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## THE STUDY ON PERFORMANCE LEVEL OF SONY PRODUCT

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### 1.1 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 multibillion, 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.

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching. purchasing and post consumption of a product or service. Consumer behavior involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio-psychology anthropology and economics. It also tries to assess the influence on the consumer from groups such as family. friends, reference groups and society in general. Buyer behavior has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone. Life without audio media visual is imaged to be a standstill, like that everyone is pause. Technology is the vital role that playing in each and everyone life, it's a connecting bridge to communicate and removes the geographical distance. Upcoming, manufactures and service providers facing the challenge of improving the environmental performance of their product. 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.

## **1.2 STATEMENT OF THE PROBLEM :**

This report analyzes the problem/issue which Sony Corporation faces. The company is facing multi-faceted problems and its solution also be multi-faceted. Sony's current financial difficulties are tied to its corporate culture which began over 30 years ago. The key problem/issue of Sony Company are showing a downward trend of sales and revenues, cost cutting, moving factories in Asia, cooperation between divisions and efficient management. The utmost problem that has been stated is that many products of Sony that are unavailable in some countries. Gadgets are considered as a basic piece of current life. Consumer loyalty towards particular Sony brand items has been made by the examination in Coimbatore city for considering the need of customer needs and their fulfillment.

## **1.3 OBJECTIVE OF THE STUDY :**

- To analyse the buying behaviour of the people towards Sony products.
- To analyse the factors that influence the buying behaviour of the people towards the product.
- To have a look on marketing and sales performance of the Sony products, which kind of product category the people prefer the most to buy on it.
- To know the customer level of satisfaction towards the Sony product, problems and opinions about Sony products.
- To understand the buying behaviour and awareness of various Sony products.

## **1.4 SCOPE OF THE STUDY :**

"The study is to assess and evaluate the various Sony products 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 to 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. And also whether the Sony products like mobiles & mobile accessories like iPod, camera, home appliances like television, washing machine, speaker and video game consoles that were available everywhere. And from the study we can be able to get a clear understanding of the environmental performance of the Sony products with the valid customer feedbacks and also the customer satisfaction level towards the Sony products. This survey focuses on the opinion of the respondents regarding "SONY PRODUCTS".

## **1.5 RESEARCH METHODOLOGY :**

Research is defined as the process of identifying problems with the use of collected information and giving a solution to the problem. This chapter describes the methods applied for the study in details, the data which is based on the study was collected in the form of questionnaires filled by the contentment of people who

participated In the survey. It also deals with the statistical tool used for this research and sample design too. The targeted population are business men, government employees, students

### **1.5.1 DATA COLLECTION METHOD :**

#### **Primary data**

In this research the primary data that is been used is questionnaires, which is collected from first-hand source, using the method survey.

#### **Secondary data**

Data that had been collected from, it based on available information were published in newspaper, journals and websites etc...

### **1.5.2 SAMPLE DESIGN :**

**Sampling unit :** The sample units are the people who are using sony products

**Sample size :** 110 people were selected for research survey.

**Sample procedure :** Convenient sampling

**Survey area :** The area of study is taken around from the different places in coimbatore city.

### **1.5.3 STATISTICAL TOOLS USED IN THE RESEARCH :**

- Percentage analysis
- Chi square

### **1.6 LIMITATION :**

- Data was collected from the limited location of Coimbatore
- This survey has been conducted among 110 response
- Time is constrained
- Accuracy of the research is purely based on information and questionnaire

