



# A STUDY ON CUSTOMER SATISFACTION TOWARDS SONY PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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## -----ABSTRACT-----

*Customer satisfaction is an unstable scale of measuring the utility of a product or a brand by the customer which is rapidly growing in this discipline of study. It is just more than purchasing and consuming a product by the customer. It is complex, multi-dimensional and reflects the variety of customer buying behaviour and decisions with respect to acquisition, consumption and disposal of products or commodities of a particular brand. This study is conducted to identify the customer satisfaction of the brand Sony's customers. Sony corporation is taking efforts to produce quality products and sell it at reasonable prices, improve the after-sale service facilities and provide with suitable spares and assistance to customers. However the brand should also care to attend the problems faced by the customers to retain their market share, loyalty among customers and their brand name.*

**KEY POINTS:** *Customer satisfaction, buying behaviour, purchase decision, brand loyalty, market competition, quality and service*

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## INTRODUCTION

Sony Corporation is a Japanese Multinational Conglomerate company headquartered in Konan, Minato, Tokyo. Its expanded business incorporates buyer and expert gadgets, gaming, amusement and budgetary administrations. The organization possesses the biggest music amusement business on the planet, the biggest computer game reassure business and one of the biggest computer game distributing organizations, and is one of the main makers of electronic items for the customer and expert markets, and a main player in the film and TV media outlet .Sony was positioned 97th on the 2018 Fortune Global 500 rundown.

## STATEMENT OF THE PROBLEM

Gadgets are considered as basic piece of current life. In the present century, new advancements presented by new brands of electronic things consistently has made the fresh debut of electronic things and has also made the organizations continually occupied with picking up the consideration of the customer like value, offers, etc. The consumer loyalty towards particular Sony brand items has been made by the examination in Coimbatore city for considering need of customer needs and their fulfillment.

## SCOPE OF THE STUDY

This study covers a period of six months with the project work done on “CUSTOMER SATISFACTION TOWARDS SONY PRODUCTS WITH REFERENCE TO COIMBATORE CITY”. This survey focusses on the opinion of the respondents regarding “SONY PRODUCTS”. This research focuses on what are the benefits received and problems faced by the respondents and their attitude towards the SONY PRODUCTS.



### OBJECTIVES

- To determine the major factors influencing the buying decisions of the customer.
- To know customer problems and opinions about Sony products.
- To analyze the level of satisfaction towards Sony products.
- To understand the buying behavior of the customer.

### RESEARCH METHODOLOGY

Research methodology is the systematic way to solve research problem. It is a science of studying how research is to be carried out. Its aim is to give work plan of research. The study is based on a survey collected in Coimbatore with the help of primary and secondary data.

**DATA USED:** Primary data and Secondary data are used.

**AREA OF THE STUDY:** The study was undertaken in Coimbatore city.

**SAMPLE SIZE:** The study was conducted with a sample size of 123 respondents.

**ANALYTICAL TOOLS USED:** Simple percentage, Likert scale analysis, Ranking Analysis

### REVIEW OF LITERATURE

**J. PRIYADHARSHINI, M. SELLADURAI (2018)** is a study that envisioned the prestigious history and the development of audio-visual media in the nation. The Indian television has achieved strata of indispensability. This study has made clear that the SONY television is the market leader. Sony television has to come up with more innovative and promotional campaigns in order to gain more customers. Customer satisfaction index is a good tool to make improvements in the products and services of the company and therefore must utilize it carefully and keep it as confidential as possible.

**DEEPIKA. A (2017)** establishes that the objective of all customer satisfaction models is to provide results that are relevant, reliable, valid and have predictive financial capability. Customer satisfaction research should be done with greatest care. One satisfied customer will spread thousands of positive news among the society. For this purpose, the company is suggested to take some necessary step to consider the above mentioned suggestion and it will automatically improve both customer's satisfaction and sales volume of Philips product.

### HISTORY & PROFILE OF THE STUDY

Sony began in the wake of World War II. In 1946, Masaru Ibuka started an electronics shop in a department store building in Tokyo. The company started with a capital of ¥190,000—and a total of eight employees. On 7 May 1946, Ibuka was joined by Akio Morita to establish a company called Tokyo Tsushin Kogyo (Tokyo Telecommunications Engineering Corporation). The company built Japan's first tape recorder, called the Type-G. In 1958, the company changed its name to "Sony".

Sony Corporation (known as Sony and stylized as SONY) is a Japanese multinational conglomerate corporation headquartered in Konan, Minato, Tokyo. Its diversified business includes consumer and professional electronics, gaming, entertainment and financial services. The company owns the largest music entertainment business in the world, the largest video game console business and one of the largest video game publishing businesses and is one of the leading manufacturers of electronic products for the consumer and professional markets, and a leading player in the film and television entertainment industry.



