

A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDS AWARENESS IN TELEVISION INDUSTRY

A SUSAIRAJ*

ABSTRACT

A comprehensive study on customer satisfaction with durability and preference of TV brands in Chibombo. This research will be done on the rich, mid-class and lower class citizens. This research will focus on finding out how consumers get the satisfaction on the durable products in chibombo area. To have a wider understanding some of the citizens out-side Chibombo area will be taken into consideration as to have their views on the durable products. The sample space will cover 100 citizens. 60 in Chibombo and the rest out-side Chibombo. Information will be collected on a simple random sampling method were every forth house will be picked. The data will be analyzed and presented through graphs, charts and tables.

KEYWORDS: Customer Satisfaction, Brand Preference, Quality.

INTRODUCTION

The television industry in Zambia has seen a dramatic change during the past one decade as liberalization and globalization showed its original face in full swing in the African sub-continent, making its market highly competitive and customer driven. A good number of TV customers today face a lot of dilemma at the time of taking a purchase decision to choose the brand because a number of substitutes available in the market. As a result of this, the manufacturers are now forced to behave like price takers rather than price makers. Under the circumstances, it is quite obvious that the companies will have to do more homework to respond to the needs and tastes of the customers in order to survive in this competitive market. When it comes to the purchase decision of the TV customers, it depends on various product differentiation attributes such as price, game and goodwill of the company, design and appearance, digital

function, after sales service, durability and warranty, power efficiency, financial incentives (free gifts, discount sand installments etc.), easy availability and smooth functioning. It is an accepted fact that the generation of information plays an important role in the field of policy formation, marketing planning, strategy making and it also bridges the game between the buyers and the sellers. This study may provide the TV companies with a launch pad and act as a guide that can help same in chalking out strategies to enlarge the market share and also enhance the level of awareness among customers. In short, it can be claimed to be an accurate and timely report that may help them to gain a competitive edge over their customers. This study may provide the T.V. companies with a launch pad and act as a guide that can help the same in chalking out strategies to enlarge market share and also

*Assistant Professor, St Eugene University, Zambia. **Correspondence E-mail Id:** editor@eurekajournals.com

enhance the level of awareness among customers and may help them to gain a competitive edge over their competitors.

LITERATURE REVIEW

For allocation the sample, Bowleys allocation is used to select the rural and urban areas. A among the 8 district in Mizoram, 40households were taken from urban areas and 40 households were taken from rural areas. In all 640 households, 40 from urban areas and 40 from rural areas were drawn as urban and rural Samples respectively to represent the whole state. Again 43.68% of the urban were influenced by promotions as compared to only 20.55% of the rural households. By using Homogeneous Chi-square method was found that there is no difference between urban and rural respondents with regard to buying factors for two-wheelers. In case of Four wheeler found, only 138 (21.56) of the household respondents owned a car and therefore the 78.44% household respondents were not asked to respond this question. After analyzed the data, researcher was found that price to be main factors influencing the rural respondents (89.47%), while after sales service was the main consideration by the urban respondents (30.25%), followed by promotion (23.53%), and appearance (17.65%). By using Homogeneous Chi-square method was found that there is no difference between urban and rural respondents with regard to buying factors for four-wheelers. By this article we can understand the buying behavior of urban people and rural people towards two-wheeler and four-wheeler. We can know by this study that the rural people are too much price conscious as compared to the urban people. We can also observe that promotion is the most imperative buying factor for the urban people as compared to rural people.

OBJECTIVES

- To measure the customer preference over the different brands of product.

- To analyze respondents degree of satisfaction over the various brands of TVs.
- To measure the expectation and satisfaction gap of Customers from the company delivering the product.

METHODOLOGY

The Resolve Time Tickets Overdue research has undertaken the study with an aim to ascertain the respondents preference over the different color T.V. brands of customer perception towards the color T.V. brands and the level of satisfaction of the customers. The present study aims at ascertaining the television customer's preference over the various counts of T.V. brands they use. The study also throws light on the customer's purchase behavior with respect to color television. This study may provide the T.V. companies with a launch pad and act as a guide that can help the same in chalking out strategies to enlarge market share and also enhance the level of awareness among customers and may help them to gain a competitive edge over their competitors. A comprehensive study on customer satisfaction with durability and preference of TV brands in Chibombo.

Consumer satisfaction in the business world is important as to keep the products selling on the market. The problem companies face, however, is exactly how to do all of this and do it well. They need to understand how to quantify, measure, and track customer satisfaction. Without a clear and accurate sense of what needs to be measured and how to collect, analyze, and use the data as a strategic weapon to drive the business, no firm can be effective in this new business climate.

