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An Exploratory Study on Factors influencing Buying Behavior of Consumers of Television in Two Municipal Towns of Undivided Balasore District of Odisha

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ABSTARCT-*The object of the present study is to examine the important factors influencing the consumer buying behavior towards television. This study covered the areas of two municipal towns namely Balasore and Bhadrak, Odisha. A structured questionnaire was administered to obtain information on selected key variables affecting the buying behavior of the consumers towards television. The information from 300 consumer respondents representing cross section of population was collected. The data so collected has been analyzed by the application of appropriate statistical tools. The result reveals that the important demographic variables do not influence significantly the buying behavior of consumers so far as the brand preference for television product is concerned. On the basis of the findings, few important suggestions were offered for the benefit of marketers and consumers.*

Key words: *Brand, Buying Behavior, Demographic Variables, Television.*

Introduction

Research on consumer behavior is an effective tool in marketing of all sorts of goods and services for any business organization. It provides indication as how to reach and serve the consumers efficiently. Consumer behavior is the study of how individuals, groups and organizations select, buy, use, and dispose goods and services, ideas, or expression to satisfy their needs and wants. The study of consumer behavior also provides evidence for introducing or improving products and services, setting prices, devising channels, designing and developing messages and other marketing activities. Successful marketing requires that companies should fully connect with their customers for better delivery of marketing activities and programs. Understanding consumer behavior helps to ensure that right products are marketed to the right consumers in the right way (Kotler and Kevin, 2007). Hence, the study of consumer behavior is mainly concerned with the study of factors that influence a person to buy or not to buy.

Statement of the Problem

Changing consumer behavior remains a major challenge to the manufacturers as it affects their production and marketing decision. However; it may be noted that consumer behavior research today goes far beyond from purchase of goods and services to the use of goods that consumers buy and evaluate those goods after use. Hence, every manufacturer and marketer should periodically study the consumer behavior. Apart from protecting the business, such studies would provide clues on consumer's preference on products/brands and accordingly, the manufacturer would make necessary changes to the products as per the requirements of the consumers. For this study, undivided Balasore district has been selected by the researchers as the study area. Undivided Balasore District is one of the developed districts of Odisha in which there is a great scope for marketing of household consumer durables. So, an attempt has been made by the researcher to study the behavior of buyers/users of household consumer durables in undivided Balasore district, Odisha.

Review of Literature

The review of literature is an important step in the research work. Review of earlier research studies reveals the works done by individual researchers and institutions and helps to bridge the research gap and facilitates for further research in the concerned area. Various studies related to consumer behavior, particularly in urban markets have been conducted by different social scientists in India and abroad. While reviewing the literature in the area of consumer behavior, it is found that the application of marketing strategies in marketing of consumer durables is of recent development. The research work conducted by the eminent scholars in this area include George and Terry (1982), Losarwar (2002), Harish (2007), Nabi et al. (2010), Vyas (2010), Lalitha and Kumar (2011) and others. These studies mainly focused on the buying behavioral aspects of consumers towards consumer durable products. Similarly, the well-known scholars namely Ranganathan and Shanthi (1995), Mahavi and Felix (2000), Felix (2002), Selvaraj and Mahindra (2003), Reddy and Rajalakshmi (2004), Thakur and Hunal (2012) and others carried out the study on buying behavior of consumers towards selected consumer durable products and provided important suggestions for effective marketing of such consumer durables. Most of the studies revealed that factors influencing the consumer behavior have direct and positive impact on the choice and use of durable products. In the light of the above discussion, the current research paper made an attempt to study the factors impacting the buying behavior of consumers towards television product of two municipal towns of undivided Balasore district of Odisha.

Objectives of the Study

The following objectives are framed for the present research work.

1. To study the demographic profile of the consumer respondents in relation to the purchase of TV in two municipal towns of undivided Balasore district.
2. To examine the factors affecting the purchasing behavior of consumers of TV in the said area.
3. To offer suggestions based on the findings of the study for the benefit of consumers, manufacturers.

Scope of the Study

The present study takes into account the factors affecting consumer behavior of consumer durable product i.e. Television. The study is mainly associated with urban consumers residing at two municipal towns namely, Balasore and Bhadrak. Hence, the scope of the study is limited to two municipal towns and one consumer durable product.

Hypotheses for the Study

Keeping in mind the objectives set for the study, the following hypotheses are framed to test them in due course of analysis.

1. H_0 There is no significant association between the respondents' age and preference of TV brands.
2. H_0 There is no significant association between the respondents' educational qualification and preference of TV brands.
3. H_0 There is no significant association between the respondents' income and preference of TV brands.

Research Design

The research design adopted for the present research work is presented below.

