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## The Impact of Customer Experience on Nokia Brand Loyalty

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### ABSTRACT

In today's rapidly evolving mobile technology market, it is essential to understand the role of customer experience (CX) in shaping brand loyalty. This study examines the relationship between various CX dimensions—product reliability, design, affordability, post-sales service, and perceived value—and brand loyalty, with a specific focus on Nokia users in Noida, India.

Data was gathered through a structured survey of 69 respondents, predominantly young adults in the 18–24 age bracket. The results indicate that while Nokia retains value in terms of durability and battery life, it lags in customer delight and ecosystem integration. Key

findings show that affordability and user-friendliness remain central to brand retention among lower-income, price-sensitive users. The study offers actionable insights for Nokia to strengthen customer loyalty through improved innovation, targeted youth marketing, and post-sales engagement.

**Keywords:** Customer Experience, Brand Loyalty, Nokia, Mobile Phones, India, User Satisfaction, Post-sales Service.

### 1. Introduction

The global smartphone industry is marked by swift technological advancements, fierce rivalry, and changing consumer demands. Brands like Apple, Samsung, Xiaomi, and Vivo dominate markets by continually upgrading user experience and integrating smart

ecosystems. Amidst this, Nokia—a legacy brand renowned for durability and simplicity—has faced challenges in retaining its market share.

Nokia's recent efforts, through HMD Global, aim to re-establish its presence in both emerging and mature markets. In India, particularly in regions like Noida, where

budget-conscious tech consumers are prevalent, Nokia has an opportunity to rebuild loyalty by aligning its offerings with customer expectations.

This research investigates how various facets of customer experience influence brand loyalty for Nokia among its user base in Noida.

### 2. Literature Review

Existing research highlights the crucial influence of customer experience on brand loyalty. Kumar & Bansal (2021) emphasized the emotional bond that continued to support Nokia even during its downturn. Singh et al. (2018) noted that Nokia's reputation for durability and simplicity helped sustain brand image post its market decline.

Studies by Fernandes (2020) and Bhatia (2017) highlight the importance of consistent user interface, technological adaptability, and trust in maintaining customer relationships. Thakkar (2019) and Ramesh (2021) found that older generations retained loyalty due to nostalgic connections, while younger users demanded more innovation.

Patel et al. (2023) demonstrated that customer satisfaction significantly impacts loyalty in the budget smartphone segment—where Nokia operates heavily. However, consistent

post-purchase support and product evolution were emphasized as necessary conditions for sustained loyalty.

### 3. Research Objectives

- To examine how customer experience affects brand loyalty among Nokia users in Noida.

- To evaluate the role of product features (battery life, design, reliability) in shaping customer perception.
- To assess the impact of pricing and after-sales service on customer retention.
- To identify major challenges Nokia faces in customer satisfaction.
- To provide recommendations for improving customer experience and brand loyalty.

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#### 4. Research Methodology

**Study Area:** Noida, Uttar Pradesh

**Sample Size:** 69 respondents

**Sampling Technique:** Purposive sampling (targeting Nokia users)

**Instrument:** Structured survey questionnaire

**Data Collection Mode:** Online forms and direct interviews

**Respondent Demographics:** Majority (72.5%) aged 18–24; 76.8% male; 63.2% earned below ₹30,000/month.

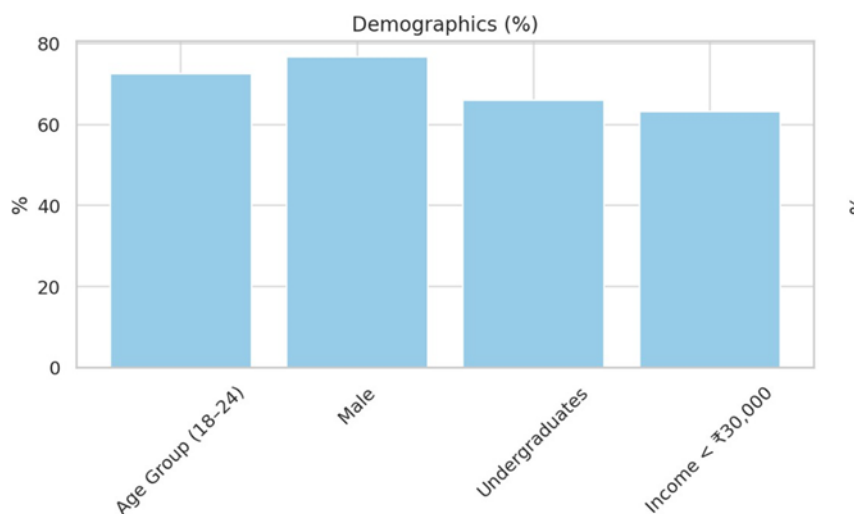
This cross-sectional study utilizes both descriptive and inferential analysis to draw insights from primary data.