Too many companies rely on outdated and unreliable measures of customer satisfaction. They watch sales volume. They listen to sales reps describing their customers' states of mind. They track and count the frequency of complaints.

The primary contribution of this study consists of reporting preliminary results of analysis on durable goods data obtained by means of a survey research instrument which is developed as a larger research project. The findings will be put into perspective if assessed in relation to the underlying objectives of the current project. The fundamental goal of the project is to understand the consumer preference on TV.

The survey will be conducted for 100 respondents who own color T.V. The research will be segregated as follows females will be 40 and males will be 60 as to have a broad understanding on the phenomena.

SAMPLE AREA

The data will be collected from Chibombo which will have 60% of the sample size and 40% of the data will be collected from the other towns.

SAMPLING TECHNIQUE

Convenient sampling technique will be used for collecting information.

Getting information in person may be the most personal approach and most effective way of

gaining trust and cooperation from the respondent. It is easier to react to puzzled facial expressions, answer questions, probe for clarification or redirect responses. Face to face contact is particularly useful to detect respondent discomfort when discussing sensitive issues or attempts to respond in a socially desirable way.

The in-person interview is usually more costly than any other data collection method. Interviewers must be trained and flown to geographic areas or found and trained within the area of study. It may be unrealistic to send interviewers into areas of high density housing or high crime which may result in an important demographic left out of the study.

DATA ANALYSIS AND INTERPRETATIONS

This chapter deals with the analytical part and the interpretation of collected data from the prepared tables to convert the data into meaningful information. Grouping, classification tables have been prepared and then they were analyzed through statistical methods. Various statistical tools are used to analyze the data are tabulation, charts- bar chart, pie charts. Simple percentage analysis is applied.

Table 1. Gender of the respondents

S. No.	Particulars	Reference	Percentage
1	Male	50	50%
2	Female	50	50%
	Total	100	100%

Source: Primary data

From the responses in table shows that the number of females and the number of males is equal. The findings show that the data analyzed

covers 50% for Males opinion and 50% for Females opinion.

Table 2. Age of the respondents

S. No.	Particulars	Reference	Percentage
1	Less than 25	29	29%
2	25-35	42	42%
3	35-45	20	20%
4	Above 45	9	9%
	Total	100	100%

Source: Primary data

From the responses in table 2 shows that show that the number of respondents less than 25 had 29%, between 25-35 equal to 42%, between 35-45 equal 20% and above 40 is equal to 9%. This shows that the age between 25-35 have more

preference of satisfactory level than all the other age groups. Then followed by those less than 25 years, then followed by these between 35-45 and finally those above 40 years.

Table 3.Occupationof the respondents

S. No.	Particulars	Reference	Percentage
1	Public	47	47%
2	Private	30	30%
3	Self-employment	23	23%
	Total	100	100%

Source: Primary data

The level of occupation of the respondents were as follows the public which is the government is equal to 47%. The private sector is equal to 30% and the self-employed personnel are equal to

23%. The highest number of respondents is in the public or government sector, then the private and the self-employed.

Table 4.Income of the respondents

S. No.	Particulars	Reference	Percentage
1	Below 3000	29	29%
2	3000-8000	40	40%
3	8000-15000	21	21%
4	Above 15000	10	10%
	Total	100	100%

Source: Primary data

The findings show that the individuals getting an income of K 3000 and below have 29%, between k 3000-k 8000 with 40%, between k 8000-15000

have 21% and those above k 15000 have 10%. The respondents between the income of k 3000-k 8000 have the highest opinion.

Table 5.Distribution according to brand

S. No.	Particulars	Reference	Percentage
1	Sony	12	12%
2	LG	34	34%
3	Philips	18	18%
4	Samsung	29	29%
5	Panasonic	7	7%
	Total	100	100%

Source: Primary data

From the responses in table 5 shows that many respondents like LG which has 34%, then Samsung with 29%, followed by Philips with 18%,

Sony with 12% and then Panasonic with 7% of the population.

Table 6. Distribution according to consumer preference

S. No.	Particulars	Reference	Percentage
1	Sony	13	13%
2	LG	36	36%
3	Philips	16	16%
4	Samsung	30	30%
5	Panasonic	5	5%
	Total	100	100%

Source: Primary data

From the responses in table 6 shows that 36% of the Population have LG, 30% have Samsung, 16% have Philips, 13% have Sony and 5% have Panasonic.

