

A Study on Customers Satisfaction towards Selective Sony Products with Special Reference to Coimbatore City

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Abstract: *Every customer has certain wants and a strong desire to satisfy them. The customer purchases certain goods under the impression that the goods would satisfy his wants. If the product fails to satisfy his wants, he will discard the product and switch over to some other product, which can effectively satisfy his needs. This being the case, every producer should satisfy the needs of the consumer effectively for the very existence of his enterprise. Particularly in a free enterprise economy, the customer is regarded as the King. That is why the study of customer satisfaction towards selective Sony products is necessary to identify whether selective Sony products are satisfying the needs of the customer effectively.*

Key Words: *Awareness, Customer Satisfaction, Factors, Problems*

I. INTRODUCTION

A customer is a person who brings us his wants. It is our job to handle them profitability both to him and to ourselves. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction can be stated as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals.

II. SCOPE AND LIMITATIONS OF THE STUDY

The research has made an attempt to study the consumers needs, their fulfillment of needs. The observation should not be applied to area other than the surveyed field.

The findings are based only on the information given by the respondents.

III. OBJECTIVES OF THE STUDY

- To Study the awareness of various SONY Products
- To study the level of customer satisfaction towards selective SONY Products
- To understand the buying behavior of SONY Products
- To analyze the factors influencing the purchase of SONY Products

IV. RESEARCH DESIGN

Descriptive research design in collecting and analyzing the data was carried out.

SAMPLE DESIGN: The method of data collection is through sample survey, convenience sampling is used in this survey.

SAMPLE SIZE: The size of the sample is 250

ANALYTICAL TOOLS

The following are the analytical tools applied for the analysis of the data collected.

- a. Simple Percentage analysis
- b. Chi-square tests
- c. ANOVA and
- d. Garrets Ranking method

V. ANALYSIS AND INTERPRETATION

Analysis of distribution of the respondents on the basis of awareness of Sony product .The study was conducted on the basis to know the awareness of the respondents towards the Sony products.

AWARENESS ON PRODUCTS
TABLE NO: 1

PRODUCTS	No: of respondents aware (out of 250)
Television	241
Cameras and Camcorders	159
Vaio and Computing	112
Personal Audio	96
Sony Ericsson (Mobile)	201
Play station	81

Interpretation

Analysis of awareness of the respondents shows that Television, Sony Ericsson (Mobile) and Cameras and Camcorders are known to more than 60% of the respondents.

ANALYSIS OF DISTRIBUTION OF THE RESPONDENTS ON THE BASIS OF SOURCES OF AWARENESS OF SONY PRODUCT

The study was conducted on the basis to know the sources of awareness of the respondents towards the Sony products. The sources available to the respondents are Radio, Television, Magazine, Newspaper, Friends & Relatives and Online Advertisement

SOURCES OF AWARENESS
TABLE NO: 2

SOURCE	Television	Cameras and Camcorders	Vaio and Computing	Personal Audio	Sony Ericsson (Mobile)	Play Station
Radio	49	16	9	6	2	10
Television	195	92	44	38	61	20
Magazine	63	50	53	27	43	27
Newspaper	42	35	24	32	48	11
Friends & Relatives	33	52	52	49	114	26
Online Advertisement	12	12	11	12	25	25

Interpretation

Analysis of the sources of awareness of the respondents reveals that Television is the major source through which majority of the customers came to know about most of the Sony Products. Friends and Relatives and Newspaper are the sources through which mobile is known to the most of the respondents.

STUDY OF THE LEVEL OF SATISFACTION OF RESPONDENTS ON THE BASIS OF FEATURES OF SONY PRODUCT

TABLE NO: 3

FACTORS	COMPUTED CHI SQUARE VALUE	DEGREE OF FREEDOM	P VALUE	INFERENCE
Quality	463.678	3	0.00	Rejected
Price	440.335	4	0.00	Rejected
Advertisement factor	206.678	3	0.00	Rejected
Durability factor	213.399	3	0.00	Rejected
Model/style	428.472	3	0.00	Rejected

Interpretation

Analysis of the level of satisfaction reveals that majority of the respondents are highly satisfied with the Quality and Models/styles and they are satisfied with Price, Advertisement, and Durability.

ANALYSIS OF THE LEVEL OF SATISFACTION OF THE RESPONDENTS TOWARDS SELECTIVE SONY PRODUCT

TABLE No: 4

factors	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Age	20.43	2	10.21	0.56	0.57
Income	5.49	2	2.74	0.14	0.861
Educational status	102.46	3	34.15	1.89	0.132
Occupational status	20.80	3	6.933	0.37	0.770

Interpretation

The level of satisfaction of respondents belonging to various age groups, Income, Educational Status and Occupational status reveals that respondents have an average score level of satisfaction on the features of Sony products.

