A PROJECT REPORT ON

"Study On Marketing Strategy In Mobile Sector",

A Project Submitted to

University of Mumbai for Partial Completion of the Degree

of Bachelor in Commerce (Accounting and finance)

Under the Faculty of Commerce

By

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T.Y.B.A.F (SEMESTER – VI)

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Under the Guidance of

'ASST. PROF. DR. KISHOR CHAUHAN'

JNAN VIKAS MANDAL'S

Mohanlal Raichand Mehta College of Commerce

Diwali Maa College of Science

Amritlal Raichand Mehta College of Arts

Dr. R.T. Doshi College of Computer Science

NAAC Re-Accredited Grade 'A+' (CGPA : 3.31) (3rd Cycle)

Sector-19, Airoli, Navi Mumbai, Maharashtra 400708

FEBRUARY, 2024. JNAN VIKAS MANDAL'S

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CERTIFICATE

This is to certify that Ms.Samruddhi Mangesh Chavan**.** has worked and duly completed his Project work for the degree os Bachelor in Commerce (Accounting and Finance) under the Faculty of Commerce in the subject of Accounting and Finance his project is entitled, **"Study On Marketing Strategy In Mobile Sector"** Under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and fact reported by her personal finding and investigations.

Guiding Teacher,

ASST. PROF. DR. KISHOR CHAUHAN.

Date of submission:

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DECLARATION

I the undersigned **Ms.Samruddhi Mangesh Chavan.** here by, declare that the work embodied in this project work titled "Study On Marketing Strategy In Mobile Sector", forms my own contribution to the research work carried out by me under the guidance of **ASST. PROF. DR. KISHOR CHAUHAN** is a result of my own research work and has been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

<div align="right">SAMRUDDHI MANGESH CHAVAN</div>

Certified by:

ASST. PROF. DR. KISHOR CHAUHAN.

ACKNOWLEDGEMENT

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **I/C Principal, Dr.B.R.Deshpande Sir** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator** for their moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **Asst Prof DR. Kishor Chauhan** whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

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STUDY ON MARKETING STRATEGY

IN MOBILE SECTOR

CHAPTER-1

INTRODUCTION

EXECUTIVE SUMMARY

The mobile sector is highly competitive, with numerous companies vying for market share. To succeed in this industry, companies must develop effective marketing strategies that can differentiate their products and services from those of their competitors.

One key strategy for mobile companies is to focus on product innovation and differentiation. By investing in research and development, companies can create unique features and capabilities that set their products apart from those of their competitors.

Another important marketing strategy in the mobile sector is to leverage digital marketing channels, such as social media and mobile advertising. These channels allow companies to target specific segments of the market and reach customers in a cost-effective and personalized way.

In addition, mobile companies must also focus on building strong brand awareness and loyalty. This can be achieved through a combination of targeted advertising, public relations, and customer engagement initiatives such as loyalty programs and social media campaigns.

Finally, given the fast-paced nature of the mobile industry, companies must remain agile and adaptable to changes in consumer preferences and technological advancements. By staying ahead of the curve and responding quickly to market trends, companies can stay competitive and continue to grow in this dynamic and ever-changing sector.

OBJECTIVES OF THE STUDY

❖ Increase market share: This is a key objective of mobile companies, as a larger market share means more revenue and greater profitability. To achieve this, companies need to differentiate their products and services, and provide value to customers that competitors cannot match.

❖ Build brand awareness and loyalty: Strong brand awareness and loyalty are essential in the mobile sector, as they help to attract and retain customers. Marketing initiatives such as advertising campaigns, sponsorships, and customer engagement programs can help to build a strong brand and foster customer loyalty.

❖ Drive customer acquisition and retention: The mobile sector is highly competitive, and companies need to continually attract new customers while retaining existing ones. Effective marketing strategies can help to achieve this by identifying the needs and preferences of target customers and providing value that meets their needs.

❖ Stay ahead of the competition: Given the fast-paced nature of the mobile sector, companies must remain agile and adaptable to changes in the market. By staying ahead of the competition and responding quickly to new trends and technologies, companies can maintain their competitive edge and continue to grow over the long term.
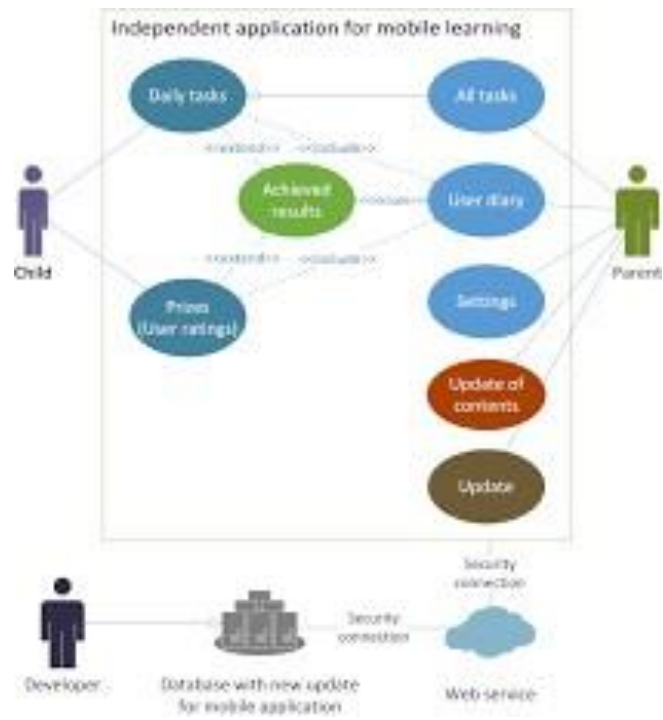
HYPOTHESIS:

H0: ALL THE FEATURES OF MOBILE ARE IMPORTANT

H1: RESPONDENTS DON'T CARE ABOUT THE FEATURES OF MOBILE

H0: The respondents are brand loyal

H1: The respondents are not brand loyal

Conceptual Model

SCOPE OF THE STUDY

- This study will help in understanding the mobile market of India.

- This study will majorly focus on the consumer of different age group and of different professions as well.

- As the brand is already very famous it was quite easy to find data.

- This study will Cover the information about the following:

1. Brand positioning of mobile brands .

2. Working, Management, History and Strategies of mobile sector .

3. How do mobile companies engage with customers to build relationships and foster loyalty?

4. What are the most effective customer engagement initiatives, such as loyalty programs and social media campaigns?

LIMITATIONS OF THE STUDY

- ➢ The research was only limited to the people living in the area of Navi Mumbai only.

- ➢ The research has only Limited no. of respondents i.e.100.
- ➢ The recommendations are the outcome of Research made individually.
- ➢ The major limitation was the time constrain.
- ➢ The reach of the respondents was limited to the college students, teachers, family and known ones.
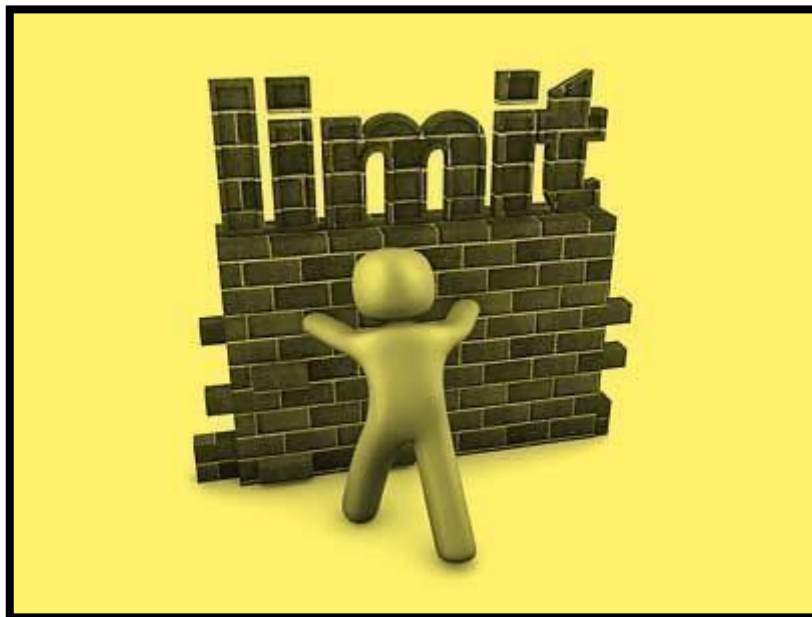
CHAPTER-2

LITERATURE REVIEW

ABOUT THE INDUSTRY

The telecommunications industry is a key driver of economic growth and development worldwide. Telecommunications includes a range of services and products, including wireless and wired voice and data communications, internet access, and multimedia services.

The telecommunications industry has been a critical enabler of globalization, connecting people and businesses across the world and facilitating the flow of information and commerce. The industry has also been a major source of innovation, with rapid advancements in wireless and broadband technology over the past few decades.

The telecommunications industry is highly competitive, with numerous players competing for market share. This has led to a focus on differentiation and innovation, as companies seek to differentiate their products and services from those of their competitors. Innovation is essential in the industry, as it enables companies to provide new features and capabilities that meet changing customer needs and preferences.

One key area of focus in the telecommunications industry is the development of next-generation networks, including 5G wireless networks and fiber-optic broadband networks. These networks offer faster speeds, lower latency, and greater capacity

than previous generations, and are expected to enable a range of new services and applications, including smart cities, autonomous vehicles, and virtual reality.

The telecommunications industry has also been a key driver of the digital economy, providing the infrastructure and services that enable online commerce, digital content, and cloud computing. As businesses and consumers increasingly rely on digital services, the importance of the telecommunications industry is only likely to grow.

The industry faces several challenges, including regulatory pressures, network security threats, and privacy concerns. In addition, the industry is highly capital-intensive, with significant investments required to build and maintain telecommunications infrastructure. Companies must therefore manage their capital expenditures carefully and balance the need for innovation and expansion with the need for financial sustainability.

the telecommunications industry is a critical component of the global economy, enabling connectivity and driving innovation and growth. As the industry continues to evolve and adapt to new technologies and customer needs, it is likely to remain a key driver of economic development and progress for years to come.

ELECTRONIC PRODUCTS INDUSTRY

The electronic products industry is a rapidly evolving and dynamic industry that encompasses a wide range of products and services, from consumer electronics to industrial machinery and automation systems. The industry is marked by rapid innovation, fierce competition, and changing consumer preferences.

One of the most significant trends in the electronic products industry is the shift towards digitalization and the Internet of Things (IoT). The growing number of connected devices, smart homes, and the increasing reliance on automation and artificial intelligence (AI) is driving growth in the industry. The rise of e-commerce and online marketplaces has also transformed the way consumers shop for electronic products.

The industry is characterized by rapid technological change, with new products and services being introduced at a rapid pace. This has created intense competition among companies, with a constant focus on innovation and differentiation. Companies must continually invest in research and development to remain competitive and stay ahead of their competitors.

Another key trend in the electronic products industry is the focus on sustainability and environmental responsibility. Companies are increasingly looking for ways to reduce their carbon footprint and minimize waste and pollution in the production and disposal of electronic products. This trend is being driven by consumer demand for

more environmentally friendly products and by increasing regulatory pressures to reduce environmental impact.

