

ANALYSIS OF MARKETING MIX POLICY - TOUCH TABLETS

Praveen K. Arora

ABSTRACT

Touch tablet is one of the significant technological inventions. The days for keyboard PCs, Laptops are gone because of the problem of mobility of these devices. Today, so many brands like Apple, Samsung, Blackberry, HTC, etc, are launching different models of Touch tablets. The market shares of these touch tablets are increasing at a rapid speed in India, majorly in the tier1 cities. The touch screen makes the navigation easier. For example, the tasks like image editing, digital painting, etc, can be done much easier with the help of the touch screen. Wi-Fi connectivity and Bluetooth connectivity are the most important significant factors in the touch tablet PCs. The study reveals the marketing mix (product, place, price and promotion) of the Touch Tablet and also the factors that influence the consumer's consumption preference of Tablets. Consumers preference among different operating systems that are offering in the tablets.. This study also finds the important applications of 3G connectivity according to the consumer's preference.

Key words-Navigation easier, marketingmix, consumer'sconsumptio, 3Gconnectivity

INTRODUCTION & REVIEW

Ozok, A. Ant (2008), their survey is a comparative study between Tablet and Laptop PCs: User Satisfaction and Preferences. The findings of this study indicate that the Tablet PC is a medium that shows promise for the future of mobile computing. In their survey they found out that computing capabilities and portability of Tablet PCs were impressive but majority did not prefer Tablet PCs to laptop PCs to meet their everyday computing needs.

Morgan Stanley (2011), this research paper is all about the demand and disruption of Touch Tablet.. It is projected that the Tablet Cannibalization reduced PC Market Growth. One of the important finding is that the Tablet users are spending less time on existing PCs.

Strauss & Will (2008), this research paper, "Mobile Internet Devices on the horizon", had a deep insight on the technical aspects of the mobile internet devices. This paper helps in analyzing the technical requirements of tablet PC in India. It provides an overview on the evolution of technologies and the advantages of its introduction in the continuity and efficiency of communication. The author regards two forms of communications devices that earn attention in the market, the Ultra-Mobile personal computers (UMPCs) and the Mobile Internet Devices (MIDs).

Allied Business Intelligence (2008), this research article, has given out an estimation that the tablet industry along with the Mobile internet Devices. Mobile Internet device, a category of consumer electronics device is expected to appeal to a wide variety of consumers. The report predicts the always-connected devices will grow from less than 3.5 million units shipped worldwide in 2008 to nearly 90 million shipped by 2012.

British Educational Communications and Technology Agency (2004), this research paper "Tablet PCs in schools" tells that the potential benefits of Tablet PCs depended on the purpose and context of their use. Factors such as schools' infrastructure, technical support and curriculum issues had a significant impact.

Moskowitz & A Robert (1998), this research paper, "Laptop losing weight gaining Strength", has provided with important information that the people are interested in laptops even when the desktops are offering better performances.

Research methodology

Sample Size- 200

Sampling Method- Judgmental Sampling Method,

Research Instrument - Questionnaire

Research Type – Descriptive Research based on

1. Primary Data Collection: The method used for primary data collection is Survey method for consumers, to map their attitude & perception. Online Surveys, Personal Interviews and Telephonic Interviews.

2. Secondary Data Collection: The secondary data has been collected through a wide range of articles from various newspapers & magazines and the internet.

Software used:

