

## **ABSTRACT**

### **COMPARATIVE ANALYSIS OF NOKIA AND SONY ERICSSON MOBILE PHONE USERS IN THE ASPECT OF PURCHASING MAKING PROCESS (Case Study of Post-graduate Students of Mercu buana University)**

*The mobile phone market in Indonesia has been growing rapidly. It was recorded to be 68 million at the end of 2006 and will grow to be 94,7 million in 2007. In 2010, it is predicted to reach 133 million. Nokia dominates the global mobile phone market. In Indonesia, it has the biggest market share with 63%, next comes Sony Ericsson with 6%, followed by Samsung 5% and Motorola 3%*

*The fact that there is a wide variety of brands to choose from in Indonesia, it is interesting to learn what varies Nokia and Sony Ericsson users in the aspect of purchasing making process in Indonesia.*

*On this basis, this research was conducted to answer a few problems, such as:*

- 1. The factors which affect the decision of purchase between Nokia and Sony Ericsson phones.*
- 2. The extent of difference those product attributes make between users of Nokia and Sony Ericsson.*

*This was an exploratory research using the method of survey and was conducted on a population of respondents of post-graduate students at Mercu Buana University. The total respondent was 100 people, found by accidental sampling.*

*Based on the results of a Focus Group Discussion (FGD) and relevant theories, there are 7 (seven) product attributes used as independent variables, which consist of: Performance aspect, Features aspect, Serviceability aspect, Price aspect, Design aspect, Prestige aspect and Resale value aspect.*

*So, it can be concluded that there are 22 product attribute variables which are going to be used in this research, which are: Sound quality, Batteries for long conversations, Long lasting batteries, Easy usage / User-friendliness, Additional features, Internet technology, 3G technology, Guarantee / Warranty, Service, Accessories, Service centre, Price, Innovative designs, Variant design, Latest models, Suitable size, Lighter / less weight, Colour variation, Brand quality , Support of daily activities, Prestige/ reputation and Resale price.*

*The results of data processing using discriminant analysis shows:*

- 1. There are 3 (three) product attributes factors which vary Nokia and Sony Ericsson users in the aspect of purchasing process: Support of daily activities, additional features and guarantee/warranty.*
- 2. These product attributes can differ between Nokia and Sony Ericsson mobile phone users as much as 68% for the Nokia group and 66% for the Sony Ericsson group.*

*The recommendations which can be given based on the results of this research are: mobile phone producers, especially Nokia and Sony Ericsson, have to make product differentials to strengthen competition between brands in the*

*market, particularly in aspects such as additional features, guarantee/warranty and support of the consumers' daily activities. These differences are also important to create customer loyalty towards brands of mobile phones which they will choose again. Nokia has to be more careful in competing with Sony Ericsson because the advantage it has is only the guarantee/warranty that it offers. Meanwhile, Sony Ericsson has advantages in additional features and support of daily activities. For further research, it is hoped that future researchers can examine other variables other than the knowledge of product attributes, which has been examined here. For example, from the promotion and effectiveness, and examine the product attributes without differing certain brands or certain mobile phone products, companies can make more accurate marketing strategies to win the competition between different brands in the market.*

