



# **A STUDY ON THE CUSTOMER PREFERENCE ON TELEVISION IN SUMI ELECTRONICS, GOBI**

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**A PROJECT REPORT**

Submitted

In partial fulfillment of the requirements

For the award of the degree

Of

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**Department of Management Studies**

**Kumaraguru College of Technology**

(An autonomous institution affiliated to Anna University of technology, Coimbatore)

**Coimbatore - 641 049**

**May, 2012**



## BONAFIDE CERTIFICATE

Certified that this project report titled "A STUDY ON THE CUSTOMER PREFERENCE ON TELEVISION IN SUMI ELECTRONICS, GOBI" is the bonafide work of **Mr.P.Vivek, 10MBA60** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported here in does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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External Examiner

## DECLARATION

I affirm that the project work titled "**A STUDY ON THE CUSTOMER PREFERENCE ON TELEVISION IN SUMI ELECTRONICS,GOBI**" being submitted in partial fulfillment for the award of master of business administration is the original work carried out by me. It has not found the party other project work submitted for award of any degree or diploma, either in this or any other university.

Signature of the Candidate

**P.Vivek**

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I certify that the declaration made above by the candidate is true.



Signature of the Guide

**Mrs Priya Dharshini A**

**Assistant Professor**

## ACKNOWLEDGEMENT

It is my humble duty to thank God Almighty who showered his blessings upon for the successful completion of this project.

I express my gratitude to our beloved chairman **Arutchelvar Dr. N. MAHALINGAM** the prime guiding spirit of **Kumaraguru College of Technology** for giving me an opportunity to undergo the MBA Degree course and to undertake this project work.

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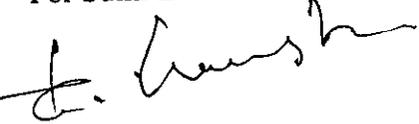
# SUMI ELECTRONICS

## CERTIFICATE

This is to certify that Mr. P.VIVEK, Roll No 10MBA60, a student of KCT Business School, Kumaraguru College of Technology, Coimbatore had undergone a Project entitled "A STUDY ON CUSTOMER PERFERENCE ON TELEVISION IN SUMI ELECTRONICS, GOBI" during the period of February 01, 2012 to May 10, 2012.

During the tenure, his performance was good.

For Sumi Electronics



Authorized Signatory

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## **Chapter-1**

### **INTRODUCTION**

“A business community that is ignorant of consumer preferences cannot possibly fulfill its obligations in a meaningful and responsive manner”.

“Buying behavior is over simple yet, it is the essential task of Marketing Management”.

Consumers vary tremendously in age, income, educational level, and taste. Consumer buys an incredible variety of goods and services and they make their choice among the products.

Economic development of a country is usually measured in terms of rise in standard of living of its people. An increase in standard of living revealed by an increase in consumptions of items of comforts and luxuries and not merely use of items meeting the base minimum necessities of life what was considered as luxuries a decade ago, has become necessity now – Television, two wheelers, Refrigerators, washing machines and the like have become indispensable items in every house. Out of the listed domestic appliances, Television releases the family member and their exertion.

## **Marketing – Yesterday & Today**

Charles Dickens of the French Revolution in ‘A Tale of Two cities’ has written 100 years ago “It was best of times; it was the worst of times”. Today there are many blessings, vast improvements in modern medicine, extremely high productivity because of mechanization and automation the promise of computers & the Internet, the rapid growth of global trade. Humankind today has the capacity to end hunger in the world and to cure many dangerous diseases, but alongside, these blessings is the persistence of intractable problems; poverty religious conflict, environmental degradation, political dictatorship, Corruption, the danger terrorism and weapons of mass destruction.

Leasers who most plot the future of their companies are challenged to find a path that makes sense. Change is occurring at an accelerating rate today is not like yesterday, and tomorrow will be different from today. Continuing today’s strategy is risky; so we must go on to new strategies.

Philip Kotler said “Marketing is specifically concerned with how transactions are created, stimulated, facilitated and valued”.

