

BUYING BEHAVIOUR OF ELECTRONIC PRODUCTS IN ANDHRA PRADESH – A STUDY OF SELECTED ELECTRONIC CONSUMER PRODUCT

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Abstract

The electronic industry which is ever growing in Indian market has witnessed as one of the lucrative industries due to ever increasing use of electronics. Due to the increase in disposable income in both rural and urban sector and also easy availability of finance in the recent past has significantly encouraged the consumers to prefer and habituate to the use and purchase of electronic products like Television, mobile phones etc.

Due to increasing competition and modern technology, the prices of the television market have reached to middle class segment. As India, is one of the big nations, hence it always attract with high market with heavy population. The competition, brand personality, features and modern technology is attracting the consumers at large. In view of this emerging scenario, the present study provide field based investigation primarily makes analysis on the consumer buying behaviour towards Television Product and the perceptions of the consumers on various aspects of Electronic consumer product.

Key words: Buying behavior, electronics, features, technology.

INTRODUCTION

The consumer electronics industry has witnessed a unique growth over the past few years. This growth can be attributed to the increasing effect of state of the art electronic devices on the market. The consumer electronics industry¹ is ushering in the dawn of Convergence. It is the confluence and merging of hitherto separated markets of digital based audio, video and information technology, removing entry barriers across the market and industry boundaries. The revolution brought about by Digital technology has enabled the consumer electronics sector to profit from the growing interaction of digital applications. In today's competitive scenario, business organizations in India are most worried about the future uncertainty. An increasing number of market planners are finding that growing complexity and uncertainty of the environment are difficult to cope up. Behavioral dimension added new complexity to marketing people. Still, there is no other alternative but to face this situation. Organizations are continuously facing new equations in their operating environment in every direction (Bettis & Hitt, 1995).

Complex competitive status, vulnerable demand forecast, varying consumer preference, existence of too many brands, changing attitude of channel intermediaries, shortening of the product lifecycle, (Hammer, 1997) are making marketing decisions extremely difficult and risky. And here comes the role of multidimensional analysis of a particular field. In television market, situation is no way better. Television, as a product, is getting the status of essential commodity inviting complications and uncertainties. TV market has also one unique problem. It is on a developing phase.

A shift from rural to urban sector is continuously going on. Residential areas in metros, mini metros, cities, towns and small towns are growing at faster rate. Industrialization, infrastructure development, and extension of areas under amusement and entertainment are creating huge scope for further market growth. Social developments of community and upcoming upper middle class with increasing purchasing power have marked this field as an area of additional complications and uncertainties. As a result, the TV market has been an ideal selection for strategic analysis. In view of the growing importance and market (Porter, 1980)² it is proposed to carry out a study covering factors affecting the consumer buying behavior for television. The present research study attempts to investigate the behaviour of the consumers on electronic industry with special emphasis on television segment.

¹ Data retrieved from http://www.letsgodigital.org/en/news/articles/story_6907.html

² Bhagaban Das(2008), Categorizing consumers' buying behaviour: a factor analysis in consumer durable market, International Journal of Business and Management, online source found at researchgate.net

CONCEPTUAL OVERVIEW AND LITERATURE SURVEY OF CONSUMER BUYING BEHAVIOUR TOWARDS ELECTRONIC PRODUCTS

Buyer behavior is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service). Buyer behavior is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, where they buy, how often they buy and use a product or service), especially the factors related to occupation. With the increasing disposable income population, their per capita consumption of electronic goods and other products is increasing. Consumers are desirous of improving their standard of living with the hygienic and reasonably high quality products and get rid of the spurious and sub-standard products being supplied to them. Further, they deserve quality products, correct information about a product and a door step delivery. It is remarked that the markets were developed not because of the initiatives of Indian marketers but the 'PULL' from the consumers consuming system itself.