## **ABOUT SONY COMPANY**

Sony is a global manufacturer of audio, video, communications and information technology products for consumer and professional markets. With its music, pictures, game and online businesses, the company is uniquely positioned to be one of the world's leading digital entertainment brands, offering an outstanding portfolio of exciting multimedia content. Sony India Pvt. Ltd. Is one of the business units of sony Corporation in India. There are also 23 branch offices available in 23 city of India. In India Sony outsource the manpower from super well services. Sony group corporation is a japanese multinational conglomerate corporation, is one of the best known names in consumer electronics. And commonly everyone known as sony and stylized sony, headquartered in Konan Minato, Tokyo, Japan. Sony is one of the leading manufacturers of electronic products for the consumer and professional markets. The largest video game console company and the largest video game publisher. Is the electronic business unit and the parent company of the sony group, which is engaged as for operating electronic segments in business through network service, financial service, motion pictures and music. These make sony one of the most comprehensive media companies in the world. Through sony entertainment is one of the largest companies as known as largest music publisher and second largest record label one. Sony principal business operation include sony pictures entertainment, sony music entertainment, sony computer entertainment, sony corporation (sony electronic is U.S), sony mobile communication.

The sony group is a japan-form corporate group mainly focused on the electronic, games, entertainment, and financial service sectors. The group consists of sony corporate (holding and electronic), sony computer entertainment (games), sony music entertainment (music), sony/ATV music publishing (music publishing), sony financial holding (financial service) and others.

### **History of the company :**

Akio Morita, Masaru Ibuka, and Tamon Maeda (Ibuka's father-in-law) started Tokyo telecommunications Engineering in 1946 with funding from Morita's father's sake business. The company produced the first Japanese tape recorder in 1950. Three years later, Morita paid Westem Electric (US) \$25,000 for transistor technology licenses, which sparked a consumer electronics revolutionu in Japan. His firm launched one of the first transistor radios in 1955, followed by the first Sony-trademarked product, a pocket-sized radio, in 1957. The next year the company changed its name to Sony (from "sonus," Latin for "sound," and "sonny," meaning little man). It beat the competition to newly emerging markets for transistor TVs (1959) and solid state videotape recorders (1961).

## CHI SQUARE ANALYSIS

Exhibit showing comparative relationship of between age and product preference

<i>AGE</i>	<i>PRODUCT PREFERENCE</i>				<i>TOTAL</i>
	<i>HOME APPLIANCES</i>	<i>LAPTOPS</i>	<i>MOBILE PHONE</i>	<i>MOBILE ACCESSORIES</i>	
21 - 30	16	12	27	8	<b>63</b>
31 - 40	3	5	7	4	<b>19</b>
41 & Above	0	1	0	0	<b>1</b>
Below 20	11	4	5	7	<b>27</b>
<b>TOTAL</b>	<b>30</b>	<b>22</b>	<b>39</b>	<b>19</b>	<b>110</b>

**TABLE OF EXPECTED VALUES:**

<i>AGE</i>	<i>REFERENCE</i>				<i>TOTAL</i>
	<i>HOME APPLIANCES</i>	<i>LAPTOPS</i>	<i>MOBILE PHONE</i>	<i>MOBILE ACCESSORIES</i>	
21 - 30	17.18	12.6	22.33	10.88	<b>62.99</b>
31 - 40	5.18	3.8	6.73	3.28	<b>18.29</b>
41 & Above	0.27	0.2	0.35	0.17	<b>0.99</b>
Below 20	7.36	5.4	9.57	4.66	<b>26.99</b>
<b>TOTAL</b>	<b>29.99</b>	<b>22</b>	<b>38.38</b>	<b>18.99</b>	<b>110</b>

**CALCULATION OF X2:**

O	E	O-E	O-E 2	O-E 2 / E
16	17.18	-1.18	1.3924	0.081048
3	5.18	-2.18	4.7524	0.917452
0	0.27	-0.27	0.0729	0.27
11	7.36	3.64	13.2496	1.800217
12	12.6	-0.6	0.36	0.028571
5	3.8	1.2	1.44	0.378947
1	0.2	0.8	0.64	3.2
4	5.4	-1.4	1.96	0.362963
27	22.33	4.67	21.8089	0.976664
7	6.73	0.27	0.0729	0.010832
18	0.35	-0.35	0.1225	0.35
5	9.57	-4.57	20.8849	2.18233
8	10.88	-2.88	8.2944	0.762353
4	3.28	0.72	0.5184	0.158049
0	0.17	-0.17	0.0289	0.17
7	4.66	2.34	5.4756	1.175021
<b>TOTAL</b>				<b>12.82445</b>

DEGREE OF FREEDOM = COLOUMN – 1 \* ROW -1

$$= 4-1 * 4-1$$

$$= 3*3$$

$$= 9$$

**INTERPRETATION:**

The Calculated value of  $x$  is ( 12.82445 ) is less than the table value ( 16.92 ). Hence the hypothesis is accepted. There is no significant relationship between the selected factors.

