

Consumer Behaviour And Brand Preference Towards Onida Television- An Empirical Study With Reference To Karur, Tamil Nadu

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INTRODUCTION

The television is a wonderful means of mass communication invented by J.L.Baird in 1926. Now our home has become a Cinema Hall. A Television is an audio-visual medium which enables us to hear and watch a variety of programmes, both live and recorded. The industries which produce the electronic devices and appliances for the use and convenience of their customers are known as the Electronic industries. This industry manufactures varied forms of essential electronic appliances such as televisions to satisfy the wants of mankind. Now-a-days, televisions have become an essential item for mass based usage. They are manufactured in different sizes so as to meet the needs of various groups of people. They are usually rated with internal total mechanism and the television mechanism.

The wealth of products and services produced in a country make our economy strong. Almost all of the products, which are available to buyers, have a number of alternative supplies; i.e. substitute products are available to consumers, who make a decision to buy products. Therefore, a seller, most of his time, seeks buyers and tries to please them. In order to be successful, a seller is concerned with :

- Who is the customer?
- What do consumers buy?
- When do consumers buy?
- How do consumers buy?
- From where do consumers buy?
- Why do consumers buy?

After the Second World War, the manufacturer's attention has switched over from the products to the consumers and is specially concentrated on the consumer behavior. The manufacturer possesses no control over the behavior of consumers. A modern marketer first tries to understand the consumers and their response, and then he studies the basic characteristics of their behavior. It can be said that a consumer is the pivot around which the marketing system revolves. The selection or choice of products or services by consumers greatly determines the fate of the producers. As such, the marketer must know the consumers, more and more, in order to manufacture the products, which give them satisfaction, in the way customers need. The marketing programmes and policies depend upon the consumer behavior. If one makes out the marketing programmes, neglecting the consumer behavior, one will naturally invite failure. A careful study of consumer behavior will facilitate the marketer in determining the size, form, style, color- the complete packaging of a brand.

Consumers or consumer is the central theme of the marketing system. For a product to sell with or without advertising, it must satisfy some needs of the consumers. These needs dominate the behavior of the consumers. Buying motives that prompt to buy may be fear, desire for more, variety, pride, fashion, possession, romantic affection and comfort.

STATEMENT OF THE PROBLEM

The study on consumer behavior helps to know who the customers are, what they want, how they use and react to the product. The wants of the customer are carefully studied by conducting surveys on consumer behavior. The study also helps to know various marketing variables such as price and product features. The study also helps to gain knowledge about the various marketing variables such as price and product features. This study will help to gain knowledge about the influence of consumer to prefer a particular brand and the problems faced by them on using such brands.

In the context, the researcher felt that it was suitable to study the socio- economic activities of the respondents and their potential buying attitudes. The aim of the researcher was that the study will help to gain knowledge on the

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issues such as the factors influencing the customer to prefer a particular brand, the sources of purchase, the satisfaction of the respondents with their preferred brand and to know the opinions and ideas of the consumers about the brand.

SCOPE OF THE STUDY

This study focuses on how and why consumers make decisions to purchase goods and services; consumer behaviour research goes far beyond these facets of consumer behavior and considers the uses of the goods consumer buy and their subsequent evaluations.

The dissatisfaction with a choice of colour television may have been caused due to a variety of reasons. This can be continuing poor service problem, poor influence of the existing consumers towards potential consumers and usage of a vintage model for prolonged period; each of these possible consequences of post purchase dissatisfaction has significant ratification for colour television manufacturer.

OBJECTIVES

1. To study the consumer satisfaction towards Onida Television.
2. To evaluate the socio- economic factors influencing the consumers to buy Onida Television.
3. To know the advertisement effectiveness of Onida Television.
4. To know the brand loyalty of the respondents towards Onida Television.

RESEARCH DESIGN

Descriptive research design is one that simply describes something such as demographic characteristics of consumers who use the products. The descriptive study is typically concerned with determining the frequency with which something occurs.

METHODOLOGY

Both Primary and Secondary Sources of data were utilized for the study. Primary data was collected by means of administering a questionnaire to the customers. Secondary data had been collected from various publications, periodicals, journals etc.

