



## CONSUMER PURCHASE PREFERENCES TOWARDS HOME ENTERTAINMENT PRODUCTS IN INDIAN MARKETS – FACTOR ANALYSIS

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### **Abstract**

*Every day, each of us make numerous decisions concerning every aspect of our daily lives. However, we generally make these decisions without stopping to think about how we make them and what is involved in the decision making process itself. In the most general terms, a decision is the selection of an action from two or more alternative choices. In other words, for a person to make a decision, a choice of alternatives must be available. If a person has a choice between making a purchase and not making a purchase, or a choice between brand X and Y, that person is in a position to make a decision. On the other hand, if the consumer has no alternatives from which to choose and is literally forced to make a particular purchase, then this single 'no-choice' action does not constitute a decision. A 'no-choice' decision is commonly referred to as a "Hobson's choice" . Thus if there is almost always a choice, then there is almost always an opportunity for consumers to make decisions.*

**Key Words:** *Consumer Preferences, Decision, Products, Television, Audio.*

### **Introduction**

We were to reflect on the nature of our recent purchases, we might be surprised to realize just how impulsive some of them were. Rather than carefully searching, deliberating, and evaluating alternatives before buying, we are just as likely to have made many of these purchases on impulse – on a whim – or because we were “emotionally driven”. When a consumer makes what is basically an emotional purchase decision, less emphasis is placed on the search for pre-purchase information. Instead more emphasis is placed on current mood and feelings – “go for it”. This is not to say that emotional man makes decisions that are not rational. Buying products that afford emotional satisfaction is a perfectly rational consumer decision. Furthermore, in the case of a good number of products, the choice of one brand over another has little to do with rationality. Consumer preferences / expectations play a vital role in deciding the level of satisfaction. The first phase of analysis in this respect is carried out to determine the level of preferences / expectations prevailing among the selected sample consumer of Television and Audio system and also to find out the interrelations among the various consumer preference variables. The present paper discusses the responses collected from the consumers pertaining to their preferences by analysing the results with the appropriate statistical tools.

### **Product Profile**

The electronic industry would provide not only products but also life style solutions. Globally the production of electronics industry, in monetary terms has remained at almost stagnant. In the total production of 98 billion or so, the video segment accounts for about 606 billion, the audio segment about 236 billion and other products at about 15 billion continuous decline in prices is increasing affordability and the higher performance is deriving the demand. These are the major upcoming trends in the video and audio sector.

### **Video Segment**

India to use DVB-T. The Digital TV/HDTV services have been introduced in US, Europe and Japan. The signals are available through terrestrial, satellite and cable mode. Time frames have been drawn out for phasing out of analog TV transmission. The European standard DVB-T has been chosen by India for digital terrestrial TV broadcasts and the first broadcasts are likely to start in 2000.



### **Set Top Boxes**

Set Top Boxes (STB) are increasingly used for converting digital signals to analog for display on analog TV sets. The boxes would also enable Internet access for surfing the web, sending e-mail, playing games, home shopping, home banking, etc., The STB have Internet browser software integrated into it. It also has software to convert progressive scan to interlace scan signal. Consumers can either use a remote control for manipulating cursor on the screen or have a wireless keyboard ports are available to connect the printer. Interactivity is being introduced in TV Systems. The passive viewing TV medium is being enhanced with on screen Electronic Program Guides (EPG) that allows navigation through channel guides. In analog mode EPG is offered through lines on Vertical Blanking Interval (VBI). In the digital format it can be accessed via Internet through STB. EPG is a common feature in TV sets, set-top-boxes Internet access devices, cable boxes and DTH systems.

### **Wide Acceptance of DVD players**

In the two year period since DVD players have been commercially introduced, they have out placed the introduction of many other audio / video products including VCR's and CD players. The players offer high resolution video and multi-channel sound. The video is MPEG 2 and audio AC3 (USA) MPEG2 (Europe), DVD players can play movies either in 4:3 or 16:9 format and the software allows multiple language audio tracks, subtitling and even multiple camera angles. Laptop models with LCD view screens have also been introduced.

### **Digital Interface Standards**

Standards for digital interface are being set out and this will permit digital TVs to accept digital signals from set top boxes, digital VCRs and inter-connectivity of various digital consumer products without having to go through D/A conversion. IEEE-1394 (Fire Wire) is expected to be widely used as standard.

