brands can affect the minds of customers by appealing to these four mind functions, or combinations of them.

Some brands appeal to the rational part of a person, to the elements of logic and good sense (the thinking dimension) such as mobile phones, which is to communicate. Some brands attract the emotional part of people appealing to the feelings, dimension to which consumer react with feelings of warmth, affection, and belonging. Products such as Harley-Davidson motorcycles and companies like Benetton with its global village branding exemplify these.

Brands influence consumer decisions to buy in any of the above ways, or through combination of them, sometimes with tremendous persuasive appeal.

The Marlboro brand personality is a good example of how companies understand and combine the physical and emotional elements that appeal to certain customers who live or would love to live a certain lifestyle. Products such as reputed credit cards, watches or prestige items help people to express themselves to others by demonstrating that they are different and have the sense of achievement. They act as extensions of the personality, so it really is all in the mind. The key to brand management and development is a clear understanding of what benefits the customer is looking for. Time and again, research shows that the real driving force behind market leadership is perceived value-not price or inherent product attributes.

Brands are also successful because people prefer them to unbranded products. Today's world is characterized by more complex technology, and this can be extremely confusing to people who are not technology minded. Brands can play an important role here by providing simplicity and reassurance to the uninitiated, offering a quick, clear guide to a variety of competitive products and helping consumers reach better, quicker decisions.

2.7 Price and Pricing: Meaning & Concept

Price is an important component of marketing mix. Price is the value of goods and services in terms of money. It depends upon the willingness and ability to pay of the customers, which in turn depends upon the value in use and value in exchange. Pricing is the process of determining the price of the product. The price determined by the company or the marketers should be responded by the consumers in the target market. It is another variable of marketing mix that creates revenue. Consumers pay price to buy products for their need satisfaction. It may be fixed on the basis of cost demand and competition. It may involve discount, allowances, credit facility etc. Price has become the important variable of marketing mix because a marketing manager always look forward for the price of the product so that he can penetrate the market as their capacity to pay.

Traditionally, price had operated as the major determinant of buyer choice. This is still the case in poorer nations, among poorer groups, and with commodity- type products. Although non price factors have become more important in buyer behavior in recent decades, price still remains one of the most important elements determining company market share and profitability. Consumers and purchasing agents have more access to price information and price discounters. Consumer shops therefore, carefully force retailers to lower their prices. Retailer put pressure on manufacturers to lower their price. The result is a market place characterized by heavy discounting and sales promotion.

Price is the marketing mix element that produces revenue, while the others produce costs. Price is also one of the most flexible elements. It can be changed quickly, unlike product features and channel commitments. At the same time, price competition is the number one problem facing by the companies. Yet many companies do not handle pricing well. The most common inflexibilities in handling them are:

-) Pricing is cost-oriented.
-) Price is not revised often enough to capitalize on market changes.
-) Price is set independent of the rest of the marketing mix rather than as an intrinsic element of market positioning strategy, and
-) Price is not varied enough for different product items market segments, and purchase occasion. (Kotler Philip, "Marketing Management", 1999, p. 456)

In setting its pricing policy, a company usually follows the following six step procedure:-

1. It selects its pricing objective survival, maximum current profit, maximum market share, maximum market skimming, or product quality leadership.
2. Its estimates the demand curve, the probable quantities will select each possible price.
3. It estimates how its cost varies at different levels of output, at different levels of accumulated production experience, and for differentiated marketing offers.
4. It examines competitor's cost, price and offers.
5. It selects a pricing method.

Finally, it selects the final price, taking into account psychological pricing, and the influence of other marketing mix elements on price, company pricing policies, and the impact price on other parties.

Company do not usually set a single price, but rather a pricing structure that reflects variations in geographical demand and cost, market segment requirements, purchase timing, order levels, and other factors.

Several price adaptation strategies are available: -

- (I) Geographical pricing.
- (II) Price discounts and allowances.
- (III) Promotional pricing.
- (IV) Discriminatory pricing.

Product-mix, pricing, which are included setting prices for product lines, optional features, captive products, two part items, by-products, and product bundles. (Kotler Philip, "Marketing Management, 1999, pp.482/83)

2.8 Promotion: Meaning & concept

“Promotion is the element of an organization’s marketing mix that serves to inform, persuade, and remind the market of a product and for the organization selling it, in hopes of influencing the recipient feelings, beliefs, or behavior.” (William J/Michael J. and Bruce J, “Fundamental of Marketing”, 1994, p. 456)

“Promotion is another variable of marketing mix which communicates to the ultimate consumer about goods and services. It involves those activities which inform, educate and stimulate the demand for the product. It consists of advertising, publicity, personal selling and sales promotion. Company should follow effective promotional Medias to inform the consumer about the product. A good marketing manager always looks towards effective promotional media to compete with other brands. This variable is very important to stimulate sales.” (Agrawal G.R, Marketing Management in Nepal, 2059, p. 47)

The marketing mix activities of product planning, pricing, and distribution are performed mainly within a business or between a business and the members of its distribution channels. However, through its promotional activities, a firm communicates directly with potential customers.

2.9 Place: Meaning & concept

Place is another variable of marketing mix which takes product to consumer. It is concerned with distribution, channels of distribution and physical distributions. It is also concerned with selecting channels of distribution and place for the physical movement of the product.

“A good marketing manager always thinks of an effective channel and physical distribution system for the smooth flow of the goods at the right time at the right place and to the right person or market.” (Agrawal G. R, “Marketing Management in Nepal”, 2059, p. 4)

Philip Kotler defines marketing mix as the set of marketing tools that the firm uses to pursue its marketing objectives in the target marketing. The popularized a four-factor classification of these tools called the four Ps (product, price, promotion, and place).

2.10 Advertising and Other Promotional Activities: Concept

The word advertising is derived from the Latin word Adverto. ‘Ad’ means towards and ‘verto’ means ‘turn’. So the meaning of advertising is to turn people towards specific thing. In other words, advertising is to draw people’s attention to certain goods. Advertising is one of the main tools in marketing used to influence the consumer’s awareness, interest and response to the product in order to increase the firm’s sales and profit. It is an important element in modern marketing process but it can produce consistently profitable result only when the entire structure is sound and coordinated.

“Advertising is the most visible marketing tool, which seeks to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertisement. Activity advertising unlike salesmanship, which interacts with the buyer face, is non-personnel. It is directed towards a mass audience, and not at an individual, as in personnel selling.”

Advertising is defined as a form of mass communication where message is through different sources and is acquired by the consumers. It is referred as non-personal, presentation because non-personal media are used to convey the message. Basically, media of mass communication are only two viz., publications and electronic media such as radio and television.

The advertiser needs to have comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response. Advertising is a method of communication, which is one of the most important aspects of human behavior.

Today business organization, social organization, political organization and governmental and non-governmental organizations are also using advertising as tools of promoting and services as well as political candidates for votes.

Advertising can be understood as form of communication, which aims at bringing about some change in the behaviors of the target audience, particularly the potential buyers of non-buyers towards the product or service advertised. A generally theoretical model seeks to identify a step-wise behavioral progression of non-buyers towards buying action.

Simply advertising stimulates the potential buyers to go to the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firms, and increased sales. The techniques of advertising depending upon the situation however, it is the matter of decision of the marketing manager to blend all promotional tools advertising, personal selling, and sales promotion to arrive at a right mix. Each of the promotional tools has got unique characteristics and is complementary.

It should be made clear here that advertising and promotion though seems same are not exactly the same thing. Promotion is a broad term whereas advertising is just a part of promotion. When we talk of promotion it generally includes publicity, personal selling, public relation and advertising, but advertising comprises the most of the portions that comprises promotion. Advertising is considered to be one arm of promotion. Advertising promotion consists of other four element personal selling, sales promotion, public relation and publicity.

a. Personal selling

Personal selling consists of face to face communication between the sales persons to their prospects. Unlike advertising, it involves personal interactions between the source and the destination. The most effective method of promotion probably is to have sales persons call upon every target consumer. For many institutions, especially those that appeal to the mass market, this would be terribly inefficient. As a result, they employ mass marketing techniques, such as advertising. Personal selling is very important in industry.

b. Sales promotion

According to the American Marketing Association, sales promotion consists of those marketing activities, other than personal selling, advertising, and publicity, that stimulate consumer purchasing and dealer effectiveness, such as display, shows, and expositions, demonstrations, and various non-recurrent selling efforts not in the ordinary routine. Sales promotion is one of the major promotional tools. It is used to coordinate and supplement the advertising and personal selling programmes. Sales promotion has increased considerably in importance in recent years as management has sought measurable, short-term sales result. Sales promotion should receive the same strategic attention that a company gives to advertising and personal selling.

c. Public relation

Marketers engage in public relation in order to develop a favorable image of their organizations and product in the eyes of the public. They are: public at large, labor union, the press, and environmental groups. Public relation activities include sponsoring, lobbying, and using promotional messages to persuade members of the public to take up a desired position. The term public relation refers to a firm's communications and relationships with the various sections of the public. These sections include the organization customers, suppliers, shareholders, employees, the government, the general public and the society in which the organization operates.

d. Publicity

Publicity is a means of promoting the mass market, and is similar to advertising except that it is free and is found in the additional portion of the news media, and pertains to newsworthy events. The most common type of publicity is news releases, photographs and feature stories. Promotion can be directed towards final consumers, middlemen, or a company's own employees. Public relations and publicity are the last two promotional methods. Public relations are the broad, overall promotional vehicle for improving or maintaining an organization's image and its favorable relationship with its public. Publicity is any promotional communication regarding an organization and its products that are not paid for by the company benefiting from it. Typically these two activities are handled in a department separate from the marketing department in a firm.

2.11 Review of Literature

Abhisekh Kumar Yadav (2008-10) conducted to help learn the growing telecom sector of India. The research will also bring to light what all factors a student considers at the time of purchase of a new mobile phone. This project was aimed at “Brand Preference of Mobile Phone among Gurgaon’s College Students.” He had chosen several parameters to study the project.

