

Pre-Purchase Behaviour of Television Buyers: A Study With Reference To North Coastal Districts of Andhra Pradesh

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ABSTRACT

The main objective of this paper is to examine the Pre-purchase behavior of television buyers for buying reputed brands of new televisions in Srikakulam, Vizianagaram and Vishakhapatnam districts of North coastal districts in Andhrapradesh along with suitable suggestions for improvement of sound sales of the particular brands. The primary data collected from the respondents of above three districts. The study found that Out of 675 respondents, 285(10.56) respondents are given 1strank for price means they give most important to price, 140(5.19) respondents are given to picture clarity, 95, 68, 60 and 27 respondents are given most important to brand image, new features, sound clarity and appearance respectively consider while buying a new television. The percentages, growth rates, ranking system and graphs used as a technique of this study.

Key Words: 1.Appearance, 2.Brand image, 3.Features, 4.Pre-purchase, 5.Sound clarity.

Introduction

Television continues to be the mainstay of the consumer electronics industry in India with the transition slowly occurring to newer technologies such as LCD and LED. There was a huge demand for color televisions all through the 80s. During the last two years 11.5% of Indian homes bought a new TV sets. This figure is even higher among the top eight metros at 21.3%, about one in every five home in these cities acquired a TV set in the last two years. Indian TV industry is technology driven, so companies need to constantly improvise, innovate and customize their products. Colored cabinets, headphones, 3-D, 360 degree sound technology and e-mail in TV, plasma TV and golden eye technology are just a few examples. The last few years have seen a quantitative and qualitative change in TV technology and software. Although the top players viz. Samsung, LG, Sony, Videocon, Phillips, and Onida have drastically reduced prices, they have gained more volume due to increasing market size and higher penetration levels, coupled with conscious shift towards flat color televisions. Pre-purchase behaviour is a consumer decision making process in which the consumer perceives a need and actively seeks out information concerning products that will satisfy that need. It seems that further conceptualization of the process is required to bring out a closer fit between theory and research findings. Consumer decision making involves a continuous flow of interactions between environmental factors and behavioral actions. The process of consumer decision making involves pre-purchase information and post-purchase outcomes. When a consumer realizes the needs, he goes for an information search. He does the same, so that he can make the right decision. He gathers the information about Brands, Variations, quality and alternatives of the products. Concerning for this study Pre-purchase behaviour including purpose of the buying new television, awareness about picture clarity, sound clarity, appearance and new features of televisions. Learning occurs intentionally or unintentionally as and when a problem is recognized and information is acquired about products which must choose the right product.

Review of Literature

R. Vazquez and V. Iglesias (2001) emphasized Customers recognize the value of any brand with respect to its different features, Meldrum and Mc Donald (2007) focused Importance of Marketing Mix can be explained in a way that successful Marketing depends on customers being aware of the product, Ruche Sharma (2009), Wilkes. R. (2007), and Hellig focused on the dynamic decisions. J. Lilley (2010) recognize Customer perception and preferences towards Branded products with special reference to televisions, Sonia Chaudary (2012) focuses Competition understanding the consumer is a necessary for producers, Sonali P. Benarjee (2014) focused a sellers in showroom does not know that what goes in mind of consumer when the consumer enters the shop to buy Television, Miriam Van Tilburg (2015) examine the impact of brand design elements, Bhardwaj, ETAL (2008) focused several players have introduced vast number of features in current and new products like Televisions

Objectives

1. To analyze the determinants of pre-purchase behavior of televisions buyers
2. To examine the various factors influencing the buyer in preference of television buying
3. To offer suggestions wherever necessary for improvement of sound marketing strategies

Methodology:

This study is based on primary and secondary data.

Primary Data: As it is evident from the objectives, the study is mostly based on collection of primary data. the primary data collected through structured Questionnaire. The questionnaire is designed keeping in view the objectives of present study.

I. Questionnaire: A structured questionnaire was prepared for the study with seeking all possible and relevant data for the Television buyers. The questions are related to demographic profile of the respondent's i.e. gender, occupation, education, income and family structure. And also to solicit their opinions and feelings regarding the pre-purchase behavior like information search, brand awareness, place of buying, occasion choosing, finance planning etc., and sought to know what factors influencing the buyers to go for a particular of Television brand and model. And questions are related to post- purchase behavior of television buyers namely satisfaction of after sales service, brand recommendation and also comprehensive features of the product, price, place and promotion related attributes were given in the questionnaire.

ii. Identification of Respondents: Respondents were selected from the three north coastal districts of Andhra Pradesh i.e. Srikakulam, Vizianagaram and Visakhapatnam. The sample was selected using the technique of convenience sampling. 225 respondents were selected from each district and proportionately distributed district head quarter wise. Altogether there were 675 respondents for the study, the respondents were identified and selected conveniently at different places in three cities i.e. Srikakulam, Vizianagaram and Visakhapatnam. The researcher spent nearly four months time to collect data through structured Questionnaire. A total number of 675 questionnaires were administered and collected data from three categories of respondents i.e. employees, business people and professionals.