The researcher has used a structured questionnaire for the purpose of collecting primary data from the consumer respondents. The secondary data were collected from books, journals, periodicals and reports published by different agencies. For collection of primary data, purposive random sampling method was followed. The reliability of the data set was tested by using Cronbach's Alpha whose test value was found to be 0.736 and considered highly reliable. Finally, the researcher has collected responses from 300 consumer respondents. The collected data were analyzed and interpreted by using the statistical tools such as Percentage, Scaling Technique (Measurement of attributes), Chi-square test, Crosstab etc.

Analysis and Interpretation of Data

The demographic variables namely, gender, age, education, occupation, and annual income are taken into account to study the status of the respondent consumers.

1. Descriptive Analysis

Table-1: Demographic Variables of Consumer Respondents (N=300)

Variables	No. of consumers	Percentage
Gender: Male Female	197 103	65.67 34.33
Age (in years): 20 to 30 31 to 45 46 to 60 Above 60	 121 93 74 12	 40.33 31.00 24.67 4.00

Qualification:		
Literate	12	4.00
10th pass	16	5.33
12th pass	11	3.67
Graduate	97	32.33
Post-graduate	143	47.67
Others	21	7.00
Occupation:		
Agriculture	18	6.00
Government service	109	36.33
Private service	63	21.00
Business	77	25.67
Others	33	11.00
Annual income (Rs. In lac):		
2 or less	86	28.67
2 to 4	92	30.67
4 to 6	76	25.33
6 to 8	33	11.00
Above 8	13	4.33

Source: Data compiled from survey.

Table-1 reveals the distribution of sample respondents by their demographic variables. From the above table, it is observed that the total number of respondents is 300. Maximum respondents are male constituting 65.67 percent. The share of female respondents is 34.33 percent. It means the sample is unequally distributed gender wise with male dominance in the sample respondents. It is further revealed that the maximum respondents i.e. 121 are in the age group of 20-30 years constituting 40.33 percent. It is followed by age group of 31-45 years with 31 percent. It is observed that among the 300 respondents, 143 i.e. 47.67 percent are post-graduates followed by 32.33 percent graduate respondents. It can be said that majority of the sample respondents are from graduate and post-graduate category. From the above table, it is also observed that 36.33 percent of the consumer respondents are government service holders followed by 25.67 percent from business category. From this, it can be stated that government service holders are the maximum participants in the total sample. The table further discloses that there are 92 consumer respondents i.e. 30.67 percent in the annual income group between Rs. 200001 and Rs. 400000. Consumer respondents numbering to 86 are in the income group of less than Rs.200000. It can be stated that majority of the consumer respondents are in the annual income group of Rs. 200001- Rs. 400000.

2. Inferential Analysis

The consumer behavior towards purchase of television has been discussed below taking into account selected key variables influencing the buying behavior of consumer respondents.

a. Choice of Brand

Table-2: Distribution of consumers based on television brand

Brand name	No. of consumers	Percentage
Sony	75	25.00
Samsung	102	34.00
LG	48	16.00
Videocon	13	4.00
Onida	10	3.00
Panasonic	10	3.33
Toshiba	13	5.00
TCL	1	0.33

BPL	12	4.00
T-series	3	1.00
Others	13	4.67
Total	300	100

Source: Data compiled from survey.

Table-2 presents the distribution of respondents by their television brands. From the above table, it is revealed that television with brand name Samsung has maximum number of consumer respondents constituting 34 percent of the total. It is followed by Sony and LG having 75 numbers of consumers (25%) and 48 numbers of consumers (16%) respectively. Other brands have less numbers of consumers. The above data clearly reveals that the Samsung brand has maximum users.

b. Type/model Used

Table-3: Distribution of consumers based on type of usage of television

Type/Model	No. of consumers	Percentage
Regular	107	35.67
Flat	82	27.33
Portable	23	7.67
LCD	79	26.33
Plasma	4	1.33
Slim	5	1.67
Total	300	100

Source: Data compiled from survey.

The table-3 reveals that maximum consumers (107) use regular type of television and it is followed by flat type of television users which account for 82 (27.33%). However, plasma type of television is the lowest used model by consumer respondents. It can be said that regular type of television is the most preferred one by the consumer respondents.

c. Period of Use

Table-4: Distribution of consumers based on period of use of television

Period of use	No of consumers	Percentage
More than 10 Years	174	58.00
5-10 Years	65	21.67
3-5 years	42	14.00
1-3 years	19	6.33
Total	300	100

Source: Data compiled from survey.