-) Both primary as well as secondary data was obtained for the study. Primary data was collected by personal interview and filled questionnaire by students.
-) Parameters like organization profile, market positioning, product strength and weakness, were used during the study.

Objectives:

The Primary Objective is to study the perception & buying behavior of students towards various mobile brands.

The Secondary Objectives of this study are as follows:

1. Major features, which a customer looks for in a mobile before making a purchase.
2. Factors that influence decision-making in purchasing a mobile phone.
3. To know which advertisement media puts more impact on the buying decision of students.
4. Factors, which help in increasing the sale of mobile phones.

Recommendations:

1. Nokia should provide better service and try to solve the hanging problem
2. Cellular companies should increase the awareness about the 3G service.
3. Companies should offer more range of Rs. 10,000 or less than 10,000.
4. LG and Samsung should try to expand its market share and also should try to increase the awareness through the television advertisement.

Findings

-) Nokia is the most favorite brand of the college student.
-) 35% student change their mobile phones within 1 to 2 years
-) 30% students are using the mobile phones since last 1 to 2 years.
-) 57% students are ready to pay for a mobile phone less than 10,000 and they spend according to their family income.
-) Appearance, Price, Brand Image and advertisement are the important factors for the students while purchasing mobile phones.
-) Mostly students see advertisement on television
-) Story, spokesperson and the music are the important factor in advertisement

Limitations:

-) A small sample size of 250 students is taken, so we cannot draw inferences about the population from this sample size.
-) The scope of the project is limited to the city of Gurgaon's. So, we cannot say that the same response will exist throughout India.
-) This study is based on the prevailing student's satisfaction. But the student's satisfaction may change according to time, fashion, technology, development, etc.

Dr. N. Subburaj made an attempt by the researcher has been analyzed the brand preference of cell phone. The analysis of the data is based on the attitude or opinion, consumer awareness and selection of brand of cell phones in Virudhunagar City. A brand name may manipulate the buyer's perception about the product. Brand names are often useful in establishing an overall product concept. Occasionally, a brand name becomes the generic name of that product. Inferences are made on the basis of the opinion expressed by one hundred sample respondents comprising of 22 from Low income group, 34 from Middle income group and 44 from High income group.

Objectives of the Study:

The important objectives of this study are:

-) To study the origin and growth of Mobile Phone industry.
-) To study the importance of branding and its influence on consumers buying behavior.
-) To study the awareness and attitude of consumers towards Mobile Phone.
-) To study the factors influencing the brand preference of Mobile phones.

Findings:

-) 54% of the respondents prefer Nokia mobile phones, 14% of the respondents prefer Samsung, 12% of the respondents prefer LG, 6% of the respondents prefer Sony Ericsson and 4% others.
-) 66% of the mobile phone users are influenced by the reference groups whereas 34% are not influenced by the reference groups.
-) According to the respondents, 29% respondents uses their mobile phones to contact friends, 27% to contact business clients, 24% to contact family members, 14% to contact professional clients and 6% to contact relatives.

Conclusion:

To satisfy the consumers the producer must clearly understand their attitudes, needs and expectations. From the above analysis it is concluded that the respondents in Virudhunagar City are very well aware of the mobile phones. Buyer is the focal point in marketing. This generation of producers is intelligent with regard to the application of procedures. They first want to find out what the consumers want. They realize that only such products could be sold to the satisfaction of the users and at a profit to the maker.

Dr. Ashita Sharma conducted a study on "Project Report on brand preference of mobile phones with special reference to Motorola phones". The scope of the research is based on the telecom industry and it throws light on the brand preference of mobile phones with respect to Motorola.

Objectives:

The Primary Objective was to study the perception & buying behavior of customers towards various mobile brands with special reference to "Motorola".

The Secondary Objectives of this study were to identify:

-) Factors that influence decision-making in purchasing a mobile phone.
-) Major features, which a customer looks for in a mobile before making a purchase.
-) Brand awareness of MOTOROLA mobile phones in the market.
-) Factors, which help in increasing the sale of mobile phones.

Findings:

-) Nokia, Samsung, Motorola and Sony Ericsson are the favorite as brands among the customers in Delhi Market, closely followed by others.
-) The brand awareness of MOTOROLA mobile phones seems to be almost 100%.
-) The general opinion about MOTOROLA mobile phones is that it is either good or satisfactory.

Recommendations:

-) The company should try to reach maximum consumers in India by making distribution channel more effective.
-) The company should continue to work on the Strategy of T.Q.M (Total Quality Management).
-) The MOTOROLA is brand in itself and none of the other brands are in a position to compare with it in Quality, Reliability and Brand Image. Even then a number of other brands are entering the market and are acquiring a good market share. The main reason behind it is that the distributors of the company are not able to provide regular supply to the retailers in all the areas.
-) Consumers do not get satisfied with the promotional policies of the company. New techniques of promotion are required to create awareness about the entire range of MOTOROLA products.

Limitations:

-) A small sample size of 50 customers was considered due to lack of time & resource constraints.
-) The scope of the project is limited to the city of Delhi and N.C.R. So, we cannot say that the same response will exist throughout India.
-) With regards to uneducated customers it was difficult to get across to them all the features of their respective mobile phones.

Conclusion:

According from this research that Nokia has the maximum brand preference as compared to other brands. Most of the dealers are selling more than one brand. They sell different brands to gain more volume and more availability to the customers. So dealer's preference to push a particular brand to the customer plays a major role in the mobile market. According to the dealers advertising and promotional schemes along with other schemes also affect the customer's willingness. Aggressive advertising put into effect for a long time in the customers mind, which influence the people, are T.V., Newspaper and Magazines. Consumers prefer a MNC band due to the quality and technological superior features. Consumers also judge the after sale service availability of the company before purchasing a mobile.

So, none f the above studies does research entitled "Brand Preference of Mobile Phones in Kathmandu Valley". So, this study could be helpful for further study to students, researcher and planners in future.

CHAPTER- THREE

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a systematic way to solve the research problems. It describes the methods and process applied in the entire aspects of the study. It refers to the various sequential steps to be adopted by a researcher in studying a problem with certain objectives in view. (C.R. Kothari, "Research Methodology Methods and Techniques", 1994, P.19)

Research Methodology is a way to solve the problem. Market research specifies the information requires addressing these issues, designs the methods of collecting information, manages and implements and data collection process analyzed the results, and communicate the findings and their implication.

In the context of view of marketing, "Marketing is the principle revenue generating activity while other is revenue consuming. Marketing research deals with production and distribution problems, marketing institutions marketing policies, and practices. It is better established than production research partly because of not closely interwoven with technology. It covers the issues like production, planning, development, pricing, promotion and distribution. (Joshi P.R., "Research Methodology", 2002, p. 17)

3.2 Research Design

"Research design is the plan, structure, and strategy of investigation conceived so as to obtain answer to research questions and to control variance." (F. N. Kerlinger, "Foundation of Behavioral Research", 2002, p.300)

It is the specification of methods and procedures for acquiring the information needed. In this study historical as well as descriptive research design is adopted. This study is an exploratory type of study. The main aim of this study is to find out the brand preference of mobile phones in Kathmandu Valley.

To fulfill this purpose raw data related with different aspects are collected through the questionnaire method. Thus, to evaluate and analyze the brand preference of mobile phones descriptive type of survey research design has been followed through the study.

3.3 Description of a Sample

After the formation of the research tool, the actual research is necessary. So the first step of the research process now was determining the sample.

There are two types of sampling.

-) Probability sampling
-) Non probability sampling

Probability sampling is a type of sampling where every element of the population has a chance of being chosen as a sample. The different kinds of probability sampling are:

-) **Systematic sampling:** under this type firstly the total numbers of elements are identified. Then a sample ratio is obtained by dividing the population size by size of the desired sample. And then a sample is obtained by choosing every k^{th} entry.
-) **Stratified sampling:** the population is divided in several strata and few elements are chosen from each of these strata. There should be homogeneity within these strata and there should be heterogeneity between different strata.
-) **Cluster sampling:** in the cluster sampling the population is again divided in different sub-groups, but here certain entire sub-groups are chosen and some are left altogether.

Non probability sampling: each member does not have a known nonzero chance of being included.

For this study, I have chosen non probability sampling as determining the population size of 'mobile phone users in Kathmandu valley' is not possible. So sampling method was **convenience quota** sampling.

Here, the respondents were chosen on the basis of their occupation where by 5 different occupations were taken randomly and 30 samples from each occupation were taken. Thus, a total of 150 people were taken as sample for this study.

3.4 Instrumentation

Instrumentation can be basically explained as the tools used in data collection and analysis.

Thus, the major tool used in data collection was questionnaire. These were distributed to many individuals on the basis of convenience and needed information was collected. The questionnaire was divided in to two parts. It had the classification questions and the research questions. The classification question helped to collect the personal information like gender, age and occupation. The research questions helped to collect information on the research topic.

The questionnaire had multiple response questions and the Likert scale questions. "Likert scale is named after its developer, Renis Likert, is a widely used rating scale that requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements about the

stimulus objects.” (Malhotra N. K., “Marketing Research- An Applied Orientation”, 4th ed., 2005, p.258).

‘Likert scale’ was used as it is the most preferred and standard method of doing a marketing based survey. It helps to get the best consumer response. Along with this, ‘multiple responses’ was chosen as it helps to get all the possible answers from the consumer rather than forcing a consumer to tick an invalid answer.

In order to analyze the collected data, SPSS and Microsoft Excel were used. These tools were used for tabulation and calculation of the data collected from the field.

A copy of the questionnaire is included in the Annexure.

3.5 Data Collection Procedure and Time Frame

The data collection method used was the Survey Method. A structures questionnaire was prepared and distributed to the respondents. The respondents filled out the questionnaire. Then, the responses were collected from the respondents.

