

Purchase Attitude and Behaviour of Television Buyers: A Study with reference to North Coastal Districts of Andhra Pradesh

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Abstract

Television is the integral part of our existence and has already modified our social behavior over the last few decades. It is incredibly persuasive, powerful medium and hence this is the attractive platform to promote products locally as well as globally. The main objective of this research paper is to investigate whether there is any significant difference among on the purchase attitude and behavior of television buyers. The buyer's attitude refers to the enduring evaluation of buying a product which leads to behavioural intention and then to actual purchase behaviour. For the analysis of buying attitude and behaviour, this study takes up four important factors i.e. place of purchasing, occasional buying, affordable amount and ways of financing of purchase of a new television set. Data are collected from three north coastal districts of Andhra Pradesh namely Srikakulam, Vizianagaram and Visakhapatnam. Data are analyzed on the basis of simple statistical trend analysis and chi-square test through the SPSS. The research has strong implications for manufacturers and dealers to understand the purchase attitude and behavior of television buyers. Thus, the study is an useful contribution for marketing strategist to enhance their sales volume of television sets in future.

Keywords: Attitude, Behavior, Occasion Purchase, Television

Introduction

Television plays a major role in the flow of information and is equipped with the power to influence people, their beliefs and opinions. India is the third largest television market in terms of number of viewers after China and US. A large relatively untapped market, easy accessibility of relevant technology and a variety of programs are the main reasons for rapid expansion of television market in India. Successful marketing requires that companies fully relate themselves to their customers and adopt a holistic marketing orientation; the marketer should know changes that have been occurring in the customer's life style. Gaining a thorough

in- depth consumer understanding helps to ensure that the right products are marketed to the right customer in the right way. Nowadays, the customer is getting wider choices of brands at different prices and quality. Under this scenario, understanding the purchase behavior of television buyers allows the marketer to gain insights into an individual's consumption pattern and influences of internal and external factors changing the pattern. This study analyses the individual's purchase attitude leading to purchase of television set in today's changing market environment of the product. While there are a large number of factors that influence purchase of television, this study analyses some selective factors like place of buying, occasional buying, amount affordable and financial planning of the customer in the sample area. The study has significant positive contributions towards purchase behavior of the

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customers and hence useful for the marketer.

Review of Literature

Bharathi and Bharathi (2019) observe that Television is one of the important human needs as it provides both entertainment to the viewers and valuable information about various products and life style. Authors also observe substantial changes in the TV industry with the advent of latest models, technologies, and various features relating to the physical appearance of the TV. Their research is an attempt to study the consumer behavior towards various television brands. Findings of the paper are that the level of satisfaction of consumers varies with each brand, quality of the product and consumer awareness.

According to Banarjee (2014), if a seller in the floor of showroom is not aware of queries of the consumer in the shop to buy TV set and the seller tries to answer on trial and error basis, there is a high probability of losing the prospective buyers. The research of the author investigates factors that influence the purchase decision of customer. Thus, the shop floor personnel should be trained so that maximum number of the potential customer are persuaded to purchase the particular product.

It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective is to learn how the individuals, groups or organizations choose, buy, use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchase decisions (Kotler and Keller, 2012).

Backhaus et al. (2007) suggest that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognizes the need, searches for relevant information and considers alternatives, he/she makes decision whether or not to purchase the

product. Purchasing decision can further be divided into planned purchase, partially planned purchase or impulse purchase.

A study (Qualls 1982) on family decision making discovers the effects of family member's sex role orientation on the patterns for several household decisions including purchase decisions.

Objectives of the study:

1. To investigate whether or not there is any significant difference in occupation and perceived preferences among sample respondents regarding place of purchase of television set.
2. To study the overall buying attitude and final buying decision of respondents on the basis of factors such as 'affordable amount', 'occasional buying', 'festive buying' and 'financing' of buying a new television.
3. To offer suitable suggestions to strengthen the sale of Television sets in respective districts.

Hypotheses of the study

H1: There is no significant relationship between decision factor of Place preferable to purchase a new television and occupation

H2: There is no significant relationship between amount affordable by the buyer to purchase a new television and occupation.

H3: There is no significant relationship between the occasion of buying of a new television and occupation.

H4: There is no significant relationship between sources of finance availability to buy a new television and occupation.

