



Re-Birth of Nokia In 2017 – An Empirical Study of Nokia’s Nostalgic Marketing Strategy with Special Reference to a Pre-Launch Scenario in India

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Abstract: This research paper is dedicated to the uncrown king of mobile world in the mobile handset market Nokia, almost everyone who are today in the age of 30s and 40s owned the handset manufactured by Nokia. As the time moved on the technology updates came in the market the android and touch screen market has washed away the most popular name in the mobile world. The year 2017, is the year of re-birth of the Nokia. After nearly about the three decades Nokia has come up with the most popular handset 3310, 1100 and new android version Nokia 6. The Nokia handsets were very popular due to many features the navigation software, easy to make call, easy to end a call, longer battery life, longer stand by time, longer talk time, easy number search and add and last but not least the “Snake” the most popular mobile game. In this paper the researcher is going to find out the how deep can Nokia penetrate in the today’s mobile market with its Nostalgia marketing strategy where the people are very used to high end smart phones and 4G Internet connection.

Keywords: Nokia, Re-birth of Nokia, Smartphones, Nokia 3310, Nokia 1100, Nokia 6, Nostalgic Marketing Strategy.

I. INTRODUCTION

The first mobile phone call was made 40 years today, on April 3, 1973, by Motorola employee Martin Cooper. Using a prototype of what would become the Motorola DynaTAC 8000x, the world's first commercial cell phone, Cooper stood near a 900 MHz base station on Sixth Avenue, between 53rd and 54th Streets, in New York City and placed a call to the headquarters of Bell Labs in New Jersey. [1]

The telephone is undoubtedly one of the greatest inventions of mankind. It revolutionized communications, enabling us to reach across great distances and share thoughts, ideas, and dreams with our fellow man, making the world a much smaller place in the process. In fact, the telephone is probably one of the most defining technologies of the twentieth century and the most commonly used electronic device in the world today.

In fact, the modern mobile phone is capable of doing nearly everything you can do with a desktop computer, but with the potential for more meaningful relevance to our daily activities.

The mobile phone is not merely a telephone. In fact, modern mobile devices deliver on the long-overdue promises that technology will make our lives easier.

II. HISTORY OF MOBILE DEVICES

The first so-called claim of a wireless device came in 1908, when Prof. Albert Jahnke and the Oakland Transcontinental Aerial Telephone and Power Company said they had developed a wireless telephone. However, they were quickly accused of fraud and while the charge was later dropped, production of the device never ensued. Ten years later, in 1918, the German railroad system tested its own wireless telephone system on military trains between Berlin and Zossen. By 1924, public trials began with telephone connection on trains between Berlin and Hamburg. A year later, in 1924, Zugtelephonie A.G. was founded to supply train telephony equipment with the first telephone systems being approved for use in postal and other trains by 1926.

By World War II, radio telephony was being implemented for military use, with hand-held radio transceivers being available since the 1940s. The first mobile telephones for automobiles also came out in the 1940s. These early devices, however, were bulky, heavy and consumed a lot of power. As well, the network for these devices only supported limited simultaneous conversations.

Pre-Standardization, or “0G”



Fig. 1. Showing Telephone of Generation Zero. <http://www.technewsworld.com/story/84336.html>



AT&T were one of the first to commercialize mobile telecommunication in 1947. The service known simply as “Mobile Telephone Service” (MTS) spread to more than a hundred towns and highway paths by the end of the year. The service relied on an operator to connect both incoming and outgoing calls.

Radio Common Carriers (RCCs) were another solution designed to compete with AT&T’s MTS and IMTS systems. Not only were the units huge (see above) but standards varied widely. Some phones were half-duplex “push to talk”, some were full-duplex much like a wired telephone. Some lucky customers even carried around briefcase-sized full duplex devices, though RCC units were mainly limited to cars.

In 1960 the world’s first fully automated mobile telephone was introduced in Sweden. The system allowed for automated connection from a rotary handset (that’s the circular dialing knob to me and you) mounted within a car, but required an operator to forward calls. The system was known as Mobile Telephone system A (MTA) and was replaced by MTB two years later.

In this interim period there were several other solutions including the arrival of Motorola on the scene in 1959 and Bulgarian and Russian (then USSR) solutions sprouted up too. It wasn’t until 1971 when the ARP network was introduced to Finland that the world’s first successful commercial network was launched. The system relied on cars, began as half-duplex but soon evolved and had over 35,000 subscribers by 1986.

Dr Martin Cooper, a Motorola researcher and executive made the first phone call from a handheld mobile phone on April 3, 1973. This ushered in a new dawn of communication.

Analog Cellular Networks or “1G”



Fig. 2. Showing Telephone Network for 1G

The first generation of cellular networks paved the way to the networks we know and use today. Use of multiple cell tower sites, each connected through a network, allowed users to travel

and even switch cell towers during a call. It was a revolution built on existing, analog technology with the first being built in Chicago in 1977. Known as the Analog Mobile Phone System (AMPS), it was built by AT&T and it took the FCC 11 years to approve AT&T’s initial proposal in 1971 before they were assigned the 824-894MHz range on which to operate AMPS.

