

## IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOR TOWARDS HOME ENTERTAINMENT PRODUCTS IN INDIAN URBAN MARKETS

**Abdul Baji**

*Asst. Professor in Management, Nimra College of Business Management, Vijayawada.*

**Prof. Dr. S V Raju**

*Professor in Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar.*

**Dr. T N Murty**

*Director, Nimra College of Business Management, Vijayawada.*

### **Abstract**

*Sales promotion serves three essential roles- it informs, persuades and reminds prospective customers about a company and its products. The most useful product or brand will be a failure if no one knows that it is available. To analyze this sort of comparative study of consumer behaviour is considered to be one of the challenging problems in marketing studies. The main problem of the study is to know the impact of sales promotional activities on the consumer preference and satisfaction.*

**Key Words:** *Sales Promotion, Consumer Preferences, Satisfaction.*

### **Introduction**

Sales promotion serves three essential roles- it informs, persuades and reminds prospective customers about a company and its products. The most useful product or brand will be a failure if no one knows that it is available. As we know, channels of distribution take more time in creating awareness because a product has to pass through many hands between a producer and consumers. Therefore, a producer has to inform channel members as well as ultimate consumers about the attributes and availability of his products. The second purpose of promotion is persuasion. The cut throat competition among different products puts tremendous pressure on their manufacturers and they are compelled to undertake sales promotion activities. The third purpose of promotion is reminding consumers about a product's availability and its potential to satisfy the needs of the customers.

### **Review of Literature**

Ravichandran<sup>1</sup> in his research with examined the information sources used in choice-making by the urban and semi-urban population with reference to purchase of durable goods. The study was conducted with 550 sample consumers from Chennai city and 4 other towns. The products chosen were Refrigerators, Televisions, Ceiling fans and domestic mixers. The findings revealed that urban consumers made use of commercial sources and semi-urban personal sources. A remarkable study was made by Parker and Copley<sup>2</sup> to examine the relationship which existed between consumer brand preferences, and perception. Hundal and Sandhu<sup>3</sup>, with the main purpose of determining the pre and post purchase behavior and brand preference conducted study with 250 TV consumers. The findings revealed that the main factors considered by the sample consumers were the price of various brands and the availability of various product attributes in their including after sales service. Padberg, Walker and Kepner<sup>4</sup> presented a model which qualifies the attractive display of the product, motivates the consumer brand preferences. The most important reason in this regard is the image of the store related to the image preferences of consumers. This has been emphasized by Kunkel and Berry<sup>5</sup> who reduce the number of attributes in this regard into twelve categories comprising of almost fifty dimensions of department store image. After a rigorous assessment of the literature on product feature as a source of preference, Robertson<sup>6</sup> has concluded that "the consistency of innovativeness cannot be expected across product categories, but can be expected within the product categories, and sometimes, between related product categories". As regards the product performance norms, Robert B. Woodruff, Ernest R. Cadott and Roger L. Jenkins<sup>7</sup> have viewed confirmation / disconfirmation as a paradigm of consumer satisfaction / dissatisfaction resulting from a type of comparison process. Consumer beliefs about some brands are derived from personal use experience, word of mouth endorsements, criticisms and / or the marketing efforts of companies. Katherine Fraccastoro, Scot Burton and Abhijit Biswas<sup>8</sup> investigated the effects on consumer price perceptions of three types of advertised reference prices.

### **Statement of the Problem**

The consumer behaviour and satisfaction is depending upon the various aspects like comparing the existence of the attributes of preference after purchase, checking the quality on the basis of expected satisfaction, examining the utility of the product after purchase experiencing the real performance and the expected performance and the influence of sales promotional activities of manufacturer or Dealer. To analyze this sort of comparative study of consumer behaviour is considered to be one of the challenging problems in marketing studies. The main problem of the study is to know the impact of sales promotional activities on the consumer preference and satisfaction.

### **Objectives of the Study**

1. To study the impact of sales promotional activities on consumer buying behavior towards home entertainment products, and
2. To offer suggestion to improve the quality of the product based on the analysis of the study.

