



A Study on the Purchasing Pattern of Television Sets in Pattukkottai Taluk

Dr. J. MOHAMED ALI

Associate Professor of Commerce, Khadir Mohideen College,
ADIRAMPATTINAM, Tamil Nadu, India.

Abstract - Television marketers do not enjoy considerable flexibility in the matter of price, because of a highly competitive market on the one hand and high price-sensitivity of the major chunk of India consumers on the other. By cutting down frill, the manufactures reduce margins-their own and that of the dealers in order to face out cut throat competition. However, such low margins have to be offset through substantial volume gains. Admittedly, price emerges as the premier factor in the purchase of television by the average Indian consumers. Therefore, televisions marketers need to be price-sensitive, harping on value for money concept in order to sell well in the highly competitive Indian television market.

Key words: *Brand Preference, Attitude, Purchasing Pattern*

I. Introduction

As television is becoming consumer oriented, with many manufacturers in the market, the attitude of consumer plays a vital role in buying a television. Since television belongs to consumer convenience goods category, it has a strong brand preference based on a number of factors like popularity of the brand, influence of friends and relatives, advertisement, suggestions by existing owners, personal interests etc., The brand preference has also paved the way to study the association of brand preference of television buyers with their income, education, family size, occupation and level of satisfaction. Hence a study on the purchase behaviour and post-purchase satisfaction of buyers is more significant and useful. The findings of this study may be of great help to those who are interested in devising their own marketing strategy for promoting the sale of television sets in the market of to day.

II. Statement of the problem

Pattukkottai being the headquart of the Pattukkottai taluk, have many offices of the Government departments besides a substantial number of educational institutions. A major chunk of employees' workings in these offices hailing from different areas of the district and state has gradually made this town as their permanent place of residing.. Any study aiming at knowing the behaviour of such composite population is of great interest to anybody especially to researches. The present study is one such a study undertaken by the researcher to testify and to

know the macro-level presence of factors influencing the brand preference and purchasing pattern on buying Televisions at micro-level.

III. Objectives of the study

1. To analyze the purchasing pattern of buyers.
2. To analyze the brand preference of buyers.
3. To offer suitable suggestions and recommendations to the marketers and dealers of TV sets on the basis of findings of the study.

IV. Scope of the study

Research on the buyers' brand preference towards television set is comprehensive study covering various groups of people in different areas. An intensive research covering all types of buyers is practically not very much viable. This study is relevant because buyers' behaviour is an existing rewarding subject for the marketers to explore. The findings of the study with reference to post-purchase buyer behaviour and their level of satisfaction will help the marketers to frame their future strategies accordingly. This study would also help to understand more about the present state of television industry in India and to have a clear insight into the brand preference of buyers while buying television sets.. This study will also bring to light the factors, which are hitherto unknown, but exert considerable influence on the brand preference of buyers of Televisions sets.

V. Period of study

The period of study is three years. The primary data was collected in the month of December 2014 to January 2015.

VI. Methodology

For the purpose of the study the respondents were selected on the basis of income, education, occupation and family size. The buying behaviour is analysed by dividing the study areas into four segments namely Area I, Area II, Area III, and Area IV. The primary data were collected from the respondents with the help of interview schedule. The secondary data were collected from various books; journals, Government records etc., the suggestions of the study are made from the inferences drawn from the survey of the owners of Televisions sets in Pattukkottai town.

VII. Tools of Analysis

For verifying the objectives of the study, the following statistical tools are used for analysis. Tables, Diagrams, Percentage Analysis, Hypotheses were tested with the help of Chi-Square tests. And Garrets Ranking Technique is used to rank the factors influencing the buying behaviour.

VIII. Limitation of the study

The samples were selected from Pattukkottai City only and hence the study is micro in nature.. The respondents were not frank enough in providing personal data.. The samples were selected by following the convenient sampling method. The method has its own defects. The brand preference on five popular brands is only studied even though the people possess other brands.

IX. Analysis on brand preferences

Profile of sample respondents

For the purpose of collecting data pertaining to the study 300 sample respondents were randomly selected from the four areas, which are classified for the study.

TABLE 1
LOCATION -WISE NUMBER OF RESPONDENTS

S. No.	Location –Area	No. of Respondents	Percentage to Total
1	Area -1	81	27
2	Area -2	81	27
3	Area -3	84	28
4	Area -4	54	18
Total		300	100

Source: Primary Data

Table 1 shows the location-wise number of respondents selected for collecting primary data. The percentage of respondents in Area -3 is 28, this is the highest followed by Area-1 and Area-2 with 27 percentage each, and Area -4 with 18 percentage.

