

A Study on Consumer Buying Behaviour towards Selected Products of Samsung Led Television in Harur Town, Dharmapuri District

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Abstract: *The study of consumer behavior enables marketers to understand and predict consumer behavior in the market place; it also promotes understanding of the role that consumption plays in the lives of individuals. Consumer behavior is the study of how individuals make decisions to spend their available resources i.e., time, money and efforts on consumption related item.*

One significant reason for the spread of consumer behavior in our country has been enactment of unique legislation, the consumer protection act in 1956.

Better protection of the interest of the consumer and for speedy settlement of disputes. It also goes to add it is intended to promote and protect certain specific rights of consumer, it will be as well for us to understand our basic rights as consumer, when the consumer protection act proposes to promote and protect.

Our society is a study in diversity. we see diversity among consumers, among marketers, among customs, among nations, even among consumer behavior theoretical perspectives.

However, despite prevailing diversity in our society, there are also many similarities. Segmenting target audiences on the basis of such similarities makes it possible for marketers to design marketing strategies with which consumers will identify.

I. Introduction And Design Of The Study

Every individual whether rich or poor, is consumer from the moment of the birth till his death because we are constantly in need of 'goods and purchases' on the one hand services on other for our daily sustenance it is therefore but proper that all of us should become aware of our rights as a consumer of goods and service. While consumer behavior on the one hand the need for consumer satisfaction on the other is a fairly well accepted and established fact in most western and other developed countries it is taking its roots in developing countries and more particularly in our own country only in the last five years.

Definition

Consumer Behaviour

The American Marketing Association has defined consumer behavior as, "The dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives." Peter D. Bennett, ed.

Consumer And Customer

1. Consumer

A consumer is anyone who typically engages in any one or all of the activities mentioned in the definition. Traditionally, consumers have been defined very strictly in terms of economic goods and services wherein a monetary exchange is involved. This concept, over a period of time, has been broadened. Some scholars also include goods and services where a monetary transaction is not involved and thus the users of the services of voluntary organisations are also thought of as consumers. This means that organisations such as UNICEF, CRY, or political groups can view their public as "consumers."

2. Customer

The term customer is used for both personal customers and organisational customers and represents two different kinds of consuming entities. The *personal customer* buys goods and services for her or his personal use (such as cigarettes or haircut), or for household consumption (such as sugar, furniture, telephone service etc.), or for just one member of the family (such as a pair of shoes for the son), or a birthday present for a friend (such as a pen set). In all these instances, the goods are bought for final use, referred as "end users" or "ultimate customers."

Scope Of The Study

As the project is time bound, a limited area was selected for the purpose of the study. The study was conducted in Harur town of Dharmapuri District. This study makes an attempt to analyze and examine various factors which influence behavior of consumer.

Objective Of The Study

1. To find out the number of peoples who use the Samsung LED Televisions.
2. To study the customer satisfaction from the LED television.
3. To categorize the features for which the prospective customers look for when they buy any branded home appliance
4. To find and various problems faced in LED Television.
5. To know about suggestion and conclusion.

Area Of The Study

This study is conducted in Harur town. It is a taluk Town Panchayat in dharmapuri district in the Tamil Nadu state of India, with population around 1,85,000 (approximately). This town comprises 185 revenue villages. Harur is bounded Uthangarai district in the North and Kottappatti District in the East, Pappiretti patti taluk in the west and Salem District in the south. March- June is summer season, July-November is rainy and between December and February winter prevails. Three languages namely Tamil, Telugu Kannada are predominantly spoken in this Taluk. Major religions are Hindu, Islam and Christianity.

II. Research Methodology

Research methodology is purely and simply basic framework for a study that guides the collection of data and analysis of the data. In consumer surveys adopted this description research design in collection and analyzing of the data.

Sources Of Data

1. Primary data.
 2. Secondary data.
- **Primary data:** Primary data has been collected from the consumers directly through the help of questionnaire from 100 respondents. The researcher had selected the personal interview method and prepared the self-administrated questionnaire with closed and end question and opened question.
 - **Secondary data:** The secondary data were collected from the published sources such as books magazines, journals web sources and company records.

Limitations Of The Study

The study has the following limitations.

- This study was conducted only in Harur town. It may not give a generalized conclusion.
- The respondents were less interested in answering the questionnaire, as they felt it was an interruption to their regular work.
- The number of respondents was limited to 100 only.