The table-4 depicts that 174 consumers i.e. 58 percent use television for more than 10 years. On the other hand, 65 consumers use television for 5-10 years. Similarly, consumers using television for 3-5 years constituted only 14 percent. Hence, it can be inferred that maximum consumer respondents use the television product for more than 10 years.

d. Change of Brand

Table-5: Distribution of consumers based on change of brands of television

Change of brand	No. of consumers	Percentage
Yes	228	76.00
No	72	24.00
Total	300	100

Source: Data compiled from survey.
The table-5 shows that out of total respondents, 228 have changed television brands and 72 respondents have not changed it. In other words, maximum consumer respondents feel it necessary to change the brand may be due to the availability of latest ones with more features.

e. Medium of Purchase

Table-6: Distribution of consumers based on medium of purchase of television

Medium of purchase	No. of consumers	Percentage
Cash	265	88.33
Installment	22	7.33
Credit	13	4.33
Total	300	100

Source: Data compiled from survey.
From the table-6, it is observed that 88.33 percent consumer respondents purchase Television on cash, while 7.33 percent consumer respondents purchase on installment basis. The rest 4.33 percent consumer respondents purchase on credit basis. Stated otherwise, cash is the most preferred medium of purchase of television by the consumer respondents.

f. Sources of Information

Table-7: Distribution of consumers based on source of information on television brand

Source	No. of consumers	Percentage
Television advertisement	160	53.33
Advertisement in news paper	29	9.67
Radio advertisement	4	1.33
Magazine	18	6.00
Neighbors	27	9.00
Friends	43	14.34
Colleagues	12	4.00
Others	7	2.33
Total	300	100

Source: Data compiled from survey.

From the above table-7, it is revealed that TV advertisement is the main source through which consumers come to know about the brand of television and it constitutes 53.33 percent. It is followed by friends with 14.34 percent. The lowest source of information sought by consumer respondents is the radio advertisement with 1.33 percent. Thus, it can be inferred that TV advertisement is the most important source of information to know about the television brand.

g. Final Decision Maker for Selecting Brand

Table-8: Distribution of consumers based on final decision maker for selection of television brand

Decision maker	No. of consumers	Percentage
Friends	46	15.33
Relative	27	9.00
Senior family members	89	29.67
Self	127	42.33
Others	11	3.67
Total	300	100

Source: Data compiled from survey.

The table-8 shows that 42.33 percent of the consumer respondents take final decision to purchase the television by them. On the other hand, 29.67 percent consumer respondents purchase it on the advice of senior family members. It is observed from the above table that in majority cases final decision to purchase the television by the consumer respondents lies on them only.

h. Preferred Place of Purchase

Table-9: Distribution of consumers based on preferred place of purchase

Purchase place	No. of consumers	Percentage
Known retailer	94	31.33
Multi brand electronic retailer	51	17.00
Company's show room	109	36.33
Nearby retailer	36	12.00
Other places	10	3.34
Total	300	100

Source: Data compiled from survey.

From the table-9, it is seen that most of the customers i.e. 36.33 percent or 109 consumer respondents prefer to purchase television from company' show room which is followed by known retailers with 31.33 percent. The least preferred place of purchase is from other places. Thus, majority of the consumer respondents prefer to purchase their television sets either from company's show room or from the known retailer

i. Level of Satisfaction of Consumer Respondents

Table- 10: Satisfaction Level of Consumer Respondents towards Television Brand

Response	No. of consumers	Percentage
Highly satisfied	36	12.00
Satisfied	180	60.00
Neutral	27	9.00
Dissatisfied	39	13.00
Highly dissatisfied	18	6.00
Total	300	100

Source: Data compiled from survey.

The table-10 reveals the level of satisfaction of consumer respondents with regard to performance of the television used by them. It is seen from the table that 72 percent consumer respondents are either satisfied or highly satisfied on the television performance. Similarly, 19 percent consumer respondents are either dissatisfied or highly dissatisfied on their product performance. Apart from this, 9 percent consumer respondents remain neutral on product performance.

Testing of Hypotheses

In order to test the association between the selected consumer demographic variables and the preference for television brand, the Chi-square test has been performed.

1. H_0 There is no significant association between the respondents' age and preference of television brand

Table -11: Chi-Square test result on age vs. television brand

Sl. No	Particular	Chi-square calculated value	Degrees of freedom	Chi-square tabulated value(at 5% level of significance)	Inference
1	Age and television	0.001	30	43.8	Accepted

The association between the age of respondents and preference for television brands is shown in table-11. It is observed that the Pearson Chi-square test value is 0.001 which is less than the tabulated value i.e. 43.8. Since the calculated value is less than the critical value at 5% level of significance, the null hypothesis may be accepted. It implies that there is no significant association between the respondents' age and preference of television brand.

