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# **A STUDY OF OPINION AND PROBLEMS OF MOBILE USERS IN ANDAMAN AND NICOBAR ISLANDS**

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## **ABSTRACT**

The telecommunications industry is a lucrative industry. So development of the industries directly depends on the users of the mobile phone. Our author of cell phone article keeps you updated with every piece of new information in the field. If you need to know the latest cell phone models, the best plans offered, new technology to make your phone more fashionable, or troubleshooting cell phone problems, you will get them all here, plus much more. You may not be planning to buy a new cell phone, but it is good to know what's in today and what will be obsolete tomorrow. Be the one among the first to know the latest about cell phones. In the modern world everything is challenge for us, without twist we can't enjoy the occasion of earth therefore today's market is also modernized according to the taste of the customer and consumers. The formula for the modern market, "Let us find out; let us market it; we can then be able to sell it". The author of these article identifies the status of mobile phones in this sparsely populated Island and which of the mobile highly enacted with people and its reasons.

## **Introduction**

Andaman and Nicobar Islands which is having a population of approximately 4 lakhs people with a literacy ratio of 77%. The people of these Islands are different in culture, profession, economical level, religion and languages. The standard of living and thinking of the people may change according to their environment. So the advancement in information and technology and the implementation and usage of World Wide Web, has helped the world literally become a small place to live in. For this the advancement in the telecom industry also plays a significant role... In the marketing field customer is said to be the king. Recent technological development has made the customers more selective. Since Good [customer service](#) is the lifeblood of any business.

## **Literature Review:**

The Author of this article intends to analyze the reasons behind the use of a particular brand of mobile. This article is based on the primary data collected from different age group with different designations like Students, Govt. servants, Businessman and House wives, a questionnaire containing 10 questions and identified the respondent interest, preference, remarks and proposals by the respondents. Some valuable information regarding these articles are availed from Google search and discussed with expert to making this article successful.

## **Scope of the study**

These article describes about mobile phone users of different in the Islands. There are many branded mobiles like Nokia, Samsung, Micromax and Sony which are available in these Island market; even few of them shine in the market. This article analyses the proportion of mobile users and the economic development of the Andaman Islands due to Telecom sector .

### Data Analysis

The Primary data was collected from the North and Middle Andaman area from various respondent like Students, Govt.servants, Businessmen and Housewives, the following table shows the number of mobile phone users for different brands.

#### Different Brands of Mobiles used by Respondents

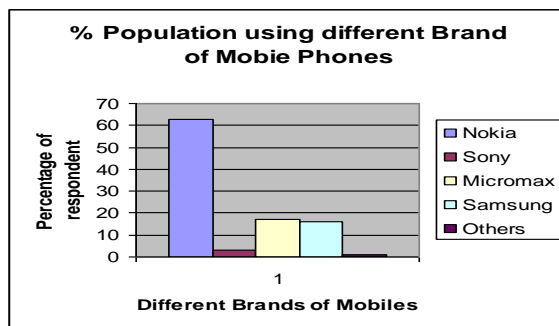
S.No	Mobile Brand	No. of Respondents	% of respondents
1	Nokia	95	65
2	Sony	02	02
3	Mamax	23	16
4	S.Sung	21	15
5	Others	03	02
	<b>Total</b>	<b>144</b>	<b>100</b>

Source: Primary Data

### Inference

The above table shows that the observations of the various group of people like Students, Professors, Businessmen and Housewives, from the above observation it is clear that 65% of the respondents prefer Nokia mobiles,16% of respondents like Micromax and followed by Samsung with 15%. The observation also highlights that maximum of the young people between the age group 18-30 are prefer to use the brands of mobile like Micromax, Samsung and sony. The following histogram is prepared on the basis of the above data.

#### HISTOGRAM REPRESENTING MOBILE USERS OF DIFFERENT BRANDS OF MOBILES



### OPINION OF RESPONDENTS ABOUT BEST MOBILES

The following table gives us information about the opinion of best Mobile phone. A question was asked to the respondent that which brand of mobile is best one. The suggestions are represented in the following table. The opinions regarding the survey of best phone mostly favoured the brands like MicroMax and Samsung .

S.No	Mobile Brands	Best mobile	% of Opinion
1	Nokia	75	52
2	Sony	07	04
3	M.Max	31	21
4	S.Sung	24	17
5	Others	10	07
	Total	144	100

**Source:** Primary data

#### **Inference:**

From the above table we can conclude that most of the people accepted that the Nokia mobile phones having all essential features and they also gave the opinion that about 52% are prefer Nokia brands ,21% prefer Micromax and 17% prefer Samsung as the best mobile phone. From the above chart it is clear that Nokia mobile has touched the heart of all different group of people in this area. Newly launched MicroMax and Samsung also got a warm welcome and is likely to lead the market in future if they modify the service.

### CUSTOMER OPINION ABOUT FACTORS INFLUENCE TO PURCHASE

There are many factors which generally influences the consumer behaviour while buying anything's in the market.

