

## A STUDY ON CONSUMER BEHAVIOUR TOWARDS PURCHASE OF TELEVISION SET AT KUMBAKONAM

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### ABSTRACT

*The wealth of products and services produced in a country make our economy strong. Almost all the products, which are available to buyers, have a number of alternative supplies i.e., substitute products are available to consumers, so they make a decision to buy products. Therefore, a seller, most of his time, seeks buyers and tries to place them. Consumer purchase a product, because of certain motives. Motives refer to thought; urge strong feelings, emotion, drive etc. The motives may be generally controlled by economic, social, psychological influences etc. When a consumer buys a product, his aims are desire for security, rest, comfort, curiosity, self-preservation, fashions etc. Consumer behaviour is affected by various factors, ranging from personal motivation, needs, attitudes, values, personality characteristics, to socio-economic and cultural background, age, sex, professional status, friends and society as a whole. The combinations of these various factors produce different impact on each area of use manifested in our different behaviour as consumers, to understand the determinants of consumer behaviour in effective manner.*

**Key words:** Consumer behaviour, Perception, satisfaction, Attitudes, motives.

### Introduction

A marketer is always interested to know how consumers responds to various marketing stimuli-product, price, place and promotion and other stimuli i.e., buyer environment-economic, technological, political and culture. The marketer studies the relationship between marketing stimuli and consumer response. The buyers are considered as his mind cannot be imagined, as to his buying decision. The buying decision depends on his attitude, preferences, feedings etc. An individual buyer seeks to spend his income on such goods which give the most satisfaction (utility) according to his tastes and at relative prices fundamentally, its distribution and level-affects the purchasing power, which determine the behavior of buyers. The following important economic factors affect the buyer's behavior such as Disposable personal income, Size of family income, income expectation,

Propensity to consume and to save, Liquidity of fund and consumer credit.

### Executive Summary of Television Sets

Television sets have been manufactured in India since 1930. Till the 1980s players like Sony, Allwin and Videocon controlled almost 90% of the market. Earlier, the white goods sector was categorized as a luxury Goods industry and was subject to oppressive taxation of the Indian Economy. In the early 1990s the government removed all restrictions, and now there is no restriction on foreign investments, and licenses are no longer required. Post-liberalizations, a number of foreign companies entered the market and many domestic players also diversified into Television sets. LG and Videocon, who already had a presence in the consumer electronics market, leveraged their strength to enter the Durables sector.

In India television sets have the highest inspirational value of all Consumer durables with the exception of television. This unit for the high growth rate of the television sets market. The television sets market has been growing at a rate of the television and market. The television sets market growing at a rate of about 15% per year, while the consumer Durables industry as a whole has growth at almost 8%. The size of the television sets market is estimated to 3.5-r million Units approximately, valued at Rs.59 billion. The domestic penetration rate of television sets is about 9%. The penetration of television is considerably higher in urban areas, which accounts for 75% of the demand, with rural areas constituting the other 25%. The demand is also higher in the Northern and western parts of the country than in the east. The south also has demand as the Warner of the south requires a television sets running throughout the year.

### Statement of the problem

In the competitive world everything is complicated. Particularly choosing brand in a widely scattered market by the consumer is still complicated. During the course of purchase the consumer has to face variety of problem. The consumer has to choose the product depending on various factors like income age, sex, awareness, experience and social status etc.

The buying process includes need recognition, information search evaluating alternatives. In most of the families both husband and wife are office goers. Every day the family has to face number of problem in their routine wants. For the convenience and comforts many durable goods which is very much essential for nuclear family for meeting their day to day demand. There are many industries in the field of television such as Samsung, Sony, Panasonic, LG, Videocon, Philips, Vizio, Toshiba, Sanyo. Here an attempt has been made to study the buying behavior towards television sets in Kumbakonam town.

## Objectives

The following are the main objectives of the study.

- \* To understand the factors influencing consumer buying behaviors' of television sets in Kumbakonam town.
- \* To chalk out the market leader of television sets in the study area.
- \* To study about the advertisement impact and influence of television sets.

## Methodology

The study is based on the both primary and secondary data. The primary data were collected from the 150 respondents in kumbakonam town by administering a well structured and pretested questionnaire. Convenient sampling method has been followed for the selection of respondents. The secondary data were collected from the leading journals, books, magazines, and internet etc.

## Data analysis and interpretation

The buying behavior of consumer depends upon many factors like consumers income level status, caste, surrounding literacy level and advertisements.

**Table-1**  
**Brand preference**

S.No.	Brand Name	No. of respondents	Percentage
1	Samsung	47	31
2	Sony	30	20
3	Panasonic	18	12
4	LG	24	16
5	Videocon	12	8
6	Philips	10	7
7	Vizio	2	1
8	Toshiba	3	2
9	Sanyo	4	3
	Total	150	100

**Source:** Primary Data

The above table shows that the majority of the respondents bought Samsung which represents 31%, followed by 20% Sony, it followed by 12% of respondents bought Panasonic, 16% of respondents are bought LG, Videocon and Philips which represent more or less same and remaining brands are represent few respondent only.