Hot on the heels of the western researchers were Japanese telecommunications company NTT who built their own network in 1979. Five years later it was the first 1G network to cover an entire country. Then came the Nordic Mobile Telephone (NMT) network in 1981. Operating in Denmark, Sweden, Finland and Norway, it was the first to feature international roaming

Digital Cellular Networks or “2G”



Fig. 3. Showing 2G Enable Mobile Device

As technological advancement picked up the pace, so did mobile phones. The 1990s saw the arrival of two new, digital technologies – the European GSM standard and the North American CDMA standard. Demand grew and more and more cell tower sites were built. In addition to technological improvements in batteries and internal components, this allowed for much smaller mobile devices.

Another advancement made possible by 2G was the introduction of SMS messaging, with the first computer generated SMS sent in 1992 in the UK. A year later in Finland, the first person-to-person SMS was delivered using GSM technology. As popularity grew, pre-paid mobile phones and plans emerged in the late 1990s which further popularized SMS amongst all ages. The very first download services were also introduced using 2G technology and enabled users to download ringtones. Mobile phones also saw use as another method of payment for services like car parking in Finland and vending machines.

Mobile Broadband or “3G”

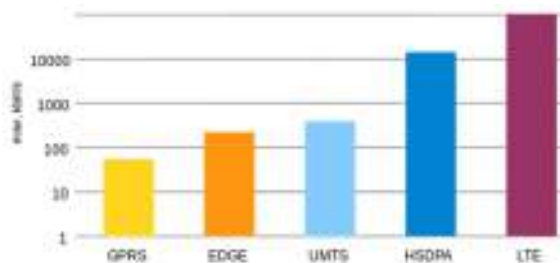


Fig. 4. Showing Mobile Communication Generation



NTT DoCoMo pioneered the first mobile Internet service in Japan in 1999 on existing 2G technologies, but it was soon replaced with their launch of the world’s first 3G network in October 2001. Many countries followed suit in the following years including South Korea, the US and the first European 3G networks which sprang up in the UK and Italy in 2003.

While 3G was still being developed a number of “2.5G” services appeared in an attempt to bring older technologies up to speed. Unfortunately speed was the lacking factor, and while technologies like GPRS and EDGE provided improvements over standard 2G, they did not match the speed of existing 3G technologies.

3G transformed the mobile phone industry and enabled widespread mobile Internet and the transmission services like TV and Radio for the very first time. Handset manufacturers jumped on the bandwagon and smartphone use took off. By around 2005 3G had evolved a step further, leading many to coin the terms “3.5G” “turbo 3G” and “3G+” in reference to HSPDA (High Speed Downlink Packet Access), HSPA and HSPA+.

Native IP or “4G”



Fig. 5. Showing 4G Enable Mobile Device

While no official standards exist for 4G, a few technologies have laid claim to the title. The first was WiMAX, offered by Sprint in the US but perhaps the most successful has been LTE, which is popular also in North America but non-existent in some territories such as Australia. 4G marks the switch to native IP networks, bringing mobile Internet more in-line with wired home Internet connections.

Speed is of course the big advantage, with potential advancements of ten times over 3G rates. The fourth generation of mobile communication is still evolving, and we’re bound to see new standards, speed increases and coverage benefits in the next few years.

III. HISTORY OF NOKIA PHONES



Fig. 6. Showing Nokia’s Mobile Devices from 1987 - 2000
Source: <http://www.mobilephonehistory.co.uk/nokia/nokia.php>

1963



In its first attempt to enter the telecommunications market, Nokia makes radio telephones for army and emergency responders.

1982



Fig. 7. Showing Telephone “The Mobira Senator”

The Mobira Senator was released in 1982 and is seen as one of the first true mobile phones. Nokia's telecommunications branch originally existed as a merger between themselves and Salora OY. The two companies released handsets under the name Mobira. It was not until 1989 that Nokia began manufacturing phones under its own name.



1987



Fig. 8. Showing Telephone “The Mobira Cityman” also known as “Gorba”

Nokia introduced its first handheld mobile phone, the Mobira Cityman, weighing 1.7 pounds. The phone earned the nickname the 'Gorba' after Soviet leader Mikhail Gorbachev is pictured using the phone.

1992



Fig. 9. Showing Mobile device from Nokia in 1992

The Nokia 1011 was its first digital handheld phone for GSM, which in 1987 became the European standard for digital mobile technology. The phone weighed 475g, could store 99 contact details, and could display two lines of black and white text on its screen. Nokia's first phone had an extendible antenna and was introduced the humble text messaging

1994



Fig. 10. Showing Mobile device from Nokia in 1994

The Nokia 2110 was the first of the company's mobile phones to carry the signature ringtone, which was later made famous by Dom Joly's Trigger Happy TV antics.

1996



Fig. 11. Showing Mobile device from Nokia in 1996, “8110 - slider

The Nokia 8110, one of the original 'slider' phones, was released in 1996 to great acclaim. Recently, an owner of the retro phone sold one for a massive £2,500 on eBay.