### **Methodology of Study**

The information used for the purpose of the study from primary and secondary sources. The Primary data is collected from the selected consumers with the help of and undisguised, structured, close ended questionnaire. It provides information relating to the various aspects of consumer behaviour in home entertainment products. Good amount of secondary data are collected from various institutions such as Indian Institute of Management, Bangalore, Institute of Financial and Management Research, Chennai, the published reports of various associations, research articles in various national and international journals, periodicals, reports from daily papers, books, and information from various websites. The sample for the study is drawn from the two levels – namely the consumers and Authorised dealers level in the consumer behaviour of home entertainment products situated at Vijayawada only. The sample size is 550 divided between 500 consumers and 50 Authorized dealers in Vijayawada city. The sample is selected on the basis, of simple random method, covering all the areas of Vijayawada city. A pilot study was conducted on 75 consumers and 10 Authorized dealers before finalization of the questionnaire on the basis of the doubts raised by the consumers the previous form of the questionnaire is redrafted to the present form.

### **Data Analysis - Tools**

1. Factor Analysis.
2. Cluster Analysis.
3. Discriminant Analysis.
4. Generalized linear model.
5. One way Analysis of variance.
6. The parametric T-test is exploited to find the significant difference between the variables in the analysis.
7. Measures of central Tendency and measures of dispersion are used to compare the specified variables.

### **Discussions and Results**

#### **Factors Influencing Sales Promotion**

##### **1. Target Market**

A target market can be in any of the six stages of buying. These stages namely awareness, knowledge, liking, preferences, conviction and purchase are called the hierarchy of effects, because they represent stages a buyer goes through in moving towards a purchase and a possible goal of promotion.

##### **2. Nature of the Product and Services Offered**

There are various product attributes which influence promotional strategy. The most important of them are i) When the products are demonstrated, the customers also ask the marketers regarding nature of pre sale and post sale services offered by them e.g) personal computers, washing machines etc. ii). When the unit price is low the manufacturer as well as the customer has low risk, but he can get the benefit of mass marketing. Therefore mass

marketing requires mass sales promotion schemes, iii). If a product is marketed on the basis of individual customers needs, no sales promotion is necessary.

### 3. Stage of Product Life Cycle

Promotional strategies are influenced by the life cycle of a product. When a new product is introduced, prospective buyers must be informed about its existence and its benefits and the middleman must be convinced to stock it. Thus both advertising and personal selling are critical in a product's introductory stage. Later if a product becomes successful, competition intensifies and more emphasis is placed on sales promotion to increase its sales.

### 4. Budget Available for Promotion

The funds available for promotion is the ultimate determinant of the promotional programme. A business with ample funds can make more effective use of sales promotion programmes than a firm with limited financial resources. The budget for sales promotion can be prepared by the percentage of sales, fixed funds available for sales promotion, following the competition and budgeting by objectives.

### Sales Promotion at Various Levels

Sales promotional activities are undertaken at three different levels dealer's level, consumer's level and salesman's level. Each of these is discussed in detail here under.

#### 1. Sales Promotion at Dealer's Level

1. **Demonstration:** The manufacturer's staff may conduct special demonstrations for the company's product in the premises of the trader. Such an approach is usually adopted to introduce a new consumer durable e.g, Microwave oven, Aqua guard, Vacuum cleaner, Washing machine etc., This provides an opportunity for the customers visiting the shop to get firsthand information about such a product. The salient features of the product can be highlighted by the staff and they can also clear the doubts of the customers.
2. **Display Materials:** The manufacturers may also supply display materials on their products, consisting of banners, boards, posters etc, to the traders to enable them to display the same in their business premises.
3. **Trade Fairs And Exhibitions:** Traders engaged in different trade participate in such fairs. It provides an opportunity for them to meet the buyers at a particular place. Such fairs and exhibitions are mutually beneficial for both the traders and the buyers. Sometimes traders belonging to a particular trade also participate in a fair. For example, traders of consumer durables or leather goods alone, participate in certain fairs. Trade fairs are indeed useful to promote sales.
4. **Dealer Competition:** To encourage healthy competition among dealers, manufacturers evaluate their performance over a period of time. Such of those dealers who have excelled in sales, window displays and so on are identified and suitably rewarded.
5. **Gifts :**To satisfy those dealers, who regularly place a bulk order with the manufacturer, the latter may offer certain gifts.

