



CONSUMER PURCHASE BEHAVIOR TOWARDS TELEVISION



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INTRODUCTION:

Consumers market in India are undergoing rapid transformation. The days have gone when people were forced to buy and stick to the products and services produced and provided domestically. It was an evitable circumstance because of lack of availability and accessibility of overseas products. This drastic change in every business is because of the revolution in the field of science and technology. The situations have demanded the governments to convert the existing business policies.

Especially the Liberalization, Privatization and Globalization (LPG) policies of Indian Government have paved way for incorporation, mobilization and operation of Multinational companies all over the world.

Due to this policy that one can buy any country's product anywhere in the world. Ever changing business activities have been psychologically influencing the behavioral patterns of consumers and dealers and their product service preferences.

Indian Consumers:

According to the definition provided by Wikipedia, "Consumers are individual or households that consume goods and services generated within the economy. A consumer is assumed to have a budget which can be spent on a range of goods and services available in the market. Under the assumption of rationality, the budget allocation is chosen according to the preference of the consumer i.e. to maximize his or her utility function". Based on the above discussion, consumer preference can be assumed to be a study in relation to consumer behavior.

Consumer behavior is a study of individual, groups or organization and the processes they use to select, use and dispose of products, services, experiences or ideas that satisfy the needs and desires. The marketer should offer goods and services as per consumer's needs and desires. Hence, it is necessary that a marketer must study their target customers, preferences, wants, attitudes, experiences, perception, shopping and buying behavior etc. The behavior of the consumer displays in scanning for purchasing which they expect will satisfy their needs. It is important to understand consumer behavior and realize that consumers are never naïve.

The study of consumer behavior deals with the study of how individuals make decisions to spend their valuable resources (money, efforts, time) for purchasing or consumption of related items., inclusion of questions like what, why, when, where, how often, etc.

Every day individual consumers make choices regarding the products they want to purchase. The consumer behavior model thus helps to give a framework to study the buying preference of a consumer and changes taking place in their order considering the fast changes occurring in the socio-economic environment in all parts of the world. Consumer's preference surveys are commonly used to access and understand these choices.

Consumer's Choice:

The ability to choose one thing over another with the anticipation that the choice will lead to greater capability, greater satisfaction and improved performance is the preference. Satisfaction is a product of the alignment between prescribed function and emotive performance elements and the ability of the company to meeting these requirements over time. Hence, the preference is not always static.

REVIEW OF THE LITERATURE

This chapter deals with reviews regarding research gaps. The buyer is confronted with a posh set of alternatives in his purchase situations. He needs to make a choice of products and products classes from many sorts considering his money, willingness to pay and efforts. Also, he needs to make selections from each product category considering different sizes, colors, models and types. The buyer has also to require decisions about when and where to shop for the products that he needs or wants, what quantity he wants to spend thereon, or what quantity he can afford to and the way he can pay for it. Though, some purchase decisions are routine which cannot require these considerations any further than the blink of an eye fixed, other purchase situation and decisions could also be more complex. Some products may require cash outlays only. In some others, consideration regarding status and prestige are important. In a very few others, preference is also given to safety and health which also must be examined. Many product purchases may require the evaluation of a range of economic, social and psychological factors. An intensive understanding of those consumer preferences help to spot different market segment and evolves suitable strategies for effective penetration into these segments. This may also help the organization in strengthening their action in anticipating consumer needs and desires and in shaping the desires and aspirations of consumers thereby solving many of the consumers' day-to-day problems in purchase situations.

Need - the first Criteria for Purchase Intentions

Need is identified as a crucial influence within the perception of consumers on their purchase intentions. The influence of physiological needs as an element in consumer perception has been clearly demonstrated in a very number of studies. For e.g. pictures of food flashed on a screen for very short periods of your time were more readily recognized when subjects were hungry than they weren't hungry. Secondly, psychological needs also influence perception in a very similar manner. For example, the consumer's psychological state of affairs may play a job in purchase decisions. Thirdly, the sociological needs like status, dominance and love affiliation also contribute to get choices'. This idea has been widely accepted by behavioral scientists.