### **Home TV as Home Information Terminal**

Globally efforts are being made to position Home TV, as Home Information Terminal. This is guided by the fact that the number of TV sets in place is much higher than PCs. Also more number of TV sets are connected through cable than are Home PCs on the net. Cable is expected to emerge as a major delivery medium for multimedia broadband services. According to a forecast, 50 percent of the Internet access by 2002 will be from non-PC devices.

### **Audio Segment**

#### **Multi-Channel Sound**

Availability of varied devices / systems providing high quality of video input starting with S-VHS, D-VHS, DVD, DTH, DTV etc., Increased preference for large screen TV, whether direct view or projection type, the consumers are demanding multi-channel sound effects (like Dolby Prologic or Dolby Digital). As a result Home Theatre Systems have become an important growth center. Multi-Channel Sound has been introduced through DVD based audio technologies. There are two competing formats, namely double layer two sided DVD Audio and double layer single sided super Audio CD. Both disc players support simultaneously two and multi-channel versions of the same material and display song titles, lyrics, graphics and multiple still images on a connected TV screens.

#### **Digital Audio Recording**

Availability of digital recording is expected to be another major market driver. The products in this growth segment are Mini Disc, CD-Recorder and MP-3 Player.

#### **Mini Disc**

The product was offered in the market as a portable digital recording format in competition with analog cassette. The 2.5 inch discs are clad in a protective cartridge (like 3.5 inch floppies). Music is stored in much the same way as files are stored on a floppy or hard disc.

#### **MP3**

The music files in compressed form (MPEG I, Layer 3) can be stored in solid state flash memory cards. The MP3 files can either be downloaded from the web or created from music CD using CD-ROM drives and ripper /



encoding software. Typically players with 32 MB flash memory are offered and each MB records one minute of music compressed at 10:1. Higher Compression upto 20:1 reduces the quality of music but still better than FM radio quality music.

### **Speaker Systems**

Significant changes have appeared in speakers. Following the popularity of home theatre systems that require four to six speakers matched to delivering big sound. The demand is for speakers requiring less space. Demand for active sub-woofers.

### **Digital Radio Receiver**

Digital broadcasts have commenced with CD quality sound. The broadcasts offer data services, which can be viewed on an integrated monitor. These could be sports, stock prices or entertainment guides.

### **Review of Literature**

Need is identified as an important influence in the perception of consumers on their purchase intentions. The influence of physiological needs as a factor in consumer perception has been clearly demonstrated in a number of studies. For e.g. pictures of food flashed on a screen for very short periods of time were more readily recognized when subjects were hungry than they were not hungry<sup>1</sup>. Thorelli<sup>2</sup> in his study on 93 Norway sample districts found that those with more education might be more information minded than those with less education. In the revealing attempts, Roering and Block<sup>3</sup> surveyed certain predictions as the focus of their investigation. The consumers living in high and low density areas will differ with respect to their pattern of pre purchase information search associated with the decision to buy various types of products. Ravichandran<sup>4</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.

### **Statement of the Problem**

The Consumer behaviour and satisfaction depend upon various aspects like comparing the existence of the attributes of preference, after- purchase checking of the quality on the basis of expected satisfaction. The main problem of the study is to examine whether the consumer satisfaction entirely depends upon the quality, utility and the after sale service of the product.

### **Objectives of the Study**

1. To identify the consumer preference for specific attributes and their influence on purchase of home entertainment products;
2. To offer suggestion to improve consumer preferences to purchase home entertainment products.

### **Scope of the Study**

The study focuses on the consumer behaviour relating to the areas of consumer purchase preference, consumer satisfaction, complaining behaviour and sales promotion with respect to the home entertainment products. It is the middle class that constitutes the largest consuming sector for entertainment goods in the country today. As far as our country's economy is concerned, it is entirely leaning upon the middle class and upper middle class families. So it is found that exploring the behaviour of the above mentioned consumers would give certain torrent of useful result for the manufacturer to catch or to maximize the consumers. The study has got further scope in analyzing the elements of consumer behaviour like preference, satisfaction, reaction to the failure of the product and sales promotional activities.

### **Factor Analysis for Attributes of Television**

The factor analysis by principal component analysis method with Varimax rotation is applied on eighteen variables of attributes of Consumer preference for Television. This factor analysis reduced eighteen variables into

six major factors namely Essential feature, Sound feature, Additional feature, Entertainment feature, Inbuilt Accessories and Special features. These variables of attributes of Consumer Preference explained 61.91% of the total variation among the eighteen variables.