#### 2. Sales Promotion at Consumer's Level

1. **Free samples:** Free distribution of samples is the most popular method of sales promotion. This may be done by the manufacturers by putting up special booths in busy places. Free samples may also be distributed to the buyers through the dealers. Sometimes, free samples are stuck to newspapers – manufacturers of detergent powder, soup mix, mosquito mat etc follow such a technique.
2. **Price off:** Sometimes, the manufacturer may offer a reduction in the maximum retail price. A price cut of Rs.2 or Rs.5 is often announced.
3. **Money refund offer:** some manufacturers do make the offer that money will be refunded to the consumer, if he is not fully satisfied with the product.
4. **Gifts:** Gifts are offered along with the product by certain marketers. Buyers of "Cinthol" Soap were offered free earstuds by the company recently. Comb, soap tray etc., are the items usually given as free gifts. Milk chocolate bar was given free along with 'Sunrise' instant coffee powder recently.

**5. Off season discounts.**

6. Such discounts are offered by the marketers of certain goods that have only seasonal demand, e.g. umbrellas, rain coats, etc. To promote sales during 'off season' such discounts become necessary.
7. **Festival discounts :** Discounts are also offered by marketers to maximise sales during festival season, e.g. Deepavali, Pongal and so on.
8. **Coupons** Coupons are kept inside the package. The buyer gets discount, as indicated in the coupon, when he buys the same product next time. Coupons also enable the buyers to win exciting prizes. Manufacturers of 'Fa' brand of face powder came out with such an offer recently .
9. **Extra quantity :** More quantity of the product is offered for the same price to induce the buyers to buy. 'Nestle Sunrise' instant coffee powder 'Colgate' toothpaste, and the like are sold with 'extra quantity' offer often.
10. **Exchange offer:** Dealers of most durable goods come out with the exchange offer. The buyer may, for example, exchange his old TV, fridge, two wheeler or air-conditioner for a new one by paying the difference in amount in cash. The old items are assessed by a person who will tell the customer the 'exchange price'. Most jewellers give new gold jewels in exchange for the old ones.
11. **Free door delivery and installation:** Some traders offer free home delivery of goods. Some of them also offer free installation, e.g.) computer, water heater, washing machine etc.
12. **Lucky draw:-** Sometimes, the customers may be asked to drop their visiting cards or the counterfoil of bills in a box. A lucky draw may be conducted on a particular date and the winners may be given prizes.
13. **Slogan contest:** A small questionnaire may be given to the customer. The questionnaire contains certain questions about the merits of a particular product. The customer may, at the most, be asked to state yes or no. There may also be space in the questionnaire to enable the customer to write a slogan on the product, may be in about 5 to 10 words. The best entries may get prizes.
14. **Payment by instalments:** In order to attract the buyers, mostly of middle class family, some dealers offer to deliver the goods on a small initial payment and allow the customers to pay the remaining amount in easy purchase instalments with a minimum or at times nil interest. Many of the two wheeler/4 wheelers; flat promoters etc adopt this method of sales promotion.
15. **Arranging for finance:** This is an extended category of the previous one. Dealers often enter into a tie-up arrangement with some finance to the purchasers. These finance institutions make full payment to the dealers and undertake to collect the amount from the purchasers in instalments. Catching slogan like "come on foot empty handed and ride on a vehicle"- induce many to purchase a car or motor cycle.