More companies today are striving for leadership in specific markets instead of accepting second-rate positions in mass markets. Companies are expanding their offerings mix in a bid for customer share, not just market share companies are basing their decision on customer life time value rather than profit maximization. Every company’s set of beliefs and practices are undergoing challenge and change.

## **The Scope of Marketing**

Marketing is typically seen as the task of creating, promoting and delivering goods and services to customer & business. In fact, marketing people are involved in marketing 10 types of entities; goods, services, experiences, events, personals, places, properties, organizations, information and ideas.

## **Definition of Marketing**

According to AMA (American Marketing Association) “Marketing is concerned with the people and the activities involved in the flow of goods and services from the producer to the customers”

## **Aim of Marketing**

Aim of marketing is to know and understand the customer so well that the product or service fits him and sell itself. Ideally, marketing should result in customer who is ready to buy. All that should be needed then is to make the product or service available.

## Industry profile:

The beginnings of mechanical television can be traced back to the discovery of the photoconductivity of the element selenium by Willoughby Smith in 1873, the invention of a scanning disk by Paul Gottlieb Nipkow in 1884 and John Logie Baird's demonstration of televised moving images in 1926.

As a 23-year-old German university student, Paul Nipkow proposed and patented the first electromechanical television system in 1884.<sup>[1]</sup> Although he never built a working model of the system, variations of Nipkow's spinning-disk "image rasterizer" for television became exceedingly common, and remained in use until 1939.<sup>[2]</sup> Constantin Perskyi had coined the word *television* in a paper read to the International Electricity Congress at the International World Fair in Paris on August 25, 1900. Perskyi's paper reviewed the existing electromechanical technologies, mentioning the work of Nipkow and others.<sup>[3]</sup>

However, it was not until 1907 that developments in amplification tube technology, by Lee DeForest and Arthur Korn among others, made the design practical.<sup>[4]</sup> The first demonstration of the *instantaneous* transmission of still silhouette images was by Georges Rignoux and A. Fournier in Paris in 1909, using a rotating mirror-drum as the scanner and a matrix of 64 selenium cells as the receiver.<sup>[5]</sup>

In 1911, Boris Rosing and his student Vladimir Zworykin created a television system that used a mechanical mirror-drum scanner to transmit, in Zworykin's words, "very crude images" over wires to the "Braun tube" (cathode ray tube or "CRT") in the receiver. Moving images were not possible because, in the scanner, "the sensitivity was not enough and the selenium cell was very laggy".<sup>[6]</sup>

On March 25, 1925, Scottish inventor John Logie Baird gave the first public demonstration of televised silhouette images in motion, at Selfridge's Department Store in London.<sup>[7]</sup> AT&T's Bell Telephone Laboratories transmitted halftone still images of transparencies in May 1925. On June 13 of that year, Charles Francis Jenkins transmitted the silhouette image of a toy windmill in motion, over a distance of five miles from a naval radio station in Maryland to his laboratory in Washington, using a lensed disk scanner with a 48-line resolution.<sup>[8][9]</sup>

However, if television is defined as the live transmission of moving images with continuous tonal variation, Baird first achieved this privately on October 2, 1925. But strictly speaking, Baird had not yet achieved moving images on October 2. His scanner worked at only five images per second, below the threshold required to give the illusion of motion, usually defined as at least 12 images per second. By January, he had improved the scan rate to 12.5 images per second.

Then on January 26, 1926 at his laboratory in London, Baird gave what is widely recognized as being the world's first demonstration of a working television system to members of the Royal Institution and a newspaper reporter.

