



A STUDY ON BUYING BEHAVIOUR OF SMART TELEVISION WITH REFERENCE TO BANGALORE CITY

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ABSTRACT :

The emergence of Double Income No kid (DINK) concept and nuclear families has made the lives of the working people to spend lavishly on the products they choose to buy. One among such products is the television, where in the couple tends to buy new products after they start new life (after marriage). So while buying the products they doesn't buy a product which is already with their ancestors (father's house). Today the market is flooded with many new models with the finest of the fine features. So while buying the products the consumers are keen on comparing the products with price tag, models, features, brand name, after sales service, reliability, etc to name a few. So the marketer has to produce a new product which is needed by the consumers rather than the one which is in his mind. The manufacturers has to not only supply the products which is needed by the consumers rather try to give a product which is going to provide a fruitful experience.



KEYWORDS : Products, Models, Features, Marketing, Smart TV's.

INTRODUCTION

The topic selected is a special since here in Bengaluru the population prevailing is from across the nation and even across the globe. We can find that the consumers have adopted almost major brands that are available. Here owning the TV's is a common phenomenon.

The organisations ability to fulfil the needs of the market is possible only through understanding the needs of the consumers. This is possible only through the study of purchasing behaviour of consumers. Customers have very limited resources at their disposal. It may be time, money, etc. Within the available resources they are able to decide upon the products they would like purchase. Consumers buy the products after evaluating the same on various parameters that fulfils their needs. They are also influenced by various internal and external factors.

The level of interest or essence towards the products also depends on the status of the product he or she chooses to buy. For instance to buy either a platinum ring or a car more time and evaluation of alternatives is done, similarly if the product is a routine then less time is required to decide and little evaluation is needed.

REVIEW OF LITERATURE

- **Anitha K (2018)**: Conducted a study on buying behaviour of Consumers. She studied on various factors influencing the purchase decision of refrigerators. She propounded that consumers expect high quality of products with affordable prices.
- **S. A. Nivethitha (2017)** "A study on consumer behaviour towards Television brands" Study was conducted on impact factors of electronic goods with special reference to home makers she recognised about the opinion of consumers relating to price, quality, and package.
- **Dr.S. Aravinth (2012)** "A Study on Customer Preference towards Electronic Goods" Examined the preference on television brands and their level of satisfaction among the respondents and also examined the factors influencing on the customers while selecting a particular TV brand, finally he suggested that consumers are ready to pay reasonable price to the products which has good quality and good features and the company should make themselves ready to give best products and satisfy the end users.

SCOPE OF THE STUDY

The aim of the study is to find out the consumer buying behaviour decision of smart TV's with reference to Bangalore city. The study will help to understand the buying behaviour and habits of the consumers. It also covers various factors like brand awareness, size, model, features, etc. the scope here refers to various aspects which are a part of the study. Consumer behaviour means not only the potential buyer, but also the impact made or exerted by others.

OBJECTIVES OF THE STUDY

1. To study the various factors influencing on the Purchasing decisions of Smart TV's
2. To Study the Brand Preference.

STATEMENT OF THE PROBLEM

In digitalised world there is a lot of awareness among the consumer about various TV Brands. Attracting the consumer and inducing them to buy the product is a challenging task among the manufacturer, even customers are under dilemma to select suitable brands as per their needs and requirements. The study is focused on awareness about various TV Brands and various factors which highly influence on their selection criteria.

Methodology of the Study:

The Study is descriptive in nature. The data were collected from both primary and Secondary Sources. The primary data was collected through personal interview and secondary source of data includes published literature such as Books, journals, newspapers and magazines. The study is undertaken to describe the brand awareness and brand preference of the consumers.