Table 1
Primary data distribution

District	Employees	Business people	Professionals	Total
Srikakulam	75	75	75	225
Vizianagaram	75	75	75	225
Visakhapatnam	75	75	75	225
Total	225	225	225	675

Secondary Data: The secondary data collected from the books, websites of Television manufacturers, journals, magazines, dissertations, and scholarly articles etc.,. The data

collected from both these sources were scrutinized, edited, tabulated and analyzed for its suitability.

Statistical Techniques Used:

As the present study is of more of qualitative in nature, collected data were analyzed using both qualitative and quantitative techniques. Quantitative data were analyzed with the simple statistical techniques. The investigation has been carried out by the descriptive statistical analysis, such as calculating percentages, ranking and graphs used as techniques of this study.

Scope of the study

The scope of the present study is limited to three districts i.e. Srikakulam, vizianagaram and Visakhapatnam of north coastal Andhrapradesh .And the study is restricted to certain important behavioral and managerial aspects like information search and evaluation,brand preferences, motivating factors, amount afford by the respondents had spent on buying new television and role of family members in the purchase decision making.

Pre-Purchase Factors Considered by Television Buyers

Before going to buy any product the buyers generally consider some factors about the particular products price, quality, quantity and other features. Particularly in television buying so many factors consider by the buyers while buying a new one. In television buying price , picture quality, sound clarity, brand image, appearance and brand image are the main considerable factors by the buyers. Following table 1 furnished that 1to 4 ranks allotted for various factors by the respondents while buying a new television.

Rank 1 indicates – Most important Rank 2 indicates – More important
Rank 3 indicates – Important Rank 4 indicates – Less importance.

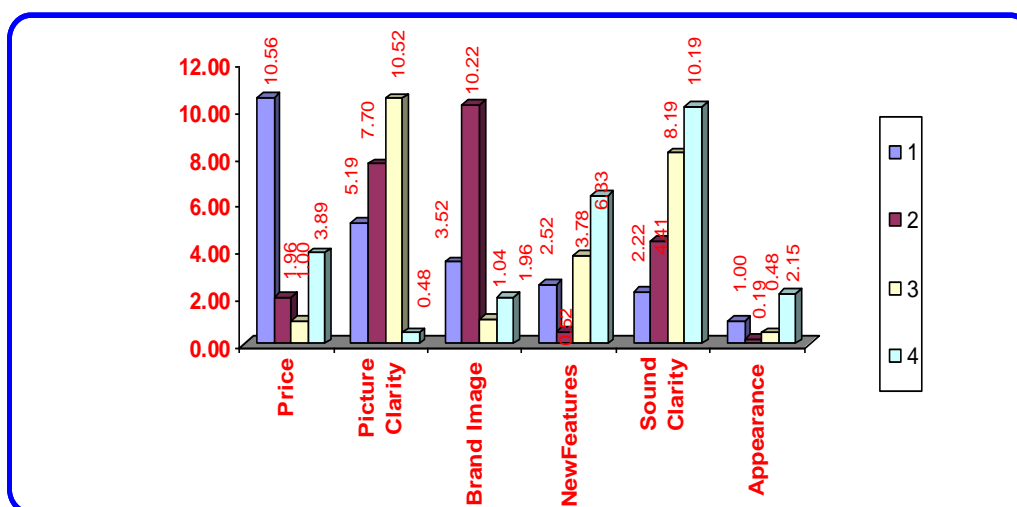
Table 2
Factors consider while buying a new Television

