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## **A STUDY ON CONSUMER SATISFACTION AND PREFERENCE OF COLOR TV BRANDS IN CHENNAI CITY**

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### **ABSTRACT**

*Manufacturers of LCD-TV tend to focus on technology with little consideration for customer needs. We have researched customer preference in order to learn more about customer needs in an effort to reduce the gap between technology and customer-needs. Customer behaviour is defined in this study as buying behaviour. the present study aims at ascertaining the television customer's preference over the various counts of T.V. brands they use. The study also throws light on the customer's purchase behavior with respect to color television.*

### **INTRODUCTION**

The color television industry in India has seen a dramatic change during the past one decade as liberalization and globalization showed its original face in full swing in the Indian sub-continent, making its market highly competitive and customer driven. A good number of TV customers today face a lot of dilemma at the time of taking a purchase decision to choose the brand because a number of substitutes are available in the market. As a result of this, the manufacturers are now forced to behave like price takers rather than price makers. Under the

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circumstances, it is quite obvious that the companies will have to do more homework to respond to the needs and tastes of the customers in order to survive in this competitive market. When it comes to the purchase decision of the TV customers, it depends on various product differentiation attributes such as price, game and goodwill of the company, design and appearance, digital function, after sales service, durability and warranty, power efficiency, financial incentives (free gifts, discounts and installments etc.), easy availability and smooth functioning.

It is an accepted fact that the generation of information plays an important role in the field of policy formation, marketing planning, strategy making and it also bridges the gap between the buyers and the sellers. This study may provide the TV companies with a launch pad and act as a guide that can help same in chalking out strategies to enlarge the market share and also enhance the level of awareness among customers. In short, it can be claimed to be an accurate and timely report that may help them to gain a competitive edge over their customers.

Therefore, the present study aims at ascertaining the television customer's preference over the various counts of T.V. brands they use. The study also throws light on the customer's purchase behavior with respect to color television. This study may provide the T.V. companies with a launch pad and act as a guide that can help the same in chalking out strategies to enlarge market share and also enhance the level of awareness among customers and may help them to gain a competitive edge over their competitors.

The leading companies like Samsung, Videocon, Sony, LG and others by introducing brands at various price points have effectively segmented the market which has resulted faster market expansion and penetration and increased volumes. Product differentiation and innovative marketing efforts have resulted in attracting more and more customers to their brands. In fact competition in the rural market has assumed battle field dimension and a battle for survival of the fittest. Therefore in the light of the scenario where the marketing environment is changing at a very fast pace and the heightened aggression on the players in the television industry in India, it is therefore most appropriate to conduct a study on various dimensions impacting Consumer's behavior in buying televisions.

## **NEED FOR THE STUDY**

Television is one of the most important miracles of science. It has brought about a revolution on in the field of entertainment education and communication. The study on television buyer behavior will help the television industry and the television traders to understand the factors that influence the purchase decision. Effective marketing strategies may be formulated by the television set manufacturers and by the television dealers as well .In the absence of the knowledge of the factors influencing buyer behavior. The marketers may be mismanaging the market may misinterpret the market character.

In the 21<sup>st</sup> century, yesterday's luxuries are today necessities television considered as a luxury has now become a necessity and everyone feels the need for owning a television. This thirst on the part of the consumer has attracted many businessmen to enter the consumer market and try their fortune in it. The market is a changing complex of buyers and sellers of commodities and services of competitive forces. All these, naturally affect demand and price at a given time in a given area obviously this is a challenging job for the marketers of consumer products. Hence, this made the researchers to undertake a study, to find out the various brand of television and to evaluate the consumer brand preference towards this product in Chennai city.

## **STATEMENT OF THE PROBLEM**

Now a days, television plays, a vital role in the society also it is one of the luxury goods. There are many brands of color television with different varieties such as CRT, LCD, and LED, television are available in the Chennai city. The consumer also prefers only color television, because of picture clarity and high satisfaction while comparing with black and white TV, whereas the purchase power is highly determined by their income level. Hence the more brand of television companies gives attractive advertisement. So the consumer could not be able to take right decision due to high advertisement of television companies. The study concerned with the difficult of brand preference faced by the consumer in buying the color television on the basis of their usage in future.

