



AN ANALYTICAL STUDY OF FACTORS AFFECTING CONSUMER BUYING PREFERENCE FOR TELEVISION BRANDS IN INDIAN CONTEXT

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ABSTRACT

With the liberalization unfolding since 1991, customers in India are having many brands to select in a single product category. Present customer gets confused by the plethora of choices. To overcome such confusion, most of the consumers select a group of brands on the basis of their preference. It is a diligent exercise for the brands to move consumers from trial to preference. This will require lot of their value proposition. Presently, marketers appreciate the importance of understanding their customers' choice, preferences and expectations invariably leading to varying marketing strategies for target consumers. The present paper tries to identify the factors influencing the customer preference to select a brand and what makes them to derive satisfaction from purchasing their choice brands.

Keywords: Consumer Behaviour, Brand Preference, Television Brands, Advertisement, Socio-Economic Condition.

Introduction

We have selected the special case of NCR region of Delhi which includes the diverse population from various parts of the country and the consumers in this region have adopted almost all popular brands of different products. The level of consumption of consumer product is also very high in comparison to other parts of the country. For customers of this region, television is a must in every household and television marketing become a priority segment for the concerned companies.

Television, a good of consumer durable market is a product which has innovation and technical up gradation within very short time. It becomes important to study the motive of purchase and find out the factors which provide satisfaction after using the product.

Marketers use that brand strategy and tactics which promote sales and on the basis of it, analyze company's profit and degree of loyalty of the customers to respective brands. These strategies are based on the understanding of how consumers brand choice behaviour influenced by quality, creativity, price, innovation, presentation, design, advertisement etc.

The most crucial factor for a majority household is the congruence between their budgets and model design. Indian television market is dominated by world renowned brands, whereas there is concomitant resurgence of domestic brands. The combination of all this has let to a healthy competition in the market which has resulted in better option for the consumer.

Literature Review

Brand is a credible guarantee for the particular service or product which is used to identify and specify the product according to the need of the consumers. *Jitchaya* (2005) explains this behaviour of brand in his paper which allows the several perspectives to uncover the value of brands to companies and their customers themselves.

The researchers have often emphasized the necessity of recognizing cultural processes such as historical context and ethical concerns. For understanding how brands are perceived by end users, experts have conducted performance measures on various functions and buying utility of customer for buying products (Schroeder and Salar-Morling, 2005);(Tepstra and Sarathy, 1997).

Branding often exists in the public sphere with a discourse characterized by ideological and political claims (Goldman and Papson, 1996). Different models for consumer decision –making have been refined by scholars of consumer behaviours (Bettman, 1997; Halmberg, 1996; Halmberg, 2004; Howard, 1989).

For identifying the sub markets, many researchers use joint estimation technique for finding the customer brand preference utility on the basis of decision variables of consumer's brand (Weber and Wind, 1972).

Objective of Research

- To identify the sources of Awareness;
- To Study the factors which are influencing brand preference for different brands?

Research Methodology

Primary data was collected for research study in NCR region of Delhi (India). Major reason for choosing NCR was due to demographic nature (which includes both educated and uneducated people from different parts of the India with different income level).

Research design: The research design for the study is descriptive. Consumers of various age groups have been interviewed for the research survey using a structured questionnaire.

Sampling Design and Sample Size: Sampling technique used for the study was convenience sampling and the sample size was 100. The research instrument used was a structured questionnaire, and it comprised of both open and close ended questions. Personal interview had also being conducted among the target respondent to support the information/data collected via questionnaire. Some secondary data also collected from research journals, magazine, newspaper and other published material.

Data Analysis

Socio–Economic condition of the respondent in India is shown into the **Table 1**. From **Table 2**, most of the respondent (25%) said that their expectation from the brand is Recognition. 18% and 17% of respondent said that they expected satisfaction and value for money respectively from their brand. 23% and 17% of the respondents said they expected praise from friends and social acceptability for the brand they owned. 6% of the respondent said that they aspired for other attributes like Warranty, Prestige etc from their brand.

