

IMPACT ON CONSUMER BEHAVIOR TOWARDS THE PREFERENCE OF TELEVISIONS IN KANCHIPURAM DISTRICT

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Abstract

Indian Market is immeasurable and it is dotted over six lakh villages and five thousand small and big towns. The extensive people of the land with their enormous diversities in conditions of religious conviction, customs and language make available the strangest market of the world. There are six religions and six hundreds sects and subjects. The people speak seventeen different languages and hundreds of local dialects. The diversity in the country and the absence of a consumer life style and utilization behavior are the most challenging uniqueness of the marketing environment in India. Every buyer in the Indian market buys the product to suit his own economic and social environment. The researcher considered for their research in the consumers buying behavior towards television in Kanchipuram District. This study was taken in 150 respondents only. The data were collected in through questionnaire and also used in simple random sample method

Key Words: Consumer Behavior, Products, Market, lifestyle

1. Introduction

The Consumer Behavior may be defined as “the relationship of forces that takes place during a consumption process, within a consumers” towards preference of buying behavior. The communication takes place between three elements viz. knowledge, discrimination and behavior; it persists through pre-purchase activity to the post purchase experience; it includes the stages of evaluating, acquiring, using and disposing of goods and services”. Consumer research takes places at every phase of utilization process, before the purchase, during the purchase and after the purchase. It is concerned with learning the specific meanings that products hold for consumers. The term consumer is used to denote two different kinds of consumers, entitled that are personal or individual consumer and organizational consumer. The personal consumer is the individual who buys good and services for his own use or for his household usage. They buy goods for ultimate consumption; hence, they are called as „end users“, or „Ultimate users“. The year 2000s have borne witness to spectacular shifts in the marketplace activated by prickly changes in the lifestyle patterns of the past and present and the essential revolution in the communication technology. Time tested concepts on brand loyalty and mass marketing, are being turned on their heads as they fail to gauge the behavior of new generation customers. The behavior is characterized by the exceptionality of individual prospects, the preference for numerous options, inclination to abandon brand loyalty and switch to competition brands that give higher apparent value. The new breed is even willing to import to satisfy specific requirement. It is complicated to categorize this generation by conservative demographic factors and unless their contemplation process and buying behavior are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced.

The varying demographic profile of the population in terms of education, income, size of family and so on, are very imperative by what will be more substantive in days to come will be the psychographics of customers that is how they feel, think or behave. Marketers will have to continually monitor and comprehend the primary Psychographics to map their relevant industries are moving and decide what required to be done, by way of toting up value that stimulates customers to buy the company’s products and empower the potential industry structure. The acquaintances of the consumer behavior assists the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are

predisposed by their environment, the reference groups, family, and salespersons and so on. A consumer’s buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are irrepressible and beyond the hands of marketers but they have to be carefully measured while trying to comprehend the multifaceted behavior of the consumers.

Objectives of the Study

To find out the factors affecting preferences of people towards Television

To know whether demographic variables influence in buying Television

Scope of Study

The present study has been confined to analyze the buying behavior and preference of consumers towards the purchase of Television. The study has covered this consumes of Kanchipuram District

2. Research Methodology

The researcher was taken in Simple random sampling is used for selecting the sample of study from the consumers of Kanchipuram District Sample size selected for the study in 200 respondents. The present study is empirical and analytical in nature. The relevant information has been collected from sample respondents through questionnaire.

Type of Data Collected

Primary data have been collected from the respondents by using a well structural questionnaire secondary data for the study were collected from books, journals, research articles, magazines reports, newspaper and websites.

Hypothesis Testing

H₁ There is no significant relationship between demographic variables and consumer behavior.

H₂ Personal benefits type of brand of Television has negative influence on preference for Television.

H₃ There is not significant relationship between sales promotional measures and consumer behavior.

Limitation of the Study

The data are collected only from 150 respondents selected at random. As the sample was chosen randomly this might not be an actual representative of the total population. The respondents are chosen randomly only from the Kanchipuram District.

