

MANAGEMENT THESIS-II

TITLE

**Customer perception about purchase of Sony television 'Wega' from
exclusive showroom v/s organized retailer at Chinchwad**

By

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Summary

This management thesis is a report on the customer perception about purchase of Sony television 'wega' from exclusive showroom v/s organized retailer. This thesis highlights on some of the purchasing aspect of the customer such as price, product, quality and after sales services provided by exclusive showroom v/s organized retailer.

Here this thesis shows the satisfaction level of the customers after purchasing Sony television 'wega' from exclusive showroom v/s organized retailer.

This report will provide data on which the customer can find various reasons to select from where it is profitable to purchase Sony television 'wega'.

Introduction

The objective of this thesis is to find customers perception about purchasing of Sony television 'wega' from exclusive showroom v/s organized retailer in terms of price of the product, quality difference, after sales services. It will help the customer to select from where it is profitable to purchase the product and from which outlet he/she will get customer satisfaction. This report will also show why the customer is purchasing from exclusive showroom or from organized retailer, what are the various aspects that are included in the purchasing process of the customer.

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Objectives

- To find customer perception in terms of cost of Sony television 'wega' purchased from exclusive showroom v/s organized retailer.
- What are the reasons that influence customers to purchase Sony television 'wega' from exclusive showroom v/s organized retailer.
- To analyze the satisfaction level of the customers after purchasing Sony television 'wega' from exclusive showroom v/s organized retailer on the bases of quality of the product, brand image, after sales services provided by the retailer and cost of the product.

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Methodology

This thesis will be based on primary data collected with in chinchwad area

For primary data I had visited to both exclusive showroom and organized retailer directly and collected their existing customer data of Sony television 'wega'. I also prepared questionnaire which contains both open ended and close ended questions.

Sample size:

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The sample size is 44 customers of Sony television 'wega', divided into 28 customers of exclusive showroom and 16 of organized retailer.

Limitations

- Not enough customer data have been provided by both the showrooms of there existing customers of Sony television ‘wega’ to conduct the survey.



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Empirical Analysis

Q- Why people go to exclusive showroom or to organized retail outlet to purchase Sony television (Wega)?

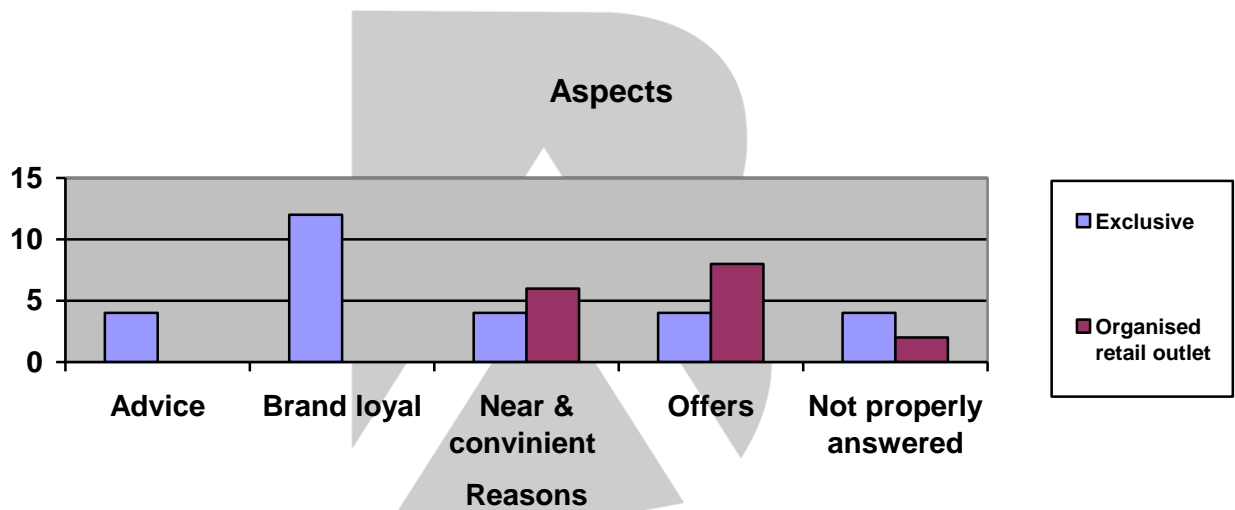


Figure 1:- For exclusive showroom V/S organized retail outlet

Interpretation: - In this chart it is clear that there are so many reasons that influence the customer to purchase Sony television (wega) from exclusive showroom as well as from organized retail outlet. Some of the reasons are mentioned above and it can be seen that reason like advice given by friend, or anybody else is there most for the exclusive showroom this includes brand loyalty as well. When it comes to other reasons like near & convenient and special offers given by the respective outlet then organized retail outlet is preferred more in comparison to exclusive showroom.

Q- Customer perception about Sony television (Wega) in terms of price, product (quality) and services offered?