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#### 5. Data Analysis and Findings

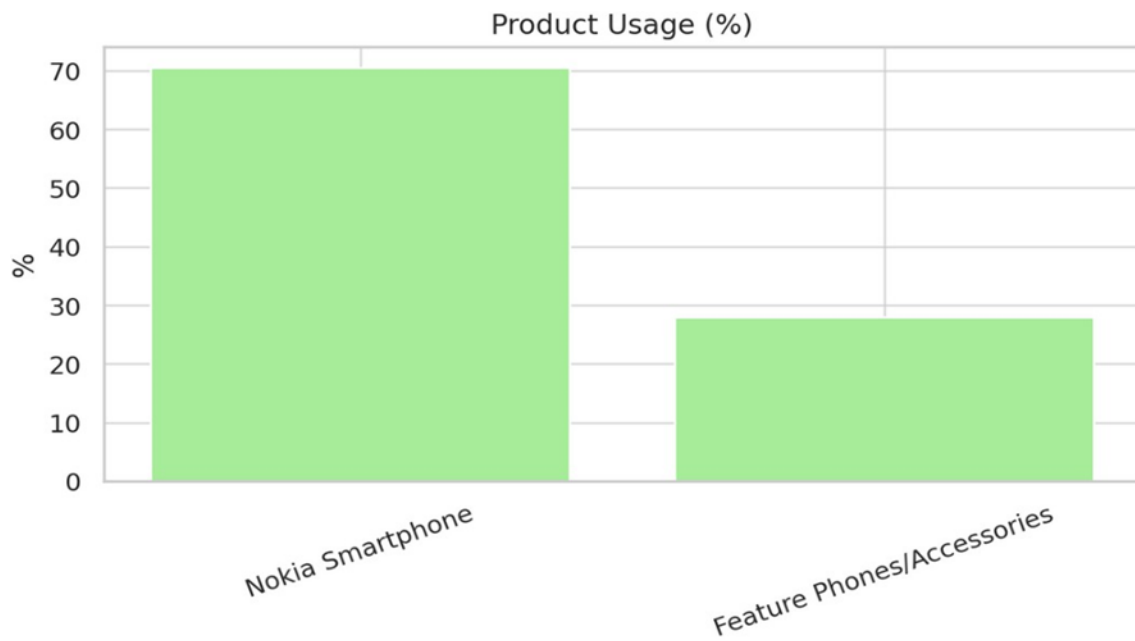
##### 5.1 Demographics

- A majority of 72.5% of respondents fell within the 18–24 age group, reflecting a predominantly young user demographic.
- 76.8% were male; 66% were undergraduates.
- Income was skewed toward low-income groups (63.2% below ₹30,000/month).



