

## CONSUMER BEHAVIOUR TOWARDS PURCHASE OF TELEVISION SETS

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### Introduction

*This is an attempt to reveal the advertisement effectiveness and consumer behavior in the purchase of television sets by the sample buyers in Madurai City. The author conducted a survey with the help of assistants who collected various information through interview schedules. This article will help the marketers of various brands of television sets to know the consumer behavior and the decision-making process of the prospective buyers.*

### Consumer Behavior

Consumer is always complex in nature. The influence of group membership, family structure and social class on consumer behavior is all relevant to the study of consumer segments in the market place. Consumer behavior includes the study of sub-cultures and lends itself to a comparison of consumers of different nationalities with diverse cultures. The study of human being in society traces the development of core beliefs, values and customs that are passed down to individuals from their parents and grandparents so as to influence their purchase and buying behavior. By considering the likes and dislikes of alternatives one is about to take a decision to buy or not to buy.

### Advertisement Effectiveness

Advertisement is meant to pass on certain information to the prospective buyers. It is the powerful element in the promotion mix. Business communication is given to the prospective buyer about the products, quality, service guarantee, price, and discount and credit schemes through advertisements. So advertisement is effective for every product as it depicts the feelings and emotions that is a routine in the everyday life of the public. Advertisements are necessary on the following grounds as it helps:

- To make primary demand
- To introduce a price deal
- To build a brand recognition
- To increase the market share
- To build overall company image
- To give precautions to buyers before using the product

### Methodology

The methodology followed is based on primary data. Relevant information where collected from 80 respondents through a well designed interview schedule containing 32 questions. A sample size of 150 persons was chosen for conducting interview. But only 102 persons gave the response, of which 22 were partially filled up. Thus only 80 respondents out of 150 persons approached extended cooperation for the purpose of the survey.

### Classification of Respondents

There was an appreciable response from the sample buyers to this attempt. The following is the information relating to the details of the respondents.

- Out of the total respondents 65% were men and 35% women.

- Regarding qualification, 55% of the respondents have qualification upto higher secondary level and they form the majority of the respondents.
- While grouping the respondents based on the income range 60% have a monthly income of more than Rs.10,000
- In the case of 60% of the respondents there is only one earning member in a family. In the case of 25% of the respondent there are two earning members and in case of 15% respondents there are more than two earning members in a family.

#### Findings of the Survey

The author of the survey has included many questions relating to the purchase decision of respondents. The following are the results based on the responses given by the sample buyers.

- Out of 80 respondents 65 % buyers prefer LCD/LED model TV and only 35% go for regular model
- It is also found that 70% of the respondents opt SAMSUNG, LG and SONY which are foreign based TVs and 30% go for PHILIPS and ONIDA which are Indian based TVs
- It is also seen that 62% of the respondents bought Television set priced up to Rs.20,000 and others opt TVs which have value more than Rs.20,000
- Out of 80 respondents, 22% buyers change their TV sets once in 5 years.
- It also observed that only 10% of the respondents experienced problems of repairs on TV sets within two years of purchase
- Of the total respondents only 15% insured their TV sets and 85% did not.
- It is also seen that 35% of the respondents were persuaded by advertisements, 25% through neighbors, relatives, colleagues and friends.
- A large number respondents felt that TV is a time passing product than a prestigious product
- About 32% of the buyers felt that TV provides knowledge value to the family but more than 40% considered it for the entertainment purpose.
- Out of 80%, 7.5% stated that they were cheated by misleading advertisement. The remaining 92.5% were of positive opinion of advertisement.

#### Conclusion

Advertisement is a mass communication tool and in most cases, it is advantageous. Advertisement creates a behavioral response in the market. An advertisement will be judged by its general impression. All facts made therein should be literally true. Consumer decision is based on individual or group ideas. In no way, consumers should be cheated. Otherwise, it will create a bad image of the product and the marketing organization will be thrown away. Every marketer knows that "Consumer is the King of the Market". The author of the survey hopes that the findings of the survey will use some indications to the planners of advertisements and will help the marketers to have genuine idea to increase the sales further.

#### References

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