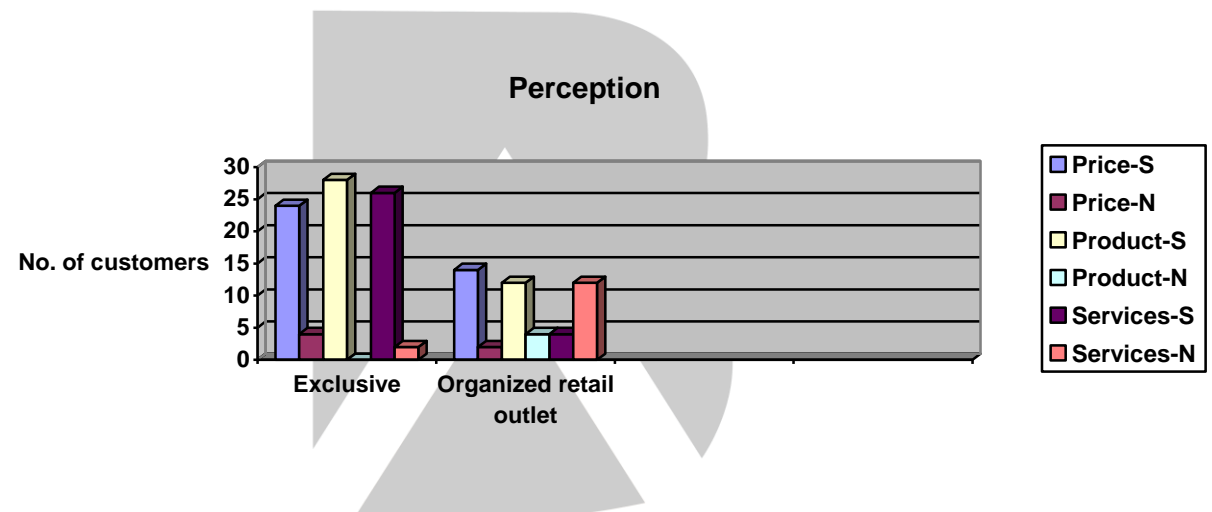


Figure 2: This chart is the combination of satisfied and not satisfied people for exclusive showroom as well as of organized retail outlet.

Interpretation:- This chart shows the satisfaction level of the customers from the product, price and services that a retail outlet is providing and it is clear that exclusive showroom satisfy the customer better then the organized retail outlet.

Q- How good and effectively does exclusive showroom v/s organized retail outlet handle and maintain relations with the customer?

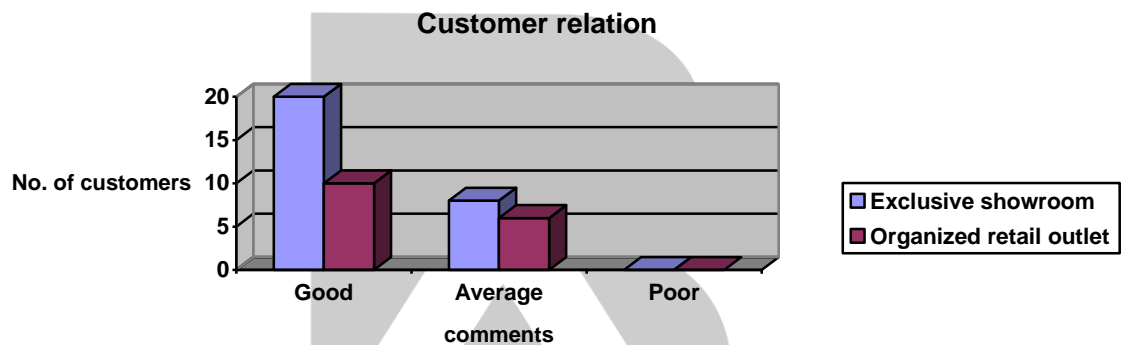


Figure 3: Customer relationship chart.

Interpretation:- When it comes to the customer handling part both the outlets are performing well and very effectively as the total no. of customer in this report for exclusive showroom are 28 and for organized retail outlet it is 16, out of them most of the customers are satisfied with the customer handling part or the way by which these retail outlet handles their customers.

Findings

- Any person, who is going for Sony brand normally prefers buying from exclusive showroom in comparison to organized retail outlet and the major reason behind this, is this type of customer comes under the category of brand loyal customers.
- Mainly when there are some special offers available in the organized retail outlet the sales are bit higher or it can be said that when customers are buying Sony television (Wega) from organized retail outlet the main reason behind it provides special offers over exclusive showroom.

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- However an aspect like near and convenient to the showroom plays a vital role in purchasing decision of the customer.
- When it comes to the quality, price and product both exclusive and organized retail outlet are same in all aspects, there is no difference in these aspects with both the retail outlets.



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Conclusion

- When it comes to purchasing of Sony television (Wega) or any Sony brand interested people prefer Sony exclusive showroom.
- It is also profitable for the customers to purchase from exclusive showroom, because exclusive showroom provides better and fast services in comparison to that of organized retail outlet.
- Exclusive showroom also provides prompt after sales service in comparison to that of organized retail outlet.
- Where it is also clear that organized retail outlet provides discount offers which are very frequently their through out the year, where exclusive showroom does provide special offer but not through out the year or not as frequently as the organized retail outlet.

Appendix

Questionnaire

Name:

Address:

Contact No. _____

1) From where did you purchase Sony television 'wega'?

a) Exclusive showroom

b) Organized retail outlet

2) Why did you purchased from the respective showroom?

Ans: _____

3) Are you satisfied with the cost of Sony television (Wega)?

a) Satisfied

b) Average

c) Not satisfied

4) What is the satisfaction level from the quality of the product?

- a) Good
- b) Average
- c) Poor

5) How prompt is the after sales service does the retail outlet provides?

- a) With in 12hours
- b) With in 24hours
- c) After 24hours

6) Your perception about the retail outlet in terms of maintaining customer relation?

- a) Good
- b) Average
- c) Poor

7) How will you rate the services offered by the retail outlet?

(From 1 to 10, 10 stands for the best and 1 stand for very poor)

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8) Are you satisfied after purchasing Sony television (Wega) from the respective outlet?

- a) Yes
- b) 50 -50
- c) No