SAMPLE DESIGN

For the purpose of the study, the data has been collected in different places of the market especially in retail shops. Two hundred Onida television customers were randomly selected for the study. In this method, the sampling units are chosen primarily in accordance with the investigator's convenience.

STATISTICAL TOOLS USED

Percentages, Chi-square analysis, weighted arithmetic mean, analysis of variance and correlation are the statistical too used in this project.

HYPOTHESIS

1. There is no significant difference between mode of purchase and income.
2. There is no significant difference between sex of the respondents and their view towards media of advertising effectiveness.
3. There is no significant difference between educational qualification and preference to Onida Television.
4. There is no significant difference between income and preference towards Onida Television.

LIMITATIONS OF THE STUDY

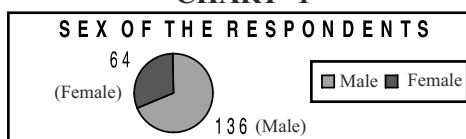
The profile has been limited by demographic and socio-economic characteristics. A psychographics analysis of the respondents, attention, interests and opinion was not attempted, as it did not figure in the various brands needs. This would have established a more complete profile. As most of respondents interviewed were salaried class, who had a busy schedule, the questionnaire had to be administered rapidly.

Table -1 : Table showing the distribution of Sex of the respondents

SEX	NO.OF RESPONDENTS	PERCENTAGE
MALE	136	68
FEMALE	64	32
	200	100

SOURCE: Primary Data

CHART -1



Among the total 200 respondents, 68 percent of the respondents were male while the remaining 32 percent of the respondents were female.

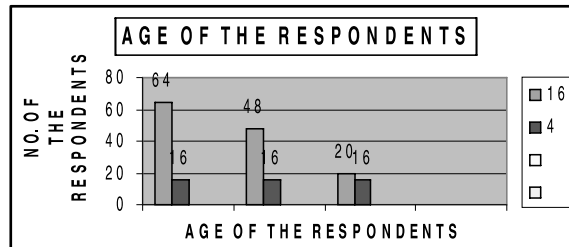
TABLE 2 : Table showing the relationship between age and sex of the respondents

SEX/AGE	BELOW20	21-30	31-40	41-50	ABOVE 50	TOTAL
Male	16(80)	64(80)	48(75)	20(56)	--	74
Female	4(20)	16(2)	16(25)	16(44)	--	26
Total	20	80	64	36	--	200

Source: primary data

It reveals that around 40 percent of the respondents are from the age group 21-30 and above 32 and for the age groups 31-40 and below 21 respondents are given below.

CHART-2



HYPOTHESIS: There is no relationship between educational qualification and purchase decision.

TABLE -3 : Table showing the relationship between educational qualification and purchase decision of the respondents

Educational qualification	PURCHASE DECISION						Total
	Family members	Relations	Friends	Dealers	Neighbour s	Advertise-ments	
Illiterate	-	2	-	-	-	-	2
Primary	4 (1)	2(12.5)	2 (4)	2(8)	-	2 (3)	12
Secondary	6(15)	8 (50)	12(27)	4 (17)	2(33)	10(14)	42
Graduate	22(55)	4(25)	24(55)	10(42)	4(67)	38(54)	102
Post Graduate	8 (20)	-	6 (14)	8(44)	--	20(29)	42
Total	40	16	44	24	6	70	200

Source: Primary Data. Figure in bracket represents percentage.

The above table reveals about the relationship between the educational qualification and the purchase decision of the respondents. Out of 200 respondents who are graduate, only 38 respondents are depending upon the advertisement of Onida Colour television for their purchase decision and 24 respondents are depending upon their friends' advice for their purchase decision and 22 respondents are depending upon the advice of family members for their purchase decision.

While applying chi-square test, the relationship has been found

TABLE -3.a

Calculated Value	Tabulated Value	Degrees of freedom	Level of significance
8.589	9.49	4	5% level

The calculated value is less than the tabulated value. So, the hypothesis is accepted. Hence, there is no significant difference between educational qualification and purchase decision.