Table 7. Distribution according to consumer level of satisfaction

S. No.	Particulars	Reference	Percentage
1	Sony	12	12%
2	LG	30	30%
3	Philips	16	16%
4	Samsung	36	36%
5	Panasonic	6	6%
	Total	100	100%

Source: Primary data

From the responses in table 7 shows that the population would recommend Samsung which has 36%, followed by LG with 30%, then Philips with 16%, followed by Sony with 12% and Panasonic with 6%.

Table 8. Distribution according to level of satisfaction

S. No.	Particulars	Reference	Percentage
1	YES	99	99%
2	NO	1	1%
	Total	100	100%

Source: Primary data

From the responses in table 8 shows that 99% of the populations have TV sets and only 1% do not have TV sets. The findings show that most of the respondents have TV sets.

Table 9. Distribution according to consumer preference of brand

S. No.	Particulars	Reference	Percentage
1	average	2	2%
2	Good	17	17%
3	Very good	45	45%
4	Excellent	36	36%
5	Bad	0	0%
	Total	100	100%

Source: Primary data

From the responses in table 9 shows that 45% grade their brand as very good, 36% excellent, 17% good, 2% average and 0% as bad.

Table 10. Distribution of respondents according to preference of brand

S. No.	Particulars	Reference	Percentage
1	average	4	4%
2	Good	16	16%
3	Very good	50	50%
4	Excellent	30	30%
5	Bad	0	0%
	Total	100	100%

Source: Primary data

From the responses in table 9 shows that 50% of the people are saying that picture quality is very good, 30% are saying excellent, 16% good, 4% average and 0% bad.

Table 11. Distribution of respondents according to preference of brand

S. No.	Particulars	Reference	Percentage
1	average	4	4%
2	Good	17	17%
3	Very good	47	47%
4	Excellent	31	31%
5	Bad	1	1%
	Total	100	100%

Source: Primary data

The findings shall that the sound system is very good as the percentage show 47%, excellent shows 31%, good shows 17%, average shows 4% and 1% for bad

RECOMMENDATIONS AND CONCLUSION

The study shows that most of the respondents are middle income and some are high income citizens. So different TV brand companies should have different price range of TVs as to meet the customer affordability. Especially Panasonic, for it has the lowest percentage so there is need to improve it on the market as to improve its sales. The study shows that the respondents buy TVs based on warrantee, guarantee pre and post-sale services. Companies must work on the warrantee measures, guarantee and then pre and post-sale services as to improve their sales. As it seems that LG is the most used brand of TV set. The users are decreasing day by day and also for Sony, Philips and Panasonic, the people using

these brands now prefer to by Samsung the cost of TV set also determines the number of users. In this case many are middle class citizens and so the TV sets must not be very expensive but of a middle price. These findings create an alarm to the companies of these brands that they need to improve their brands on the market as to meet the competitive market. For some respondents prefer the same brand in an improved version like from CRT to LCD and LED. The companies producing the TV sets must be able to give proper descriptions of the TV brands they produce. The way of advertisement must be reaching all the population and has to be so to avoid fake products on the market.

REFERENCES

- [1]. Cunningham and Cunningham (1981). Marketing a Managerial Approach South Western Publishing co. p. 537.

- [2]. Gandhi J. C. (1991), Marketing a Managerial Introduction, Tata MC GrawHill publishing house p. 149.
- [3]. Glenn Walters, (1974). Consumer Behavior -Theory and practice p. 6.
- [4]. Gopaldaswamy T. P. (1995). Rural Marketing, Wheeler publishing house, p.92.
- [5]. Gupta, R. D. (1994). Keynes, Post Keynesian Economics KalyaniPublishersp. 835.
- [6]. Hoyer ad Maccinnis (1999) "Consumer behaviour". All India Publishers and James F. Engel and Rogen D Black well (1986), consumer behaviour, p 5.
- [7]. John A. Howard (1990). Consumer behaviour in marketing strategy Prentice Hall international edition P. 174.
- [8]. Keith Blois (2000) Marketing, Oxford University Press P. 658.
- [9]. Mahajan, B.M. (1980) Consumer Behavior in India (An economic study), New Delhi, p.338.
- [10]. Mishra, M. L. (1991). Marketing Research Print Well, Jaipur p. 249.
- [11]. Philip Kotler "Marketing Management" Prentice Hall of India Pvt. Ltd. P.186.
- [12]. Philip Kotler and Gary Armstrong (1996) "Principles of Marketing" seventh edition, prentice Hall of India Pvt. Ltd., New Delhi. P. 712.