TABLE .2
AGE WISE CLASSIFICATION OF RESPONDENTS

S. No.	Age in years	No. of Respondents	Percentage to Total
1	Less than 25	33	11
2	25-30	192	64
3	Above 50	75	25
Total		300	100

Source: Primary Data

The above table portrays the age of the sample respondents. Of the total respondents 11 percent are below 25 years, 64 percent fall the age limit of 25-30 years and the remaining 25 percent are in the above 50 years age group.

Null hypothesis:

There is no relationship between occupation and brand preferences.

TABLE 3
RELATIONSHIP BETWEEN OCCUPATION AND BRAND PREFERENCE

NUMBER OF RESPONDENTS							
S.No.	OCCUPATION	BPL	LG	ONIDA	SAMSUNG	OTHERS	TOTAL
1	Employees	48 (16%)	24 (8%)	24 (8%)	18 (6%)	45 (15%)	159 (53%)
2	Self employed	12 (4%)	9 (3%)	9 (3%)	12 (4%)	18 (6%)	60 (20%)
3	Farmers	21 (7%)	18 (6%)	12 (4%)	15 (5%)	15 (5%)	81 (27%)
Total		81 (27%)	51 (17%)	45 (15%)	45 (15%)	78 (26%)	300 (100%)

Source: Primary Data. (Figure in parenthesis indicate percentages)

Chi-square result:

Calculated value	Degrees of freedom	Table value		Acceptance or Rejection of Null Hypothesis
		At 5% level	At 1% level	
9.046	8	15.5	20.1	Accepted at both levels

Calculated value for 8 degrees of freedom is 9.046. Whereas table value for 8 degrees of freedom at 5% level of significance is 15.5 and at 1% levels it is 20. Since the calculated value is less than the table value at both the level of significance, the hypothesis is accepted at both levels so we can conclude that occupation does not play any role on the brand preference.

RELATIONSHIP BETWEEN SIZE OF FAMILY AND BRAND PREFERRED

Null hypothesis: There is no relationship between size of family and brand preferences.

TABLE 4

RELATIONSHIP BETWEEN SIZE OF FAMILY AND OWNERSHIP OF TELEVISION:

NUMBER OF RESPONDENTS							
S. No.	SIZE	BPL	LG	ONIDA	SAMSUNG	OTHERS	TOT.
1	Less than 3	15 3%	3 1%	6 2%	3 1%	18 6%	45 15%
2	Between 3-6	45 15%	30 10%	33 11%	33 11%	45 15%	186 62%
3	Above 6	21 7%	18 6%	6 2%	9 3%	15 5%	81 27%
Total		81 (27%)	51 (17%)	45 (15%)	45 (15%)	78 (26%)	300 (100%)

Source: Primary Data. (Figure in parenthesis indicate percentages)

Chi-square result:

Calculated value	Degrees of freedom	Table value		Acceptance or Rejection of Null Hypothesis
		At 5% level	At 1% level	
30.16	12	21	26.2	Rejected at both levels

The calculated value for 12 degrees of freedom is 30.16. But the table value for 12 degrees of freedom at 5% level is 21 and at 1% level it is 26.2. Since the calculated value is higher than the table value at both levels, the hypothesis is rejected. The reason may be that the number of families with 3-6 members possessing TV is the highest 186 (62%).

RELATIONSHIP BETWEEN INCOME OF THE RESPONDENTS AND OWNERSHIP OF TELEVISION

Null hypothesis:

There is no relationship between income of the respondents and brand preferences.

TABLE 5

RELATIONSHIP BETWEEN INCOME OF THE RESPONDENTS AND BRAND PREFERRED

NUMBER OF RESPONDENTS							
S. No.	Income level	BPL	LG	ONIDA	SAMSUNG	OTHERS	TOTAL
1	Less than 5000	18 (6%)	6 (2%)	3 (1%)	9 (3%)	15 (5%)	51 (17%)
2	Between 5001-10000	18 (6%)	18 (6%)	21 (7%)	15 (5%)	27 (9%)	99 (33%)
3	Between 10001-15000	12 (4%)	12 (4%)	12 (4%)	9 (3%)	18 (6%)	63 (21%)

4	Above 15000	33 (11%)	15 (5%)	9 (3%)	12 (4%)	18 (6%)	87 (29%)
Total		81 (27%)	51 (17%)	45 (15%)	45 (15%)	78 (26%)	300 (100%)

Source: Primary Data. (Figure in parenthesis indicate percentages)

Chi-square result:

Calculated value	Degree of freedom	Table value		Acceptance or Rejection of Null Hypothesis
		At 5% level	At 1% level	
19.6	12	21	26.2	Rejected at both levels

The calculated value for 12 degrees of freedom is 19.6. But the table value for 12 degrees of freedom at 5% level is 21 and at 1% level is 26.2. Since the calculated value is less than the table value at both levels, the hypothesis is accepted at both levels.