## Electronic television:

In 1908 Alan Archibald Campbell-Swinton, fellow of the Royal Society (UK), published a letter in the scientific journal *Nature* in which he described how "distant electric vision" could be achieved by using a cathode ray tube (or "Braun" tube, after its inventor, Karl Braun) as both a transmitting and receiving device,<sup>[16][17]</sup> apparently the first iteration of the electronic television method that would dominate the field until recently. He expanded on his vision in a speech given in London in 1911 and reported in *The Times*<sup>[18]</sup> and the Journal of the Röntgen Society.<sup>[19][20]</sup> In a letter to *Nature* published in October 1926, Campbell-Swinton also announced the results of some "not very successful experiments" he had conducted with G. M. Minchin and J. C. M. Stanton. They had attempted to generate an electrical signal by projecting an image onto a selenium-coated metal plate that was simultaneously scanned by a cathode ray beam.<sup>[21][22]</sup> These experiments were conducted before March 1914, when Minchin died,<sup>[23]</sup> but they were later followed by versions of all-electronic transmitting tubes, including Philo Farnsworth and Vladimir Zworykin in the United States, and Kálmán Tihanyi in Hungary.

On December 25, 1926, Kenjiro Takayanagi demonstrated a television system with a 40-line resolution that employed a CRT display at Hamamatsu Industrial High School in Japan. This prototype is still on display at the Takayanagi Memorial Museum in Shizuoka University, Hamamatsu Campus. His research in creating a production model were halted by the US after Japan lost World War II.<sup>[27]</sup> This was the first working example of a fully electronic television receiver.

On September 1927, the experiment was repeated by two different teams in 1937, by H. Miller and J. W. Strange from EMI,<sup>[24]</sup> and by H. Iams and A. Rose from RCA.<sup>[25]</sup> Both teams succeeded in transmitting "very faint" images with the original Campbell-Swinton's selenium-coated plate. Although others had experimented with using a cathode ray tube as a receiver, the concept of using one as a transmitter was novel.<sup>[26]</sup> By the late 1920s, when electromechanical television was still being introduced, several inventors were already working separately.

On July 7, 1927, Farnsworth's Image Dissector camera tube transmitted its first image, a simple straight line, at his laboratory at 202 Green Street in San Francisco.<sup>[28][29]</sup> By September 3, 1928, Farnsworth had developed the system sufficiently to hold a demonstration for the press.<sup>[29]</sup> In 1929, the system was further improved by elimination of a motor generator, so that his television system now had no mechanical parts.<sup>[30]</sup> That year, Farnsworth transmitted the first live human images with his system, including a three and a half-inch image of his wife Elma ("Pem") with her eyes closed (possibly due to the bright lighting required).<sup>[31]</sup>

### Organization Profile:

Sumi electronics was established in 1998 it is a very big electronics in gobichettipalayam. They are in dealer of all electronics item. The following electronics are:

- Washing machine:  
L.G , Samsung
  
- Television:  
Samsung, L,G, Sony, Akai, Toshiba, Videocon, Onida
- Fridge
  
- Cell phone
  
  
- Grinder

Now they are growing well in the market. In that store after sales service is liked by everyone.

## **DESIGN OF THE STUDY**

### **a. Statement of the Problem**

Television was a luxurious item in the past. But, today it forms a part of our day-to-day life and has become a necessity. The television industry in India is growing at an enormous rate. Studies on consumer's preference for various brands certainly help for further growth and development in the right direction.

Consumer preference on Television may depend upon numerous factors. An individual differs from one another preferring a particular brand. Focusing this view in mind, consumer preference towards the various dominant brands of Television has been studied.

### **b. Significance of the Study**

Many researchers have undertaken studies on durables. Research on durable viz., 50 CC Mopeds, 100 CC Motor Cycles, Washing Machines, etc., is worth noting. After a careful preliminary study and critical enquiry an attempt has been made to study the consumer's preferences on Televisions.

By making an attempt to study the consumer's preference, a number of inferences can be found so that the level of satisfaction can also be derived on brand preferences as regards television may vary from group to group and also from

#### **1.4 SCOPE OF THE STUDY**

Now-a-days television is a necessary and forms part of life of the people. In modern days, television is a necessary one for every family to satisfy themselves and to keep the prestige of holding them in the society.

This study has been undertaken to find out the brand preference of television among the people in and around Gobi.

