

## Customer Satisfaction and Preference of Colour T.V Brands – An Empirical Study in Bangalore City



### Management

**KEYWORDS :** Customer Satisfaction, Customer Preference, Colour Television, Bangalore City.

**Dr. H. S ADITHYA**

Assistant Professor & H.O.D – M.B.A., B.t.l Institute Of Technology And Management, Bangalore.

### ABSTRACT

*In the new era of technological advancement, the T.V manufacturing companies are introducing various new features in their brands Today, a bundle of brands are available with several options such as lower price, higher quality, better performance and world-class services along with power efficiency, digital functions, etc. These companies come with various attractive promotional schemes with added features to their T.V sets. All these put pressure on the ordinary customers and make it a complex and confusing decision as to what to purchase and how to purchase. It is quite clear to understand that the generation of information plays a very crucial role in the formulation of marketing strategies and it provides a link between the customers and the organisation. This is mainly because of the fact that contemporary T.V market is a complex buyers' market. The present study aims at ascertaining the television customer's preference over the various counts of the T.V brands they use. This study also throws light on the customer's purchase behavior with respect to Colour Television brands in Bangalore City.*

### INTRODUCTION

The Colour Television Industry in India has seen a dramatic change during the past one decade as liberalization and globalization showed its original face in full swing in the Indian sub-continent, making its market highly competitive and customer driven. A good number of T.V customers today face a lot of dilemma at the time of taking a purchase decision to choose the brand because a number of substitutes are available in the market. As a result of this, the manufacturers are now forced to behave like price-takers rather than price-makers. Under the circumstances, it is quite obvious that the companies will have to do more homework to respond to the needs and tastes of the customers in order to survive in this competitive market. When it comes to the purchase decision of the T.V customers, it depends on various product differentiation attributes such as price, fame and goodwill of the company, design and appearance, digital functions, after sales service, durability and warranty, power efficiency, financial incentives (free gift, discounts, installments, etc.), easy availability and smooth functioning.

It is an accepted fact that the generation of information plays an important role in the field of policy formation, marketing planning, strategy making and it also bridges the gap between the buyers and the sellers. This study may provide the T.V companies with a launch pad and act as a guide that can help the same in chalking out strategies to enlarge the market share and also enhance the level of awareness among customers. In short, it can be claimed to be an accurate and timely report that may help them to gain a competitive edge over their competitors.

### SCOPE AND LIMITATIONS OF THE STUDY

Since the study was conducted in Bangalore City only, so the canvas is narrow and the scope of analysis is limited. Since the area for practical work of the study is Bangalore, the result of the study may not be applicable to the other parts of the country.

### OBJECTIVES OF THE STUDY

1. To ascertain the respondents' preference over the different counts of product differentiation.
2. To measure the respondents' degree of satisfaction over the various counts of some selected Colour T.V brands.

### RESEARCH METHODOLOGY

- Research Design: A cross-sectional descriptive survey research was carried out.
- Data Collection through Questionnaire: For the research purpose, primary data was collected personally and individually from the respondents consisting of 100 customers of colour television sets in Bangalore City.
- Selection of the Sample: The sample consisted of 100 customers, that is sample size was 100. The elements of the sample that is the customers were selected through the random sampling plan.
- Tools and Techniques: The collected data was analyzed by using qualitative and quantitative techniques. The primary

data collected from the respondents was analyzed by using the percentage method. Bar diagrams have been used for better pictorial understanding.

$$\text{Symbolically, Mean Score} = \frac{\text{No. of respondents} \times \text{Assigned Value}}{\text{Total Sample Size}}$$

### REVIEW OF LITERATURE

Customer satisfaction is an important theoretical as well as practical issue for most marketers and consumer researchers (Dabholkar, 1995). Customer satisfaction can be considered to be the essence of success in today's highly competitive world of business. Thus, the significance of customer satisfaction and customer retention in strategy development for a market oriented and customer focused firm cannot be overstated. Consequently, customer satisfaction is increasingly becoming a corporate goal as more and more companies strive for quality in their products and services (Bitner and Hubbert, 1994). Customer satisfaction is the feeling or attitude of a customer towards a product or service after it has been used and is generally described as the full meeting of one's expectations (Oliver, 1980). Customer satisfaction is a major outcome of a marketing activity, whereby it serves as a link between the various stages of the consumer buying behavior. For instance, if the customers are satisfied with a particular service offering after its use, then they are likely to engage in repeat purchase and try line extensions. A study conducted by Levesque and McDougall confirmed and reinforced the idea that unsatisfactory customer service leads to a drop in customer satisfaction and willingness to recommend the service to a friend/relative. This would in turn lead to an increase in the rate of switching over to other brands by customers (East, 1997).

Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations. If the performance falls short of expectations, then the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted (Sussan and David, 1999). High satisfaction or delight creates an emotional bond with the brand or company, not just a rational preference. Xerox's senior management found that its "completely satisfied" customers were six times more likely to repurchase Xerox products over the following 18 months, than its "very satisfied" customers (Thomas and Sasser Jr. 1995).

There can be potentially many antecedents of customer satisfaction as the dimensions underlying satisfaction judgments are global rather than specific (Tailor and Baker, 1994). However, some argue that the customers develop norms for product performance based on general product experiences, and

these rather than expectations from a brand's performance determine the confirmation/disconfirmation process (Cadotte, Woodruff and Jenkins, 1987). More recent work has argued that in addition to the cognitive components, satisfaction judgments are also dependent upon affective components as both coexist and make independent contributions to the satisfaction judgments (Westbrook and Oliver, 1991). Customer satisfaction is the mental or psychological state of the customers when they get the maximum utility out of the products or services they use. A group of researchers developed a simple yet effective framework for customer satisfaction management. They conducted a multiyear study to determine the manageable elements that comprise how customers perceive service quality, which can help companies to understand as to why they sometimes fail to deliver a satisfactory service level. This research and the associated findings were described in their book "Delivering Quality Service: Balancing Customer Perception and Expectations" (Zeithaml and Parasuraman, 1990).

**DATA ANALYSIS AND INTERPRETATION**

**Table 1: State of Ownership by Respondents of Various Brands of Colour T.V's in Bangalore City**

S.N	Brands of Colour T.V	No. of Responses	Percentage
1	BPL	19	19%
2	Samsung	14	14%
3	LG	33	33%
4	Onida	16	16%
5	Philips	07	07%
6	Videocon	11	11%
	Total	100	100%

Source: Primary Data.

Interpretation: It is clear from the data given in the Table 1 that 19% of respondents owned the BPL brand of T.V, 14% respondents were owners of Samsung brand of colour T.V, 33% LG, 16% Onida, 7% Philips and 11% Videocon. Thus, it is clear that LG enjoyed the 1st position, BPL 2nd, Onida 3rd, Samsung 4th, Videocon 5th and the last position was enjoyed by the Philips brand of colour television. Here, it can be safely said that LG possessed the maximum sales volume in Bangalore City.

**Table 4: Position of the Source of Inspiration of the Respondents – Brand Wise**

S.N	Brands	Responses	Influence Sources	Percentage
1	BPL	19 (Total)		
		a) 9	a) Friends and Relatives	47.36%
		b) 5	b) Advertisements on T.V	26.31%
		c) 5	c.) Advertisements in Newspapers & Magazines	26.31%
		d) Nil	d.) Advertisements on Hoarding & Others	Nil
2	Samsung	14 (Total)		
		a) 9	a) Friends and Relatives	64.28%
		b) 2	b) Advertisements on T.V	14.28%
		c) 2	c.) Advertisements in Newspapers & Magazines	14.28%
		d) 1	d.) Advertisements on Hoarding & Others	7.14%
3	LG	33 (Total)		
		a) 24	a) Friends and Relatives	72.72%
		b) 07	b) Advertisements on T.V	21.21%
		c) 01	c.) Advertisements in Newspapers & Magazines	3.03%
		d) 01	d.) Advertisements on Hoarding & Others	3.03%
4	Onida	16 (Total)		
		a) 11	a) Friends and Relatives	68.75%
		b) 05	b) Advertisements on T.V	31.25%
		c) Nil	c.) Advertisements in Newspapers & Magazines	Nil

**Table 2: Sources which influenced the Respondents to purchase their respective Brands of Colour T.V**

S.N	Sources	No. of Responses	Percentage
1	Friends and Relatives	64	64%
2	Advertisement on T.V	23	23%
3	Ads. In Newspapers & magazines	09	09%
4	Ads. On Hoardings and Others	04	04%
	Total	100	100%

Source: Primary Data.

Interpretation: From the Table 2, it is clear that the "Friends and Relatives" of the respondents influenced 64% of the respondents and there this source was the most important source that was influencing the respondents. "Advertisements on T.V" were found to be effective in influencing 23% of the respondents in taking their purchase decision to select the brand at the time of purchasing their colour T.V. "Advertisements in newspapers and magazines" and "Advertisements on hoardings and others" were found to be capable of influencing only 9% and 4% of the respondents respectively.

**Table 3: Willingness/Unwillingness of the Respondents to replace their respective Television Sets**

S.N	Brands	Total Respondents	Respondents Not Willing to Replace	Respondents Willing to Replace
1	LG	33	28%	05%
2	Samsung	14	06%	08%
3	BPL	19	14%	05%
4	Onida	16	09%	07%
5	Philips	07	05%	02%
6	Videocon	11	04%	07%
	Total	100	66%	34%

Source: Primary Data.

