A

Project Report

ON

"**To study the consumer behavior for purchasing mobile handsets**"

For

IMRB International

PUNE

Submitted To

University of Pune, Pune

In Partial Fulfilment of Requirement

For the Award of Degree of

MASTER OF BUSINESS ADMINISTRATION

(Marketing)

Submitted By

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Under the guidance of

Prof.Ms.Uma Pethkar

NAV-SAHYADRI CHARITABLE TRUST'S

INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH, CHAKAN.

DECLARATION

I, the undersigned, hereby declare that the Project Report entitled *__"To study the consumer behaviour for purchasing mobile handset"__* written and submitted by me to the University of Pune, Pune in partial fulfillment of the requirements for the award of degree of Master of Business Administration under the guidance of **Prof.Ms.Uma Pethkar**. Is my original work and the conclusions drawn therein are based on the material collected by myself.

Place: Pune   (Garje Raviraj Natha)

Date: Research Student

ACKNOWLEDGEMENT

This is the pleasure movement for me to explicate my energized intelligence. Thanks to Co-Coordinator Mr. Jaywant Patil and to my guide Miss. **Prof.Ms.Uma Pethkar**

. Institute of Business Management & Research, Chakan. For accommodating advice during the research and help provided by them in preparation of this report. This report is guided by their co-operation and practicable suggestion. This study work could be finished with in the period.

I got chance to recognize my gratitude to all staff to M.B.A. department for making available all facilities to complete the research work. As well as to all others who extended the precious co-operation by providing all documents and details required for this work.

Executive Summary: -

The title of the study is "Study of the consumer behaviour for purchasing Mobile Handsets".

This study was conducted under the Research International of IMRB International on behalf of different mobile brand handsets. IMRB International is a leading market research company in India to provide the market research reports to well established national companies. The study was carried out in and around Pune City and duration was of two month.

During the study I have visited to the respondents who are currently using and used in the past the various mobile handsets of some branded companies.

Each respondent has given his feedback and suggestion which can be help to identify the consumer behaviour for purchasing different mobile handsets. Some of the respondent needs more information about different mobile brand handsets which has given me to show them at the time of interview and show satisfactory responses regarding purchased of different mobile handsets.

Apart from this project I have done different assignments given by IMRB International like tractor project, life insurance project, cyber café project etc.

RESEARCH DESIGN

RESEARCH DESIGN:

        A research design is a specification of method and procedures or acquiring the information needed. It is the overall pattern or framework of the project that stipulates what is to be collected, from which sources, by what procedure.

Objectives

Primary Objective

1) To study consumer behavior and increase market share and create distance from competition.

Secondary objective

1. To find the attributes which influenced the customers in selecting particular mobile handsets?
2. To study the consumer's behaviour towards different mobile handsets.
3. To know specific aspects related to the buying behavior of the mobile users.
4. To know the consumer preferences and choices.
5. To know the potential of the market and expand into new markets and business.

Scope of the study: -

        The present study is contained to Pune city and it is decided as to consider different mobile handsets like Nokia, Sony Ericson, LG, Samsung, Vodafone, Motorola, spice, sagem, etc. rendered to the customers. In Pune city, there are available different mobile handsets like Nokia, Sony Ericson, LG, Samsung, Vodafone, Motorola, spice, sagem, etc. The main objective of this study is to analyze the consumer behaviour during taking new mobile handsets.

Statement of Problem: -

        As there are a large number of customer preference different brand of mobile handset, the study was conducted in Pune city to know consumer behavior towards different mobile handsets. So that it would help to different mobile companies to identify the consumer behaviour.

Need of the study:-

In today's scenario mobile are vast used in exchange of information becomes the necessity of life to a common man. In modern would as individual tends to communicate anything to everything tight from the place where he or she stands. Even while riding a vehicle he or she wants to communicate within a fraction of second with clear voice, without any disturbance. Customer wants more facility in mobile like SMS, design, durability, sound, quality, display, camera, , music, multimedia, internet, discount price, availability etc. Today the mobile handset company growth has been excellent. Day by day many new attractive schemes, provide additional, add few new features to existing ones , reduce the price of mobile, introduce varieties of handset models a healthy competition that benefits subscribers hence in this context. It is important to study which shape the consumers mind during taking or switching over the new mobile handsets.

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3. RESEARCH METODOLOGY

Research always starts with a question or a problem. Its purpose is to question through the application of the scientific method. It is a systematic and intensive study directed towards a more complete knowledge of the subject studied.

Marketing research (MR) is the function which links the consumer, customer and public to the marketer through information- information used to identify and define marketing opportunities and problems generate, refine, and evaluate marketing actions, monitor marketing actions, monitor marketing performance and improve understanding of market as a process. Marketing research specifies the information required to address these issues, designs, and the

method for collecting information, manage and implemented the data collection process, analyses the results and communicate the findings and their implication

Marketing Research is, thus, defined as, the systematic, objective and exhaustive search for and study of the facts relating to any problem in the field of marketing.