## **OBJECTIVES**

The following are the various objectives of the study:

1. To evaluate the demographic variables in purchase of color television in the study area.
2. To examine the brand preference of color television in the study area.
3. To evaluate the customers perception towards the purchase of branded products.

## **HYPOTHESIS**

There is no significant relationship between the demographic variables of the respondents and their perception towards purchase of branded products.

## **RESEARCH METHODOLOGY**

The present study is consumer oriented in nature, pertaining to the preference of the consumer in Chennai city. This study is based on the survey method using a structure questionnaire. The purpose of the study is to know that brand of color TV preferred by the consumer in Chennai city. This study is based on both primary data and secondary data the primary data were collected from TV holders and dealers in Chennai city by using structured questionnaire. The dealers were interviewed about the brand which they stock more, the fast moving brand and consumers -store behavior. The secondary data is also collected for the study from various books, journal, articles, news paper and websites.

### **Data Collection:**

For collection of data the researcher used a structural questionnaires data. This was distributed to the customer by seven stores in and around the study area. The primary data will be gathered with the help of well-structured questionnaire and with the help of personal interview.

### **Secondary data:**

The secondary been gathered from internet, newspaper, catalogues, books and magazines.

## REVIEW OF LITERATURE

1. **Janat poorna, (1993)<sup>1</sup>**” A study on brand preference of television buyer in nagercovil city- with special reference to post purchase behavior “in his study many new development are international in the technology of television and in his rapid evaluation. Indian cannot operate in controlled and regulated environment.
2. **Venkateshwarhu et al Dasaradhani Reddy in (1997)<sup>2</sup>**” Marketing of television – Study of External and internal influence on consumer behavior “Analyses the impact of education on the purchase of television conclude that there is no impact on the level of education, for the purchase of television.
3. **Sharma (2001)<sup>3</sup>** “Indian television industry “Electronics of you states that a very important characteristic of television industry is that if is technologically fast changing industry. There are two basic types of technology being used currently. Viz hybrid and social state. The hybrid technology introduced in 1960.
4. **BoongheeYoo& Naveen Donthu (2001)<sup>4</sup>**”Little systematic research has been done to develop a scale to measure consumer-based brand equity. The authors report the results of a multistep study to develop and validate a multidimensional consumer-based brand equity scale (MBE) drawn from Aaker's and Keller's conceptualizations of brand equity. Multistep psychometric tests demonstrate that the new brand equity scale is reliable, valid, parsimonious, and generalizable across several cultures and product categories. The authors discuss theoretical and practical implications of the study. D 2001 Elsevier Science Inc. All rights reserved.
4. **Md.Enayet Hossain (2003)<sup>5</sup>**” It reveals from the study that Samsung bears highest and National bears lowest brand image among the selected brands to the consumers.. Outcomes of the paper may be used as an index by the CTV manufacturing companies for improvement of their product and formulating marketing strategies as well. The study has been concluded for

measuring consumers' attitudes towards selected brands of CTV those being used in Bangladesh on the basis of Fishbein's Multiattribute Attitude Model.. The analysis has provided a clear picture of the brand benefits to the customers and relatively importance of the benefits. Among the eight brands Samsung has been found to have highest attitude of consumers. Sony is the second most popular brand and the National lowest popular brand for CTV-in Bangladesh as per the opinions of "the respondents that influence the consumer's attitudes for buying behavior.

5. According to the study of **Sanjay (2011)** utility score for international brand is highest among the other brand types. It means Sales promotion on international brand is preferred. Word of mouth publicity as a source of sales promotion schemes information is preferred over other media types. Value added is preferred over price off while immediate benefits have 20 score more on utility compared to delayed benefits. Overall, sales promotion scheme on international brand, awareness spread out by word of mouth, Scheme is value added type with immediate benefit is preferred by the customers. So, while designing sales promotion schemes and its benefits from the perspectives of the customers above mentioned attributes of the sales promotion schemes should be considered to achieve the objectives of the sales promotion schemes.

