



## A Study on Buyer Behaviour Towards Home Theatre Systems in Madurai City

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**ABSTRACT**

Today home cinema implies a real cinema experience at a private home. The rapid growth of home theatre technology has brought the whole world of entertainment to the home. In India buyers of home theatre system have made their purchase decision only after conducting a careful cost benefit analysis of the various brands available in the market. Rural and urban people have the power of purchasing comfort goods to improve the status in the society. People are enjoying the social status by acquiring luxurious goods. The study is undertaken to analyse the buyer behavior of home theatre from the stage of conceiving the idea of home theatre to that post purchase satisfaction. The respondents have been chosen on the convenient sampling method. The findings of the study revealed the satisfying features of the buyers regarding to the price, product attributes popularity gained by the particular brand in the society and the like.

**KEYWORDS**

Buyer behavior, social status ,decision making.

**INTRODUCTION**

In the 1950's, playing home movies became popular in the United States .In the 1980's the development of multi channel audio systems created a new paradigm for home video. In the mid 1990's a typical home cinema fed to a large rear projection television set. Today home theatre in a box is a modestly priced integrated system which brought a revolution in the field of entertainment in short time.

**STATEMENT OF THE PROBLEM**

The home theatres are consumer durables and their acquisition requires planned decision making and expenditure on asset. Buyers make decision only after conducting a careful cost benefit analysis of the various brands available. The study is undertaken to analyse the buyer behaviour of home theatre system from the stage of conceiving idea of having it to post purchase satisfaction.

**OBJECTIVES OF THE STUDY**

- 1.To present the profile of the buyers of home theatre system.
- 2.To study the decision making process and the level of satisfaction of the buyers.

**HYPOTHESES**

In order to analyse the level of satisfaction of the respondents ,the following null hypotheses were framed:

1. There is no significant relationship between the monthly income of the respondents and their opinion on price paid.
2. There is no significant relationship between the gender of the respondents and the satisfaction level regarding the expected performance of the home theatre system

For testing the hypotheses  $\chi^2$  has been calculated. For the purpose of this analysis 5% level of confidence has been adopted.

**RESEARCH DESIGN AND METHODOLOGY**

The present research work is mainly based on primary data collected from various buyers of home theatre systems in Madurai city .The variables are identified by the researcher from the text books and the preliminary interview with some selected respondents.

**SAMPLING DESIGN**

The respondents have been chosen from Madurai city on the convenient sampling method. Out of the total population 120 samples have been selected.

**FRAME WORK OF ANALYSIS AND STATISTICAL TOOLS EMPLOYED**

Most of the analysis is based on the responses shown in the form of frequency tables. Simple statistical tables such as percentage, weighted average mean have been used in analyzing the data and finding the difference in the responses.

**LIMITATIONS OF THE STUDY**

The study is limited in its scope .It covers only home theatre system users in Madurai city which is a small segment of the total market in India.

**REVIEW OF LITERATURE**

Hawkins and Coony discussed in their book that there were various factors affecting the buyer behavior such as demographic influence, group influence ,internal influence and the like. The book also emphasized that individual preferences depended on individual judgment and individual ability of the buyers.

Bitta and Della proposed in their book that buyer behavior had played an important role in deciding marketing segments and marketing strategies. Buyer behavior had been treated as an applied discipline. It is considered as core marketing activity in designing effective marketing strategy.

Karunik and Schiffman highlighted in their book Consumer Behaviour that the business environment is dynamic because of the consumers. Hence the organizations could be developed to offer higher level satisfaction to the customers. Buyer behavior is an important element deciding the survival of the present day businesses.

Batra in his book described that young buyers women and children are considered as uprising buyers and they are the competitive part of market situations. The marketers have to fulfill the needs of the customers to enjoy the benefits in the competitive market.