Interpretation: It is clear from the Table 3 that on an average, 66% of the total respondents were not willing to replace their present brand of T.V even if they got a satisfactory disposal price offer for their T.V sets.

		d) Nil	d.) Advertisements on Hoarding & Others	Nil
5	Philips	7 (Total)		
		a) 4	a) Friends and Relatives	57.14%
		b) Nil	b) Advertisements on T.V	Nil
		c) 1	c.) Advertisements in Newspapers & Magazines	14.28%
		d) 2	d.) Advertisements on Hoarding & Others	28.56%
6	Videocon	11 (Total)		
		a) 7	a) Friends and Relatives	63.63%
		b) 4	b) Advertisements on T.V	36.36%
		c) Nil	c.) Advertisements in Newspapers & Magazines	Nil
		d) Nil	d.) Advertisements on Hoarding & Others	Nil

Source: Primary Data

Interpretation: It can be inferred from the Table 4 that the source "friends and relatives" was found to have influenced the purchase decision of 72.72% respondents in favour of LG colour television. 68.75% respondents (who owned Onida colour television) were influenced by their "friends and relatives". In a similar vein, 64.28% respondents who owned Samsung colour TV, 63.63% respondents who owned Videocon colour T.V, 57.14% respondents who owned Philips colour T.V, and 47.63% respondents who owned BPL colour T.V were talked into buying their respective brands of colour televisions by their "friends and relatives". Television advertisements influenced up to 36.36% respondents to purchase the Videocon colour T.V; TV ads influenced 31.25% respondents to purchase the Onida brand, 26.31% respondents were influenced by TV ads to purchase the BPL brand, 21.21% respondents were in for the purchase of the LG Brand after being influenced by the TV ads and up to 14.28% respondents were influenced to purchase the Samsung brand of colour television sets due to television ads. Surprisingly, 'Ads on T.V' was not the influencing factor with regard to the purchase decision for the brand Philips. The source 'Ads in newspapers and magazines' had the optimum level of influence on the purchase decision of the respondents with the BPL brand of colour television that is up to 26.31%. This source was found to influence the respondents who owned the Samsung and Philips brands equally that is up to 14.28%. Up to 3.03% respondents who owned the LG brand go influenced through this source and in case of Onida and Videocon, none of the respondents were influenced to make the purchase decision after seeing the 'ads. in newspapers and magazines'. The source 'advertisements on hoarding and others' at best influenced the behavior of up to 28.56% respondents to purchase the Philips brand of colour television. The respondents who were the owners of the Samsung brand could be lured through this source only to the tune of 7.14% and LG customers to the tune of 3.03%. Interestingly, the respondents who owned the Onida and Videocon brand did not get attracted through this source of advertisement.

**Table 5: Degree of Satisfaction with Different Product Differentiation Attributes**

S.N	Attributes	Degree of Satisfaction
1	Price	80.20%
2	Fame and Goodwill	73.08%
3	Design and Appearance	69.09%

**Table 7: The Likely Convergence of Customers from One Brand to another Brand of Colour T.V**

S.N	Convergence from LG to the following brands	Convergence from BPL to the following brands	Convergence from Onida to the following brands	Convergence from Philips to the following brands	Convergence from Videocon to the following brands	Convergence from Samsung to the following brands
1	Samsung (5 out of 5)	LG (3 out of 5)	LG (4 out of 7)	LG (2 out of 2)	LG (4 out of 7)	LG (5 out of 8)
2		Samsung (2 out of 5)	Samsung (2 out of 7)		Samsung (1 out of 7)	Onida (2 out of 8)
3			BPL (1out of 7)		BPL (1 out of 7)	BPL (1out of 8)
4					Onida (1 out of 7)	

Source: Primary Data

4	Functions including digital	62.06%
5	After Sales Services	47.01%
6	Durability and Warranty	74.07%
7	Power Efficiency	56.02%
8	Incentives, by way of installments and free gifts	34.07%
9	Easy Availability	78.08%
10	Smooth Functioning	64.04%

Source: Primary Data

Interpretation: It is clear from the Table 5 that the highest level of satisfaction enjoyed by the TV customers in Bangalore City was over the attribute "Price" to the tune of 80.20% respondents, followed by "Easy Availability" that was voted by 78.8% respondents, "Durability and Warranty" was voted by 74.07% respondents, "Fame and Goodwill" was voted by 73.08% of the respondents. "Design and Appearance" was voted by 69.9% respondents, "Smooth Functioning" by 64.4% respondents. "Functioning including digital" by 62.6% respondents, "Power Efficiency" by 56.2% respondents and "After Sales Services by 47.1% respondents.