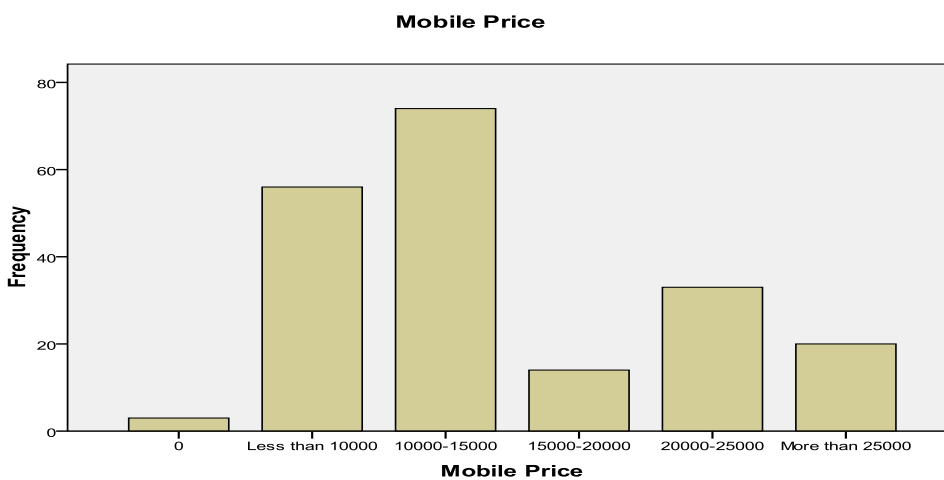
SPSS: SPSS Statistics provides a powerful statistical-analysis and data-management system in a graphical environment, using descriptive menus and simple dialog boxes .Analysis was done by Independent Sample T-Test,Descriptive Statistics,Cross Tabulations and Chi-Square test

DATA ANALYSIS

Price

Table 1 Mobile Price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	3	1.5	1.5	1.5
Less than 10000	56	28.0	28.0	29.5
10000-15000	74	37.0	37.0	66.5
15000-20000	14	7.0	7.0	73.5
20000-25000	33	16.5	16.5	90.0
More than 25000	20	10.0	10.0	100.0
Total	200	100.0	100.0	



Figur1 Mobile Price

From the results, it is very clear that most of the people are using the mobiles in the range of 10000-15000

Preferential price

Table.2 Price of tablet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10000	10	5.0	5.0	5.0
	10000-15000	50	25.0	25.0	30.0
	15000-20000	35	17.5	17.5	47.5
	20000-25000	37	18.5	18.5	66.0
	25000-30000	29	14.5	14.5	80.5
	30000-35000	14	7.0	7.0	87.5
	Above 35000	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

From the above results, 25 percent of the people are willing to pay 10000-15000 for a tablet
Product-Requirements for a Tablet/ Mobile Internet Device

Table 3 Requirements

	N	Mean	Std. Deviation	Std. Error Mean
Features(Wifi Connectivity)	200	1.32	.554	.039
Features(3G connectivity)	200	1.68	.708	.050
Features(Long life battery)	200	1.61	.742	.052
Features(Weight of the device)	200	2.27	.991	.070
Features(Support keypad)	200	2.15	1.026	.073
Features(Touch Screen)	200	1.69	.877	.062

Table 4 One-Sample Test for requirements

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Features(Wifi Connectivity)	-42.986	199	.000	-1.685	-1.76	-1.61
Features(3G connectivity)	-26.450	199	.000	-1.325	-1.42	-1.23
Features(Long life battery)	-26.491	199	.000	-1.390	-1.49	-1.29
Features(Weight of the device)	-10.418	199	.000	-.730	-.87	-.59
Features(Support keypad)	-11.716	199	.000	-.850	-.99	-.71
Features(Touch Screen)	-21.198	199	.000	-1.315	-1.44	-1.19

H0: The considered requirements for a tablet are not significant ($\mu_0 = \mu$)

H1: The considered requirements for a tablet are significant ($\mu_0 \neq \mu$)

From the table 4.4, it is clearly evident that all the parameters are significant because the significant values are less than 0.05. Hence, we reject the null hypothesis in favour of alternate hypothesis.

From the above results it also evident that, WI-Fi connectivity is the most significant requirement for a touch tablet. Long life battery and 3G connectivity are also very significant parameters.