1999



Fig.12. Showing Mobile device from Nokia in 1999

For many adults and teenagers alike, the 3210, which came out in 1999, was their first mobile. Featuring phone calls, SMS and the seminal game Snake, the 3210 helped Nokia top the mobile market, where the company remained for 14 consecutive years. In 2000 it would have set you back around £70. Recently a handset fetched £5,578 on eBay

2000



Fig. 13. Showing Mobile device from Nokia in 2000

The 3310 succeeded the incredibly popular 3210 and with it brought improved versions of Nokia's highly addictive mobile phone games. Snake 2, in particular, brought huge popularity to the phone.

Two years later Nokia followed the phone with the 3410, an upgraded version that had a higher resolution display, dedicated



call and hang up buttons, animated screensavers and different games

2003



Fig. 14. Showing best seller Mobile device from Nokia in 2003

An incredibly simple and easy to produce handset, the **Nokia 1100 remains the biggest-selling mobile phone of all time.** With over **250 million units** shipped, it's also the world's top-selling consumer electronics product.

Aimed at developing countries, the 1100 brought mobile communications to many people who originally couldn't afford it. In 2005 Nokia sold its 1 billionth phone - a Nokia 1100 bought in Nigeria

2005



Fig. 15. Showing Nokia's phone-cum-video camera

This phone-cum-video camera was Nokia's first smartphone. Ahead of its time when released in 2005, the phone supported wireless, 3G and multimedia including video, music and internet. It was released alongside the N91 and N70, which were also considered smart.

The N90's swiveling screen transformed the handset into a portable camcorder. It sported a 2MP Carl Zeiss camera with LED flash.

2006



Fig. 16. Showing Nokia's phone- XpressMusic in 2006

The precursor to the 5800, the Nokia 5310 XpressMusic launched in 2006. Sales reached 10 million for the handset, which had a GPRS (General Packet Radio Service) internet uplink

2007



Fig. 17. Showing Nokia's N- Series phone in 2007

Nokia has produced some fairly impressive smart phones over the years. The N95 in particular was powerful and cutting edge for the time. It provided a good quality camera as well as many of the features we now take for granted in current iOS and Android powered smartphones.



Fig. 18 Showing Nokia's NGage - Series phone in 2007



The NGage was as much a gaming platform as a mobile phone, and 3 million were sold. This is the upgraded version, released in 2007, with the first generation dating to 2004

2008



Fig. 19. Showing Nokia's 5800 XpressMusic, Nokia's first touchscreen phone

The 5800 XpressMusic was Nokia's response to the iPhone, released the year before. It sold 13 million handsets and was Nokia's first touchscreen phone.

2009



Fig. 20. Showing Nokia's X6- Nokia's flagship music-orientated phone

The X6 became Nokia's flagship music-orientated phone back in 2009. The phone supported social network access and Nokia's Ovi maps. It also came in two different version, one containing an 8GB hard drive and another with a larger 16GB memory.

2013



Fig. 21. Showing Nokia's Lumia 520 phone, on Windows' operating system

The entry-level Nokia Lumia 520 was announced at the 2013 Mobile World Congress. Built on Windows' operating system rather than Symbian, the phone sold well on its release, but Nokia's struggles ran too deeply.

In 2014, Microsoft announced plans to buy Nokia's mobile phone business in a €5.44 billion (£4.61bn) deal.

IV. WAR BETWEEN NUMBER PAD AND TOUCH SCREEN

As the technology upgraded the mobile world has gone through drastic changes from Pre-Standardization to 4G of communication there are many changes in hardware and software part of it.

The users has many options many MNC and Indian manufactures of mobile devices came to offer the best of them. The starting phase of mobile device the handset were bulky and with number pad and the number pad was unbeatable till the touch screen option came in the mobile devices later on the android washed away the old technology, smartphones are with touch screen and there were high end updating in the touch screen also.

The number pad is still associated with low priced feature phones in the market and there are vast user of the feature phone even today. Earlier people used to have one mobile device with single connection from mobile operator due to heavy incoming and outgoing charges and also the price of the handset. As the competition increases the mobile operator and the handset manufacturer offer variety of handset the users are now having more than two or three connections and to meet out they have two to three connections.

There is a continuous manufacturing of feature phones and smartphones to cater the market need the keypad is still associated with the lower priced mobile handset and touch screen is associated with higher priced mobile devices.

In the year 2017, the Nokia has re-launched its most favorite and record selling mobile device Nokia 3310 and 1100. Both of these are having some upgradation in comparison to the old version of the same. The Nokia will have to face the tough competition from other mobile manufacturers who are still in the market and having share in different percentage and the Nokia is targeting to gain the old market share by launching the most favorite handset.

V. NOKIA AND HMD

After the iPhone and Android devices entered the smartphone scene, they changed the entire industry. The formerly-dominant companies in this space - RIM, Nokia, and Palm to name a few - couldn't catch up fast enough. Nokia, which was the giant to beat at the time, quickly found itself bleeding and struggling to



maintain its once dominant market share before Microsoft bought its mobile devices division.

So why are we now seeing Nokia-branded phones in 2017, years after Nokia seemingly left the competitive smartphone marketplace?

Finnish start-up HMD Global, which has the Nokia brand license, plans to re-build the strong offline retail presence for the brand which had made once made Nokia the undisputed market leader in the Indian market

The company plans to launch both feature and smartphones powered by Google's Android operating system under the Nokia brand in the Indian market. This includes three smartphones and one feature phone which is the return of the iconic 3310.