**H0:**

Hence there is no significant relationship between the selected factors. Hence Hypothesis is accepted.

**Exhibit showing comparative relationship between gender and period of usage****TABLE OBSERVED :**

<i><b>GENDER</b></i>	<i><b>PERIOD OF USAGE</b></i>				<i><b>TOTAL</b></i>
	<i><b>2-3 Years</b></i>	<i><b>4-5 Years</b></i>	<i><b>5 Years Above</b></i>	<i><b>Less than 1 Year</b></i>	
MALE	30	13	8	12	<b>63</b>
FEMALE	21	16	2	8	<b>47</b>
<b>TOTAL</b>	<b>51</b>	<b>29</b>	<b>10</b>	<b>20</b>	<b>110</b>

**TABLE OF EXPECTED VALUES :**

<i><b>GENDER</b></i>	<i><b>PERIOD OF USAGE</b></i>				<i><b>TOTAL</b></i>
	<i><b>2-3 Years</b></i>	<i><b>4-5 Years</b></i>	<i><b>5 Years Above</b></i>	<i><b>Less than 1 year</b></i>	
MALE	63.46	16.60	5.72	11.45	<b>97.23</b>
FEMALE	21.78	12.39	4.27	42.90	<b>81.34</b>
<b>TOTAL</b>	<b>85.24</b>	<b>28.99</b>	<b>9.99</b>	<b>54.35</b>	<b>110</b>

**CALCULATION OF X<sup>2</sup> :**

O	E	O-E	O-E <sup>2</sup>	O-E <sup>2</sup> / E
30	63.46	-33.46	1119.572	17.64217
21	21.78	-0.78	0.6084	0.027934
13	16.60	-3.6	12.96	0.780723
16	12.39	3.61	13.0321	1.051824
8	5.72	2.28	5.1984	0.908811
2	4.27	-2.27	5.1529	1.206768
12	11.45	0.55	0.3025	0.026419
8	42.90	-34.9	1218.01	28.39184
<b>TOTAL</b>				<b>50.03649</b>

DEGREE OF FREEDOM = COLUMN – 1 \* ROW-1

$$= 2-1 * 2-1$$

$$= 1 * 1$$

$$= 1$$

**INTERPRETAION:**

The Calculated value of x<sup>2</sup> is ( 50.03649 ) is greater than the table value ( 11.047). Hence the hypothesis is rejected . There is significant relationship between the selected factors.

**H1:**

Hence there is significant relationship between the selected factors. Hence hypothesis is rejected.



## Exhibit showing comparative relationship between factors made to choose product and salary of the respondents

**TABLE OF OBSERVED VALUES:**

<i><b>FACTORS MADE TO CHOOSE</b></i>	<i><b>SALARY</b></i>				<i><b>TOTAL</b></i>
	<i><b>20k – 30k</b></i>	<i><b>31k - 40k</b></i>	<i><b>41k- 50k</b></i>	<i><b>50k above</b></i>	
DESIGN	7	11	3	2	<b>23</b>
FUNCTIONALITY	1	3	0	2	<b>6</b>
HIGH TECH	13	4	2	2	<b>21</b>
QUALITY	30	17	13	0	<b>60</b>
<b>TOTAL</b>	<b>51</b>	<b>35</b>	<b>18</b>	<b>6</b>	<b>110</b>

