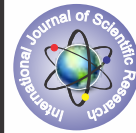


A Study Of Customer Satisfaction Towards Sony Mobile Phones With Reference To Faridabad District Of Haryana



Management

KEYWORDS: Customer-satisfaction, Technology, Mobile Phones, Services

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ABSTRACT

Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power. The researcher has conducted this study to find out the level of customer satisfaction towards Sony Mobile phones. The target respondent includes those customers who are using the Sony phones. The collected data was edited, coded and tabulated by using some statistical tools. The purpose of this paper is to examine the satisfaction level of customer regarding Sony mobile phones.

I. INTRODUCTION

Satisfaction of the customer is an invaluable asset for the modern organizations and providers unmatched competitive edge. It helps in building long term relationships as well as brand equity. Customer satisfaction is the valued outcome of good business practice. According to Drucker, the principal purpose of a business is to create satisfied customers. According to Churchill and Surprenant (1982), customer satisfaction is an output, resulting from the customer's pre-purchased comparison of expected performance with actual performance with incurred cost. Organizations must strive to improve quality of their product and service to satisfy existing customers. A higher level of satisfaction ensures greater acceptability of product or service. Increasing customer satisfaction leads to higher future profitability and lower costs related to defective goods or services (Anderson et al., 1994). Marketing analysis identifies customer satisfaction as a key determinant in a customer's decision making, relating to keeping, or dropping a given product or service. If a consumer has a good pleasant experience with use of a product or service and thus feels satisfied, then he or she will have a positive attitude towards that product or service. The product or service will be accepted by existing consumers and they will continue using it. On the contrary, if the consumer has a bad experience with use of product or service and thus feels dissatisfied, then he or she will have a negative attitude towards that product or service. The product or service will be rejected by existing consumers and they will discontinue its use. It is necessary, therefore, to monitor customer satisfaction regularly by surveying the customers to know whether they are highly satisfied, satisfied, indifferent, dissatisfied or highly dissatisfied with a product or service.

II. COMPANY PROFILE

Sony Mobile Communications Inc. (formerly Sony Ericsson) is a multinational mobile phone manufacturing company jointly headquartered in Tokyo, Japan, and Lund, Sweden, and is a wholly owned subsidiary of Sony Corporation. It was founded on October 1, 2001 as a joint venture between Sony and the Swedish telecommunications equipment company Ericsson, under the name Sony Ericsson. Sony acquired Ericsson's share in the venture on February 16, 2012. Sony Mobile was the fourth-largest smartphone manufacturer by market share in the fourth quarter of 2012 with 9.8 million units shipped. The current flagship device of Sony is the Sony Xperia Z5, a smartphone that is water and dust proof with an IP68 rating, an Dual-core 2 GHz Krait Processor, Qualcomm Snapdragon 810 Chipset, Android 5.1 OS, and a 23-megapixel 4K camera that has a G Lens, Exmor RS, and BIONZ image processor.

III. REVIEW OF LITERATURE

Butt and Run (2008) determined the factors that contributed towards consumer satisfaction in Pakistani mobile cellular services. A typically two stage survey was conducted. A qualitative research

was conducted at first stage to identify factors that contributed towards the customer satisfaction of mobile phone users. It was followed by a questionnaire to gather quantitative data and further analysis was done by using conformity factor analysis. The results confirmed a multidimensional construct of customer satisfaction in the Pakistani cellular phone communication sector. Customer satisfaction of cellular phone users in Pakistan consisted of four factors including price, transmission quality, usage ease and service support.

Qureshi and Sahu (2009) revealed that Airtel is the market leader in the lifetime plan segment in Bhopal followed by Idea. People like the lifetime plans provided by the companies. TATA Indicom has the least customers in Bhopal, whereas Reliance and BSNL have an almost equal percentage of customers. But respondents were not aware about the bond of cellular companies with TRAI, that cellular companies can deliver their services till their licenses have validity, and they have to renew them for providing further service.

Chander (2010) assessed the usage pattern of functionalities of mobile phone handsets and customer satisfaction level of mobile phone users. Presales/sales, network, VAS, cost of service, customer care and billing were identified as six broad parameters that contribute to overall satisfaction of mobile phone users with their mobile service provider. It has also been found that none of the mobile service providers in Jammu City were able to meet the benchmarks set up by TRAI, on any of six broad parameters namely presales/sales, network, VAS, cost of service, customer care and billing.