Pre-purchase Information

When need drives a consumer to purchase a product, the follow up is naturally to go in for collecting information on the product prior to the state of actual purchase. (Thorelli, 1971) in his study on 93 Norway sample districts, found that those with more education might be more information - minded than those with less education. Actual or potential buyers or owners of a product were more likely to be better informed than any others, at the same time higher-income group people an elite people should be informed about the product because knowledge is power. In their revealing attempts, (Hair et al., 1977), surveyed certain predictions as the focus of their investigation. The consumers living in high and low density areas 24 will differ with respect to their pattern of pre-purchase information search associated with the decision to buy various types of products. The data used for the above study were collected via structured personal interviews with 102 household representatives in the central Missouri area in and around the city of Columbia. The main result of the study was that the two consumer groups studied did differ with

respect to the pattern of information search. The pronounced variations in information search patterns observed in these two consumer groups, suggested that other consumer groups might also show substantially different information search. Thus this research effort had attempted to enhance understanding of pre-purchase information, search by comparing the reported information search pattern of two market segments.

Factors Influencing Consumers' Preferences

The following findings of the assorted researchers reveal that the inner and the external factors greatly influence the customer's preferences. Especially, with regard to television test the external factors i.e., demographic, social, ecological, economic, cultural, political, legal and technological factors pretty much affect the businesses both, favorably and unfavorably and also influence the purchasing behaviors of the customer's therein particular market. Socio-Demographic Variables and get Decision, Economic and demographic factors have a significant influence in determining the types of products that folks need. They even have a vital touching on the 26 brand choice and supplier patronage. Within the following pages, a number of the important demographic and economic trends are described. Frank, Massy and Lodahl' have analyzed the correlation of household purchasing behavior with socio-economic and demographic characteristics by using the information from J.Walters Thompson consumer panel for grocery products that are frequently purchased. There seems to be a high degree of association between socio-economic, demographic and personality variables with households purchasing behavior.

In their psychological approach Peter D. Bennet and Harold H. Kassarian emphasize the importance of the place of residence in purchasing perceptions. They conclude that the

perception of the individual is selectively organized per them, only certain objects within the geography world enter into the customer's cognition. Others are not any perceived or molded or altered to suit the wants of the individual.

Brand Preference of the consumer:

When one considers the subject of consumers' preferences, one is struck with the many alternatives regarding the acquisition of products and post purchase services. Apart from this, preferences are manifested within the sort of generic product, the brand, the size, the store, additionally because the value. The consumer's product preference is influenced by the brand and services that go along with it. A stimulating study was made by (Parker Lessig & Copley, 1974) to seem at the link which existed between consumer brand preferences, and perception. The data were collected from the twin cities of Leviston, Idali and clarkston, Washington. Information on preferences towards seven car brands, perceptions of the attributes of these cars and attribute satisfaction scores were obtained 105 consumers randomly selected from the sample consumers. Eleven car attributes like economy of operation, power, warranty, style, size and dependability were included within the analysis.

The above research work revealed that brand evaluation was a comparative process during which the preference of 1 brand was highly dependent upon the consumer attribute perceptions and attitudes towards other brands. Hundal and Sandhu, with the foremost purpose of determining the pre and post purchase behavior and brand preference conducted study with 250 T.V consumers. The findings revealed that the foremost factors considered by the sample consumers

were the value of various brands and so the provision of assorted products attributes in their study including after sales service.

RESEARCH GAPS IDENTIFIED

Television has become an integral part of man's life as the importance of television cannot be underestimated in this age of technological advancement. Television not only provides entertainment but also gives information about surroundings and on a global scale. The television is used by more number of people belonging to different walks of life. Television is considered to be based on informative explosion.

The need for possessing TV among the low income people is also very much preferred.

Branding, advertising, advertising and distribution are the key areas where appliance makers will have to invest a lot of money into, Television is the natural extension.

Now a days, television sets are available at a comparatively cheaper price with quite advanced technology because of the presence of various companies trying to establish or penetrate the market. "MNC market can be defined as the performance of business activities that directs the flow of a company's products and services to the consumers or users in more than one nation for a profit is a complex and diverse concept. While the business goal of profit making by promotion, pricing and distributing its products for which the market remains the same, the challenge comes from the environment in which the marketing plan must be implemented." In this context, the researcher has taken the study preference of consumer towards consumer television. As per the consumer, his/ her choice varies with the price, technical advancement, having special features, economically useful and maintaining good quality.