Table 1: Socio-Economic Condition of the Respondents

S.No	Factors	Frequency	
1	Age of the Respondents (in year)	18-25	11
		26-35	46
		36-45	19
		45& above	24
		Total	100
2	Sex	Male	56
		Female	44
		Total	100
3	Education	12 th	11
		Graduate	24
		Post Graduate	22
		Diploma	19
		Others	14
	Total	100	

4	Marital Status	Married	57
		Unmarried	43
		Total	100
5	Occupation	Self Employed/Business	23
		Government Employed	27
		Professional Employed	28
		SSI	4
		Agriculture	14
		Others	4
		Total	100
6	Family Annual Income (in Rs)	Less than 2 Lakh	35
		2-3 Lakh	17
		3-5 Lakh	24
		5-10 Lakh	19
		Above 10 Lakh	5
		Total	100

Table 2: Expectation from Their Preferred Brands

S.No	Factors	Frequency
1	Recognition	25
2	Satisfaction	18
3	Value for money	17
4	Praise from Friends	23
5	Social Acceptance	17
6	Other	06
	Total	100

Graph 1: Expectation from preferred Brand

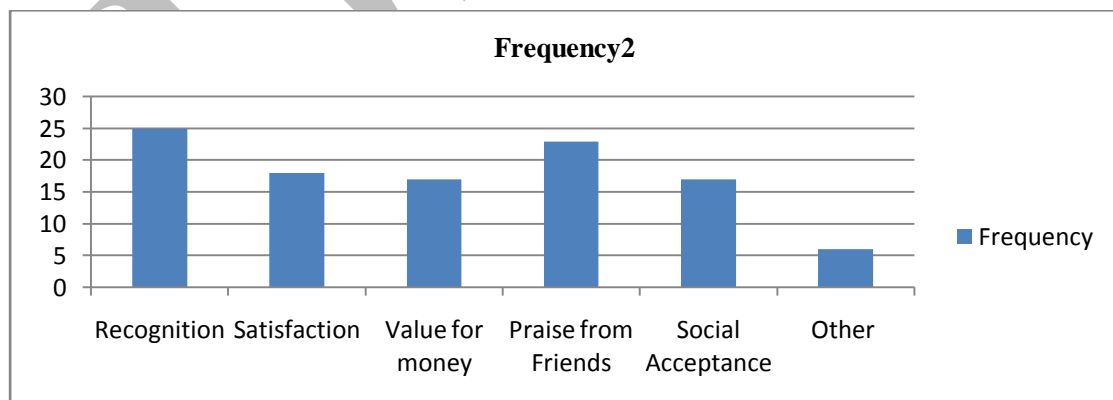
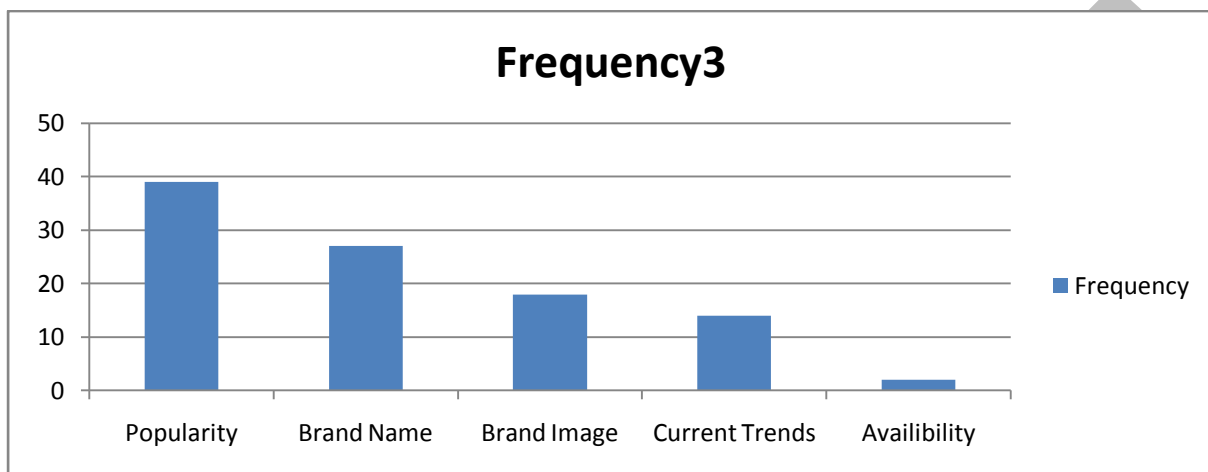