Buyer behaviour³ is comparatively new field of study. It is the attempt to understand and predict human activities in the buying role. It has assumed giving importance under the marketing oriented or consumer oriented marketing, planning and management. Buying market for many products and the growth of consumerism and consumer legislation since 1960 has created special interest in buyer behaviour and formation of marketing mixes to respond favourably buyer behaviour in the marketing place. Buyer behaviour⁴ is defined as “all psychological, social and physical behaviour of potential consumers as they became aware of evaluate, purchase, consume and tell others about products and services.

Kardes, F.R.(2002) has defined Consumer behaviour as the study of human response to products or services and the marketing of products and services. Consumer behaviour is the behaviour that consumers display in searching for, purchasing, using, evaluating products or services and ideas that they expect will satisfy their needs (Schiffman, G.L and Kanuk, L.L.2002). Philip Kotler et al.(1985) assumed Consumer behaviour as the buying behaviour of final consumers, individuals and households. Consumer is the behaviour of the ultimate consumers, those who purchase products for personal or household use, not for business purpose (Ferrell, O.C. and Pride, W.M., 1989). Consumer decision-making styles in the

³ Jayanthi M & Vaideke A(2013), “A study on Customer preference towards the Chennai silks with special reference to Erode Town”, Indian Journal of Research, vol.2, Issue 7, July, 2013.

⁴ Vani, Ganesh Babu M & Panchanatham N(2010), “Toothpaste Brands – A study of consumer behaviour in Bangalore city”, Journal of Economics and Behavioral studies, vol.1, No.1, pp.27-39,December, 2010.

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modern world has recognized with cognitive and affective or mental orientation characterizing a consumer's approach to the overall decision-making process (Sproles & Kendal 1986).

Sproles and Kendall's eight consumer decision-making styles which are integrated to the consumer behaviour and decision towards electronic segment are provided the characteristics of consumers which include perfectionism towards quality, brand and price conscious, recreational, fashion conscious, habituated to brands and often displays confused by over choice and impulsiveness and further, the authors have observed that, consumers are generally tend to be novelty fashion conscious. Howard Sheth Model(1969), Nicosia(1966), EKB Model provided useful contributions for analyzing the various factors influence consumer behaviour. An extensive review of literature revealed that there is no simple framework that lends itself to a comprehensive study of consumer behaviour. The theories of consumer behaviour have analyzed on access, buying behaviour, consumption, characteristics and disposals of good or service. Consumer behavior is a field of study concentrating on consumer activities (Rogers D. Blackwell⁵). Individual towards a product or service defines consumer behavior as a study of responses (Kardes).

Consumer behavior⁶ is to understand how a consumer makes decision to buy goods by using the available resources such as time, money, and effort for buying, using, and disposing goods and services (Chetan Bajaj). It is a decision making process of an individual physically by engaging in assessing, buying and using or disposing the goods and services. (David L. Loudon) It is defined as a combination of emotional, mental and physical activity of an individual for purchase and use of goods and services for a demand or need (Shukazmi).

Consumer buying behaviour⁷ is an art and science of knowing needs and wants of consumers, and developing an understanding how prospective buyers decide to spend their resources like time, money and efforts during different stages of buying process. Consumer behavior is a field of study concentrating on consumer activities (Rogers D. Blackwell). Individual towards a product or service defines consumer behavior as a study of responses. (Kardes⁸) Consumer behavior is to understand how a consumer makes decision to buy goods by using the available resources such as time, money, and effort for buying, using, and

⁵ Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006): Consumer behaviour, Mason: Thomson

⁶ Vijayalakshmi et al., Study on consumer buying behaviour towards selective Electronic Home Appliances in Hyderabad city, vol.2, No.4, International Journal of Logistics & Supply chain Management Perspectives, Pezzottaite Journals, October-December, 2013.

⁷ Madaan KVS(2009), "Fundamentals of Retailing", Tata McGraw Hill Education Private Limited, New Delhi.

⁸ Kardes, Frank R. Consumer Behavior and Managerial Decision Making. Prentice Hall Publications, 2001.

