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A Study on Brand Perception about Sony Products in Coimbatore

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ABSTRACT

This study provides a framework of environment benchmarks and examines of Sony products including the customer satisfaction on how they have the benefits of the products. The study was conducted in Coimbatore district with sample size of 110 respondents through random sampling method. The method used for the study is simple percentage, rank analysis and chi-square test. The study is to access and evaluate the various on Sony product of customers city and also about the environmental performance of the Sony products, like how the customers are willing to buy the products. This study can further be related in the customer satisfaction towards the Sony products, how people were using the product in their daily lifestyle, did the customer have the satisfaction on the quality of the products.

INTRODUCTION:

The first thing that comes on everyone's mind of the company and products of Sony is its High Technology Filled with Gadgets electronic goods and innovation. It was also this innovation that make Sony the greatest company. Sony has used its innovation in building markets out of thin air, created a multi billion, multinational electronic empire with products such as the transistor radio. One of the most recognized brand names in the world today, Sony Corporation JAPAN established its India operation in NOVEMBER 1994.

Focusing on the sales and marketing of Sony products in country. Performance analysis is a discipline which involves a comprehensive and detailed observation of organization its also a process that is done so as to improve decision making processes in a organization, how the products have been performed in a reality with customers and its helps in getting feedback and detailed reports, reports seems like any complaints about the products, what ever it may be like technical issues. It is important to say that there are many factors which contribute to an effective marketing strategy, need to be able to use the correct techniques and the correct performance tools to be able to analyse and sell their product successfully

STATEMENT OF THE PROBLEM:

This report analysis the problem which Sony corporation faces. Consumer loyalty towards particular Sony brand items has been made by the examination in Coimbatore city for considering need of customer need and their fulfillment.

OBJECTIVES OF THE STUDY:

- To have a look on marketing and sale company and products of Sony is its High Technology performance of the Sony products and what kind of product category the people prefer the most to buy.
- To analysis the buying behaviour and awareness markets out of thin air, created a multi billion,of the Sony products.
- To know the problems faced by the customer the transistor radio. One of the most recognized brandusing Sony products.
- To identify the present trends in Sony products.

SCOPE OF THE STUDY:

The study is to access and evaluate the various on an Sony product of customers special reference in Coimbatore city and also about the environmental performance of the Sony products, like how the customers are willing to buy the products. This study can further be related in the customer satisfaction towards the Sony products, how people were using the product in their daily lifestyle, did the customer havethe satisfaction on the quality of the products. And also weather the Sony products like mobiles & mobile. accessories like ipod, headphones camera, consoles that were available in everywhere in the world or in every countries.

RESEARCH METHODOLOGY:

Research Methodology is a way to systematically solve the research problem. The science of method is termed as research methodology. Study is conducted through distribution of questionnaires online and a total of 110 responses were collected. It includes techniques that have been used for conducting research. This Methodology includes the following details:

Data collection

Data are raw facts may be derived from several source. Data was collected using both Primary and Secondary data collection methods.

Primary data:

The primary data has been collected through random sampling, from the sample respondents through the schedule with the help of the questionnaire which was distributed online.

Secondary data:

The secondary data has been collected from standard reference book and various websites.

Area of Study:

The Area of study is confined to Coimbatore District.

Nature of Data:

Nature of data are from peoples in all type of areas.

Sample design:

Stratified sampling technique is used to select the sample.

Sample size:

Sample size used for the study is 110. Online survey was carried out using a structured questionnaire using Google forms among users around Coimbatore District.

Tools of data collection:

Data collection tools refer to the devices/instruments used to collect data. The success of any research depends solely on the data which drives it. In this study, data is collected through well-defined structured questionnaire through Google forms.

Statistical tools used:

The following Statistical tools have been applied for the study.

1. Simple percentage
2. Chi-square Analysis

LIMITATIONS OF THE STUDY:

- Data was collected from the limited people in Coimbatore.
- This survey has been conducted among 110 response.
- Time is constrained.
- Accuracy of the research is purely in response.

REVIEW OF LITERATURE:

1. **Jonathan Lee, Janghyuk, Lee and Lawrence, Feick, (2001)**¹ analysed That moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs.
2. **Chu-Mei Liu (2002)**², inferred that Branding is important to manufacturers, retailers and consumers. Brands with higher brand equity have higher sales. The growth of mobile phone subscriptions is considerably faster in the Philippines. Advertising and promotion are undertaken

through cooperation between the service providers and mobile phone manufacturers. The study tries to find out the effects of the different activities on consumer choice of mobile phone brands.