The sample has been collected from Nokia, Samsung, Motorola, Blackberry, Iphone and Sony Ericson mobile phone distributors. The questionnaire was distributed on convenience basis according to the quota. The questionnaires were distributed to 30 students, 30 business person, 30 government officers, 30 housewives and 30 private working professionals. Altogether 150 questionnaires were distributed and the responses were taken. The time taken to collect the data was almost 20 days. It took a longer time as the researcher had to fulfill the quota on the basis of the profession of the respondents.

3.6 Analysis Plan

All the questionnaires were distributed and collected by the researcher himself. So there was not any delay in collection of questionnaire, which was distributed among the respondents. Every questionnaire was thoroughly checked after the collection and was found correctly filled up. The same responses of the collected questionnaires were put into one place under the respective heading and the total responses were counted. The total responses were presented in one master table with the help of the data of the master table; necessary presentation have been made for attaining the objectives of the study.

All the analysis is made on the basis of the data as presented in the master table. Data is analyzed both descriptively & statistically with the help of SPSS software. For statistical analysis, required tools such as percentage, chi-square, Correlation, pie-chart, and diagram etc. are adopted.

CHAPTER-FOUR

PRESENTATION OF DATA ANALYSIS

In this chapter, the data which we got on the master table is analyzed descriptively as well as statistically with the help of necessary tools related with it and presented them in an accurate and clear manner.

4.1 Consumers' Behavior

This research is mainly an exploratory type; the researcher has tried to represent of the whole population. So, two ways of collection and interpretation of data is considered and given in this study.

First types of data are those from the survey conducted by person who lives in Kathmandu. Second type of data is based on secondary data, which was taken from mobile phone sellers and dealers. Survey data was analyzed and interpreted from the response taken from the final consumers.

The researcher took 150 questionnaires from the final consumer, stockholder (wholesalers, dealer's, retailers) and target customers. So in this study, the researcher has shown the demographic profile of only 150 respondents who are considered as the final consumer.

4.2 Consumers' Profile

The researcher took only selected places between 150 sample sizes on his research by quota sampling. The researcher taken out of 150 questionnaires were distributed to the consumers who are from Kathmandu Valley. Out of 150 questionnaires distributed, i have received 100% response.

4.3 Analysis of the Data Collected from Mobile Phone Users

In this section the data collected through questionnaire has been analyzed and interpreted on the basis of gender, brand preference and its satisfaction level. The analysis has been done in different headings and sub-headings.

4.3.1 Brand preference of mobile phones according to the Gender

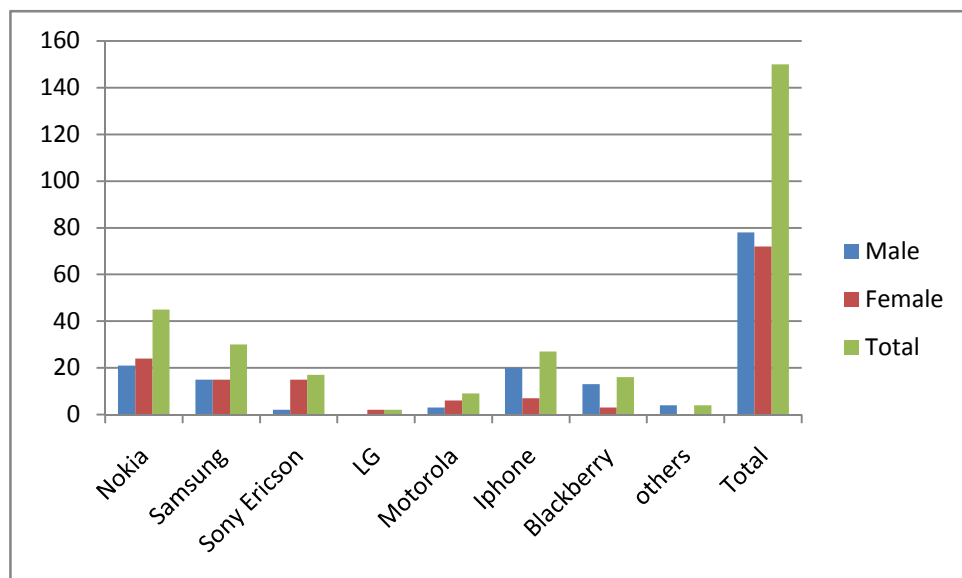
The genderwise analysis of the mobile phone users determines the sales as well as the consumption of mobile phones. The table below shows the genderwise analysis of mobile phone users:

Table No. 4.1
Genderwise brand preference of Mobile Phones

Gender	Nokia	Samsung	Sony Ericson	LG	Motorola	Iphone	Blackberry	others	Total
Male	21	15	2	0	3	20	13	4	78
Female	24	15	15	2	6	7	3	0	72
Total	45	30	17	2	9	27	16	4	150

[Source: - Field survey, 2011]

According to the above table, 78 mobile users are male and 72 mobile users are female. To show the brand preference of mobile phones the figure below clears that most of the mobile phone users use Nokia phones i.e. 21 males and 24 females.



The table shows the gender wise users of various brands of mobile phones. It shows that 21 male respondents use Nokia, 15 use Samsung, 2 use Sony Ericson, 3 prefer Motorola, 20 prefer Iphone, 13 prefer Blackberry and 4 of the respondents use other brands of mobile phones.

Accordingly among the females, 24 respondents use Nokia, 15 respondents use Samsung, 15 respondents use Sony Ericson, 2 respondents use LG, 6 respondents use Motorola, 7 respondents prefer Iphone and 3 respondents prefer blackberry.

The findings showed that Nokia and Samsung mobile phones share the higher market share in Kathmandu valley followed by Sony Ericson and Apple Iphone.

4.3.2 Age wise Users of mobile phones

In this section, various types of mobile phones are given according to the age factor. The sales of mobile phones also depend upon the user's age. The following table shows the age-wise mobile phone users:

Table No. 4.2
Age-wise Users of Mobile Phones

Age		Nokia	Samsung	Sony Ericson	LG	Motorola	Iphone	Blackberry	others
15-25	Number	21	27	15	0	0	10	3	3
	Percentage	27	34	19	0	0	13	4	4
26-40	Number	21	3	0	2	9	14	10	0
	Percentage	36	5	0	3	15	24	17	0
41 and above	Number	3	0	2	0	0	3	3	1
	Percentage	25	0	17	0	0	25	25	8
Total	Number	45	30	17	2	9	27	16	4
	Percentage	30	20	11	1	6	18	11	3

Source: Field Survey, 2011.

Above table shows the age wise users of mobile phones. From the above table, it shows the mobile users between ages 15-25 in which, 27% of respondents use Nokia, 34% of respondents use Samsung, 19% of respondents use Sony Ericson, 13% of respondents use Iphone, 4% of respondents use blackberry and 4 % of respondents prefer other brands.

From the above table, it shows the mobile users between ages 26-49, 36% of respondents use Nokia, 5% of respondents use Samsung, 3% of respondents use LG, 15% of respondents use Motorola, 24% of respondents use Iphone and 17% of them use blackberry mobile phones.

From the above table, it shows the mobile users between ages 41 and above in which, 25% of respondents use nokia, 17% of them use Sony Ericson, 25% of them use Iphone, 25% of them use blackberry and 8% of them use other mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.003 ^a	0

In order to find out the significant relationship between the age of people and the brand of mobile phone they use, from the above table, it can be seen that P-value is 0.00 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the age of people and the brand of mobile phone they use.

4.3.3 Income level affect while purchasing mobile phones

The income level also affects the purchase of mobile phones and the will of the consumer also. The table below shows the will of purchasing mobile phones:

Table No. 4.3

Income level/ willing to pay while purchasing mobile phones

Willing to pay for a mobile phone					
Income level	Below 10,000	10,001-20,000	20,001-40,000	above 40,000	Total
yes	41	24	3	0	68
No	3	30	43	6	82
Total	44	54	46	6	150

Source: Field Survey, 2011.

The table above shows number of respondents who selected income level affect while purchasing a mobile phone and the amount they are willing to pay while purchasing a mobile phone. According to the table above, the number of respondents who selected yes the income level will affect while purchasing a mobile phones are 68 in which, 41 respondents are willing to pay below 10,000, 24 respondents are willing to pay 10,001-20,000, 3 respondents are willing to pay between 20,001-40,000 and none of the respondents are willing to pay above 40,000.

According to the respondents, who said the income level does not affect purchasing mobile phone, 3 of them are willing to pay below 10,000, 30 of the respondents are willing to pay between 10,001-20,000, 43 of the respondents are willing to pay between 20,001-40,000 and 6 of the respondents are willing to pay more than 40,000 while purchasing a mobile phone.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	73.60195	0

In order to find out the significant relationship between the affect of income level while purchasing a mobile phone and willingness to pay for a mobile phone, from the above table, it can be seen that P-value is 0.000 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the affect of income level while purchasing a mobile phone and willingness to pay for a mobile phone.

4.3.4 Occupation wise preference of mobile phones

It is obvious that the occupation of a person also determines the preference of mobile phones. The occupation also determines the economic status. Thus, the following table shows the occupation wise preference of mobile phones:

Table No. 4.4
Occupation-wise preference of mobile phones

Occupation		Nokia	Samsung	Sony Ericson	LG	Motorola	Iphone	Blackberry	others
Student	Number	12	9	3	0	0	3	3	0
	Percentage	40	30	10	0	0	10	10	0
Business person	Number	6	3	2	0	3	12	3	1
	Percentage	20	10	7	0	10	40	10	3
Government officer	Number	12	6	0	0	3	3	3	3
	Percentage	40	20	0	0	10	10	10	10
Housewife	Number	10	3	8	2	3	4	0	0
	Percentage	33	10	27	7	10	13	0	0
Private working professional	Number	5	9	4	0	0	5	7	0
	Percentage	17	30	13	0	0	17	23	0
Total	Number	45	30	17	2	9	27	16	4
	Percentage	30	20	11	1	6	18	11	3

Source: Field Survey, 2011.

