



India

You have to be there to grasp change

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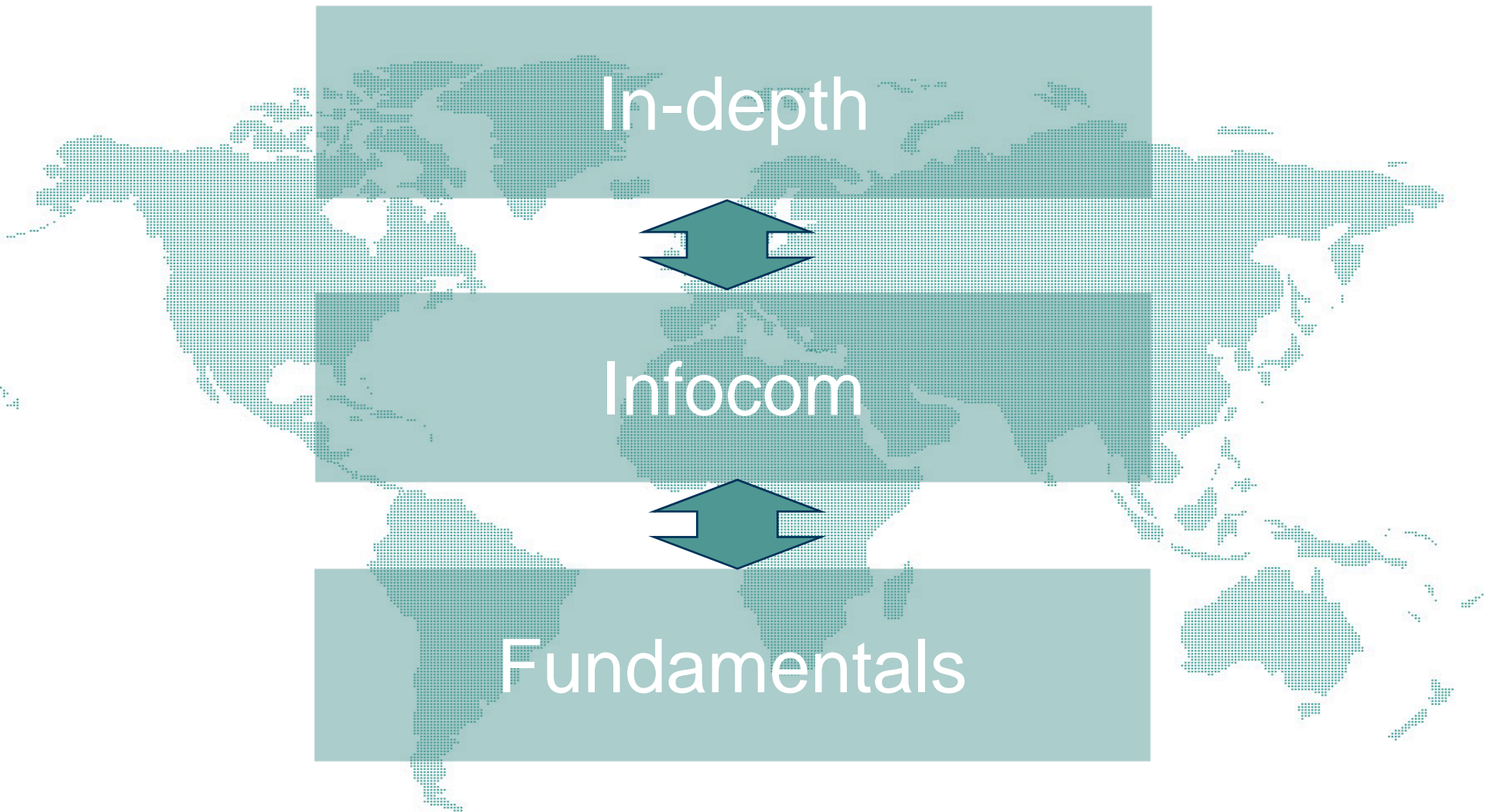
ConsumerLab

Bringing consumer insight to Ericsson and operators

- ConsumerLab is an Ericsson Group unit, which focuses on understanding consumer.
- Our mission is to make consumer insights impact:
 - Ericsson's product portfolio and individual products
 - Ericsson's marketing
 - Ericsson's customer relations.