Sampling design

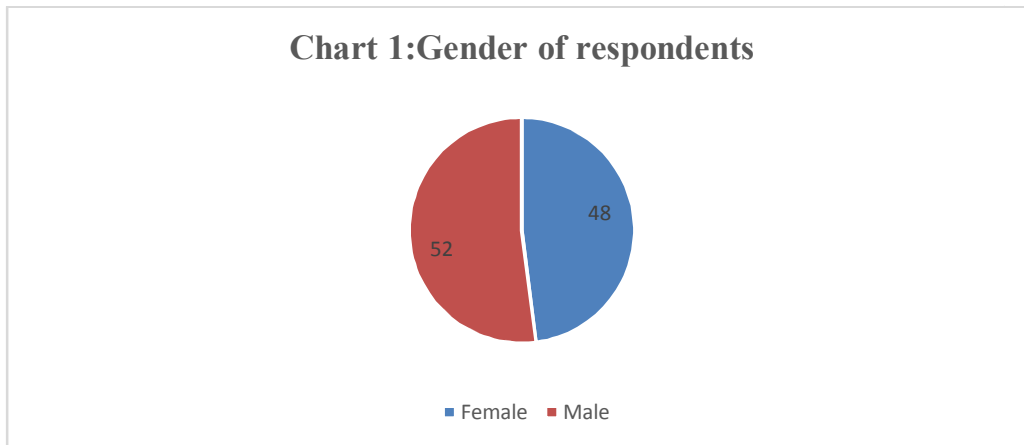
The study was undertaken with a sample of 100 respondents Non probability sampling design i.e. Judgement Sampling and quota Sampling methods were used for data collection. Collected data was analysed and presented in the form of Tables and diagrams.

Limitations

1. The Study is conducted within the geographical limit of Bengaluru city.
2. Data is collected only for certain limited brands.
3. Inaccurate information could have been given by respondents due to time limit in answering to questionnaire.
4. The results of the study cannot be generalised.

Analysis:**Table 1: Gender of respondents**

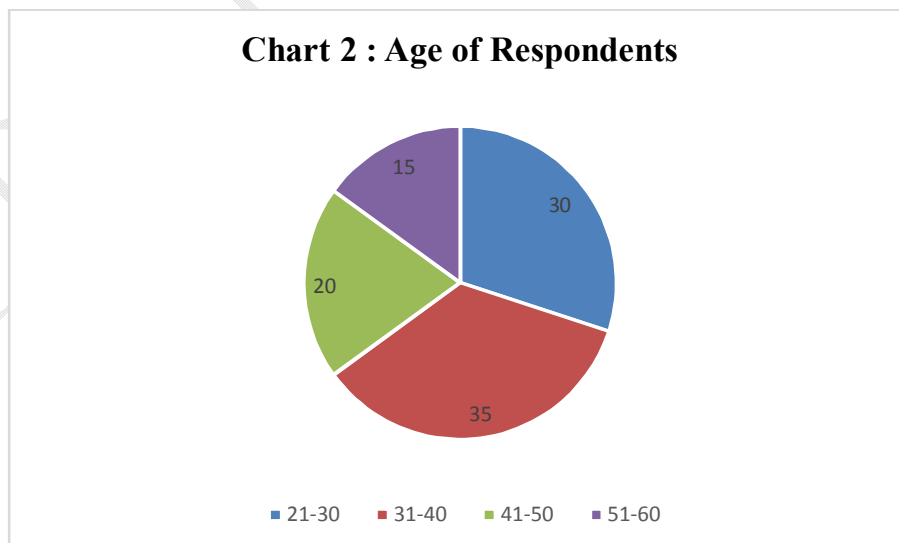
Gender	No.of Respondents	Percent	Cumulative Percent
Male	52	52.0	52
Female	48	48.0	100
Total	100	100	

Chart 1: Gender of respondents

Interpretation: It is found that 52% of the population belong to Male and remaining 48% are Female.

Table 2 :Age of respondents

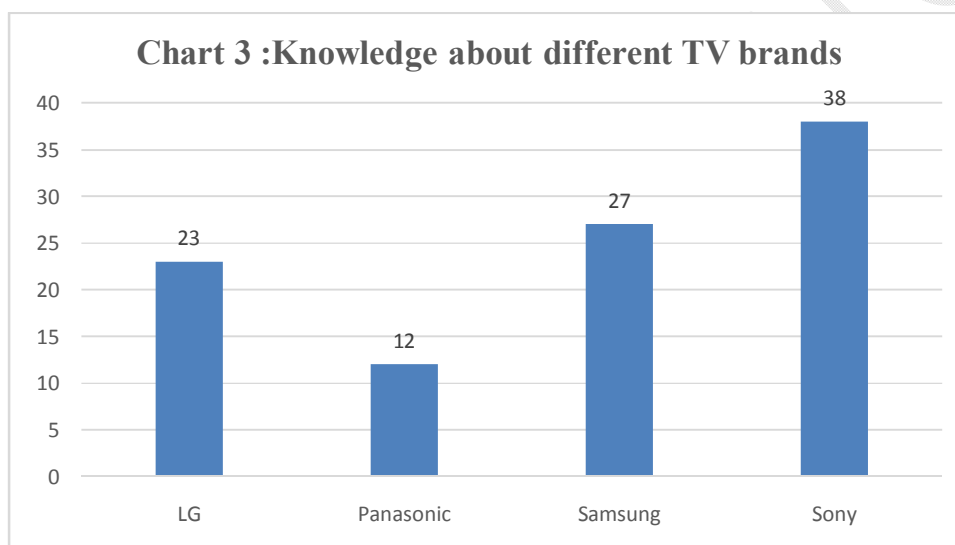
Age	No.of Respondents	Percent	Cumulative Percent
21-30	30	30.0	30
31-40	35	35.0	65
41-50	20	20.0	85
51-60	15	15.0	100
Total	100	100	