Factor/Rank	1	2	3	4	Total
Price	285	53	27	105	470
	(10.56)	(1.96)	(1.00)	(3.89)	(17.41)
Picture Clarity	140	208	284	13	645
	(5.19)	(7.70)	(10.52)	(0.48)	(23.89)
Brand Image	95	276	28	53	452
	(3.52)	(10.22)	(1.04)	(1.96)	(16.74)
New Features	68	14	102	171	355
	(2.52)	(0.52)	(3.78)	(6.33)	(13.15)
Sound Clarity	60	119	221	275	675
	(2.22)	(4.41)	(8.19)	(10.19)	(25.00)
Appearance	27	5	13	58	103
	(1.00)	(0.19)	(0.48)	(2.15)	(3.81)
Total	675	675	675	675	2700
	(25.00)	(25.00)	25.00	25.00	100.00

(Source: primary Data)

From the above table (2) indicates that based on multiple responses out of 675 respondents, 285(10.56) respondents are given 1st rank for price means they give most important to price, 140(5.19) respondents are given to picture clarity, 95, 68, 60 and 27 respondents are given most important to brand image, new features, sound clarity and appearance respectively consider while buying a new television. Out of 675 respondents, 53(1.96) respondents given 2nd rank to price i.e. more important, 208, 276, 14, 119, 5 respondents are given more importance to picture quality, brand image, new features, sound clarity and appearance respectively consider while buying a new television. Out of 675 respondents 27(1.00) respondents are given 3rd rank i.e. Important to price, 284, 28, 102, 221 and 31 respondents are given for importance to picture clarity, brand image, new features, sound clarity, appearance respectively consider while buying a new television. Out of 675 respondents 105 respondents are given to 4th rank to price, 13, 53, 171, 275 and 58 respondents are given less important to picture clarity, brand image, new features, sound clarity and appearance respectively consider while buying a new television. It is concluded that majority of the respondents are given most important to price, picture clarity, brand image, sound clarity and appearance respectively.

Graph 1
Factors consider while buying a new Television



Brand wise awareness of buyers about price, picture, sound and brand image of Televisions

In general all customers or consumers some awareness about the all brands of products. Always they watch and compare their own brand products with other brands and they aware in price, quality and quantity of that brand’s products. They have also knowledge and information about other brands products. In the case of television they gather some information and aware about other brand’s price, picture and sound clarity and also brand image. Whenever he/she having the knowledge about all brands of products they will take quick and right decision while buying a new one.

➤ **Brand wise awareness about television’s price**

Price is very important aspect in customer /buyer point of view. Because in our Indian market middle income group of people plays a major role in buying process. They are price sensitive people mainly focus on product price and they some aware about all brand’s price ranges. Following table (3) the ranks are indicates as fallows.

1st Rank-The best, 2nd Rank- Better, 3rd Rank-Good, 4th Rank – Average, 5th Rank – Below average

Table 3
Brand wise awareness about television’s price

Brand	Rank					TOTAL
	1	2	3	4	5	
LG	148 (4.39)	128 (3.79)	134 (3.97)	135 (4.00)	119 (3.53)	664 (19.67)
SAMSUNG	120 (3.56)	112 (3.32)	80 (2.37)	78 (2.31)	62 (1.84)	452 (13.39)
VIDEOCON	64 (1.90)	75 (2.22)	135 (4.00)	97 (2.87)	45 (1.33)	416 (12.33)
PHILIPS	52 (1.54)	75 (2.22)	95 (2.81)	97 (2.87)	45 (1.33)	364 (10.79)
SONY	54 (1.60)	57 (1.69)	63 (1.87)	59 (1.75)	120 (3.56)	353 (10.46)

ONIDA	30 (0.89)	44 (1.30)	47 (1.39)	68 (2.01)	81 (2.40)	270 (8.00)
PANASONIC	29 (0.86)	22 (0.65)	39 (1.16)	52 (1.54)	71 (2.10)	213 (6.31)
SANSUI	78 (2.31)	23 (0.68)	17 (0.50)	20 (0.59)	15 (0.44)	153 (4.53)
TOSHIBA	34 (1.01)	30 (0.89)	8 (0.24)	13 (0.39)	50 (1.48)	135 (4.00)
BPL	29 (0.86)	23 (0.68)	17 (0.50)	20 (0.59)	15 (0.44)	104 (3.08)
Others	37 (1.10)	86 (2.55)	40 (1.19)	36 (1.07)	52 (1.54)	251 (7.44)
Total	675 (20.00)	675 (20.00)	675 (20.00)	675 (20.00)	675 (20.00)	3375 (100.00)

(Source: primary Data)