Chapterisation

- The first deals with the introduction and design of the study.
- The second chapter two highlighted the profile of the Samsung LED Television.
- The third chapter explores the research design and methodology.
- The fourth chapter deals with analyses and interpretation.
- The fifth chapter summarizes the findings and provides valuable suggestion for improvement of advertisement

III. Data Analysis And Interpretation

This chapter deals with data analysis and interpretation of the information collected by using questionnaire cum schedule on consumer behavior towards the Samsung LED TV with special reference to **HARUR** town. The collected information are further analyzed and interpreted categories wise, age group, income level, educational background and occupation level etc., the picture quality of the consumer, brand or factor are clearly analyzed and interpreted. The above characteristics have been clearly explained with the help of tables.

Analysis

Analysis is the process of placing the data in an ordered form, combining them with the existing information and extracting the meaning from them. In other words, analysis is an answer to the question “ what message is conveyed by each group of data”, which are otherwise raw facts and are unable to give a meaningful information. The raw data become information only when they are analyzed and put in a meaningful form.

Interpretation

Interpretation is the process of relating various bits of information to other existing information. Interpretation attempts to answer, “what relationship exists between the findings to the research objectives and hypothesis framed for the study in the beginning”,

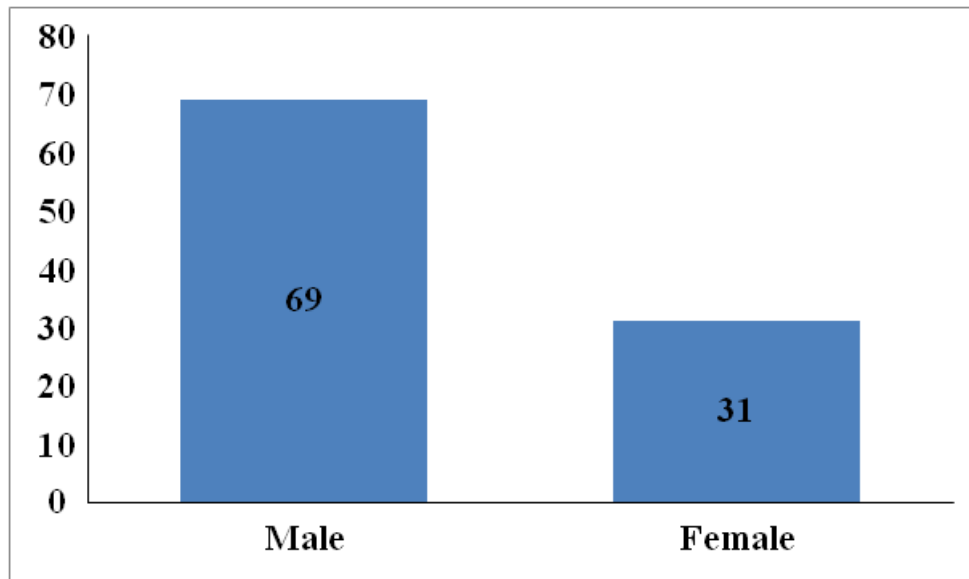
Gender Wise Classification

S.NO	GENDER	NO.OF RESPONDENT	PERCENTAGE
1	Male	69	69
2	Female	31	31
	Total	100	100

Sources: primary data

The above table shows that the percentage of gender of the respondents. Among the 100 respondents, 69% of respondents are male and 31% of respondents are female.

Gender Wise Classification



Interpretation

The above chart shows that the percentage of gender of the respondents among the 100 respondents, 69% of respondents are male and 31% of respondents are female.

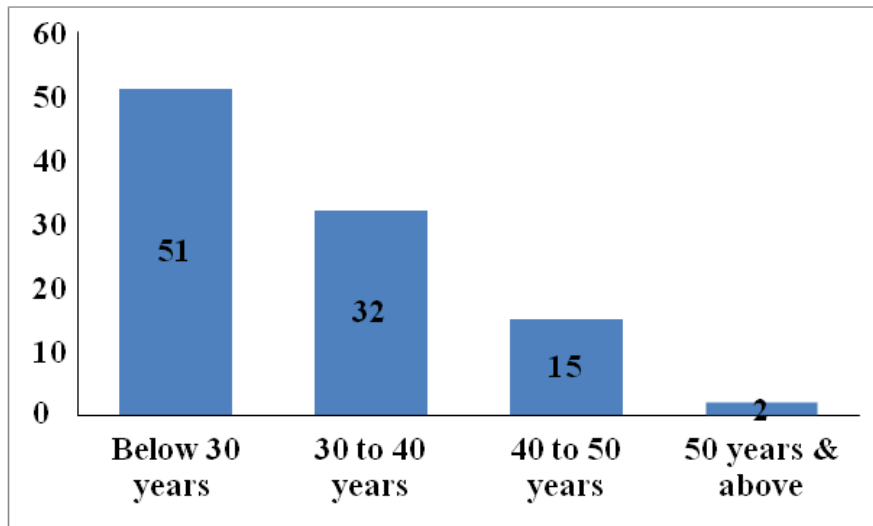
AGE WISE CLASSIFICATION

S.NO	AGE	NO.OF RESPONDENTS	PERCNTAG
1	Below 30 years	51	51
2	30 to 40 years	32	32
3	40 to 50 years	15	15
4	50 years & above	2	2
	Total	100	100