TABLE -4 : HYPOTHESIS: There is no relationship between mode of purchase and income.

Tables showing the relationship between mode of purchase and income of the respondents

INCOME / MODE OF PURCHASE	BELOW 2000	2000 – 4000	4001- 6000	6001 – 8000	Above 8000	Total
Cash	6(60)	14(54)	76 (84)	34(94)	24(63)	154
Credit	4(40)	4(30)	6(7)	--	2 (5)	16
Installment	---	8(31)	8(18)	--	8 (21)	24
Others	---	---	---	2(6)	4(11)	6
Total	10	26	90	36	38	200

Source: Primary Data. Figure in bracket represents percentage.

The above table reveals the relationship between the mode of purchase and the full stop income level of the respondents. Out of the 200 respondents, 90 respondents are falling under the income level 4001-6000. Of these, 38 respondents are falling under the income level of above 8000, out of these 24 respondents (63 percent) make

the payment by cash and 8 respondents (21 percent) are making the payment by installments and 4 respondents (11 percent) are make their payment by other methods.

TABLE -4.a

Calculated Value	Tabulated Value	Degrees of freedom	Level of significance
9.411	5.99	2	5% level

The calculated value is greater than the tabulated value, since the hypothesis is not accepted. Hence, there is significant difference between mode of purchase and income.

TABLE -5 : HYPOTHESIS: (There is no relationship between age and purchase and income.)

Table showing the relationship between mode of purchase and age of the respondents

AGE	PURCHASE DECISION						Total
	Family members	Relations	Friends	Dealers	Neighbours	Advertisements	
Below 21	2 (5)	2(2.5)	6(14)	--	2(33)	4(11.4)	10
21- 30	8(20)	10(62.5)	20(45)	6(25)	---	36(51)	80
31-40	16(40)	2(12.5)	10 (23)	12(50)	4(67)	18(26)	62
41-50	14(35)	2(12.5)	8(18)	6(25)	--	8(11.4)	38
Above 50	---	---	---	---	--	-	0
Total	40	16	44	24	6	70	200

Source: Primary Data.

The above table reveals the relationship between the age and the purchase decision of the respondents. Out of the 200 respondents, 70 respondents are depending on the advertisement for their purchase decision, out of these, 18 respondents (51 percent) are falling under the age group 21-30 and 9 respondents (26 percent) are falling under the age group below 21 and 41-50 years.

TABLE -5.a

Calculated Value	Tabulated Value	Degrees of freedom	Level of significance
12.355	9.49	4	5% level

The calculated value is greater than the tabulated value. So, the hypothesis is not accepted. Hence, there is no relationship between age and purchase decision.

TABLE -6 : TABLE SHOWING THE PURCHASE ATTRIBUTES OF THE RESPONDENTS

ATTRIBUTES	SATISFACTION						Total	Weighted average	Rank
	Highly Satisfied	Satisfied	Neither Satisfied Nor dissatisfied	dissatisfied	Highly dissatisfied				
Advertisement	68	58	14	2		200	47.05	1	
Price	22	104	64	--	--	200	42.05	2	
Life	68	88	44	--	--	200	36.1	8	
Clear Picture	50	55	38	---	2	200	40.3	4	
No. of channels	54	51	42	--	2	200	38.37	6	
Audio perfection	56	84	58	2	--	200	34.00	9	
Period of free service	20	84	78	8	---	200	38	6	
After Sale service	20	94	78	8	---	200	39.2	5	
Special features	36	106	48	6	4	200	37.04	7	
Company Image	86	92	22	--	---	200	41.15	3	

Source: Primary Data.

The above table 4 reveals the satisfaction level of various attributes of Onida Colour Television through of weighted average method.

Out of 200 respondents, the advertisement attributes is placed on the rank of premier satisfaction, followed by price attributes which is placed on the second priority of satisfaction, followed by company image that is placed on the third priority and clear picture is the forth priority of satisfaction followed by after sales service attributes which is placed on the fifth priority of satisfaction and no. of channels and period of free service is placed on the sixth priority of satisfaction and special features is placed on the seventh priority of satisfaction and life is placed on the eight priority of satisfaction and audio perfection is placed on the ninth priority of satisfaction.