**Internal factors:** Cultural, Economical, social, language and Education other than this every buyer must look about the taste of the product. On this basis ,The following table gives the details about the reasons to why prefer the particular Mobile phone brands, the

respondents answered frankly. The question was asked from various economic levels of people so it is more relevant to this article.

Mobile Phones	Lowest-price (%)	Best Service	Advert.	Brand Name	Total
NOKIA	4	50	3	17	74(64.3%)
SONY	-	2	-	3	05(4%)
MICROMAX	1	10	-	3	14(12%)
SAMSUNG	1	12	3	3	19(17%)
OTHERS	-	2	-	--	02(1.7%)
TOTAL	6(5%)	76(66%)	06(5%)	26(22%)	114

**Source:** Primary Data

### **Inference**

The above analysis indicates us that most of the people like the best service provider and also take reasonable care about the branded mobiles. From the various branded mobiles Nokia fulfils all the essential requirement of the mobile users. Micromax and Samsung are also the growing brand mobiles in Andaman and Nicobar Islands.

### **Findings**

After various segments of analysis and deep study the following Opinions are found from the respondent, they are stated below:

- More than 70% of the population are habituated to use mobile phones in the Andaman and Nicobar Islands.
- Most of the users use the mobile for multipurposes .Specially Business men mostly using to talk whereas Students use it maximum to send messages(sms) and internet.

- The most of the people of these Islands live a standard life, so they are in compulsion to use branded mobiles to maintain their status.
- The People belongs to the age group above 30 years generally prefer Nokia brand mobiles and the youth of these Islands like to use Micromax, Samsung and Nokia as the decreasing rate in use.
- Maximum people of this islands are interested in having a mobile but due to lack of proper connectivity prevailing in this islands they even lose their interest.

Over all observation states that Nokia, Samsung and Micromax are the leading mobile phones which are used by the Islanders. So it is necessary to analyze about that which one among the three is more beneficial, economical, durable and ever lasting mobile.

### **Futures and benefits of using of Nokia mobile**

Nokia has till now introduced more than 170 models in the market ,Nokia brings new innovations to designing and imaging with six new devices, applications and experiences. Nokia mobiles ranges from Rs 1,000 (NOKIA 100) to Rs 47,000 (NOKIA LUMIA 1020) so it is largely convenient for the people hailing from different income levels to own a mobile.

The Medium range Nokia mobiles provides, Internet Browsing ,Social Networking, Video Recorders, Bluetooth, USB data cable connectivity service, Photo edition system, Scientific calculator, Touch screen facilities etc.A high quality Nokia mobile provides 3G, Wi-Fi service, Global map service, High speed picture downloading services, Portable media place services, 32 GB expandable memory, High image quality, even the much latest windows mobiles etc.

Nokia mobile phones are available in different specifications and they come loaded with a lot of features. Though most of the feature phones in Nokia lineup operate on Symbian, Nokia smart phones are mostly Windows based. The latest Nokia mobiles from the Lumia series come it mass produces phones in formats, such as GSM, CDMA, and W-CDMA.

### **Features and benefits of using Micromax Mobile:**

Micromax is now India's third-largest GSM mobile phone vendor with a market share of 6 percent after Nokia (62 percent) and Samsung (8 percent), according to research firm IDC. "We are not the poor cousins of Nokia," says Vikas Jain, one of the four friends who together started and grew Micromax to its present position. "Instead we will force Nokia to launch newer products to compete with us." Micromax is next to [Samsung](#) in terms of handset sales in India as per second quarter mobile phone shipment figures of 2013 released by market research and [analyst](#) firm [IDC](#).

Maximum of the people prefer to use this mobile for browsing purpose, because its browsing quality is the best from the other mobiles. Micromax mobiles are durable for multiuse and maximum of the designs are dual sim facilities. Micromax also introduced many different models of mobiles in the market. The price range from Micromax X085 Rs 918 to Micromax Canvas Turbo A250 Rs 17755 comparing to other mobiles it is cheapest and longest mobiles.

### **Features and benefits of using Samsung mobiles**

With so much of our lives now existing on our mobile phones, it is essential that we take the necessary steps to protect our privacy. Modern mobile phones are now incorporating innovative security features such as the Mobile Tracker, Fake Call and the Listen-in application to keep you, your content and your phone as safe as possible.

Mobile technology growth has exploded in leaps and bounds during the last few years. Handsets have become so powerful that we can hardly call them phones anymore. So, what do we call a device that makes calls, plays videos, takes pictures, and more—try Smart phone—a clever gadget that is more than just a phone.

A Super AMOLED screen is an entirely new way to experience the content you like glare-free screen and with brilliant images. Life can be a constant juggling act. With the

demands of work, family and friends all colliding at once, your “typical” day can be a long-distance sprint from beginning to end. That’s why it’s essential that your technology stays on pace with your busy schedule. Samsung’s Galaxy family of devices makes modern life truly mobile and brilliant. Read on to discover the many innovative features that put the Galaxy family in a league of its own.