6. **Katherine et al (2012)** in their study shows that consumers are beginning to demand ethically produced goods from companies and are willing to pay a premium to attain such goods. The world is getting smaller as a result of increased globalization, improved transportation, and the explosion of the Internet—consumers not only are indicating that they are interested in

Fair-trade options but also are able to access ethically produced and priced goods with greater ease.

## **DATA ANALYSIS & INTERPRETATION WAS IN THE CHAPTER**

This chapter presents the analysis of the respondents that were received from the questionnaires sent out to customer of the brand preference. 200 questionnaires were successfully processed for the analysis on the whole, data collection lasted a total of ten (10) week. Collection was originally meant to for two weeks but the researcher had to extend the time by extra two (2) weeks in order to obtain a larger simple since the response rate obtained within the first two weeks was not encouraging.

The analysis is done in line with the research questions and objectives above and it is presented in the form of tables to give better explanations all the tables in the analysis are generated from survey data through the SPSS (STATISTICAL PACKAGE FOR SOCIAL STUDIES) after being coded.

### **Demographic profile of customers**

This aspect of the analysis deals with the basis data on the respondents of the questionnaires sent to them. The basic data comprise of the respondents sex, age, marital status, Income, employment status, educational status,

### **Gender of respondents:**

Gender is an important factor to determine customer preference level of the brand selection. In this study responses have been obtained from male & female customer preference in above Table.

**Hypothesis:** There is no association between age and selection of size of TV sets.

## AGE VS SIZE

		Size						Total	
		Size 22	size 26	size 32	size 40	size 46	size 64		
Age	20-25	Observed	18	14	12	6	8	8	66
		Expected	17.5	10.6	16.8	9.2	6.6	5.3	66.0
	26-30	Observed	16	5	15	8	5	1	50
		Expected	13.3	8.0	12.8	7.0	5.0	4.0	50.0
	30-36	Observed	9	7	10	8	3	4	41
		Expected	10.9	6.6	10.5	5.7	4.1	3.3	41.0
	Above 36	Observed	10	6	14	6	4	3	43
		Expected	11.4	6.9	11.0	6.0	4.3	3.4	43.0
Total		Observed	53	32	51	28	20	16	200
		Expected	53.0	32.0	51.0	28.0	20.0	16.0	200.0

### Chi-Square Tests

		Value	df	p-value
Pearson	Chi-Square	12.755	15	.621

**Interpretation:** Accept the hypothesis at 5% level of significance, since the p-value is 0.621. Hence we conclude that there is no association between age and selection of size of TV sets

**Hypothesis:** There is no association between type of brand with the opinion about feature of TV sets.

### BRAND Vs OPINION

			Opinion		Total
			Yes	No	
Brand	Sony	Observed	24	11	35
		Expected	25.4	9.6	35.0
	Samsung	Observed	59	6	65
		Expected	47.1	17.9	65.0
	LG	Observed	46	10	56
		Expected	40.6	15.4	56.0
	Videocon	Observed	4	8	12
		Expected	8.7	3.3	12.0
	Onida	Observed	7	17	24
		Expected	17.4	6.6	24.0
	Others	Observed	5	3	8
		Expected	5.8	2.2	8.0
Total	Observed		145	55	200
	Expected		145.0	55.0	200.0

### Chi-Square Tests

	Value	df	p-value
Pearson Chi-Square	46.002	5	.000

**Interpretation:** Reject the hypothesis at 5% level of significance, since the p-value is 0.000. Hence we conclude that there is an association between types of brand with the opinion about feature of TV sets.