From the above table, the preference of different kinds of mobile phones according to the occupation of the respondents can be seen. It can be seen that under the category of students, majority of them i.e. 40% use Nokia, 30% of them use Samsung, 7% of them use Sony Ericson, 10% of them use I phone and motorola, and the rest 3% of them use others.

Under the business person, majority of them i.e. 40% use I phones, 20% of them use Nokia, 10% of them use Motorola, I phone and Blackberry each, and the rest 7% of them use Sony Ericson. In case of Government officers, majority of them i.e. 40% of them use Nokia, 20% of them use Samsung and 10% of each use Motorola, Iphone and Blackberry and the rest of them i.e. 10% use others.

In case of house wife, majority of them i.e. 33% use Nokia, 27% of them use Sony Ericson, 13% of them use I phone, 10% of them use Samsung and Motorola each. In case of private working professional, majority i.e. 17% of them use Nokia, 30% of them use Samsung, 17% of them use Iphone, 23% of them each use Blackberry and 13% Sony Ericson, none of them use LG mobiles and the other mobiles.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.733 ^a	0.068

In order to find out the significant relationship between the occupations of peoples and the mobile phones they use, from the above table, it can be seen that P-value is 0.68 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the occupation of peoples and the mobile phones they use.

4.3.5 Gender of the people and the time of the currently using

The brand of the mobile phone determines its time of use. The good mobile phones can be used for a long time. The following table shows the current status of mobile phones used by the respondents:

Table No. 4.5

Gender of the people and the time of using mobile phones

Gender		less than one year	1-2 years
Male	Number	34	44
	Percentage	44	56
Female	Number	31	41
	Percentage	43	57
Total	Number	65	85
	Percentage	43	57

Source: Field Survey, 2011.

The above table shows, the gender of the respondents and the time of the currently using mobile phones. According to the table, 44% of the male respondents are using their current mobile phone for less than one year and 56% of the male respondents are using their current mobile phone for 1-2 years.

Similarly, 43% of the female respondents are using their current mobile phone for less than one year and 57% of the female respondents are using their current mobile phone for 1-2 years.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.004	0.947

In order to find out the significant relationship between the gender of the people and the time of the currently using mobile phone, from the above table, it can be seen that P-value is 0.947 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the people and the time of the currently using mobile phone.

4.3.6 Occupation of the people and the time of the currently using

The occupation of a person determines the income level of a person. The following table shows the occupationwise use of mobile phones:

Table No. 4.6

Occupation of the people and time of currently using mobile phones

Occupation		less than one year	1-2 years
Student	Number	12	18
	Percentage	40	60
Business person	Number	15	15
	Percentage	50	50
Government officer	Number	15	15
	Percentage	50	50
Housewife	Number	11	19
	Percentage	37	63
Private working professional	Number	12	18
	Percentage	40	60
Total	Number	65	85
	Percentage	43	57

Source: Field Survey, 2011.

The above table shows the occupation of the people and the time of the currently using mobile phone. According to the table above, 40% of the students are using their current mobile phones for less than one year and 60% of the students are using their current mobile phones for 1-2 years. 50% of the business people are using their current mobile phone for less than one years and 50% of the business person are using their current mobile phones for 1-2 years.

From the table above, 50% of the government officer's are using their current mobile phone for less than one year and 50% of the government officer's are using their current mobile phones for 1-2 years. According to the table above, 37% of the housewives are using their current mobile phones for less than one year and 63% of the housewives are using their current mobile phones for 1-2 years.

And, 40% of the private working professionals are using their current mobile phones for less than one year whereas 60% of the private working professionals are using their current mobile phones for 1-2 years.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.9	0.754

In order to find out the significant relationship between the occupation of the people and the time of the currently using mobile phone, from the above table, it can be seen that P-value is 0.754 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the occupation of the people and the time of the currently using mobile phone.

4.3.7 Reasons for purchasing the mobile phones

In purchasing different mobile phones there may be different reasons. Some people keep on changing mobile phones day by day some people purchase mobile only after one mobile is gone damaged and some want to use the new technologies that are increasing day by day in new models of mobile phones. Thus, the following table clearly shows the reasons for purchasing mobile phones. The table below shows the reasons for purchasing mobile phones.

Table No. 4.7

Reasons for purchasing the mobile phones

	Reasons for purchasing					
	Valid		Missing		Total	
Reasons	N	Percent	N	Percent	N	Percent
WIFI	81	54	69	46	150	100
Just to talk it	150	100	0	0	150	100
Use GPRS	100	67	50	33	150	100
For SMS	150	100	0	0	150	100
For downloading files	75	50	75	50	150	100
Others	3	2	147	98	150	100

Source: Field Survey, 2011.

The above mentioned table reveals the overall responses for reasons of purchasing mobile phones. It can be seen that 100% of the respondents said that they purchase mobile phones just to talk in it, 54% of them stated because of WIFI facilities, 67% of them said for using GPRS, 100% of them stated in order to have SMS facilities and 50% of the respondents have gave reasons as for downloading files, they purchase mobile phones.

4.3.8 Age and Duration of Using Mobile Phones

The age of the people as well as the brand determines the duration of mobile phones being used. Nobody can satisfy in same things. Everybody wants to exchange their mobile as the time and their age changes. The following table shows the agewise use of mobile phones:

Table No. 4.8

Age of the people and time they use their mobile phones

Age		1-2 years	2-4 years	above 4 years	Total
15-25	Number	43	25	11	79
	Percentage	54	32	14	100
26-40	Number	19	34	6	59
	Percentage	32	58	10	100
41 and above	Number	3	9	0	12
	Percentage	25	75	0	100
Total	Number	65	68	17	150
	Percentage	43	45	11	100

Source: Field Survey, 2011.

The above table shows the age of the respondents and the time they use their mobile phones. According to the table above, 54% of the respondents between the age of 15-25 use their mobile phones for 1-2 years, 32% of the respondents for 2-4 years and 14% of the respondents for more than 4 years. Similarly, 32% of the respondents between the age of 26-40 use their mobile phones for 1-2 years, 58% of the respondents for 2-4 years and 10% of the respondents for 4 years and above. And, 25% of the respondents between the ages of 41 and above use their mobile phones for 1-2 years and 75% of the respondents for 2-4 years.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.322	0.006

In order to find out the significant relationship between the age of the people and the time they use their mobile phones, from the above table, it can be seen that P-value is 0.006 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the age of the people and the time they use their mobile phones.

4.3.9 Gender and the time of Using Mobile Phones

In this section, genderwise like male female and how often they use their mobile phones are being analyzed. The following table shows the genderwise analysis of the mobile phones currently using:

Table No. 4.9

Gender of the respondents and the time they use their mobile phones

how often do you change your mobile					
Gender		1-2 years	2-4 years	above 4 years	Total
Male	Number	40	32	6	78
	Percentage	51	41	8	100
Female	Number	25	36	11	72
	Percentage	35	50	15	100
Total	Number	65	68	17	150
	Percentage	43	45	11	100

Source: Field Survey, 2011.

The above table shows the gender of the respondents and the time they use their mobile phones. According to the table above, 51% of the male respondents use their mobile phones for 1-2 years, 41% of the male respondents use their mobile phones for 2-4 years and 8% of the male respondents use their mobile phones for more than 4 years.

Similarly, 35% of the female respondents use their mobile phones for 1-2 years, 50% of the female respondents use their mobile phones for 2-4 years and 15% of the female respondents use their mobile phones for more than 4 years.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.935	0.085

In order to find out the significant relationship between the gender of the people and the time they use their mobile phones, from the above table, it can be seen that P-value is 0.085 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the people and the time they use their mobile phones.

4.3.10 Occupation and time of Using Mobile Phones

The occupation of a person determines the income level of a person and the time they use their mobile phones. The following table shows the occupationwise use of mobile phones:

Table No. 4.10

Occupation of the respondents and the time they use their mobile phones

Occupation		1-2 years	2-4 years	above 4 years	Total
Student	Number	24	6	0	30
	Percentage	80	20	0	100
Business person	Number	15	9	6	30
	Percentage	50	30	20	100
Government officer	Number	6	18	6	30
	Percentage	20	60	20	100
Housewife	Number	8	17	5	30
	Percentage	27	57	17	100
Private working professional	Number	12	18	0	30
	Percentage	40	60	0	100
Total	Number	65	68	17	150
	Percentage	43	45	11	100

Source: Field Survey, 2011.

The above table shows the occupation of the respondents and for the time they use their mobile phones. According to the above table, 80% of the students use their mobile for 1-2 years, 20% of the students use their mobile for 2-4 years. Similarly, 50% of the business person uses their mobile for 1-2 years, 30% of the business person uses their mobile for 2-4 years and 20% of the business person uses their mobile phone for more than 4 years. According to the table above, 20% of the government officer's uses their mobile phones for 1-2 years, 60% of the government officer's uses their mobile phones for 2-4 years and 20% of them use for more than 4 years.

According to the table above, 27% of the housewives use their mobile for 1-2 years, 57% of the housewives use their mobile for 2-4 years and 17% of the housewives use their mobile for more than 4 years. Similarly, 40% of the private working professionals use their mobile for 1-2 years, and 60% of the private working professionals use their mobile for 2-4 years.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.414	0

In order to find out the significant relationship between the occupation of the people and for the time they use their mobile, from the above table, it can be seen that P-value is 0.00 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the occupation of the people and for the time they use their mobile phones.