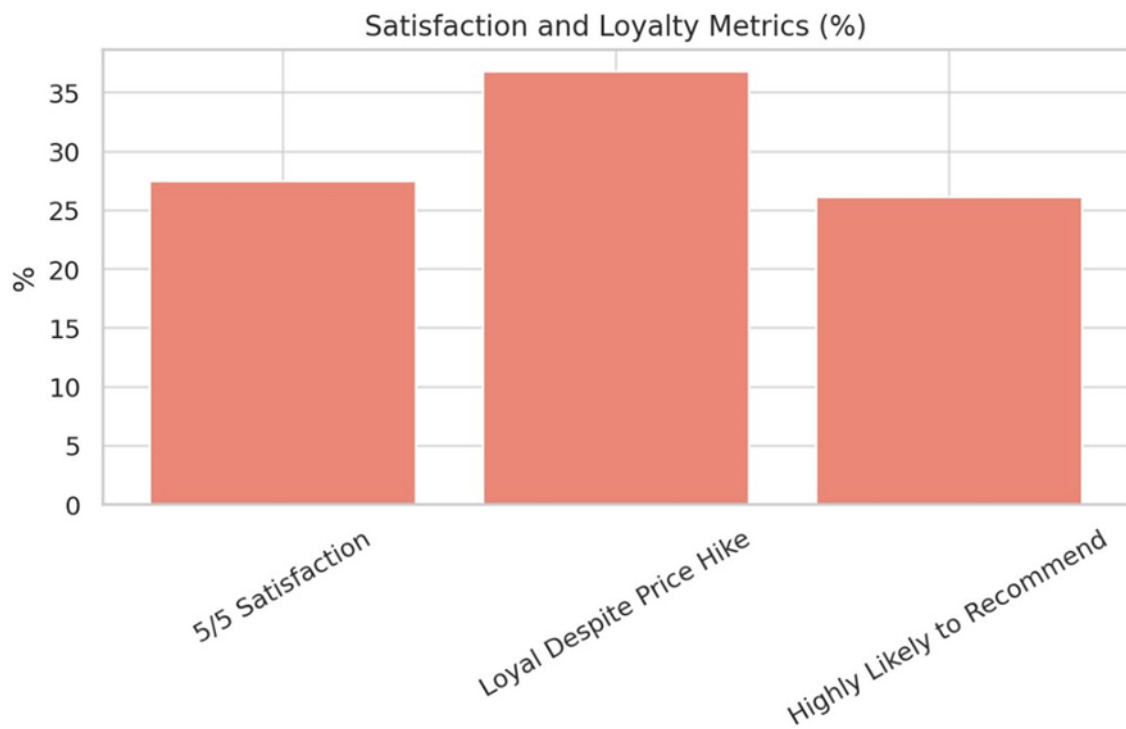
##### 5.2 Product Usage

- 70.6% owned a Nokia smartphone.
- 27.9% used feature phones or accessories.
- Most purchases were motivated by affordability, durability, and brand familiarity



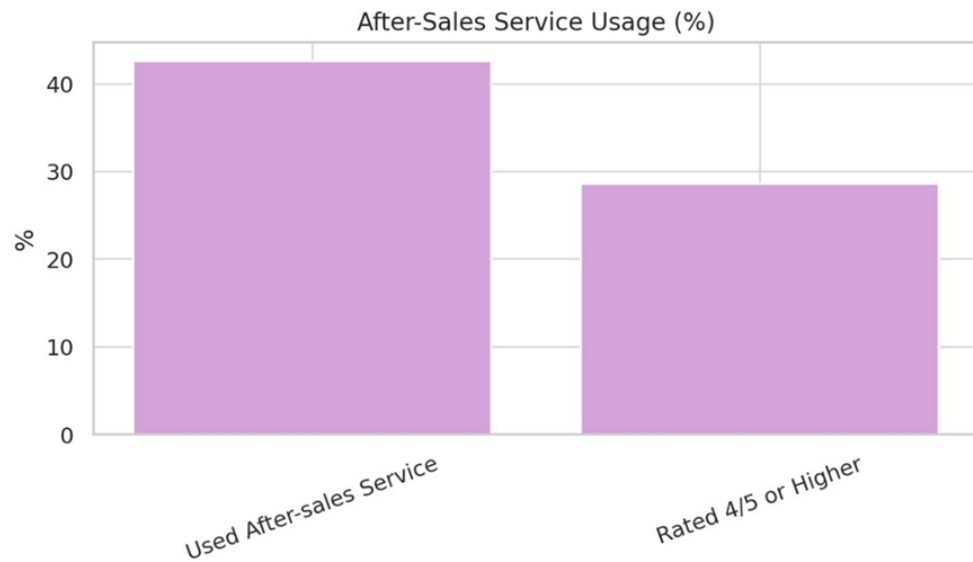
### 5.3 Satisfaction and Loyalty Metrics

- Only 27.5% gave a full 5/5 satisfaction rating.
- 36.8% would remain loyal despite a price hike
- 26.1% were highly likely to recommend Nokia, showing limited word-of-mouth traction.