Chart 2 : Age of Respondents

Interpretation: It is clear from the above that majority (35%) of the respondents are in the age group of 31-40, 30% are in the age group of 21-30 years, 20% are in the age group of 41-50 years, and remaining are in the age group of 51 – 60 years

Table 3 :Knowledge about different TV brands

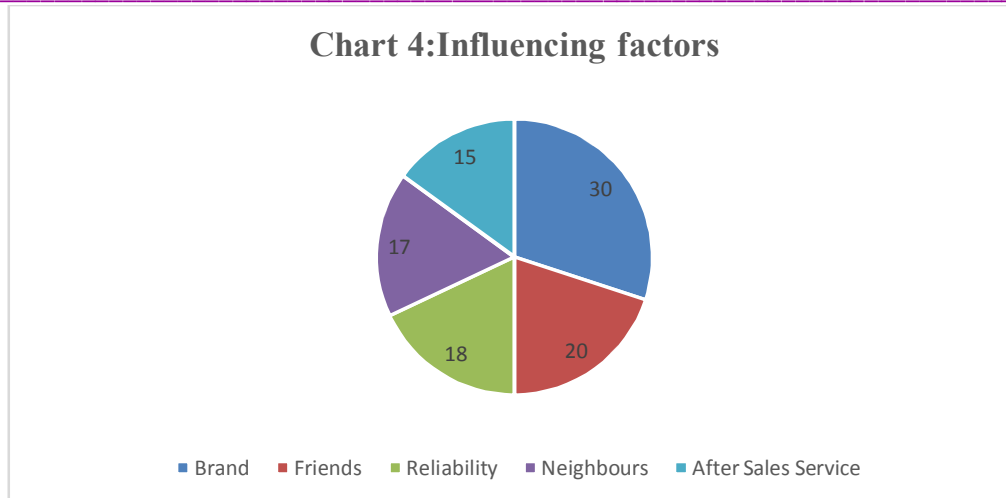
Brands	No.of Respondents	Percent	Cumulative Percent
LG	23	23	23
Panasonic	12	12	35
Samsung	27	27	62
Sony	38	38	100
Total	100		



Interpretation: From the above it is clear that majority (38%) of the consumers know about Sony brand , 27% of the respondents know about Samsung brand, 23% know about LG brand and remaining 12% knows about the Panasonic brand.

Table 4: Influencing Factors

Influencing factors	No.of Respondents	Percent	Cumulative Percent
Brand	30	30	30
Friends	20	20	50
Reliability	18	18	68
Neighbors	17	17	85
After Sales Service	15	15	100
Total	100		



Interpretation: It is found that brand has the highest influencing factor with (30%), followed by Friends with 20%, Reliability with 18%, Neighbours with 17% and After Sale Service with 15%.

FINDINGS AND SUGGESTIONS:

1. From the above it is clear that male respondents are more in number as compared to female respondents.
2. Majority of the respondents were between 31 to 40 years of age.
3. Respondents feel that Sony Brand will be the most influencing factor.
4. Respondents are not willing to prefer TV Brands based on after sale services.
5. Respondents give first preference to Sony and next to Samsung Brand.
6. It is recommended that companies should concentrate on after sales services.
7. Panasonic Company should create awareness among the consumers.
8. It is recommended that companies should focus on at the age group of 41 to 50.

CONCLUSION:

The decision to purchase a smart TV is not a one man decision, even the female member of the family has a word to say about the model, feature, brand etc. Hence the decision to buy a one is quite cumbersome process. So the manufacturers or marketers has to understand the needs and wants of the consumer before making or framing a marketing policy. Surveys relating to consumer behaviour are a good source of information to take a call upon or to decide whether to make a product or not so as to retain a competitive edge in the market. There are more surveys related to first time purchases but for a repeat purchase there are only limited surveys are available. Also the contributing factor is the availability of mobile data in terms of GB's per day the demand for smart TV's is enhancing.

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