Representing opinions of 1 billion people



India

- India is a fast growing major economy.
- The adoption of mobile telephony remains unparalleled in scope, as users from diverse segments increasingly choose to exercise the option of personal mobility.
- There is now a critical mass of experienced mobility users.
- India is slowly picking up the Internet
- Early adopter segments are using Internet at cyber café's and at work/school
- High interested in Mobile broadband (HSPA)
- The future of wireless India will be exciting



India

Part of Ericsson's Global research program


- The objectives of the studies are to give global and local insights on consumers for both product development and marketing activities.
- Two yearly studies conducted in India since 2004
- We are now increasing our focus on rural India



New Competence

Building resources for emerging markets

Difficult to understand emerging markets from an office in Sweden

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- A young woman with dark hair, wearing a colorful checkered shirt, is holding a smartphone up to take a photo of a friend. The friend, a young woman with long dark hair, is smiling and looking at the phone. They are sitting at a table with a drink and a bowl. The background shows a brick wall and some greenery.
- **Younger metropolitan consumers**
 - Will drive demand for interactive services
 - Requiring high speed, low latency, fixed and mobile access.
 - **Improved life quality**
 - The motivator for younger consumers in emerging markets to spend a large part of available resources on telecom.
 - **Convenient access to content at any time**
 - Beneficial to many end users

Relationship with the mobile phone



**“I feel naked without it.
It's part of your wardrobe.”**
Female 28, US

**“It's my only form
of communication.”**
Female 22, Sweden

**“I'm always doing something
with my phone I have to
have it.”**
Male 22, Japan

**“It's my
lifeline!”**
Male 35, US

**“If you switch it off, you feel left out
because it excludes you from the rest
of the world.”** Male 31, Italy

Consumers are different

Telecom consumers are very different

- Only by knowing your market in detail will you be able to offer your customers what they want!