**3. Sales Promotion at the Salesmen's Level**

1. **Meetings:** Meetings of salesmen organised at regular intervals enable every salesman to assess his own performance. He also gets an opportunity to know how the other salesmen are doing
2. **Pamphlets:** Salesmen are provided with pamphlets that give complete details of the product. Such pamphlets can be distributed to the customers.
3. **Provision of audio – visual aids :** Salesmen are sometimes provided with audio – visual aids to perform their work effectively. This becomes particularly necessary when their company is participating in a fair or exhibition. Through the audio – visual aids, they will be able to highlight the product features much better.
4. **Cell phones and pagers :** The present day salesmen are provided with cell phones and pagers to act swiftly. This enables them to contact and to be contacted by any one even when they are on the move.
5. **Product demonstration:** - Salesmen selling certain products like Vacuum cleaner carry the instrument wherever they go. This enables them to arrange demonstration when required. As a result, they are able to create better impact on the customers. This advantage will not be available if they explain only orally the product features.
6. **Sales appraisal:** The manufacturers/dealers appraise the performance of all its salesmen over a period of time. All those salesmen who have excelled are given awards and mementos.
7. **Sales journals :** The company may also bring out its sales journals periodically. This will certainly give authentic information to the salesmen about the product and the progress of their work.

### Factor Analysis for Marketing Promotion

Factor analysis by principal component analysis method is applied on eight variables of marketing promotion and reduced them in to three major factors namely free offers, advertisement and customer attraction.

**Table – 1.1, Total Variance Explained**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.471	30.887	30.887	2.392	29.898	29.898
2	1.636	20.453	51.340	1.631	20.382	50.279
3	1.058	13.228	64.568	1.143	14.289	64.568
4	.998	12.480	77.048			
5	.716	8.945	85.993			
6	.438	5.470	91.463			
7	.381	4.762	96.225			
8	.302	3.775	100.000			

**Table – 1.2, Rotated Component Matrix (a)**

	Component		
	1	2	3
loans	.827		
gifts	.773		
Instalment	.742		
discount	.600		
advertisement		.747	
slogans		.640	
bumper			.503
perselling			.906

These three factors account for 64.568% of the total variation among the variables. The major factors obtained by factor analysis are :

#### **Factor -1 Free offers**

6. Interest free loans
5. Free gifts,
7. Easy instalments,
4. Discounts

#### **Factor -2 Advertisement**

1. Advertisement
2. Slogans

#### **Factor – 3 Customer attractions**

8. Bumper prize
3. Personal selling

### **I. T-test for Factors of Promotional Activities**

T-test for significant difference between means of variables is used to identify the influential factors in the promotional activities.



**Table – 1.3, Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Free offer	2.3175	500	.81449	.03643
	advertisement	1.9960	500	.79891	.03573
Pair 2	Free offer	2.3175	500	.81449	.03643
	custsat	2.6100	500	.93362	.04175
Pair 3	advertisement	1.9960	500	.79891	.03573
	custsat	2.6100	500	.93362	.04175

**Paired Samples Correlations**

		N	Correlation	Sig.
Pair 1	Free offer & advertise	500	.184	.000
Pair 2	Free offer & custsat	500	.239	.000
Pair 3	advertise & custsat	500	-.022	.630

**Paired Samples Test**

	Variable	t	df	Sig. (2-tailed)
Pair 1	Free offer - advertise	6.976	499	.000
Pair 2	Free offer - custsat	-6.044	499	.000
Pair 3	advertise - custsat	-11.056	499	.000

From the above table it is concluded that the customer service and satisfaction (mean 2.61) plays the very important vital role in the promotional activities of TV and audio system. The next factor for the success of promotional activities in free offers of dealers with mean 2.32 and at last advertisement with mean 2.01. This shows that it is not easy to attract the customers by other activities offers schemes and advertisement. They can be attracted by the real worth and performance, service of the product. All these factors differ significantly in their approach towards promotional activities. With the respective T- values for the pairs in the table. Free offer - advertisement ( $t = 6.976$ ), free offer – customer satisfaction ( $t = 6.044$ ), advertisement and customer satisfaction ( $t = 11.056$ ) respectively.

## II. Influence of Promotional Activities on Purchase Decision Process of Family Members.

The factors of promotional activities are considered as independent variables and the role of family members in purchase decision is considered as multiple dependent variable in general linear model.