"American Marketing Association", defines MR as the systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services.

Thus, three key ideas regarding marketing research are:-

i. Marketing research is concerned with studying any of the manifold problems in marketing.
ii. Its purpose is to aid decision-making in the marketing field.
iii. Systematic gathering and analysis of information is its route in achieving its purpose.

Types of research:-

a. **Qualitative MR:**
- It is used in exploratory research work.
- Expresses and summarizes data non-numerically/qualitatively.
- Tackles a limited number of respondents.
- It involves in-depth probe.
- It involves non-structured questioning/observation
- Is the soft version of MR.
- Provides insights on marketing problems.
- Final course of action cannot depend on its findings.

a. **Quantitative MR:**
My project work is concerned with this type of research. It has the following features:-

- It is used more in conclusive research projects.
- Expresses and summarizes data numerically/qualitatively.
- Tackles a large number of respondents; often amounts to large-scale surveys.
- It involves limited probe with limited questions.
- It involves structured questioning/observation
- Is the hard version of MR.
- Provides hard facts on marketing problems.
- Final course of action can depend on its findings

3.1 The Marketing Research Process

As marketing research is a systemic and formalized process, it follows a certain sequence of research action. The marketing process has the following steps:

Defining the marketing problem

Identifying the MR problem involved

Specifying the information requirement

Developing the research design

Developing the research procedure / instrument for gathering the information

Gathering the information (Data collection)

Analyzing and interpreting the information

Summarising the findings / Preparing the research report

3.2 Data Collection Method:.

3.1.1 Primary data:

It is original data, first hand and for the specific purpose of the research project. For this project, I have used the following common research instrument:-

❖ **Questionnaire:**

Questionnaire development is the critical part of primary data collection job. For this I have prepared a questionnaire in such away that it is able to collect all relevant information regarding the project.

In this questionnaire, I have used mostly close-ended questions that are easier to be answered by respondents (consumers) and also easier for interpretation and tabulation & one open-ended question to take the opinion of the respondents in their own words. The questions were asked to the consumers covering perception towards their purchase, price of the product, purpose for using the product, characteristic of the product, brand image, effectiveness of the advertisements, sales promotional activities, overall opinion about the product, etc.

For collecting the answers from the above questionnaire, I have used the following common method:-

➢ **Interview:**

It is the most common method for contacting consumers & collecting primary data. For this project I have used following type of interview:-

➢ **Personal interview:**

It is the most extensively used method. It enables better control of the sample and ensures answers from the respondents. It also provides for a tactful approach to the respondent since it is based on a person-to-person talk. But this method is generally more expensive and time consuming.

For this project each interview was taking 15 to 20 minutes to complete. Interview was also delayed due to un-availability of respondent in house.

3.1.1 Secondary data.

It was collected to add the value to the primary data. Data regarding IMRB, International (Indian Marketing Research Bureau) history, its profile and other necessary records and information was collected by referring to website, magazines, annual reports, reference books, daily newspapers, etc.

3.2 Sample design:

    3.2.1   Sample Unit:-

        For studying consumer behaviour of samples were selected from Pune city.

    3.2.2   Sample size:-

Sr. no.	Respondent	Number of respondents
1.	Mobile Users	200

    3.2.3   Sample procedure:-

        Only those respondents are included in samples, who are traders of Reliance. These respondents are questioned thoroughly.

    3.2.4   Sample media:-

        The respondents in the samples are reached through personal interviews.

3.3 Sampling methods:

    Sampling methods fall under two broad categories:

    A. Non-probability sampling methods:-
      a) Convenience sampling.
      b) Judgement sampling.
      c) Quota sampling.
      d) Panel sampling.
    A. Probability/random sampling methods:-
      a) Simple random sampling.
      b) Stratified sampling.
      c) Systematic random sampling.
      d) Area sampling.

        For this project I followed random sampling method. In this method sample units are selected at random. From random sampling method I selected area sampling method. Area sampling is a form of stratified sampling. In this case, the stratification is based on the criterion of locations. This method selects the sample units in several stages. At each stage a series of intermediary geographical blocks are randomly selected. It is from within these blocks, that the sample units are then selected at random.

        Before., North, South, East, West. Out of four zones any one zone was selected. From that zone any one street was selected. After selecting the street, right-hand rule is followed i.e. the outlet coming to right side are selected. Then interview is started.

3.1 Sample Size:

3.2 Sample Design:

I have prepared this project as descriptive type, as the objective of the study.