4.3.11 Genderwise Satisfaction Level With the Feature of the Nokia

In this section the gender and the satisfaction to the use of Nokia brand has been analyzed. It shows that most of the respondents were satisfied with the nokia brand. The following table shows the detailed satisfaction level of the respondents:

Table No. 4.11

Gender-wise Satisfaction with the feature of the Nokia					
I am satisfied with the feature					
Gender		average	satisfied	strongly satisfied	Total
Male	Number	3	3	15	21
	Percentage	14	14	71	100
Female	Number	6	10	8	24
	Percentage	25	42	33	100
Total	Number	9	13	23	45
	Percentage	20	29	51	100

Source: Field Survey, 2011.

The above table shows that, out of 45 users of Nokia mobile phones, 14% of male respondents said that they are average regarding the satisfaction with the feature of Nokia mobile phones. 14% of the Nokia users said that they are satisfied with the features of the Nokia mobile phones and 71% of the Nokia users said that they are strongly satisfied with the features of the Nokia mobile phones.

According to the above table, 25% of the female Nokia mobile phone users said that they are average with satisfaction from the features of the Nokia mobile phones, 42% of them said that they are satisfied with the features of the Nokia mobile phone and 33% said that they are strongly satisfied with the features of the Nokia mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.73	0.035

In order to find out the significant relationship between the gender of the respondents and the satisfaction level with the feature of the Nokia mobile phone, from the above table, it can be seen that P-value is 0.00 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the gender of the respondents and the satisfaction level with the feature of the Nokia mobile phone.

4.3.12 Gender and Satisfaction Level After Sales Service of Nokia

In this section the satisfaction level of the respondents is analyzed on the basis of gender. The following table shows the level of satisfaction after sales services were provided by the brand dealers.

Table No. 4.12

Genderwise satisfaction of consumers after sales service of Nokia Mobile

Gender		dissatisfied	average	satisfied	strongly satisfied
Male	Number	6	9	0	6
	Percentage	29	43	0	29
Female	Number	8	6	5	5
	Percentage	33	25	21	21
Total	Number	14	15	5	11
	Percentage	31	33	11	24

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and their satisfaction level regarding the after sales service of Nokia mobile phones. According to the table above, out of 45 respondents, 29% of the male respondents are dissatisfied with the after sales service of the Nokia mobile phones, 43% of them said that the after sales service of the Nokia mobile phones are average, and 29% of the respondents said that they are strongly satisfied with the after sales service of the Nokia mobile phones.

According to the table above, 33% of the female respondents are dissatisfied with the after sales service of the Nokia mobile phones, 25% of them feel average regarding the after sales service of Nokia mobile phones, 21% of them are satisfied with the after sales service of Nokia mobile phones and 21% of them said that they are strongly satisfied with the after sales service of Nokia mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.802	0.122

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of Nokia Mobile phones, from the above table, it can be seen that P-value is 0.122 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of Nokia Mobile phones.

4.3.13 Gender and Satisfaction Level with Additional Accessories of Nokia

In this section, the gender, satisfaction level to the additional accessories of Nokia mobile phones has been analyzed. The new additional accessories of nokia mobile and the consumer's satisfaction level is given in the table below:

Table No.4.13

Genderwise satisfied with the additional accessories of Nokia

Gender		dissatisfied	average	satisfied	strongly satisfied
Male	Number	3	6	6	6
	Percentage	14	29	29	29
Female	Number	3	17	2	2
	Percentage	13	71	8	8
Total	Number	6	23	8	8
	Percentage	13	51	18	18

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and their satisfaction level regarding the additional accessories of Nokia mobile phones. According to the table above, 14% of the male respondents said that they are dissatisfied with the additional accessories of the Nokia mobile phones, 29% of the respondents said that they have average feeling regarding the additional accessories of the Nokia mobile phones, 29% of them are satisfied with the additional accessories of the Nokia Mobile phones and 29% of them are strongly satisfied with the additional accessories of Nokia mobile phones.

Similarly, 13% of the female respondents are dissatisfied with the additional accessories of the Nokia Mobile phones, 71% of them are average regarding the additional accessories of Nokia mobile phones, 8% of them are satisfied with the additional accessories of Nokia mobile phones and 8% of them are strongly satisfied with the additional accessories of Nokia mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.101	0.028

In order to find out the significant relationship between the gender of the respondents and the satisfaction level regarding the additional accessories of the Nokia mobile phone, from the above table, it can be seen that P-value is 0.028 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the gender of the respondents and the satisfaction level regarding the additional accessories of the Nokia mobile phones.

4.3.14 Gender and Satisfaction Level With Features of Sony Ericson

In this section, the gender, satisfaction regarding the features of Sony Ericson mobile phones has been analyzed. The new features of Sony Ericson mobile and the consumer's satisfaction level is given in the table below:

Table No. 4.14

Genderwise satisfaction level with features of Sony Ericson Mobile Phones

I am satisfied with the feature					
Gender		average	satisfied	strongly satisfied	Total
Male	Number	0	2	0	2
	Percentage	0	100	0	100
Female	Number	3	8	7	18
	Percentage	17	44	39	100
Total	Number	3	10	7	20
	Percentage	15	50	35	100

Source: Field Survey, 2011.

The above table shows that, out of 20 users of Sony Ericson mobile phones, 100% of male respondents said that they are satisfied regarding the satisfaction with the feature of Sony Ericson mobile phones.

According to the above table, 17% of the female Sony Ericson mobile phone users said that they are average with satisfaction from the features of the Sony Ericson mobile phones, 44% of them said that they are satisfied with the features of the Sony Ericson mobile phone and 39% said that they are strongly satisfied with the features of the Sony Ericson mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.222	0.329

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the features of Sony Ericson Mobile phones, from the above table, it can be seen that P-value is 0.329 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the mobile phone users and the satisfaction level regarding the features of Sony Ericson Mobile phones.

4.3.15 Gender and Satisfaction Level of Sony Ericson After Sales Service

In this section the satisfaction level of the respondents is analyzed on the basis of gender. The following table shows the level of satisfaction after sales services were provided by the brand dealers of Sony Ericson.

Table No. 4.15

Gender wise satisfaction with Sony Ericson after sales service

Satisfied with after sales service					
Gender		strongly dissatisfied	dissatisfied	average	satisfied
Male	Number	0	2	0	0
	Percentage	0	100	0	0
Female	Number	4	4	7	3
	Percentage	22	22	39	17
Total	Number	4	6	7	3
	Percentage	20	30	35	15

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and their satisfaction level regarding the after sales service of Sony Ericson mobile phones. According to the table above, out of 20 respondents, 100% of the male respondents are dissatisfied with the after sales service of the Sony Ericson mobile phones.

According to the table above, 22% of the female respondents are strongly dissatisfied with the after sales service of the Sony Ericson mobile phones, 22% of them are dissatisfied with the after sales service of Sony Ericson mobile phones, 39% of them feel average with the after sales service of Sony Ericson mobile phones and 17% of them said that they are satisfied with the after sales service of Sony Ericson mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.185	0.159

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of Sony Ericson Mobile phones, from the above table, it can be seen that P-value is 0.159 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of Sony Ericson Mobile phones.

4.3.16 Gender and Satisfaction Level With Additional Accessories of Sony Ericson

In this section, the gender, satisfaction level to the additional accessories of Sony Ericson has been analyzed. The new additional accessories of Sony Ericson mobile and the consumer's satisfaction level is given in the table below:

Table No.4.16

Genderwise satisfaction with the additional accessories of Sony Ericson

satisfied with the additional accessories					
Gender		average	satisfied	strongly satisfied	Total
Male	Number	2	0	0	2
	Percentage	100	0	0	100
Female	Number	7	8	3	18
	Percentage	39	44	17	100
Total	Number	9	8	3	20
	percentage	45	40	15	100

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and their satisfaction level regarding the additional accessories of Sony Ericson mobile phones. According to the table above, 100% of the male respondents said that they feel average regarding the additional accessories of the Sony Ericson mobile phones. Similarly, 39% of the female respondents feel average regarding the additional accessories of the Sony Ericson Mobile phones, 44% of them are satisfied with the additional accessories of Sony Ericson mobile phones and 17% of them are strongly satisfied with the additional accessories of Sony Ericson mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.716	0.257

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the additional accessories of Sony Ericson Mobile phones, from the above table, it can be seen that P-value is 0.257 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the mobile phone users and the satisfaction level regarding the additional accessories of Sony Ericson Mobile phones.

4.3.17 Gender and Satisfaction Level With Features of Samsung

In this section the satisfaction level of the respondents is analyzed on the basis of gender. The following table shows the level of satisfaction after sales services were provided by the brand dealers of Samsung mobile phones.

Table No. 4.17

Genderwise satisfaction with the feature of Samsung Mobile

I am satisfied with the feature					
Gender		average	satisfied	strongly satisfied	Total
Male	Number	6	6	3	15
	Percentage	40	40	20	100
Female	Number	0	3	9	12
	Percentage	0	25	75	100
Total	Number	6	9	12	27
	Percentage	22	33	44	100

Source: Field Survey, 2011.

The above table shows that, out of 27 users of Samsung mobile phones, 40% of male respondents said that they feel average regarding the satisfaction with the feature of Samsung mobile phones, 40% of them are satisfied with the features and 20% are strongly satisfied with the features of the Samsung mobile phones.

According to the above table, 25% of the female Sony Ericson mobile phone users said that they are satisfied with the features of the Samsung mobile phones and 75% of them are strongly satisfied with the features of the Samsung mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.788	0.007

In order to find out the significant relationship between the gender of the respondents and the satisfaction level regarding the feature of the Samsung mobile phone, from the above table, it can be seen that P-value is 0.007 which is less than our significance level i.e. 0.05.

Therefore, it can be said that there is a significant relationship between the gender of the respondents and the satisfaction level regarding the feature of the Sony Ericson mobile phones.

4.3.18 Gender and Satisfaction Level after Sales Service of Samsung

In this section the satisfaction level of the respondents is analyzed on the basis of gender. The following table shows the level of satisfaction after sales services were provided by the brand dealers of Samsung mobile phones.