Table 3: Selection of a Brand

S.No	Factors	Frequency
1	Popularity	39
2	Brand Name	27
3	Brand Image	18
4	Current Trends	14
5	Availability	2
	Total	100

Graph 2: selection of a Brand

From **Table 3** it is evident that most of the respondent (39%) selected a product based on their Popularity. 27% and 18% of the respondents selected a product based on Brand name and Brand image, respectively. 14% of the respondents selected a product based on Current trends. Only 2% of the respondents selected a product based on Availability.

Table 4: Awareness about the Brand

S.No	Factor	Frequency
1	TV	43
2	Radio	07
3	Friends & Relative	21
4	Print	19
5	While shopping & other	10
	Total	100

Table 4 reveals that most of the respondent (43%) came to know about the brands through TV media. 21% of the respondent came to know about the brands through Friends and Relatives. 19% of the respondent came to know about the brands through Print media. 7% of the respondent came to know about the brands through Radio. 10% of the respondent came to know about the brands while shopping through other medias like Word of Mouth, Point of Display etc.

Table 5: Advertisement Influence

S.No	Factors	Frequency
1	Yes	83
2	No	17
	Total	100

From **Table 5**, it is clear that most of the respondent (83%) were of the view that Advertisements influences them to make a purchase for a brand. On the other hand, only 17% of the respondents were not influenced by advertisement to make a purchase for a brand.

Table 6: Attribute of the Advertisement Influence

S.No	Factor	Frequency
1	Celebrity	32
2	Slogan/Jingle/Song	15
3	Theme	11
4	Sales Promotional Offer	12
5	Creativity	9
6	Appeal	9
	Not Influenced	12
	Total	100

Table 6 makes it evident that most of the respondents (32%) were influenced by the Celebrities in the advertisements. 15% of the respondent were influenced by Slogan/Jingle/Song in the advertisements. 12% of the respondent were influenced by Sales Promotional Offer shown in the advertisements. 11% of the respondent were influenced by Theme of the advertisements. 9% of the respondent were influenced by Creativity in the advertisements. 9% of the respondent were influenced by Appeal factor in the advertisements and 12% of the respondent were not influenced by advertisements at all.

Table 7: Respondents Preference for Television Brands

Ranks	1	2	3	4	5	6	7	8	Overall Rank
Samsung	28	18	21	12	18	7	5	1	1
Onida	13	15	20	4	8	20	13	7	7
Videocon	10	19	27	13	19	2	9	0	6
LG	12	18	14	17	27	9	2	1	5
Panasonic	19	27	23	7	14	4	3	3	3
Sony	30	12	16	28	7	4	3	0	2
Toshiba	17	21	6	18	25	10	1	2	4

The respondents were asked to rank the various brands of Television they preferred to buy and the data for 100 samples is presented in **Table 7**. Table 7 clearly shows that most preferred television brand in Television sale is Samsung (Ranked 1), followed by Sony (Ranked 2). Panasonic is placed at number three. Toshiba, LG, Videocon are placed at Rank 4, 5, 6; respectively. The last rank is given to Onida which was the highest ranked Television brand in 2009 that shows changing behaviours of the market.

Limitation

- *Limited coverage area for survey, it was restricted to NCR only.
- * Only major brand of television were considered in this project.
- *Reluctance on the part of respondent to provide exact details.

Conclusion

Customer prefers a particular brand by judging what kind of benefit they offer to him /her. Although there are several factors which directly and indirectly affect the customer buying behaviour, but *popularity* becomes the dominant factor .Nowadays customer prefer the brand which is more pronounced among the society and friends. Popularity is created by introducing high advertising tools by launching celebrity, famous personality as brand ambassador for their product. People are ready to pay high for such product and view their living style differently from others. Certain other supportive factors like Brand name, Brand image, Current trends and Availability also affect his decision of purchase. It weighs heavily on the marketer to analyze how a customer made his buying decision towards the brand.

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