



## Consumer Behaviour of MBA students while buying Television

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### ABSTRACT

*Study of consumer behaviour is done by many researchers and is done since long back in history but researchers need to continue to study the emerging trends in consumer's behaviour as especially for the potential consumers and the influencers of decision making. Hence a focus group research was undertaken for the students of MBA program and their consumer behaviour towards buying of television was studied. Many important insights into their preference of television features, their perception regarding unorganized and organized retail stores, their role in family decision making, their preferred promotional scheme, their preferred occasion to buy are given in this research paper and also a conceptual model is given to understand the consumer buying of television from the perception and opinions of consumers from the age group of 21 to 23 years to make it useful to management students, researchers, and managers of consumer durable industry.*

**Keywords: Consumer, Behaviour, Television, Buying**

### Introduction:

Consumer durables have become part and parcel of modern day life. Once considered as luxury now they have become a necessity. Now it is surprising if we see a home without a television. Television has not only become a gadget for entertainment but also a gadget for getting information from news channels, getting knowledge from channels based on science, history, and inventions. Also it has become as interface between company and customer as more and more customer are buying products from television shopping channels. Looking at the ease at which television meets above objectives of getting entertainment, information, knowledge and shopping and the upcoming technologies like LED, 3D technologies the television market has become one of the fastest growing consumer durable markets.

Looking at the changing consumer trends and looking at the upcoming television technology and accessibility of internet, pen drive, personal computer, FM radio, etc in television it was found necessary that the new segment of consumers should be surveyed for their preferences of features, their family decision making process, their preference of unorganized or organized retail, etc this study was conducted keeping in mind the consumer behaviour of master degree students who influence the family decision making by their knowledge and who will be the future customers. A focus group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, idea, or packaging (Henderson, Naomi R. 2009). Hence a focus group research was conducted in which 5 male and 5 female MBA students participated and showed their views, opinions, attitudes, preferences and overall behaviour when it comes to buy a television.

Consumer behaviour is defined as the behaviour that consumer display in searching for, purchasing, chasing, using, evaluating, and disposing off products and services that they expect will satisfy their needs. (Schiffman, Kanuk, Kumar, Wisenblit, 2010).

Consumer behaviour also includes what they buy, why they buy, when they buy, where they buy, how they buy such type of questions and answer to these questions. (Schiffman, Kanuk, Kumar, Wisenblit, 2010). In the following research the above definition was applied to study the consumer behaviour for buying of television.

### Research Methodology:

#### Objectives of the research:

- To study buying behaviour of master degree students towards television
- To study the preference of unorganized versus organized retail stores by master degree students
- To study the features most preferred by master degree students for buying a television
- To study the role played by the respondents in the buying behaviour and role of different members of the family in decision making process

**Type of Research:** Focus group research, Qualitative research

**Sample Size:** Total sample size 30 (15 male and 15 female divided in a group of 10 - 5 male and 5 female at a time in one group conducting the focus group three times for three different groups) in the age group of 21 to 23 years pursuing master degree. (Malhotra, Dash 2009)

**Research Instrument:** unstructured questionnaire

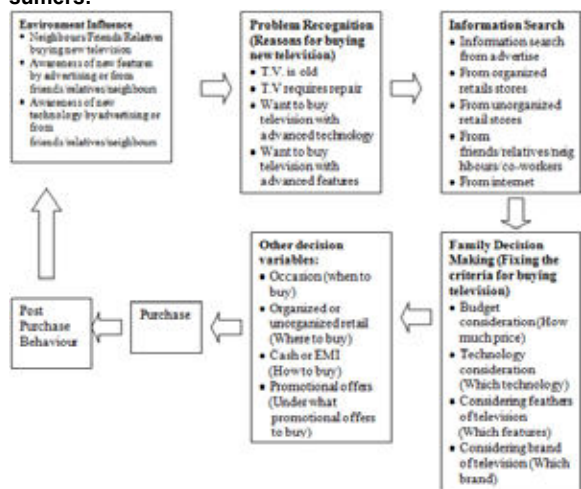
#### Sampling Unit:

Students pursuing their MBA program in the age group of 21 to 23 years

#### Findings:

A conceptual model can be developed from the focus group research which is mentioned as follows:

**Conceptual Model of Television Buying for Indian Consumers:**



**Some useful findings are summarized herewith:**  
Most preferred features in the television: (What?)

According to the focus group most of the respondents mentioned that connectivity of pen drive, games, connectivity of social networking sites, woofer system, high definition, radio, Internet connectivity, eye care, personal computer connectivity as the most important features of their own television. With high woofer voltage some of the respondents enjoy watching reality shows based on dance and music. Some respondents appreciated the improvement in technology from earlier CRO technology to modern LCD, LED, 3D technologies. Earlier television were very heavy weight, bigger in size and higher in price compared to that now available television have improved in the weight, size and price dimension.