HMD is also in talks with Foxconn to manufacture the Nokia handsets in India. "Our studies have shown that the Nokia brand has 95% brand awareness and recall in India. We are confident of making a big comeback," said Mehta. [2]

Nokia brand licensee HMD Global is now the new home of Nokia phones Espoo, Finland - Nokia confirms that the strategic agreement covering branding rights and intellectual property licensing with HMD Global Oy (HMD), originally announced on May 18, 2016 has come into force.

HMD has today announced the completion of transactions between HMD, FIH Mobile Limited (a subsidiary of Hon Hai Precision Industries trading as Foxconn Technology Group) and Microsoft, which means that HMD can begin operations as the new home of Nokia phones, under an exclusive global brand license for the next ten years.

Nokia branded feature phones remain one of the most popular choices of mobile phone in many markets around the world today and HMD will continue to market them as part of an integrated portfolio, alongside a new range of smartphones and tablets to be announced later by HMD.

Under the agreement, Nokia will receive royalty payments from HMD for sales of every Nokia branded mobile phone and tablet, covering both brand and intellectual property rights. Nokia is not an investor or shareholder in HMD.

Brad Rodrigues, interim president of Nokia Technologies, said: "We've been overwhelmed by the enthusiasm shown around the world for the return of the Nokia brand to smartphones. The HMD Global team has the ambition, talent and resources to bring a new generation of Nokia branded phones to market, and we wish them every success. I'm sure our millions of Nokia fans will be excited to see their new products!" [3]

VI. FEATURE PHONE AND ANDROID PHONE MARKET IN INDIA

Indian mobile handset market in 2017: Low-cost 4G feature phones may keep lead over smartphones

"Feature phones dominated total handset shipments in India in 2016 and we expect this trend to continue in 2017," JP Morgan

said in a note to clients. "The continued relevance of feature phones makes India stand out as the biggest feature phone market globally (comprising about 30% of total volume)."

Mukesh Ambani-led Reliance Jio Infocomm is said to be working with original equipment makers to launch 4G VoLTE feature phones under the Lyf brand and subsidising part of the selling price to make them available for about Rs 1,000 (about \$15), ET reported earlier. Jio hasn't officially disclosed any plans around the 4G feature phone. Lava has already launched India's first 4G VoLTE feature phone at Rs 3,333. [4]

As the market trend shows the future of feature phones in India is bright and still growing and from above it has about 30% market share globally for India. In this situation the re-birth of Nokia's mobile devices in India will have positive impact and the brand recognition and the brand value of Nokia will certainly help the company to get the market share. Nokia's nostalgic marketing strategy and the advertising campaigning will create the nostalgic environment to help the company to recall its name in the mind of people who have already used the same earlier.

Micromax to launch Rs 1,999 4G feature phone and Rs 2,999 4G Android phone - Micromax will launch two new and very affordable 4G phones soon in India. The phones will be called Bharat 1 and Bharat 2. Of these, the Bharat 1 will be a feature phone but with support for 4G built into it while the Bharat 2 will be a smartphone running Android. [5]

India got 50 new mobile phone factories in last 10 months: DeitY Employment created for 20,000 people; country can now make 9 million phones a month. [6]

VII. NOSTALGIC MARKETING STRATEGY

The term nostalgia was first coined by a 17th century Swiss medical student, Johannes Hofer, in his dissertation in 1688. A sort of pseudo-Greek word—"nostos" for homecoming and "algos" for sorrow or grief—Hofer originally used the term nostalgia to refer to the anxieties that Swiss soldiers felt while fighting away from home.

Today, psychologists define nostalgia as a state marked more by warm feelings and fond memories; it's pretty much universal, and at one time or another, most everyone has longed for the good old days. For marketers, nostalgia has been and continues to be an effective strategy to reach shoppers across all cultures and ages.

"Really bright marketers have figured out how to create those happy feelings again [for consumers]," says Jeanette McMurty, principal of e4marketing, a psychology-based direct marketing firm. So how can marketers package nostalgia? "They basically have to package the emotions and the things that drive human behavior," McMurty says. "When you do that, you create feelings of happiness, connection, and self-fulfillment; and



people unconsciously associate those happy feelings with your brand.” She says nostalgia marketing that uses imagery and recreates positive experiences for potential customers can boost brand affinity—and then, hopefully, sales.

Campaigns that evoke nostalgia, however, aren't built solely through creative narrative, but with the right marketing-tech tools. “The role of creative is continually challenged in digital advertising with pressures to create campaigns at scale, but still needing to be nostalgic and personal,” says Chris Stark, SVP of product marketing at Grapeshot, a platform that analyzes Web pages to place relevant ads. Stark says advertisers and marketers need to not only identify shoppers' nostalgic feelings and memories, but they also must place those wistful ads in front of the right, longing audience. And he says that's where tech tools come into play.