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disposing goods and services (Chetan Bajaj⁹). It is a decision making process of an individual physically by engaging in assessing, buying and using or disposing the goods and services. (David L. Loudon¹⁰) It is defined as a combination of emotional, mental and physical activity of an individual for purchase and use of goods and services for a demand or need (Shukazmi).

Consumer behavior¹¹ is associated with the culture and economy of a country. Economic growths in India and young Indian population over 21 years have influenced the consumers to spend and buy more. Chidambaram and Alfred (2007) that there are certain factors which influence brand preferences of consumers. The study revealed that consumers give more importance to fuel efficiency than any other factor and believe brand name informs them about product quality, utility, technology. They prefer to purchase Television which offers high fuel efficiency, good quality, technology, durability and reasonable price.

Bhagaban Das et al. (2008)¹² in his study on Categorizing Consumers' buying behaviour has focused on the consumers buying behaviour on Television brands. The author has viewed that, consumers and households make decisions about the goods and the services they purchase. The factors that influence this buying decision are commonly price, quality, advertisement, recommendation from near and dears etc.

Abdul Brosekhan and Muthu Velyautham(2010)¹³ in their joint study on Consumers buying behaviour towards selected home appliance products have made an attempt to analyze the consumer buying behaviour towards selected home appliance products in Ramanathapuram.

The study made by Abdul Baji & Chandra Sekhar N.D.(2013)¹⁴ on 'consumer behaviour towards buying of electronic goods' has revealed that, despite the basic characteristics of consumers the behaviour pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. The author has opined that, consumers are particular about the appropriate system of distribution and hence there is a great need for change in the distribution system with regard

⁹ Chetan Bajaj, Nidhi Srivastava, Rajnish Tuli. Retail Management. New Delhi: Oxford University Press, 2009.

¹⁰ David L. Loudon, Albert J. Della Bitta. Consumer behavior. New Delhi: Tata McGraw-Hill, 2002.

¹¹ Geethanjali R, Assokumar.S, A Study on Consumer Buying Behaviour Towards Home Appliances in Salem City, IJEMR – (2011) Vol 1, Issue 5

¹² Bhagaban Das et al.(2008), "Categorizing Consumers' Buying Behaviour: A Factor analysis in Consumer Durable Market", International Journal of Business and Management, vol.3, No.9, pp.147-153.

¹³ Abdul Brosekhan & Muthu Valayutham.C(2010), "An Empirical study on Consumers buying behaviour towards selected Home appliance products in Ramanathapuram", IOSR Journal of Business and Management(IOSR-JBM), pp.13-21.

¹⁴ Abdul baji and Chandra Sekhar N.D.(2013), "Consumer behaviour towards buying of electronic goods", Abhinav International Journal of Research in management & technology, vol.2, October, 2013.

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to availing the type of products in electronic segment, quality of products and price of the products.

Krishna Kumar(2011)¹⁵ in his study on ‘consumer behaviour towards electronic goods with reference to occupational factors – a study in Cuddalore town’ has opined that, behaviour With the increasing disposable income population, their perception, a consumption of electronic goods and other products is increasing.

Rajeselvi(2013)¹⁶ in the article titled “Buyer behaviour towards electronic goods” has critically examined the behaviour of buyer towards electronic goods. The author has opined that, despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making.

Dr.J.A.Sethi and Anand Nagrecha(2013)¹⁷ made analysis on consumer behaviour of MBA students while buying television. The study revealed that, the behaviour of consumers are influenced by the external factors including family which has major influencing factor in determining the the style, features and price of the tv to be purchased.

Vijayalakshmi S et al.(2013)¹⁸ in the paper titled “ An impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai(India): an empirical study” investigated the impact of internal and external factors on the buying behaviour of the consumers. Further, the authors have concluded that, marketers need to concentrate on the influence of these factors in order to effectively satisfy the consumers who are differentiated in terms of their decisions.