**Table 1.4, Tests of Between-Subjects Effects**

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	self	11.042(a)	3	3.681	1.306	.272
	spouse	5.729(b)	3	1.910	2.177	.090
	children	2.984(c)	3	.995	1.256	.289
	elder	4.884(d)	3	1.628	1.156	.326
	others	2.815(e)	3	.938	.933	.425
Intercept	self	111.548	1	111.548	39.585	.000
	spouse	138.775	1	138.775	158.220	.000

	children	137.175	1	137.175	173.176	.000
	elder	239.799	1	239.799	170.204	.000
	others	66.569	1	66.569	66.208	.000
Free offer	self	.000	1	.000	.000	.991
	spouse	4.322	1	4.322	4.928	.027
	children	1.428	1	1.428	1.803	.180
	elder	.148	1	.148	.105	.746
	others	.139	1	.139	.138	.710
advertise	self	.759	1	.759	.269	.604
	spouse	.004	1	.004	.005	.944
	children	.007	1	.007	.008	.928
	relder	.394	1	.394	.280	.597
	others	.022	1	.022	.022	.882
custsat	self	9.303	1	9.303	3.301	.070
	spouse	.253	1	.253	.289	.591
	children	2.205	1	2.205	2.783	.096
	elder	4.430	1	4.430	3.144	.077
	others	2.209	1	2.209	2.197	.139
Error	self	1138.448	404	2.818		
	spouse	354.349	404	.877		
	children	320.014	404	.792		
	elder	569.194	404	1.409		
	others	406.204	404	1.005		
Total	self	4246.000	408			
	spouse	2106.000	408			
	children	2701.000	408			
	elder	4010.000	408			
	others	1962.000	408			
Corrected Total	self	1149.490	407			
	spouse	360.078	407			
	children	322.998	407			
	elder	574.078	407			
	others	409.020	407			

- (a) R Squared = .010 (Adjusted R Squared = .002)  
 (b) R Squared = .016 (Adjusted R Squared = .009)  
 (c) R Squared = .009 (Adjusted R Squared = .002)  
 (d) R Squared = .009 (Adjusted R Squared = .001)  
 (e) R Squared = .007 (Adjusted R Squared = .000)

From the above table it is found that the promotional activities are not creating any impact on the role of purchase decision making in a family except when the spouses take the decision, they are meticulously interested to know the details of free offer ( $F=4.928$ ) during the purchase of TV and audio system.

### III. Analysis Of Variance for Factors of Promotional Activities and Demographic Variables.

One way analysis of variance is applied here to find the significant difference in the variance of demographic variables with respect to promotional activities.

**Table -1.5,ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Free offer	Between Groups	1.911	5	.382	.569	.724
	Within Groups	324.011	482	.672		
	Total	325.922	487			
advertise	Between Groups	6.647	5	1.329	2.120	.062
	Within Groups	302.279	482	.627		
	Total	308.926	487			
Customer attraction	Between Groups	2.426	5	.485	.554	.736
	Within Groups	422.375	482	.876		
	Total	424.801	487			

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Free offer	Between Groups	4.203	5	.841	1.257	.281
	Within Groups	318.274	476	.669		
	Total	322.477	481			
advertise	Between Groups	3.905	5	.781	1.242	.288
	Within Groups	299.303	476	.629		
	Total	303.208	481			
Customer attraction	Between Groups	4.619	5	.924	1.057	.384
	Within Groups	416.008	476	.874		
	Total	420.627	481			

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Free offer	Between Groups	2.289	5	.458	.673	.644
	Within Groups	308.762	454	.680		
	Total	311.051	459			
advertise	Between Groups	4.962	5	.992	1.608	.157
	Within Groups	280.275	454	.617		
	Total	285.237	459			
Customer attraction	Between Groups	2.360	5	.472	.526	.757
	Within Groups	407.398	454	.897		
	Total	409.758	459			



The demographic variable education do not make significant effect on all the three factors of promotional activities. The educated consumers are not at all attracted by the promotional activities. Similarly different occupation and monthly income of the consumers not pave the way for the promotional activities to influence them during purchase decision process.