**Table-2**

**Criteria for selection of brand**

S. No	Criteria for selection	No. of respondents	Percentage
1	Quality	97	65
2	Size	14	9
3	Advertisement	12	8
4	price	19	13
5	others	08	05
	Total	150	100

**Source:** Primary Data

It is observed from the above table 65% of the respondents are having quality consciousness, 12 of attracted by advertisement, 13 of respondents bought it for low price and 9% have purchased television sets size and remaining 5% of the respondents criteria for selection of television on sets based on others.

**Table-3**

**Mode of purchase**

S. No	Purchase of television	No. of respondents	Percentage
1	Exchange	15	10
2	Cash payment	120	80
3	Credit (Installment)	15	10
	Total	150	100

**Source:** Primary Data

The above table indicates that 80% of respondents purchased by cash payment, 10% of respondents by exchange offer and remaining 10% of respondents availed credit (Installment) facility.

**Table-4**

**Size of Television sets**

S. No	Size of Television	No. of respondents	Percentage
1	30-40 inch	100	67
2	40-50 inch	39	26
3	50-60 inch	6	4
4	60-70 inch	5	3
	Total	150	100

**Source:** Primary Data

It is obvious from the above table that 67% of the respondents are purchased 30-40 inch size of Television sets, followed by 26% of respondents in 40-50 inch size of television sets, followed by 26% of respondents in 40-50 inch size of television sets, 4% at 50-60 inch size of Television sets and 3% of respondents bought 60-70 inch size of television. It is noticed that nearly  $\frac{2}{3}^{\text{rd}}$  of respondent have preferred to buy 30-40 inch size of capacity television sets.

**Table-5**

**Purchase of Television**

S. No	Purchases	No. of respondents	Percentage
1	Dealers (show room)	117	78
2	Online	30	20
3	Others	3	2
	Total	150	100

**Source:** Primary Data

The above table shows that the majority of the respondents i.e., 78% purchased from show room and 20% of respondents are purchased from online and remaining 2% of respondents purchase television set from others.

**Table-6**

**Impact and Influence of Advertisement**

S. No	Criteria for selection	No. of respondents	Percentage
1	News papers	24	16
2	Magazines	10	7
3	Internet	15	10
4	Television advertisement	70	47
5	Friends and relatives	31	20
	Total	150	100

**Source:** Primary Data

From the above table shows that 47% of respondents came to know about their brand by television advertisement, 20% by friends and relatives, 16% is followed by news papers, and 10% of respondents know the brand selection from the internet and remaining 7% from the magazines.

### **Findings**

- In this study  $\frac{2}{3}^{\text{rd}}$  of the respondents have been male and married category.

- It has been ascertained from the analysis that more respondents age group from 30 to 40.
- The brand preference of television set has been ascertained more than  $1/3^{\text{rd}}$  of respondents have owned Samsung brand.
- The criteria for selection of television set from the study  $1/3^{\text{rd}}$  of respondents are reported that quality factor for taking purchasing decision.
- It is clear more than  $2/3^{\text{rd}}$  of respondents they have made cash purchase.
- The various size and model of television preferred by the respondent. It is noticed that majority have preferred to buy 30-40 inch size of television.
- To exposes the respondent's satisfaction towards after sales service offered by the sellers. Here an attempt has been made to the analysis more than  $4/5^{\text{th}}$  of them have expressed that they are satisfied with the service offered by the dealers after sales.
- The purchase impact and influence of television set of respondents, it is observed from the analysis 47% of them criteria for selection of brand by television advertisement.

### Suggestion

The television companies have may be under taken some of the suggestion based on the study.

- The companies must continuously analyses their television quality and improve it.
- Television companies it introduced various types of model in the market.
- It gives more importance for after sales services and other advertisement.
- The television manufacturing companies should come forward to introduced low price of television set, simultaneously volumes of sales is increased in the market and also lower and middle income group of people are benefited.

### Conclusion

All activities of the business must be focused on the consumer. This is an essential viewpoint in the firm that operates under the marketing management concept. Consumers judge business performance by the manner in which they exercise their purchasing power. In other words, consumer reactions to market offering, decides the success or failure of the firm, which is influenced by the various factors. Therefore, marketing companies must understand the complexities of consumer behavior and give the weight to what they believe to be more important forces acting on the consumer. Without understanding the behaviour of consumers, it is difficult for the marketing

managers to determine the marketing strategies. Hence, it is the duty of the marketing manager to ascertain the behaviour of the consumers. Simply, consumer behaviour covers tremendously wide range of issues. From the consumer's first recognition of a need, through the external influences of people, information, and products, to the decision to purchase (or not), and its subsequent effects-all these activities and process come under the heading of consumer behaviour.

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