**Table- 1.1, Total Variance Extraction Explained**

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.546	25.256	25.256	2.392	13.288	13.288
2	1.796	9.978	35.234	2.078	11.546	24.834
3	1.344	7.467	42.701	2.025	11.252	36.085
4	1.291	7.171	49.872	1.663	9.241	45.326
5	1.100	6.113	55.984	1.583	8.793	54.120
6	1.067	5.926	61.910	1.402	7.790	61.910
7	.947	5.260	67.170			
8	.812	4.510	71.680			
9	.728	4.043	75.723			
10	.677	3.761	79.484			
11	.607	3.371	82.856			
12	.578	3.214	86.069			
13	.549	3.052	89.122			
14	.455	2.528	91.650			
15	.443	2.461	94.111			
16	.418	2.325	96.436			
17	.348	1.935	98.371			
18	.293	1.629	100.000			

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

Attributes	Component					
	1	2	3	4	5	6
TV flat	.728					
TV remote	.676					
TV elegant	.539					
TV techno	.532					
TV surround	.501					
TV stereo		.799				
TV woofer		.784				
TV auto power cutoff		.481				
TV auto tuning			.733			
TV child-lock			.694			
TV onscreen display			.678			
TV sleep			.466			
TV games				.816		
TV CD player				.766		
TV stabilizer					.849	
TV built-in antenna					.811	
TV bass booster						.660
TV picture in picture						.652

There are 6 factors emanated by the 18 attributes of TV on consumer preference and these factors explain significant variance of 61.91% of the total variation.

**The six major factors are named as follows**

**FACTOR – 1: ESSENTIAL FEATURES**

1. Flat Screen
2. Remote Control
3. Elegant Look
18. Latest Technology
12. Surround Sound

**FACTOR– 2: SOUND FEATURES**

10. Stereo effect
11. Woofer System
17. Automatic Power Cut off

**FACTOR – 3: ADDITIONAL FEATURES**

15. Auto tuning
13. Child Lock
14. On Screen Display
16. Sleep / Wake Timer
- 17.

**FACTOR – 4: ENTERTAINMENT FEATURES**

8. Built in Games
9. Built in CD Player

**FACTOR – 5: IN BUILT ACCESSORIES**

5. Built in Stabilizer
4. Built in Antenna

**FACTOR – 6: SPECIAL FEATURES**

7. Bass Booster
6. Picture in Picture

**Factor Analysis for Attributes of Audio System**

The Factor analysis by principal component method is applied on fourteen variables for Audio system and reduced into three major factors called Basic Features, Extra Features and Special features.

**Table- 1.3, Total Variance Explained**

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.299	30.706	30.706	2.987	21.336	21.336
2	1.342	9.589	40.295	2.036	14.544	35.880
3	1.273	9.092	49.388	1.746	12.470	48.350
4	1.156	8.255	57.643	1.301	9.293	57.643
5	.939	6.704	64.347			
6	.769	5.491	69.838			
7	.696	4.974	74.812			

8	.682	4.871	79.682		
9	.571	4.082	83.764		
10	.546	3.899	87.663		
11	.516	3.685	91.348		
12	.493	3.521	94.869		
13	.373	2.665	97.533		
14	.345	2.467	100.000		

**Table- 1.4, Rotated Component Matrix(a)**

Attribute	Component			
	1	2	3	4
AU14	.774			
AU11	.681			
AU13	.620			
AU12	.593			
AU2	.590			
AU10	.545			
AU4	.456			
AU8		.735		
AU9		.705		
AU7		.653		
AU6			.817	
AU3			.619	
AU5			.578	
AU1				-

These factors explained 57.643% of the total variation among the variables. The attribute called 1) *Karaoke facility* has very low factor loading less than 0.4. So, that attribute was entirely deleted from the analysis.

**The Obtained Factors Comprise the Following Variables**

**FACTOR – 1: BASIC FEATURES**

- 14. Guarantee
- 11. VCD Compatibility
- 13. MP3 Compatibility
- 12. Digital Tuning
- 2. Remote Control
- 10. Surround Sound
- 4. Stereo effect

**FACTOR – 2: EXTRA FEATURES**

- 8. Dynamic Bass Boost
- 9. Detachable Speaker
- 7. Graphic Equalizer

**FACTOR – 3: SPECIAL FEATURES**

- 1. Built – in Mike
- 3. Elegant look
- 5. Tone Control

### Consumer Preference (Television)

The General Linear Model is used to find the impact of independent demographic variables on the dependent variables –the factors attributed to Television Preference.