3.3 **Methods of data analysis and statistical Techniques** :

Different types of data analysis techniques used in the research project should be specifically mentioned. Such as:

➢ Basic analytical tools, which include Tabular Analysis, Graphical Analysis, Percentage Analysis.

What is Research Methodology?

RESEARCH METHODOLOGY is a way of systematically solve the research problem.

It may be understood as a science of studying how research is done scientifically.

In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only research methods /techniques how to calculate the mean , mode, median or standard deviation or chi-square , how to apply particular research techniques , but they also need to know which of these are methods or techniques , are relevant and which are not , and what would they mean and indicate and why.reseachersalso need to understand the assumptions underlying various techniques and they need to know the criteria by certain problems and others will not .all this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem.

SOURCE AND METHODS OF DATA COLLECTION

Source of data collection:

There are two types of data collection:

1) Primary data collection

2) Secondary data collection.

Primary Data Collection:

　　　　Primary data is generated by the students or the researcher for the preparation of the project and used by the student immediately for collecting data .He / She can use various methods namely;

1) Observation

2) Survey

3) Personal Interview

4) Questionnaire

Secondary Data Collection:

　　　　Secondary data means data that are already available i.e. they refer to the data which have already have been collected and analyzed by someone else. I have collected secondary data from …..

Sources for collection of secondary data are,

1) Books from library

2) Internet

3) Report Brauchers.

4) Leaflet.

Descriptive research is those studies which are concerned with describing the characteristics of a particular individual, or group.

CONSUMER BUYING BEHVIOUR

The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to the peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behavior of human being during the purchase is being termed as "Buyer Behavior". Customer says one thing but do another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer makes take a decision whether save or spend the money.

Definition of Buyer Behavior:-
Buyer behavior is "all psychological, Social and physical behaviors of potential customers as they become aware of evaluate, purchase, consume and tell others about product & service.
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Consumer Buying Decision Process
There are following five stages in consumer buying decision process.

1. Problem identification:-

      The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli.

      Marketers need to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, Marketers can identify the most frequent stimuli that spark an interest in a product category. They can then develop marketing strategies that trigger consumer interest.

2. Information Search:-

      The consumer tries to collect information regarding various products/service. Through gathering information, the consumer learns about completing brands and their features. Information may be collected form magazines, catalogues, retailers, friends, family members, business association, commercial, chamber of commerce, telephone directory, tradefair etc. Marketers should find out the source of information and their relative degree of importance the consumes.

Personal Sources: Family, friends, neighbor, as quittances.
Commercial Source: Advertising, sales persons, dealers, packaging, displays.
Public sources: mass media, consumer, rating organizations.
Experimental sources : Handling. Examine, using the product.

3. Evaluation of alternative:-

There is no single process used by all consumers by one consumer
in all buying situations. There is several First, the consumer
processes, some basic concepts are:
First, the consumer is trying to satisfy need.
Second, the consumer is looking for certain benefits from the
product solutions.
The marketer must know which criteria the consumer will
use in the purchase decision.

4. Choice of purchasing decision:-

      From among the purchase of alternatives the consumer makes the solution. It may be to buy or not to buy. If the decision is to buy

      The other additional decisions are:
Which types of bike he must buy? From whom to buy a bike

      How the payment to be made? And so on.

The marketer up to this stage has tried every means to influence the purchase behavior, but the choice is properly consumers. In the evaluation stage the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to but the most preferred brand.

5. Post Purchase Behavior:-

After purchase the product, the consumer will experience the same level of product. The Marketer's job not end when the product is buying must monitor post-purchase satisfaction, post-purchase action, post-purchase use and disposal

- **Post Purchase Satisfaction**:-

The buyer, S satisfaction is a function of closeness between the buyer, S expectation and the products Perceiver performance.

The larger the gap between expectation and performance the greater the consumer dissatisfaction.

- **Post purchase Action:-**

The Consumer, S satisfaction or dissatisfaction with the product influence subsequent behavior. If the consumer satisfied, he or she will exhibit a higher probability of purchasing the product again.

Dissatisfaction consumer may abandon and return the product.

- **Post-Purchase Use or Disposal:-**

The marketer should also monitor new buyers use and dispose of the product. If the consumer store the product in a close, the product is probably not very satisfying. If the consumer throws the product away, the marketer needs to know how they dispose of it; especially it can be hurt the environment.

Characteristic of Buyer Behaviors

The chief characteristics of the buyers behaviors are as follow:-

(1) It consists of mental and physical activities which consumers undertake to get goods and services and obtain satisfaction from them.

(2) It includes both observable activities such as walking through the market to examine merchandise and making a purchase and mental activities-such as forming attitudes, perceiving advertising material, and learning to prefer particular brands.