“Nostalgia marketing is a great example of a type of marketing that can be a keyword-driven conversation,” Stark explains. “Certainly, words that replicate those feelings can evoke nostalgia. Photos or images may be stronger emotionally in some cases. But the keywords will get the [creative] in front of the right audience.” He says placing ads with keywords, like “home,” “80s,” “childhood,” or even a specific music group can create connections and ensure the environment is one where a message will resonate. “Come to the table knowing which memories that you want to evoke,” he continues. “Then build a technique to elicit engagement.” In addition to tech tools and great creative, social media is an effective and inexpensive way to capitalize on nostalgic feelings, McMurty adds. “So many people are living their lives on Facebook,” she says. “As a marketer, if you're using social media, you have to know how to trigger positive feelings—not the feelings of inadequacy that sometimes come with social.”

Several brands, for example, take part in Throwback Thursdays on Twitter and Instagram, marked with the hashtag #ThrowbackThursday or simply #TBT. Car companies, including brands such as BMW USA and Dodge, share photos of classic-model cars each Thursday. [7]

The word "nostalgia"? This word has already known shifts of meaning since the 18th century, when it referred to soldiers' homesickness. From a word referring to a nervous disease in the medical discourse, it turned to an everyday word referring to an emotion, which might be enjoyable and even welcome if not taken too seriously. The object of nostalgia changed as well: from the spatial (the remote home or homeland) to the temporal (the irrecoverable past). The nostalgic experience is usually described as a contemplative, bitter-sweet mood, combining the sweetness of the past memory and the sorrow of its passing. While Wilson interprets it as the construction of a desired future (“a longing for a utopia, projected backwards in time”), Smith brilliantly stresses that nostalgia cannot be a basis for action. For Smith, the concept of nostalgia as invented in the 19th century by progressives includes not only the universal feeling

of longing for the past, but also a set of interpretations of it: the assumption that the past as remembered is idealised and has never existed; and the labeling of the wish to return as irrational. Thus, the category of nostalgia helped to disarm anti-progress forces, and to ascribe nostalgia the exclusive role of richment for private life (Smith, 2000; Davis, 1979; Wilson, 2005; Wernick, 1997).

VII. NOSTALGIC MARKETING STRATEGY OF NOKIA



Fig. 22. Showing Nokia's old Nokia from the past



Fig. 23. Showing Nokia's 3310 – re- birth in 2017
Source: <http://www.pressreader.com/south-africa/daily-news/20170228/281724089331013>

Will the rebooted Nokia 3310 be a hit? Difficult to say, but as far as hype generation goes, the venerable phone is currently riding the crest of a wave of nostalgia. Surprising, perhaps, but not entirely unexpected, given the boom in retro tech products over the past few years.

Vinyl may have had its lunch money taken by cassettes and CDs decades ago, but even as digital music sales and streaming hit the physical music media market hard, it has been staging a remarkable comeback with healthy double-digit growth over the past few years. Likewise, the venerable Polaroid camera has been selling again of late after decades of irrelevance led the company to file for bankruptcy in 2001.

There are several other examples as well. Perhaps it's a consumer pushback against a digital, always-connected world—or, perhaps, nostalgia for what seems, in retrospect, simpler times. Whatever the reason, as long as retro sells, companies will continue to mine the past for such artifacts. Expect to see more surprise hits. [8]



With the return of the sturdy Nokia 3310, retro is back in the mobile phone device segment. HMD Global, the Finnish phone maker, which holds the license for making Nokia phones, on Sunday rebooted the popular phone best remembered for the Snake game with new elements while keeping the feature phone model intact. It still runs the Series 30 software, has a 2.4-inch polarized curved display, a 2-megapixel camera and a microSD slot. It only offers limited Internet capabilities—it works on 2.5G networks, and not 3G or 4G. The real selling point remains the battery life. HMD Global claims that the standby time on the Nokia 3310 is 31 days, and talk time of 22 hours.

Industry experts remain divided on the 17 year old Nokia original's impact on the Indian feature phone market currently dominated by companies like Micromax Informatics Ltd, Lava International Ltd and Intex Technologies India Ltd, among others.

While some of the experts Mint spoke to said nostalgia as a concept does not sell in the technology industry, others maintained that the memory of the product would be enough to make the product sell, albeit to a niche audience. However, the new revamped Nokia 3310 is unlikely to be a market winner.

Telecom expert Sanjay Kapoor, the former chief executive of Airtel, India's largest telecom firm, said, "I might just want to buy one for the memory associated with the product. When I used this model earlier, there were two things about Nokia—it was in vogue and trendy. And they built robust products," recalled Kapoor.

He believes nostalgia will be a strong selling point for the product. "I expect the elite to buy this product for the memories associated with it. I think Nokia is playing on the design and old affinity piece. Old world designs attract a certain niche in the market. It's almost like launching a vintage car in the market," he said, adding, the revamped model is unlikely to find takers among youth which swears by smartphones.

"A kid who aspires for a smartphone is not going to buy this phone. And that's precisely its biggest challenge, how to hit the bull's eye, the youth. Today the purchase decisions of a 40 and 60 year old are also governed by the youth. They are both evangelists and potential customers. So this product is unlikely to be a market share winner in that sense," he said.

Feature phones at present comprise 55-60% of the mobile device market. Even metros like Delhi and Mumbai have 40-50% feature phone users, said Kapoor.