**Table- 1.5,Multivariate Tests (b)**

Effect		Value	F	Hypothesis doff	Error df	Sig.
Intercept	Pillai's Trace	.515	157.735(a)	3.000	446.000	.000
	Wilks' Lambda	.485	157.735(a)	3.000	446.000	.000
	Hotelling's Trace	1.061	157.735(a)	3.000	446.000	.000
	Roy's Largest Root	1.061	157.735(a)	3.000	446.000	.000
Essential	Pillai's Trace	.018	2.765(a)	3.000	446.000	.042
	Wilks' Lambda	.982	2.765(a)	3.000	446.000	.042
	Hotelling's Trace	.019	2.765(a)	3.000	446.000	.042
	Roy's Largest Root	.019	2.765(a)	3.000	446.000	.042
Sound	Pillai's Trace	.005	.795(a)	3.000	446.000	.497
	Wilks' Lambda	.995	.795(a)	3.000	446.000	.497
	Hotelling's Trace	.005	.795(a)	3.000	446.000	.497
	Roy's Largest Root	.005	.795(a)	3.000	446.000	.497
Additional	Pillai's Trace	.005	.783(a)	3.000	446.000	.504
	Wilks' Lambda	.995	.783(a)	3.000	446.000	.504
	Hotelling's Trace	.005	.783(a)	3.000	446.000	.504
	Roy's Largest Root	.005	.783(a)	3.000	446.000	.504
Entertainment	Pillai's Trace	.002	.281(a)	3.000	446.000	.839
	Wilks' Lambda	.998	.281(a)	3.000	446.000	.839
	Hotelling's Trace	.002	.281(a)	3.000	446.000	.839
	Roy's Largest Root	.002	.281(a)	3.000	446.000	.839
Inbuilt Accessories	Pillai's Trace	.068	10.766(a)	3.000	446.000	.000
	Wilks' Lambda	.932	10.766(a)	3.000	446.000	.000
	Hotelling's Trace	.072	10.766(a)	3.000	446.000	.000
	Roy's Largest Root	.072	10.766(a)	3.000	446.000	.000
Special	Pillai's Trace	.012	1.770(a)	3.000	446.000	.152
	Wilks' Lambda	.988	1.770(a)	3.000	446.000	.152
	Hotelling's Trace	.012	1.770(a)	3.000	446.000	.152
	Roy's Largest Root	.012	1.770(a)	3.000	446.000	.152

a) Exact statistic

b) Design:

Intercept+Essential+Sound+additional+Entertainme+Inbuiltacc+special

**Table- 1.6, Tests of Between-Subjects Effects**

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Essential	101.981(a)	3	33.994	3.827	.010
	Sound	20.850(b)	3	6.950	1.490	.217
	additional	48.710(c)	3	16.237	2.241	.083
	Entertainme	4.671(d)	3	1.557	.425	.735
	Inbuiltacc	84.391(e)	3	28.130	7.272	.000
	special	11.260(b)	3	3.753	1.491	.216
Intercept	Essential	1401.121	1	1401.121	157.722	.000
	Sound	727.130	1	727.130	155.842	.000
	additional	1479.513	1	1479.513	204.235	.000
	Entertainme	475.260	1	475.260	129.835	.000
	Inbuiltacc	928.737	1	928.737	240.100	.000
	special	339.449	1	339.449	134.852	.000
education	Essential	1.808	1	1.808	.204	.652
	Sound	7.089	1	7.089	1.519	.218
	additional	15.867	1	15.867	2.190	.140
	Entertainme	2.149	1	2.149	.587	.444
	Inbuiltacc	45.622	1	45.622	11.794	.001
	special	.117	1	.117	.047	.829
occupation	Essential	49.233	1	49.233	5.542	.019
	Sound	11.817	1	11.817	2.533	.112
	additional	6.278	1	6.278	.867	.352
	Entertainme	2.273	1	2.273	.621	.431
	Inbuiltacc	17.186	1	17.186	4.443	.036
	special	3.081	1	3.081	1.224	.269
income	Essential	44.232	1	44.232	4.979	.026
	Sound	.359	1	.359	.077	.782
	additional	16.615	1	16.615	2.294	.131
	Entertainme	.472	1	.472	.129	.720
	Inbuiltacc	38.792	1	38.792	10.029	.002
	special	7.244	1	7.244	2.878	.091
Error	Essential	4006.445	451	8.883		
	Sound	2104.284	451	4.666		
	additional	3267.128	451	7.244		
	Entertainme	1650.880	451	3.660		
	Inbuiltacc	1744.523	451	3.868		
	special	1135.254	451	2.517		
Total	Essential	43322.000	455			
	Sound	17711.000	455			
	additional	35690.000	455			
	Entertainme	10955.000	455			
	Inbuiltacc	11219.000	455			
	special	9728.000	455			