(3) Consumer behaviors are very complex and dynamic to constantly changing. And therefore, management needs to adjust with the change otherwise market may be lot.

(4) The individuals specific behaviors in the market place is affected by internal factor, such as need , motives, perception, and attitudes, as well as by external of enviourmental influences such as the family social groups, culture, economics and business influences.

COMPANY PROFILE

IMRB International

Abbreviated as Indian Marketing Research Bureau.

Established in 1971, IMRB International is a pioneer in market research. A member of the Kantar Group, WPP's information, insight and consulting division. IMRB's footprint extends

across 11 countries - India, Pakistan, Bangladesh, Sri Lanka, Dubai, Saudi Arabia, Egypt, Singapore, Malaysia, Korea and London

With over 1200 full time staff, IMRB provides high quality conceptualization, strategic thinking, execution and interpretation skills. IMRB International is the only research company in India that offers such a wide range of research based services to its clients. IMRB International's specialised areas includes consumer market research both quantitative and qualitative, industrial market research, business to business market research, social and rural market research, media research, retail research, and consumer panels.

Abacus Field

Abacus Field handles the field operations for all the business divisions in IMRB. Abacus Field has a network of 15 regional offices spread across the country that gives IMRB the capability to run pan India research projects smoothly & effectively. An example of the magnitude of Abacus Field operations can be gauged from the following:

- On any given day about 5000 freelancers work for Abacus Field
- Tele Call Centre has 262 seats, is located in Delhi, Bangalore and Mumbai, and does 1,04, 000 interviews per month.
- Household Panel - 89,800 household visited every month
- 8000 projects handled in one year
- 8.8 lac mandays of interviewing in one year
- 37 lac interviews done in one year

Abacus Field is consistently striving to exceed client expectations, through high quality work, integrity, innovativeness and building a culture which promotes professional and personal growth opportunities.

Abacus Field is headed by Nikhil Rawal, Sr Vice President.

Our Milestones

- India's first TV rating system
- India's first Radio Audience Measurement system
- India's first IT and Internet studies endorsed by industry associations
- India's first and largest Household Panel
- Instrumental in setting up of Market Research Society of India (MRSI) in 1988
- Creation of Social Economic Classification (SEC) system, by Ashutosh Sinha from the Marketing Sciences Group, & used by all MR companies in India

- Path breaking book on employee loyalty "The Tao of Loyalty" by Ajit Rao of CSMM (Customer Satisfaction Measurement & Management)
- Agency of the year award, instituted in 2006 at MRSI, for two consecutive years, 2006 & 2007
- Presenting cutting edge research for several years at international forums including ESOMAR and won awards

Our Strengths

- Senior most researchers in the industry
- Specialists with industry/sector knowledge
- International toolkit in specialized businesses
- Strategic Marketing Consultancy
- Largest field network for custom research
- Array of Syndicated databases
- Industry tracking & environmental scan
- Multi-country research capability

Consumer Research : Studies

Concept Tests
Corporate Image Studies
Name Tests
Packaging Research
Pricing Research
Product Tests and Clinics
Retail Studies
Segmentation and Profiling Studies
Simulated Test Marketing
Usage and Attitude Studies

IMRB's Network

Lahore

DELHI

Kathmandu

Lucknow

Guwahati

Karachi

Patna

Dhaka

Ahmedabad

CALCUTTA

Bhubhaneshwar

Yangon

MUMBAI (BOMBAY)

Pune

Hyderabad

BANGALORE

CHENNAI (MADRAS)

Kochi (Cochin)