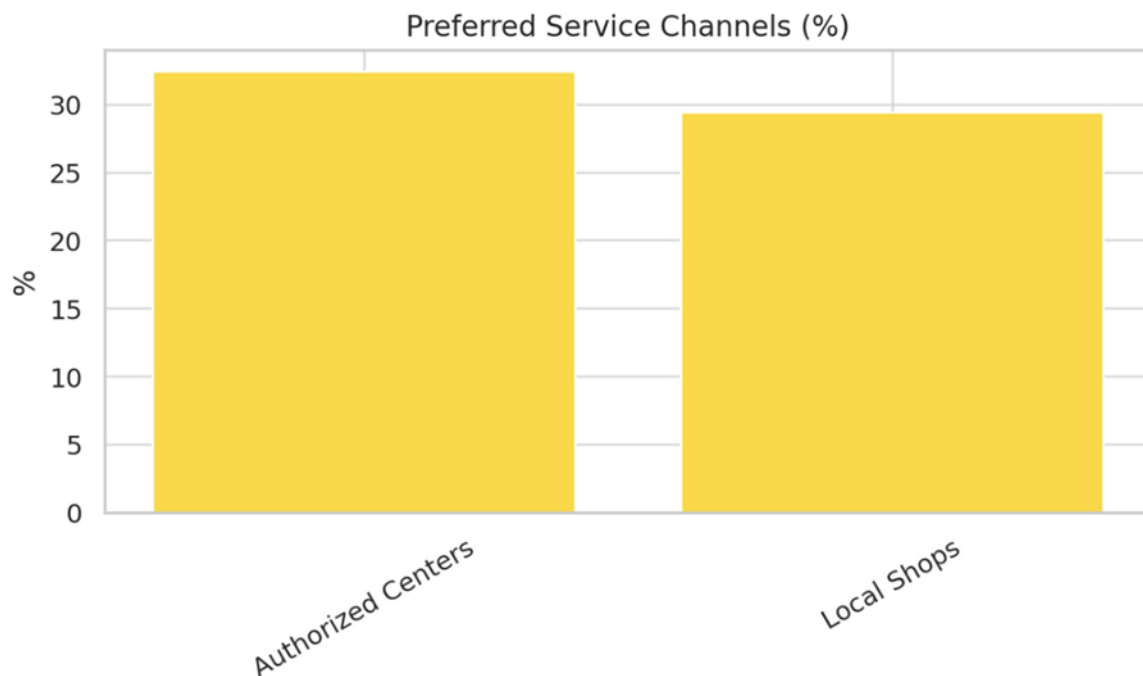


### 5.4 Customer Service

- 42.6% had used after-sales service.
- Among those, only 28.6% rated it 4/5 or higher.



- Preferred service channels: Authorized centers (32.4%), local shops (29.4%).



## 6. Discussion

The findings indicate a varied performance by Nokia in terms of customer experience and brand loyalty. While the brand still enjoys recognition among budget-conscious youth, it is not perceived as innovative or aspirational. The absence of a robust ecosystem, unlike that of Apple or Samsung, hinders deeper user engagement.

Customer service is functional but unremarkable—an area Nokia could leverage more strategically. Emotional connections tied to nostalgia remain, but the brand must modernize its messaging and technology to re-engage younger users.

## 7. Managerial Implications

To improve customer loyalty, Nokia should:

- Offer better specs at lower price points (< ₹10,000) with EMI options.
- Enhance digital service delivery, including WhatsApp support.
- Introduce a loyalty program with trade-in options or bonus warranties.

- Highlight key advantages—such as long battery life and the clean stock-Android experience—in future marketing campaigns.
- Reposition as a practical “student/worker’s device” rather than just an affordable phone.

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## 8. Limitations and Future Scope

- The sample size (69) may not represent broader Indian consumer behavior.
- The study focuses only on Noida and lacks pan-India representation.
- A cross-brand comparison (e.g., Xiaomi, Samsung) was not included.
- Behavioral data (actual app usage, repairs, etc.) could enhance accuracy in future studies.

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## 9. Conclusion

Nokia’s journey from market leader to underdog is a testament to how quickly consumer loyalty can shift in tech-driven markets. While the brand retains practical appeal and affordability, its ability to foster deep brand loyalty depends on innovation, experience-driven strategies, and emotional engagement. In a market like India, Nokia can still thrive by aligning its legacy with future-ready, value-driven offerings tailored to budget-conscious youth.

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