Corrected Total	Essential	4108.426	454			
	Sound	2125.134	454			
	additional	3315.837	454			
	Entertainme	1655.552	454			
	Inbuiltacc	1828.914	454			
	special	1146.514	454			

- (a) R Squared = .025 (Adjusted R Squared = .018)  
 (b) R Squared = .010 (Adjusted R Squared = .003)  
 (c) R Squared = .015 (Adjusted R Squared = .008)  
 (d) R Squared = .003 (Adjusted R Squared = -.004)  
 (e) R Squared = .046 (Adjusted R Squared = .040)

From the above General linear multivariate table this found that education of the consumers explain inbuilt accessories(F=11.794), occupation of the consumers predicts essential features(F=5.542) and inbuilt accessories(F=4.443) Essential features(F=4.979) and inbuilt accessories(F=10.029) are predicted by income of the consumers. So on the whole it is concluded that all the demographic variable of consumers help them in classifying the television based on their inbuilt accessories.

### Consumer Preference (Audio)

The General Linear Model is used to find the impact of independent demographic variables on the dependent variables –the factors attributed to Audio Preference.

**Table- 1.7, Tests of Between-Subjects Effects**

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	basicfeatu	182.095(a)	3	60.698	4.687	.003
	extrafeatu	46.064(b)	3	15.355	3.321	.020
	specialaud	56.659(c)	3	18.886	4.343	.005
Intercept	basicfeatu	1987.651	1	1987.651	153.477	.000
	extrafeatu	991.130	1	991.130	214.350	.000
	specialaud	872.648	1	872.648	200.677	.000
education	basicfeatu	.629	1	.629	.049	.826
	extrafeatu	9.036	1	9.036	1.954	.163
	specialaud	36.168	1	36.168	8.317	.004
occupation	basicfeatu	152.202	1	152.202	11.752	.001
	extrafeatu	22.553	1	22.553	4.877	.028
	specialaud	11.587	1	11.587	2.665	.103
income	basicfeatu	26.106	1	26.106	2.016	.156
	extrafeatu	18.212	1	18.212	3.939	.048
	specialaud	1.902	1	1.902	.437	.509
Error	basicfeatu	5840.819	451	12.951		
	extrafeatu	2085.373	451	4.624		
	specialaud	1961.178	451	4.349		
Total	basicfeatu	63682.000	455			
	extrafeatu	20475.000	455			
	specialaud	19224.000	455			

Corrected Total	basicfeatu	6022.914	454			
	extrafeatu	2131.437	454			
	specialaud	2017.837	454			

a R Squared = .030 (Adjusted R Squared = .024)

b R Squared = .022 (Adjusted R Squared = .015)

c R Squared = .028 (Adjusted R Squared = .022)

In case of Audio it has been found that education of consumers as good effect on special audio features(F=8.317) occupation as variable defect on basic features(F=11.752) and extra features(F=4.877). Income predicts extra features(F=3.939). This shows that educated consumers are able to analysis the special audio features and the income and occupation of the consumers forces them to demand extra features in the audio system.

### Different Brands and Consumer Preference (Television)

One-way analysis of variance is employed here to find the significant difference in the variance of consumer preference with respect to different brands of television.

**Table - 1.8,ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Essential	Between Groups	383.166	9	42.574	4.944	.000
	Within Groups	4219.722	490	8.612		
	Total	4602.888	499			
Sound	Between Groups	261.532	9	29.059	6.874	.000
	Within Groups	2071.468	490	4.227		
	Total	2333.000	499			
Additional	Between Groups	148.428	9	16.492	2.318	.015
	Within Groups	3486.772	490	7.116		
	Total	3635.200	499			
Entertainment	Between Groups	94.583	9	10.509	2.973	.002
	Within Groups	1728.423	489	3.535		
	Total	1823.006	498			
Inbuilt accessories	Between Groups	40.442	9	4.494	1.146	.328
	Within Groups	1920.550	490	3.919		
	Total	1960.992	499			
Special	Between Groups	60.719	9	6.747	2.808	.003
	Within Groups	1177.329	490	2.403		
	Total	1238.048	499			

From the above tables it is found that the 5 major factors of preference of Television viz. Essential features (F=4.944), Sound features (F=6.874), Additional features (F=2.318), Entertainment features (F=2.973), Special features (F=2.808) differ significantly on the basis of Television brands where as inbuilt accessories (F=1.146) do not differ significantly. So it can be inferred that the customers are aware that features are different in different brands .