REASON FOR PURCHASING TV SETS

The object of purchasing a product may vary from consumer to consumer. Generally a product may be purchased to satisfy some of the needs of consumer while some of the consumers may purchase the same product to have social status or for any other reason. The purchasing of TVs is no exception to this phenomenon. To identify the prominent reasons for TV sets, the researcher gave the following reasons and the sample respondents were asked to rank them in ascending order. The prominent or foremost reason was given the first rank and the next important reason was given second rank and so on.

Table 6
GARRETT'S MEAN SCORES (ALL RESPONDENTS-300)

Reason	Mean scores	Rank
Entertainment	66	I
Status Symbol	54	II
Education	52	III
Others	27	IV

Source: Calculated from primary data

GARRETT'S MEAN SCORES (BPL OWNERS -81)

Reason	Mean scores	Rank
Entertainment	65	I
Status Symbol	56	II
Education	52	III
Others	27	IV

Source: Calculated from primary data

GARRETT'S MEAN SCORES (LG OWNERS-51)

Reason	Mean scores	Rank
Entertainment	65	I

Status Symbol	55	II
Education	54	III
Others	27	IV

Source: Calculated from primary data

GARRETT'S MEAN SCORES (ONIDA OWNERS-45)

Reason	Mean scores	Rank
Entertainment	68	I
Status Symbol	49	III
Education	54	II
Others	28	IV

Source: Calculated from primary data

GARRETT'S MEAN SCORES (SAMSUNG OWNERS-45)

Reason	Mean scores	Rank
Entertainment	67	I
Status Symbol	56	II
Education	50	III
Others	27	IV

Source: Calculated from primary data

GARRETT'S MEAN SCORES (OTHER BRANDS OWNERS-78)

Reason	Mean scores	Rank
Entertainment	67	I
Status Symbol	54	II
Education	50	III
Others	27	IV

Source: Calculated from primary data

Entertainment was considered as the first reason to purchase TVs. This was given ranked one, as the mean score pertaining to this reason is the highest. Onida brand owners ranked second by all owners and for the brand-wise category respondents except the Status symbol.

The reasons presented in the order in the above tables come to hold the ranks in the same order with the exception in case of Onida owners who had chosen Education as the second reason and Status Symbol as the third reason.

REASONS FOR CHOOSING BRANDS

Once it is decided to purchase a product, and then comes the decision on brand choosing. A number of brands in a product range are available, so, a particular brand may be purchased considering various factors depending on consumers' tastes, satisfaction etc. To know the reasons for preferring a brand five reasons namely, Performance, More features, Price, Post Sales Service and Resale Value were given to the respondents and they were asked to rank them and

ranks assigned to the reasons were ranked on the basis of value of mean scores by Garrett's Ranking Method as explained earlier.

TABLE 7
GARRETT'S MEAN SCORES (ALL RESPONDENTS-300)

Reason	Mean scores	Rank
Performance	69	I
More features	58	II
Price	36	IV
Post sale service	50	III
Resale value	35	V

Source: Calculated from primary data

The first reason Performance and the second reason More Features were given first and second ranks respectively by all respondents and the select brand owners separately. The third reason 'Price' was given third rank by respondents possessing Onida, Samsung and the Other Brands. Whereas, all respondents collectively and the LG owners, and the BPL owners gave fourth and fifth ranks respectively to this reason 'Price'.

After Sales Service, the fourth reason was ranked four owners of Onida, Samsung and Other Brands, but this reason was ranked third by all respondents. The 'Resale Value' was ranked five all respondents and by Other Brand owners, but by BPL owners who have given fourth rank to this reason.

X. CONCLUSION

Findings:

- The location wise classification revealed that the number of respondents from Area I and Area II is 81 each, from Area III it is 84 and from Area IV it is 54.
- The age wise classification disclosed that 64% of the sample respondents are in the age group of 25-50years, 25 % of them are above 50 years of age and only 11% of respondents are below 25 years of age.
- Of the 300 sample respondents that about 71 percent (213) of them are males and the remaining 29 percent (87) are females.
- The level of education of respondents explains that Graduates comprise 22%, Post Graduates 28%, and level of education up to elementary level 7 %.
- Among the respondents 53 percent are employees and 27% percent of are farmers.
- The composition numbers of members in the family of the respondents tells that 62 percent belonged to 3-6 family members size group and only 15 percent Respondents had less than 3 members in their families.
- 158 families had only one earning member and in the remaining 142 families the number of family members was more than one.