DISTRIBUTION OF THE RESPONDENTS ON THE BASIS OF BUYING BEHAVIOR (EARLIER & NOW)

TABLE NO: 5

PRODUCT NAME	Earlier used		Now Using	
	SONY	OTHERS	SONY	OTHERS
Television	71	88	146	13
Cameras and Camcorders	14	40	45	9
Vaio and Computing	16	20	28	8
Personal Audio	26	22	39	9
Sony Ericsson (Mobile)	46	44	75	15
Play station	12	16	16	12

Interpretation

The table No: 5 clearly indicates that currently more number of respondents use Sony Brand Products than earlier. This indicates that more number of customers is satisfied with the Sony Product.

DISTRIBUTION ON THE BASIS OF RESPONDENTS MODE OF PURCHASE

TABLE NO: 6

Mode of Purchase	No of respondents	Percentage
Cash	161	64.4
Installment	42	16.8
Exchange offer cum cash	27	10.8
Exchange offer cum installment	20	8.0
Total	250	100

Interpretation

The table reveals that 64.4% of the respondents purchase by cash and 16.8% of the respondents purchase by Installment and 10.8% of the respondents purchase by Exchange offer cum cash and 8.0% of the respondents purchase by Exchange offer cum installment. From the analysis it is concluded that the mode of payment for the majority of the respondents (64.4%) is cash.

DISTRIBUTION ON THE BASIS OF RESPONDENTS PURCHASE DECISION

TABLE NO: 7

Who make the purchase decision	No of respondents	Percentage
Self	94	37.6
Family	115	46.0
Friends & Relatives	41	16.4
Total	250	100

Interpretation

The table reveals that that 46.0% of the respondents say that purchase decision is taken by the family and 37.6% of the respondents say that purchase decision is taken by self and 16.4% of the respondents say that purchase decision is taken by friends & relatives. From the analysis it is concluded that the majority of the respondents (46%) say that purchase decision is made by the family members.

ANALYSIS OF THE FACTORS INFLUENCING THE RESPONDENTS TO PURCHASE SONY PRODUCT

In this research to find out what are the attributes that influence the purchase of Sony brand product the following attributes were taken in to study. Respondents were asked to rate (Rank) the attributes according to their perception. There rates (Rank) were converted in to percentile position as follows.

$$P = \frac{100 (R - 0.5)}{N}$$

P: Percentile Position, R: Rank, N: No. of items

For these percentile positions, scores were taken from Garrelt's table and taken as value of the variable X, taking the no. of respondents assigning rates (Rank) 1,2,...,10 for each attributes or frequencies the total value for each attributes was obtained on the basis of the total the ranks were assigned. The table below gives the ranks.

TABLE NO: 8

FACTORS	RATE	1	2	3	4	5	6	7	8	9	10	TOTAL	RANK
	Score(X)	82	70	63	57	52	47	42	37	30	18		
Brand	(F1)	42	85	47	14	10	10	15	6	5	16	15433	II
	XF1	3444	5950	2961	798	520	470	430	222	150	288		
Quality	(F2)	139	34	32	16	6	3	4	3	8	5		
	XF2	11398	2380	2016	912	312	141	168	111	240	90	17768	I
Price	(F3)	21	47	55	22	22	14	14	10	14	31		
	XF3	1722	3290	3465	1254	1144	658	588	370	420	558	13469	III
Customer Service	(F4)	15	23	30	36	32	33	20	23	23	15		
	XF4	1230	1610	1890	2052	1664	1551	840	851	690	270	12648	IV
Price-Off Offer	(F5)	7	10	16	29	50	26	29	30	28	25		
	XF5	574	700	1008	1653	2600	1222	1218	1110	840	450	11375	VI
Gift coupons	(F6)		7	10	29	20	37	46	41	34	26		
	XF6	0	490	630	1653	1040	1739	1932	1517	1020	468	10489	IX
Advertisement	(F7)	4	7	8	35	28	37	34	34	43	20		
	XF7	328	490	504	1995	1456	1739	1428	1258	1290	360	10848	VII
Friends and Relatives	(F8)	1	8	10	26	37	29	33	43	30	33		
	XF8	82	560	630	1482	1924	1363	1386	1591	900	594	10512	VIII
Need of the family	(F9)	18	14	18	29	26	35	27	25	37	21		
	XF9	1476	980	1134	1653	1352	1645	1134	925	1110	378	11787	V
Different models&styles	(F10)	6	18	22	15	22	23	29	31	29	55		

Interpretation

Quality, Brand and price are the first, second and third attribute which influenced the majority of the respondents to purchase Sony products.

VI. SUGESSTIONS

- The most of the respondents were highly satisfied with the quality of the Sony products. So it is suggested that same standards is to be maintained.
- From the study it is suggested to modify the price of the product competitively. So this factor has to be improved with a view to attract more customers and to retain the existing customers.
- The manufacturers should introduce more advertisement tactics to induce the people to prefer a particular brand.

VII. CONCLUSION

The study is aimed at measuring customer satisfaction towards selective Sony products with special reference to Coimbatore City. Marketing starts before production and continues after sales. Marketing is the process of creating customers. Sony product is loved by each and everyone irrespective of age group is clear down by this study. The important attribute of the product is quality and prices have received favorable appreciation from the respondents. Product attributes like durability and customer service have also been appreciated. It is certified that the customer satisfaction concept is an unpredictable one in any kind of marketing but this study has attempt its best to reveal the same.

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