Since the mid-1990s, the Indian TV market has witnessed the entry of global brands like Akai, Aiwa, LG, Panasonic, Sansui, Samsung, Sony, Thomson, and Toshiba. At present, while LG and Samsung operate through fully-controlled Indian operations, the Akai, Sansui and Toshiba brands are marketed by Videocon. Many multinationals such as Sony, LG, Samsung, One Plus, Xiaomi and Matsushita entered on their own and quickly captured the imagination of the market with innovations in product quality and features. The color television set prices were very high in the early 1990s. This was the time when Indian brands such as Onida, BPL and Videocon made good profits for over a decade but they refused to reduce prices. This was one of the reasons why the low income group was not able to buy television sets.

OBJECTIVES OF THE RESEARCH

In the age of competition, the researcher tries to investigate how a consumer responds to the television industry in view of the television sets being the most desired.

To understand the behavior of the Indian consumer of luxury goods, FICCI conducted a survey with high net worth individuals across the five cities of Chennai, Jaipur, Delhi, Mumbai and Kolkata. The survey was designed to understand and analyze Indian consumer's perception of luxury.

'The total market size of color televisions in India in 2002 was 7.5 million units approximately. The color television market was dominated by players like Onida, Philips, Videocon, BPL etc. till the late 1990s. They are steadily losing ground to multinational players like LG, Samsung.

BPL, which was the market leader during 2001 lost its position in 2005 to LG. LG claimed the leadership position in 2007 with estimated sales of 1.1 million during 2008, representing a growth of 76.5%. LG's market share has increased from 7.4% during 2009 to 10.8% during 2010.

On a monthly basis, LG has captured market leadership during late 2002. During the year 2002, while it had a market share of 16% in the medium screen segment, its market share was 13.5% in the large screen segment and 10.4% in the small screen segment. 'Mrs. Poornima's study (2000) on "Lifestyle shopping behavior and use of products and services among the women consumers"' revealed that they preferred TV sets first and then the kitchen aids'. Therefore the consumers' need for television seems to be very high.

With a view to attract consumers and dealers each company brings out its own strategies but the success of such strategies depends on the consumers' acceptance and their preference to them.

For this purpose the companies need continuous studies relating to consumers' preferences. But hardly are there studies on these fields. Consumer behavior changes from time to time and consumer's preference has undergone very frequent changes. "Consumer's preferences were changing and becoming highly diversified. Even in industrial markets, where need for good and services were always more homogeneous than in consumer markets; buyers were exhibiting diversified preference and less practicable purchase behavior."

Hence, the researcher has opted for the present study to examine the consumer' preferences to television. As a marketing researcher he attempts to study the consumers' preference on the differentiated television sets.

OBJECT OF THE STUDY

The following objectives are studied:

1. To study the buying behavior of a consumer with respect to television set
2. To study the selection of most important parameter while buying a television set
3. To study the selection of most important feature while buying a television set

SCOPE AND LIMITATIONS OF THE STUDY

1. The study focuses on investigating the consumer's behavior when buying a television sets.
2. The study assumes information given by the consumers as valid and reliable.
3. The study is not a comparative study between different television brands.

SAMPLE SIZE AND SAMPLE CRITERIA:

DATA COLLECTION:

Keeping the objectives in mind, the researcher framed questionnaires for the consumers. The primary data is collected from the selected respondents with the help of structured and close ended questionnaire. The questionnaire includes a mixture of multiple choice questions along with the statements reflecting various kinds and levels of preference of customer towards this

study. For this purpose, the Likert scale techniques which consists of multiple choice questions using five points scaling ranking methods is used.

The researcher has circulated questionnaire at random. The profile of respondents is fairly representative sample. They are drawn from people belonging to different Age, Occupation, Gender and Income. Television is viewed by all persons in a family so income of the respondents includes income of all family members.

DATA FOR THE STUDY:

Primary data: First-hand information is collected directly from the sample respondents relating their preferences.

SAMPLING UNITS:

The sample for the study is drawn from the consumers as consumers are the ultimate user of the television set. The consumers are drawn at random through online circulation of the survey form.