The electronic products industry is also characterized by a complex global supply chain. Companies must manage a diverse network of suppliers and partners, often located in different parts of the world. The industry is subject to trade tensions, regulatory changes, and geopolitical risks that can impact supply chain operations.

The electronic products industry is a significant driver of economic growth and employment. The industry employs millions of people worldwide and generates billions of dollars in revenue. The industry is also a critical enabler of many other industries, including healthcare, education, and finance.

the electronic products industry is a dynamic and rapidly changing industry that plays a critical role in the global economy. As the industry continues to evolve and adapt to new technologies and consumer preferences, it will remain an essential driver of innovation, growth, and economic development.

- Some of the top players or the top companies in the mobile market of India are as follows:
o **Samsung**
o **Apple**
o **Mi**
o **One plus**

COMPETITORS

1) Apple

2) Samsumg

3) OPPO AND VIVO

4) XIAOMI

5) GOOGLE

__APPLE__

Apple is a multinational technology company headquartered in Cupertino, California, USA. It was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. Apple is primarily known for its consumer electronics products, such as iPhones, iPads, Mac computers, Apple Watches, and Apple TV.

The company has a reputation for producing high-end, premium products that are known for their design, quality, and user experience. Apple has a loyal customer base, and the company's products are often seen as status symbols.

In addition to its consumer electronics products, Apple also offers a range of services, including the App Store, Apple Music, Apple Pay, and iCloud. The company also produces software, such as the macOS and iOS operating systems, and productivity and creativity tools like the iWork and iLife suites.

Apple is one of the largest companies in the world by market capitalization and revenue. It has a global presence, with retail stores in over 25 countries and online stores available in even more. The company has a significant impact on the global economy, both through its direct operations and its supply chain, which includes numerous suppliers and partners around the world.

Apple is known for its commitment to sustainability and has set ambitious goals to reduce its environmental impact. The company has also been at the forefront of privacy and security initiatives, such as end-to-end encryption on iMessage and FaceTime.

SAMSUNG

Samsung is a multinational technology company headquartered in Seoul, South Korea. It was founded in 1938 by Lee Byung-chul and initially started as a trading company. Today, Samsung is one of the largest technology companies in the world, with a focus on consumer electronics, semiconductors, and information technology.

Samsung's most well-known product line is its smartphones, including the Galaxy series, which competes directly with Apple's iPhones. Samsung also produces other consumer electronics products, such as televisions, home appliances, and wearables like smartwatches and fitness trackers. In addition to consumer electronics, Samsung also produces semiconductors, which are used in a variety of electronic devices, as well as information technology services and solutions.

Samsung is known for its focus on innovation and design, and the company invests heavily in research and development. Samsung also has a large global presence, with operations in over 80 countries and a significant manufacturing presence in countries like China, Vietnam, and India.

While Samsung has faced some setbacks in recent years, such as the recall of its Galaxy Note 7 smartphones due to battery issues, the company has generally been successful in the mobile and consumer electronics markets. Samsung is also a major supplier to other technology companies, such as Apple, and has significant influence in the semiconductor industry.

OPPO AND VIVO

OPPO is a consumer electronics and mobile phone brand founded in 2004. It has a strong presence in Asian markets and is particularly popular in China, India, and Southeast Asia. OPPO is known for its camera technology, which has won accolades from photography enthusiasts and professionals alike. The company has also recently been expanding into the European and North American markets, offering a range of smartphones with high-end features.

Vivo, on the other hand, is a Chinese smartphone manufacturer that was founded in 2009. Like OPPO, it is known for its camera technology and has won several awards for its innovative designs. Vivo has a strong presence in the Indian market and is known for its affordable smartphones with features that appeal to younger consumers, such as large screens and good battery life.

Both OPPO and Vivo have similar business models and focus on developing and marketing smartphones that offer innovative features and technology. They have a strong presence in the Asian market, particularly in India and China, and are known for their camera technology, sleek designs, and good value for money. Despite being owned by the same parent company, they operate as separate brands and have their own distinct product offerings and marketing strategies.

XIAOMI

Xiaomi is a Chinese technology company that was founded in 2010 by entrepreneur Lei Jun. The company produces a wide range of consumer electronics products, including smartphones, tablets, laptops, home appliances, and accessories.

Xiaomi is known for offering high-quality products at affordable prices, and its smartphones have become particularly popular in the Asian market, where the company has a strong presence. Xiaomi is also known for its Mi Home stores, which offer a wide range of Xiaomi products as well as a variety of smart home devices.

Xiaomi's smartphones, which are marketed under the Mi and Redmi brands, are known for their innovative features, sleek designs, and good value for money. The company has also recently expanded into the European and North American markets, offering a range of smartphones with high-end features such as 5G connectivity and advanced camera technology.

In addition to its smartphones, Xiaomi also produces a range of other products, including laptops, smart TVs, smart home devices, and home appliances. The company's Mi Ecosystem, which includes products from third-party manufacturers, further expands Xiaomi's product range and helps it compete in the fast-growing smart home market.

Xiaomi is also known for its commitment to innovation and design, and the company invests heavily in research and development. It has won numerous awards for its products and is considered to be one of the most innovative technology companies in the world.

ABOUT THE SECTOR

HISTORY:

The history of the mobile sector dates back to the early 20th century, with the invention of wireless communication technologies such as radio and telegraphy. However, it was not until the 1970s that the first cellular network was developed, allowing for the widespread use of mobile phones.

In 1973, Motorola engineer Martin Cooper made the first mobile phone call on a prototype cellular phone. The first commercially available mobile phone, the Motorola DynaTAC, was released in 1983, but was prohibitively expensive and only available to a few wealthy individuals.

It was not until the 1990s that mobile phones began to become more widely available and affordable, with the development of smaller and more efficient technologies. In 1992, the first smartphone, the IBM Simon, was released, and in 1993, the first mobile phone with a built-in camera was introduced by the Japanese company Sharp.

Throughout the 2000s, mobile phones continued to become more advanced and feature-rich, with the introduction of touchscreens, mobile internet, and mobile apps.

The launch of the iPhone by Apple in 2007 revolutionized the industry, popularizing the use of touchscreens and ushering in the era of the smartphone.

The mobile sector has continued to grow and evolve, with the introduction of new technologies such as 5G connectivity, artificial intelligence, and augmented reality. Today, mobile phones are an essential part of modern life, with billions of people around the world using them to stay connected, access information, and perform a wide range of tasks. The mobile sector is a major part of the global economy and is expected to continue to grow in the coming years, driven by ongoing innovation and the increasing adoption of mobile technologies around the world.

The mobile sector in India has witnessed tremendous growth over the past decade, driven by a combination of factors including rising incomes, falling prices of smartphones, and the rapid expansion of mobile networks across the country. As of 2021, India has emerged as the second-largest market for smartphones in the world, with over 700 million active mobile phone users.

One of the key drivers of the growth of the mobile sector in India has been the availability of affordable smartphones. The average price of a smartphone in India has fallen from around $200 in 2010 to less than $100 in 2021. This has led to an explosion in the number of people using smartphones, especially among the younger population. The advent of low-cost 4G networks has also made it easier for people to access the internet and consume data, leading to a surge in demand for mobile data services.

Another factor driving the growth of the mobile sector in India is the government's push towards a digital economy. Initiatives such as Digital India, which aims to provide universal access to digital services, and the Aadhaar program, which provides a unique identification number to every citizen, have helped to create an enabling environment for the mobile sector. The government has also pushed for the adoption of mobile-based financial services, such as mobile payments and digital wallets, as part of its drive towards a cashless economy.

The mobile sector in India is dominated by a few large players, including Reliance Jio, Bharti Airtel, and Vodafone-Idea. Reliance Jio, in particular, has disrupted the market with its low-cost data plans and aggressive pricing strategies, which have forced other players to follow suit. This has led to intense competition in the market, with companies vying for market share through a variety of strategies such as bundling content with data plans, offering free voice calls, and introducing innovative pricing models.

One of the challenges facing the mobile sector in India is the need for continued investment in network infrastructure. Despite the rapid expansion of mobile networks in recent years, many areas of the country still lack adequate network coverage, especially in rural areas. This has led to calls for greater investment in network infrastructure, including the rollout of 5G networks, which are expected to enable a new wave of mobile-based applications and services.

Another challenge facing the mobile sector in India is the need to address security and privacy concerns. India has one of the highest rates of cybercrime in the world, and mobile devices are often the target of cyber attacks. The government has introduced a range of measures to improve cybersecurity, including the establishment of a National Cyber Coordination Centre and the introduction of the Personal Data Protection Bill, which seeks to regulate the use of personal data by companies.

In conclusion, the mobile sector in India has experienced remarkable growth over the past decade, driven by a combination of factors such as falling prices of smartphones, the availability of low-cost data plans, and the government's push towards a digital economy. However, challenges such as the need for continued investment in network infrastructure and the need to address security and privacy concerns remain. As the mobile sector continues to evolve, it will be important for companies to stay abreast of market trends and consumer preferences in order to remain competitive in this rapidly evolving market.

FUNCTIONS

Understanding the target audience:

The mobile market in India is diverse, with a wide range of customers, including those in urban, semi-urban, and rural areas. Companies need to have a good understanding of their target audience's demographics, behavior, and preferences to develop effective marketing strategies.

Price and value proposition:

Price is a crucial factor in the Indian mobile market. Companies need to offer products that are competitively priced while still providing good value to customers. Features such as longer battery life, fast charging, and high-quality cameras are essential for Indian customers.

Localization:

India has a diverse culture and language, and companies need to tailor their marketing strategy to different regions and languages. Localization of the product, app, and marketing messages is essential to engage the local audience.

Social media marketing:

Social media is an effective way to reach out to potential customers in India. Platforms like Facebook, Instagram, and Twitter are widely used in the country, and companies can leverage these platforms to target specific audiences.

Influencer marketing:

Influencer marketing is becoming increasingly popular in India. Companies can collaborate with local influencers and celebrities to reach out to their target audience and promote their products.

Partnerships:

Partnerships with local businesses and service providers can help mobile companies expand their reach and customer base in India. For example, tie-ups with telecom companies, e-commerce platforms, and mobile wallet providers can provide a wider customer base.

ADVERTISEING STRATEGY

TV advertising:

Television is still the most popular medium for advertising in India. Companies need to develop engaging and informative ads that showcase the key features and benefits of their mobile devices.

Digital advertising:

Digital advertising, including search engine marketing, social media advertising, and programmatic advertising, is becoming increasingly popular in India. Companies can leverage these channels to target specific audiences based on their interests, behaviors, and location.

Outdoor advertising:

Outdoor advertising, including billboards, posters, and bus shelter advertising, is still widely used in India. Companies can use these platforms to build brand awareness and promote their mobile devices.

Print advertising:

Print advertising, including newspapers and magazines, is still an effective way to reach out to customers in India. Companies can use this medium to showcase the features and benefits of their mobile devices and build brand awareness.

Influencer marketing:

 Influencer marketing is a popular strategy in India. Companies can collaborate with local influencers and celebrities to promote their mobile devices and build brand awareness.

Event marketing:

 Event marketing, including product launches, trade shows, and conferences, is an effective way to reach out to potential customers and showcase the features and benefits of mobile devices.