Siva Kumar J et al.(2014)¹⁹ have opined that, the decision making behaviour of customer with regard to electronic goods may be influenced by the gender. The study presented consumer’s decision-making styles towards purchase of electronic goods namely, Mobile phones, Laptops etc. in Chennai city. The Consumer Style Inventory (CSI), developed by Sproles and Kendall (1986) for investigating different consumer decision-making styles, was adopted and especially presented the difference between male and female

¹⁵ Krishna Kumar.R(2011), “Consumer behaviour towards electronic goods with reference to occupational factors – a study in Cuddalore Town”, Research analysis & evaluation, vol.2, Issue 24, pp.60-65.

¹⁶ Rajaselvi(2013), “Buyer behaviour towards electronic goods”, International Journal of Enterprise and Innovatino Management studies(IJEIMS), vol.1, No.3, pp:74-81.

¹⁷ Dr.J.A.Sethi and Anand Nagrecha(2013), “Consumer behaviour of MBA students while buying Television”, Indian Journal of Research, vol.2, Issue1, January, 2013.

¹⁸ Vijayalakshmi S and Mahalakshmi V(2013), “An impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai(India): an empirical study”, Elixir Marketing Management, 59(2013).

¹⁹ Siva Kumar and Kamaraj M(2014), “Decision-making behavior towards electronic goods: a study of male and female consumers in Chennai City”, International Journal of Management and Social Science Research Review, vol.1, Issue 5, November, 2014.

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consumers 'decision-making styles. The result has shown that there is no significant difference between male and female consumers. Shiv Prasad et al.(2014)²⁰ in the joint contribution on Changing face of buyers behaviour towards on line shopping of financial products in India(A case study of Rajashthan State) have critically analyzed the buyer behaviour with regard to select goods through online shopping. The authors have viewed that, the nature of consumers have been changed especially towards premium products like TVs, refrigerator, mobile and other goods where the consumers are now more disposed to change their buying behaviour when purchasing these through online shopping.

OBJECTIVES OF THE STUDY

The Primary objective of the study is to analyze the consumer behaviour towards electronic industry with special emphasis on the Television. In order to investigate the primary objective, the framework is segregated to the following objectives.

- 1) To present the overview of Indian electronic Industry with special reference to select television companies and its brands.
- 2) To study the consumer buying behaviour towards Television product both in urban and rural areas.
- 4) To make comparative analysis on consumer level of satisfaction towards marketing mix practices applied for Television product

Finally, the study will present the findings and suggestions on the basis of survey results.

METHODOLOGY AND SAMPLE DESIGN

The primary data is collected with the help of a detailed questionnaire which is used to analyze the perceptions of consumers with reference to various determinants and its impact on buying behaviour. Further, the personal interview and direct observation methods will also be used for the collection of primary data.

The secondary data is collected from the sources which include the Annual reports select electronic companies, distributors' reports, research reports, magazines, various marketing & management books and the latest updates will also be collected from the news papers and internet sources. A sample size of 300 is selected in order to analyze the perceptions of the consumers who have purchased and using Television.

²⁰ Shiva Prasad, Amit Manne and Veena Kumari(2014), "AIMA Journal of management & Research, vol.8, Issue ¼, February, 2014.

SHARES IN TOTAL PRODUCTION OF ELECTRONIC GOODS

Table 1: shares in Total production of Electronic Goods

S.No.	Name of the electronic segment	Share in the total production
1	Consumer Electronics	23%
2	Industrial Electronics	12%
3	Computers	14%
4	C& B equipment	31%
5	Strategic Electronics	5%
6	Components	15%

Source: Department of Information Technology(2012-13 Annual Report)

According to government estimates, communication and broadcasting equipment constituted 31 per cent (the highest share) of total production of electronic goods in India in FY13; consumer electronics had the next highest share of 23 per cent. Not surprisingly, computers are a key component of total electronics output in India (14 per cent in FY13*); the segment's share is likely to go up over this decade, given greater policy focus on encouraging computer hardware manufacturing

