

A Study on Customer Satisfaction Towards Sony Dvd In Madurai City

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ABSTRACT: The present study is based on the awareness of Sony DVD among the customers. A sample survey of 100 respondents was undertaken to find out the awareness of Sony DVD in Madurai city. The study mainly concentrated on general price level, quality about products, overall satisfaction about Sony DVD in, general awareness, and consumer preferences of Sony DVD.

I. INTRODUCTION

In order to obtain an esteemed position and moreover maintain this position innovation ideas are required. The path of replication doesn't give success. In modern era, where customer is becoming more and more important organization should become more innovative.

There are varieties of factors, which have prompted countries/firms to venture in the global market:

- Recession in domestic market, and overseas opportunities.
- Government incentives.
- Emergence of global Customers in many product fields.

OBJECTIVE OF STUDY

- Study of Customer Awareness about DVD/CD Players
- Study of customer Perception about the DVD/CD Players
- Identify the level of customer satisfaction about DVD's price and quality
- Market effectiveness of Sony DVD as compare to competitors
- Effect of Advertising and Sales Promotion Schemes and incentive on Customers and Dealers.

II. Research Methodology

Research Type	:	Descriptive Research
Data Type	:	Primary and Secondary data
Research Tools	:	Questionnaire Observation Enquiry
Sampling Units	:	Dealers/ Retailers and Customers
Sample Size	:	Dealers/ Retailers and Customers (100)
Sampling Method	:	Random Sampling Method

INFERENCES:

5.557 <12.592 , we accept the null hypothesis. There is no relationship between the age and sony DVD.

FINDINGS

- ✓ Majority of the respondent's 50% years 31-40 year's old age group.
- ✓ Total respondents 65% married and 35% of the respondents unmarried.
- ✓ Majority of the respondent's 45% years graduate.
- ✓ It is concluded that majority (40%) of the respondents are belongs to business category.
- ✓ It is concluded that majority (30%) of the respondents are earning monthly income below Rs.5000.
- ✓ It is concluded that majority (43%) of the respondents of the family members are less than 4 persons.
- ✓ It is concluded that majority (44%) of the respondents known by TV or any other
- ✓

SUGGESTION

- Advertising of Sony DVD lacks creativity and it should be **heart touching**
- Company should distribute **free key chain, calendar, t-shirts** for making brand popular among people.
- Company should introduce **low price and low power consumption** Refrigerator for acquiring the middle income group.
- Company should do **repeated advertising**. It would be produce results.

age of the respondents * prefer of sony DVD respondents Crosstabulation

Count		prefer of sony DVD respondents			Total
		best quality	competitive price	brand image	
age of the respondents	18-30	10	9	13	32
	30-40	5	8	8	21
	40-50	7	14	6	27
	above 50	7	9	4	20
Total		29	40	31	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.557 ^a	6	.475
Likelihood Ratio	5.679	6	.460
Linear-by-Linear Association	1.491	1	.222
N of Valid Cases	100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.80.

HYPOTHESIS:

H0: There is no relationship between age and prefer of Sony DVD.

H1: There is relationship between age and prefer of Sony DVD.

- Exclusive showroom should be open at the prime locations.
- The survey indicates that quite a large number of dealers are marginally satisfied with the service network. So company must take concrete steps to upgrade and improve the prevailing service

III. Conclusion

This project helped me tremendously in knowing how marketing activities are carried out in a real situation. In classroom lectures, I was able to understand only the theoretical work I have the practical experience about the marketing activities. As far In my study I have found that maximum people prefer to buy Sony VCD / DVD Players as compared to other brands of VCD / DVD Players because of its not make problems and features and performance.

I found that people prefer Inspire of fewer prices of other brands of VCD / DVD Players people prefer Sony VCD / DVD Players. Because of their attractive looks and space required for keeping DVD Players is also very less.

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