Brand partnerships:

Companies can partner with other brands or businesses in India to promote their mobile devices. For example, a mobile company could collaborate with a popular restaurant chain to offer discounts or other promotional offers to customers.

NEGATIVE IMPACT OF MOBILE INDUSTRY

Environmental Impact:

 The manufacturing and disposal of mobile devices have a significant environmental impact. The production of mobile devices requires a lot of energy and the disposal of electronic waste can lead to pollution and harm to the environment. Mobile devices also contribute to the increasing demand for non-renewable resources.

Health Concerns:

 The increasing use of mobile devices has raised concerns about potential health risks associated with exposure to electromagnetic radiation. While research on this topic is still ongoing, many studies have linked the use of mobile devices to headaches, eye

strain, and sleep disturbances.

Social Isolation:

The constant use of mobile devices can lead to social isolation and a lack of face-to-face interaction. It can also lead to a decreased sense of privacy, as individuals are more likely to share personal information on their devices.

Addiction:

The use of mobile devices can lead to addiction, particularly in younger populations. This addiction can lead to a decrease in productivity, as well as physical and psychological health problems.

Cyberbullying:

The use of mobile devices has also led to an increase in cyberbullying. This form of bullying can have a devastating impact on individuals, particularly young people who are more likely to be the victims of cyberbullying.

Distraction: The use of mobile devices can lead to distraction and decreased attention span. This can lead to accidents and other negative consequences, particularly when mobile devices are used while driving or operating heavy machinery.

SWOT ANALYSIS

Strengths:

o Large and rapidly growing market: India has a population of over 1.3 billion people, with over 500 million mobile phone users, making it one of the largest mobile markets in the world.

o Diverse range of products: The mobile sector in India offers a wide range of products at different price points, catering to the needs of various customer segments.

o Low manufacturing costs: India has a large pool of skilled labor and low manufacturing costs, making it an attractive destination for mobile device manufacturers.

o High level of brand loyalty among mobile users, which can be leveraged to retain customers and increase market share.

o Ability to leverage user data and analytics to create targeted and personalized marketing campaigns.

Weaknesses:

o   Price sensitivity: Indian customers are highly price-sensitive, and companies need to offer competitively priced products to succeed in this market.

o   Infrastructure challenges: The mobile sector in India faces challenges related to infrastructure, including poor connectivity and slow internet speeds in some areas.

o   Regulatory challenges: The mobile sector in India is highly regulated, and companies need to comply with various rules and regulations to operate in the country.

o   High cost of marketing campaigns, especially for small and new players in the market.

o   Dependence on mobile carriers and distribution channels for reach and visibility.

Opportunities:

➢ Growing demand for smartphones: The demand for smartphones in India is rapidly increasing, driven by increasing affordability and availability of mobile data services.

➢ Digital payments: The Indian government's push towards digital payments is driving the adoption of mobile wallets and other digital payment methods.

➢ Rural market: The rural market in India presents a significant growth opportunity for mobile companies, with many people in these areas yet to own a mobile device.

➢ Growing market for mobile devices, especially in developing countries, which presents an opportunity for market expansion.

➢ Emerging technologies such as 5G and IoT, which can be used to create new and innovative marketing strategies.

Threats:

- Intense competition: The mobile sector in India is highly competitive, with many players vying for market share.

- Foreign competition: International players such as Apple and Samsung are also competing for market share in India, posing a threat to local players.

- Economic slowdown: A slowdown in the Indian economy could impact consumer spending and reduce demand for mobile devices

- Security and privacy concerns, which can impact user trust and damage brand reputation.

- Regulatory restrictions and compliance requirements, which can limit the scope of marketing activities.

CHAPTER-3

RESEARCH DESIGN

3.1 <u>TYPE OF RESEARCH</u>

1) Descriptive Research:

➤ It is the most widely used research design as it permits the user to diverse thedata collection method by collecting the data from the different ways and sources like for example by survey method, by observation method or by reading and summarizing the case studies on the same. It is often referred to as survey method.

➤ It is a type of random research which primarily can be done by distributing or forwarding the questionnaire to the respondents, by ensuring all the responsesof them will be kept confidential and then a complete analysis is carried out on the outcome of results and then the result is driven out of it.

3.2 <u>RESEARCH METHOD</u>

➤ Survey is done by forwarding the questionnaire among the 100 respondents.

➤ Past case studies and observation are also used to derive the end results.

3.3 <u>TYPE OF DATA</u>

The sources of data include both primary and secondary data

➤ PRIMARY DATA:

• It is also referred to as the raw data. It is first handedly collected by the researchers with the objective of solving any research problem or to find anyparticular results.

• In this research primary data is collected by forwarding/distributing the questionnaire among the set of respondents and their responses are collected,tabulated and analyzed using the Google Forms App.

➤ SECONDARY DATA:

• It is the pre-recorded and ready to use type of data which is firstly not collected by the primary user. This type of data does not allow the primary user to track back the respondents of the data.

• In this research secondary data is collected from the company websites, different other websites, Media publications and books and case studies.

3.4 <u>SAMPLE</u>

➢ The sample selected for the research has following characteristics:

▪ Sample size is of 100 people.

▪ Samples age is ranging between less than 15 to 40 and above

▪ Samples occupation ranges from students, home-keeper to working people.

3.5 <u>SAMPLE METHOD</u>

▪ Non-Probability sampling method is used. In this method each sample doesnot have an equal chance of getting selected. This sampling may not help ingetting an unbiased representation of the total population.

▪ In Non-Probability sampling, Convenience sampling is taken into use, in thistype the sample is taken from a group of people who are easy to contact or toreach.

3.6 <u>DATA COLLECTION METHOD</u>

➢ SURVEY & QUESTINNAIRE:

▪ A survey has been carried out by using a questionnaire to gather and analyzethe information about the brand and position in the customer's mind.

▪ Information about the company, its strategies, its history and working and alsoabout its competitor is collected with the help of websites, publications and case studies.

CHAPTER-4

CLASSIFICATION OF TABULATION OF DATA

What is your age?

Below 20	36%
20-30	42%
30-40	17%
Above 40	4%

Gender

Male	54%
Female	46%

What is your Montly income ?

Below 10,000	44%
10,000 - 20,000	31%
20,000 - 30,000	16%
Above 30,000	9%

Do you own a mobile ?

Yes	89%
No	11%

What size of phone would you prefer?

Small	11%
Medium	73%
Large	16%

What type of phone would you like to have?

Flip phone	2%
Silde phone	3%
Tough phone	34%
Smart phone	49%

Do you feel your mobile phone is a necessary item?

Yes	89%
No	11%

Currently you own a :

Nokia	2%
Samsung	49%
Apple	3%
Motorola	34%
Other	14%

How much did you pay for it (in rupees)?

10000-20000	39%
20000-30000	43%
30000-40000	11%
40000 or above	6%

Why did you choose this model?

Price	13%
Function	44%
Size and weight	6%
Appearance	9%
Advertisement	27%

What brand of mobile phone you own previously?

Nokia	2%
Samsung	87%
Apple	1%
Motorola	2%
Other	8%

How frequently do you purchase mobiles?

Once in 6 months	3%
Yearly	93%
Twice a year	4%

If another brand of same product appears in the market will you prefer to stop buying this brand and buy the new brand?

No, Not at all	21%
No, I shall not	7%
I may consider	68%
Can't Say	14%

Which promotional offer attracts you most?

Free gifts	26%
Price offer	42%
Discount	17%
Any other	14%

How much time do you spend on your mobile phone on average in a day (calls only)?

Less than 30 minutes	18%
30 minutes to 1 hour	22%
1 hour to 2 hours	17%
More than 2 hours	43%

Which of this is your favourite feature ?

Internet browsing/Application	67%
Music	3%
Text messaging	12%
Gaming	14%
Camera	3%
Other	1%

Do you consider this feature to be an important part of mobile phones?

Yes I wouldn't buy it without this feature	24%
Yes it is rather important	36%
No it is not really important	36%
No it is not important at all	12%

Which mobile operator do you use?

Airtel	21%
Vodafone	7%
Jio	68%
Other	14%

Do you use your mobile phone while driving?

Never	12%
Just when sms comes	54%
Only when answering a call	33%

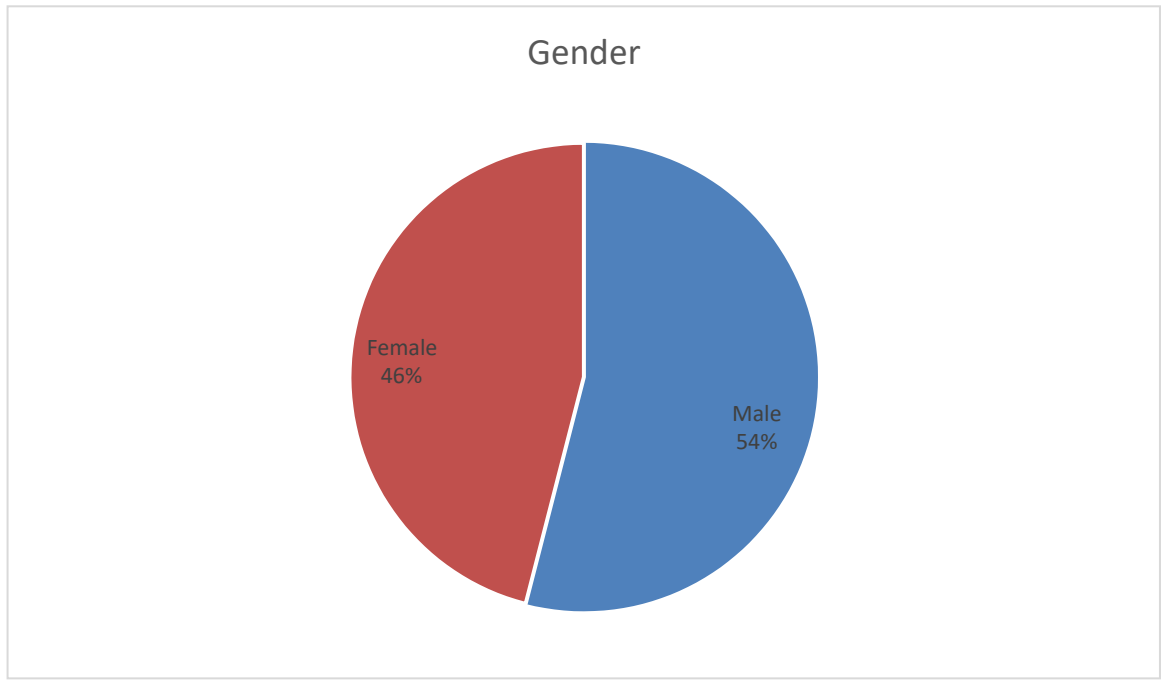**Are you worried about the possible health risks of using mobile phones?**

Yes	67%
No	33%

CHAPTER- 5
DATA ANAYSIS AND
INTERPRETATION

What is your age?