The above table (3) furnished that based on multiple responses out 675 total respondents, 664 respondents given their price awareness responses about LG brand, out of these 664 respondents, 148(4.39) respondents given 1st rank i.e., the best in price to LG brand and 128(3.79) respondents are given LG Prices are better, 134(3.97) , 135 (4.00) , and 119(3.53) respondents awareness about LG television prices are good, average and below average respectively. Out of 675 total respondents, 11(1.62) respondents are they do not give the price ranking's to LG television brand. Out of 675 respondents 452(13.39) respondents are given their price awareness opinion of Samsung televisions. Out of 452 these respondents 120 (3.56) respondents opinion is Samsung is the best in price, 112 (3.32) respondents opinion is better, 80 (2.37) , 78(2.31) and 62 (1.84) respondents opinions are Samsung television are good, average and below average in price respectively. It is noted that 223 respondents are do not give any opinion to Samsung televisions. Then Sansui and Videocon brands occupied best in price by the respondents' opinion after LG and Samsung brands. It is concluded that as per respondent's awareness opinion LG and Samsung televisions are the best in price occupied with first and second positions respectively.

➤ **Brand wise awareness about television's picture clarity**

In the case of television's picture clarity is very important aspect in customer point of view. In television products 90% brand image depends on clarity of picture. In general all viewers are some aware about all brands features and picture clarity. They also known from the some information about other brands viewers. Viewers also they give first priority to picture clarity in the case of televisions.

Table 4
Brand wise awareness about television's picture clarity

Brand	Rank					Total
	1	2	3	4	5	
SAMSUNG	183 (5.42)	203 (6.01)	157 (4.65)	80 (2.37)	32 (0.95)	655 (19.41)
SONY	181 (5.36)	160 (4.74)	178 (5.27)	108 (3.20)	44 (1.30)	651 (19.29)
LG	170 (5.04)	149 (4.41)	144 (4.27)	127 (3.76)	75 (2.22)	665 (19.70)

VIDEOCON	18 (0.53)	24 (0.71)	24 (0.71)	45 (1.33)	123 (3.64)	234 (6.93)
PANASONIC	55 (1.63)	13 (0.39)	28 (0.83)	68 (2.01)	62 (1.84)	226 (6.70)
PHILIPS	18 (0.53)	24 (0.71)	24 (0.71)	41 (1.21)	103 (3.05)	210 (6.22)
SANSUI	5 (0.15)	10 (0.30)	16 (0.47)	36 (1.07)	53 (1.57)	120 (3.56)
TOSHIBA	21 (0.62)	21 (0.62)	19 (0.56)	30 (0.89)	29 (0.86)	120 (3.56)
ONIDA	9 (0.27)	21 (0.62)	12 (0.36)	29 (0.86)	49 (1.45)	101 (2.99)
BPL	5 (0.15)	10 (0.30)	16 (0.47)	16 (0.47)	15 (0.44)	62 (1.84)
Others	10 (0.30)	40 (1.19)	57 (1.69)	95 (2.81)	90 (2.67)	292 (8.65)
Total	675 (20.00)	675 (20.00)	675 (20.00)	675 (20.00)	675 (20.00)	3375 (100.00)

(Source: primary Data)

The above table (4) analyses that brand wise respondent's awareness in picture clarity. Based on multiple responses. Out of 675 respondents, 665 respondents are given their priority from the best to below average awareness opinion on LG televisions picture clarity. Out of these 665 respondents 170 (5.04) were given 1st rank i.e., the best; 149(4.41) were given 2nd rank i.e., better and 144 (4.27) ; 127 (3.76); and 75 (2.22) respondents are given good, average, and below average respectively their awareness opinion on picture clarity about LG televisions. Out of 675 total respondents 10(1.48) respondents are do not given their opinion about LG television's picture clarity. Out of 675 respondents, 655 respondents are given their priority from the best to below average awareness opinion on Samsung televisions picture clarity. Out of these 665 respondents 183 (5.04) were given 1st rank i.e., the best; 203(4.41) were given 2nd rank i.e., better and 157 (4.65); 80 (2.37); and 32 (0.97) respondents are given good, average, and below average respectively. Out of 675 total respondents 20(2.96) respondents are do not given their opinion about Samsung television's picture clarity. Out of 675 respondents, 651 respondents given their opinion on picture clarity awareness of Sony brand. Out of 651 respondents 181(5.36) are given 1st rank i.e., the best; 160 (4.74) are given 2nd rank i.e., better; 178 (5.27) , 108 (3.20) ; and 44(1.20) respondents are given good, average and below average respectively to Sony brand televisions picture clarity. Out of 675 total respondents 24 respondents are do not given opinion in picture clarity of Sony brand televisions. It is concluded based on that the respondents awareness opinion LG, Samsung, Sony, televisions occupies with first, second and third positions respectively.