Research Methodology:

This study is based on primary and secondary data. But the entire study is more focused on primary

data collected through structured Questionnaire. The questionnaire is designed keeping in view the objectives of the present study. Respondents were selected from the three north coastal districts of Andhra Pradesh i.e. Srikakulam, vizianagaram and Visakhapatnam. The sample was selected using the technique of convenience sampling. 225 respondents were selected from each district and proportionately distributed district head quarter wise. Altogether there were 675 respondents for the study, the respondents were identified and selected conveniently at different places in three cities i.e. Srikakulam, vizianagaram and Visakhapatnam. The researcher spent nearly four month time to collect data through structured Questionnaire. A total number of 675 questionnaires were administered and collected data from three categories of respondents i.e. employees, business people and professionals.

Table: 1 in Appendix (Primary data distribution)

A structured questionnaire was prepared for the study with seeking all possible and relevant information for the Television buying by the sample participants mainly focusing on factors like place of purchase, affordable amount, occasional buying and finance availability to buy a new television set.

The secondary data collected from the books, websites of Television manufacturers, journals, magazines, dissertations, and scholarly articles etc. Data collected from both these sources were scrutinized, tabulated and analyzed for its suitability.

Statistical Techniques Used:

The present study is qualitative in nature and collected data are analyzed using with the simple statistical technique of chi-square test analysis. Based on chi-square tests, the study derives the significant levels, degree of freedom and recognize the acceptance or rejection of null hypotheses.

Results and Analysis

Place preference to buy a new television and Occupation

Once the buyer decides to buy a product then he/she finds out from where to purchase that product among outlets like company showrooms, multi brand showrooms, local vendors and recently online purchase option is also available to the customers. In the company showroom, only a particular brand is exclusively exhibited. Generally, buyers give more preference to company showrooms when she/he decides to buy a particular branded product. In multi brand showrooms, several branded products are available and the buyers can compare with other brands to choose best branded product. In the case of online marketing, the buyers can see the all branded products with their details and then they opt to order immediately while they get delivery of the product within short period. Now a days, the buyers are giving least preference to local vendors because all brands are not available and there are many problems in warranty and guarantee conditions etc.

Table 2: Descriptive statistics and Chi-square results in Appendix

Graph: 1 in Appendix

Out of 675 total respondents, 577(85.48) respondents prefer to buy a new television from the company showroom, 78 (11.56) respondents prefer multi brand showroom, 14(2.07), 6(0.89) respondents respectively prefer to buy a new television in online marketing and from local vendors. Out of 225(33.33) employees and 225(33.33) business respondents, 191 (28.30) in both types of respondents prefer company showroom for buying a new television. Slightly higher percentage of professional respondents have prefer to the company showroom for buying a new television set.

It is concluded that most of the respondents prefer

the company showroom for buying a new television set and their next preference is multi branded showroom.

H01: Result

There is no significant difference between place preferable to buy a new television and occupation. The chi-square value is 4.43, the degree of freedom is 6 and p value is >0.05 level which is not significant hence the null hypothesis is accepted.

Amount affordable to buy a new Television by the respondents

Technological changes are enabling up gradation of TV set with attractive new features and advantages. This is expected to attract the customer to replace old TV set with the new updated products and they should have affordability to spent more money for purchase the new product. The table 3 indicates how much can be spent by the respondents while buying a new television.

Table 3 in Appendix

Graph 2 in Appendix

Out of 675 total respondents, 144 (21.33) respondents are willing to spent below Rs. 25,000; 408(60.44) willing to spent between Rs. 25,000 to 50,000, 111(16.44) respondents willing to spent between Rs. 50,000 to 75,000. Only 2(0.30) respondents were willing to spent the amount above Rs. 1,00,000 while buying a new television.

Out of 144(21.33) willing to pay below Rs. 25,000 to buy a new television, 61(9.04) are employees and have the highest percentage compared to other two categories. Out of 111(16.44) respondents to who can afford the money Rs. 50,000-75,000 for buying a new television set 49(7.26) professional respondents have the highest percentage. Out of 109(1.48) respondents who can afford to spent between Rs.75, 000-1, 00,000, professionals occupy

the first position. And it is noted that out of 675 total respondents, only 2(0.30) employee respondents are ready to afford above Rs.100000 for purchasing a new television...

H2: Result

There is no significant difference between an affordable amount to buy a new television and occupation. The calculated chi-square value is 31.07, degree of freedom is 8 and p value is at 0.001 level which is significant hence the null hypothesis is rejected.

Occasion of buying the new television

In our country, it is generally observed that some of the customers prefer to buy any new products in some special occasions. During the festival season generally marketers come up with huge price/quantity discounts. Also, the customer purchases new products on other important occasions like birth day, marriage day, harvest period. During the post-harvest period, the peasants have disposable income with them. But some customers buy at any time whenever they wish. Hence, it is appropriate to study on what occasion the consumer buys the new television set.