**PROFILE OF THE RESPONDENTS**

PARTICULARS	CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
GENDER	MALE	97	64.67
	FEMALE	53	35.33

AGE	BELOW 20	34	22.67
	BETWEEN 21 AND 30	59	39.33
	BETWEEN 31 AND 40	33	22.00
	ABOVE 40	24	16.00
EDUCATIONAL	ILLITERATE	33	22
	HSC	56	37.33
	GRADUATES	61	40.67
OCCUPATION	GOVT. EMPLOYEES	45	30.00
	PVT. EMPLOYEES	77	51.33
	OTHERS	28	18.67
MONTHLY INCOME	BELOW Rs10000	21	14
	Rs10001-Rs20000	47	31.33
	Rs20001-Rs30000	60	40
	ABOVE Rs30000	22	14.67
FAMILY MEMBERS	TWO	34	22.67
	THREE	50	33.33
	ABOVE THREE	66	44.00
BRAND	SAMSUNG	24	16
	SONY	44	29.33
	PHILIPS	55	36.67
	OTHERS	27	18

64.67% respondents are male and 33.33% respondents are female. Regarding to 22.67% respondents are in the age group of below 20, 39.33% respondents are in the age group of between 21 and 30, 22% respondents are in the age group of between 31 and 40 and 16% respondents are in the age group of above 40. Regarding to the educational qualification, 22% respondents are illiterate, 37.33% respondents have completed HSC and 40.67% are graduates. Regarding to the occupation 30% respondents are government employees, 51.33% respondents are private employees and 18.67% respondents belong to other different category. Regarding to the income level of the respondents, 4% respondents earn income below Rs. 10000, 31.33% respondents earn income between Rs10001 and Rs 20000, 40% respondents earn income between Rs20001 and Rs 30000 and 14.67% respondents earn above Rs 30000. Regarding to size of the family, 22.67% of respondents have two members in the family, 33.33% of respondents have three members and 44% of the respondents have more than three members in their family. Regarding to the brands of systems owned by the respondents, 16% of the respondents have owned Samsung, 29.33% have owned Sony brand system, 36.67% respondents have owned Philips brand and 18% respondents have owned other brands.

**EVALUATION OF PRODUCT ATTRIBUTES**

The evaluation stage represents the stage of mental and emotional trial of various product attributes. Evaluation leads to formation of buying intention that can be played a vital role in forecasting the future course of action.

The selected respondents were asked to rank the product attributes. On the basis of ranks obtained, the total score of each product attribute is calculated. The following table explained the attributes that received the attention of the respondents in detail.

PRODUCT ATTRIBUTES	RANK	MEAN SCORE
Speakers size	VI	0.45
Sound quality	III	0.57
Technical features	V	0.51
Price	II	0.67
Life of the product	IV	0.54
Brand	I	0.77

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From the above table it is clear that 'Brand' is the most preferred attribute by the respondents with the score of 0.77 followed by Price having mean score of 0.67, sound quality having mean score of 0.57, life of the product having mean score of 0.54, technical features having mean score of 0.51 and speaker size having mean score of 0.45. Speaker size is not mostly preferred and it has been placed as the last attribute.

**SUMMARY OF FINDINGS AND CONCLUSION**

**FINDINGS**

The study made the following findings from the buyers of the home theatre system in Madurai city.

64.67% male respondents have contribution on the purchase of products.

39.33% respondents who are under the age group of 21-30 years decide to purchase the goods in the family.

40.67% respondents who are graduates could know various buying aspects.

51.33% respondents who are private employees get relaxation by listening to good music

40% of the respondents are covered in the income level of Rs. 20001-Rs. 30000

44% of the respondents who have above three members in the family have the chance to decide on purchasing of the products together.

36.67% respondents have Philips brand system at home.

The respondents preferred mostly 'Brand' as the product attribute while selecting the home theatre system.

**SUGGESTION**

Majority of the buyers express that the possession of home theatre system is a social status. The manufacturers should take promotional efforts by considering this aspect.

The manufacturers could ask the dealers to give proper demonstration at the homes of the buyers at the time of installation of the speakers and the allied items.

The dealers could provide warranty more than two years to make the buyers having trust on them.

The dealers could keep brands required by the buyers.

**CONCLUSION**

Home theatres occupy a vital role in the life of human beings. Now a days people want to have systems with high technical features. The findings revealed that Sony brand caught the attention of majority of the buyers in the market. The buyers are satisfied with the performance of this particular brand. If the manufacturers of all other brands concentrate more on the marketing tactics, they could win the hearts of the buyers easily.