

# A Study on Sony Camera Equipment on Perception of Consumer and the Specification on Sony Product.

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*Abstract- Sony Corporation is one of the most recognized brand names in the world today. Sony Corporation, Japan established its operations in India November 1994. Focusing on the sales and marketing of Sony products in the country. Introduced by Japanese or Tokyo company started on 7th May 1946. In the modern era, the competition is very high in the market place. Therefore, the brand and service offerings were differentiated when compared to competitors. In effect, everybody is trying to have unique features in their brand and market them. Consumer perception is most important factor to create the brand name in the heart of the consumers. 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.*

## I. INTRODUCTION

A customer is a person who brings us his wants. It is our job to handle them profitability both to him and to ourselves. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet our pass customer expectation. Customer satisfaction can be stated as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. Here the study is based Sony camera equipment on [perception of consumers and the specification on Sony products. The survey and the study are based on to understand the consumer satisfaction and develop of the Sony camera and other appliance user on Sony brand.

### 1.2 OBJECTIVES OF THE STUDY:

- To identify the factors that motivate the customers to buy the product.

- To study the reason to purchase a particular Sony product.
- To analyse the customer's perception towards the SONY products related to cameras.

### 1.3 SCOPE OF THE STUDY:

To understand the best product on sony and most used camera on the cinematographer's view. The research has made an attempt to study the consumers needs, their fulfilment of needs. The observation should not be applied to area other than the surveyed field. The findings are based only on the information given by the respondents.

### 1.4 RESEARCH METHODOLOGY:

This chapter describes the methods applied for the study in detail. Research methodology is the precise process or strategies used to identify, pick, technique and examine statistics about a topic. In a studies paper, the methodology section allows the reader to critically evaluate a take a look acts overall validity and reliability. The methodology of the study includes.

- Area of the study
- Data collection
- Sample size
- Statistical tools.

### SAMPLE SIZE:

100 Respondents constituted sample covering Sri Krishna Adithya College of Arts and Science.

### STATISTICAL TOOLS USED IN THE STUDY:

Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.

- Percentage analysis

### 1.5 LIMITATIONS OF THE STUDY:

The primary data has been collected a structured questionnaire to a sample of college students in Sri Krishna Adithya College of Arts and Science, which may not reflect the opinion of the entire population. The information can be biased due to use of questionnaire

## II. REVIEW OF LITERATURE

J. PRIYADHARSHINI, M. SELLADURAI (2018) is a study that envisioned the prestigious history and the development of audio-visual media in the nation. The Indian television has achieved strata of indispensability. This study has made clear that the SONY camera is the market leader. Sony television has to come up with more innovative and promotional campaigns in order to gain more customers. Customer satisfaction index is a good tool to make improvements in the products and services of the company and therefore must utilize it carefully and keep it as confidential as possible.

DEEPIKA. A (2017) establishes that the objective of all customer satisfaction models is to provide results that are relevant, reliable, valid and have predictive financial capability. Customer satisfaction research should be done with greatest care. One satisfied customer will spread thousands of positive news among the society. For this purpose, the company is suggested to take some necessary step to consider the above-mentioned suggestion and it will automatically improve both customer's satisfaction and sales volume of Philips product.

Jun (2015) describes blind test is a scientific experiment where some of the people involved are prevented from knowing the information where it might lead to conscious or subconscious bias on their part that invalidating the results.

In Seo's (2016) research of image quality of sony cameras as compared with a DSLR camera using target image edges, the quality of images is important in image processing and object extraction since subsequent processes are influenced by that. In his final experimental results, he concluded that the image quality of a DSLR and sony cameras in terms of geometric and radiometric qualities of Sony

cameras are comparable to those of a DSLR camera except lens distortion parameters.

Khadgi, (2006) the study was conducted constituting 50 sony camera of Apex College. The research concluded that cell phones have become the best means of communication due to various reasons like it is easy to install, it is easily movable and has multi functions. Preference of cell phone brand is reflected by its attributes. Students are more conscious about its functions as technology is changing rapidly. Students below 25 years with the educational level graduate are found more in number using sony camera and western brands appear to be concentrating mainly on the multiple functions.

## III. HISTORY OF SONY PRODUCTS

Sony began in the wake of World War II. In 1946, Masaru Ibuka started electronics shop in a department store building in Tokyo. The company started with a capital of ¥190,000 and a total of eight employees. On 7 May 1946, Ibuka was joined by Akio Morita to establish a company called Tokyo Tsushin Kogyo (Tokyo Telecommunications Engineering Corporation). The company-built Japan's first tape recorder, called the Type-G. In 1958, the company changed its name to "Sony". Sony Corporation (known as Sony and stylized as SONY) is a Japanese multinational conglomerate corporation headquartered in Konan, Minato, Tokyo. Its diversified business includes consumer and professional electronics, gaming, entertainment and financial services. The company owns the largest music entertainment business in the world, the largest video game console business and one of the largest video game publishing businesses and is one of the leading manufacturers of electronic products for the consumer and professional markets, and a leading player in the film and television entertainment industry.