Industrial electronics contributed 12 per cent of the total output of electronics goods industry in FY13. Industrial electronics is expected to growth at a considerable pace with the new plans and schemes by government Production (by value) of C&B equipment in India is expected to expand at a CAGR of 17.5 per cent over FY08–13 (production in the segment is likely to reach USD10.1 billion in FY13 from USD8.5 billion in FY12). Growth in the segment is expected to far outpace the overall growth of electronics goods production in the country (CAGR of 9.2 per cent over the same period); given C&B equipment's large share in the electronics sector, it emerged as the key growth driver for the overall sector

Production value of all other segments in the electronics sector (other than C&B equipment) grew at a rate of 12.7 per cent over FY07-12. With growth in C&B equipment far outpacing those in other segments, the former's share in total electronics production has doubled over FY07–12 to 28.3 per cent and is estimated to reach 31 per cent in FY13*

SIGNIFICANCE OF TELEVISION IN ELECTRONICS AND ENTERTAINMENT INDUSTRY

Television (TV) plays a major role in the flow of information and is equipped with the power to influence people, their beliefs and their opinions. Being a visual medium, its impact

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transcends the social and educational background of its viewers; more so, in a diverse country like India, where TV dominates the Media & Entertainment landscape as the preferred choice of entertainment. A global Deloitte study on ‘Media democracy’ in 2010 across over 2000 respondents confirms this domination and throws some interesting insights. Media consumption habits of consumers in Metro & Tier 1 cities in India closely resemble the sophistication to that of consumers in developed markets, like the UK and the US. On the other hand, media consumption habits of consumers in Tier II cities and rural areas are less sophisticated. However, TV remains a favorite media source for most consumers across age irrespective of domicile: 92% of the respondents rank ‘watching TV’ as their top media source while 94% respondents consider ‘advertising on TV’ as the most influential media source to impact their buying decisions. While the media & entertainment market (M&E) in India is relatively small when compared with other countries, India has the third largest television market, in terms of number of viewers after China and the US. TV continues to dominate the M&E sector followed by print and filmed entertainment. The television sector in India has grown at ~12%p.a. (2007-2010) and is estimated to continue this strong growth, owing to healthy advertising spends and increased penetration in semi-urban and rural areas, mainly by DTH. By the end of 2011, the industry is estimated to reach US\$ 7.1 billion, a growth of ~14% over 2010.

TELEVISION – REVENUE STREAMS

In 2010, subscription revenues contributed around 63% to the total television revenues and stood at US\$ 3.9 billion; while advertising constituted 33% at US\$ 2.1 billion. The television content constitutes approximately 4% to the total television market at US\$ 260 million. Despite one of the lowest average revenue per user (ARPU) for paid television in the world, TV distribution dominated the total Television revenue pie and saw a strong growth of ~15% in 2010, largely on the back of rapid DTH expansion. TV Advertising which has a high contribution towards broadcaster’s revenue grew at 13% in 2010.

COMPARATIVE ANALYSIS ON CONSUMERS' RESPONSE ON TYPE OF TELEVISION THEY PREFER WHILE PURCHASING

Table 2: Consumers' response on type of item they buy in the retail store

Consumers' response on feature preferred	Area/region of sample respondents		Total
	Urban	Rural	
Add on features	24	15	39
Sound clarity	35	49	84
Size of Television	4	3	7
Picture clarity	49	43	92
USB/Wifi facility	16	12	28
Weight of Television	20	19	39
Exterior look	2	9	11
Total	150	150	300

Source: field survey

From the results, it is to interpret that majority of the urban consumers have opined that they prefer to give importance to 'picture clarity' while purchasing a Television. Further the other important preferences are the sound clarity and add on features. Whereas with reference to rural consumers, it is observed that majority of the rural consumers have opined 'sound clarity' as the most important preference and further, the other important preferences are 'picture clarity' and add on features. Overall, it is observed that picture and sound clarity are the major preferred features of the consumers from both urban and rural regions. Chi-square test is applied to analyze whether there is a significant difference in the perception of urban and rural consumers with reference to the most important preferred feature in Television. From the results it is clear that the calculated value of Chi-square is 10 which is lesser than the tabular value of chi-square, hence it to conclude that, null hypothesis is accepted hence it is proven that there is no significant difference in the perception of urban and rural consumers with reference to the most important preferred feature in Television.