According to Counterpoint Research, the installed base of feature phones is close to 400 million and in every quarter in the past few years, there has been a significant jump in feature phone users upgrading to smartphones. In late 2015, there was a steep decline in the rate of growth of users shifting from feature phones to smartphones.

At the launch in Barcelona, Juha Sarvikas, HMD's chief product officer described the phone as a "detox weekend phone". So if not the youth, the new Nokia 3310 might find consumers in an audience that is perhaps in need of digital detoxification. Digital detox refers to a period of time during which a person refrains from using electronic connecting devices such as smartphones and computers. It is regarded as an opportunity to reduce stress or focus on social interaction in the physical world.

Sociologist Shiv Visvanathan, also a user of an antiquated phone model, said, "Every time I lose this phone, I get it back. In an age of selfies, everyone remembers this phone in some way. This phone forces simplicity on people and people are proud of that," added Visvanathan. "The new generation might want to buy it out of curiosity," he added.

Simplicity or not, there are harsh critics in the telecom sector who believe nostalgia doesn't sell phones. "Nostalgia does not sell anything in the technology industry. Innovation is the only way forward. Either that or cut the price. Several brands are dead. This market is brutal," said an expert from the sector on condition of anonymity. "Let's say the average buyer is 20 years old, he/she is very unlikely to have any memory of this brand. Nostalgia is not a relevant concept in the mobile phone segment." [9]

Nokia 3310 Pushes Nostalgia Buttons

The re-launch of the 3310 is the re-imagining of one of the world's best-selling feature phones as a sleek, lightweight device that features 22 hours of talk time and an entire month of standby time. Its average retail price will be just 49 euros (about US\$52).

The phone will come in four colors: warm red and yellow with a glossy finish, and dark blue and gray in matte.

"In some ways, the Nokia 3310 is a marketing coup, as it reminds people of the Nokia brand," remarked Annette Zimmermann, research director for personal technologies at Gartner.

"On the other hand, this is just one classic feature phone of many that HMD Global now has under its roof since it bought Microsoft's feature phone business," she told TechNewsWorld.

There were 400 million feature phones sold in 2016, Zimmermann noted, many of them in emerging markets, and HMD was one of the leading vendors of those devices, next to Samsung and TCL.

It's possible that HMD sees an opening in the global market due to Samsung's recent Galaxy Note7 troubles and other reliability



issues, and wants to strike when the iron is hot, suggested telecom analyst Jeff Kagan.

"This throwback to the year 2000 gets them a lot of media attention, and brings warm and fuzzy feelings," he told TechNewsWorld. "Whether this is going to be anything bigger than that is the problem." [10]



Fig. 24. Showing Nokia's online advertisement and New Nokia Mobile Phone

Marketing Magic: Nostalgic Nokia 3310 makes a comeback
Nokia: the name itself catapults you back to a time when phones were solely used for texting, calls and, of course, playing snake.

After Microsoft bought the firm in 2014, its name slowly vanished off the face of the earth. However, last year, the phone brand name was sold to HMD Global – and they've brought the iconic 3310 model back.

The device must have stuck out like a sore thumb when it was unveiled at the Mobile World Congress in Barcelona on Sunday. It was amongst phones "equipped [with] artificial

intelligence in them, 4K screens that most people don't even have on their TV at home, cameras that are more powerful than we've seen" - according to CCS Insight's Ben Wood.

The Guardian reports that Wood said, out of the estimated 20million phones sold in the UK each year, 1million of them are still feature phones similar to the Nokia 3310.

"There is a segment of the population that just wants a basic phone. From the stereotype of builder that just wants to call and text and if it gets broken it doesn't matter, to the festival phone and the backup phone [sic]," he added.

The throwback device has a slightly bigger screen and is half the thickness of the original, a camera on the back (which takes pictures in colour), an updated version of the original software, a headphones socket and features the nostalgic game, snake. When fully charged (via a microUSB charger) users are equipped with 22 hours talk time and standby time of one month. HMD promises that the device will be as durable as it was previously praised for.

Florian Seiche, President of HMD said: "This is what consumers have been asking us for, and so we decided that we'd just do it and have some fun with it. That's the unique opportunity we have here at HMD with the Nokia brand."

The original cost of the device on pay as you go in 2000 was £129.99, but now the updated 3310 will cost about €50 (£42) when released in the second quarter of 2017.

The Nokia brand run by HMD – a firm formed by former Nokia employees in Finland - was the second largest global manufacturer of feature phones in 2016, with 35.3million handsets shipped for a 9% share of the market - according to data from Strategy Analytics.

Neil Mawston, Executive Director at Strategy Analytics, comments on the potential future market of the brand: "Nokia has struggled in smartphones, but it maintains a very good reputation for delivering user-friendly feature phones at competitive prices, such as the Nokia 230 dual sim."