According to Schiffer, Sony's TR-63 radio "cracked open the U.S. market and launched the new industry of consumer microelectronics." By the mid-1950s, American teens had begun buying portable transistor radios in huge numbers, helping to propel the fledgling industry from an estimated 100,000 units in 1955 to 5 million units by the end of 1968.

Sony co-founder Akio Morita founded Sony Corporation of America in 1960. In the process, he was struck by the mobility of employees between American companies, which was unheard of in Japan at that time. When he returned to Japan, he encouraged experienced, middle-aged employees of other companies to reevaluate their careers and consider joining Sony. The company filled many positions in this manner, and inspired other Japanese companies to do the same. Moreover, Sony played a major role in the development of Japan as a powerful exporter during the 1960s, 1970s and 1980s.

It also helped to significantly improve American perceptions of "made in Japan" products. Known for its production quality, Sony was able to charge above market prices for its consumer electronics and resisted lowering prices. In 1971, Masaru Ibuka handed the position of president over to his co-founder Akio Morita. Sony began a life insurance company in 1979, one of its many peripheral businesses. Amid a global recession in the early 1980s, electronics sales dropped and the company was forced to cut prices. Sony's profits fell sharply. "It's over for Sony", one analyst concluded. "The company's best days are behind it. Around that time, Norio Ohga took up the role of president. He encouraged the development of the compact disc (CD) in the 1970s and 1980s, and of the PlayStation in the early 1990s. Ohga went on to purchase CBS Records in 1988 and Columbia Pictures in 1989, greatly expanding Sony's media presence. Ohga would succeed Morita as chief executive officer in 1989. Under the vision of co-founder Akio Morita and his successors, the company had aggressively expanded into new businesses. Part of its motivation for doing so was the pursuit of "convergence", linking film, music and digital electronics via the Internet.

This expansion proved unrewarding and unprofitable, threatening Sony's ability to charge a premium on its products as well as its brand name. In 2005, Howard Stringer replaced Nobuyuki Idei as chief executive officer, marking the first time that a foreigner had run a major Japanese electronics firm. Stringer helped to reinvigorate the company's struggling media businesses, encouraging blockbusters such as *Spider-Man* while cutting 9,000 jobs. He hoped to sell off

peripheral business and focus the company again on electronics. Furthermore, he aimed to increase cooperation between business units, which he described as "silos" operating in isolation from one another. In a bid to provide a unified brand for its global operations, Sony introduced a slogan known as "make.believe" in 2009.

IV. PERCENTAGE ANALYSIS

TABLE NO 4.1  
THE TABLE SHOWS THE AGE WISE CLASSIFICATION OF THE RESPONDENTS

AGE	NO.OF. RESPONDENTS	PERCENTAGE
15-20	64	64
21-25	30	30
26-30	6	6
TOTAL	100	100

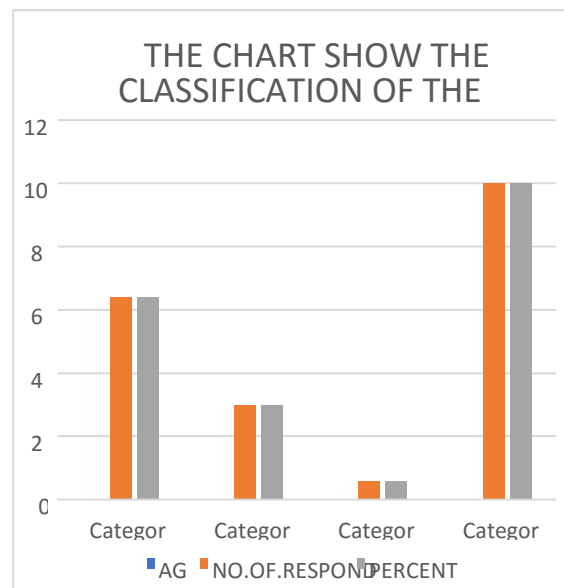
• INTERPRETATION:

The Above table indicates that 64% of the respondents are between 15 – 20, 30% of the respondents are between 21–25 and 6% of the respondents are between 26 - 30.

• INTERFERENCE:

Hence, the majority of the respondents are between 15–20 (64%)

CHART 4.1



## V. FINDINGS

### PERCENTAGE ANALYSIS:

- The majority of the respondents are between 15 – 20 (64%).
- The majority of the respondents are male (53%).
- The majority of the respondents are students (69.4%)
- The majority of the respondents are occasional purchase of the sony product (37.3%)

## VI. SUGGESTIONS

- The brand must focus on producing products that are durable.
- Customer feedback and queries must be considered.
- Try to produce goods suitable for Indian market and people
- To price the products aggressively to compete with competitors.

## CONCLUSION

The study is aimed at measuring customer satisfaction towards selective Sony cameras and products with special reference to Coimbatore City. Marketing starts before production and continues after sales. Marketing is the process of creating customers. Sony cameras and product is loved by each and every one irrespective of age group is clear down by this study. The important attribute of the product is quality and prices have received favourable 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 attempted its best to reveal the same.

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