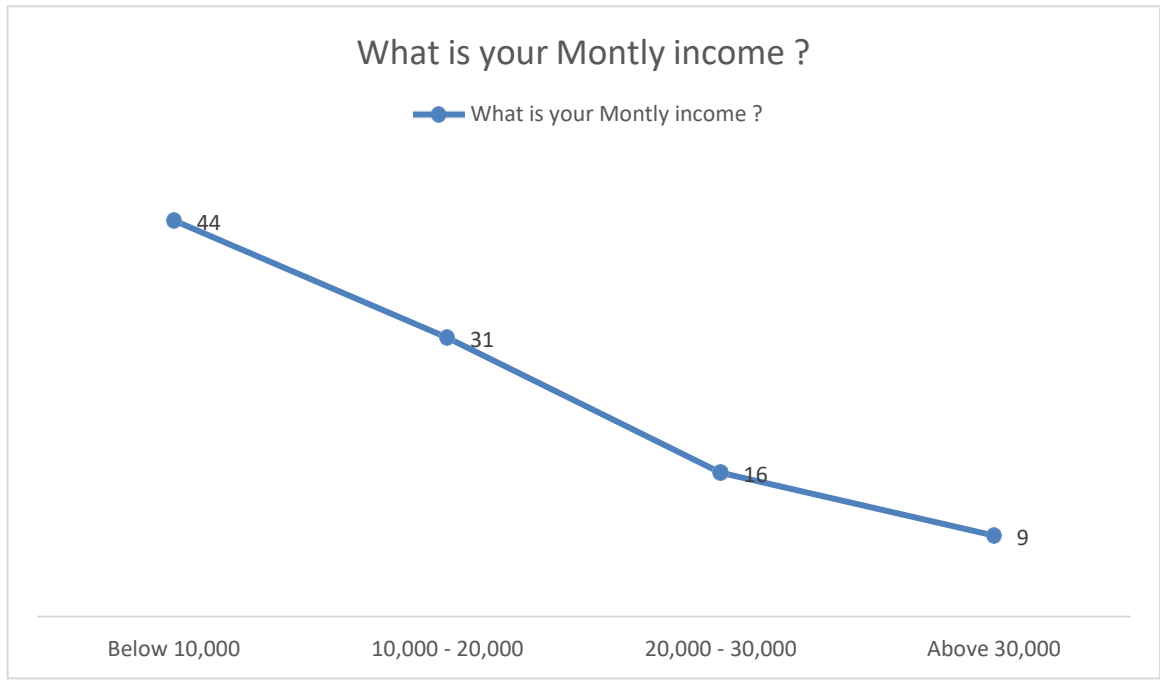|	Below 20	20-30	30-40	Above 40
	36	42	17	4
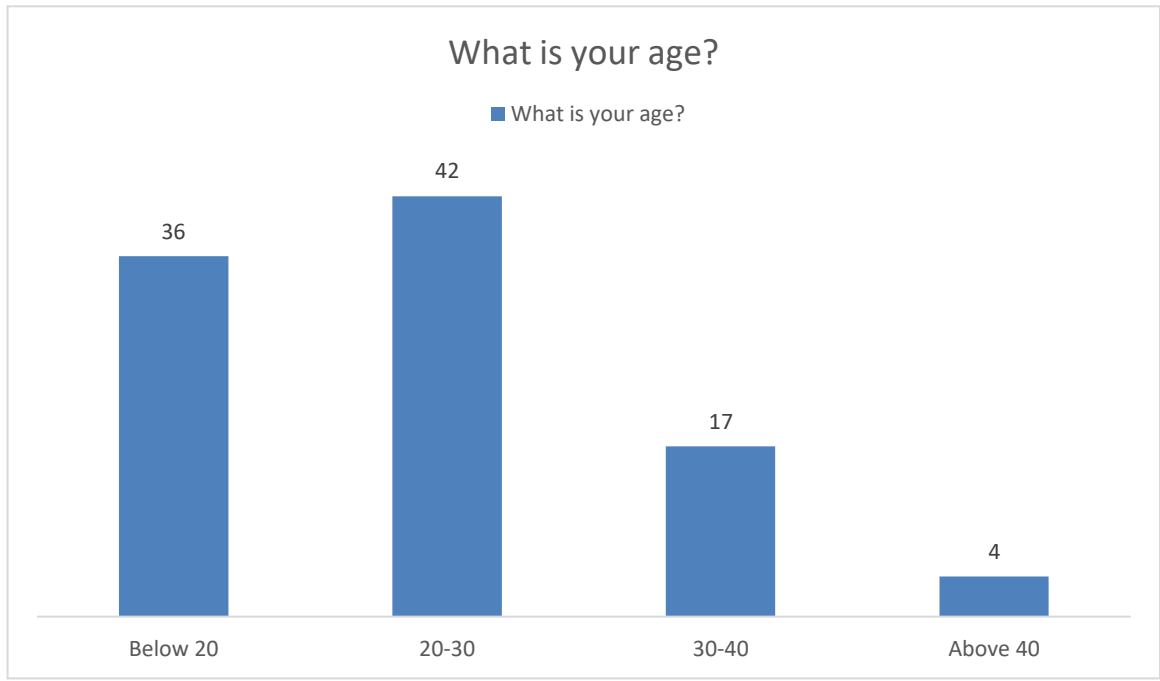
INTERPRETATION:

Age: 36% of respondents are below 20 years old, 42% are aged between 20-30 years old, 17% are aged between 30-40 years old, and 4% are above 40 years old.
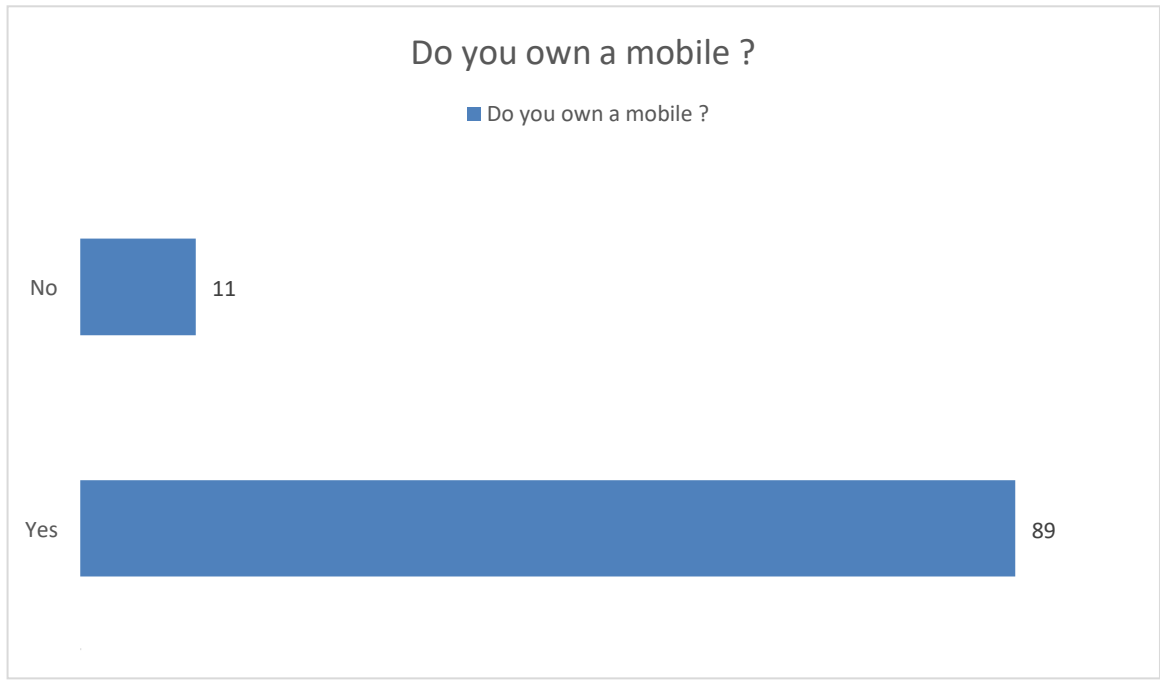
Gender

INTERPRETATION:

Gender: 54% of the respondents identify as male, while 46% are female.
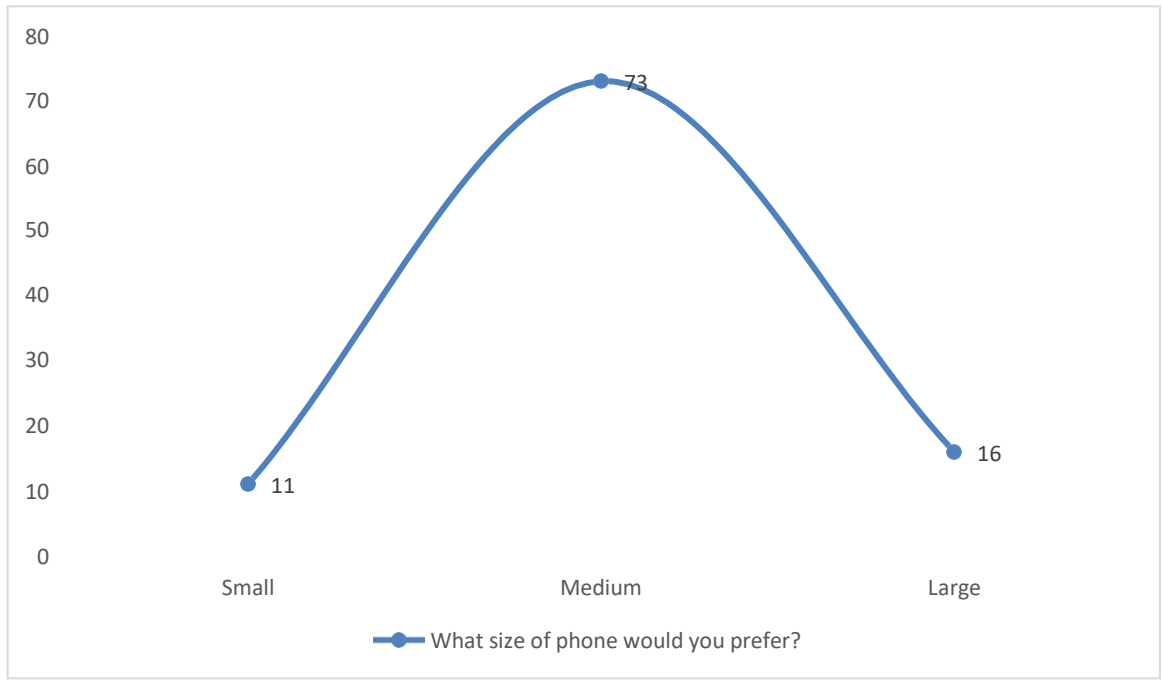
What is your Montly income ?