Ranking of the applications of a tablet

Table .5 One-Sample Statistics for applications

	N	Mean	Std. Deviation	Std. Error Mean
Applications(Video Playing)	200	3.59	1.528	.108
Applications(Gaming)	200	3.37	1.663	.118
Applications(Ebooks Reading)	200	4.06	1.516	.107
Applications(Internet Access)	200	2.18	1.568	.111
Applications(Audio Lisitening)	200	3.70	1.440	.102
Applications(Vedio calling)	200	3.86	1.827	.129

From the above results, the ranking order of the applications of a tablet is:

1. Internet Access
2. Gaming
3. Video Playing
4. Audio Listening
5. Video calling
6. Ebooks Reading

Promotion

How the people are getting the information about tablets?

Table 6 Promotion

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Television	38	19.0	19.0	19.0
Online	98	49.0	49.0	68.0
Newspaper	26	13.0	13.0	81.0
Radio	13	6.5	6.5	87.5
Family and friends	25	12.5	12.5	100.0
Total	200	100.0	100.0	

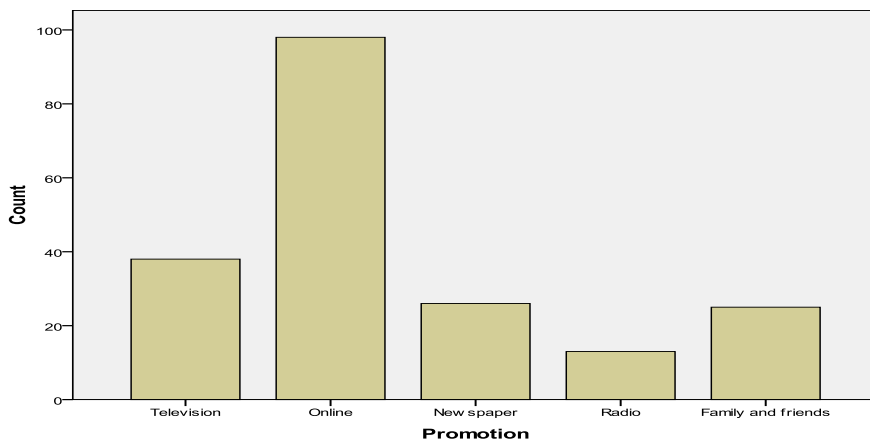


Figure 6. Promotion

From the above results, 49% of the people are saying that they are getting information about touch tablets through online.

Place

Best place to buy tablets

Table 7 Place to buy tablets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Multibrand retails	73	36.5	36.5	36.5
Company outlets	107	53.5	53.5	90.0
Online sopping	15	7.5	7.5	97.5
Product Exhibitions	3	1.5	1.5	99.0
5	2	1.0	1.0	100.0
Total	200	100.0	100.0	

From the above results, 53.5% of the people are saying that the best place to tablets is company outlets which are followed by multi brand outlets.

Ranking of the brands in terms of their brand value

Table 8. One-Sample Statistics for brand value

	N	Mean	Std. Deviation	Std. Error Mean
Brand Value(Apple)	200	1.41	1.311	.093

Brand Value(Samsung)	200	2.93	1.403	.099
Brand Value(HCL)	200	5.73	1.815	.128
Brand Value(Dell)	200	4.80	1.544	.109
Brand Value(Acer)	200	6.33	1.678	.119
Brand Value(Blackberry)	200	4.11	1.584	.112
Brand Value(Motorola)	200	6.25	1.683	.119

From the above results, the ranking order of the brands in terms of brand value is: 1. Apple 2. Samsung 3. Blackberry 4. Dell 5. HCL 6. Motorola 7. Acer

The interest of 3G Applications.