Table: 4 in Appendix

Graph: 3 in Appendix

Out of the 675 total respondents, 226(33.48) respondents bought the television set in causal not on the consideration of any festival purchase. But the majority of respondents 368(54.52) choose the festival season for buying new television set and 34(5.04), 28(4.15), 19(2.81) respondents opt to buy a new television set on marriage/anniversary, birth day and harvest period respectively.

Out of 225 employee respondents, 123(18.22) choose the festival season but 72(10.67) respondents do not prefer any special occasion to buy a new

television.

Out of 225 business people, 133(19.70) opt to buy on festival season and 65(9.63) buy any time they feel like. It can be inferred from the above analysis that most of the respondents give preference to buy a new television in festival seasons.

H 3: Results

There is no significant difference between occasion of purchase a new television set and occupation. Chi-square value is 9.99, degree of freedom is 8 and p value is greater than 0.05 levels which is not significant hence the null hypothesis is accepted.

Finance Planning for buying a New Television.

In general, the television buyers make payments at the time of purchase of a new television set. But now a day's different high end sets are available in the market for high prices. Some brands of television prices are in lakh of rupees. It is observed that some buyers choose to buy the costly television set on credit. Now a days there are various financing facilities available to the television buyers, namely showroom finance, bank finance, private and personal borrowings. The buyers choose the best finance facility depending upon their income levels and their individual budget.

Table: 5 in Appendix

Graph: 4 in Appendix

Out of total 675 respondents, 382(56.59) respondents are planning to buy a new television with their own money, out of these, the majority respondents i.e 157(23.26) are professionals, then, employees and business people are in second and third positions respectively. 245(36.30) respondents prefer showroom finance. The highest percentage of business people choose showroom financing, percentage of employed and professionals come in second and third positions respectively. Very

less number of respondents i.e. 20(2.96), 16(2.37), 12(1.7) are utilizing private finance, bank finance, personal borrowings for buying a new television.

It is evident from the above analysis that majority of respondents prefer to buy a new television set with their own money and then next preference is for showroom finance.

H 4: Result

There is no significant difference between method of finance planning to buy a new television and occupation. Chi-square value is 34.62; degree of freedom is 8 and p value at 0.001 levels which is significant hence the null hypothesis is rejected.

Findings of the study

- 1.The study found that majority of respondents preferred company showroom for buying a new television. Comparison of place of purchase preferred by three types of occupational persons, professional respondents showed slightly higher preference for company showrooms and the respondents next preference was given to multi branded showrooms for buying a new television.
- 2.The study found that most of the respondents preferred to buy a new television with affordable amount which is between Rupees.25000 to 50,000
- 3.The study observed that highest percentage of respondents were willing to purchase a new television in the occasion of festival season. But many reported that there was no particular occasion for them to buy a new television set
4. Most of the respondents purchase a new television with self-finance (own finance), 36 percent of respondents use showroom finance for buying a new television.

Conclusion and Implications

This research analyses information about attitude

and then purchase behaviour of the television buyers . Buyers are now well aware about varieties of brands of televisions in the market; everyone is unique in his/her tastes and preferences. This study finds that place of purchase, occasion of purchase, affordable amount and financing sources for buying play important roles in purchase behavior of television buyers.

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Appendix

Table 1: Primary Data Distribution

District	Employees	Business people	Professionals	Total
Srikakulam	75	75	75	225
Vizianagaram	75	75	75	225
Visakhapatnam	75	75	75	225
Total	225	225	225	675

Table 2: Place preferable to buy a new Television by the Respondents

Place	Employees	Business People	Professionals	Total
Company showroom	191 (28.30)	191 (28.30)	195 (28.89)	577 (85.48)
Multi Brand showroom	28 (4.15)	25 (3.70)	25 (3.70)	78 (11.56)
Online Marketing	4 (0.59)	5 (0.74)	5 (0.74)	14 (2.07)
Local Vendor	2 (0.30)	4 (0.59)		6 (0.89)
Total	225 (33.33)	225 (33.33)	225 (33.33)	675 (100.00)
Chi-Square Value = 4.43 df = 6 Not Significant				