INTERPRETATION:

Monthly income: 44% of respondents earn less than 10,000 rupees per month, 31% earn between 10,000-20,000 rupees, 16% earn between 20,000-30,000 rupees, and 9% earn above 30,000 rupees per month.
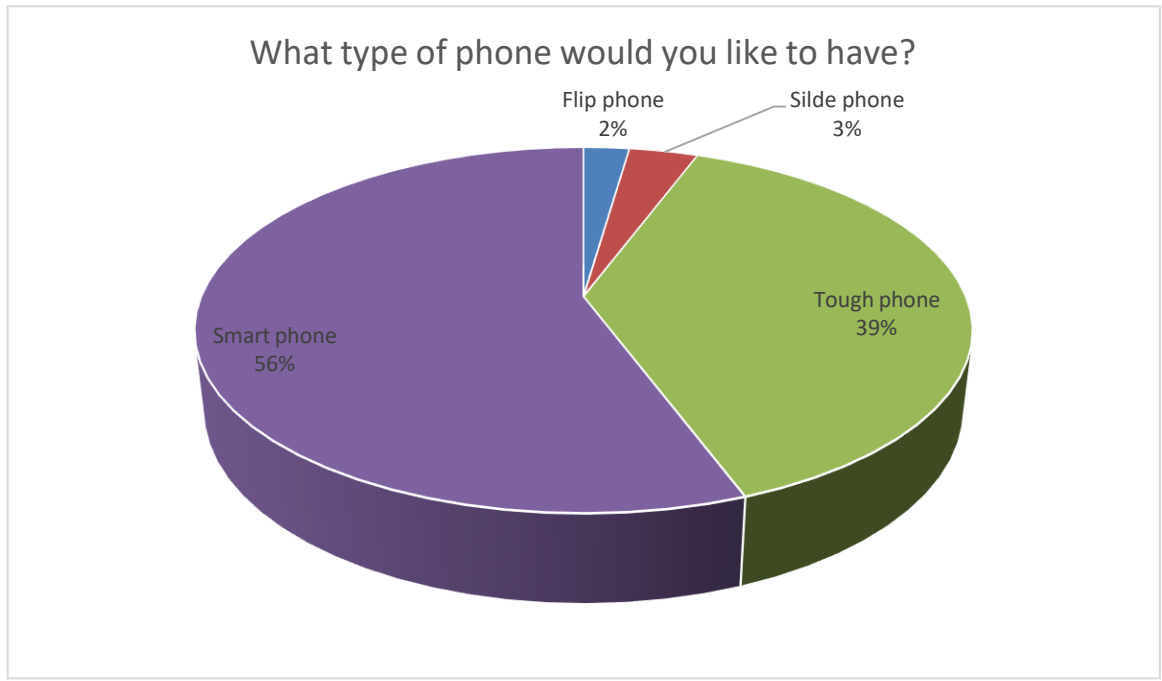
Do you own a mobile ?

- Do you own a mobile ?

No   11

Yes   89

INTERPRETATION:

Mobile ownership: 89% of respondents own a mobile phone, while 11% do not.

80
70
60
50
40
30
20
10
0

73

11

16

Small   Medium   Large
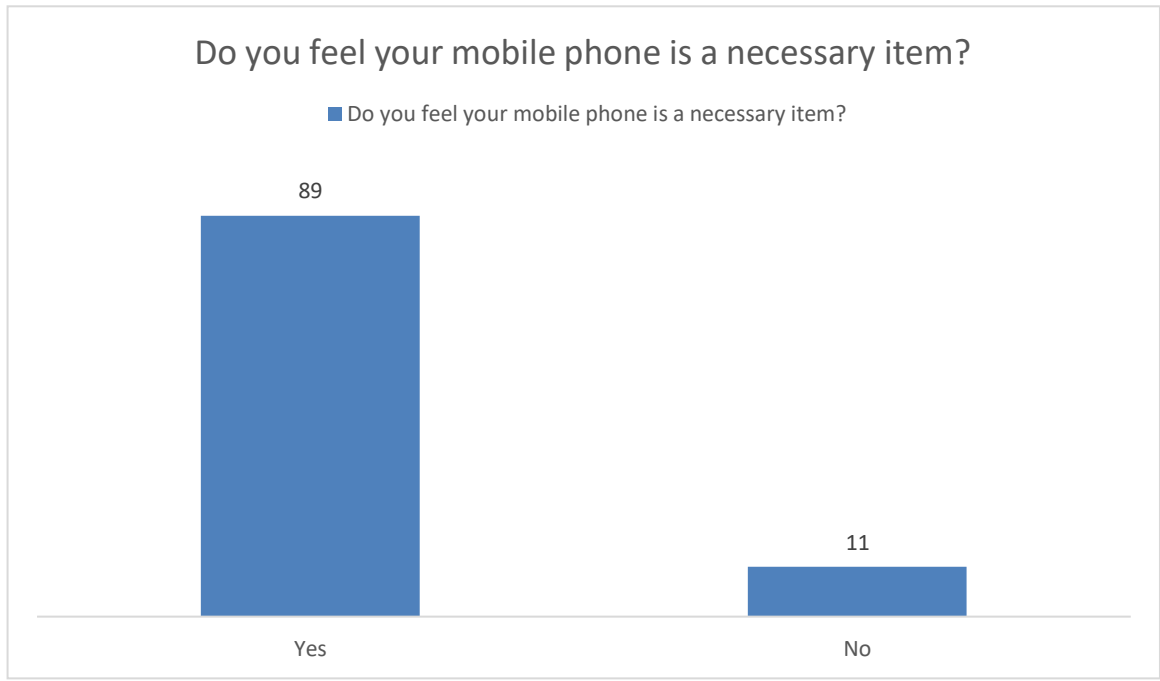
━●━ What size of phone would you prefer?

INTERPRETATION:

Preferred phone size: 11% of respondents prefer a small phone, 73% prefer a medium-sized phone, and 16% prefer a large phone.

What type of phone would you like to have?

Flip phone 2%
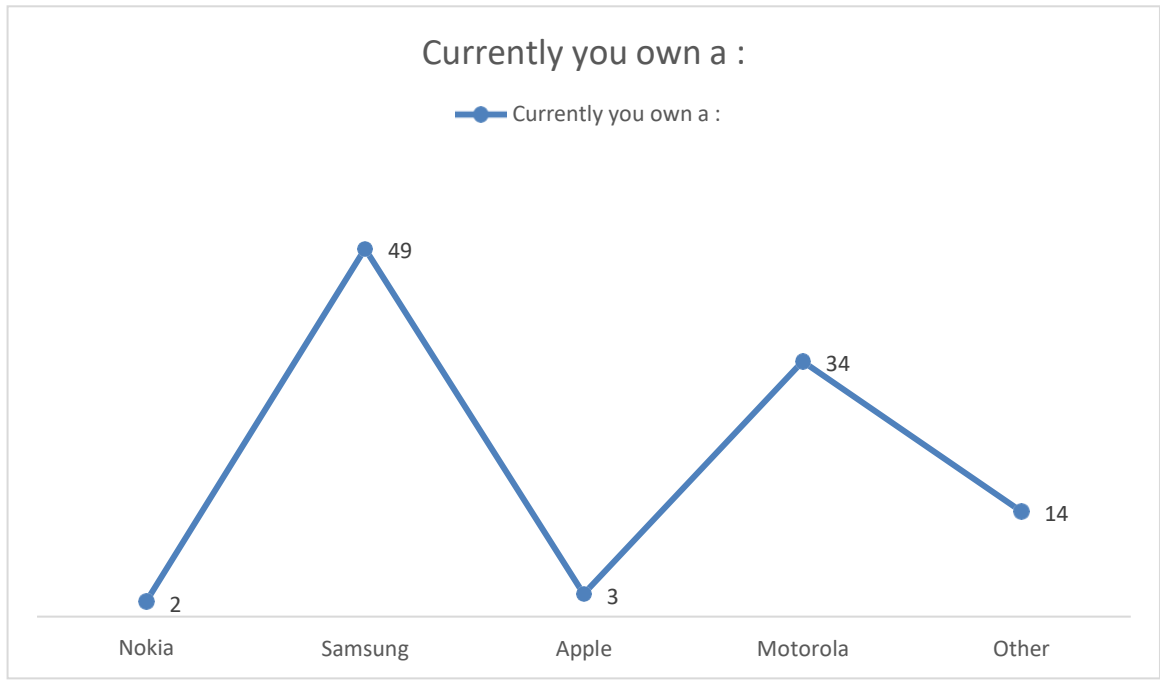Silde phone 3%
Tough phone 39%
Smart phone 56%

INTERPRETATION:

Preferred phone type: 2% of respondents prefer a flip phone, 3% prefer a slide phone, 34% prefer a tough phone, and 49% prefer a smartphone.

Do you feel your mobile phone is a necessary item?

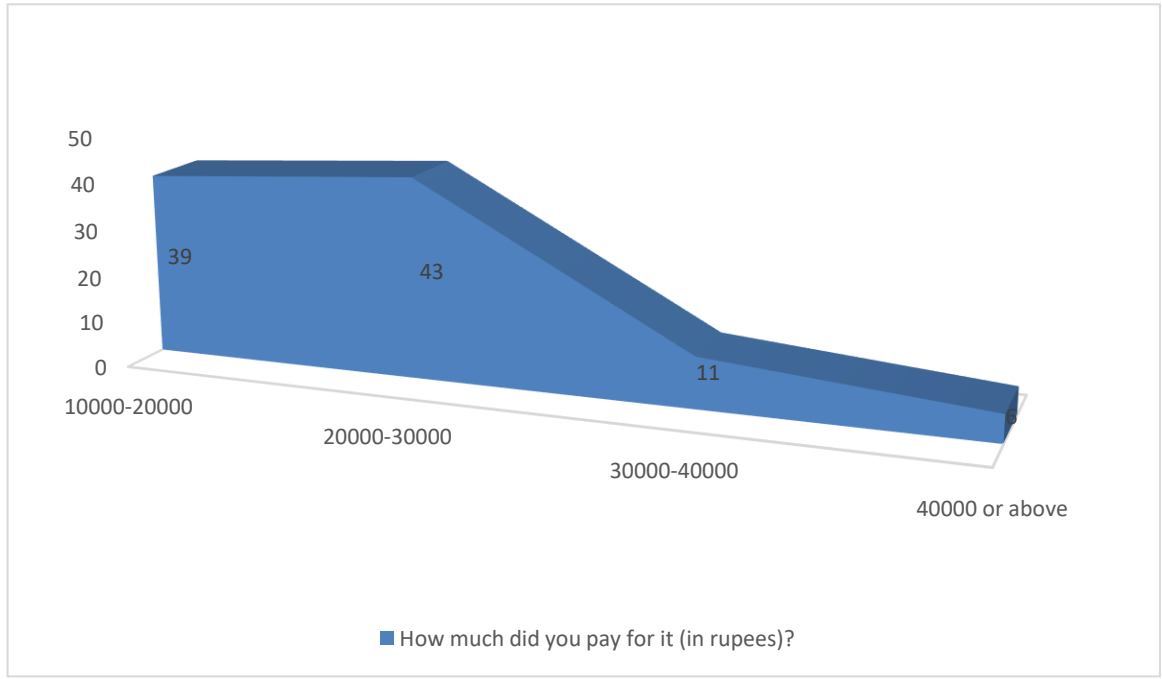■ Do you feel your mobile phone is a necessary item?

89

11

Yes   No

INTERPRETATION:

Necessity of mobile phone: 89% of respondents believe that their mobile phone is a necessary item, while 11% do not.

Currently you own a :

Currently you own a :

|				
Nokia	Samsung	Apple	Motorola	Other
2	49	3	34	14

INTERPRETATION:

Current phone ownership: 2% of respondents currently own a Nokia phone, 49% own a Samsung phone, 3% own an Apple phone, 34% own a Motorola phone, and 14% own a phone from another brand.