Colombo

BRANCH & FIELD OFFICES

Field Offices

International Affiliates
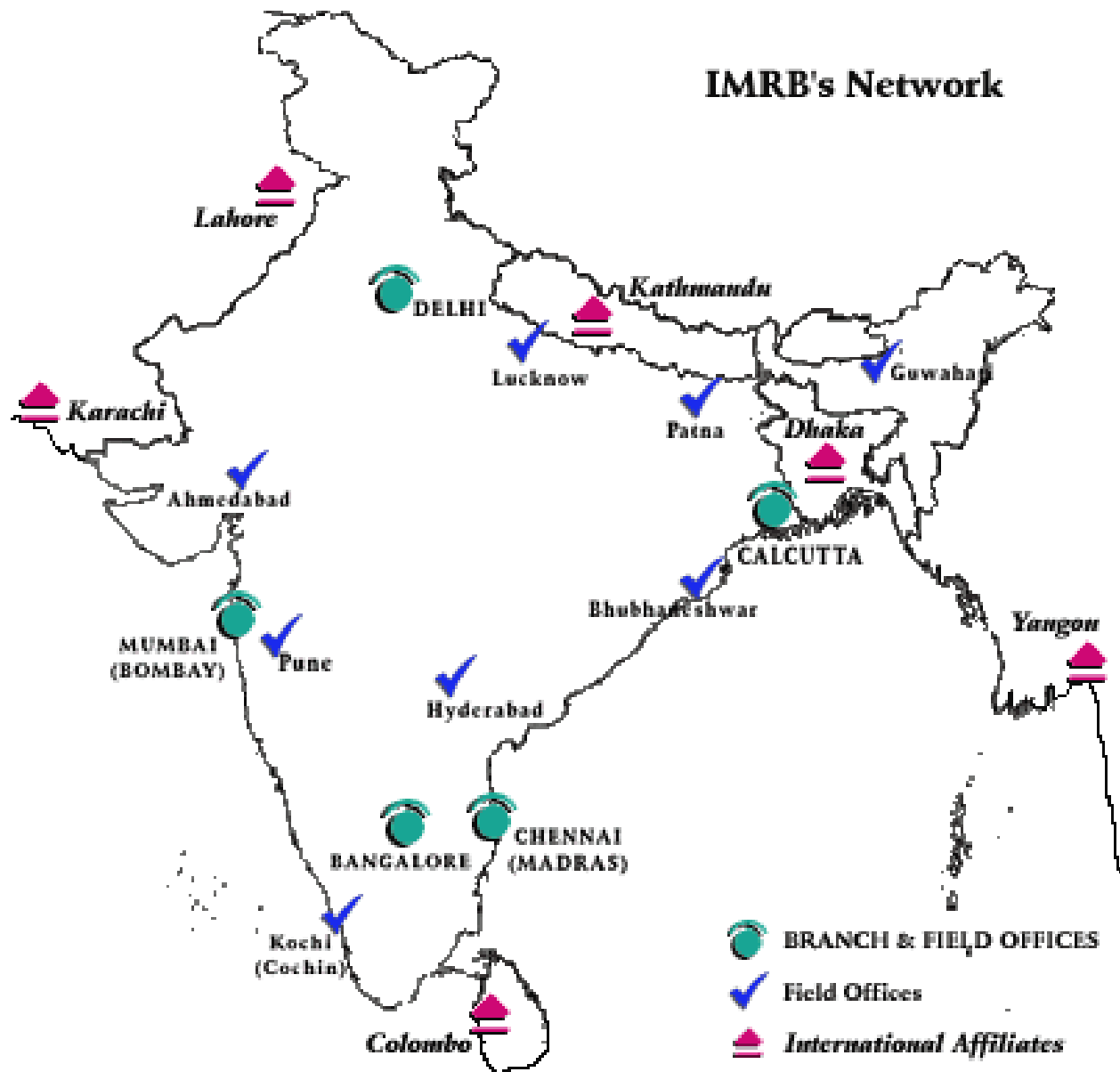
IMRB International: Footprints

ServicesOffered

The depth and breadth of services that we provide are extensive and includes research and advisory services in the following areas:

Advertising, promotion and media research
B2B and Industrial Research
Brand Research
Customer Satisfaction Research
Corporate and Employee Research
Channel and Retail Research
Product and Packaging Research
Pricing Research
Strategic Market Research
Mystery Shopper Insights (MSI)

Market Analytics: Data Processing House to the Established in 2001, Abacus Market Analytics unit offers a wide range of services to all the research units in IMRB. These include data processing, charting, statistical analysis, database management & updation, software development & testing.

Abacus Data Processing (DP), a part of Abacus Market analytics, offers similar service to international clients. DP's Clients include Millword Brown across Asia Pacific, Africa and Australasia, Kantar Operations in UK, BMRB International in UK, AMRB in the Middle East and N Africa, RI in Asia Pacific & the Brand Survey Company in S Africa.

In the days ahead, the key business development areas identified include:

- Advanced analytics
- Advanced statistical services
- Modeling and trend analyses
- Database creation and management
- Data mining
- Scripting
- Data interpretation and reporting

Abacus Market Analytics is headed by Sunil Bakshi, Sr Vice President

IMRB International's Divisions: Consumer Research

Set up in 1971, the Quantitative Division at IMRB International is the oldest research unit in the country. In our three decades of research experience in India, we have worked on almost all product categories, and have the expertise in the entire gamut of research methodologies and techniques

Sectors we research

IMRB International has been the pioneer in conducting market research exercises for several sectors. Today, there is hardly any sector that IMRB International hasn't researched. From potato wafers to PCs, cigarettes to cellular phones, alcohol to air conditioners and bubble gums to building materials just name it and we have researched it.

