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A STUDY ON CUSTOMER SATISFACTION TOWARDS SONY LED TV WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT :

This study aims to evaluate customer satisfaction with Sony LED TVs among consumers in Coimbatore City. With increasing competition in the electronics and home appliances market, understanding consumer perceptions, expectations, and experiences is critical for brand success. The research focuses on factors influencing customer satisfaction such as picture quality, sound clarity, product durability, pricing, after-sales service, and brand reputation. A structured questionnaire was administered to a sample of Sony LED TV users across various demographics in Coimbatore. The collected data were analyzed using statistical tools to identify key satisfaction drivers and areas for improvement. The findings suggest that while most customers are satisfied with Sony's product quality and brand image, there is a scope for enhancement in pricing strategies and after-sales service. This study provides valuable insights for marketers and business strategists to strengthen customer relationships and improve market share in the region.

INTRODUCTION:

In today's fast-paced and technologically driven world, consumer electronics play a vital role in everyday life. Among these, televisions continue to be a central element of home entertainment. With the evolution of technology, LED TVs have become increasingly popular due to their superior picture quality, energy efficiency, and sleek design. Sony, a global leader in the electronics industry, is renowned for its innovation, quality, and performance in the television segment. In India, and particularly in urban regions like Coimbatore, the demand for high-quality LED TVs has witnessed significant growth. Consumers are not just looking for a basic television but expect advanced features, durability, and reliable customer service. As competition intensifies among brands such as Samsung, LG, Panasonic, and Sony, understanding customer satisfaction becomes essential for retaining brand loyalty and ensuring business growth. Sony LED TVs are especially popular for their advanced features, such as HD and 4K display quality, smart functionality, sound clarity, and elegant design. Over the years, Sony has maintained a strong brand image and customer trust, both globally and in India. The term "Sony TV" may refer to any of its high-definition television products, which are designed and manufactured by Sony Corporation, Japan Company with a rich legacy in electronics and innovation.

OBJECTIVES:

- To assess the level of customer satisfaction towards Sony LED TVs among consumers in Coimbatore City.
- To identify the key factors influencing customer satisfaction with Sony LED TVs in Coimbatore City.

SCOPE OF THE STUDY:

- The study examines aspects such as picture quality, sound performance, durability, features, pricing, after-sales service, and brand reputation.
- To investigate customer satisfaction with Sony LED TVs in Coimbatore City, focusing on factors influencing satisfaction, customer preferences, and expectations.

STATEMENT OF PROBLEM:

In the fast-evolving consumer electronics market, customer satisfaction plays a critical role in defining the success and sustainability of any brand. With technological advancements, the television industry has seen a dramatic transformation, offering customers a wide variety of choices in terms of features, display quality, smart functions, and price ranges. Amidst this growing competition, Sony, a globally recognized brand, continues to position itself as a premium player in the LED TV segment. Despite Sony's reputation for quality and innovation, challenges such as high pricing, limited service accessibility, and competitive alternatives from brands offering similar features at lower costs may influence customer loyalty and satisfaction.

REVIEW OF LITERATURE:

S. SINGH (2020) found that consumers in Coimbatore actively rely on online reviews and recommendations when purchasing high-value products like LED TVs. Positive feedback about Sony's LED TVs, especially regarding picture quality and user experience, has significantly strengthened its market position in the region. This highlights the growing influence of digital platforms and word-of-mouth in shaping consumer preferences and purchase decisions.

R.SATHEESH (2021) conducted a comprehensive study in South India to analyse the factors influencing customer satisfaction with LED TVs. Their research highlighted that picture quality, sound clarity, and energy efficiency were the most critical determinants of customer satisfaction. Consumers in the region placed a high emphasis on the visual and auditory experience provided by LED TVs, with superior picture quality being a top priority. Sony LED TVs, in particular, were highly rated for their advanced display technologies, such as 4K resolution and HDR (High Dynamic Range), which delivered vibrant colours and sharp images.

R.OLIVER (2022) explored the relationship between customer satisfaction and brand loyalty. He found that satisfied customers are more likely to repurchase and recommend the brand to others. In the context of Sony LED TVs, customers often cited the brand's reliability, innovation, and premium positioning as reasons for their loyalty.

P. PATEL (2023) Sony LED TVs are highly regarded for their superior picture quality, colour accuracy, and advanced technologies like Acoustic Surface Audio. These features have significantly contributed to high customer satisfaction, especially among urban consumers.

ANALYSIS AND INTERPRETATION OF DATA:

WEIGHTED AVERAGE SCORE METHOD:

Table showing how important is each of the following factors in influencing your satisfaction with Sony LED TV?

Preference	4	3	2	1	Total	Weighted Average score	Rank
Brand reputation	23	21	22	34	233	2.33	5
Durability	17	23	40	20	237	2.37	4
Sound quality	18	37	25	20	253	2.53	2
Picture quality	25	28	22	25	283	2.83	1
price	26	26	22	26	252	2.52	3

Interpretation:

The table above highlights the factors influencing customer satisfaction with Sony LED TVs. Picture quality ranks first, sound quality ranks second, price ranks third, durability ranks fourth, and brand reputation ranks fifth.

FINDINGS:

The objective of the present study was to analyse the customer satisfaction toward Sony LED TVs in Coimbatore city, focusing on aspects such as product features, service quality, pricing, and overall brand experience. The study was carried out using weighted average techniques to derive meaningful insights from customer responses.

Suggestions:

- Customers often face delays in repairs and replacements, so offering quick turnaround times, doorstep servicing, and extended warranty options can significantly boost satisfaction.
- Many customers expect long-lasting LED panels, enhanced refresh rates for smooth visuals, and better integration with smart home devices.
- With the increasing demand for smart TVs, Sony should focus on improving software updates, app compatibility, and user-friendly interfaces.

CONCLUSION:

The study on customer satisfaction towards Sony LED TVs in Coimbatore city reveals several key insights into consumer preferences, expectations, and experiences. Sony LED TVs are highly regarded for their superior picture quality, advanced technology, and brand reputation. Customers in Coimbatore appreciate the durability, innovative features, and after-sales service provided by Sony. However, the study also highlights areas for improvement, such as pricing competitiveness and the availability of service centres in certain areas. Overall, the findings indicate that Sony LED TVs enjoy a strong market presence in Coimbatore, driven by customer trust and satisfaction. To maintain and enhance this position, Sony should focus on addressing pricing

concerns, expanding service networks, and continuing to innovate in line with customer expectations. By doing so, Sony can further strengthen its brand loyalty and market share in the region.

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