Table No. 4.18

Genderwise satisfaction with Samsung mobile phone after sale service

Satisfied with after sales service			
Gender		dissatisfied	average
Male	Number	3	9
	Percentage	25	75
Female	Number	6	6
	Percentage	50	50
Total	Number	9	15
	Percentage	37.5	62.5

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and their satisfaction level regarding the after sales service of Samsung mobile phones. According to the table above, out of 24 respondents, 25% of the male respondents are dissatisfied with the after sales service of the Samsung mobile phones and 75% of the respondents feel average regarding the after sales service of the Samsung mobile phones.

According to the table above, 50% of the female respondents are dissatisfied with the after sales service of the Sony Ericson mobile phones and 50% of the female respondents said that the after sales service of Samsung mobile phones are average.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.6	0.206

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of Samsung Mobile phones, from the above table, it can be seen that P-value is 0.206 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of Samsung mobile phones.

4.3.19 Gender and Satisfaction Level with Additional Accessories of Samsung

In this section, the gender, satisfaction level to the additional accessories of Samsung mobile phone has been analyzed. The new additional accessories of samsung mobile phones and the consumer's satisfaction level is given in the table below:

Table No. 4.19

Genderwise satisfaction with additional access of Samsung mobile satisfied with the additional accessories

Gender		dissatisfied	average	satisfied	strongly satisfied
Male	Number	3	3	3	3
	Percentage	25	25	25	25
Female	Number	6	3	3	0
	Percentage	50	25	25	0
Total	Number	9	6	6	3
	Percentage	37.5	25	25	12.5

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and their satisfaction level regarding the additional accessories of Samsung mobile phones. According to the table above, 25% of the male respondents are dissatisfied with the additional accessories of the Samsung mobile phones, 25% of the male respondents feel average regarding the additional accessories of the Samsung mobile phones, 25% of them are satisfied with the additional accessories of the Samsung mobile phones and 25% of them are strongly satisfied with the additional accessories of the Samsung mobile phones.

Similarly, 50% of the female respondents are dissatisfied regarding the additional accessories of the Samsung Mobile phones, 25% of them feel average regarding the additional accessories of Samsung mobile phones and 25% of them are satisfied with the additional accessories of Samsung mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	4	0.261

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the additional accessories of Samsung Mobile phones, from the above table, it can be seen that P-value is 0.261 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the mobile phone users and the satisfaction level regarding the additional accessories of Samsung mobile phones.

4.3.20 Gender and the Satisfaction Level Regarding Motorola

It shows the genderwise use of Motorola phones as well as the satisfaction level of the respondents regarding the features. The following table shows the level of satisfaction on the features of motorola phones.

Table No. 4.20
Genderwise satisfaction with the feature of Motorola

I am satisfied with the feature			
Gender		average	satisfied
Male	Number	0	3
	Percentage	0	100
Female	Number	6	0
	Percentage	100	0
Total	Number	6	3
	Percentage	67	33

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and the satisfaction level of the respondents regarding the feature of the Motorola mobile phones. According to the table above, 100% male respondents are satisfied with the feature of the Motorola mobile phones whereas 100% of the female respondents are average regarding the feature of the Motorola mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	9	0.003

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the feature of the Motorola mobile phones, from the above table, it can be seen that P-value is 0.003 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the gender of the mobile phone users and the satisfaction level regarding the feature of the Motorola mobile phones.

4.3.21 Gender and satisfaction level after sales service of the Motorola

In this section the satisfaction level of the respondents is analyzed on the basis of gender. The following table shows the level of satisfaction after sales services were provided by the brand dealers of motorola mobile phone dealers:

Table No. 4.21

Genderwise satisfaction with Motorola after sales service

I am satisfied with the after sales service			
Gender		dissatisfied	average
Male	Number	3	0
	Percentage	100	0
Female	Number	0	3
	Percentage	0	100
Total	Number	3	3
	Percentage	50	50

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and the satisfaction level of the respondents regarding the after sales service of the Motorola mobile phones. According to the table above, 100% male respondents are dissatisfied with the after sales service of the Motorola mobile phones whereas 100% female respondents are average regarding the after sales service of the Motorola mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	6	0.014

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of the Motorola mobile phones, from the above table, it can be seen that P-value is 0.014 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of the Motorola mobile phones.

4.3.22 Gender and satisfaction level regarding additional accessories of Motorola

It shows the gender wise mobile phone users and the satisfaction level of the respondents regarding additional accessories of Motorola. It shows that out of 6 respondents 100% of them have been satisfied with the additional accessories. The detail of the satisfaction of respondents has been given in the table below:

Table No. 4.22
Genderwise satisfaction with additional accessories of Motorola

I am satisfied with the additional accessories	
---	--

Gender		average	Total
Male	Number	3	3
	Percentage	100	100
Female	Number	3	3
	Percentage	100	100
Total	Number	6	6
	Percentage	100	100

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and the satisfaction level of the respondents regarding the additional accessories of the Motorola mobile phones. According to the above table, both 100% male and female respondents feel average regarding the additional accessories provided by the Motorola mobile phones.

4.3.23 Gender and satisfaction level regarding feature of Iphone

It shows the gender wise mobile phone users and the satisfaction level of the respondents regarding the feature of Iphone mobile phones. The data below shows the detailed genderwise analysis:

Table No. 4.23

Genderwise satisfaction with the feature of Iphone Mobile

Gender		strongly satisfied	Total
Male	Number	20	20
	Percentage	100	100
Female	Number	7	7
	Percentage	100	100
Total	Number	27	27
	Percentage	100	100

Source: Field Survey, 2011.

The table above shows the gender of the mobile phone users and the satisfaction level regarding the feature of the Iphone mobile users. According to the table above, both 100% male and female respondents are strongly satisfied with the features of the Iphone mobile phones.

4.3.24 Gender and satisfaction level after sales service of Iphone

In this section the satisfaction level of the respondents is analyzed on the basis of gender. The following table shows the level of satisfaction after sales services were provided by the brand dealers of Iphone mobile phones:

Table No. 4.24

Genderwise satisfaction with Iphone after Sales Service

Satisfied with after sales service					
Gender		dissatisfied	average	satisfied	Total
Male	Number	8	9	3	20
	Percentage	40	45	15	100
Female	Number	3	4	0	7
	Percentage	43	57	0	100
Total	Number	11	13	3	27
	Percentage	41	48	11	100

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and the satisfaction level of the respondents regarding the after sales service of the Iphone mobile phones. According to the table above, 40% of the male respondents are dissatisfied with the after sales service of the Iphone mobile

phones, 45% feel average regarding the after sales service whereas 15% of them are satisfied with the after sales service of the Iphone mobile phones.

Similarly, 43% of the female respondents are dissatisfied with the after sales service of the Iphone whereas 57% of them feel average regarding the after sales service of the Iphone mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.219	0.544

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of Iphone Mobile phones, from the above table, it can be seen that P-value is 0.544 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of Iphone Mobile phones.

4.3.25 Gender and satisfaction level regarding additional accessories of Iphone

In this section, the gender, satisfaction level to the additional accessories of Iphone mobile has been analyzed. The new additional accessories of Iphone mobile and the consumer's satisfaction level is given in the table below:

Table No. 4.25
Genderwise satisfaction with additional accessories of Iphone satisfied with the additional accessories

Gender		dissatisfied	satisfied	strongly satisfied	Total
Male	Number	3	9	8	20
	Percentage	15	45	40	100
Female	Number	3	0	4	7
	Percentage	43	0	57	100
Total	Number	6	9	12	27
	Percentage	22	33	44	100

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and the satisfaction level of the respondents regarding the additional accessories of the Iphone mobile phone. According to the table above, 15% of male respondents are dissatisfied with the additional accessories provided by the Iphone mobile phones, 45% of them are satisfied with the Iphone mobile phones and 40% of them are strongly satisfied with the additional accessories provided by the Iphone mobile phones.

Similarly, 43% of female respondents are dissatisfied with the additional accessories provided by the Iphone whereas 57% of female respondents are strongly satisfied with the additional accessories provided by the Iphone mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.304	0.071

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the additional accessories of Iphone Mobile phones, from the above table, it can be seen that P-value is 0.071 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the gender of the mobile phone users and the satisfaction level regarding the additional accessories of Iphone Mobile phones.

4.3.26 Gender and satisfaction level regarding features of the blackberry

It shows the satisfaction level of the respondents regarding the feature of the blackberry mobile phones. It reveals that 100% of the respondents were strongly satisfied with its features. The detailed data has been given in the table below:

Table No. 4.26

Genderwise satisfaction with the feature of Blackberry

I am satisfied with the feature			
Gender		strongly satisfied	Total
Male	Number	13	13
	Percentage	100	100
Female	Number	3	3
	Percentage	100	100
Total	Number	16	16
	Percentage	100	100

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and the satisfaction level of the respondents regarding the features of the Blackberry mobile phones. According to the table above, both 100% respondents are strongly satisfied with the feature of the Blackberry mobile phones.

4.3.27 Gender and Satisfaction Level Regarding After Sales Service of Blackberry

In this section the satisfaction level of the respondents is analyzed on the basis of gender. The following table shows the level of satisfaction after sales services were provided by the brand dealers of blackberry mobile phones.

Table No. 4.27

Genderwise satisfaction with Blackberry after sales service

I am satisfied with the after sales service			
Gender		dissatisfied	average
Male	Number	3	10
	Percentage	23	77
Female	Number	3	0
	Percentage	100	0
Total	Number	6	10
	Percentage	38	63

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and the satisfaction level of the respondents regarding the after sales service of the Blackberry mobile phones. According to the table above, 23% of the male respondents are dissatisfied with the after sales service of the Blackberry mobile phones whereas 77% of the male respondents are average regarding the after sales service of the Blackberry mobile phones.