Sources: primary data

The above table shows that the percentage of age group of the respondent. Among the 100 respondent, 51% of respondent are below 30 years, 32% of respondents are 30 to 40 years, and 15% of respondent are 40 to 50 years, 2% of the respondent are above 50 years.

Age Wise Classification



Interpretation

The above chart shows that the percentage of age groups of the respondent. Among the 100 respondent, 51% of respondents are below 30 years, 32% respondents are 30 to 40 years, and 15% of respondents are 40 to 50 years, 2% respondents of the respondent above 50 years.

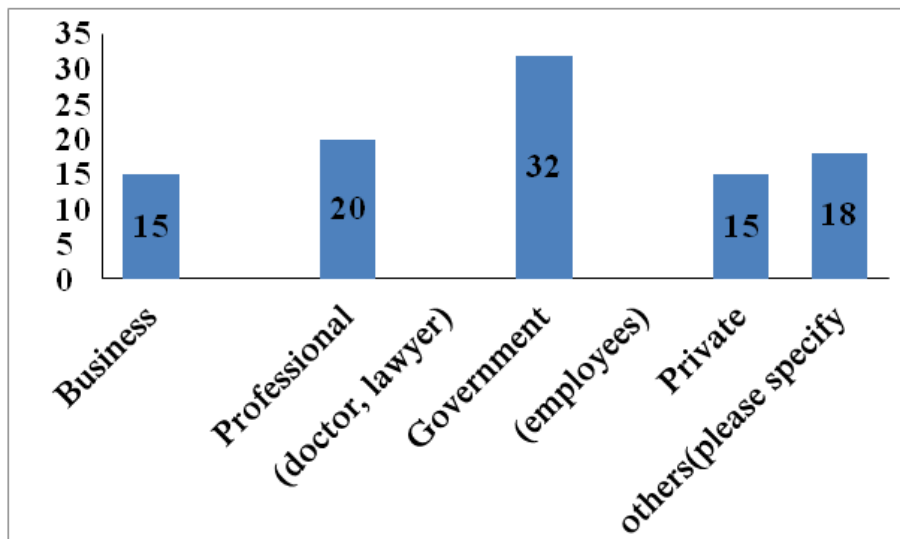
Occupation Wise Classification

S.NO	OCCUPATION	NO.OF FREQUENCY	PRCENTAGE
1	Business	15	15
2	Professional (doctor, lawyer)	20	20
3	Government (employees)	32	32
4	Private	15	15
5	Others (please specify)	18	18
	Total	100	100

Sources: primary data:

The above table shows that the percentage of occupation of the respondent. Among the 100 respondent, 32% of respondents are government, 20% of respondents are professional, and 15% of respondents are business, 15% of respondents are private and 18% of the respondents are others.

Occupation Wise Classification



Interpretation

The above chart shows the percentage of occupation of the respondents. Among the 100 respondent, 32% of respondent are government, 20 of respondent are professional, and 15% of respondent are business, 15% of respondent are private and 18% of the respondents are others.