Wood muses on the saleability of the brand in a market saturated with competition: "If someone walks into a shop and they want a mid-tier phone, do they buy a Huawei, or a OnePlus, a Xiaomi or a Vivo or Wileyfox or something else they've never heard of, or do they buy the Nokia, the brand they know?" [11]



VIII. RE-BIRTH OF NOKIA’S 3310, 1100



Fig. 25. Showing New Nokia - 3310

Re-birth of Nokia’s iconic best seller mobile devices from the past to the year 2017, this is a great step after a long decade. There was a time that the Nokia was everywhere and the company expanded its market like anything many acquisition has been done earlier to capture the market, with the effect of technological up gradation the company could not cope up with the pace and the other emerging players like Samsung got the maximum market share. In the year 2017, the Nokia brand name is re-birth with their unbeatable iconic legends along with smartphones with android version Nokia 6.

Nokia placed their feature phone in the market very strategically, as there is a market of feature phone almost 50%, and in the world there are many countries who can afford the feature phones due to price sensitivity, usages, and the frequency band altogether it still has a big market to cater.

IX. AN EMPIRICAL STUDY TO UNDERSTAND THE PEOPLE VIEW ABOUT NOKIA’S RE-BIRTH IN PRE-LAUNCH SCENARIO

The researcher has developed a series of questionnaire and floated over internet via an online link “https://eSurv.org?s=MJDKNI_1904ce0d” to get the feel about the study of Nokia’s re-birth.

In today’s scenario where the smartphones are everywhere and the presence of Nokia is very faddy in comparison to the other mobile manufacturers, by the time passes the other players in the market has mark their territory and many new comers are in the business. There is a tough competition for Nokia to get the hold that was in earlier scenario. To penetrate the market and to get the market share Nokia is using nostalgia marketing strategy – remember the blast from the past and many other companies has done this earlier the Coca – Cola Company and the Polaroid have done this earlier.

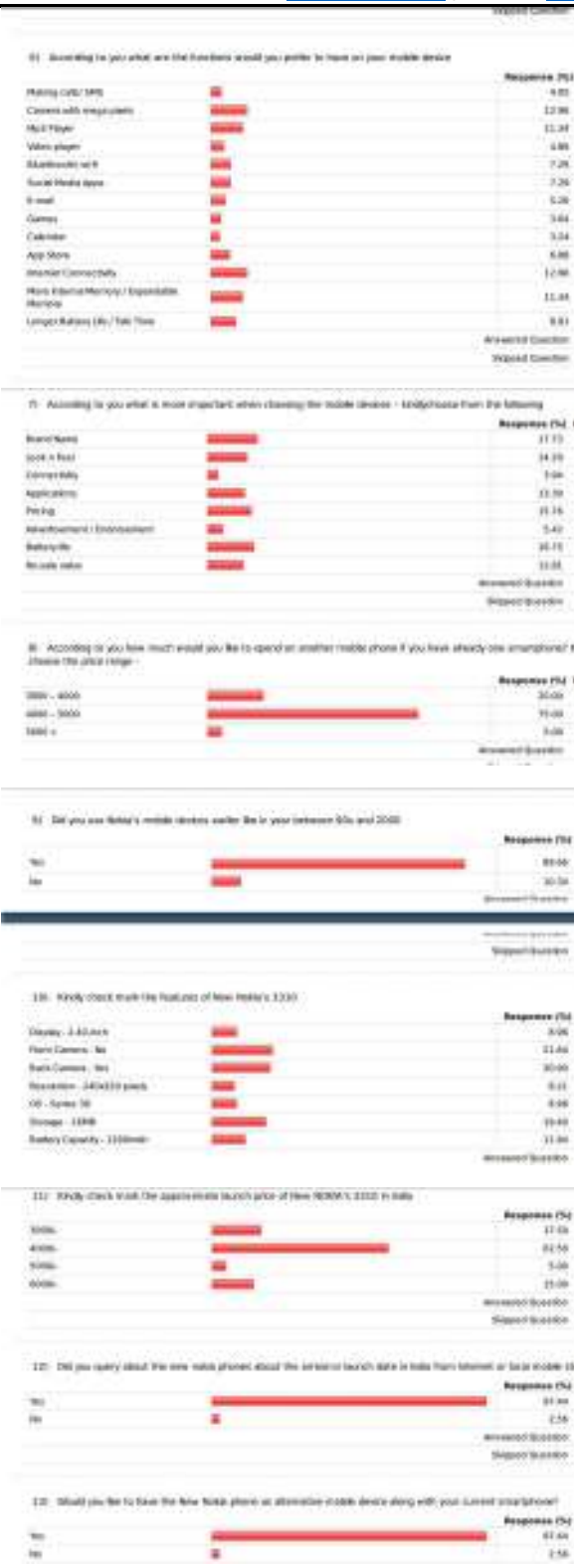
This is the scenario where Nokia has announced re-birth of their most sellable record holder mobile devices and the researcher is analyzing the pre- launch situation of the same. In this study the researcher is willing to know the mindset of the people whether they are ready to welcome once again the iconic legends from Nokia. The Nokia has come up with the upgraded version of the Nokia 3310 with low price than old Nokia, but the price is still to be declared in India, with eye catching color, more memory with expandable memory option and with the best mobile game in the past “Snake”.

Fig. 26. Showing survey results for New Nokia Mobile Devices





X. ANALYSIS AND INTERPRETATION OF RESULTS



The result of the pre-launch scenario of Nokia's iconic mobile devices from the past, here is the result in the form of bar graphs that explain the current situation of the mindset of people in pre-launch scenario.