#### IV. Consumer Motivation

Paired sample T –test is used to identify the important motivational factors.

**Table – 1.13, Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	adver	2.2000	50	1.27775	.18070
	creditcard	3.1200	50	1.43769	.20332
Pair 2	adver	2.2000	50	1.27775	.18070
	Instalment	2.6000	50	1.21218	.17143
Pair 3	adver	2.2000	50	1.27775	.18070
	Discount	3.3200	50	1.58359	.22395
Pair 4	adver	2.2000	50	1.27775	.18070
	Gift	4.6000	50	.98974	.13997
Pair 5	creditcard	3.1200	50	1.43769	.20332
	Instalment	2.6000	50	1.21218	.17143
Pair 6	creditcard	3.1200	50	1.43769	.20332
	Discount	3.3200	50	1.58359	.22395
		Mean	N	Std. Deviation	Std. Error Mean
Pair 7	creditcard	3.1200	50	1.43769	.20332
	Gift	4.6000	50	.98974	.13997
Pair 8	Instalment	2.6000	50	1.21218	.17143
	Discount	3.3200	50	1.58359	.22395
Pair 9	Instalment	2.6000	50	1.21218	.17143
	Gift	4.6000	50	.98974	.13997
Pair 10	Discount	3.3200	50	1.58359	.22395
	Gift	4.6000	50	.98974	.13997

**Paired Samples Correlations**

		N	Correlation	Sig.
Pair 1	adver & creditcard	50	-.302	.033
Pair 2	adver & Instalment	50	-.422	.002
Pair 3	tadver & Discount	50	.048	.738
Pair 4	tadver & Gift	50	-.129	.372
Pair 5	creditcard & Instalment	50	-.042	.771
Pair 6	creditcard & Discount	50	-.376	.007
Pair 7	creditcard & Gift	50	-.252	.077
Pair 8	Instalment & Discount	50	-.017	.907
Pair 9	Instalment & Gift	50	-.340	.016
Pair 10	Discount & Gift	50	-.073	.615

### Paired Samples Test

		t	df	Sig. (2-tailed)
Pair 1	adver - creditcard	-2.966	49	.005
Pair 2	adver - Instalment	-1.347	49	.184
Pair 3	adver - Discount	-3.988	49	.000
Pair 4	adver - Gift	-9.899	49	.000

	t	df	Sig. (2-tailed)	.061
Pair 6	creditcard - Discount	-.564	49	.575
Pair 7	creditcard - Gift	-5.393	49	.000
Pair 8	Instalment - Discount	-2.532	49	.015
Pair 9	Instalment - Gift	-7.826	49	.000
Pair 10	Discount - Gift	-4.695	49	.000

From the above table it is found that the advertisement and installments arranged by the dealers are motivating the consumers in a highway ( $t=1.347$ ) and similarly consumers are motivated equally by credit card and discount ( $t = 0.564$ ).

### V. Benefits Expected by the Consumer

Paired sample T-test is used to identify, the most expected benefits of consumers from dealers.

**Table – 1.14, Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Doordelive	3.1200	50	1.04276	.14747
	Doorservice	2.6000	50	.98974	.13997
Pair 2	Doordelive	3.1200	50	1.04276	.14747
	Guarantee	1.8000	50	1.06904	.15119
Pair 3	Doordelive	3.1200	50	1.04276	.14747
	Instalment	3.4800	50	1.56805	.22176
Pair 4	Doorservice	2.6000	50	.98974	.13997
	Guarantee	1.8000	50	1.06904	.15119
Pair 5	Doorservice	2.6000	50	.98974	.13997
	Instalment	3.4800	50	1.56805	.22176
Pair 6	Guarantee	1.8000	50	1.06904	.15119
	Instalment	3.4800	50	1.56805	.22176

### Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Doordelive & Doorservice	50	-.269	.059
Pair 2	Doordelive & Guarantee	50	.059	.686
Pair 3	Doordelive & Instalment	50	-.286	.044
Pair 4	Doorservice & Guarantee	50	-.540	.000
Pair 5	Doorservice & Instalment	50	-.216	.133
Pair 6	Guarantee & Instalment	50	-.258	.070