3. **Dream Catchers Group (2004)** Investigated if demographic variables or if telephone features included on phones students already owned were predictive of young customers perception of bundled features in addition, this study set out to determine if there were any significant difference in student perception of bundled features across demographic variables

ANALYSIS AND INTERPRETATION OF DATA:

Analysis and interpretation of data is the process of assigning meaning to the collected information and determining the conclusions, significance and implications of the findings.

PERCENTAGE ANALYSIS

In the percentage analysis Percentage is calculated by multiplying the no of respondents divided by the sample size.

$$\text{Simple Percentage} = \frac{\text{No. of Respondents}}{\text{Sample Size}} \times 100$$

1. Table Showing How do Respondents Know about the Products

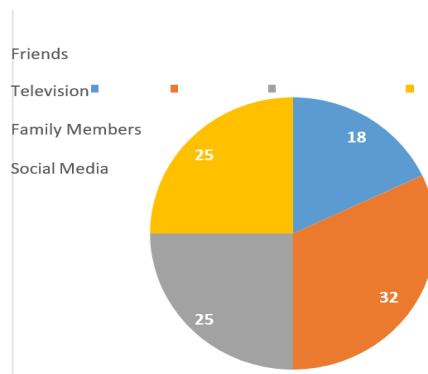
S. No	Particulars	No. of Respondents	Percentage
1	Friends	20	18%
2	television	35	32%
3	Family members	28	25%
4	Social media	27	25%
	Total	110	100%

SOURCE: Primary data

INTERPRETATION

The above exhibit indicates 18% respondents are by friends, 32% respondents are by television, 25% respondents are by family members and 25% respondents are by social media.

Chart showing how do Respondents know about the Products



2. Table showing Money Spending by Respondents

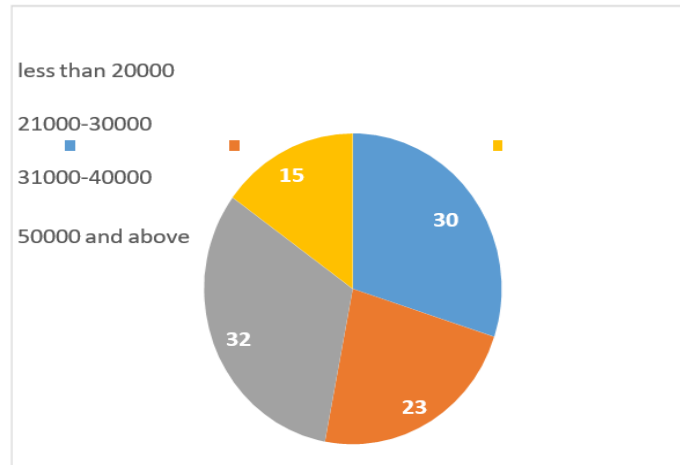
S. No	Particulars	No. of Respondents	Percentage
1	Less than 20000	33	30%
2	21000- 30000	25	23%
3	31000-40000	35	32%
4	41000 and above	17	15%
	Total	110	100

SOURCE: Primary data

INTERPRETATION

The above exhibit indicates 30% respondents are less than 20000,23% respondents are 21000-30000,32% respondents are 31000-40000 and 15% respondents are 50000 and above.

Chart showing Money Spending by Respondents



3. Table showing mode of purchase of the Respondents

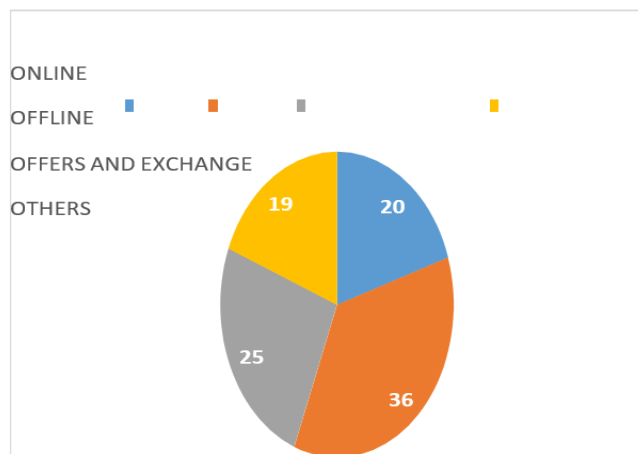
S. No	Particulars	No. of Respondents	Percentage
1	Online	22	20%
2	Offline	40	36%
3	Offers and exchange	27	25%
4	EMI	21	19%
	Total	110	100

SOURCE: Primary data

INTERPRETATION

The above exhibit indicates the 19% respondents choose online,36% respondents choose offline,25% respondents choose offers and exchange and 19% respondents choose others.

Chart showing mode of purchase of the Respondents



RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second.