**Television buying decision making process: (How?)**

Most of the respondent have mentioned as their father as the main decision maker in the television buying process. Apart from father acting as main decision maker, how ever father consult the respondents before buying television. Father consult the respondents because the respondents are net savvy and they can get the information about various brands of television and their comparisons very easily from the internet. Apart from respondents, father also gets information from his friends, relatives, co-workers. Also father move from one shop to another for collecting and average response was moving to approximately four shops before finally deciding the brand and place to buy the television. So all these act as influencers in decision making. Upon asking the role of mother respondents replied as mother having the role of fixing the budget in which the decision has to be made also mother is concerned with child's need and also mother is concerned that television should not have more no of games which may waste the study time of the respondents. So mother's main concern is respondents study and price of the television, apart from this mother don't interfere in the feature of television or brand of television.

**Who gets the information for buying the television? (Who?)**

On asking this question to the respondents they replied that most of the time father takes the family with him for getting the information. Sometimes father go with his friends to get the information related to television. Also father ask his teen age child to get the information from the net and teen age child searches the information related to various brands and also search the comparative information as well as rating of each and every brand and also the customer satisfaction rating and customer review about each brand. Hence the teen age becomes a very influencing source because of his/her net user friendliness.

**Which outlet they prefer organized or unorganized? (Where?)**

Most of the respondents like to buy from unorganized outlet especially because unorganized outlets are near their residence. Mostly the owner of the unorganized outlet is present there. Also respondent perceive that owner of unorganized outlets are well informed, well trained, responsible and trustworthy. Respondents perceive that unorganized retailers will give them more discount, better service, and will be available when anything goes wrong. Whereas the organized retailers are far from their residence, sales people don't respond properly at most of the organized retailers, there is no one to give information required, sales people are not well trained and well informed, there is no surety of discount or any other offer, there is no good relation with the store owners of the organized retailer and respondents perceive that if there is any complain then organized retailers will not provide proper and timely service and consumer complain will not be listened by the staff of the organized retailers. Respondents had dissatisfying experience when they visited organized retailers. The dissatisfaction was related to the sales person's behaviour, sales persons knowledge and sales persons attitude. However respondents had positive perceptions about the range of products available at the organized outlet, the display of the products in the organised retail shops and the amount of visible information available from the organized outlets. Respondents named few organized retailers which they visited before buying their television. Out of the three they were dissatisfied and gave a rating of 6 to 7 on a ten rating scale to two of the organized retailers and rated the third organized retail outlet at a 9 rating because they were satisfied with the sales person behaviour, sales person knowledge and sales persons attitude in the third organized retail outlet. Most of the respondents replied that they prefer organized retail outlet only as a source of gathering information whereas they make their purchases from an unorganized retail store which is located near their residence.

**Reason for buying new television: (Why?)**

Most of the respondent said that new technology was a major reason for buying new television. If the old television is not working, It requires some repairing, picture is not clear, sound is not clear, these are few other reasons to buy new television. Also exchange offer is a good reason to exchange a television with old for a television with new technology. A very interesting response to this was given by few female respondents where they show jealousy as a clear emotion to buy television. According to their response if their friend/relative or neighbour bought a television with advanced features then they would influence father to buy a new television with better features then the friend/relative/neighbour.

**Preference of promotional schemes: (Which?)**

Most of the respondents mentioned that they prefer promotional scheme like free DVD, free mixer, free blender, discount, free dish television, etc to buy the television.

**Occasion to buy the television: (When?)**

Respondents mentioned Diwali, Dussera, Janmashmi, Christmas, Cricket World cup as few occasions when they would like to buy the television. However World cup is perceived as an occasion to buy television only by male respondents and female respondents disagreed on considering world cup as a occasion to buy television. According to an unorganized retailer television companies gives a scheme on 15th August and 26th January but the respondents did not mention this two occasions on which they prefer to buy the television.

**Awareness regarding various technologies in television: (What?)**

Most of the respondents were aware about CRO technology, LCD technology and LED technology. They mentioned that LED is a better technology because they can see the screen from any angle with same resolution and clarity. Also the respondents were aware about the price range in which the different technology television is available. When they were asked about 3D television their awareness was limited

and they only knew that 3D television are very expensive and have to be watched by wearing glasses that too are very expensive. When respondents were asked about smart televisions their perception was that smart television are very high priced and beyond price they were not aware about any other features of smart television or 3D television.

**Limitations of the study:**

- Focus group research is a qualitative research so the findings of the research cannot be generalized to a large population
- Focus group research always gives qualitative results and the same can be used to take decision which are qualitative like applying it to making of advertise, preparing communication strategies related to the product but for determining price or such other quantitative decisions this research cannot be used.

- The research focused on a particular segment so the result cannot be generalized for all segment of the population

**Conclusion:**

Focus group research was used for this research and it was found that it was very useful to bring out attitude, perceptions, and overall behaviour of respondents who are pursuing their master degree who are in the age group of 21 to 23 years. Some interesting findings have come out from this research mainly which features of television are preferred by this segment of respondents, the role of the respondents in family decision making process, the most preferred promotional schemes by the respondents, the preference of organized versus unorganized retail for this respondents. Author expects that this research will be useful to management students, researchers, managers, retailers who are dealing with consumer durable retailing.

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