

A STUDY ON BRAND PERCEPTION OF SONY WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

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 product in country. Introduced by Japanese or Tokyo company started 7th may 1946.

Sony Corporation is the multinational company. Sony Corporation is a Japan based company mainly engaged in the manufacture and sales of electronic product. Ex; DVD/CD, TV, 3D TV, Digital cameras and video player and other electronic items. Sony is not new to India. Whether it was the television, or the walkman, a Sony always remained a must in the wish list of any Indian, returning home from abroad this love for the brand culminated in a new relationship then inspired by a reform friendly Indian business environment, Sony corporation decided to setup a 100% subsidiary called Sony India on 16th January 1995. Sony India focused towards making a difference in the lifestyle in the Indian market and open up new vistas of entertainment in the country. Sony India remains committed towards offering new age technology and digital concepts while working hand in hand with the Indian industry to produce and sell excellence. Their consistent commitment towards service has brought the company quite closer to the Indian consumer. Sony corporation now spans a range of including audio visual electronics, information technology, broadcast, telecommunications, entertainment, satellite broadcasting and even insurance and finance.

Keywords: Tokyo, Culminated, Vistas of Entertainment

INTRODUCTION

In a burnt-out department store in TOKYO in 1946. Just after world war II MASAREE IBUKA and AKIO MORITA running a company (TOKYO telecommunications engineering) attempted to produce a simple electric rice cooker. It did not work to well, but it kicked-off their desire to produce products for every life.

In 1958, the company name was changed to Sony Corporation and since then, Sony has become one of the most recognised brand names in the history of the modern world. From the outset IBUKA and MORITA STROVE to develop exciting products to fulfil people dreams. From its first transistor radio in 1955, to the Trinitron, walkman, beta cam, handy cam, the compact disc and the floppy disc. Sony has continually made things better, smaller and more innovative than ever through possible.

Sony corporation now spans a range of including audio visual electronics, information technology, broadcast, telecommunications, entertainment, satellite broadcasting and even insurance and finance.

SONY “LIKE NO OTHERS”



Throughout the world today, Sony stands for innovation state of the art technology and superior quality. Leading into its next fifty years, Sony's vision is to offer people exciting new product and new lifestyles and remains committed to the challenge of creating and realizing these dreams.

STATEMENT OF THE PROBLEM

In modern era, the competition is very high in market place. Therefore the brand and service offerings were differentiate when compared to competitors. In effect, everybody is trying to have unique features in their brand and market them. If organizations want to succeed in this space, they need to assess their brands honestly else similar me-too brands are out there in the market which can destroy their entire marketing efforts. Brand suffering from symmetry syndrome will find it difficult to survive in the market after sometime.

The present research is focused on developing a tool which can be used to measure brand uniqueness through a concept called „brand symmetry index“. With a brand uniqueness measurement tool at their disposal, the brand managers can know how their brands are performing in the market place.

How much is it being differentiated compared to others brand?

How much satisfied are you with the service provided for the product?

OBJECTIVES OF THE STUDY

To identify the factors that motivates the customers to buy the product.

To study the reason to purchase particular Sony product.

To analyse the customers requirement.

To know the customer satisfaction levels regarding Sony apparels.

METHODOLOGY OF THE STUDY

The present study is descriptive in nature based on both primary and secondary data. Primary data have been collected by conducting a survey among 150 sample brand perception of Sony with special reference in Coimbatore city. In this present study simple percentage random sampling methods was used to select the sample from the whole populations. Secondary data have been collected from students, employee, business men, home maker.

SAMPLE SIZE

150 sample brand perception of Sony with special reference in Coimbatore city.

DATA COLLECTION

The data relating to general information, buying behaviours, amount spent to buy, perchance preference, factors influences to buy from over any other company, recommendations, buying behaviours of the product, purpose of buying, payment method, mode of purchase, reasons for buying, product description and pricing information, description of this brand, over all opinion, distributes of Sony, product quality, service provide for the product were collected by an schedule to the respondents.

SELECTION OF THE AREA

The current study was related Around the Sony brand perception reference in Coimbatore city.

LIMITATIONS OF STUDY

This study is restricted only to the COIMBATORE. So the result may not be applicable to others areas. This study is based on the prevailing may change according to time, fashion, technology, development and etc. As per the population of the study is huge; a sample size 150 respondents is only covered till now. Information provided by the customers may not be accurate. They may hide some of the information at the time of filing up the questionnaires. Time constraint and area limitations.

FINDINGS

Majority 63.3 % of the respondents are from female. Majority 59.3% of the respondents are 18-35 years of age group. Majority 57.3% of the respondents are single. Majority 62.7% of the respondents are degree holder. Majority 46.7% of the respondents are student. Majority 93% of the respondents are preferring SONY. Majority 44.0% of the respondents are spending 25000-45000. Majority 50.7% of the respondents rarely prefer. Majority 27.3% of the respondents are brand name. Majority 30.7% of the respondents are suggesting to relatives. Majority 39.3% of the respondents are using TV. Majority 56.7% of the respondents are using for personal use. Majority 44.7% of the respondents are paying through cash. Majority 41.3% of the respondents are purchasing through show room. Majority 43.3% of

the respondents preferring quality. Majority 47.3% of the respondents are somewhat familiar. Majority 34.7% of the respondents are selecting high-tech. Majority 43.3% of the Respondents are Sony is an Innovative Brand are satisfied. Majority 42.0% of the respondents are Sony Brand Influence Your Purchase Decision are satisfied. Majority 36.0% of the respondents are Sony differentiates in technology and designs are satisfied. Majority 32.0% of the respondents Best Distributes Sony are loyal. Majority 45.3% of the respondents Product was worth the Purchase Price are satisfied. Majority 44.0% of the respondents Product Fulfilled my Purchase Need are satisfied. Majority 36.7% of the respondents Good after sale service experience are satisfied. Majority 38.7% of the respondents new product to buy a SONY brand. Majority 45.3% of respondents Product Quality are good. Majority 69.3% of the respondents Satisfaction of service provide for the product are satisfied. Majority 80.0% of the respondents Purchase again from Sony is yes.

SUGGESTIONS

Brand perception is reached through a company's marketing communications efforts towards brand equity. Celebrity/star endorsements, event sponsorship, advertising across different media, and non-price promotion are potentially effective in marketing strategies to build a strong brand image and loyalty of durable goods. Promotions for favourite brands have a strong impact on the probability to respond to a promotion (the relative probability to respond is multiplied with a least a factor). The establishment of effective linkages between companies and agencies is recommended in order to improve market competitiveness in the long run.

CONCLUSION

According to research of 6 months in Sony India 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 a product, professional appearance & knowledge of staff regarding product features and function, Sony is far ahead from SAMSUNG & LG, Sony plays a vital role in a consumer durable market.