3. Analysis of the study

Table -1
Age of the respondents

Age	Freq	P	Cumulative
e	uency	ercent	Percent

25-35	2	12	8.0	8.0
35-45	3	26	17.3	25.3
45-55	4	59	39.3	64.7
55-65	5	53	35.3	100.0
Total		150	100.0	

The above table clearly indicates that, age group of the respondents are classified in to 4 groups like 25-35(8%), 35-45(17.3 %), 45-55(39.3%).and 55-65 (35.3%)

Table - 2

	Frequency	Percent	Cumulative Percent
Married	94	62.7	62.7
Unmarried	56	37.3	100.0
Total	150	100.0	

The Based on the table, 62.7 % of the respondents are married and others are unmarried.

Table -3

Gender of the respondents

	Frequency	Percent	Cumulative Percent
Male	137	91.3	91.3
Female	13	8.7	100.0
Total	150	100.0	

The above table indicates that the Gender of the respondents is classified in to male (91.3%) and female (8.7%).

Table -4**Qualification of the respondents**

	Frequency	Percent	Cumulative Percent
School level	34	22.7	22.7
UG level	72	48.0	70.7
PG level	27	18.0	88.7
Professional	17	11.3	100.0
Total	150	100.0	

Primary data

The above table indicates that educational qualification, 22.7 % are school level, 48.0% are UG level, 18% are post graduated and remaining 11.3% are professional level.

Table -5**Income of the respondents**

	Frequency	Percent	Cumulative Percent
Below 2 lakhs	16	10.7	10.7
2 lakhs to 4 lakhs	21	14.0	24.7
4 lakhs to 6 lakhs	37	24.7	49.3
6 lakhs and above	76	50.7	100.0
Total	150	100.0	

The above table of income, 10.7 % are between below 2 lakhs , 14% are between 2 lakhs to 4 lakhs , 24.7 % are between 4 lakhs to 6 lakhs , 50.7% are 6 lakhs and above

Table -6**Sources of information**

	Frequency	Percent	Cumulative Percent
Hoardings	5	3.3	3.3
Exhibitions	18	11.7	15.3

News paper & magazine	68	4 5.3	60.7
Tv	59	3 9.3	100.0
Total	150	1 00.0	

The sources of information, 39.3 % are TV ads, 3.3 % are hoardings, 45.3% are newspapers and magazines, 12% are exhibitions.

Table-7
Features Discriminating the Purchase of Branded TV Set

	Brand						Total
	Sam sung	drej	Go	G	pool	Whirl ther	
Picture quality	1		0			3	10
Sound quality	1		8			10	25
Screen	1		13	4		8	39
Size and others	9		16	8		19	76
	12		37	9		40	150

From the above table it can be inferred that the preponderance of the respondents are influenced by picture quality first, then sound, then screen quality, then size and color.

T-test for Factors of Promotional Activities

T-test for significant difference between means of variables is used to identify the influential factors in the promotional activities.

Table -8
Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
air 1	Free offer	1.0867	50	.28229	.02305
	Advertisement	3.0200	50	.92301	.07536
air 2	Picture quality	2.1800	50	.91277	.07453
	Sound quality	1.3733	50	.48531	.03963

air 3	annual saving	3 .2067	1 50	.77975	.06367
	Annual income	3 .1533	1 50	1.0280 4	.08394
air 4	Installment	3 .2067	1 50	.95043	.07760
	Discount	1 .5667	1 50	.49720	.04060

Table -9
Paired Samples Correlations

		N	Correlation	Sig.
air 1	Free offer & advertisement	1 50	-.032	.693
air 2	Picture quality & sound quality	1 50	-.138	.093
air 3	Annual saving & Annual income	1 50	-.190	.020
air 4	Installment & discount	1 50	.035	.675

Table -10
Paired Samples Test

		t	df	Sig. (2-tailed)
air 1	Free offer & advertisement	- 24.312	14 9	.000
air 2	Picture quality & sound quality	9. 054	14 9	.000
air 3	Annual saving & Annual income	.4 65	14 9	.642
air 4	Installment & discount	18 .998	14 9	.000

From the above table it is concluded that the customer service and satisfaction (mean 1.08) plays the very important vital role in the promotional activities of TV and audio system. The most of the factor for the buying behavior in free offers of dealers with mean 1.08 and at last advertisement with mean 3.02. This shows that it is not easy to attract the customers by other activities offers schemes and advertisement. They can be attracted by the real worth and performance, service of the television. All these factors differ significantly in their approach towards buying behavior. With the respective T- values for the pairs in the table. Free offer -

advertisement (t= -24.312), picture quality and sound quality (t= 9.054), installment and discount offer (t=18.998) respectively.