➤ **Brand wise respondent's awareness about sound clarity**

In televisions after Picture clarity sound is very important aspect for brand success. So many Television brands success in the market based on their picture and sound clarity. Following table reveals that brand wise respondent's opinion on sound clarity of televisions.

Table 5
Brand wise respondent's awareness about sound clarity

Brand	Rank					Total
	1	2	3	4	5	
SAMSUNG	220 (6.52)	212 (6.28)	152 (4.50)	56 (1.66)	20 (0.59)	660 (19.56)
SONY	179 (5.30)	169 (5.01)	196 (5.81)	102 (3.02)	22 (0.65)	668 (19.79)
LG	117 (3.47)	116 (3.44)	104 (3.08)	194 (5.75)	124 (3.67)	655 (19.41)
VIDIOCON	18 (0.53)	22 (0.65)	20 (0.59)	66 (1.96)	127 (3.76)	253 (7.50)
PANASONIC	53 (1.57)	18 (0.53)	30 (0.89)	48 (1.42)	87 (2.58)	236 (6.99)
PHILIPS	18 (0.53)	22 (0.65)	20 (0.59)	33 (0.98)	107 (3.17)	200 (5.93)
SANSUI	9 (0.27)	7 (0.21)	29 (0.86)	40 (1.19)	52 (1.54)	137 (4.06)
TOSHIBA	17 (0.50)	22 (0.65)	17 (0.50)	36 (1.07)	38 (1.13)	130 (3.85)
ONIDA	19 (0.56)	8 (0.24)	12 (0.36)	20 (0.59)	58 (1.72)	117 (3.47)
BPL	9 (0.27)	7 (0.21)	9 (0.27)	14 (0.41)	22 (0.65)	61 (1.81)
OTHERS	16 (0.47)	72 (2.13)	86 (2.55)	66 (1.96)	18 (0.53)	258 (7.64)
TOTAL	675 (20.00)	675 (20.00)	675 (20.00)	675 (20.00)	675 (20.00)	3375 (100.00)

(Source: primary Data)

From the above table (5) informed that based on multiple responses the brand wise awareness ranking given by respondents in sound clarity of Televisions. Out of 675 respondents, 660 respondents were given their opinion on sound clarity about Samsung televisions. Out of these respondents, 220 (6.25) respondents are given their awareness opinion to Samsung is the best in sound clarity television by rank 1, 212(6.25) respondents are given 2nd rank i.e. better, 152 (4.50) respondents given 3rd rank i.e. good, 56 (1.66) and 20 (0.59) respondents are given 4th and 5th ranks i.e. average and below average for sound clarity. 15 respondents are do not given their opinion to Samsung televisions in sound clarity.

In sound clarity second position occupied by the Sony brand. Out of 675 respondents, 668 respondents had given their opinion about Sony televisions sound clarity. 179(5.30) respondents are given 1st rank i.e. the best in sound clarity. 169 (5.01) are given 2nd rank i.e. better, 196 (5.81), 102 (3.02), and 22 (0.65) respondents are given 3rd, 4th and 5th ranks i.e. good, average and below average. But out of 675 total respondents only 7 respondents are do not given their opinion to Sony Television's sound clarity.

LG is occupied third position the best in sound clarity with 117 (3.47) respondents awareness opinion. 116(3.44) respondents are given 2nd rank i.e. better 104(3.08), 194(5.75), 124(3.67) respondents are given 3rd, 4th, and 5th ranks means good, average, and below average respectively. It is concluded that based on respondent's awareness ranking Samsung occupies the first position in sound clarity, Sony and LG occupies second and third positions respectively.

➤ **Respondent's awareness about Brand Image of Televisions**

The ultimate success of the product in the market in depends on customer satisfaction. When the customer satisfies with the product offered by the firm, automatically creates brand image in the market.. In the case of televisions good picture and sound clarity, new features, latest technology, after sales service, warranty and guarantees are some positive reasons creates brand image.