Chart legend: How much did you pay for it (in rupees)?

Data labels: 39, 43, 11

Axis categories: 10000-20000, 20000-30000, 30000-40000, 40000 or above
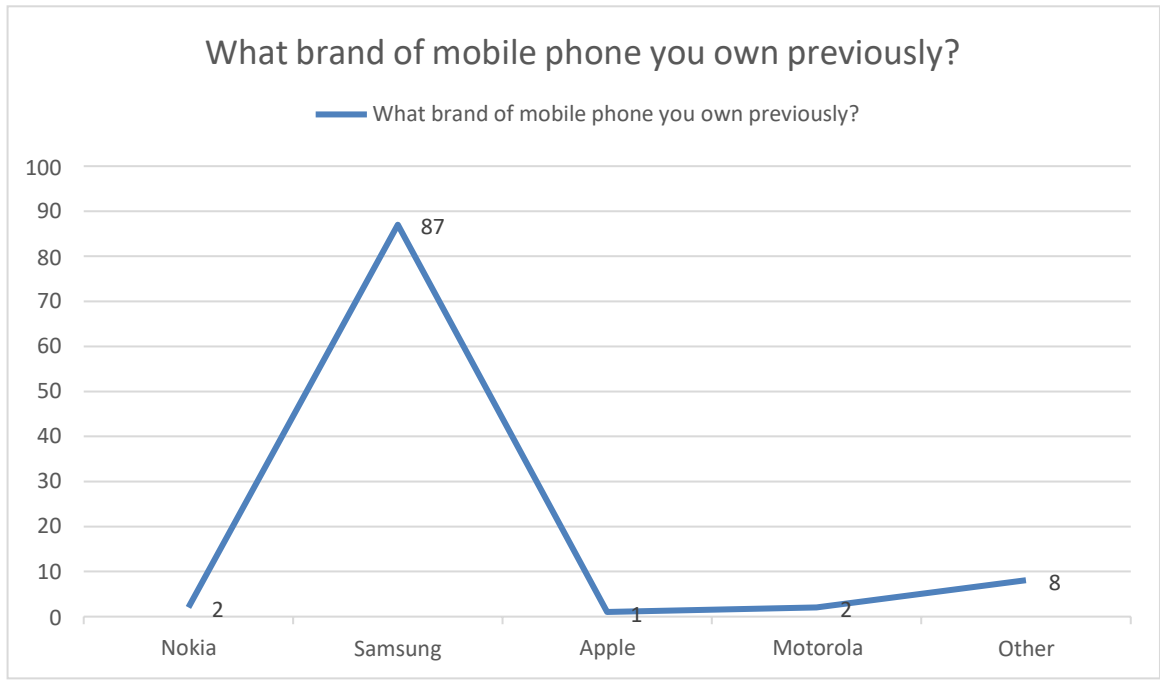
INTERPRETATION:

Phone cost: 39% of respondents paid between 10,000-20,000 rupees for their phone, 43% paid between 20,000-30,000 rupees, 11% paid between 30,000-40,000 rupees, and 6% paid above 40,000 rupees.

Why did you choose this model?
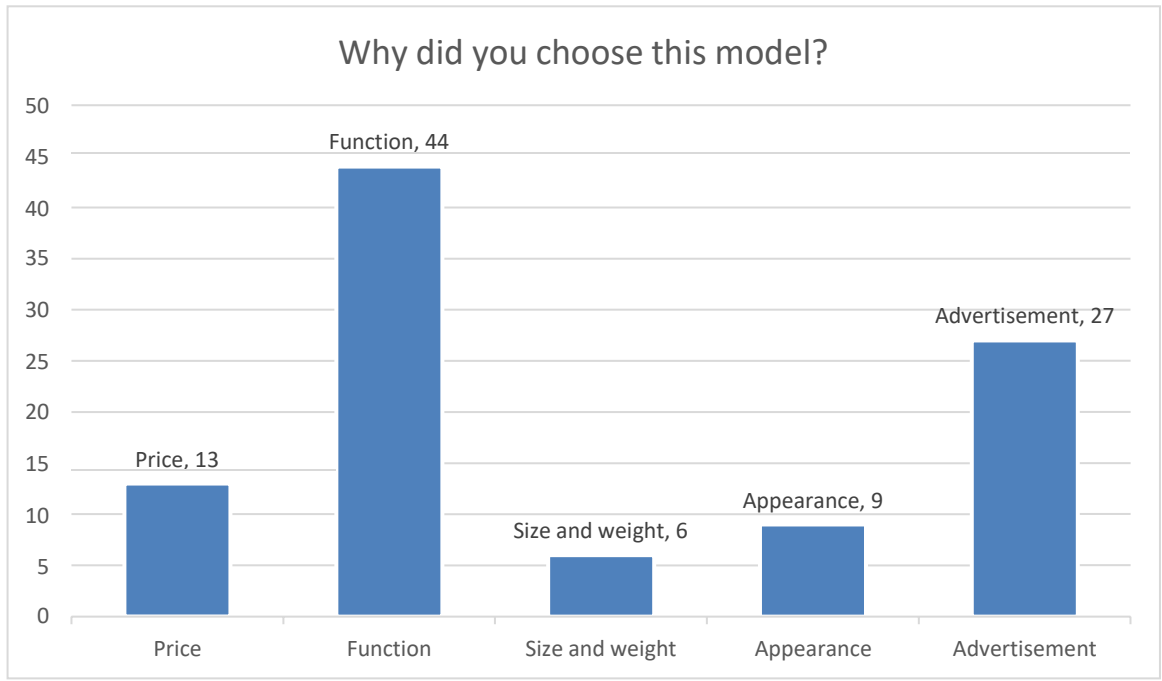
INTERPRETATION:

Reasons for choosing current phone model: 13% of respondents chose their current phone model based on price, 44% based on function, 6% based on size and weight, 9% based on appearance, and 27% based on advertisement.

What brand of mobile phone you own previously?

INTERPRETATION:

Previous phone ownership: 2% of respondents previously owned a Nokia phone, 87% previously owned a Samsung phone, 1% previously owned an Apple phone, 2% previously owned a Motorola phone, and 8% previously owned a phone from another brand.

How frequently do you purchase mobiles?
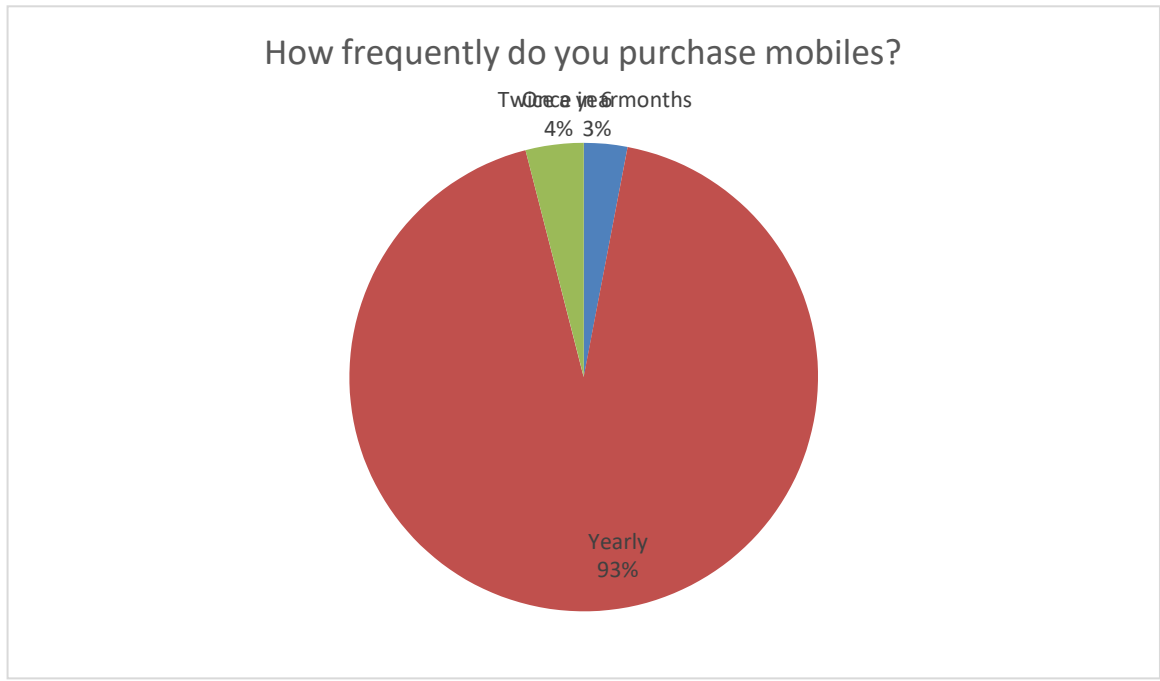
INTERPRETATION:

How frequently do you purchase mobiles? 93% of respondents buy a mobile phone yearly, while 4% purchase twice a year and only 3% purchase once in 6 months.

If another brand of same product appears in the market will you prefer to stop buying this brand and buy the new brand?

■ If another brand of same product appears in the market will you prefer to stop buying this brand and buy the new brand?

No, Not at all	No, I shall not	I may consider	Can't Say
21	7	68	14
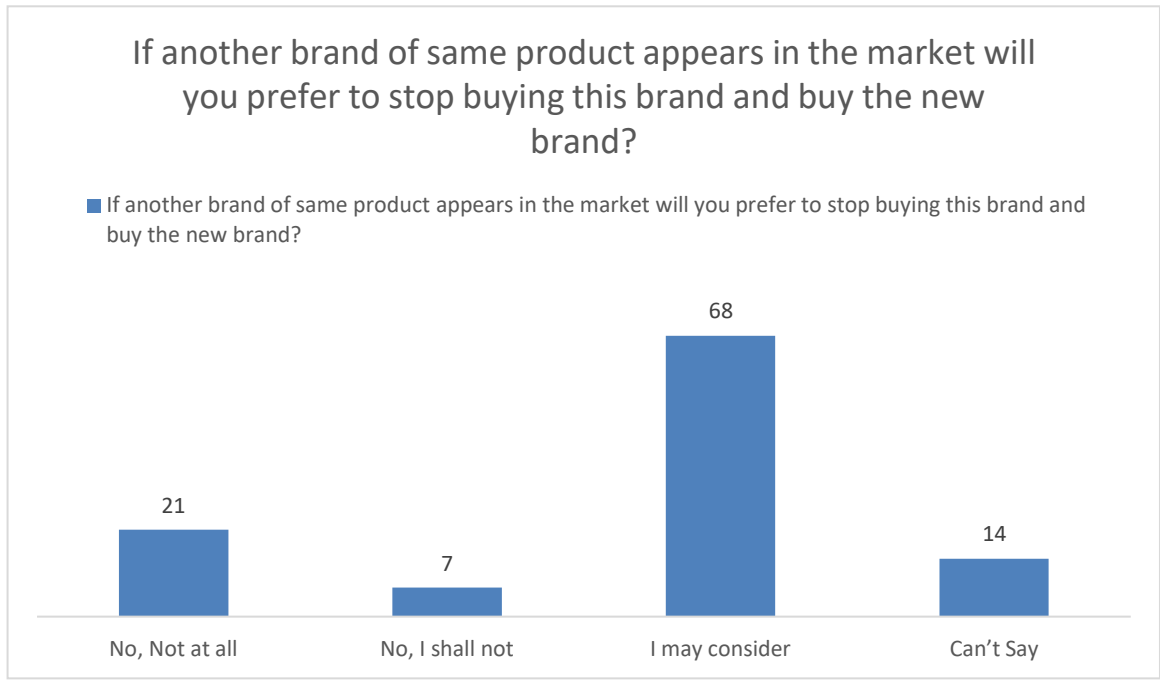
INTERPRETATION:

If another brand of the same product appears in the market, will you prefer to stop buying this brand and buy the new brand? 68% of respondents may consider switching to the new brand, while 21% said they would not switch and 7% said they would not at all. 14% of respondents were unsure.