- From the survey it has emerged that 81 respondents possessed BPL TVs and 45 respondents possessed Onida and Samsung, and 78 respondents possessed other TVs like Sansui, TCL, Sony, Sharp etc.,
- Further that 159 respondents gave a very low priority for educational purpose to purchase a television.
- The study indicated that nearly 294 respondents considered that the possession of TV set is out of the compulsion of family members.
- It is clearly observed that 46 percent of the respondents learnt brand awareness through TV advertisements and 13 percent of the respondents by learnt through Radio advertisements.
- The survey unfolded that in thirty five percent of respondents' families, the respondent himself took purchase decision but in 23 percent of the respondents' families collective decision was taken.
- It is encouraging to note that 61 percent of the respondents preferred Indian made television sets and the rest (39%) of the sample respondents preferred foreign made TVs.
- From the survey it has emerged that 85 percent of the respondents were influenced by the various sales promotion measures.
- Out of 255 respondents supporting sales promotion methods, 25.89 percent of the respondents were for discount offer and 18.82% were for gift and door delivery schemes
- It is observed that 92 percent of the respondents had purchased new television sets.
- The study brought about that 26 percent of the respondents visited the show rooms of television sets followed but 20% had consulted with existing owners to select a particular television set.
- It is also inferred that 228 respondents preferred a particular dealer for purchasing the television sets.
- It is understood that 85 percent of the respondents purchased television sets on cash basis.
- Since 249 respondents are satisfied with their brands they are willing to recommend the same to others.

XI. Suggestions

- To cater to the needs of low-income group colour TV may be offered at low prices.
- Exchange offers may be made more popular to attract all types of customers.
- TV users may be educated to insure their TVs.
- Since the TV users are interested in getting original spares, manufactures and dealers should take steps to ensure the regular supply of original spares in the study area.

- To expand the market coverage the values like entertainment, education etc., may be given wide publicity.
- The dealers should be instructed to disclose the defects in the TVs they trade to the purchasers at the time of purchase.
- The manufacturers and dealers must take every step to attract the youth of less than 25 years and above 50 years.

XII. Conclusion

Now a days, Television has become an integral and indispensable part of every individual's life, irrespective of his income, occupation. Innovations and advancements both in Television production technologies and programme telecast and relay technologies are happening every corner of the world. Because of this, 'Today's Latest Model' will become the 'out dated model' in next year. To create more customers and to retain the existing customers the TV manufacturers must keep abreast of the changes that constantly take place around the world. Besides, producers through their dealers must give utmost attention to 'After Sales Service' to sustain in the industry in the long run.

XIII. References

1. Alexander, R.S. Marketing Definitions – A Glossary of Marketing Terms. Committee on Definitions of the American Marketing Association, 2009.
2. Bell, Martine L. Marketing Concepts and Strategy. Boswton Houghton Mifflin, 2nd edition, 2008.
3. Berlo, D.K. the process of Communication. Holt, Rainhart and Winston Inc., 2008.
4. Boyd, Westfall and Stasch. Marketing research – Text and Cases. All India traveler Book Seller, New Delhi, 2nd Indian Edition, 2006.
5. Buskirk, Richard H. Principles of Marketing. OAK Tree Press, Richardson, Texas, 4th Edition, 2005.
6. Carman, James M. and Uhl, Kenneth p. Philips and Duncan's 'Marketing – principles and Methods. D.B. Taraporevala Sons and Company Private Limited, 1st Indian Reprint, 2003.
7. Charan Singhj. Indian Economic Policy – The Gandhian Blue Print. Vikas Publication House, 2001.
8. Chatterjee, B.K. Marketing Management. Jaico Publicahing House, Bombay, 2002.
9. Cundiff, Edward W. Et .al . Fundamentals of Modern Marketing. Prentice Hall of India Private Limited, New Delhi, 2007.
10. David Hughes, G. Marketing Management - A Planning Approach. Addition Wesley Publishing Company, World Student Serious, 1980.
11. Dhar, P.N. Small Scale Industries in Delhi. Asia Publishing House, Bombay, 1958.
12. Dhar, P.N. and Lydall, H.F. The Role of Small Enterprise on Indian Economic Development. Asia Publishing House, 2001.
13. Douglas Foster. Mastering Marketing. The Macmilling Press limited, 1982.
14. Duncan, Phillips and Hollander. Modern Retailing Management. Richard. D. Irwin, Inc., Himewood, Illinois, 2003
15. Mr. Natarajan, Research work titled "A study on self-perception as a function of conusmer's behaviour towards Televisions sets", Submitted to Thanjavur Kamaraj University, 2003.

16. Miss. Kavitha, Dissertation titled "A study on Brand Preference towards consumers durables" - submitted to Thanjavur Kamaraj University, 2003.
17. Poomima Dissertation titled "A study on Brand Preference towards Cosmetic Products" - submitted to Thanjavur Kamaraj University, 2003.
18. Prof. Jha -- Marketing Management in Indian Perspective, Himalaya Publishing House, New Delhi – 2.
19. Edward Smykay, W. and Joan Breibart. Introductory Marketing – A Programmed Approach. The Macmillan Company, 2001.

Websites:

www.samsung.com ; www.onida.com; www.bpl.com; www.lg.com