Table 3: Afford amount by the respondents to buy a new Television

Afford Amount	Employees	Business People	Professionals	Total
Below Rs. 25000	61 (9.04)	46 (6.81)	37 (5.48)	144 (21.33)
Rs. 25000 to 50000	124 (18.37)	153 (22.67)	131 (19.41)	408 (60.44)
Rs. 50000 to 75000	36 (5.33)	26 (3.85)	49 (7.26)	111 (16.44)
Rs. 75000 to 100000	2 (0.30)	00	8 (1.19)	10 (1.48)
Above Rs. 100000	2 (0.30)	00	00	2 (0.30)
Total	225 (33.33)	225 (33.33)	225 (33.33)	675 (100.00)
Chi-Square Value = 31.07 df = 8 p=0.001				

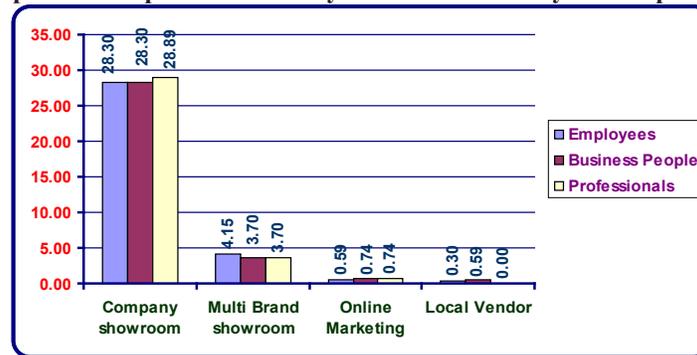
Table 4: Occasion of buying the new television by the respondents

Occasion	Employees	Business People	Professionals	Total
Festival Season	123 (18.22)	133 (19.70)	112 (16.59)	368 (54.52)
No Special Occasion	72 (10.67)	65 (9.63)	89 (13.19)	226 (33.48)
Marriage Day	12 (1.78)	13(1.93)	9(1.33)	34(5.04)
Birth Day	13(1.93)	6(0.89)	9(1.33)	28(4.15)
Harvest Period	5(0.74)	8(1.19)	6(0.89)	19(2.81)
Total	225(33.33)	225(33.33)	225(33.33)	675(100.00)
Chi-Square Value = 9.99 df = 8 Not Significant				

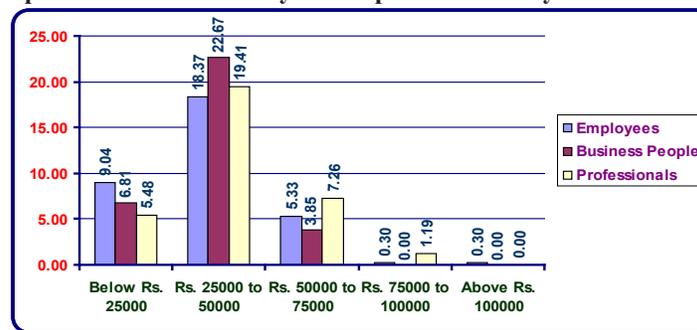
Table 5: Method of Financing to buy a New Television by the Respondents

Method of Finance	Employees	Business People	Professionals	Total
Self-Finance	125(18.52)	100(14.81)	157(23.26)	382(56.59)
Showroom Finance	82(12.15)	106(15.70)	57(8.44)	245(36.30)
Private Finance	7(1.04)	11(1.63)	2(0.30)	20(2.96)
Bank Finance	6(0.89)	4(0.59)	6(0.89)	16(2.37)
Personal Borrowing	5(0.74)	4(0.59)	3(0.44)	12(1.78)
Total	225(33.33)	225(33.33)	225(33.33)	675(100.00)
Chi-Square Value = 34.62 df = 8 p=0.001				

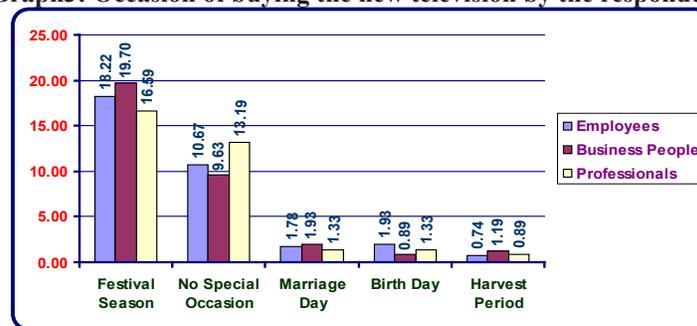
Graph 1: Place preferable to buy a new Television by the Respondents



Graph 2: Amount afford by the respondents to buy a new Television



Graph3: Occasion of buying the new television by the respondents



Graph: 4 Method of Finance planning to buy a New Television by the Respondents

