

A STUDY ON CUSTOMER BRAND AWARENESS TOWARDS SONY LED TV IN DINDIGUL DISTRICT

P.Vijayalakshmi

Associate Professor, PSNA College of Engineering and Technology, Dindigul

Abstract

This article is about Sony LED TV. It highlights the brand awareness of Sony LEDTV with other brands. Primary objective is to find out the consumer brand awareness and perception towards Sony LED TV with special reference to Dindigul District. The survey was conducted to 150 respondents by using questionnaire method in this study percentage analysis and Chi-square method is used.

Key words: consumer awareness, LED TV

Introduction

The electronic industry in India took off around 1965. There was rapid growth followed by developments in consumer electronic mainly with transistor, radios Black & white TV, calculators and other audio products. Colour television soon followed.

The period between 1984 and 1990 was the golden period for electronics during which the industry witnessed continuous and rapid growth. In recent years the electronic industry is growing at a brisk pace. It currently worth about US\$150 billion and the industry is estimated to reach US\$350 billion by 2020. This growth has attracted global players to market in India.

Objectives of the Study

- To analyze the brand awareness of Sony LED TV.
- To analyze the Sony LED TV market share.
- To find the Sonys' competitive advantage of Sony LED TV.
- To find the satisfactory level of the customers in using Sony LED TV.

Scope of the Study

- It helps the firm to understand the market conduction of the Sony LED TV in Dindigul District.
- It helps to know about the brand awareness and market share of Sony LED TV.
- The study also helps to know the competitive advantage, Expectations of customers and their satisfactory level.

Limitations of the study:

- The collected data for the present study was confined only for 150 respondents.
- The study covers only one variant of competing brands that includes only LED TV
- The respondents were less interested in answering the questionnaire.
- The survey was confined to Dindigul District only.

Research Methodology

- Primary data
- Secondary data

Research Design

Descriptive research design - This includes surveys and fact finding enquiries of different kinds.

Statistical Tools Used

Percentage Method and Chi-Square Method.

Percentage Method

$$\text{Percentage of Respondents} = \frac{\text{No. of respondents favorable}}{\text{Total No. of Respondents}} \times 100$$

Chi-Square Method (X^2)

Table 1: Distribution of sample respondents on the basis of gender

Gender	No of respondents	Percentage (%)
Male	105	70
Female	45	30
Total	150	100

Table 2: Distribution of sample respondents on the basis of Age

Age	No of respondents	Percentage (%)
Below 25	34	23
26-50	75	50
51-75	41	27
Total	150	100

Table 3: Distribution of sample respondents on the basis of Occupation

Occupation	No of respondents	Percentage (%)
Govt employees	30	20
Private employees	65	43
Professional employees	37	25
Others	18	12
Total	150	100

Table 4: Distribution of sample respondents on the basis of income level

Income Level	No of respondents	Percentage (%)
Below 100000	13	09
100001-200000	30	20
200001-300000	45	30
Above 300001	62	41
Total	150	100

Table 5: Distribution of sample respondents on the basis of Location

Location	No of respondents	Percentage (%)
Rural	18	12
Semi-Urban	57	38
Urban	75	50
Total	150	100

Table 6: Distribution of sample respondents on the basis of Competitor

Competitor	No of respondents	Percentage (%)
Samsung	105	70
LG	45	29
Hitachi	1	1
Total	150	100

Table 7: Distribution of sample respondents on the basis of Awareness

Awareness	No of respondents	Percentage (%)
News paper	30	20
TV Ads	45	30
Friends	13	09
Show room	62	41
Total	150	100

Table 8: Distribution of sample respondents on the basis of Expectations

Expectations	No of respondents	Percentage (%)
Quality	83	55
Style	35	23
Durability	08	6
Brand Name	24	16
Total	150	100

Table 9: Distribution of sample respondents on the basis of after sale service

Satisfactory level	No of respondents	Percentage (%)
Highly Satisfied	47	31
Neutral	55	37
Dissatisfied	48	32
Total	150	100

Table 10: Relationship between location and awareness

Awareness	Rural	Semi-Urban	Urban	Total
News paper	6	11	13	30
TV Ads	4	20	21	45
Friends	0	05	08	13
Show room	8	21	33	62
Total	18	57	75	150

Null Hypothesis Ho: There is no significance relationship between location and awareness.

Alternative Hypothesis H₁: There is significance relationship between location and awareness.

Calculated x^2 value	= 5.192
Degree of freedom	= 6
Table value	= 0.519
Significant level	= Significant at 5% level

Inference

The calculated value is greater than the table value, therefore Ho is rejected. There is significance relationship between location and awareness

Table 11: Relationship between Price and income level

Income level	Very costly	Costly	Medium	Total
Below 100000	6	06	01	13
100001-200000	21	09	00	30
200001-300000	27	18	00	45
Above 300001	32	29	01	62
Total	86	62	02	150

Null Hypothesis Ho: There is no significance relationship between Price and Income level.

Alternative Hypothesis H₁: There is significance relationship between Price and Income level.

Calculated x^2 value	= 7.980
Degree of freedom	= 6
Table value	= 0.240
Significant level	= Significant at 5%level

Inference

The calculated value is greater than the table value, therefore Ho is rejected. There is significance relationship between Price and Income level.

Findings of the Study

1. Majority 70% of the sample respondents are males
2. Majority 50% of the sample respondents are in the age group of 26-50.
3. Majority 43% of the sample respondents are using Sony LED TV are Private employees.
4. Majority 41% of the sample respondents are getting above 300000 as their annual income.
5. Majority 50% of the sample respondents are residing in Urban.
6. Majority 70% of the sample respondents says Samsung is the best Competitor for Sony LED TV.

7. Majority 41% of the sample respondents have gathered awareness about Sony LED TV through show rooms.
8. Majority 55% of the sample respondents expect quality of the product.
9. Majority 37% of the sample respondents are neutral with after sale service.
10. There is significance relationship between Location and awareness.
11. There is significance relationship between Price and Income level.

Suggestions of the Study

1. The company shall concentrate on below 26 years for improving new sales.
2. The company shall concentrate more in Semi-Urban to increase sales.
3. The company can be innovative and keep updating about market and improve customer satisfaction
4. The customers feel that Price of LED TV is costly therefore company may reduce by eliminating waste and unnecessary expenses
5. The company should take steps to improve after service.

Conclusion

The study is aimed at analyzing market study towards Sony LED TV with reference to Dindigul District. Marketing create customers to the product. It is clear Sony is preferred by customers. The important variable of the product is Price and Quality. Due care to given for after sales service with which Sony LED TV can have better market share in future.

References

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