Agriculture and Agro-products
Alcohol
Automotive
Building and Construction
Consumer Durable
Distribution/ Retail Trade
Household Care
IT/Internet
Industry and Business
Media and Entertainment
Social and Rural & Government
Tobacco
Engineering Sector
Education Sector
Processed Food
Sports Goods & Accessories
Health Care
Finance/Banking/ Insurance
Energy and Environment
Telecom
Processed Beverages
Cosmetics & Personal Care
Heavy Industries/Chemicals/Industrial/Minerals
Kids Products
Outwear/Clothing/Footwear/Accessories
Office Products & Services (non IT/non telecom)
Paper Products/Machinery
Services
Tourism, Travel & Leisure
Utilities/Infrastructure

IMRB International's Divisions

IMRB International has been offering for over 35 years, both general as well as specialist research services to clients in India and overseas. IMRB International operates out of its five full service offices in Mumbai, Delhi, Kolkata, Chennai and Bangalore and is supported by 15 other regional centers for collection of survey information

In the days ahead, the key business development areas identified include:

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IMRB International has eight specialist units:

1) Probe Qualitative Research (PQR):

Probe Qualitative Research (PQR) was established in 1979, in the belief that qualitative research demands expertise and training inputs of an exceptional kind. From its inception PQR has been associated with leading international qualitative research organizations. It is the largest and fastest growing qualitative research organization in the country.

PQR provides research which is analytical and actionable, seeking to resolve particular client problems and questions and providing future direction. It also provides high quality insight and multi-disciplinary exploration of consumer motivation and behavior through a strong base of multilingual research executives and moderators.

2) Media & Panel Group:

Incorporated in 1992, Media & Panel Group handles syndicated services like Household Panel, TRP System, NRS and customized media research projects. The group revenues come from four different businesses viz. Syndicated consumer panels, Media Research, Retail Research & Software.

The consumer panels available with MPG are as under:

Household Purchase Panel – Market Pulse

Individual Purchase Panel – impulse

Children's Panel

Upscale Panel – Market Pulse Elite.

MPG is home to the largest dedicated media research unit in the country & part of Kantar Media Research (KMR), offering customized & syndicated studies across Print, Television, Radio, and Out of Home categories. It has to its credit Target Group Index (TGI), a global survey from KMR involving 60 countries and is India's only single source survey.

MindTech Systems is the unit within MPG which supports the in-house software needs, licenses its proprietary software and client sponsored developmental projects.

The Retail division aims to be an integrated retail research based consultancy by leveraging the IMRB's expertise in understanding consumers and consumer behavior.

In the days ahead, MPG aspires to develop retail expertise for IMRB. Also, the unit wishes to launch specialist panels which aim to fill in the gaps in marketers' understanding of their target consumers and new syndicated services like Geo Demographic Profiling, Wallet Monitor 2 & Pantry Check. It also aims to develop research approaches for measuring emerging media like Word of Mouth, Mobile media.

MPG currently operates out of Mumbai, Delhi, Bangalore & Chennai.

3) CSMM: Partners in Managing Stake holding Relationships:

Customer Satisfaction Management & Measurement (CSMM) is an independent, specialist unit of IMRB International and the exclusive member of the Walker Information Global Network (WIGN) in the Indian subcontinent.

As a specialist unit of IMRB International, CSMM provides the widest field coverage with five full service offices and 13 field offices in Delhi, Calcutta, Mumbai, Chennai, Bangalore, Hyderabad, Cochin, Pune, Patna, Ahmadabad, Guwahati, Bhubaneswar and Lucknow. CSMM services clients in India and neighboring countries (Sri Lanka, Bangladesh, Pakistan and Nepal) and this diverse network has made CSMM the leading provider of stakeholder products and services in South Asia.

As the exclusive member of the Walker Information Global Network (WIGN) in South Asia, CSMM uses the proprietary tools developed by Walker Information, the recognized pioneers in Stakeholder Measurement and Management with over 30 years experience. The network offers the world's most thoroughly tested and proven system and also provides appropriate benchmarks through the WIGN Normative Database TM.

CSMM provides a range of consulting products and services to manage external customer satisfaction and employee commitment to integrate stakeholder measurement and management efforts into the company's decision-making process at all levels. Working with over 80 clients from diverse sectors, including financial services, hotels, and telecommunications, retailing, and consumer products, automotive and engineering/industrial goods CSMM provides strategic information services to enhance customer loyalty amongst both end customers and trade channel customers as well as to build employee commitment.

CSMM offers a team of highly trained and experienced consultants with multi-disciplinary backgrounds. To assist you in your Stakeholder Management practices, our consultants have experience in conducting multi-country and regional programmes for leading Indian and multinational companies, across various sectors and are equipped to give you professional and accurate assistance for your strategic decisions, including deployment and integration assistance

4) BIRD: Research Consultancy for B2B and Technology Markets:

BIRD: Research-based Consultancy for B2B and Technology markets is a Research based consultancy arm – B2B and technology markets. Operating out of four locations in India, viz., Mumbai, New Delhi, Bangalore and Chennai, BIRD has been advising clients from India and across the globe since the last 35 years.