## 1.5 OBJECTIVES OF THE STUDY

### **Primary Objective:**

- (i) To Study on Customer Preference on Television in Sumi Electronics, Gobi

### **Secondary Objectives:**

- i. To find out which factors induced them to select such type of Televisions.
- ii. To find out if somebody bought it for the prestige in the society.
- iii. To find out is it for necessity or luxury
- iv. To find out if they purchased in net cash or installments
- v. To find out majority of the T.V buyers are educated or uneducated.

## **OPERATIONAL DEFINITION OF CONCEPT**

### **a. Consumer**

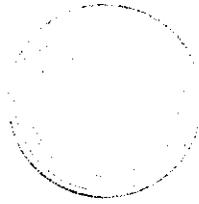
Consumer means “who uses the television which directly satisfy his wants”

### **b. Brand**

Brand is a name, term, symbol (or) design on a combination of them which is intended to identify the goods or services of one seller or a group of sellers or and to differentiate them from those of competitors.

### **c. Brand Preference**

Brand preference means liking of one brand rather than another. In other words, brand preference is, “The prior right, favored position, better liking given to a particular brand of product.



## **MARKETING CONCEPT**

### **Major Marketing Concepts**

**Need and Wants:** The one theme of any marketing activity pertains to the satisfaction of the needs of customers. Needs are basic to human existence but wants are not. Wants are basically acquired needs.

**Products / Services:** A product is anything that aims to satisfy consumer needs and wants. A customized product is one which is made according to individual's customer's specification.

**Exchange:** An exchange between the buyer and marketer takes place depending on the match between the gain (the satisfaction receivable) and the sacrifice (the price payable) in customer perception.

**Emerging Imperatives:** The customer of today is the undisputed king. He is unrelenting, demanding, and finicky and wishes to fulfill his needs in the most cost effective manner. This has led to a paradigm shift. The Corporation has to exist for the customer and the company has to customaries itself. Such an organization will have to establish a link between itself and customers by (i) assessing the needs of customer, and (ii) developing, manufacturing, marketing and delivering a value added product to the customer.

## **CONSUMER BEHAVIOR**

Consumer behavior refers to the buying behavior of ultimate customer, those persons who purchase for personal or household use, not for business purpose.

**Peter F Ducker** was apt in saying “it is the customer who determines what a business is what a customer thinks he is buying, what he considers ‘value’ is decisive – it determines what a business is, what it produces and whether it prosper”.

### **Consumer Buying Decision**

“Nothing is more difficult and, therefore more precious, than to be able to decide”, is a quoted to be the words of Napoleon. This is true in the case of consumer to it is for this reason that the marketers are beyond to have a full knowledge of the consumer – buying decision process.

As we have seen earlier, the objective of marketing effort is to make the exchange process complete. In essence, it is the matching of two decision processes: the decision of the marketer (as reflected through 4’Ps) and the decision of customer (acceptance of the market elements).

## **Factors Influencing Customers Behavior**

There are many factors influencing the behavior of a customer.

Some of them are explained below:

### **Personal Influences**

#### **Consumer Perception**

Perception can be defined as the process by which we receive information through our five senses; then acknowledge and assign meaning to this information. During the process of perception we receive an outside stimulus i.e., the physical data that can be sensed by us. Perception is our personalized way of seeing and comprehending the stimulus.

#### **Learning**

Learning is a process of receiving and assimilating information. This in turn leads to relatively permanent change in the thought process or behavior of the consumer. In other words, learning occurs either through a mental process or as a trial and error process. One view point, the cognitive theory of learning, believes that when the perceived risk-physical, psychological, monetary, or any other – in making a uniformed decision is very high, the customer gets highly involved in decision making.

#### **Habit**

Habit is defined as an acquired or developed behavior that has some nearly or completely involuntary (like brushing teeth in the morning). For example, due to

repeated conditioning we may look for a particular brand of relief table the moment we get a headache.

## **Attitudes**

An attitude is the acquired mental position that we hold in regard to a brand. Thus, the difference between habit and attitude lies in that while the former is behavioral response, the latter is mental. Tata Tea launched a new filter coffee, Croog Doube Roast. The advertising campaign tried to change the attitude of the filter coffee drinkers towards 'readymade' coffee powder. Unless we have a positive attitude towards a product we are not likely to buy it.

