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A study on brand preference of liquid crystal display (lcd) television sets (with special reference to udumalpet taluk)

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Abstract

Television (TV) is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or colored, with or without accompanying sound. "Television" may also refer specifically to a television set, television programming, or television transmission. Liquid-crystal display televisions (LCD TV) are television sets that use LCD display technology to produce images. Convenience sampling method is used for the survey of this project. It is a non-probability sample. This study reveals that, the researcher has ascertained purpose of purchase LCD TV, brand preferences, factors influenced, mode of purchase, and feature of LCD TV and level of satisfaction in LCD TV. The respondents most preferred brand of LCD TV is SONY. Most of the respondents buy LCD TV because of its quality and they satisfied on different features like sound system, picture clarity, price, durability etc., the overall opinion on LCD TV among consumers is good.

Keywords: Brand Preference, Consumer, LCD TV

Statement of The Problem

Televisions sets are one of the common products used by the public. These are various manufacturers producing TV in India and they are fulfilling the needs of the consumer. Many new companies which have an established in the field of business also engage in manufacture of new brands of TV with various models for examples: LCD, LED, Plasma etc., Here the researcher takes LCD TV sets for her research study. Manufacturers want to popularize their brand image in the mind of public through their quality and durability. For this purpose, manufacturers and distributors spend huge amount of money. All this will become a waste if the consumers do not recognize the brands. It should have some attractive features to reach the consumers like price, service, performance and etc., So the researcher wants to find out the preference of a particular brand among various brands of LCD TV sets available in the market.

Scope of The Study

The scope of the study reveals the brand preference of LCD TV sets. It confined with special reference to Udumalpet Taluk. The vital purpose of the study has been conducted to identify the consumer and evaluate their preference, mode of purchase and find out the factors in which it decides the brand decisions, and to analyze the satisfaction level of various brands available in the LCD TV sets. The study creates a ground for further research in the similar field and would similar inference that could be analyzed.

Objectives of The Study

- To study the demographic factors.
- To know the user's brand preference on LCD TV.
- To find out the factors influencing while users purchasing LCD TV.

Research Methodology Convenience Sampling

Convenience sampling method is used for the survey of this project. It is a non-probability sample. This is the least reliable design but normally cheapest and easiest to conduct. In this method Researcher have the freedom to choose whom ever they find, thus the name convenience.

Statistical Tools Used in the Dissertation

1. Simple Percentage Analysis Method
2. Chi-Square Test
3. Henry Garret Ranking

Limitations of The Study

- The Study was conducted only in the Udumalpet Taluk so the information may not be compare with other area.
- The analysis was made based on the information provided by the respondents so the result may not be compare with other factors.
- The result arrived is applicable only to the study period.
- Respondents opinion are dynamics, they keep changing time to time.

Review of Literature

Review of literature is a critical analysis of a segment of a published body of knowledge through summary, classification and comparison of prior research studies, review of literature and theoretical articles. The aim of a literature review is to show that “The writer has studied existing work in the field with insight”. A good literature review presents a clear case and context for the project that makes up the rest of the thesis.

Gerard J. Tellies et al., (2003)¹

“International take off of new product: the role of economics culture and century innovativeness.” The study focused on selecting new consumer durables like refrigerator, washing machine, color TV, dryer, computer, CD player across many European countries. The result of the analysis leads to the conclusion that sale of most new consumer durable product display a distinct take off in various European countries.

Losarwar (2003)²

“Marketing challengers for new millennium: Brand awareness and Brand selection of Consumer Durable – A study with special reference to Marathwada region: India” found that the maximum number of brands of consumer durable product namely TV, Washing machine, Refrigerator, Mixer and fan were available in both rural and urban markets. There is a

considerable positive correlation between urban and rural populations with reference to selection of brands of TV items. There is negligible correlation between urban and rural population with reference to selection of brands of fan.

Ruchi Trehen and Harmandeep Singh

(2003)³ in their study entitled on “A comparative study on urban and rural consumer behavior” pointed out that the specific attributes of Indian rural consumer when compared to urban consumer while purchasing TV sets. The study revealed that urban and rural consumer behavior is significantly different in considering brand image, guarantee, warranty, credit availability, foreign collaboration, latest technology and after sales services. The three most important factors in the rural market are prices, credit availability, durability where as in the urban market. The first three are price, latest technology and durability.

Sathyasundhram. I

(2003)⁴ conducted a “Market survey on television industry”, has started that rural India has contributed 50% of overall colour TV sales during 2001 which was 37% in 1998. Experts attribute this rise in rural share to low price and easy financing. He also quotes in his survy that, as per NCAER the rural market would contribute 70% of the total demand after 2000. This actually shows the manufacturers focus on the rural markets.

Ragbir Singh and Pavleenkaur (2004)⁵

found that husbands in urban families wield maximum influence for purchase of two wheelers where as wives have greatest influence in purchase of a refrigerator. Both spouses together have the strongest influence for all durables. Children exercise little influence individually, over durable purchase while all member together use greatest power for purchase of TV and two wheelers. More control is wielded by both spouses for purchase of all durables in rural areas.