Adhinarayanan (2011) examined the problems faced by the customer with Reliance post-paid services and consumer preferences and analysed the level of awareness about Reliance products. The study was carried out in Salem city. In this study, opinions of 500 customers were taken for analysis. The tools used for collecting data were structured questionnaire and unstructured interview. For analysis purposes chi-square, rank correlation and the percentage method were used. The result revealed that lack or degradation in any of the services may affect the company badly. With the excellent rural awareness and rural market share in telecom services, the company should also try to boost up their urban market share.

Singh (2011) conducted a mobile phone satisfaction survey in the Punjab with a sample of size 100 respondents. The seven major parameters viz. convenience, responsiveness, reliability, tangible, assurance, network quality, and economy were studied. These parameters were further classified into 31 important factors which were related to the customer satisfaction of mobile phone users. The analysis of collected data was done by using Factor Analysis, which yielded 9 factors as critical factors out of the studied 31 factors which were accurate services followed by availability of modern equipment, timely delivery of bills; fulfilling the needs of the customer, ease of understanding of schemes and service offering.

IV. RESEARCH METHODOLOGY

The universe of the population includes the respondents who are the customers of Sony mobiles, the data was collected through both the primary as well as secondary sources. The primary source of the data is the users of various mobile handset users. The sources of secondary data are the websites and company catalogues. Primary data was collected through direct communication with the respondents. The survey was performed through a structured questionnaire with the help of Sony mobile's users. The sources of secondary data were the websites of Sony and various mobile providers, catalogues of various mobiles, newspapers, magazines etc. The exact population size is unknown and the accessibility of the customer is difficult. Survey method of data collection was used in this research.

a) OBJECTIVE OF THE STUDY

- To study the level of customer satisfaction towards Sony Mobile Phones in Faridabad district of Haryana and offer suitable suggestions to improve the customer satisfaction leads to customer loyalty.

b) SAMPLE SIZE

The sample size is limited to 50 customers.

c) HYPOTHESIS

Null hypothesis: There is no significant difference between the male and female respondents with respect to the factors of customer satisfaction towards Sony Mobile Phones.

Null Hypothesis: There is no association between age group of the respondents and overall satisfaction towards Sony Mobile Phones.

V. DATA ANALYSIS AND INTERPRETATION

a) FREQUENCY ANALYSIS

| Table-1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS | | | |
|---|----------------|------------|-------|
| | FREQUENCY | PERCENTAGE | |
| GENDER | MALE | 24 | 48.0 |
| | FEMALE | 26 | 52.0 |
| | TOTAL | 50 | 100.0 |
| AGE | BELOW 25 | 37 | 74.0 |
| | 25-35 | 4 | 8.0 |
| | 35-45 | 5 | 10.0 |
| | OVER 45 | 4 | 8.0 |
| | TOTAL | 50 | 100.0 |
| PROFESSION | UNEMPLOYED | 11 | 22.0 |
| | JOB IN PSU | 24 | 48.0 |
| | JOB IN P.S | 13 | 26.0 |
| | BUSINESS ENTR. | 3 | 6.0 |
| | TOTAL | 50 | 100 |

From the table 1, it is concluded that majority (74%) of the respondents are from below 25 years age group and the majority (52%) of the respondents are female. 48% of the respondents are working in government sector.

| Table-2: FREQUENCY TABLE OF CUSTOMER SATISFACTION | | | |
|---|---------------|------------|------|
| | FREQUENCY | PERCENTAGE | |
| PRICE OF SONY MOBILE | COSTLY | 3 | 6.0 |
| | ECONOMICAL | 37 | 74.0 |
| | VERY CHEAP | 10 | 20.0 |
| SOURCES OF AWARENESS ABOUT SONY MOBILE | ADVERTISEMENT | 8 | 16.0 |
| | FRIENDS | 31 | 62.0 |
| | NEWSPAPER | 5 | 10.0 |
| | OTHER | 6 | 12.0 |

| | | | |
|---|-----|----|------|
| STIMULI TO REFER YOUR FRIENDS TO PURCHASE | YES | 40 | 80.0 |
| | NO | 10 | 20.0 |
| SONY MOBILE IS INNOVATIVE | YES | 40 | 80.0 |
| | NO | 10 | 20.0 |

From the table 2, it is inferred that 74% of the respondents rated price of the Sony mobile phones as good and majority (62%) of the respondents are came to know about Sony mobile phones through their friends. Most (80%) of the respondents are interested to recommend phone to their friends and relatives. Most (80%) of the respondents said that they feel that Sony mobile is a more innovative product.