**COMPARATIVE ANALYSIS ON CONSUMERS' RESPONSE ON
PREFERRED DESTINATION FOR BUYING TELEVISION**

**Table 3: Consumers' response on preferred destination for buying goods * Area/region
of sample respondents Cross tabulation**

Consumers' response on preferred destination for buying goods	Area/region of sample respondents		Total
	Urban	Rural	
Nearest Electronic Store	122	108	230
Purchase at Nearest City Store	28	42	70
Total	150	150	300

Source: field survey

From the results, it is to interpret that majority of the urban consumers have opined that they prefer to buy Television from the nearest Electronic store and the same is opined by the rural consumers with regard to preferred destination for buying Television. Chi-square test is applied to analyze the significant association between area of the sample respondents and their preference to buy television. From the results of Chi-square test, it is proven that the calculated value of Chi-square is lesser than the tabular value, hence null hypothesis is rejected, hence it is to conclude that, there is a significant association between area of the sample respondents and their preference to buy television.

**COMPARATIVE ANALYSIS ON CONSUMERS' RESPONSE ON
AVERAGE DURATION THEY SPEND FOR BUYING TELEVISION**

**Table4: Consumers' response on average duration they spent for buying Television *
Area/region of sample respondents Cross tabulation**

Consumers' response on average duration they spent for buying Television in Electronic store	Area/region of sample respondents		Total
	Urban	Rural	
Less than Half hour	10	6	17
Half hour - One hour	49	34	83
One hour	8	19	27
More than One hour	83	92	175
Total	150	150	300

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Source: field survey

From the results, it is to interpret that majority of the consumers from both urban and rural region have opined that the consumers spend more than one hour to take decision on purchasing of Television.

COMPARATIVE ANALYSIS ON SOURCE OF INFORMATION FOR THE CONSUMERS ABOUT TELEVISION BRAND

Table5: Perception of consumers on source of awareness about retail Television Brand *

Area/region of sample respondents Cross tabulation

Perception on awareness about retail store	Area/region of sample respondents		Total
	Urban	Rural	
News Papers	34	44	78
Television advertisements	54	50	104
Hoarding boards	52	23	75
Radio/internet	10	33	44
Total	150	150	300

Source: field survey

From the results, it is to interpret that majority of the consumers from urban region have opined that the source of awareness about the type of Television to be purchased is 'Television advertisements'. Further, second highest majority of the consumers have come to know from Hoarding boards. Overall, the study clearly shows that, there is lot of similarity for the urban and rural consumers with regard to their perception on type of Television to be purchased. Chi-square test is applied to analyze whether there is a significant difference in the perception of the consumers from both urban and rural region with reference to source of information for the consumers about television brand.

From the results, it is to conclude that, the calculated value of Chi-square is 25 which is higher than the tabular value, i.e, 7.81, hence null hypothesis is rejected, hence it is proven that there is a significant difference in the perception of the consumers from both urban and rural region with reference to source of information for the consumers about television brand.

COMPARATIVE ANALYSIS ON CONSUMERS PERCEPTION ON INFLUENCE BY PROMOTIONAL CAMPAIGN

Table 6: Consumers' perception on influence by promotional campaign * Area/region of sample respondents Cross tabulation

Consumers' perception on influence by promotional campaign	Area/region of sample respondents		Total
	Urban	Rural	
Yes	151	148	299
No	99	102	201
Total	250	250	500

Source: field survey results and edited SPSS table

From the results, it is clear that, majority of the consumers from Urban region have opined 'yes' which indicates that the consumers have agreed that the promotional campaign of the television brand will influence them in making purchase decision. Further, from rural region also, majority of them have opined 'yes' which indicates that the rural consumers have also opined that the promotional campaign will influence them in making purchase decision.