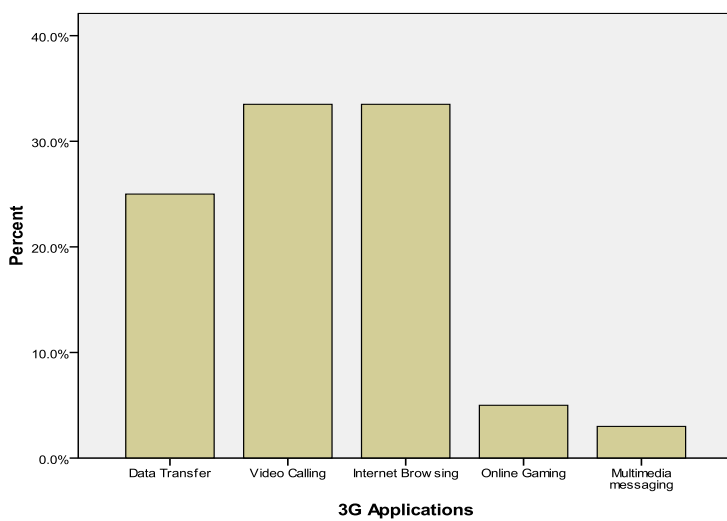


Figure 9. 3G Applications

From the above figure It is clear evident that video calling and Internet browsing are the most important 3G Applications.

Reason for buying a tablet

Table 10. Reason for buying a tablet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Utility	89	44.5	44.5	44.5
Status symbol	51	25.5	25.5	70.0
tech savy	53	26.5	26.5	96.5
gifting	7	3.5	3.5	100.0
Total	200	100.0	100.0	

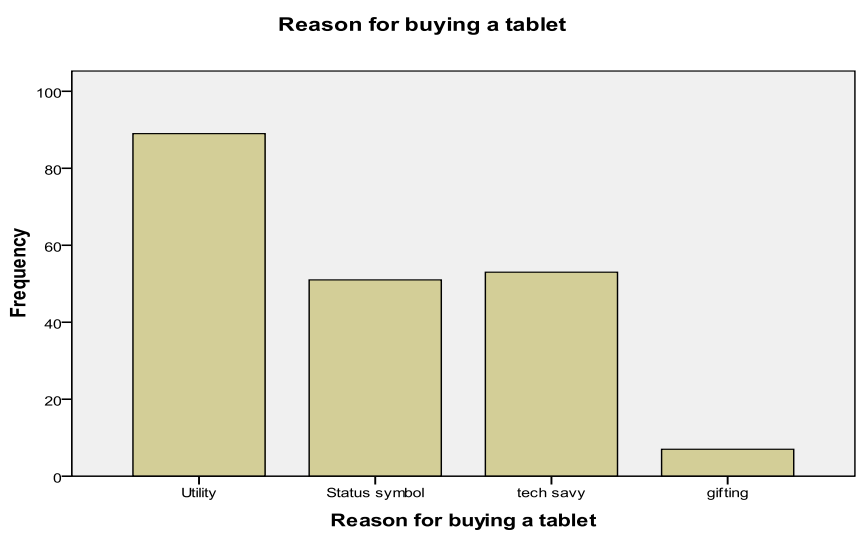


Figure 10. Reason for buying a tablet

From the above results, it is clearly evident that the reason to buy a tablet is utility purpose.

Suitability of tablets to which people

Table 11. Suitable to which people

	Frequency	Percent	Valid Percent	Cumulative Percent
Children for playing	2	1.0	1.0	1.0
Students at graduate level	57	28.5	28.5	29.5
Post graduate students	40	20.0	20.0	49.5
young corporates	50	25.0	25.0	74.5
Executive people	51	25.5	25.5	100.0
Total	200	100.0	100.0	

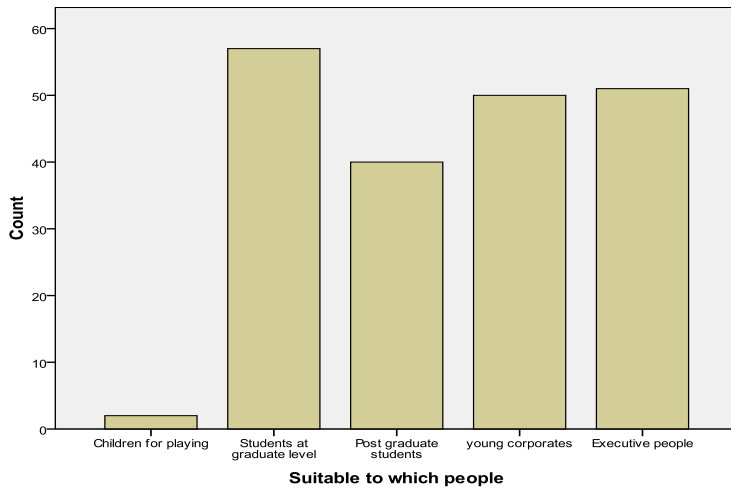


Figure11. Suitable to which people

From the above results, it is clear that the tablets are more suitable to graduate students.