Table Showing Ranking Analysis for Satisfaction of the Customers using Sony Products

CUSTOMER USING SONY PRODUCTS	LEVELS					TOTAL	RANK
	1	2	3	4	5		
FACTORS	30	37	22	10	11	265	6
PRICE	35	25	32	12	6	259	7
QUALITY	20	25	45	12	8	293	1
DESIGN	29	27	30	14	10	266	5
FEATURES	40	18	25	20	7	279	3
AVAILABILITY	35	25	20	22	8	273	4
CUSTOMER SATISFACTION	27	30	27	16	10	282	2

SOURCE: Primary data

INTERPRETATION

The above table depicts that the level of the customers

using the online apps that the highest rank towards package of the products, Second rank towards Timing, Third rank towards Convenience, Fourth towards Updates of ordering products, Fifth towards Service, Sixth towards Payments.

CHI - SQUARE ANALYSIS

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. A chi-square test or comparable nonparametric test is required to test a hypothesis regarding the distribution of a categorical variable.

Formula Used = $\chi^2 = \sum (O - E)^2 / E$ = Chi square

O = Observed value (actual value)

E = Expected value

Table Showing the following Relationship of Occupation & Rate the following after sale service in Sony Products

OCCUPATION/RATE THE FOLLOWING AFTER SALE IN SONY PRODUCT	LEVELS					TOTAL
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	
SELF EMPLOYED	9	23	23	4	1	60
SELF EMPLOYED	0	9	2	0	0	11
BUSINESS	1.0	5	4	0	0	29
HOME MAKER	3	5	2	0	0	10
TOTAL	22	52	31	4	1	110

O	E	O-E	(O-E) ²	(O-E) ² /E
9	12	-3	9	0.75
0	2.2	-2.2	4.84	2.2

10	5.8	4.2	17.64	3.041
3	2	1	1	0.5
23	28.363	-5.363	28.761	1.014
9	5.2	3.8	14.44	2.776
15	13.709	1.291	1.666	0.121
5	4.727	0.273	0.074	0.156
23	16.909	6.019	37.100	2.194
2	3.1	-1.1	1.21	0.39
4	8.172	-4.172	17.405	2.129
2	2.818	-0.818	0.669	0.237
4	2.181	1.819	3.308	1.516
0	0.4	-0.4	0.16	0.4
0	1.054	-1.054	1.110	1.053
0	0.363	-0.363	0.131	0.360
1	0.545	0.455	0.207	0.379
0	0.1	-0.1	0.01	0.1
0	0.263	-0.263	0.069	0.262
0	0.090	-0.09	0.008	0.888
TOTAL	110			20.45

Chi-Square Value χ^2

Degree of freedom

Significance Level Table $V = \sum(O-E)^2 / E$

= 20.45

= 20.45/110

= 0.18590

= (row-1) (column-1)

= (4-1) (5-1)

= (3) (4)

= 12

= 6.05

HYPOTHESIS

H₀ There is no significant relationship between income and service on online payments.

H₁ There is significant relationship between salary and income and service on online payments.

INTREPRETATION

In the above analysis the calculated value (20.45) is lower than the table value (21.274) at the level of 6.05 significance. Hence there is no significant relationship between income and service on online payments.

FINDINGS

PERCENTAGE ANALYSIS

- Majority of 65% of male respondents.
- Majority of 51% of the respondent's Monthly income are below 20000.
- Majority of 25% of the respondents are social media.
- Majority of 32% of the respondents are money spending between Rs 31000- Rs 40000.
- Majority of 36% respondents' mode of purchase is offline.
- Majority of 37% respondents' mode of payment is cash.
- Majority of 28% respondents prefer quality.
- Majority of 44% of the respondents recommend to yes.
- Majority of 32% respondents are high price
- Majority of 33% of the respondent's time spend between 2 – 3 years.

SUGGESTION

- Most of the respondents were feel that the price of the Sony products price is Comparatively higher then other competitors.
- Several respondents were gave their suggestion on to increase the production level and makeavailability of products
- One of the biggest disappointment faced by the respondents that the price of the product

Value = 21.03

X2 Calculated Value < X2 Tabular Value is very high.

- Some of the respondents were suggesting to focus on gaming console
- Respondents were suggest on to increase the varieties of the product and to launch more colour in theproducts.

CONCLUSION

According to research of 6 months in Sony limited, it reveals that Sony is real as well as a great leader in electronic and consumer durable. Sony as a brand is so popular in rich class people; they think it is nothing but a status symbol. Sony is master in Bravia LCD TV; Cyber short camera, and vaio notebooks. Sony as credibility in these products. Sony is facing tough competition with SAMSUNG & LG because of reasonable price and quality. But when considered service attitude, one pricing policy, promotion policy, quality of the product, professional appearance & knowledge of staff regarding product features and function, Sony is far ahead from SAMSUNG & LG, Sony play.

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