



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER SATISFACTION TOWARDS SONY TELEVISION AT KALOL, GUJARAT

KEY WORDS: Television Industry, Consumer Satisfaction, Sony Television

Mr. Krushnavadan R. Parmar

Assistant Professor – Commerce And Accountancy, College Of Computer And Management Studies, Vadu- 382705, Gujarat

ABSTRACT

In the twenty-first century television is undergoing a technological and institutional transmutation. Between the 1950s and 1990s television was organized as a regulated and essentially national medium dependent on the scarce resource of electromagnetic frequencies. At the end of the era it was a medium of abundance, with hundreds of satellite, cable, and digital channels available in every home. These new sources of images, passing through new technologies and produced by a new generation of inexpensive miniaturized equipment, emerge from jurisdictions outside the receiving countries. Television once provided the essence of a nationally authorized culture; now it is inextricably part of an international industry, increasingly beyond the control of governments. This research paper enlighten the consumer satisfaction towards sony Television and their perspectives.

INTRODUCTION

Indian television total revenues were over \$7.7 billion (Rs 35,000 crores) in the year 2008, Indian television industry in 2009 stood at us\$ 5.65 billion registering a growth of 6.8%. Indian television. Indian small screen programming started off in the early 1980s. During time, there was only one national channel, the government-owned Doordarshan. The Ramayana and Mahabharata, both based on the Indian epics of the same names, were the first major television series produced. They notched up world record in viewership numbers. By the late 1980s, more people began to own television sets. Though there was a single channel, television programming had reached saturation. Hence the government opened up another channel which had part national programming and part regional. This channel was known as DD 2, later renamed DD Metro. Both channels were broadcast terrestrially. In 1997, Prasar Bharati, a statutory autonomous body was established. Doordarshan along with the AIR were converted into government corporations under Prasar Bharati. The Prasar Bharati Corporation was established to serve as the public service broadcaster of the country which would achieve its objectives through AIR and Doordashan. This was a step towards greater autonomy for Doordarshan and AIR. However, Prasar Bharati has not succeeded in shielding Doordarshan from government control.

1.2 Major players

1.2.1 Sony: Sony Corporation operates as the electronic business unit of the Sony Group. Its major television product is the Bravia HD TV that comes in four variants like X Series (4K), 3D TV, and Internet TV. Apart from televisions and projectors it offers products in the following categories:

1.2.2 LG Electronics: LG Electronics is a leading electronics organization based in Yeouido, Seoul. It operates globally and is the second biggest maker of TV sets and the third largest manufacturer of cell phones. It is also LG Group's premier company. At present it has 75 subordinate entities around the world that make and design televisions, telecom devices, and home appliances. It offers the following types of television

sets:

1.2.3 Samsung: The head offices of Samsung Group are at Samsung Town in Seoul and it operates as an international conglomerate. Samsung Electronics is the world's biggest electronics company in terms of sales.

1.2.4 Philips: Philips is actually referred to as Koninklijke Philips Electronics NV and is primarily based in the Netherlands but operates around the world. It is one of the biggest electronics organizations on a global scale.

1.3 TV Industry in India– Present Scenario

Brands like LG, Samsung, Videocon, and Onida, inclusive of Igo, have been able to confirm their presence and during 2011 their combined market presence was 77.5 percent compared to 58.3 percent in 2010. However, their absolute numbers have reduced. Sales of some other brands such as the following in the 0.1 to 0.2 million categories:

1.4 About SONY Television:- Sony Corporation is one of the best-known names in consumer electronics and ranks second worldwide in electronics behind Matsushita Electric Corporation. The company's electronics segment--which includes audio and video products, televisions, personal computers, monitors, computer peripherals, telecommunications devices, and electronic components (such as semiconductors)--generates about two-thirds of the overall revenues. BRAVIA is a brand of Sony Visual Products Inc. a wholly owned subsidiary of Sony Corporation, and used for its television products. Its acronym is "Best Resolution Audio Visual Integrated Architecture".

2. Literature Review

Berry and Parasuraman (1991) define as, "the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption".

Shahram Jenabi, Seyed Yahya Seyed Danesh and Minoou Yousefi (2013) made a study titled, "Examining the effect of Brand dimension (trademark) on home appliances consumers' behavior Case study: LG brand in Rasht city", tells that one of the most important and valuable assets of a company is its trademark. The more valuable is a trademark for consumers more profit the company achieves.

3. What is Customer Satisfaction?

Definitions:- Customer satisfaction is "an emotional response to the experiences provided by, associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall market place".