**TABLE OF EXPECTED VALUES :**

<i><b>FACTORS MADE TO CHOOSE</b></i>	<i><b>SALARY</b></i>				<i><b>TOTAL</b></i>
	<i><b>20k – 30k</b></i>	<i><b>31k - 40k</b></i>	<i><b>41k- 50k</b></i>	<i><b>50k above</b></i>	
DESIGN	10.66	7.31	3.76	1.74	<b>23.47</b>
FUNCTIONALITY	2.78	1.90	0.98	0.32	<b>5.98</b>
HIGH TECH	9.73	6.68	3.43	1.14	<b>20.98</b>
QUALITY	27.81	19.09	9.81	3.27	<b>59.98</b>
<b>TOTAL</b>	<b>50.98</b>	<b>34.98</b>	<b>17.98</b>	<b>6.47</b>	<b>110</b>

**CALCULATION OF X2:**

O	E	O-E	O-E 2	O-E 2 / E
7	10.66	-3.66	13.3956	1.256623
1	2.78	-1.78	3.1684	1.139712
13	9.73	3.27	10.6929	1.098962
30	27.81	2.19	4.7961	0.17246
11	7.31	3.69	13.6161	1.862668
3	1.90	1.1	1.21	0.636842
4	6.68	-2.68	7.1824	1.07521
17	19.09	-2.09	4.3681	0.228816
3	3.76	-0.76	0.5776	0.153617
0	0.98	-0.98	0.9604	0.98
2	3.43	-1.43	2.0449	0.596181
13	9.81	3.19	10.1761	1.037319
2	1.74	0.26	0.0676	0.038851
2	0.32	1.68	2.8224	8.82
2	1.14	0.86	0.7396	0.648772
0	3.27	-3.27	10.6929	3.27
<b>TOTAL</b>				<b>23.01603</b>

DEGREE OF FREEDOM = COLOUMN – 1 \* ROW – 1

$$= 4-1 * 4-1$$

$$= 3*3$$

$$= 9$$

## INTERPRETATION:

The calculated value of  $x_2$  is ( 23.01603 ) is greater than the table value ( 16.92 ). The hypothesis is rejected. Hence there is significant relationship between the selected factors.

## H1:

Hence there is significant relationship between the selected factors. Hence hypothesis is rejected.

## FINDINGS, SUGGESTIONS and CONCLUSION

### FINDINGS:

- Majority 57% of the respondents age is between 21 -30 years.
- Majority 57% of the respondents are male.
- Majority 69% of the respondents are from nuclear family.
- Majority 56% of the respondents are from urban area.
- Majority 67% of the respondents are qualified as UG.
- Majority 58% of the respondents were students.
- Majority 47% of the respondents salary is between 20,000 – 30,000.
- Majority 51% of the respondents were get aware about sony products by advertisement.
- Majority 44% of the respondents were prefer variety of products in sony.
- Majority 40% of the respondents were spend 20,001 – 30,000 for sony products.
- Majority 36% of the respondents choose sony products for music & videos.
- Majority 56% of the respondents were prefer offline mode of purchase.
- Majority 41% of the respondents were prefer cash payment for purchase sony product.
- Majority 36% of the respondents were select mobile accessories in sony product.
- Majority 63% of the respondents were use the manual description usage provide by sony.
- Majority 55% of the respondents are get attract on quality of sony products.
- Majority 39% of the respondents were prefer sony product because of its trusted brand.
- Majority 46% of the respondents were using sony products 2 – 3 years
- Majority 72% of the respondents are telling the they will recommend sony product to others.
- Majority 50% of the respondents were facing the problem of high price in sony products.
- Majority 51% of the respondents strongly agree that the price level is perfect, 46% of the respondents strongly agree for using original parts, 41% of the respondents strongly agree on delivery time, 45% of the respondent strongly agree on customer relationship, 52% of the respondent strongly agree on performance level of sony products
- Majority 53% of the respondent strongly agree on price level of the overall sony products, 45% of the respondent strongly agree on quality, 48% of the respondent strongly agree on features of sony products, 43% of the respondent strongly agree on design used by sony product, 38% a of the

respondent strongly agree on availability of sony products, 42% of the of the respondent strongly agree on customer relationship.

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

### 5.3 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.