Simple Percentage Analysis:

Demographic Factors	Factors	No.of Respondents	Percentage (%)
Age	Below 30 years	42	21
	31 – 40 years	68	34
	41 – 50 years	64	32
	Above 50 years	26	13
Gender	Male	146	73
	Female	54	27
Marital Status	Single	72	36
	Married	128	64
Educational Qualification	Upto School Level	40	20
	Graduate	50	25
	Post Graduate	42	21
	Professional Degree	34	17
	Others	34	17
Type of Family	Nuclear Family	174	87
	Joint Family	26	13
Size of the Family	Below 3 Members	28	14
	3 – 5 Members	148	74
	More than 5 Members	24	12
Occupation	Agriculture	48	24
	Business	56	28
	Govt Employee	32	16
	Private Employee	44	22
	Others	20	10
Monthly Income	Below Rs.25000	86	43
	Rs. 25001 – Rs. 50000	72	36
	Rs. 50001- Rs. 100000	38	19
	Above Rs. 100000	4	2

he above table clearly inferred that, the 34% respondents are having 31-40 years of Age, 73% of respondents are Male, 64% of the respondents are unmarried, 25% of the respondents are studied Graduate degree, 87% of the respondents are living in Nuclear Family, 74% of the

respondents families have 3 – 5 members, 28 % of the respondents are doing a business, 43% of the respondents are earning below Rs 25,000 per month.

Chi – Square Test:

Age of The Respondents Compared With Factors Influenced To Buy The Lcd Tv

Age	Factors Influenced to buy the LCD TV					Total
	Picture Clarity	Sound System	Quality	Brand Image	Other Factors	
Below 30 Years	8 (19.04)	11 (26.19)	16 (38.09)	6 (14.29)	1 (2.38)	42
31 – 40 Years	12 (17.64)	15 (22.05)	21 (30.88)	19 (27.94)	1 (1.47)	68
41 – 50 Years	6 (9.37)	14 (21.87)	26 (40.65)	17 (26.56)	1 (1.56)	64
Above 50 Years	6 (23.07)	8 (30.76)	1 (3.84)	10 (38.46)	1 (3.84)	26
Total	32	48	64	52	4	200

Majority 40.65% of the respondents who belong to age group of 41 – 50 years says that factor influenced to buy LCD TV is Quality.

Income of The Respondents Compared With Amount Spent For Purchase of Lcd Tv

Income	Price of LCD TV			Total
	Below Rs.25000	Rs.25001 – Rs. 50000	Above Rs.50000	
Below Rs.25000	49 (56.98)	33 (38.37)	4 (4.65)	86
Rs. 25001 – Rs. 50000	47 (65.27)	22 (30.56)	3 (4.17)	72
Rs. 50001- Rs. 100000	24 (63.16)	10 (26.32)	4 (10.52)	38
Above Rs. 100000	2 (50)	1 (25)	1 (25)	4
Total	122	66	12	200

Majority 65.27% of respondents whose income is Rs.50001-Rs.100000 says that they having the price of LCD TV are below Rs.25000.

**Garrett Ranking Analysis:
Ranking For Lcd Tv**

Factor	Rank										Total
	1	2	3	4	5	6	7	8	9	10	
Brand Name	48	35	32	24	15	8	9	12	5	12	200
Picture Clarity	34	43	36	25	12	12	13	9	9	7	200
Sound effects	28	41	31	22	16	13	12	16	11	10	200
Appearance	20	35	16	24	18	16	18	19	18	16	200
Durability	18	11	20	32	13	26	32	26	12	10	200
Price	25	19	24	28	26	20	21	5	14	18	200
Discount	14	3	18	10	21	26	19	26	29	34	200
After sales service	4	2	2	17	45	12	26	32	29	31	200
Quality	3	2	6	9	12	30	29	10	48	51	200
Warranty	6	9	15	9	22	37	21	45	25	11	200
Garrett Table Value	81	70	63	57	52	47	42	36	29	18	

It is observed from the above table, Quality obtained first rank with a mean score of 543.65.

Findings

- 34% respondents are having 31-40 years of Age.
- 73% of respondents are Male.
- 64% of the respondents are unmarried.
- 25% of the respondents are studied Graduate degree.
- 87% of the respondents are living in Nuclear Family.
- 74% of the respondents families have 3 – 5 members.
- 28 % of the respondents are doing a business.
- 43% of the respondents are earning below Rs 25,000 per month.

- 40.65% of the respondents who belong to age group of 41 – 50 years, that factor influenced to buy LCD TV is Quality.
- 81.58% of respondents whose income is Rs.50000 - Rs.100000, and they spent less than Rs.25000 for purchase of LCD TV.

Suggestions

- Companies should be aware that they provide LCD TVs which satisfies the Consumer’s needs, so that company can earn more brand value than other companies.

- Dealers and Companies which provide LCD TVs can also provide some special offers and discounts while their purchase.
- Companies should periodically improve on all the factors like picture clarity, sound system, appearance etc., they should add new features to their model which Consumers expect in their TVs.
- Companies can give good Exchange offers on some special occasions to obtain more consumers and to increase their sales.
- Companies should maintain service centers in their show room or every TV companies should maintain a service center for every city.
- Dealers and Companies can use advertisement as an effective tool for their sales promotion by giving clear advertisements on features about products.
- Companies should think of producing cheap and quality LCD TVs which should be affordable by all consumers with low income to high income. Reduction of price one of the best way to increase the sales turnover.

Conclusion

Marketing plays a vital role in the development of our country. The development of marketing has always a kept place with the modern marketing places the high competition in their activities. There are lots of companies in the market which provides branded LCD TV to the consumers. A good company is the one which satisfies its consumers with its products. Every company should give its products best to satisfy its consumers and improve its position in the market. The companies should provide new models with consumer's preference and needs periodically to be successful in market. This study reveals that the "Brand preference of LCD Television sets (With Special Reference To Udumalpet Taluk)". The research has ascertained purpose of purchase LCD TV, brand preferences, factors influenced, mode of purchase, and feature of LCD TV and level of satisfaction in LCD TV. The respondents most preferred brand of LCD TV is SONY. Most of the respondents buy LCD TV because of its quality and they satisfied on different features like sound system, picture clarity, price, durability etc., the overall opinion on LCD TV among consumers is good.

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