



A STUDY ON BUYING BEHAVIOR TOWARDS BRANDED TELEVISION PRODUCTS IN MYSORE CITY, KARNATAKA

A.B Gangu

Assistant Professor and Research scholar, Alagappa university, Karaikudi Tamil Nadu

Dr. S. Rajendran

Assistant Professor, Sri. Meenakshi govt. college For Women A Madurai, Tamil Nadu.

ABSTRACT

Television is one of the important human needs in life, as it provides huge information and entertainments in various modes. Television industry changed drastically with the advent of latest models, technologies and various features relating to the physical appearance of the television. Customers consider many factors before making a purchase decision in buying a television. This paper is an attempt to study the consumer behavior towards various television brands. The researcher considered significant factors such as media exposure, brand preference and brand awareness to influence purchase behavior.

KEYWORDS : TV brand, Consumer Behavior, Factors Influencing.

INTRODUCTION

When a brand name or brands mark is registered and legalized becomes a trade mark. Thus registered brand are trademarks. Trade mark is defined as a brand or part of a brand that is given legal protection because it is capable of exclusive appropriation. Thus the trade mark is essentially a legal term protecting the manufactures right to use the brand name.

Consumer Behavior:-

Consumer behavior is the processes where by individuals decide what, when, how and from whom to purchase goods and services. Consumer behavior is very complex and dynamic too-constantly changing and therefore, managements need to adjust with the change otherwise market may be lost.

OBJECTIVES

The following are the main objectives.

1. To find out the consumer's preference towards Television products.
2. To analyses and suggest suitable suggestions based on the findings of the study.

Sony is a global manufacture of audio, video communications and information technology products for consumer and professional markets. With its music, picture, game and online businesses, the company is uniquely positioned to be one of the world's lidding digital entertainment brands, offering an outstanding portfolio of exciting multimedia content.

Vision:-

To create exciting new digital entertainment experiences by bringing together cutting- edge products with latest generation content and service. The customer's viewpoint initiative emphasizes the importance to staff of viewing of Sony. Its products and services from a customer perspective.

Primary Data:-

The primary data were collected from 50 Respondents in the Mysore city by using simple random sampling technique fresh and for the first and this happens to be original in nature by conducting personal interview with structural questionnaire.

Secondary Data:-

The Secondary data have been collected from the company records. The data collected have been analyzed and tabulated in suitable form keeping in view objective of the study.

Personal Interview:-

Personal interview was followed by the researcher using structured questions following personal interview as it was feasible. Considering the nature of respondents over getting in depth information was possible through this Methodology.

Table -1 The Following Table Shows That The Age Wise Classification

Sl.No	Factors	Number of respondents	Percentage
1.	20-30 Years	20	40
2.	30-40 Years	25	50
3.	Above 40 Years	5	10
	Total	50	100

Source: Primary Data

The above Table reveals that out of 50 respondents, 40% of the respondents are belongs to the age group of 20-30. 50% respondents are belongs to the age group between 30-40. 10% of the respondents are belongs to the age group between above 40 years.

Table - 2 The Following Table Shows The Sex Wise Classification

S.NO	Factor	Number of respondents	Percentage
1.	Male	30	60
2.	Female	20	40
	Total	50	100

Source: Primary Data

This Table 2 indicates that, the number of respondents in each category.60% of the respondents belongs to male category and 40% of the respondents belong to Female category.

Table -3 The Following Table Shows The Occupation Wise Classification

S.No	Factors	Number of Respondents	Percentage
1.	Government Employee	20	40
2.	Private employee	15	30
3.	Self employed	10	20
4.	Others	5	10
	Total	50	100

Source: Primary Data

The above Table denotes that 40% of respondents are under the Government servant category. 30% of the respondents under the private category.20% of the respondents under the category of self-employed and 10% of the respondents are others

Table - 4 The Following Table Shows That The Reason For Selection

S.NO	Factors	No of respondents	Percentage
1.	Quality one	25	50
2.	Guarantee period	20	40
3.	Long life	5	10
	Total	50	100

Source: Primary Data

The Table 4 shows that 50% of the respondents chosen this Television. Because of its better quality, 40% of the respondents chosen this Television of its Guarantee period, 10% of the respondents chosen this Television because of its price.

Table -5 The Following Table Shows That The Brand Wise Classification

S.NO	Factors	No of respondents	Percentage
1.	Samsung LG	15	30
2.	Sony	8	16
3.	LG	18	36
4.	Others	9	18
	Total	50	100

Source: Primary Data

It is clear from the Table 5 that, 30% respondents are using Samsung. 16% of the respondents are using LG. 36% of the respondents are using Sony 18% of the respondents are using other Television.

Findings

The following are the major findings:

- 1) From the survey it is concluded that 60% of the respondents are female.
- 2) It is observed that 40% of the respondents are government servants who are using Sony Television.
- 3) Most of the respondents using Sony Television belongs to the category of monthly income earns of between Rs. 3000.
- 4) 50% of the respondents know about this product through their advertisement.
- 5) 8% of the respondents prefer this brand because of its quality.

Suggestions

The following suggestions are offered based on the findings of the study:

- In order to attract the customer the company should provide discount and gifts along with this product.
- The company has to promote its advertisement through press media.
- Some of the respondents feel that the price of a product is very high. So, the company should fix the reasonable price as for as possible.

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