Benefits of the mobile phone

Five main themes for a networking society



Strengthening social networks



A modern infrastructure that works



Generating income

A symbol of class and modernity



Enabling direct contact and privacy



User experience rules

Usefulness

- Satisfying a need
- Solving a problem



Availability

- Critical mass
- Terminal capability
- Network capability
- Interoperability



Usability

- Effectiveness
- Efficiency
- Satisfaction

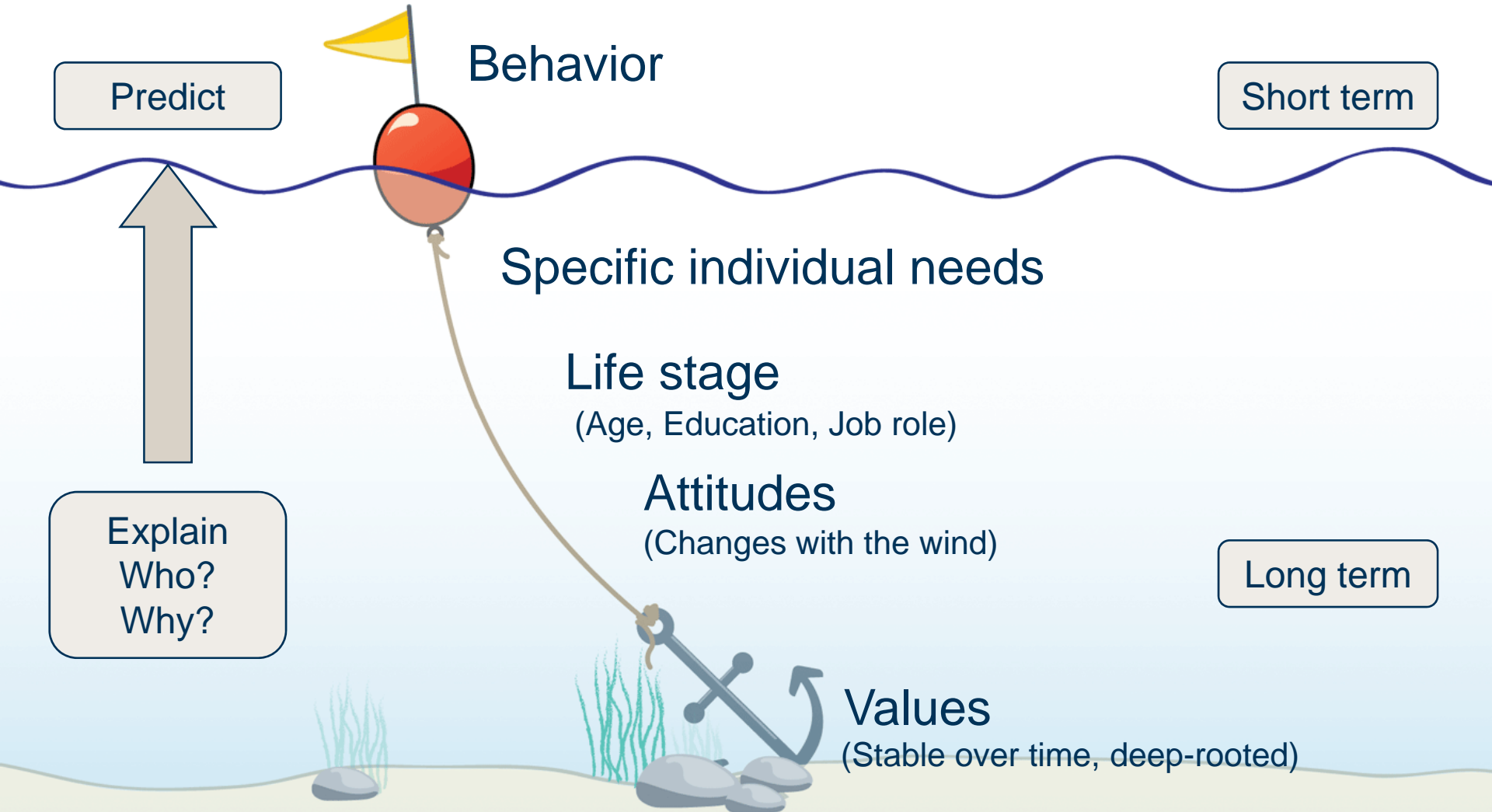
Market issues

- Pricing
- Branding
- Expectations

Look and feel

- Appealing to the senses
- Graphics, colors, shapes, sounds
- Visual, tactile and audio interfaces

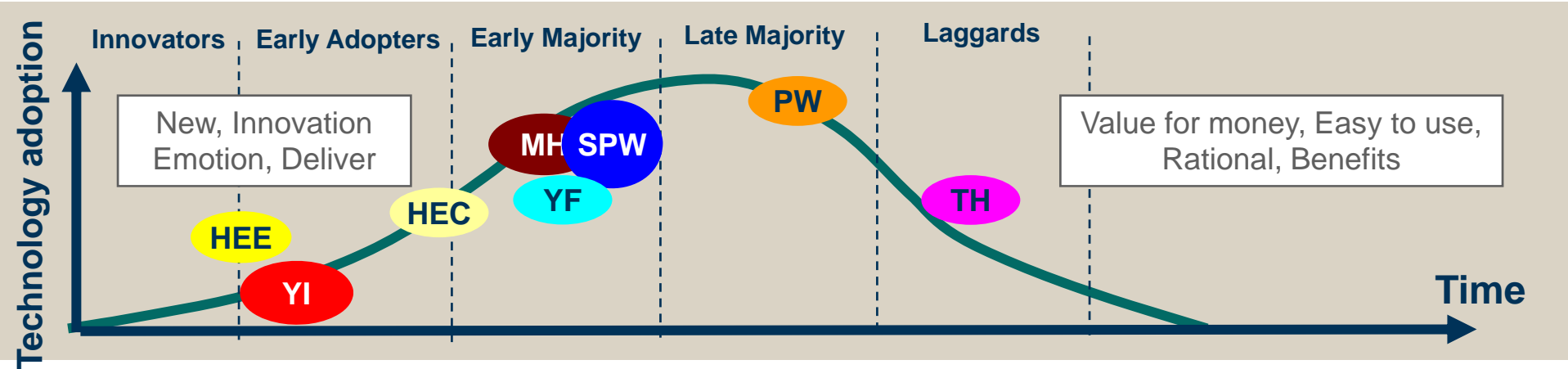
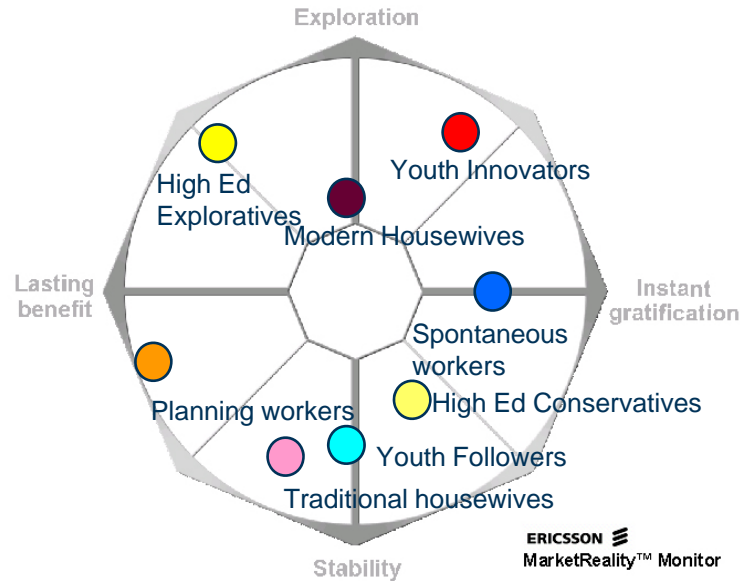
Understanding consumers






Indian segmentation for targeting

Technology adoption curve



A person with short dark hair, wearing a colorful diamond-patterned sweater, is seen from the back, holding a smartphone to take a photo of a smiling woman. The woman has long dark hair and is wearing a dark top. She is sitting at a table with a drink that has a purple straw and a clear dome lid. The background shows a brick wall and some green foliage. The text is overlaid in the center of the image.

**We jointly need to make
everyday life
more convenient**

ERICSSON 

TAKING YOU FORWARD