Study of Consumer Purchase Behavior towards "Television"

Welcome,

This survey will be helpful for me in understanding and analyzing the behavior of a consumer while buying a Television set.

Please submit the suitable responses.

What is your gender *

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

What is your Age? *

- ☐ 18-25
- ☐ 26-30
- ☐ 31-35
- ☐ Above 35

What is your Occupation? *

- ☐ Employed/ Self Employed



☐ Student

What is your Income per Month? *

- ☐ Below 10000
- ☐ 10001-15000
- ☐ 15001-20000
- ☐ Above 20000
- ☐ Not Applicable

Which Television do you posses? *

- ☐ Samsung
- ☐ Sony
- ☐ LG
- ☐ Xiaomi
- ☐ Other...

How important are the features to you? *

	Least Important	Somewhat Impo...	Neutral	Important	Most Important
Advance Technol...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sound Clarity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Screen Size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Design and Style

☐☐☐☐☐

How important are the following parameters to you? *

Least Important

Somewhat Impo...

Neutral

Important

Most important

Satisfied with th...

☐☐☐☐☐

Durability

☐☐☐☐☐

Easy to Handle

☐☐☐☐☐

Cheaper than oth...

☐☐☐☐☐

Prompt service / ...

☐☐☐☐☐

Free servicing du...

☐☐☐☐☐

Free Home Deliv...

☐☐☐☐☐

Less Electricity C...

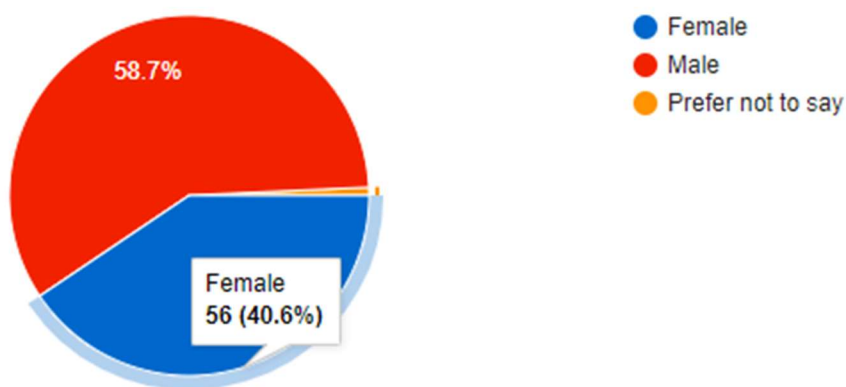
☐☐☐☐☐

RESEARCH DESIGN:

The research design employs descriptive, explorative and analytical methods. The basic information is obtained through the survey method by circulating the questionnaire online. As there is a need to collect innovative ideas, strategies and policies to solve existing problems, exploratory research method is utilized. Certain analytical tools for identifying differences among factors affecting consumers' preferences are also used in this study. All the three methods are concurrently used to employ their characteristic features for effective research design. The data collected from the respondents are categorized based on the various classifications which can be analyzed using one sample T-test, ANOVA, cluster analysis, Chi-square test and Rank correlation.

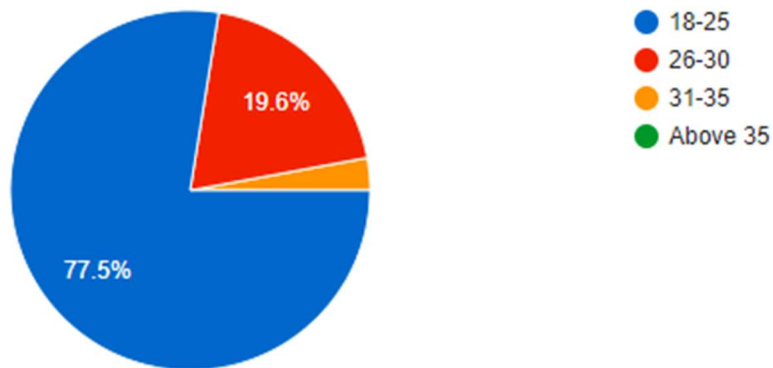
OBSERVATIONS

Gender Ratio:



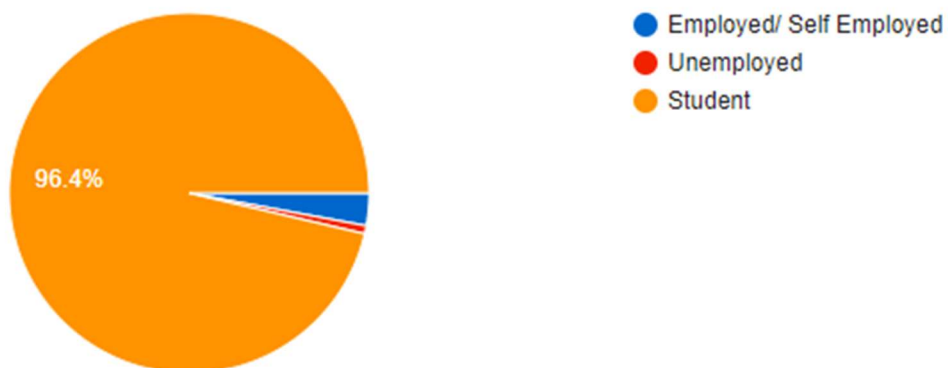
The form has been circulated online in which 138 responses has been recorded in which 81 (58.7%) were males, 56 (40.6%) females and 1(0.7%) preferred not to say.

Age Range:



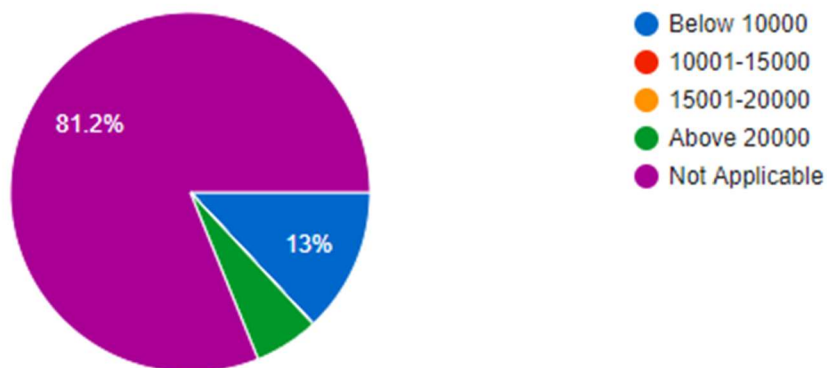
107(77.7%) were recorded in the age range 18-25, 27(19.6%) in the age range 26-30 and 4(2.9%) in the age range 31-35.

Occupation:



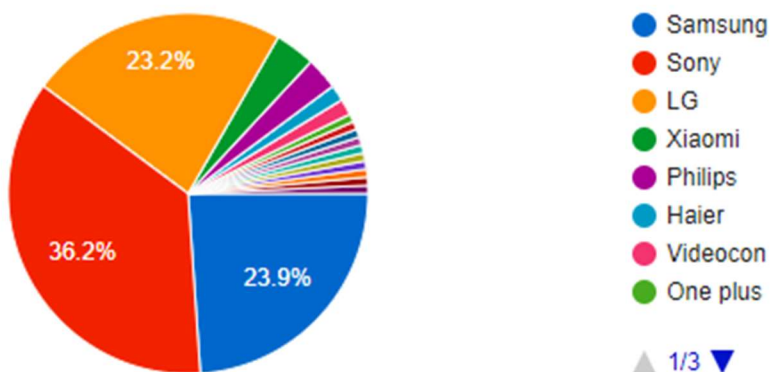
133 (96.4%) responses recorded from students, 4(2.9%) from employed/ self-employed and 1(0.7%) from unemployed.

Income:



112(81.2%) responses recorded to be Not Applicable/ No income, 18(13%) responses in the income below INR 10000 and 8(5.8%) having income above INR 20000.

Televisions Own:



From 138 responses, 50(36.2%) respondents possess Sony Television, followed by Samsung at 33(23.9%) and 32(23.2%) for LG and rest others.

Features:

As per the recorded responses, while buying a television set, the most important feature consumer prefers is Picture Quality and Resolution (105), important feature being both Screen Size and Advanced Technology (72 each), least important being the Design and Style.

Parameters:

As per the recorded responses, the important parameter while buying a television is the Durability (93) closely followed by the satisfaction of a consumer with the cost he/ she pays (80).

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