Similarly, 100% female respondents are dissatisfied with the after sales service of the Blackberry mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.154	0.013

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of the Blackberry mobile phones, from the above table, it can be seen that P-value is 0.013 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the gender of the mobile phone users and the satisfaction level regarding the after sales service of the Blackberry mobile phones.

4.3.28 Gender and Satisfaction Level Regarding Additional Accessories of Blackberry

In this section the mobile phone users' satisfaction level regarding addition accessories of blackberry mobile phone has been analyzed. Most of the respondents replied that they were satisfied in average. The table below shows the detailed satisfaction level of the respondents:

Table No. 4.28

Genderwise satisfaction with additional accessories of Blackberry

I am satisfied with the additional accessories					
Gender		average	satisfied	strongly satisfied	Total
Male	Number	4	3	6	13
	Percentage	31	23	46	100
Female	Number	3	0	0	3
	Percentage	100	0	0	100
Total	Number	7	3	6	16
	Percentage	44	19	38	100

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and the satisfaction level of the respondents regarding the additional accessories of the Blackberry mobile phones. According to the table above, 31% of the male respondents feel average regarding the additional accessories, 23% of the male respondents are satisfied and 46% of the respondents are strongly satisfied with the additional accessories of the Blackberry mobile phones.

Similarly, 100% of the female respondents feel average regarding the additional accessories of the Blackberry mobile phones.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.747	0.093

4.3.29 Spearman Correlation Between Variables

This study has attempted to find out correlation between some variables based on the likert scale questionnaire. Here is the finding of spearman correlation analysis as shown in the following table:

Table No. 4.29

Analysis of Spearman's correlation of variables

				Correlations					
		advertisement	appearance	Price	functions	quality	brand	after sales service	Recommendation
advertisement	Pearson Correlation	1.00	0.24	-0.17	0.24	-0.03	0.30	0.06	0.16
	Sig. (2-tailed)		0.00	0.04	0.00	0.75	0.00	0.50	0.05
	N	150.00	150.00	150.00	150.00	150.00	147.00	147.00	147.00
appearance	Pearson Correlation	0.24	1.00	-0.32	0.39	0.46	0.63	0.26	0.22
	Sig. (2-tailed)	0.00		0.00	0.00	0.00	0.00	0.00	0.01
	N	150.00	150.00	150.00	150.00	150.00	147.00	147.00	147.00
Price	Pearson Correlation	-.167*	-.315**	1.00	-.506**	-.389**	-.446**	-0.10	-.203*
	Sig. (2-tailed)	0.04	0.00		0.00	0.00	0.00	0.22	0.01
	N	150.00	150.00	150.00	150.00	150.00	147.00	147.00	147.00
functions	Pearson Correlation	.239**	.391**	-.506**	1.00	.392**	.524**	0.13	.367**
	Sig. (2-tailed)	0.00	0.00	0.00		0.00	0.00	0.12	0.00
	N	150.00	150.00	150.00	150.00	150.00	147.00	147.00	147.00
quality	Pearson Correlation	-0.03	.463**	-.389**	.392**	1.00	.500**	.174*	.218**
	Sig. (2-tailed)	0.75	0.00	0.00	0.00		0.00	0.04	0.01
	N	150.00	150.00	150.00	150.00	150.00	147.00	147.00	147.00
brand	Pearson Correlation	.297**	.630**	-.446**	.524**	.500**	1.00	.179*	.307**
	Sig. (2-tailed)	0.00	0.00	0.00	0.00	0.00		0.03	0.00
	N	147.00	147.00	147.00	147.00	147.00	147.00	147.00	147.00
after sales service	Pearson Correlation	0.06	.255**	-0.10	0.13	.174*	.179*	1.00	.509**
	Sig. (2-tailed)	0.50	0.00	0.22	0.12	0.04	0.03		0.00
	N	147.00	147.00	147.00	147.00	147.00	147.00	147.00	147.00
Recommendation	Pearson Correlation	.164*	.215**	-.203*	.367**	.218**	.307**	.509**	1.00
	Sig. (2-tailed)	0.05	0.01	0.01	0.00	0.01	0.00	0.00	
	N	147.00	147.00	147.00	147.00	147.00	147.00	147.00	147.00

Source: Field Survey, 2011.

In order to find out the significant relationship between the gender of the mobile phone users and the satisfaction level regarding the additional accessories of the Blackberry Mobile phones, from the above table, it can be seen that P-value is 0.093 which is greater than our significance level i.e. 0.05. Therefore it can be said that there is no significant relationship between the gender of the mobile

phone users and the satisfaction level regarding the additional accessories of the Blackberry Mobile phones.

The table also reveals that there is negative relationship between prices with functions, quality, after sales service, brand and recommendation. While testing hypothesis, the P-value has been observed to be less than significance level. Hence, it can be said that there is significant relationship between price with functions, quality, brand, after sales service and recommendation.

In case of functions, it has positive relationship with quality, brand after sales service and recommendation. While testing hypothesis, the P-value has been observed to be less than significance level in case of quality, brand and recommendation. And the P-value is observed to be greater than significance level in case of after sales service. Therefore, it can be said that there is significant relationship between function with quality, brand and recommendation and the relationship between function and after sales service isn't significant.

Coming to the part of quality, it has positive relationship with brand, after sales service and recommendation. While testing hypothesis, the calculated P-value is less than significance level at 5% with all variables. Hence, it can be concluded that the relationship between quality with brand, after sales service and recommendation is significant.

In case of brand, it has positive relationship with after sales service and recommendation. While testing hypothesis, the relationship with after sales service and recommendation has been concluded as significant because the observed P-value is less than significance level at 5% level.

Whereas, the relationship between after sales service and recommendation is positive and the test of hypothesis indicates that the relationship between after sales service and recommendation is significant because the P-value is less than significance level at 5% level.

4.3.30 Education Level and Advertisement of Mobile Phones

In this section, the advertisement of mobile phones has been analyzed on the basis of education status of the respondents. It clearly shows that the most of the respondents find advertisement on the TVs.

Table No. 4.30

Education of the mobile phones users

Where did you often see the mobile phone advertisement?					
Education		TV	Newspaper	magazine	Total
School level	Number	0	6	3	9
	Percentage	0	67	33	100
Intermediate	Number	42	13	0	55
	Percentage	76	24	0	100
Bachelors	Number	42	9	14	65
	Percentage	65	14	22	100
Masters	Number	8	10	3	21
	Percentage	38	48	14	100
Total	Number	92	38	20	150
	Percentage	61	25	13	100

Source: Field Survey, 2011.

The above table shows the education level of the mobile phone and through the medium they see the mobile phone advertisement. According to the table above, 67% of the respondents with school level of education see the mobile phone advertisement in newspapers and 33% of them in magazine. Similarly, 76% of the respondents with intermediate level of education see the mobile phone advertisement in TV and 24% in newspapers.

Similarly, 65% of the respondents with bachelor's level of education see the mobile phone advertisement in TV, 14% in newspapers and 22% in magazines. And, 38% of the respondents with master's level of education see the mobile phone advertisement in TV, 48% of them see in newspapers and 14% in magazines.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.473	0

In order to find out the significant relationship between the education level of the mobile phone users and where did they often see the mobile phone advertisement, from the above table, it can be seen that P-value is 0.000 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the education level of the mobile phone users and where did they often see the mobile phone advertisement.

4.3.31 Gender and Display of Mobile Phone Advertisement

In this section the genderwise analysis of mobile phone users has been analyzed on the basis of advertisement they often see. The table below shows the detailed analysis of the advertisement the purchasers' have seen:

Table No. 4.31

Genderwise analysis of mobile phone advertisement

Where did you often see the mobile phone advertisement?					
Gender		TV	Newspaper	magazine	Total
Male	Number	44	25	9	78
	Percentage	56	32	12	100
Female	Number	48	13	11	72
	Percentage	67	18	15	100
Total	Number	92	38	20	150
	Percentage	61	25	13	100

Source: Field Survey, 2011.

The above table shows the gender of the mobile phone users and where did they often see the mobile phone advertisement. According to the table above, 56% of the male respondents see the mobile phone advertisement in TV, 32% of them in newspaper's and 12% of them in magazines.

Similarly, 67% of the female respondents see the mobile phone advertisement in TV, 18% of them in newspaper and 15% of them in magazines.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.930	0.140

In order to find out the significant relationship between the gender of the mobile phone users and where did they often see the mobile phone advertisement, from the above table, it can be seen that P-value is 0.140 which is greater than our significance level i.e. 0.05.

Therefore it can be said that there is no significant relationship between the genders of the mobile phone users and where did they often see the mobile phone advertisement.

4.3.32 Genderwise Favor of Mobile Phone Advertisements

In this section the detailed analysis of the advertisement regarding mobile phones has been given. In addition to this, different brands of mobile phones' advertisement has also been analyzed. The table below shows the detailed analysis of the advertisement on different mobile phones:

Table No. 4.32

Genderwise analysis of mobile phones and like of users

		Advertisement you like							
Gender		Nokia	Samsung	Sony Ericson	Motorola	Iphone	Blackberry	Others	Total
Male	Number	36	9	6	3	8	10	3	75
	Percentage	48	12	8	4	11	13	4	100
Female	Number	27	18	14	3	7	3	0	72
	Percentage	38	25	19	4	10	4	0	100
Total	Number	63	27	20	6	15	13	3	147
	Percentage	43	18	14	4	10	9	2	100

The table above shows the gender of the mobile phone users and the advertisement they like regarding the mobile phones. According to the table above, 48% of the male respondents like the advertisement of Nokia mobile phones, 12% of them like Samsung, 8% of them like Sony Ericson, 4% of them prefer Motorola, 11% of them like Iphone, 13% of them prefer Blackberry and 4% of them others.