BIRD has made significant contributions by adding value to marketing decision making at both corporate and business unit levels through actionable insights and ground-breaking research. It offers services as:

- *Macro/meso level* (popularly described as "the big picture") such as understanding the competitive market place, industry trends, regulatory environment, or entering new markets.
- *Micro level* such as brand/product positioning, customer segmentation, channel perception, market sizing, pricing and distribution strategy, new product development etc
  The ability to look at business from a broader perspective, at the same time honing on to the narrower performance improvement standpoints is BIRD strength and stems from the following:

5) E-Technology Group@ IMRB:

Specializes in social research and in conducting research on emerging rural markets. It has staff with special expertise in conducting Knowledge, Attitudes & Practice (KAP), Studies on health and sanitation, water, environment and other fields, in India as well as internationally.

6) Social and Rural Research Institute (SRI):

Specializes in social research and in conducting research on emerging rural markets. It has staff with special expertise in conducting Knowledge, Attitudes & Practice (KAP), Studies on health and sanitation, water, environment and other fields, in India as well as internationally.

7) IMRB MindTech Systems: Software development house:

A client servicing oriented specialized software unit of Media & Panel, Mumbai facilitating solutions to critical business questions. MindTech Systems has been providing business solutions since 2000 and has thus acquired an extensive expertise in Market Research applications. Having based ourselves on the features demanded by large no. of companies, we have created innovative, user-friendly applications.

Our solutions help clients to convert marketing research knowledge into actions.

8) Abacus Market Analytics: Data Processing House of the World:

Established in 2001, Abacus Market Analytics unit offers a wide range of services to all the research units in IMRB. These include data processing, charting, statistical analysis, database management & updation, software development & testing.

Abacus Data Processing (DP), a part of Abacus Market analytics, offers similar service to international clients. DP's Clients include Mill word Brown across Asia Pacific, Africa and Australasia, Kantar Operations in UK, BMRB International in UK, AMRB in the Middle East and N Africa, RI in Asia Pacific & the Brand Survey Company in S Africa.

IMRB International has eight specialist units among which we worked for two unit's i.e. CSMM

(Customer satisfaction management and measurement) and BIRD (research Consultancy for

B2B and technology market. The projects pendulum and net book and net

Tops were projects under BIRD rest others were under CSMM.

In the days ahead, the key business development areas identified include:
- Advanced analytics
- Advanced statistical services
- Modeling and trend analyses
- Database creation and management
- Data mining
- Scripting
- Data interpretation and reporting

Abacus Market Analytics is headed by Sunil Bakshi, Sr Vice President

Data analysis

Table showing preference of mobile phone

Brand	No of respondent	Percentage
Nokia	112	56%

Sony Ericson	48	24%
Motorola	16	08%
Samsung	12	06%
Vodafone	6	03%
Micromax	2	01%
Spice	4	02%
Total	200	100%

Table showing purchase period

Period	No of respondent	Percentage
0-3 months	10	5
3-6 months	26	13
7 months – 1 year	32	16
1-2 year	48	24
More than 2 years	84	42
Total	200	100

Table showing choice of purchase of mobile phone

Statement	No of respondent	Percentage
Style	42	21%
Infotainment	20	10%
Multimedia	26	13%
Business	14	07%
Connected	98	49%
total	200	100%

Table showing mobile option which consumer uses

Option	No of respondent	Percentage
Calls	82	41%
SMS	24	12%
Browse the Internet	16	08%
Take Photos	20	10%
Check emails	10	05%
Record video	18	09%
Music	22	11%
Mobile TV	08	04%
Total	200	100%

Table showing reasons for choosing of mobile brand

Reason	No of respondent	Percentage
Convenience Handsets	94	47%
Cost Control	48	24%
Value Added Service	16	08%
Discounts	42	21%
Total	200	100%

Table showing influencing factors of purchasing

Influencing factor	No of respondent	Percentage
Price/Offers	54	27%
Brand name	86	43%
Availability in store	28	14%

Different size	18	09%
Mobile battery	14	07%
Total	200	100%

Table showing impact of shopper's purchase decision for mobile phone

Option	No of respondent	Percentage
In store TV	34	17%
Broachers	18	09%
Danglers	38	19%
Floor standee	08	04%
Poster	102	51%
Total	200	100%

Table showing consider owing a mobile handset as a

Option	No of respondent	Percentage
Necessity	122	61
Status	56	28
Luxury	22	11
Total	200	100

Option	No of respondent	Percentage
Employed full time	42	21
Employed part time	18	9
Self employed	44	22
Full time home maker	58	29
Full time students	38	19
Total	200	100