The first result of the data collected from the survey shows that the respondents are from both the gender male and female and the percentage of the male respondents are slightly higher. The next result is of age group, the maximum respondents are from the age group of 19-30 years and 31-40 years, this results could reflect the Nostalgia effect of Nokia, as maximum from these age group have used a Nokia phone or very well know the presence of Nokia brand name in the market earlier. The remembrance of the brand name to the maximum age group is a good sign for the Nokia. The next result is for a simple question that do you have a smartphone, and almost 100% people have a smartphone. As the technology updates and people are using 4G of mobile communication and mobile devices has almost replaced the personal computers for their entertainment and basic usage. Now a days people are used to the problem with smartphones like battery consumption problem, application hanging and with conditions updation in mobile communication technology, many 3G smartphone handset are not suitable for 4G SIM and 4G communication. The heavy load on smartphones of games and other application the consume battery power for this people have devised a power bank to recharge when they are away from their workplace or home, we do not find such device named "power bank" earlier in past scenario, where the Nokia were market leader. The Nokia mobile devices are well known for their battery life and stand by time.

The next result shows us that, the size of mobile devices are in variety, people wish to use the mobile device that is easy to handle and stay in their pocket. The maximum response is for the medium size of handset. Another question after this is what is best for the interacting touchpad or keypad, the maximum people choose the "touchpad" due to many reasons, earlier to type people have to press the keypad two - three times to get the desired letter, this was not in the touch pad another reason may be the excellent touch sensitivity and durability from high end smartphones. The next results from the survey shows that, what are the preferred function that should accumulated in their mobile devices, maximum percentage is for Camera with mega pixels, Internet Connectivity, More Internal Memory / Expandable Memory, Mp3 Player followed by Longer Battery Life / Talk Time.

The next survey question, what is more important when choosing the mobile devices the respondents choose different option as per their choice the maximum percentage of the response were of, Brand Name, Pricing, Battery life, Look n Feel, Applications, Re-sale value. This implies that the brand and price is still effective and deciding criteria in mobile



devices like other electronic goods. The India market is a price sensitive market and that is why there are many players in the market with variety of mobile devices with different prices.

The next question is about the another mobile phone purchase, how much people are willing to spend on another mobile device, the most preferred price range stand out in the survey is between 4000- 5000/-. This could be the indicator for setting the price range for the New Nokia mobiles in India, as people are already having the smartphones and if they are willing to purchase another phone this is the price band for their next mobile device.

The next question is very simple, did you use Nokia's mobile devices earlier, the maximum response is "yes", this is a good sign for the Nokia as this study is at the pre-launch of Nokia's phone in India and there are those people who have used their mobile devices earlier, the Nostalgic effect can work very well here, strategically.

The next question deals with the features of New Nokia mobile phones, people are aware about the features by looking and querying overt the Internet and shops. The colour, display and camera are very prominent features other than the internal storage with expandable memory. The next question is with the approximate price in India the maximum chosen price range is 4000/-. This is an indication form the people for the upcoming price for the new Nokia mobile device in India. This is the people's price for the pre-launch scenario for Nokia.

The next question is about the getting information about the new Nokia phones from various sources like Internet and offline market shops, people are interested in knowing the price and availability of new Nokia phones in current pre- launch scenario.

Other question in the sequence, and important one - Would you like to have the New Nokia phone as alternative mobile device along with your current smartphone? People responded "YES" for the Nokia phone as an alternative mobile phone, due to its past performance and nostalgic effect. This is a good indicator to the Nokia for the Indian market at the contemporary pre – launch scenario.

XI. CONCLUSION AND SUGGESTIONS

To conclude the study in this research paper, the researcher came across many things the mindset of the Indian customer, the nostalgic effect, price sensitivity and other things. Nostalgia in the technical world has low effect and success rate, as the people are used to with updated technology, the ease of use and comfort due to the technology. They do not go back in old days in terms of technology, like in banking system the old days when people used to be in queue for everything and in current scenario the technology has changed the banking system, similarly in Camera, Personal Computers and other electronic goods.

But, Nokia has Indian market with a variety of people with different needs and requirements this means it has the market to re-discover. As many smartphones user's common problem is battery drainage due to heavy application and internet usages. In old days Nokia battery backup and standby time is the prominent feature of the Nokia mobile phones.

As the reflection from the survey it seems that people will buy the new Nokia Mobile phone due to any reason it may be performance or nostalgic effect but as a secondary alternative along with primary smartphone. For those people who what to have a primary feature phone can go for new Nokia.

As far as suggestion, the research indicates that people already having smartphones in their hand and the market is full with other alternatives of smartphones and the data shows that the market of feature phones is equally available in India. The price range is indicated by people is 4000/- and the similar price range is suggested by people to spend over for new mobile phone if they want one. Nokia is also launching their smartphones Nokia 6 in the market they are a bit late but the market is stable for Nokia to re-introduce the iconic legends and the new variants.

XII. FUTURE SCOPE

The future scope of the current study could be the post – launch study of Nokia's nostalgic impact. This could be done on the primary as well as secondary data received from the distributors, shopkeepers and customers.

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