Similarly, 38% of the female respondents like the advertisement of Nokia, 25% of them prefer Samsung, 19% of them prefer Sony Ericson, 4% of them like Motorola, 10% of them like Iphone, and 4% of them prefer Blackberry.

Chi-Square Tests		
	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.266	0.027

In order to find out the significant relationship between the gender of the mobile phone users and the advertisement they like regarding the mobile phones, from the above table, it can be seen that P-value is 0.027 which is less than our significance level i.e. 0.05.

Therefore it can be said that there is a significant relationship between the gender of the mobile phone users and the advertisement they like.

4.4 Findings

The major findings of the study are as given below:

1. Nokia and Samsung mobile phones share the higher market share in Kathmandu valley followed by Sony Ericson and apple Iphone.
2. There is a significant relationship between the affect of the income level and willingness to pay while purchasing mobile phones. The finding shows that, respondents who said yes the income level affects while purchasing mobile phones are willing to pay less than 10,000 while purchasing a mobile phone.
3. From the above analysis, in the case of Nokia mobile phones we can find a significant relationship between the gender of the mobile phone users and the feature of Nokia mobile phones.
4. According to the analysis, there is no significant relationship between the gender of the mobile phone users and the feature, after sales service, additional accessories and outlook of Sony Ericson mobile phones.
5. There is significant relationship between the gender of the mobile users and the feature of the Samsung Mobile phone, outlook and performance of the Samsung mobile phones whereas there is no significant relationship between the after sales service and additional accessories of the Samsung mobile phones.
6. In the case of Motorola mobile phones, there is a significant relationship between the gender of the mobile phone users and the feature, after sales service and performance of the Motorola mobile phones.
7. Similarly, in the case of apple Iphone there is no significant relationship between the gender of the mobile phone users and the after sales service, additional accessories and outlook of the Iphone mobile phones.
8. There is a significant relationship between the gender of the mobile phone users and the after sales service of the Blackberry mobile phones and no significant relationship between the additional accessories and the Blackberry mobile phones.
9. Regarding the gender of the respondents and where the respondents often see the mobile phones advertisement, there is no significant relationship between them.
10. It can be seen that there is positive relationship between advertisement with appearance, price, functions, brand, after sales service and recommendation. However, negative relationship has been found between advertisement and quality of the mobile phones.
11. There is negative relationship between prices with functions, quality, after sales service, brand and recommendation. Similarly, In case of functions, it has positive relationship with quality, brand after sales service and recommendation.
12. It has been found that quality has a positive relationship with the brand, after sales service and recommendations. Similarly, brand has a positive relationship with the after sales service and the recommendation and after sales service has a positive relationship with the recommendation.

CHAPTER FIVE

SUMMARY AND CONCLUSION

5.1 Summary

Marketing has gained new dimensions in recent years and passed through different stages to reach at the present stage of societal marketing concept which aims at maximizing social welfare through delivering goods and services are produced to satisfy social wants and are produced according to consumer preferences.

Marketing is a system which can be compared with human system, as it has its input, output and process marketing environment is influenced by many factors and is broadly classify as external and internal factor. The firm should have thorough knowledge of these factors so that it can formulate plans and policies in order to achieve its objectives.

The importance of marketing is increasing day by day as the competition in the market has been increasing. The marketing concept seen in present world market has passed through different stage of development and finally involved as social concept of marketing. All the firms have to pass through various stages while delivering its product in market and it has to formulate its plans and policy and apply it with flexibility. The product passes through the various stages of life cycle like: development, introduction, growth, maturity and decline stage to the market.

In this study, an attempt is made to analyze the marketing strategy. Potential users, consumer preference (satisfaction level, price, quality and after sales service), popular mobile brands consumed in the market of Kathmandu valley based on the survey of the consumer, producers and dealers, opinion as well as the selected mobile dealers.

After analyzing the information collected from primary data, a conclusion is to be made on the study of market situation, satisfaction and brand preference of mobile phones. The main objective of this study is to find out the consumers behavior toward mobile phones with reference to different brands available in the market of Kathmandu valley. To find out these goals, the primary data was collected from consumers & shopkeepers with the help of questionnaire. These data were analyzed by mean, chi-square test with the help of simple statistical tools i.e. number and percentage.

5.2 Conclusion

On the basis of the study under taken in the area, the following conclusions can be made regarding brand preference of mobile phones in Kathmandu Valley.

1. It has high demand in Kathmandu Valley.
2. Mobile phone use is prevalent in Kathmandu Valley.
3. Advertisement has high influence on the preference of the brand by consumers and Television advertisement seems to be most liked by the consumers.
4. There are various brands of mobile phones available and the market is highly competitive in recent years.
5. There is high competition among different brands. The factors price, quality, availability in the market, incentives, profit margin, etc determines the portion occupied by the individual brand.
6. Consumers give more preference to performance, outlook, features and brand rather than price. Whereas many consumers today are conscious of the price because of the availability of various cheaper brands.
7. The marketing mechanism, advertising and advertising activities have an important role in establishing a product in a market and sustaining it over time.

5.3 Recommendation

On the basis of analysis and conclusion, the following recommendations are made:

1. Nokia, Samsung and Sony Ericson mobile phones who are the market leader currently should come up with new models with extra features and additional accessories so as to retain their customers because new mobile phones like blackberry and Iphone are getting more popular day by day.
2. The new companies should adopt effective marketing mechanism & activities to compete with the current market leaders.
3. The company should increase the incentive to the wholesalers/ distributors so as to motivate and encourage them to focus their transactions on specific brands.
4. The modes of mobile phones from India and China should focus on performance and features to attract the new customers and should focus on brand building.
5. Current mobile phones manufacturers must focus on the effective medium for advertisements since from the analysis it has been found out that most of the mobile phone users see the advertisements most of the times in Television.
6. The language and message used in advertisement should be easily understandable to all type of customers.
7. The languages used in mobile phones do not give preference to Nepali language and other minority languages, thus, the inclusion of minority language will be an added feature.

QUESTIONNAIRE

This is Bikki Sharma Chapagain from Central Department of Management, T.U. Kirtipur. I'm going to conduct a research on "Brand Preference of Mobile Phones: A case Study of Kathmandu Valley". I hope you will kindly fill up the questionnaire and help to accomplish my study.

Please tick (☐) inside the brackets. Please do not tick hapazardly because your single tick will be the quality determining factor of my study.

Name: Address:

Gender: Male Female Age:

Occupation: Monthly income:

Student Business Person Government Officer Working professional

Level of education:

School level Intermediate Bachelors Masters

1. Which mobile phone brand do your prefer:

Nokia Samsung Sony Ericson LG Motorola
IPhone Blackberry

Others (please specify)

2. If you have to buy a mobile phone how much money do you like to spend?

Below 10000 10001-20000 20000-40000 Above 40000

3. When you buy a mobile phone how much time do you use it?

Less than one year 1-2 years above 2 years Dont' know

4. Why do you purchase new model of mobile phones? Give reasons.

WiFi Just to talk it Use GPRS for SMS

For downloading files Others (please specify)

5. For how many years have you been using this mobile phone?

77

1-2 years 2-4 years above 4 years

6. How often do you change your mobile?

1-2 years 2-4 years Above 4 years

For Nokia Mobile Users Only

7. Are you satisfied with the features of Nokia Mobile?

Average Satisfied Strongly satisfied

8. Are you satisfied with the nokia mobile phones after sales services provided by brand dealers?

Dissatisfied Average Satisfied Strongly satisfied

9. Are you satisfied with the additional accessories provided by Nokia mobile phones?

Dissatisfied Average Satisfied Strongly satisfied

For Sony Ericson Users Only

10. Are you satisfied with the features of Sony Ericson mobile?

Average Satisfied Strongly satisfied

11. Are you satisfied with the Sony Ericson mobile phones after sales services provided by brand dealers?

Dissatisfied Average Satisfied Strongly satisfied

12. Are you satisfied with the additional accessories provided by Sony Ericson mobile phones?

Dissatisfied Average Satisfied Strongly satisfied

For Samsung Users Only

13. Are you satisfied with the features of Samsung mobile?

Average Satisfied Strongly satisfied

14. Are you satisfied with the Samsung mobile phones after sales services provided by brand dealers?

Dissatisfied Average Satisfied Strongly satisfied

15. Are you satisfied with the additional accessories provided by Samsung mobile phones?

Dissatisfied Average Satisfied Strongly satisfied

For Motorola Mobile Phone Users Only

16. Are you satisfied with the features of Motorola mobile?

Average Satisfied Strongly satisfied

17. Are you satisfied with the Motorola mobile phones after sales services provided by brand dealers?

Dissatisfied Average Satisfied Strongly satisfied

18. Are you satisfied with the additional accessories provided by Motorola mobile phones?

Dissatisfied Average Satisfied Strongly satisfied

For Iphone Users Only

19. Are you satisfied with the features of Iphone?

Average Satisfied Strongly satisfied

20. Are you satisfied with the Iphone mobile phones after sales services provided by brand dealers?

Dissatisfied Average Satisfied Strongly satisfied

21. Are you satisfied with the additional accessories provided by Iphone mobile phones?

Dissatisfied Average Satisfied Strongly satisfied

For Blackberry Users Only

22. Are you satisfied with the features of Blackberry?

Average Satisfied Strongly satisfied

23. Are you satisfied with the Blackberry mobile phones after sales services provided by brand dealers?

Dissatisfied Average Satisfied Strongly satisfied

24. Are you satisfied with the additional accessories provided by Blackberry mobile phones?

Dissatisfied Average Satisfied Strongly satisfied

25. Where do you usually see the advertisement of the mobile phones?

TV Newspaper Magazine

26. Which mobile phone's advertisement do you like most?

Nokia Samsung Sony Ericson Motorola Iphone

Blackberry Others (please specify)

27. Any suggestions for the mobile phone users and mobile sales dealers?

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Thank You For Your Kind Help !