Price of the tablet vs 3G Applications

Table 12. Price of tablet * 3G Applications Crosstabulation

	3G Applications					Total
	Data Transfer	Video Calling	Internet Browsing	Online Gaming	Multimedia messaging	
Less than 10000	2	4	4	0	0	10
10000-15000	22	25	0	3	0	50
15000-20000	8	13	11	3	0	35
20000-25000	7	14	13	0	3	37
25000-30000	3	9	15	2	0	29
30000-35000	0	2	10	2	0	14
Above 35000	8	0	14	0	3	25
Total	50	67	67	10	6	200

From the above results, it is very clear that the people who are willing to buy a tablet for 10000-15000 are more interested in video calling. The people who are willing to buy a tablet for 25000-30000 are more interested in Internet Browsing.

Chi-Square Tests

Table 13 Chi Square test

	Value	df	Asymp. Sig. (2-sided)
--	-------	----	-----------------------

Pearson Chi-Square	28.576 ^a	12	.005
Likelihood Ratio	33.700	12	.001
Linear-by-Linear Association	.236	1	.627
N of Valid Cases	200		

H0: The above crosstab relations are not significant

H1: The above crosstab relations are significant

From the table 13., it is clearly evident that crosstab relations are significant because the significant values are less than or equal to 0.05. Hence, we reject the null hypothesis in favour of alternate hypothesis.

CONCLUSIONS

Majority of the people are planning to buy a tablet in less than one or two years. The reason for the people to buy a tablet is utility purpose which is followed by Tech savvy and status symbol. Tablets are more suitable to graduate students and young corporate. Majority of the people are willing to buy the touch tablet at a price of around 10000-15000. Wi-Fi connectivity is the most significant requirement for a touch tablet which is followed by 3G connectivity. Apple is the most valued brand which is followed by Samsung and blackberry. Internet Access is the most important requirement in a tablet which is followed by Gaming and Video Playing. People are finding more information about the tablets through online which is followed by television. The best place to tablets is company outlets which are followed by multi brand outlets.

Suggestions: The company outlet is the best place to sell the tablets. It's better for the tablet producers to concentrate on the tablets which are in the price range of 10000-15000.

People are finding more information about the tablets through online. So the tablet players should focus in print media and radio promotion also. The tablet producers should more concentrate on developing the tablets which are more compatible to WI-Fi and 3G connectivity. The tablets should be more stylish because the tablets are more suitable to the graduate students.

The 3G players should concentrate more on video calling and internet browsing.

References

- (1).Ozok, A. Ant, Benson, Dana, Chakraborty, Joyram & Anthony F (2008, March). Comparative Study between Tablet and Laptop PCs: User Satisfaction and Preferences. *International Journal of Human-Computer Interaction, Vol. 24 Issue 3, p329*
- (2).Morgan S Tanley Blue Paper (February 2004). *Tablets Demand and Disruption*
- (3)Strauss & Will (2008, September). *Mobile Internet Devices on the Horizon: Portable Design, Vol. 14, Issue 9, p10-11, 2p*
- (4).Allied Business Applications, RCR Wireless News; 3/3/2008, *Vol. 27 Issue 5, p26-26, 1/8p*
- (5)British Educational Communications and Technology Agency (2004) *Tablet PCs in schools*
- (6)Moskowitz, Robert A (1990, April). Laptops Losing weight and gaining strength
Journal of Accountancy, Vol. 169 Issue 4, p30-44.