

## PREFERENCE OF CUSTOMERS TOWARDS VARIOUS BRANDS OF TELEVISION

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**Cite This Article:** Dr. P. V. Nandhini, "Preference of Customers Towards Various Brands of Television", Indo American Journal of Multidisciplinary Research and Review, Volume 7, Issue 2, July - December, Page Number 48-52, 2023.

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### Abstract:

People nowadays depend more on television to spend their leisure time to watch different shows, news, or movies, matches likewise. The people feel tiresome to get ready, put mobile in silent, even to applaud as an encouragement for the participants in the program in a public show, dramas, and theatres and prefer mostly to be in home stiff and stun to sit in before television and watch whatever is telecasted. This lead to availability of different brands of television in the market. Here, in the present day we have undertaken to know the preference and satisfaction of customers towards different brands available in the market. The invention of the television was the work of many individuals in the late 19th century and early 20th century. Individuals and corporations competed in various parts of the world to deliver a device that superseded previous technology.

**Key Words:** Television, Customers, Brand Preference, Satisfaction

### Introduction:

Television came to India on September 15, 1959 with experimental transmission from Delhi. It was a modest beginning with a make shift Studio, a low power transmitter and only 21 community television sets. All India Radio provided the engineering and programme professionals. A daily one-hour service with a news bulletin was started in 1965. In 1972 television services were extended to a second city-Mumbai. By 1975 television stations came up in Calcutta, Chennai, Srinagar, Amritsar and Lucknow. In 1975-76 the Satellite Instructional Television Experiment brought television programmes for people in 2400 villages in the most inaccessible of the least developed areas through a satellite lent to India for one year.

Doordharsan is a public broad cast terrestrial television channel run by prasar bharati, a board formed by the government of India. Television programs were first transmitted in black-and-white. Scottish inventor John Logie Baird demonstrated the world's first colour television transmission on July 3, 1928 using a mechanical process. In present day, the market situation and its outcome are becoming increasingly uncertain. In the light of this scenario, the organizations are becoming more and more desperate to hold the customers, to retain the market share and to survive. The scenario in the home appliances industry is equally challenging. 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 in faster market expansion and penetration. Product differentiation and innovative marketing efforts have resulted in attracting more and more customers to their brands.

### Review of Literature:

- Nidhi Rani, Vikas Sharan (2016) is their study entitled "Impact on Television Commercial on Purchasing Behavior of Masses." Both the primary and secondary data was collected from the study. The sampling data was collected from 250 respondents by using structured method. The tools that have used in the study is simple percentage method. The finding of the study is reversed that adults have strong belief that Television commercial has considerably influenced their buying behavior.
- P. Jayasubramanian, P. Kanagaraj, K. Mahendran (2015) in their study entitled "A Study of Consumer Satisfaction towards LED Technology With Reference To LED TV Coimbatore of Tamilnadu". The secondary data was collected from related websites and books. The survey was conducted from 50 respondents by using questionnaire method. The selection of sample is convenient sampling method. The finding from then study reveals that LED Technology has made a great change in the world of Television.
- A. Dharmaraj (2014) in his study entitled "A Study on Customer Satisfaction Selective LG Product with Special Reference to Gobichettipalayam". Both the primary and secondary data was collected from the study. The sampling data was collected from 100 respondents by using questionnaire method. The analytical tools applied for this study is simple percentage analysis and chi-square test. The finding from the study is that customer satisfaction on LG product is based on sales promotion and advertisement.
- H. S. Adithya (2013) in his study entitled "Customer Satisfaction towards and Preference of Color TV Brands with Special Reference to Bangalore City". Primary data was collected personally and individually. The data was collected from 100 respondents by using questionnaire method. The

selection of sample is random sampling method. The conclusion of the study is to increase the sales volume of LG TV.

#### Statement of the Problem:

The main aim of this study is to find out the customer's preference and satisfaction towards different brands of television available. It will help us to find out the customer's choice and expectations on different brand and whether they are satisfied while purchasing.

#### Objectives of the Study:

To know the socio - economic profile of the respondents

- To ascertain the preference of respondents over different brands of television

#### Methodology:

##### Source of Data:

Primary data: The primary data were collected through questionnaire method.

##### Sampling Method:

The convenient sampling is used.

##### Sample Size:

The size of sample is 100 and convenient sampling methods have been adopted for the selection of respondents for the present study.