COMPARATIVE ANALYSIS ON CONSUMERS' PERCEPTION ON TYPE OF BRAND THEY PREFER TO PURCHASE IN RETAIL OUTLET

Table 7: Consumers' perception on type of brand they prefer to purchase in retail outlet * Area/region of sample respondents Cross tabulation

Consumers' perception on type of brand they prefer to purchase for Television Brand	Area/region of sample respondents		Total
	Urban	Rural	
National Brand	40	52	92
International brand	91	88	179
Private Labels	19	20	39
Total	150	150	300

Source: field survey

From the table, it is to observe that, majority of the consumers from the urban region have opined that National brand is their choice of preference with regard to preference for

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Television Brand and further, 40 respondents have opined that they prefer national brand. From the rural region, it is observed that, 88 respondents have opined that they prefer to purchase International brand and 52 respondents have opined that they prefer to purchase National brand. Overall, the results clearly indicates that majority of them have prefer to purchase International brand. Chi-square test is applied to analyze whether there is a significant difference in the perception of consumers with regard to type of television brand they prefer to purchase.

From the results, it is to interpret that, the calculated value of Chi-square is 1.32 which is lesser than the tabular value, i.e., 5.99, hence null hypothesis is accepted; hence it is proven that, there is no significant difference in the perception of consumers with regard to type of television brand they prefer to purchase.

COMPARATIVE ANALYSIS ON CONSUMERS' PERCEPTION ON PRICES OF THE TELEVISION PRODUCTS AT ELECTRONIC STORES

Table8: Consumers' opinion on prices of the Television at electronic stores *
Area/region of sample respondents Cross tabulation

Consumers' opinion on prices of the products at retail outlets	Area/region of sample respondents		Total
	Urban	Rural	
Reasonable	46	68	114
Affordable	72	55	127
Slightly higher	17	11	28
Price doesn't matter	3	2	5
Almost the same	12	14	26
Total	150	150	300

Source: field survey

From the results, it is clear that majority of the sample respondents from urban region have opined that the prices of Television brand is affordable for purchase. Further, 46 respondents have opined that the prices are reasonable for the purchase. From the rural region, it is observed that, majority of them have opined that the prices are reasonable. Overall, the study clearly shows that majority of the consumers selected for the study opined 'affordable' for the purchase. In order to understand whether there is a difference in the perception of rural

and urban consumers with regard to prices of television product, Chi-square test is applied. From the results, it is to interpret that the calculated value of chi-square is lesser than the tabular value; hence it is proven that, there is no significant difference in the perception of rural and urban consumers with regard to prices of television product.

COMPARATIVE ANALYSIS ON CONSUMERS' PERCEPTION TOWARDS MOST INNOVATIVE FEATURE THAT THEY EXPECTED TO HAVE IN THEIR TELEVISION

Table 9: Consumers' perception on innovative feature that they expected to have in the television

Consumers' perception on innovative feature that they expected to have in the television	Area/region of sample respondents		Total
	Urban	Rural	
Wi-fi and internet accessibility	72	48	120
USB and Sound System	30	64	94
Web cam and HDMI technology	48	38	86
Total	150	150	300

Source: field survey

From the results, it is to interpret that, majority of the sample respondents from urban region have opined that they would like to have Wi-Fi and internet accessibility and further, the second highest feature which the consumers like to have is the 'webcam and HDMI technology. With regard to the perceptions on rural consumers, it is observed that, majority of the consumers have opined that they would like to have USB and sound system in their television. Further, the second important feature impressed them is the Wi-Fi and internet accessibility. Overall, majority of them have opined to have Wi-Fi and internet accessibility through television. Chi-square test is applied to analyze whether there is a significant difference in the perception of rural and urban consumers with regard to type of feature they would like to have in their television product.

From the results, it is clear that the calculated value of Chi-square is 18.3 which is higher than the tabular value of Chi-square, ie., 5.99, hence null hypothesis is rejected, hence it is proven that there is a significant difference in the perception of rural and urban consumers with regard to type of feature they would like to have in their television product.

FINDINGS AND SUGGESTIONS

From the study on “Buying Behaviour of Electronic Products in Andhra Pradesh - A Study of Selected Electronic Consumer Product”, the following findings and suggestions are made.