**Hypothesis:** There is no association between Monthly Income and respondents' perception of branded products.

### INCOME VS BRAND SIZE

			Brand size			Total
			Low(35)	Medium(36-44)	High(45)	
Income	Below 10,000	Observed	13	25	13	51
		Expected	16.3	24.7	9.9	51.0
	10,001- 20,000	Observed	9	37	8	54
		Expected	17.3	26.2	10.5	54.0
	20,001- 30,000	Observed	17	19	9	45
		Expected	14.4	21.8	8.8	45.0
	30,001- 40,000	Observed	15	9	7	31
		Expected	9.9	15.0	6.0	31.0
	Above 40,001	Observed	10	7	2	19
		Expected	6.1	9.2	3.7	19.0
Total		Observed	64	97	39	200
		Expected	64.0	97.0	39.0	200.0

### Chi-Square Tests

	Value	Df	p-value
Pearson Chi-Square	20.514	8	.009

**Interpretation:** Reject the hypothesis at 5% level of significance, since the p-value is 0.009. Hence we conclude that there is an association between Monthly Income and respondents' perception of branded products.

### FINDING, SUGGESTION & CONCLUSION

These chapters summarize the major findings and suggestion on and offer a few suggestions to take necessary steps to increase the marketing condition of color TV

- 1) Majority of the respondents are male, it shows that male are fonder of technology updating than female.
- 2) 42% of respondents are under the age 26-30 years; it clearly shows that youngsters have more attraction towards different color TV brands.
- 3) Most of the respondents were graduates forming a big customer pool of literates which would help the companies to retain and attract new customers by getting feedbacks and upgrading technology.
- 4) We found that 42% respondents are private employee, and self- employed 30% of respondents.
- 5) We found that all the 200 respondents are having TV in their home making a point clear that TV has become one of the daily needs of people to keep them entertaining, updated about current affairs etc.
- 6) From the study it is revealed that most of the respondents are having Samsung TV and LG TV compared to other brands like Sony, Onida, Videocon, etc. This study clearly says that most of customers prefer Samsung TV. So we can observe that in the market the demand of the Samsung TV is higher than any other brands.

- 7) We found that 64% of respondents are using LCD color TV which reveals that customers prefer LCD than LED and CRT (which almost obsolete).
- 8) From the data we found that majority of the respondents (50%) are using 32'' inches color TV which clearly indicates that customers prefer medium size color TV.
- 9) 52% and above respondents are having single TV in their home but 32% are having 2 TV in their home and 16% are having 3 or more, which shows that some family prefer to use TV personally.
- 10) Many respondents prefer TVs based on their brand image (50%) and features (31%) likely than price and other factor.
- 11) We found that 46% respondents came to know about the different brands of color TV through advertisement being major source of information and 33% of them through friends and relatives.
- 12) From the above study we found that mostly the respondents are more inclined towards the Samsung TV brand about their future purchase decision of color TV. So Samsung color TV brand is imposing threat to the other TV brand.

## **SUGGESTIONS**

- 1) By the study it is revealed that only very less number of customers are using LED TV. So TV company should think about it, how to increase the sales of LED TV. They should why customers are not preferred to buy LED TV. Price of the LED TV is the major factor for stagnation in sales of LED TV among the average income class of people.
- 2) Most of the Onida users would switch over to the other brand in future. So it is a big threat for Onida color TV Company. So they need to understand why customers want to switch over to the other brand of color TV and also need to improve their product qualities and features, models also.
- 3) Most of the respondents are willing to incline Samsung color TV brands. Other TV brand should know why customers are willing to buy Samsung color TV rather than other brand of color TV. So that they can improve their product.
- 4) From this study we can observe that advertisement is most important medium for reaching to the customers. So Onida and Videocon color TV brand should spent more on

advertising to increase the brand awareness and also to show to the customers about the features of the color TV.

## **CONCLUSION**

From this study we can conclude that Samsung is the most popular brand of color TV, most of the respondents are using Samsung, whereas the popularity of Onida brand of color TV is at least level in Chennai city. People are more influenced by the advertisement as compared to other sources. So Advertisement is the most popular source for reaching to the customers. The users of Onida and Videocon TV are decreasing, which shows the importance of advertisement strategies, gradation in order to promote their brands. Quality, Features of TV brand is very much important to attract the customers towards their brand. Here the income level of the customer is average. So they will prefer to buy medium cost color TV brand. Among the different types of color TV, the most of the respondents are using LCD type of color TV, in chennai city.

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