##### Statistical Tools:

The tools used in this study are,

- Simple percentage calculation
- Chi-square test of independence

##### Sample Unit:

The research was conducted in Pollachi Taluk. These are the different brands of television for which consumers preference are known,

- LG
- Panasonic
- Samsung
- Sharp
- Sony
- Tcl
- Onida
- Oled Tv

#### Analysis and Interpretation:

As though we have undertaken the study to know the students savings habit, in the above said paragraph we have studied whether there is any relationship between students savings habit and the economic profile. Which in turn concluded that in certain cases there is a relation between savings habit of students and the demographic future or vice-versa

Table: Simple Percentage Calculation

Brand Preference	No. of Respondents	Percentage
Age		
Up to 18	09	09.67%
18-25	32	34.41%
26-40	28	30.11%
Above 40	24	25.81%
Total	93	100%
Gender		
Male	39	41.94%
Female	54	58.06%
Total	93	100%
Marital Status		
Married	61	65.59%
Unmarried	32	34.41%
Total	93	100%
Educational Qualification		
Illiterate	04	4.30%
SSLC	26	27.96%
HSC	11	11.83%
UG	28	30.11%
Total	93	100%
Type of family		
Joint	27	29.03%
Nuclear	66	70.97%
Total	93	100%
No. of Members in a Family		
2-4	70	75.27%
4-8	17	18.28%
Above 8	06	6.45%
Total	93	100%

No. of Earning Members		
Up to 2	84	90.32%
3-4	08	8.60%
Above 4	01	1.08%
Total	93	100%
Residential Area		
Rural	34	36.56%
Urban	36	38.71%
Semi urban	23	24.73%
Total	93	100%
Occupation		
Agriculture	07	7.53%
Business	18	19.36%
Home maker	14	15.05%
Salaried	29	31.18%
Professional	16	17.20%
Others	09	9.68%
Total	93	100%
Monthly Income		
Below Rs 15000	36	38.71%
Rs 15001-30000	42	45.16%
Rs 30001-45000	12	12.90%
Above Rs 45000	03	3.23%
Total	93	100%

Above table depicts that out of 93 respondents, 32(34.41%) of customers belongs to age group of 32 and 54(58.06%) are female who possess ug degree 28(30.11%) and belongs to nuclear family 66(70.97%) that possess upto 2 earning members 84(90.32%) belongs to salaried class 29(31.18%) and earns a monthly income of Rs.15,001-30,000 who loves to possess Sony television 29(31.18%) and even ready to spend only Rs.20,000/- to purchases new brand of television or any accessories required with picture quality 47(50.54%) as main feature mostly purchased with family entertainment as main reason 68(73.12%).

#### **Satisfaction towards Various Brands Based on Appearance of Television:**

##### **Hypothesis:**

The following hypothesis has been framed to find out relation between customer satisfaction towards different brands of television and socio-economic profile of students.

- H<sub>0</sub>: There is no relationship between age and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between gender and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between educational qualification and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between type of family and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between earning members and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between Occupation and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between monthly income and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between brand possessed and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between amount spend to purchase television and customer's preference towards the branded television.
- H<sub>0</sub>: There is no relationship between amount purpose to purchase different brand of television and customer's preference towards the branded television.

Table 2: Customer Satisfaction towards Different Brand of Television

S.No	Variable	Statistical Test	Value	Significance (@ 5% level)
1	Age and Satisfaction level of Customers	Chi-Square Test	1.151	Not significant
2	Age and Preference level of Customers	Chi-Square Test	8.96	Not significant
3	Age and Preference level of Customers	Chi-Square Test	4.873	Not significant
4	Age and Preference level of Customers	Chi-Square Test	4.873	Not significant

5	Age and Preference level of Customers	Chi-Square Test	2.191	Not significant
6	Age and Preference level of Customers	Chi-Square Test	4.977	Not significant
7	Age and Preference level of Customers	Chi-Square Test	7.383	Not significant
8	Age and Preference level of Customers	Chi-Square Test	4.853	Not significant
9	Age and Preference level of Customers	Chi-Square Test	11.928	Significant**
10	Age and Preference level of Customers	Chi-Square Test	15.978	Significant**
11	Age and Preference level of Customers	Chi-Square Test	15.978	Significant**

Source: Primary data \* - 10% level of freedom \*\* - 5 % level of freedom

From the above table it is found that there is a significant relationship between the Term Of Investment and overall awareness level of savings behavior , Period of Savings and overall awareness level of savings behavior.

#### **Findings:**

- Most of students are from rural area.
- Majority of the students were in the age group of 18 to 20 years.
- Most of the students were female.
- Most of the students were under graduates.
- At most the student respondents belong to nuclear family,
- Majority of the students have below 4 earning members in their family.
- At most of the students have pocket money as their source of income
- Most of the students prefer to save less and spend more.
- Most of the students prefer short term investment.
- Most of the students done their savings less than one year only.

#### **Suggestions:**

- Majority of the students suggest their savings plan to friends
- The students should think rationally before spending the money and should be more aware about various savings and investment avenues available in the market.
- The students must use money at proper way, don't let the savings in idle.
- This is correct time to save money for future needs.
- The students can get savings and investment knowledge from various sources.
- They should utilize it.
- They should avoid unwanted expenses.

#### **Conclusion:**

In this study, the relationship between different variables defined is associated or not is concluded, which helps to identify it any variables affecting the savings habit of respondents. The different variable like the gender, age, educational qualifications, family members, earning members, area, source of income, and savings and spending ratio of the individual respondents has been analyzed by showing a relationship with different satisfaction and awareness level like putting money aside for future, following budgeting method, reducing unwanted expenditure, achieve goals, discussing with parents, comparing and discussing with friends and having money in hand availed for emergency situation and schemes of post office, bank accounts, gold and shares as awareness level.

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