1. Since Electronic industry is one of the most vibrating industries, there is still lot of gap in between the international brand and national brand performance. The television industry is still dominated by the international companies as there is a clear technology gap for the Indian companies and this is a major concern for the Indian companies for focus.
2. From the study on factors influencing Indian Electronics industry, it is observed that the growing demand and technology advancements are clearly encouraging the consumers to replace the existing television and expect for more features in the television. Hence, the television manufacturers need to concentrate on opportunity analysis and this will help them to tap the market.
3. From the study on marketing strategy of Videocon, it is observed that the low cost marketing strategy has worked for the company to tap middle class segment. But the Videocon company has not concentrated on upper class segment where the low cost marketing strategy has given negative results for the company in the long run.
4. The study on customer satisfaction index has shown that Videocon company is less dominated in comparison with the global giant companies like Samsung and LG. Further, it is also to observe that the consumer satisfaction is one of the important criterions which will provide long term benefit for the companies. Hence, the companies need to concentrate on ensuring the consumer satisfaction.
5. Concern on value, promise, benefits has helped the LG Company to sustain in Indian market. But the lack of focus shift according to trends is the major problem for LG Company, hence the company need to tackle this by studying the existing strategies applied by other dominating companies like Sony and Samsung.
6. From the study on primary data sources, it is observed that majority of the sample respondents for the present study is in the middle income range. This also shows that the consumer buying behavior of middle class is often characterized by the price and durability. Hence, the companies need to execute this double hurdle by new innovation that will decrease the manufacturing cost and increases the durability of the product.
7. From the study, it is clear that, majority of the consumers visit the electronic store for directly purchasing the television, as consumers have clear intention to purchase Television, marketing intermediaries need to deal with the buyers carefully, lack of effective receiving will lead to buyer migration to other electronic stores.
8. As majority of the consumers have opined that they would like to visit nearest electronic store for the purchase of Television, marketing intermediaries and companies need to

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ensure that the products are available and the product line is also visible for the buyers. Further, majority of the consumers have opined that the 'elder in the family, i.e, father' as the decision maker in deciding the selection of Television product, the companies need to ensure that they provide more accurate information to the buyers during purchase encounter.

9. The study on media revealed that Television channels are the major sources for the information gaining for the buyers, the companies need to provide authenticated information about the product features, leaving the plagiarism and hype in the product. Effective promotion will make the buyer to get more clarity about the products.
10. Consumers' opinion on additional features revealed that consumers expect diversified features in the Television product. Hence, the companies need to implement the technology that enables them to make available of all the features expected by the consumers, further, the companies need to develop add on features to the existing users of television for migrating to new technology.
11. With regard to consumer satisfaction towards marketing mix practices, it is clearly observed that both for urban and rural consumers, there is a clear service gap for 'quick shop experience' and this indicates the marketing intermediaries need effective training to ensure the consumers are not waiting for long time during purchase. The quick shop experience is also depends on the availability of marketing intermediaries, this is also another need for the companies to engage sufficient number of marketing intermediaries to provide service to the buyers.
12. With regard to price mix, majority of the consumers have opined that allowance of obtaining television through EMI is lacking in electronic stores. As the price of the television purely comes under durable goods, providing support of banks for instant loan options will encourage the consumers to purchase television through EMI mode. Further, credit facility is another lacking source for the buyers from both urban and rural region.
13. Analysis on the place mix has revealed that lack of more varieties and transportation facility for the buyer to get the Television delivered is the needs which the marketing intermediaries and the companies need to focus. 'Transportation from electronic stores to home' is the major expectation that consumer feels with regard to purchase of Television.
14. The study on promotion mix attributes revealed that the present personal selling strategy is not satisfactory and this indicates that the consumers are not satisfied by the approach of the sales executives and marketing executives. This will also result in failure of sales in the long term. Hence, the companies really need to concentrate on improving the standards of sales executives dealing with personal selling.

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