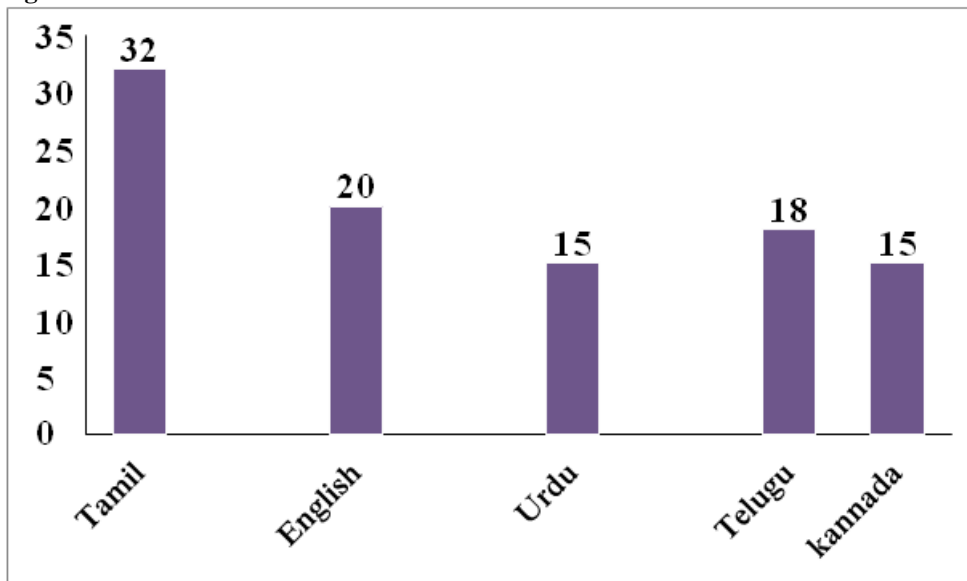
Mother Tongue Wise Classification

S.NO	MOTHER TONGUE	NO.OF RESPONDENT	PERCENTAGE
1	Tamil	32	32
2	English	20	20
3	Urdu	15	15
4	Telugu	18	18
5	Kannada	15	15
	Total	100	100

Sources: primary data

The above table shows the mother tongue of the respondents. Among the 100 respondents, there mother tongue is 32% of them are Tamil, 20% of them are English, 18% of them are Telugu, 15% of them are Urdu, 15% of them are Kannada.

Mother Tongue Wise Classification



Interpretation

The above chart shows the mother tongue of the respondents. among the 100 respondents, there mother tongue is 32% of them are Tamil, 20% of them are English , 18% of them are Telugu, 15% of them are Urdu, 15% of them are Kannada.

Area Wise Classification

S.NO	AREA	NO.OF RESPONDENTS	PERCENTAGE
1	Rural	40	40
2	Urban	30	30
3	Semi-urban	30	30
	Total	100	100

Sources: primary data

The above table shows the area of the respondents. Among the 100 respondents,40% of respondents are rural, 30% of respondent are urban,30% of respondent are semi-urban.

IV. Findings

The analysis is based on the primary data collection from respondents of various factors of consumer behavior towards Samsung LED TV in Harur town.

- ❖ Majority of the respondents common that to increase the advertisement.
- ❖ Some of the people suggest high service expenses to be reduced.

- ❖ Majority of the respondents suggested that change to be made in LED TV design.
- ❖ According to the survey the research feels that improvement may be made in sound & price reduction.
- ❖ Majority of the respondents to reduction the price.
- ❖ Some of the respondents suggest improve the quality.
- ❖ According to the survey the majority of respondents are male that is 69%.
- ❖ Majority of the respondents are belongs to the age group is 30 years that is 51% of the respondents has using Samsung LED TV compare to others.
- ❖ 32% of the respondents are government occupation classification.
- ❖ 40% of the respondents are rural Area wise classification.
- ❖ 30% of the respondents are secondary educational qualification.
- ❖ 35% of respondents are unmarried
- ❖ 32% of respondents 2 members are family member.
- ❖ 38% of respondents of Samsung LED TV monthly income of below of 5000 to 10000.
- ❖ 81% of the respondents told they saw the brand
- ❖ 31% of the respondents are using the brand Samsung
- ❖ 41% of the respondents are using the Samsung LED TV of 1 to 3 year.
- ❖ 38% of the respondents are reason for using the brand of Samsung.
- ❖ 40% of respondents state the level satisfaction of the after sales the yes.
- ❖ 34% of the respondents told it update the quality.

Suggestions

- ❖ The company need to work on the innovative picture quality, competitive pricing and distribution system, proper talent and resource management, advertising and promotional activities etc.
- ❖ The company need to give more emphasis on giving incentives to the retailers and also provide cash or other kind of discounts to the retailers because an aggressive marketing strategy with emphasis upon the existing availability and dominance in very existing retail stores with further help to increase the sales.
- ❖ The company should made an effort to provide the retailers with publicity materials like various posters and thinks like free gifts to be given to the consumers.
- ❖ Sales promotional efforts of the Samsung LED TV products need to be targeted towards youngsters because the youngsters are like by the society as trend makers about the brand to be purchased and also brand conscious.

V. Conclusion

- To succeed in marketing, any firm should understand the complex behavior of the consumers.
- To understand the consumers and the complex behavior, information should be gathered in a scientific way. The information should take the following factors into account needs, wants, and value of the customers.
- A study on the consumers of Samsung LED TV. Help to know the reasons for purchasing Samsung LED TV, delicious making of the respondents.

“ A Good Understanding Of Behaviour Of The Consumer Leads To Success”.

Websites:

**www.google.com www.LED Television.com Magazines
Television advertisement**