Which promotional offer attracts you most?

Which promotional offer attracts you most?

	Free gifts	Price offer	Discount	Any other
Value	26	42	17	14

INTERPRETATION:

Which promotional offer attracts you most? 42% of respondents preferred price offers, 26% preferred free gifts, 17% preferred discounts, and 14% chose "any other" option.
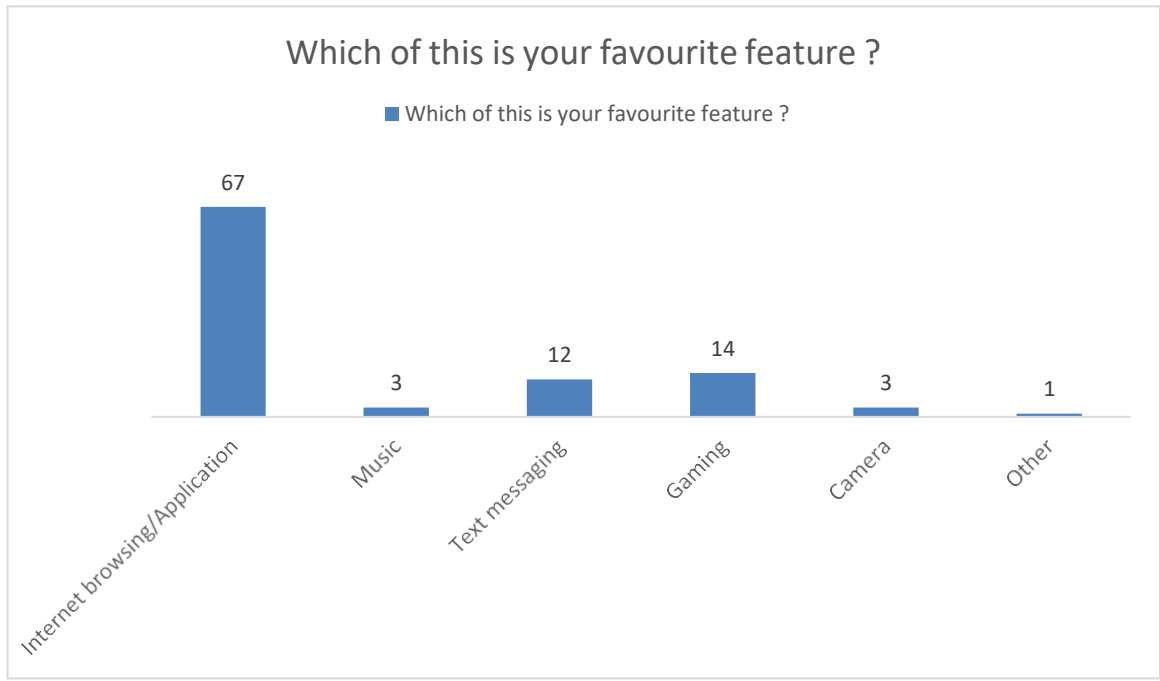
How much time do you spend on your mobile phone on average in a day (calls only)?

■ Less than 30 minutes   ■ 30 minutes to 1 hour   ■ 1 hour to 2 hours   ■ More than 2 hours
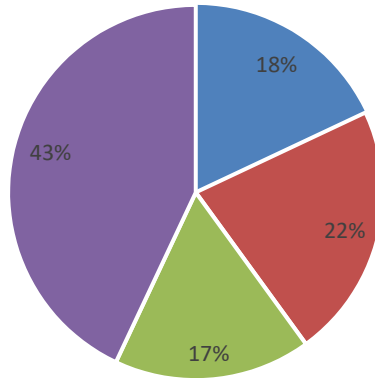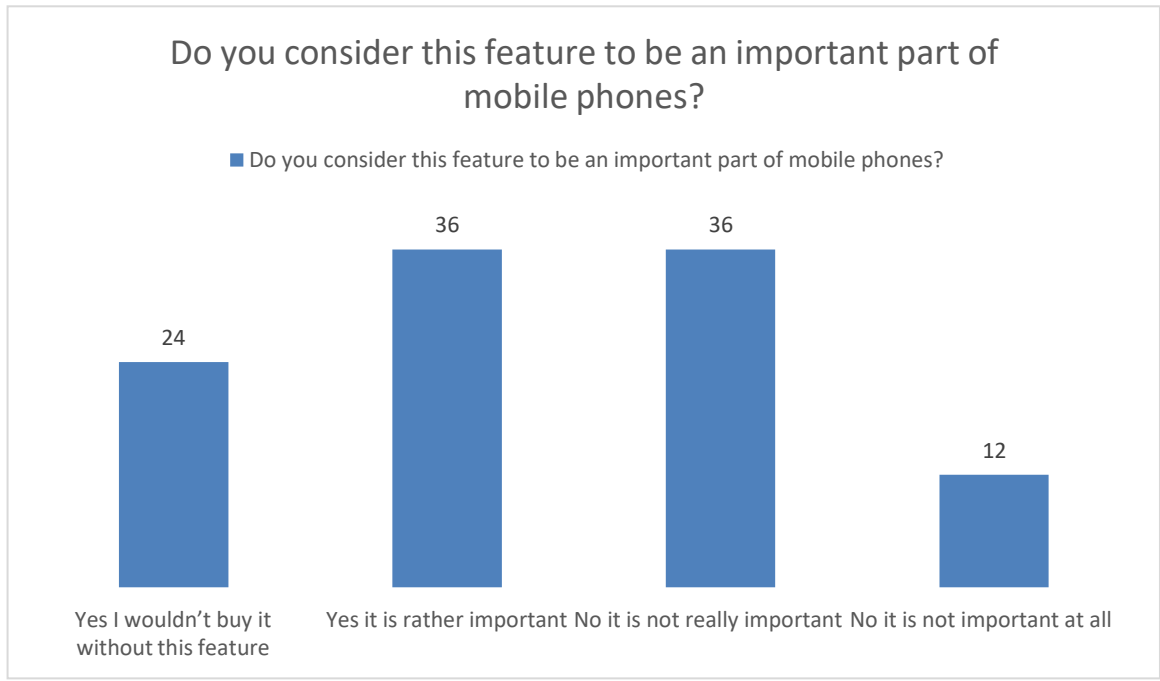

INTERPRETATION:

How much time do you spend on your mobile phone on average in a day (calls only)? 43% of respondents use their phone for more than 2 hours a day, 22% spend 30 minutes to 1 hour, 17% spend 1 hour to 2 hours, and 18% spend less than 30 minutes.

Which of this is your favourite feature ?

■ Which of this is your favourite feature ?

```
67
        3         12        14        3         1
Internet   Music  Text    Gaming  Camera  Other
browsing/         messaging
Application
```
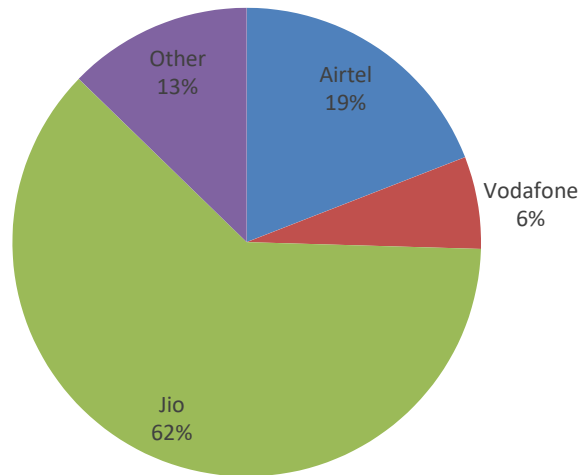
INTERPRETATION:

Which of these is your favorite feature? 67% of respondents preferred internet browsing and applications, 14% preferred gaming, 12% preferred text messaging, 3% preferred music and camera, and 1% chose "other."

Do you consider this feature to be an important part of mobile phones?

■ Do you consider this feature to be an important part of mobile phones?

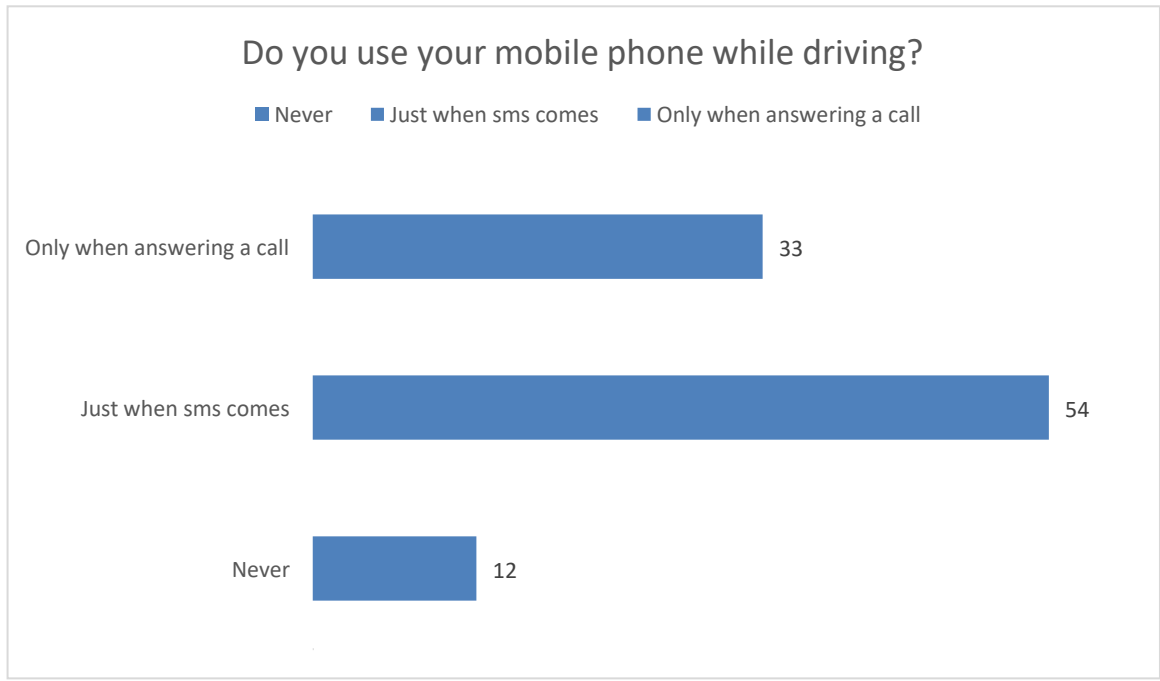|			
24	36	36	12
Yes I wouldn't buy it without this feature	Yes it is rather important	No it is not really important	No it is not important at all

INTERPRETATION:

Do you consider this feature to be an important part of mobile phones?
36% of respondents said the feature was rather important, 24% said they
wouldn't buy a phone without the feature, 36% said it was not really
important, and 12% said it was not important at all.