Analysis Of Variance for Factors of Promotional Activities and Demographic Variables

One way analysis of variance is applied here to find the significant difference in the variance of demographic variables with respect to promotional activities.

Table-11

		Sum of Squares	f	Mean Square		ig.
saving	Annual					
	Groups	Between	1.525		.381	621
	Groups	Within	89.069	45	.614	649
income	Annual					
	Groups	Between	1.083		.271	251
	Groups	Within	156.391	45	1.079	909
attraction	Customer					
	Groups	Between	1.761		.440	481
	Groups	Within	132.832	45	.916	750
qualification	Customer					
	Groups	Between	1.501		.375	444
	Groups	Within	122.639	45	.846	777
		Total	124.140	49		

The demographic variable education does not make significant effect on all the three factors of buying behavior activities. The educated consumers are not at all attracted by the buying behavior. Similarly different occupation and monthly income of the consumers not save the way for the buying behavior to influence them during purchase decision process.

Complaining Behavior and Brand Choice

Discriminate analysis is used to identify the complaining behavior of the consumers with respect to different brand

Table 12

Tests of Equality of Group Means

	Wilks' Lambda	F	d	d	S
			f1	f2	ig.

gender	.892	.845	3	2	.485
age	.931	.517	3	2	.675
on qualificati	.939	.457	3	2	.715
marital	.933	.506	3	2	.682
saving annual	.789	.873	3	2	.165
income Annual	.936	.481	3	2	.699

Table 13 Eigen values

Function	Fu	Eigen value	% of Variance	Cumulative %	Canonical Correlation
1		.624 ^a	68.5	68.5	.620
2		.167 ^a	18.4	86.8	.378
3		.120 ^a	13.2	100.0	.328

Table 14 Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Significance
1 through 3	.471	14.306	18	.709
2 through 3	.765	5.096	10	.885
3	.893	2.158	4	.707

From the above tables it is found that consumer preference and brands are not at all associate canonical correlation 0.620 and wilks lambda 0.471 shows that consumers are not in favour of one particular product, but they expect good performance and reasonable price of the product.

Consumer Impression and Brand Choice

Discriminate analysis is used to identify how the impression elements discriminate over the different brands.

Table 15 Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Significance
Philips	.933	.506	3	21	.682

LG	.789	1 .873	3	2 1	. 165
Samsung	.936	. 481	3	2 1	. 699
Thompson	.785	1 .919	3	2 1	. 157
Onida	.971	. 212	3	2 1	. 887
Sony	.837	1 .362	3	2 1	. 282
Panasonic	.968	. 230	3	2 1	. 874
PBL	.981	. 139	3	2 1	. 936
Videocon	.810	1 .645	3	2 1	. 209

Table 16 Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sign.
1 through 3	.115	35.704	3	.342
2 through 3	.375	16.165	2	.706
3	.662	6.817	9	.656

The discriminate analysis table shows that brands are immaterial for the consumers and consumers are impressed by the elements of impression form any brands. So brands are getting their names by these elements only.

4. Findings

The price also plays a crucial role. When the buyer behavior pays more, they expect better quality and performance in the system, besides certain extra facilities as well. The general expectation is, the higher the price of the television, the more shall be the compatibility and safety aspects. The buyer behavior make enquiries regarding the exchange / resale value also while making purchases; however, it does not bring significant changes in their purchase preference, compared to the price and the mode of payment. When the home entertainment products do not satisfy the consumers, it leads to two outputs as consequence. – One is filing complaint to the dealer / producers and the other one is ‘negative consequence’. Around 60% of the consumers immediately react to the failure and 40% react slowly. The cluster of complaining buyer behavior of the consumers does not very much with respect to demographic variables and the prior purchase decision making process. Nor does it depend or their choice to buy a particular brand or the mode of payment. The negative consequences include stop buying the brand, sharing their bad experience with friends and relatives, trying to sell the product at a low cost and the likes. Though these are the indirect attitudes of the consumers,

5. Conclusions

This study was carried out on the buyer behavior, with special reference to the purchase of television and audio, leads to the conclusions. The consumers get information about the different features available in

these products through different sources of information viz., advertisements, friends, colleagues, dealers etc., and then they verify which of the available brands could satisfy their expectations. The consumers of audio television buy these products on the basis of their function.

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