### Paired Samples Test

		t	df	Sig. (2-tailed)
Pair 1	Doordelive - Doorservice	2.271	49	.028
Pair 2	Doordelive - Guarantee	6.442	49	.000
Pair 3	Doordelive - Instalment	-1.203	49	.235
Pair 4	Doorservice - Guarantee	3.130	49	.003
Pair 5	Doorservice – Instalment	-3.070	49	.003
Pair 6	Guarantee - Instalment	-5.621	49	.000

The T –test table shows that the consumers of TV and audio system expect guarantee from the dealers (mean = 1.8). The consumer give equal preference to door delivery and easy installments facility.

### VI. Consumer Preference and Brand Choice

The Discriminant analysis is used to find how the consumer preference is discriminating among the different brands.

**Table – 1.15, Tests of Equality of Group Means**

	Wilks' Lambda	F	df1	df2	Sig.
Philips	.994	.283	1	48	.597
LG	.989	.522	1	48	.473
Samsung	.977	1.118	1	48	.296
Thompson	.992	.382	1	48	.540
Onida	1.000	.004	1	48	.949
Sony	.983	.814	1	48	.371
Panasonic	.931	3.576	1	48	.065
BPL	1.000	.022	1	48	.883
Videocon	.909	4.785	1	48	.034

### Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.332(a)	100.0	100.0	.499

(a) First 1 canonical discriminant functions were used in the analysis.

### Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.751	12.483	9	.187

From the above tables it is found that consumer preference and brands are not at all associate canonical correlation 0.499 and wilks lambder 0.751 shows that consumers are not in favour of one particular product, but they expect good performance and reasonable price of the product.

## VII. Consumer Impression and Brand Choice

Discriminant analysis is used to identify how the impression elements discriminate over the different brands.

**Table – 1.16, Tests of Equality of Group Means**

	Wilks' Lambda	F	df1	df2	Sig.
Philips	.907	.732	6	43	.626
LG	.879	.987	6	43	.446
Samsung	.712	2.898	6	43	.018
Thompson	.920	.623	6	43	.711
Onida	.863	1.133	6	43	.360
Sony	.887	.916	6	43	.493
Panasonic	.962	.281	6	43	.943
BPL	.953	.352	6	43	.905
Videocon	.781	2.010	6	43	.085

### Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.423(a)	56.9	56.9	.766
2	.551(a)	22.0	79.0	.596
3	.373(a)	14.9	93.9	.521
4	.123(a)	4.9	98.8	.331
5	.027(a)	1.1	99.9	.162
6	.003(a)	.1	100.0	.057

(a) First 6 canonical discriminant functions were used in the analysis.

### Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 6	.167	73.275	54	.042
2 through 6	.406	36.985	40	.607
3 through 6	.629	18.979	28	.899
4 through 6	.864	5.979	18	.996
5 through 6	.971	1.220	10	1.000
6	.997	.131	4	.998

The discriminant analysis table shows that brands are immaterial for the consumers and consumers are impressed by the elements of impression form any brands. So brands are getting their names by these elements only.

### VIII. Complaining Behaviour and Brand Choice

Discriminant analysis is used to identify the complaining behaviour of the consumers with respect to different brands.

**Table – 1.17, Tests of Equality of Group Means**

	Wilks' Lambda	F	df1	df2	Sig.
Philips	.887	1.434	4	45	.238
LG	.912	1.080	4	45	.378
Samsung	.941	.710	4	45	.589
Thompson	.971	.332	4	45	.855
Onida	.978	.257	4	45	.904
Sony	.966	.402	4	45	.806
Panasonic	.920	.974	4	45	.431
BPL	.951	.584	4	45	.676
Videocon	.978	.251	4	45	.908

#### Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.369(a)	44.8	44.8	.519
2	.249(a)	30.2	75.0	.446
3	.167(a)	20.3	95.3	.378
4	.038(a)	4.7	100.0	.192

(a) First 4 canonical discriminant functions were used in the analysis.

#### Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 4	.483	30.592	36	.723
2 through 4	.661	17.396	24	.831
3 through 4	.825	8.069	14	.886
4	.963	1.581	6	.954

The above analysis clearly ascertains that the consumers are enthusiastic in complaining about the product. Their complaining behaviour is not at all affected by the brand all the brands are treated equally in their complaining behaviour.

### Findings

The price also plays a crucial role. When the customer pays more, they expect better quality and performance in the system, besides certain extra facilities as well. The general expectation is, the higher the price of the television or audio, the more shall be the compatibility and safety aspects. The consumers make enquiries regarding the exchange / resale value also while making purchases; however, it does not bring significant changes in their purchase preference, compared to the price and the mode of payment. When the home entertainment products do not satisfy the consumers, it leads to two outputs as consequence. – one is filing complaint to the dealer / producers and the other one is 'negative consequence'. Around 60% of the consumers immediately react to the failure and 40% react slowly. The cluster of complaining behavior of the consumers does not vary much with respect to demographic variables and the prior purchase decision taking process. Nor does it depend on their

choice to buy a particular brand or the mode of payment. The negative consequences include stop buying the brand, sharing their bad experience with friends and relatives, trying to sell the product at a low cost and the likes. Though these are the indirect attitudes of the consumers, they have far-reaching consequences affecting the fame and sale of the product concerned.

1. It is found that sales promotional activities such as advertisement, demonstration, display in the trade fairs etc., are found to be effective in the promotion of sales. On the part of the consumer, free samples, gifts, off – season discounts exchange offer, provision for payment by installments etc., are some of the factors attracting them the purchase.
2. The availability of service facility is another factor which has a good impact on the sales of a particular brand. The consumer satisfaction mainly depends on the quality and the promptness of the service rendered, besides door service and replacement guarantee.
3. Customers expect good performance and utility from the product they prefer and purchase. The brand image is immaterial when the customer is not satisfied.
4. The satisfied customer recommends the product to his relatives and friends, which leads to the improvement of sale of the particular product.

### **Suggestions**

1. To cope up with the expectations of the consumers on essential as well as additional features, the manufacturers should strive to introduce innovative technology in their products to be upto date and in tune with the consumer expectation, so as to maximize the sales.
2. These products may possess different features combined at different permutations and combinations to satisfy the expectation of different consumers and the price range also has its own role to play in the consumer purchase decision. The manufacturers may offer different price ranges affordable to every type of consumer to increase the sale.
3. Of course, the advertisement strategy induces the purchase idea in the mind of the consumer. These advertisements. Besides attracting the common level consumers, should also be informative about the salient features of the product so as to appeal to the minds of the educated consumers as well. The information should be justified and transparent.
4. In this competitive world in which the manufacturers employ different strategies of sales promotion, arranging for financial assistance such as loans (at minimum interest or interest – free), facility for instalment payment etc. attract the middle class consumers, who form a majority percentage of the population.
5. Certain other strategies such as free offers, gifts, free door delivery and installation etc. are also important in the sales promotional activities by the manufacturers and the dealers.
6. Above all, consumer satisfaction is the most important criteria in the sales promotional activities and long range maintenance of the sales. This can be achieved only by delivering genuine goods of multinational standard with warranties, after – sale service with promptness and sincerity, replacement facility in case of unexpected faults or failure of the system etc.
7. The manufacturers should also bear in mind that consumer dissatisfaction will adversely affect not only the sales of the product at present, but also the name and fame of the company itself thereby affecting the very existence of the institution and shall guard against such unwanted happenings.

### **Conclusions**

In short, the survey carried out on the consumer behavior, with special reference to the purchase of entertainment products of television and audio, leads to the with conclusions. The consumers get information about the different features available in these products through different sources of information viz., advertisements, friends, colleagues, dealers etc., and then they verify which of the available brands could satisfy their expectations. The consumers of audio television buy these products on the basis of their utility. The consumers possess a broad perspective that the products they buy must be utilized by all member of family.





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