Table showing the highest level of education

Option	No of respondent	Percentage
Elementary school graduate	22	11
Middle school graduate	28	14
High school graduate	36	18
University degree	62	31
PG qualification	52	26
Total	200	100

Table showing respondent's monthly income

Option	Respondent	%

10,000-11,999	42	21
12,000-19,999	58	29
20,000-24,999	34	17
25,000-29,999	30	15
30,000-34,999	22	11
35,000&above	14	7
Total	200	100

Attributes	No. Of consumer	%
Design	26	13
Brand	70	35
Durability	32	16
Sound quality	20	10
Battery life	24	12
Display	16	8
Camera &music	8	4
Multimedia	4	2
Total	200	100

Table showing preference of purchasing of mobile handsets

Attributes	No of respondent	Percentage
Design	26	13
Brand	70	35
Durability	32	16
Sound Quality	20	10
Battery life	24	12
Display	16	08
Camera & Music	08	04
Multimedia	04	02
Total	200	100

Table showing used brands on consumer

Brand	Currently Owned	Percentage	Owned in the past	Percantage
Nokia	98	49	86	43
Sony Ericson	46	23	42	21
Motorola	18	09	32	16
Samsung	20	10	18	09
Vodafone	06	03	06	03
Spice	04	02	04	02
LG	08	04	12	06
Total	200	100	200	100

Table showing considering attributes like various facilities

Brand	No of respondent	Percentage
Nokia	104	52
Sony Ericson	44	22
Motorola	16	08
Samsung	12	06
Vodafone	10	05
Spice	04	02
LG	10	05
Total	200	100

Questionnaire

Respondent Details

Name   :

Age   :

Gender   :

Address   :

Mobile   :

Q1   which mobile do you prefer?

      A) Nokia
      B) Sony Ericson
      C) Motorola
      D) Samsung
      E) Vodafone
      F) Micromax
      G) Spice

Q2   How long ago did you purchase it?

      A) Less than three month ago
      B) 3-6 month ago
      C) 7-12 month ago
      D) Within past 2 years
      E) More than 2 years ago

Q3   Which of the following statement is best choice you when purchasing a mobile phone?

      A) Style
      B) Infotainment
      C) Multimedia
      D) Business
      E) Connected

Q4   Which one of the following option you choose when purchasing a mobile phone?

A) Calls
B) SMS
C) Browse the internet
D) Take Photos
E) Check emails
F) Record video
G) Music
H) Mobile TV

Q5   For what reason you choose the mobile brand?

A) Convenience Handset
B) Cost control
C) Value added Service
D) Discounts

Q6   Which factors influenced you in purchasing the mobile brand you are currently using?

A) Price/Offers
B) Brand name
C) Availability in store
D) Different size
E) Mobile battery

Q7   Select following option is in store marketing materials that may impact shopper's
       purchase decision for mobile phone?

A) In store TV
B) Broachers
C) Dangler
D) Floor standee
E) Poster
F) Leaflet

Q8   You consider owing a mobile handset as a

A) Necessity
B) Status
C) Luxury

Q9   Which one of the following best describes your current employment status?

A) Employed full time
B) Employed part time
C) Self employed
D) Full time home maker
E) Full time student

Q10   which is the following best describe the highest level of education you have completed?

A) Elementary school graduate
B) Middle school graduate
C) High school graduate
D) University degree
E) Post graduate

Q11   What is your monthly income?

A) 10,000-11,999
B) 12,000-10,999
C) 20,000-24,999
D) 25,000-29,999
E) 30,000-34,999
F) 35,000 and above

Q12   What other brands of mobile phone regardless of type have owned in the past?

	Currently Own	Owned in the past
A) Nokia	_____	_____
B) Sony Ericson	_____	_____
C) Motorola	_____	_____
D) Samsung	_____	_____
E) Vodafone	_____	_____
F) Spice	_____	_____
G) LG	_____	_____

Q13   Which one of the following features you choose when purchasing mobile phone?

Attributes

A) Design   -----

B) Brand   ------
C) Durability   ------
D) Sound quality   -------
E) Battery life   -----
F) Display   -----
G) Camera & music   -----
H) Multi Media   -----

Q 14   Which mobile do you prefer considering attributes like design,brand,durability,sound quality, battery life, display, camera & music, multimedia ?

a)NOKIA

B)sony ericsson

C)Motorola

D)Samsung

E)Vodafone

F)spice

G)LG

Q15   As a consumer what are your expectations from camera phone regarding different brands?

	Nokia	Sony Ericson	LG	Motorola	Samsung
A) Celebrities icon					
B) By mail					
C) Brand store					
D) Magazine ads					
E) TV ads					
F) Posters					
G) From relatives					
H) Newspaper ads					