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Authored by:

MS. C.Kalamani

From

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A Study on Customer Attitude Towards Sony Televisions with Special Reference to Erode District

Dr.N.Krishnamoorthy¹, Research Scholar MS. C.Kalamani²

¹*HOD ,Department of Management,Sri Vasavi College.Erode - 638 316.*

²*Department of Management,Sri Vasavi College.Erode - 638 316.*

¹*E-Mail -moorthyerd@gmail.com, ²E-Mail-kmmanikala@gmail.com*

ABSTRACT

Customer attitude is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the consumer and wider society. The study of Customer attitude is concerned with all aspects of purchasing behaviour - from pre-purchase activities through to post-purchase consumption and evaluation activities.

In today's world rapidly changing technology, consumer taste and preference are also characterized by fast changes. To meet this managing environment a firm has to be constantly innovating and understand the latest customer needs and wants. A customer behavior provides invaluable items and guidelines to market a new technological development, which they explore. Hence the study focuses on Customer attitude towards Sony Televisions in Erode City.

The study has a wide scope in analyzing the consumer behavior, awareness, attitude usage and satisfaction regarding Sony Televisions.

The study is confined to the factors considered by the respondents preferring the Sony Televisions has been covered under the study. The study aims to find the demographic factors which influencing customers awareness, satisfaction and attitude of Sony Televisions.

Keywords: Customer Attitude - Company Profile -Sony television

INTRODUCTION

Marketing environment was largely described as sellers market demand and was invariably greater than supply. Most of our business enterprise are still having selling concept which is product oriented. A change is taking place in the marketing environment at rapid speed and many consumer oriented marketing companies are beginning to realize the presence of competition and buyers marketing. The aim of the modern business is to satisfy the consumers and thereby to earn profit. His main intention is to provide quality products to the consumers.

In the modern marketing “**consumer is the king**”. So, the producer's fate is decided by the action of the consumer i.e. by either buying the product or rejecting it. So, a producer tries hard to gain competitive efficiency over the other by adopting new technologies in production and cost reduction measures.

Today the consumer is battled by an enormous increase in choice with the sudden increase in number of brands and with sizeable price differences. A consumer is confused over taking the right choice. There are many causes, which determine the brand to used namely quality of the product, price advertisement, packing and free gifts offer for the products. Considering all the aspects, the consumer will choose a particular brand of product having the lowest price with good quality.

CUSTOMER

Customer is a individual or organization unit that consumes a product. A customer is a king of a market. Customer behavior is the determining factor for the purchase of a product. Customer behavior may be defined as the decision process and physical activity of individual.