**Table 6: Brand-wise Break up Analysis of the Willingness/Unwillingness of the Respondents to Replace Their Present Brand of Colour Television**

S.N	Brand	Percentage of Respondents Not Willing to Replace their T.V Sets	Percentage of Respondents Willing to Replace their T.V Sets
1	LG	84.84%	15.15%
2	Samsung	42.85%	57.14%
3	BPL	73.68%	26.31%
4	Onida	56.25%	43.75%
5	Philips	71.42%	28.57%
6	Videocon	36.36%	63.63%

Source: Primary Data.

Interpretation: It can safely be interpreted from the Table 6 that the LG brand of colour television was judged to be the best brand in retaining its present volume of customers, figuring at 84.84% as compared to other brands of T.V such as BPL (73.68%), Philips (71.42%), Onida (56.25%), Samsung (42.85%) and Videocon (36.36%)

Interpretation: It can be inferred that the likely convergence of customers from one brand to another brand of colour TV, in case they got a satisfactory disposal price to replace their present T.V set with some other brand is presented in the Table 7. From the table it is clear that out of the 5 respondents who were the owners of L.G television brand, all of them wanted to opt for the Samsung brand of T.V

- Out of the 5 respondents who were the owners of the BPL brand, 3 respondents said that they would opt for LG and 2 said that they would opt for Samsung.
- Out of the 7 respondents who were the owners of the Onida brand, 4 respondents said that they would opt for LG, 2 said that they would opt for Samsung and 1 person was in favour of BPL.
- 2 respondents who owned the Philips brand opined that they would opt for the LG brand.
- Out of 7 respondents who were the owners of the Videocon brand, they opined that in the case of a switchover, 4 said that they would opt for the LG brand and 1 each said that they would opt for Samsung, BPL and Onida.
- Out of 8 respondents who were the owners of the Samsung brand, 5 said that they would opt for LG, 2 said that they would opt for Onida and 1 respondent said that he/she would opt for BPL.

## FINDINGS AND CONCLUSIONS

### FINDINGS

- The sales volumes of the brands of colour television other than LG were quite low in Bangalore City. These companies should conduct market surveys at regular intervals to know the customer preferences and also to know about the current market situation if they want to increase their market share.
- In case of BPL, it was found that 'ads on hoardings and others' completely failed to influence the customers purchase decision. Thus, BPL should look into this matter.

- In case of Onida and Videocon, the 'ads in newspapers and magazines' failed to influence the customers purchase decision. Thus, Onida and Videocon should assess the reasons as to why their print advertisements were failing to grab customers' eyeballs.
- In case of Philips, the influence level of the 'advertisement on T.V' in the minds of the respondents was the same that is Nil as it was in case of BPL for 'ads on hoarding and others'. So, Philips should analyze the reasons in this context in order to maximize the sales volume.
- The influence level of the 'advertisements on T.V', in case of LG brand was quite healthy, but it also has to improve the attractiveness of the 'ads in newspapers, magazines' and 'hoardings and others'.
- The influence level of the 'ads on T.V' in case of Videocon was also healthy, but the influence of ads in other media was not praiseworthy.
- In case of Samsung, the influence level of ads in all the media were almost of the same attraction value.
- It is alarming for Videocon that 36.36% of the respondents were willing to replace their respective T.V sets with any other brand, if they got a satisfactory disposal price. Thus, Videocon has to take timely and sound steps to retain that particular cluster of customers, after identifying the reasons for their dissatisfaction.
- It was found that 57.14% of the Samsung customers were also willing to replace their respective T.V sets, if they got a satisfactory disposal price. Therefore, the recommendations forwarded to Videocon in this context of shift of customers from one brand to another may also be forwarded to Samsung.

### CONCLUSION

LG was found to be the most popular brand of colour T.V and the popularity of Philips brand of colour television was the least level in Bangalore City.

## REFERENCE

- Bitner, M.J and Hubbert A.R (1994) "Encounter Satisfaction versus Overall Satisfaction versus Quality" in Rust, R.T and Oliver R.L (Eds), 'Service Quality: New Direction in Theory and Practice.' London: Sage. | Cadotte, Woodruff R.B and Jenkins (1987) "Expectation and Norms in Models of Consumer Satisfaction." *Journal of Marketing Research*, Volume 24, page 305-314. | Susan F. and David .G (1999) "Rediscovering Satisfaction." *Journal of Marketing*, Volume 63, Issue 10, page 5-23. | Tailor S.A and T.L.B (1994) "An Assessment of the Relationship between Service Quality and Customer Satisfaction in the formation of Consumers' Purchase Intentions." *Journal of Retailing*, Volume 70, Issue 2, page 163-278.. | Oliver R.L (1980) "Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions", *Journal of Marketing Research*, Volume 17, Issue 5, page 460-469. | Zeithaml, Berry & Parasuraman (1990) "Delivering Quality Service: Balancing Customer Perception and Expectations" New York, Free Press. | East.R (1997) "Consumer Behaviour: Advances and Applications in Marketing", London, Prentice-Hall. |