b) MEAN AND STANDARD DEVIATION

| Table -3: Mean and Standard- Factor of Customer Satisfaction | | | | |
|--|------------------|----|------|-------|
| S.NO. | PARTICULARS | N | MEAN | S.D |
| 1 | Quality | 50 | 3.80 | 0.535 |
| 2 | Feature | 50 | 4.16 | 0.650 |
| 3 | Model & Design | 50 | 4.26 | 0.694 |
| 4 | Availability | 50 | 3.90 | 0.735 |
| 5 | Ram Speed | 50 | 4.02 | 0.622 |
| 6 | Software quality | 50 | 4.14 | 0.729 |
| 7 | Camera quality | 50 | 4.14 | 0.700 |
| 8 | Service | 50 | 4.06 | 0.620 |
| 9 | Price | 50 | 4.18 | 0.661 |

From the table 3, it is inferred that the respondents are less satisfied towards quality (3.80) and availability (3.90), while compared to other factors. The respondents are more satisfied with the model and design of mobile phone of Sony with the mean value of 4.26.

c) T-TEST (INDEPENDENT SAMPLE)

| Table-4: T-test for significance difference b/w Male and Female Respondents | | | | | | |
|---|------------------|--------|------|-------|---------|---------|
| S. no | Particulars | Gender | Mean | S.D | t-value | p-value |
| 1 | Quality | M | 3.70 | 0.470 | 1.304 | 0.398 |
| | | F | 3.89 | 0.577 | | |
| 2 | Feature | M | 4.17 | 0.717 | 0.136 | 0.338 |
| | | F | 4.15 | 0.602 | | |
| 3 | Model & Design | M | 4.22 | 0.795 | 0.389 | 0.398 |
| | | F | 4.30 | 0.609 | | |
| 4 | Availability | M | 3.83 | 0.650 | 0.664 | 0.432 |
| | | F | 3.96 | 0.808 | | |
| 5 | Ram Speed | M | 4.17 | 0.650 | 1.624 | .595 |
| | | F | 3.89 | 0.577 | | |
| 6 | Software quality | M | 4.22 | 0.671 | 0.698 | 0.412 |
| | | F | 4.07 | 0.781 | | |
| 7 | Camera quality | M | 4.13 | 0.626 | 0.090 | 0.596 |
| | | F | 4.15 | 0.770 | | |
| 8 | Service | M | 4.00 | 0.674 | 0.620 | 0.402 |
| | | F | 4.11 | 0.577 | | |
| 9 | Price | M | 4.09 | 0.733 | 0.902 | 0.317 |
| | | F | 4.26 | 0.594 | | |

From the table 4, it is found that all the p values of the factors of customer satisfaction is more than 0.05, the null hypothesis is accepted and the alternative is rejected. Hence it is concluded that there is no significant difference between the male and female respondents with respect to the factors of satisfaction level towards Sony mobile phones.

d) CHI-SQUARE TEST

| TABLE-5 : CHI-SQUARE TEST FOR ASSOCIATION BETWEEN AGE AND OVERALL SATISFACTION | | | | |
|--|---------|-----------|------------------|------------|
| AGE | NEUTRAL | SATISFIED | HIGHLY SATISFIED | CHI-SQUARE |
| 18-25 YEARS | 3 | 20 | 13 | 17.665 |
| 26-35 YEARS | 1 | 2 | 1 | |
| 36-45 YEARS | 0 | 1 | 3 | |
| ABOVE 45 YEARS | 3 | 2 | 0 | |
| TOTAL | 7 | 26 | 17 | |

Since the p value is more than 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it is found that there is no association between the age and overall satisfaction level towards Sony Mobile phones.

VI. DISCUSSION

- Most (74%) of the respondents rated price of the Sony mobiles as economical.
- Majority (62%) of the respondents are come to know about mobile phones through their friends.
- Most (80%) of the respondents are interested to recommend Sony to their friends and relatives.
- Most (80%) of the respondents said that they feel that mobiles of Sony are more innovative product.
- The respondents are more satisfied with the model and design of Sony phones with the mean value of 4.26.
- There is no significant difference between the male and female respondents with respect to the factors of satisfaction level towards Sony mobiles.
- It is found that there is no association between the age and overall satisfaction level towards Sony mobiles.

VII. IMPLICATIONS:

- Sony may get the feedback report from the customers need and wants in a regular interval.
- It is recommended to decrease the price in order to gain more customers and to meet competition with China mobile sets.
- They should increase the battery backup and improve the after sale service.

VIII. CONCLUSION:

It is concluded that variables such as age group and gender are having less impact on the factors of customer's satisfaction. Sony mobiles is highly moving phones when compared to other ordinary phones and it shows the handling convenience, the brand name and price of mobiles. It helps to make identification over its strength and weakness of Sony mobiles. The research outcome also indicates that, most of the customers were satisfied towards Sony phones with respect to the chosen factors. This study also reveals that the customers' are highly satisfied towards Sony phones.

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