Table 6
Respondent's awareness about Brand Image

Brand	Rank					Total
	1	2	3	4	5	
SAMSUNG	237 (7.02)	202 (5.99)	143 (4.24)	64 (1.90)	15 (0.44)	661 (19.59)
SONY	191 (5.66)	157 (4.65)	193 (5.72)	91 (2.70)	24 (0.71)	656 (19.44)
LG	92 (2.73)	124 (3.67)	130 (3.85)	146 (4.33)	120 (3.56)	612 (18.13)
PANASONIC	54 (1.60)	44 (1.30)	32 (0.95)	41 (1.21)	81 (2.40)	252 (7.47)
VIDEOCON	21 (0.62)	41 (1.21)	21 (0.62)	47 (1.39)	100 (2.96)	230 (6.81)
PHILIPS	21 (0.62)	20 (0.59)	21 (0.62)	47 (1.39)	100 (2.96)	209 (6.19)
SANSUI	10 (0.30)	24 (0.71)	40 (1.19)	52 (1.54)	66 (1.96)	192 (5.69)
TOSHIBA	13 (0.39)	19 (0.56)	24 (0.71)	53 (1.57)	43 (1.27)	152 (4.50)
ONIDA	11 (0.33)	14 (0.41)	16 (0.47)	42 (1.24)	68 (2.01)	151 (4.47)
BPL	10 (0.30)	4 (0.12)	20 (0.59)	10 (0.30)	16 (0.47)	60 (1.78)
OTHERS	15 (0.44)	26 (0.77)	35 (1.04)	82 (2.43)	42 (1.24)	200 (5.93)
TOTAL	675 (20.00)	675 (20.00)	675 (20.00)	675 (20.00)	675 (20.00)	3375 (100.00)

(Source: primary Data)

From the above table (6) indicates that based on multiple responses, out of 675 respondents, 237 (7.02) are given to Samsung is the best brand image by the rank 1, 202 (5.99) respondents are give 2nd rank i.e. better, 143 (4.24) 64 (1.90); 15 (0.44) respondents are given good, average and below average ranks. Sony occupies the second position in brand image with 191 (5.66) respondents responses; 157 (4.65) are give second rank i.e. better, 193 (5.72), 91 (2.70) and 24 (0.71) respondents are given good, average and below average respectively. With 92 (2.73) respondents awareness opinion LG occupies the 3rd position in the best brand image. 124 (3.67) respondents given 2nd rank to LG, 130 (3.85) respondents given 3rd rank-good, 146 (4.33) and 120 (3.56) respondents are given 4th and 5th ranks-average and below average brand image. It is concluded that Samsung, Sony and LG are occupies first, second and third positions respectively in brand image

Findings of the Study

1. The study found that majority of the respondents are given most important to price, picture clarity, brand image, sound clarity and appearance respectively.
2. The study observed that as per respondent's awareness opinion LG and Samsung televisions are the best in price occupied with first and second positions respectively.
3. It is found that respondent's awareness opinion LG, Samsung, Sony, televisions occupies with first, second and third positions respectively.
4. Based on this study it is observed that respondents awareness ranking Samsung occupies the first position in sound clarity, Sony and LG occupies second and third positions respectively
5. The study observed that Samsung, Sony and LG are occupies first, second and third positions respectively in brand image

Suggestions:

1. It is suggested that in the case of television's picture clarity is very important aspect so the manufactures most concentration on picture clarity.
2. The second aspect is sound clarity. In customers point of view sound clarity is very important, so the manufactures concentrate sound clarity of television.
3. It is suggested that new features plays very important role, because competition point of view the competitors introduce in features. So the manufacturers more concentrate to introduce new features.
4. Price is not least but it is very important aspect in customer point of view, because in general the customers generally they want qualitative product with lesser price. So the reasonable price fixation by the television manufacturers is very important.
5. Last but not least it suggested that television buyers always they prefer good qualitative product with good brand image.

Conclusion

Television always has a mass appeal to audience since it reaches people regardless of age, sex, income or educational level. In addition television offers light and sound and it makes dramatic and life like representatives of people and products and currently the news coverage's apply visual framing to contribute to people's understanding of the world they see in the news . Television industry has an inspiring part and was considered as the greatest and most significance invention of the 21st century. While media and entertainment market in India is relatively small when compared with other countries, India has to third largest television market, in terms of number of viewers after china and US. Manufacturers have to understand how the consumers search for and evaluate the information before purchasing and how purchase information may be considered to be knowledge about some fact or instance. The term search refers to mental as well as physical information seeking and processing activity which facilitates decision making regarding some goal or objective in the market place. In this study the three districts of Andhrapradesh i.e., Srkakulam, Vizianagaram and Visakhapatnam done their pre-purchase awareness may be taken in order to right decision to find out price, picture clarity, sound clarity and new features of good brand of televisions.

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