4.1 Research methodology

4.1.1 Objectives of study

- To study consumer satisfaction of customers towards Sony television.
- To study various factors affecting consumer behaviour regarding consumer response to Sony television.
- To study Age, Gender, occupation family size, income etc.

4.1.2 Hypothesis

H0: There is no significance difference between age and occupation

4.1.3 Research design

Descriptive Research design

4.1.4 Data collection

1) Primary Data :- Collected through observation, survey, and interview.

2) Secondary Data: - Collected through publish research paper, company report, and website links.

4.1.5 Sample frame:- For the research Kalol city choosen.

4.1.6 Sample size:- Total no of sample size is 60.

4.1.7 Sampling method:- For the research we use the Non probability judgemental sampling & Convince sampling method.

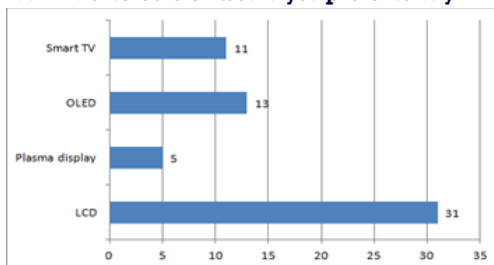
4.1.8 Data collection tools/Techniques; Data collection tools and techniques is Questionnaire

4.1.9 Data analysis tool

Collected data would be analysis by pie-chart, column chart, bar chart with frequency distribution & ANOVA test.

4.1.10 Limitation of study: Time factor, Resources Constraints (Respondent Bias), Geographical constraints

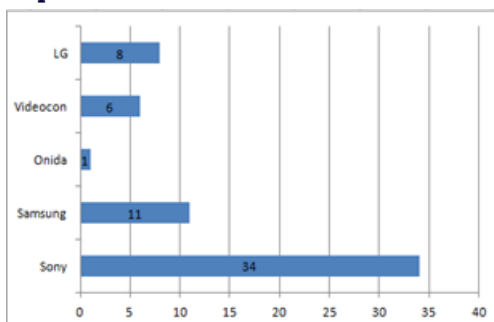
Q.What kind of television would you prefer to buy?



Television Types	Frequency	%
LCD	31	51.7
Plasma display	5	8.3
OLED	13	21.7
Smart TV	11	18.3
Total	60	100

INTERPRETATION:- The above graph and table shows that in this research project more respondents prefer to use LCD television i.e. 51.7%. & 8.3% respondents prefer to use plasma display.

Q. Most preferred brand of Television



Type of Television Brand	Frequency	%
Sony	34	56.7
Samsung	11	18.3

Onida	1	1.7
Videocon	6	10
LG	8	13.3
Total	60	100

INTERPRETATION:- The above graph and table shows that in this research project majority of respondents preferred Sony television i.e. 56.7% & only 1.7% respondent's preferred onida television.

ANOVA TEST:-

ANOVA					
Age					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.814	3	.271	.657	.582
Within Groups	23.120	56	.413		
Total	23.933	59			

Interpretation: The above ANOVA table shows that P values 0.582 is greater than 0.05 means H0 is accepted therefore there is a no significance difference between age and occupation.

Findings:-

- The performance was good and as well as servicing is also good.
- After sales Service is not good as almost half gave other than good responses.
- Friends are the major influencers in buying decision making process.
- It is found that majority of the respondents are having 21" screen size of Television at their homes.
- It is observed that majority of the respondents are satisfied with quality and price of the existing television. So, the quality of television is good and satisfactory.
- It is observed that majority of the respondents felt that their televisions have got rarely repaired. Hence, the durability of television is satisfactory.

Suggestions/Recommendation:-

- The manufacturers should introduce more advertisement tactics to induce the people to prefer a particular brand.
- Company should improve/upgrade its employee's product knowledge, market situation, and its competitor's knowledge by giving proper training to employee.
- The company should not only concentrate on the consumer satisfaction but also the company led to monitor competitor's performance in their areas of operations.
- The company should make changes according to the other competitors & according to the customer's expectations.

CONCLUSION:-

The study is aimed at measuring customer satisfaction towards selective Sony television. Sony television 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.

REFERENCES:-

1. <http://www.academia.edu>
2. <https://www.ukessays.com/essays/marketing/customers-satisfaction-towards-sony-television-marketing-essay.php>
3. https://www.wikipedia.org/wiki/sony_television
4. <https://www.ibef.org/industry/television-india/sony>
5. <https://www.sony.co.in>