## ANALYSIS

**TABLE SHOWING THE MOST ATTRACTIVE ASPECT OF THE BRAND**

S.NO	ASPECT	NO. OF RESPONDENTS	PERCENTAGE
1	Design	22	17.9%
2	Quality	58	47.2%
3	Brand name	36	29.3%
4	After sale service	7	5.7%
	Total	123	100%

(Source: Primary Data)

## INTERPRETATION

The above table shows that 17.9% (22) respondents find design as their attractive aspect, 47.2% (58) respondents find quality as their attractive aspect, 29.3% (36) respondents find brand name as their attractive aspect, 5.7% (7) respondents find after sale service as their attractive aspect.

- Majority 47.2% (58) respondents find quality as their attractive aspect.

**TABLE SHOWING CUSTOMER PREFERENCE**

S.NO	CUSTOMER PREFERENCE	I	II	III	IV	V	TOTAL	RANK
1	Quality	50 (5) 250	16 (4) 64	18 (3) 54	15 (2) 30	24 (1) 24	422	I
2	Features	11 (5) 55	30 (4) 120	30 (3) 90	25 (2) 50	27 (1) 27	342	V
3	Brand name	24 (5) 120	24 (4) 96	29 (3) 87	24 (2) 48	22 (1) 22	373	II
4	Reliability	16 (5) 80	24 (4) 96	28 (3) 84	33 (2) 66	22 (1) 22	348	IV
5	Service	22 (5) 110	29 (4) 116	18 (3) 54	26 (2) 52	28 (1) 28	360	III

(Source: Primary Data)

## INTERPRETATION

In the above table, out of 123 respondents, quality is in the Rank of I, brand name is in the Rank of II, service is in the Rank of III, reliability is in the Rank of IV and features is in the Rank of V.

## FINDINGS

### 1. SIMPLE PERCENTAGE METHOD

- Majority 47.2% (58) respondents age group up to 20 years.
- Majority 50.4% (62) respondents are female.
- Majority 78.9% (97) respondents are unmarried.
- Majority 62.6% (77) respondents have graduate level education.
- Majority 60.2% (74) respondents are students.
- Majority 53.7% (66) respondents have annual income up to 2,40,000 .
- Majority 46.3% (57) respondents came to know through advertisements.



- Majority 47.2% (58) respondents find quality as their attractive aspect.
- Majority 84.6% (104) respondents see that the products are worth the price.
- Majority 81.3% (100) respondents see that it is easy to purchase from outlets.
- Majority 39% (48) respondents find durability as a mistake.
- Majority 89.4% (110) respondents recommend Sony products to others.

## 2. LIKERT SCALE ANALYSIS

- Likert Scale Value is 4.22 which is greater than 4. So, the respondents are highly satisfied with the brand (product).
- Likert Scale Value is 4.07 which is greater than 4. So, the respondents are highly satisfied with the brand (quality).
- Likert Scale Value is 3.67 which is greater than 3. So, the respondents are satisfied with the brand (pricing).
- Likert Scale Value is 3.60 which is greater than 3. So, the respondents are satisfied with the brand (after sale service).
- Likert Scale Value is 4.04 which is greater than 4. So, the respondents strongly agree with the brand (brand name)
- Likert Scale Value is 4.31 which is greater than 4. So, the respondents strongly agree that quality influences purchase decision.
- Likert Scale Value is 4.18 which is greater than 4. So, the respondents strongly agree that after sale service influences purchase decision.
- Likert Scale Value is 4.1 which is greater than 4. So, the respondents strongly agree that price influences purchase decision.
- Likert Scale Value is 4.04 which is greater than 4. So, the respondents strongly agree that innovation influences purchase decision.
- Likert Scale Value is 3.89 which is greater than 3. So, the respondents agree that they are loyal to the brand.

## 3. RANKING ANALYSIS

- Quality is in the Rank of I, brand name is in the Rank of II, service is in the Rank of III, reliability is in the Rank of IV and features is in the Rank of V.
- Apple is of Rank I, Samsung is of Rank II, LG is of Rank III, Canon is of Rank IV, Philips is of Rank V and JBL is of Rank VI.

## SUGGESTIONS

There are a few suggestions made to improve Sony Products.

- Improvement in the overall after sales service for products is necessary.
- The brand must focus on producing products that are durable.
- Customer feedback and queries must be considered.
- Try to produce goods suitable for Indian market and people.
- To price the products aggressively to compete with competitors.

## CONCLUSION

Customer satisfaction is an unstable scale of measuring the utility of a product or a brand by the customer which is rapidly growing in this discipline of study. It is complex, multi-dimensional and reflects the variety of customer buying behaviour and decisions with respect to acquisition, consumption and disposal of products or commodities of a particular brand. Sony corporation is taking efforts to produce quality products and sell it at reasonable prices, improve the after sale service facilities and provide with suitable spares and assistance to customers. However the brand should also care to attend the problems faced by the customers to retain their market share, loyalty among customers and their brand name.

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