### Different Brands and Consumer Audio Preference

One-way analysis of variance is employed here to find the significant different in the variance of consumer preference with respect to different brands of audio.

**Table - 1.9,ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Basic feature	Between Groups	155.730	9	17.303	1.305	.231
	Within Groups	6497.270	490	13.260		
	Total	6653.000	499			
Extra feature	Between Groups	84.923	9	9.436	2.054	.032
	Within Groups	2251.365	490	4.595		
	Total	2336.288	499			
Special feature	Between Groups	37.659	9	4.184	.908	.518
	Within Groups	2257.549	490	4.607		
	Total	2295.208	499			

It is found that the different brands of audio system differ significantly on extra features ( $F=2.054$ ). So the brands in the market differ significantly in possessing innovative extra features.

**Discussions - Observations and Results:** An analysis of the study carried on so far, reveals certain characteristics of consumer behavior, especially in the purchase of entertainment products viz., Television and audio system. It is found from the consumer behavior towards purchase of TV that the consumers consider that in addition to certain basic and essential features, other special and additional features such as different entertainment facilities, inbuilt accessories etc., are also the consumers concentrate on basic features, clarity of sound and other special facilities during the purchase. A marked difference is however noticed in the attitudes of the family members in their preference to purchase a particular television and audio. When the heads of the family themselves are the deciding group, they take meticulous care for the essential basic features and clarity of pictures and sound which spouses of the consumers induce them to concentrate on additional features. When children of the consumers also participate in the purchase decision, they make the consumer to go in for various entertainment features as well.

Data leads to the inference that the consumers are aware of the different attributes present in different brands. They have the opinion that the common inbuilt accessories are one and the same in all brands and that different brands possess different extra features alone. The consumers normally get the information about different features of television and audio system from different sources. From advertisements, they directly get information about the basic and other inbuilt features. Friends, relatives and colleagues assist them in getting information about additional features, entertainment provisions inbuilt accessories etc., available in different products. Dealers, in their outlets, display their products and explain about the inbuilt accessories, special features etc., of each brand / make, which all help the consumer to arrive at a decision. As regards the consumer preference with reference to different features/ attributes available in Television, around 60% of the consumers prefer the general and essential attributes of Television, 19% look for the special and extra features and the remaining 21% do not show much enthusiasm for the attributes of preference. Similarly in audio system, 52% are moderate in their preference, 12% prefer the special attributes and 36% are not enthusiastic about the different attributes of audio. It is seen that the screen size of the televisions is not much associated with consumer preference, whereas the mode of payment has a definite impact on their decision. Besides the special and extra features, the quality has a definite impact on consumer preference. It is also found that this search for quality is independent of all demographic variables. Of late, the brand image does not seem to play much role in consumer preference; rather, it is the quality that plays a major role in decision making.

The price also plays a crucial role. When the customer pay 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.

### Suggestions and Conclusions

1. The present day consumer possess high awareness on the day – to – day electronic advancement and they extra – ordinary and multipurpose features of Television and Audio system. They want to buy the best product in terms of utility and service. Therefore the manufacturers may suitably design their advertisements highlighting the technology involved and additional features.
2. It is really a good trend that even though the youngsters give importance to various entertainment features attached to the Television / Audio product they buy, the elders are still particular about the structural soundness of the equipments and their utility. When all the members of family take part in purchase decision process, naturally they end up with the purchase of the best available in the market. This suggests that the manufacturers should take care of quality of the product in addition to attractive features for survival in the market.
3. 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.
4. 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.

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 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. Besides the basic and essential features in a TV/Audio, the general consumers prefer additional features, such as entertainment features. Inbuilt accessories and special features. The consumers of TV feel that the quality of the TV can be identified with special effects, technology present in the product. In the case of audio they demand quality through clarity of voice and volume features. All the TV and Audio consumers are not equal in preferring the special features in the products. Most of the consumers of these products are moderate in their choice. Only 20% of consumers take meticulous care for the special attributes of preference. The purchase preference depends upon the demographic variables of the consumer family. While the elders go in for products with general and essential attributes and brand names, the youngsters prefer products with special and extra features and inbuilt accessories to cater to their entertainment tastes.

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