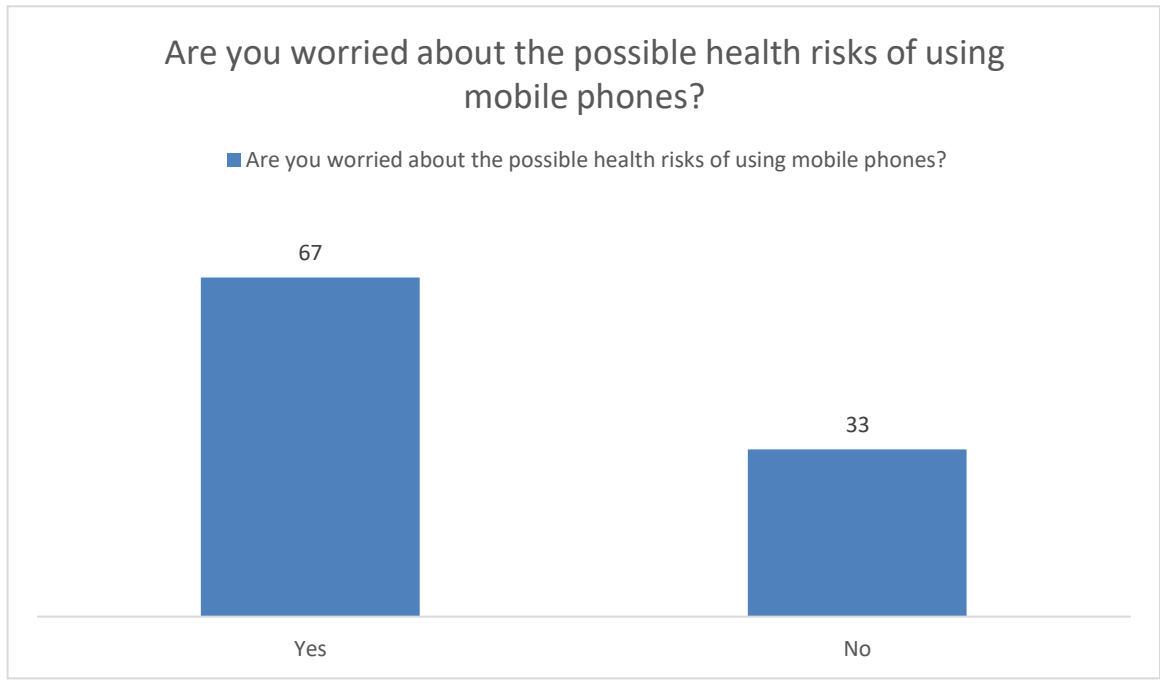Which mobile operator do you use?

Other
13%

Airtel
19%

Vodafone
6%

Jio
62%

INTERPRETATION:

Which mobile operator do you use? 68% of respondents use Jio, 21% use Airtel, 7% use Vodafone, and 14% chose "other."

Do you use your mobile phone while driving?

■ Never ■ Just when sms comes ■ Only when answering a call

Only when answering a call	33
Just when sms comes	54
Never	12

INTERPRETATION:

Do you use your mobile phone while driving? 54% of respondents said they use their phone just when a message comes, 33% said they use it only when answering a call, and 12% said they never use it while driving.

Are you worried about the possible health risks of using mobile phones?

■ Are you worried about the possible health risks of using mobile phones?

67 — Yes

33 — No

INTERPRETATION:

Are you worried about the possible health risks of using mobile phones? 67% of respondents said yes, they were worried about the health risks, while 33% said no.

CHAPTER-6

FINDING, CONCLUTION

AND RECOMMENDATION

FINDINGS

- Age: 36% of respondents are below 20 years old, 42% are aged between 20-30 years old, 17% are aged between 30-40 years old, and 4% are above 40 years old.

- Gender: 54% of the respondents identify as male, while 46% are female.

- Monthly income: 44% of respondents earn less than 10,000 rupees per month, 31% earn between 10,000-20,000 rupees, 16% earn between 20,000-30,000 rupees, and 9% earn above 30,000 rupees per month.

- Mobile ownership: 89% of respondents own a mobile phone, while 11% do not.

- Preferred phone size: 11% of respondents prefer a small phone, 73% prefer a medium-sized phone, and 16% prefer a large phone.

- Preferred phone type: 2% of respondents prefer a flip phone, 3% prefer a slide phone, 34% prefer a tough phone, and 49% prefer a smartphone.

- Necessity of mobile phone: 89% of respondents believe that their mobile phone is a necessary item, while 11% do not.

- Current phone ownership: 2% of respondents currently own a Nokia phone, 49% own a Samsung phone, 3% own an Apple phone, 34% own a Motorola phone, and 14% own a phone from another brand.

- Phone cost: 39% of respondents paid between 10,000-20,000 rupees for their phone, 43% paid between 20,000-30,000 rupees, 11% paid between 30,000-40,000 rupees, and 6% paid above 40,000 rupees.

- Reasons for choosing current phone model: 13% of respondents chose their current phone model based on price, 44% based on function, 6% based on size and weight, 9% based on appearance, and 27% based on advertisement.

- Previous phone ownership: 2% of respondents previously owned a Nokia phone, 87% previously owned a Samsung phone, 1% previously owned an Apple phone, 2% previously owned a Motorola phone, and 8% previously owned a phone from another brand.

- How frequently do you purchase mobiles? 93% of respondents buy a mobile phone yearly, while 4% purchase twice a year and only 3% purchase once in 6 months.

- If another brand of the same product appears in the market, will you prefer to stop buying this brand and buy the new brand? 68% of respondents may consider

switching to the new brand, while 21% said they would not switch and 7% said they would not at all. 14% of respondents were unsure.

➢ Which promotional offer attracts you most? 42% of respondents preferred price offers, 26% preferred free gifts, 17% preferred discounts, and 14% chose "any other" option.

➢ How much time do you spend on your mobile phone on average in a day (calls only)? 43% of respondents use their phone for more than 2 hours a day, 22% spend 30 minutes to 1 hour, 17% spend 1 hour to 2 hours, and 18% spend less than 30 minutes.

➢ Which of these is your favorite feature? 67% of respondents preferred internet browsing and applications, 14% preferred gaming, 12% preferred text messaging, 3% preferred music and camera, and 1% chose "other."

➢ Do you consider this feature to be an important part of mobile phones? 36% of respondents said the feature was rather important, 24% said they wouldn't buy a phone without the feature, 36% said it was not really important, and 12% said it was not important at all.

➢ Which mobile operator do you use? 68% of respondents use Jio, 21% use Airtel, 7% use Vodafone, and 14% chose "other."

➢ Do you use your mobile phone while driving? 54% of respondents said they use their phone just when a message comes, 33% said they use it only when answering a call, and 12% said they never use it while driving.

➢ Are you worried about the possible health risks of using mobile phones? 67% of respondents said yes, they were worried about the health risks, while 33% said no.

RECOMMENDATION

➢ Focus on affordability: Price is a major factor in the purchase decision of Indian customers. Companies should offer competitively priced devices with good features and performance to appeal to this price-sensitive market.

➢ Offer customization options: Indian customers have diverse preferences and needs, and offering customization options such as color, storage, and RAM can help companies cater to these different customer segments.

➢ Leverage social media: Social media is a popular channel for communication and information sharing in India. Companies should use social media platforms such as Facebook, Twitter, and Instagram to engage with customers, provide information about their products, and offer customer support.

➢ Partner with local influencers: Influencer marketing is a popular strategy in India, and partnering with local influencers and celebrities can help companies build brand awareness and increase sales.

➢ Offer attractive financing options: Many customers in India prefer to pay for their mobile devices in installments. Companies should offer attractive financing options such as zero-interest EMIs and buyback guarantees to entice customers.

➢ Develop strong after-sales service: Customer service and after-sales support are critical for building customer loyalty in India. Companies should invest in building a strong service network and providing timely and efficient support to customers.

➢ Leverage data analytics: Data analytics can help companies gain insights into customer preferences and behavior, enabling them to develop targeted marketing campaigns and offer personalized recommendations to customers.

CONCLUSION

In conclusion, the mobile sector in India is a large and rapidly growing market, with significant opportunities for companies that can effectively navigate the challenges and meet the needs of customers.

A successful marketing strategy for mobile devices in India should focus on affordability, customization, social media, local influencers, financing options, after-sales service, and data analytics.

Overall, companies that can develop a customer-centric marketing strategy that addresses the unique needs and preferences of Indian customers will be able to differentiate themselves from the competition and build brand loyalty in this highly competitive market.

ANNEXURE

QUESTIONNAIRE

PROMOTION TECHNIQUES OF BOAT

This is a short survey for my study on PROMOTION TECHNIQUES OF BOAT.

Survey will be based on Brand Recall & Brand Loyalty

- ❖ What is your age?

    Below 20

    20-30

    30-40

    Above 40

- ❖ Gender

    Male

    Female

- ❖ What is your Montly income ?

    Below 10,000

    10,000 - 20,000

    20,000 - 30,000

    Above 30,000

- ❖ Do you own a mobile ?

    Yes

    No

❖ What size of phone would you prefer?

Small

Medium

Large

❖ What type of phone would you like to have?

Flip phone

Silde phone

Tough phone

Smart phone

❖ Do you feel your mobile phone is a necessary item?

Yes

No

❖ Currently you own a :

Nokia

Samsung

Apple

Motorola

Other

❖ How much did you pay for it (in rupees)?

10000-20000

20000-30000

30000-40000

40000 or above

❖ Why did you choose this model?

Price

Function

Size and weight

Appearance

Advertisement

Other

❖ What brand of mobile phone you own previously?

Nokia

Samsung

Apple

Motorola

Other

❖ How frequently do you purchase mobiles?

Once in 6 months

Yearly

Twice a year

❖ If another brand of same product appears in the market will you prefer to stop buying this brand and buy the new brand?

No, Not at all

No, I shall not

I may consider

Can't Say

❖ Which promotional offer attracts you most?

Free gifts

Price offer

Discount

Any other

How much time do you spend on your mobile phone on average in a day (calls only)?

Less than 30 minutes

30 minutes to 1 hour

1 hour to 2 hours

More than 2 hours

❖ Which of this is your favourite feature ?

Internet browsing/Application

Music

Text messaging

Gaming

Camera

Other

❖ Do you consider this feature to be an important part of mobile phones?

Yes I wouldn't buy it without this feature

Yes it is rather important

No it is not really important

No it is not important at all

❖ Which mobile operator do you use?

Airtel

Vodafone

Jio

Other

❖ Do you use your mobile phone while driving?

Never

Just when sms comes

Only when answering a call

❖ Are you worried about the possible health risks of using mobile phones?

Yes

No

No

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