Hence it can be concluded that the advertisement strategy along with the price and clear picture attributes of Onida colour Television are the reasons which attracted most of the respondents.

FINDINGS OF THE STUDY

- Among the total 200 respondents, 68 percent of the respondents were male while the remaining 32 percent of the respondents were female.
- From the study undertaken, out of the total number of respondents, 40 percent of the respondents are falling under the age group of 21-30 years.
- From the study, it is found out that the majority of the respondents (45 percent) are graduates.
- Among the total respondents in the occupation category, 40 percent of the respondents are falling under the business category.
- From the study undertaken, majority of the respondents (56 percent) are falling under the category of nuclear family with 2-3 family members.
- From the study undertaken, out of the total 200 respondents, 88 percent of the respondents are falling under the category of 1-3 earning members per family.
- From the survey undertaken, 45 percent of the respondents are falling under the income level Rs. 4001 - 6000.
- From the survey undertaken, between the educational qualification and the purchase decision of the respondent, it has been found that 102 respondents are graduates, of these, 38 respondents are depending upon the advertisements for their purchase decision.
- From the study undertaken, between the age and purchase decision of the respondents, out of 200 respondents, 35 of them are depending upon the advertisement for their purchase decision, and 36 respondents are falling under the age group of 21-30 years.
- From the survey undertaken, between the mode of the purchase and income level of the respondents, it has been found that 90 respondents are falling under the income level 4001-6000, of these 76 respondents are making their purchase by cash.
- Among the total 200 respondents, 12 percent of the respondents prefer the installment scheme, of these, 12 percent of the respondents are satisfied with the rate of interest and the number of installments.
- From the study undertaken, between the educational qualification and the model preference of the respondents, it has been found that 58 respondents have preferred the model 21PT 138A of Onida colour Television. Of these, 24 respondents are graduates.
- Among the total 200 respondents, 86 percent of the respondents do not wish to switch over from Onida Colour Television.
- From the study undertaken, between the income and year of usage of the respondents, it has been found that 104 respondents are using the Onida Colour Television from 1-2 years, of these, 22 respondents are falling under the income level of 4001-6000.

SUGGESTIONS

1. Most of the respondents were satisfied with the price, company image and clear picture quality of Onida television. So it is suggested that the same standard is to be maintained.
2. Factors like after sales service, number of channels and special features are admired the respondents, hence this feature has to be continued.
3. Regarding durability and audio perfection, a few of the respondents expressed their dissatisfaction. So this factor has to be improved with a view to attract more customers and to retain the existing customers.
4. To attract customers situated in all the areas, advertisement can be given through all media to attract customers in rural areas.
5. The manufacturers should introduce more sponsorship programmes and use the advertisement tactics to induce the people to prefer a particular brand.
6. The sales promotion offers are not impressive. Hence, the company should work towards providing more sales promotion offers to attract the customers. The customers are not satisfied with the price level, so they can better consider the price levels.

CONCLUSION

The important product attributes of any television like price and company image have received favorable appreciation from the respondents. Product attributes like durability and audio perfection have also been appreciated. It is certified that the consumer behavior concept is an unpredictable one in any kind of market. But this study has attempted its best to reveal the same.

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There exists a difference between the views of children and their parents. Parents believe their influence to be much more in decision making process as compared to the importance the children give them.

Though the parents' opinion dominates in deciding when to buy, it is the child's opinion which is important while they choose the apparel. Since they take part in the decision making process, the arguments with parents are less and even when there are arguments, the probability of the child having his way is more. Girls are more active in this decision making process as compared to boys.

The study provides a preliminary investigation to understand the buying behavior of children for apparels. It would be interesting to understand if size of the family or sex of children in family affects the behavior in any way. Also it would be interesting to understand what strategies children use to win the arguments. The study was done for children's apparel-future researches can also examine if the behavior is true for other products also which are important to children like food, toys etc.

Children are an important consumer segment in India and the scope of more research in understanding their buying behavior is imperative.

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