2. H_0 There is no significant association between the respondents educational qualification and the preference of television brand

Table-12: Chi-Square test result on educational qualification vs. television brand

Sl. No	Particular	Chi-square calculated value	Degrees of freedom	Chi-square tabulated value (at 5% level significance)	Inference
1	Education and television	0.413	50	67.5	Accepted

The association between the education of respondents and preference for television brands is shown in table-12. It is observed that the Pearson Chi-square test value is 0.413 which is less than the tabulated value i.e. 67.5. Since the calculated value is less than the critical value at 5% level of significance, the null hypothesis may be accepted. It implies that there is no significant association between the respondents' age and preference of television brand.

3. H_0 There is no significant association between the respondents income and the preference of television brand

Table-13: Chi-Square test result on income vs. television brand

S. No	Particular	Chi-square calculated value	Degrees of freedom	Chi-square tabulated value(at 5% level Significance)	Inference
1	Annual income and television	0.231	40	55.8	Accepted

The association between the annual income of respondents and preference for television brands is shown in table-13. It is observed that the Pearson Chi-square test value is 0.231 which is less than the tabulated value i.e. 55.8. Since the calculated value is less than the critical value at 5% level of significance, the null hypothesis may be accepted. It implies that there is no significant association between the respondents' annual income and preference of television brand.

Findings of the study

The major findings of the descriptive and inferential analysis of the study are presented below.

Descriptive Analysis

The demographic profile of the consumer respondents discloses that out of the total respondents, 65.67 percent are male and the remaining 34.33 percent are female respondents. There are 121 respondents (40.33%) whose age group is in between 20 and 30 years. Similarly, the maximum respondents' i.e.143 (47.67%) educational qualification is post graduate. Out of the total respondents, 109 (36.33%) are from government service. Further, nearly 60 percent of the respondents belong to the income category of Rs. 200000 – Rs. 400000 or below Rs. 2,00,000.

Inferential Analysis

With regard to purchase behavior of consumer respondents towards television product, 34 percent respondents choose Samsung brand of television followed by Sony with 25 percent. Majority of the respondents use regular type/ model of television whose number is 107 i.e. 35.67 percent. The consumer respondents numbering 174 (58%) use the product for more than 10 years. With regard to change of their television brand, 228 respondents (76%) have changed the brand. Similarly, 88.33 percent respondents stated that they have purchased the television set by paying cash. Further, the respondents constituting 53.33 percent come to know the product through television advertisement. Regarding the final decision to purchase the product, 42.33 percent respondents take the decision by themselves. Apart from these, the two third of the respondents prefer to purchase the television set either from company's show room or known retailer. Finally, with regard to the level of satisfaction, 72 percent consumer respondents feel either satisfied or highly satisfied on the product performance

Conclusion

The buying behavior of consumer respondents reveals that they are very much concerned with the brand. When there is new brand with additional features available in the market, they switch over to other brands. Most of the consumer respondents rely on television advertisement for getting information on the product. Similarly, they are very much dependent on their known retailers or friends for selecting the product. The final decision to purchase the product in majority cases lies on the respondents themselves. With regard to the level of satisfaction of consumer respondents on the performance of the television set, majority of the respondents feel satisfied. The important demographic variables such as age, educational qualification and income do not have any significant impact on the brand preference. However, brand name, retailing outlet, special features of the product etc. are the key factors that influence the consumers while purchasing the product.

Suggestions

1. As the market share of the consumer durable products is growing in India, the marketer should focus on the potential markets. The strategy should be formulated based on the interrelationship between demographic factors and marketing-mix.
2. The studies revealed that majority of the consumers are giving less importance to other leading brands/ products. The marketers should try to position their brands through innovative marketing strategies.
3. It is observed from the study that consumers consult retailers to select a new brand and retailers play an important role as consultants for brand selection. Keeping this fact in view, the manufacturers should educate and involve the retailers in all promotional activities. This will prove to be more effective because from manufacturing to consumption, the retail outlet is the only intermediary that is interacting with the ultimate consumers.
4. The product attributes and more particularly the brand awareness play a vital role in determining consumers' behavior. Therefore, it is suggested that the manufacturers should advertise the products by giving more thrust on product attributes, nature and characteristics.
5. The study revealed that brand has played an important role in the psyche of customers; brand building is more important in marketing of consumer durables as compared to other promotional tools. Companies producing durable products should devise suitable brand building exercise to attract more and more customers into their fold.

Limitations of the Study

The present research work has been carried out on the basis of data collected from the consumer respondents. The views expressed by the respondents may be biased one. Hence, the inference drawn on such information is one of the limitations of the study. The selection of two municipal towns i.e. Balasore and Bhadrak where the present research work has been carried out is another limitation of the study from the limited area coverage point of view. The statistical tools and techniques used in the study do have their own limitations. In view of the aforesaid limitations, the users are advised to use the findings and suggestions of the study prudently.

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