With the Galaxy Tab from Samsung, you can enjoy compact, lightning-fast communication and entertainment that helps you maximize your day-to-day life. Armed with 3G connectivity, Wi-Fi, Bluetooth® 3.0, and up to 7 hours\* of battery life, the Galaxy Tab is your ticket to web browsing, reading books, watching movies, playing games, staying on top of emails, and so much more. Plus, its striking 7” TFT-LCD display delivers stunning graphics and visuals all while remaining lightweight, ultrathin and completely portable.

**Other Mobiles:** We only discussed the leading mobiles in these islands but it is necessary that some more brand of mobiles also providing good services to mobile users like Sony, L.G, Apple, iphone etc. They are limited in supply in this islands, moreover if they enter the market they may shine in the market as man is rational and he always welcomes innovations and advancements with open minds.

### **Problems of mobile users in Andaman and Nicobar Islands**

**Tele communication sector-** In these islands BSNL is one of the major sources which entire population depends but them unable to provide a strength service due to bad signal. The the active telecommunicate like Airtel, Reliance, Vodafone etc. are also working but they only capture the urban cities, so the rural population are facing problems on using the mobiles.

**Economical status problems:** - Most of the population in these Island are educated, businessmen, Govt.servant so their communication to the society is very essential so they influenced to buy the mobiles.



**Education system:** Modern education system is entirely different from the traditional. All the students and teacher want to update their knowledge so we need globalization and it is to be done by the mobile with in a second.

**Business communication:** Most of the population of these Islands migrated from mainland and all business sectors originated from mainland so without communication running the business is difficult task

**High expensive life:** Another major problems to the mobile users are high expensive because every mobile users are purposive to use two or more sim cards for avilaling any one of the network, so it increase the cost of living of the mobile users and also someone buys more than one mobile or dual services mobile system.

**Climatic Problem:** The mobile users are facing very much problems in rainy seasons because very weak signal, discontinue of internet, powerfailure also a problems of the mobile users.

### **Proposals from the respondents**

Most of the respondents wanted sales promotion services like Guarantee, replacement etc, if the Mobile Company offer this service through their distributors chances of increase the users. The distributors of Andaman and Nicobar Islands necessary to identify the needs of the customer and latest version of every branded mobile should supply with out delay.

Most of people says that Nokia is the best and economical, some people prefer to Samsung for modern and luxury and some other people of prefer that Micomax is the cheap and multiuse mobiles and few of them prefer the other mobiles because they get very cheaper phone than the other and they want a simple use so they prefer it.

Most of the people opinion that service centre each branded mobiles must be in the islands so that easier to get solution to some remarkable in the mobile settings and for

informations. Most of the people opinion to buy the power saver, high coverage system, fast browsing system, so the distributor must identify the requirement of people .

### **Conclusion**

Govt. of India in April 2011 approved the proposal for laying of undersea optical fibre cable to provide a reliable and secure telecommunication link between the islands and the mainland .Uncertainty still looms large over the ambitious under sea optical fiber cable project connectng various islands in Andaman and Nicaobar islands with mainland India, for better telecommunication services .With the implementaltion of the undersea cable project , telecom services will improve in the islands and will also promote setting up of IT industries in the island providing employment opportunities in the fields of

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e-cmmerce,e-governance and m-commerce.The mobile phone indutries also have a bright oportunities to create the demand of their product by providing latest model having all facilities with reasonable prices and selling through their mobiles with own showrooms.

Good or bad are the two sides of a coin ,but it is upto the users, to make a best use of mobile phones.

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## **A STUDY OF CONSUMER OPINION LEADING IN USE OF MOBILE PHONES IN NORTH AND MIDDLE ANDAMAN (DIST)**

This questionnaire is given to gain the information about a study of using particular brand in large number.....

The respondents are requested to give information through this questionnaire gently. The answers of the respondents will be kept confidential. There are only optional question so simply tick your choice.

### 1. Profile of Respondents

**Age:** a) less than 18 b) 18- 30 c) 30-50 d) 50 above

**Profession:** a) Student b) Govt.Servant c) Business d) Self Employed

### 2. Which brand of Mobile phone you are using?

a) L.G b) Sony c) Micromax d) Nokia e) Others

### 3. Why did you buy this particular type of brand?

a) Easily available b) Good quality c) Cheap d) Stylish e) Durable

### 4. Mention the nature of Mobile phone do you prefer?

a) Black and white b) 3G,Wi-fi,Android c) Hi-fi phone with keypad  
d) Hi-fi Phone with touch screen

### 5. In your opinion which brand is most attractive with all

Essential requirement?

a) L.G b) Sony c) Micromax d) Nokia e) Others

### 6. Which mode do you feel convenient to purchase the Mobile phone?

a) Near Retailer b) Show room c) Online d) Anywhere available

### 7. Which of the following factors influence you in buying the Mobile Phone?

a) Lowest Price b) Best Service c) Advertisement d) Brand Name

### 8. For which purpose do you use your Mobile phone the most?

a) Talking b) sms c) internet d) listen song e) for all purpose

### 9. What are your average monthly mobile expenses?

a) less than Rs 300 b) Rs300 to Rs500 c) Rs500 to Rs1000  
d) Above 1000

### 10. What do you expect from the Mobile Company after your purchase?

a) Free repairs & servicing b) Guarantee c) Replacement d) Exchange offer