## **Motivation**

A person actually wants something when (a) he is in a state of felt deprivation, and (b) when his goal is to get out of the state.

**Maslow**, a psychologist has developed a 'hierarchy of needs' model that is sensitively used by the marketers. **This suggests that human needs can be classified as:**

- a. **Physiological** : Rest, food, drinks, sex
- b. **Safety**: Avoidance of any situation that can cause any loss-physically, monetarily or otherwise.
- c. **Social** : A sense of belongingness
- d. **Esteem**: Recognitions, status, prestige, status seeking.
- e. **Self actualization**: Living up to one's own potential.

### **Interpersonal Influence**

- a. Family
- b. Society
- c. Reference Groups
- d. Opinion Leader
- e. Culture and Sub Culture

### **Non – Personal Influence on Consumer Behavior**

- a. Environment
- b. Place
- c. Time

## Chapter-2

### REVIEW OF LITERATURE

#### 1. Davenport, Thomas H.1, 2, 3 Mule, Leandro Dalle4 Lucker, John5 Harvard Business Review; Dec2011, Vol. 89 Issue 12, p84-92, 7p, 1

Summarizes the study 'TV-Based: An Investigation of Consumer Interest, Pricing and Payment Preferences,' by TechTrends Inc. Statistics on **customer preferences**; Users for television-commerce services; Background of TechTrends. Shoppers once relied on familiar salespeople to help them find exactly what they wanted-and sometimes to suggest additional items they hadn't even thought of. But today's distracted consumers, bombarded with information and options, often struggle to find products or services that meet their needs. Advances in information technology, data gathering, and analytics are making it possible to deliver something like the personal advice of yesterday's sales staffs. Using increasingly granular **customer** data, businesses are starting to create highly customized offers that steer shoppers to the "right" merchandise- at the right moment, at the right price, and in the right channel. But few companies can do this well. The authors demonstrate how retailers can hone their "next best offer" (NBO) capability by breaking the problem down into four steps: defining objectives, gathering data (about your **customers**, your products, and the purchase context), analyzing and executing, and learning and evolving. Citing successful strategies in companies such as Tesco, Zippos, Microsoft, and Wal-Mart, they provide a framework for nailing the NBO.

**2. V. Krishnan Karl T. Ulrich the University of Texas at Austin, CBA 4.202, Austin, Texas 78712 the Wharton School, 1317 Steinberg Hall- Dietrich**

This paper is a review of research in product development, which we define as the transformation of a market opportunity into a product available for sale. Our review is broad, encompassing work in the academic fields of marketing, operations management, and engineering design. The value of this breadth is in conveying the shape of the entire research landscape. We focus on product development projects within a single firm. We also devote our attention to the development of physical goods, although much of the work we describe applies to products of all kinds. We look inside the "black box" of product development at the fundamental decisions that are made by intention or default. In doing so, we adopt the perspective of product development as a deliberate business process involving hundreds of decisions, many of which can be usefully supported by knowledge and tools. We contrast this approach to prior reviews of the literature, which tend to examine the importance of environmental and contextual variables, such as market growth rate, the competitive environment, or the level of top-management support.

### **3. RESEARCH METHODOLOGY**

#### **3.1 Research Meaning**

Research in common parlance refers to a search of knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

According to **Clifford Woody**, “Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusion and at last carefully testing the conclusions to determine whether they fit the formulation hypothesis.

#### **3.2 RESEARCH TYPE:**

##### **DESCRIPTIVE RESEARCH:**

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions “who, what, where, when and how” about any particular situation

### **3.3 Research Design**

Decision regarding what, where, when, how much by what means concerning an inquiry or a research study constitute a research design. “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose in the economy in procedure”.

In fact the research design is the conceptual structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data.

### **3.4 Sampling Design**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample. Sample design is determined before data are collected.

It is an integral part of the total research design and contributes significantly to its integrity.

Random sampling design is used for the study.

## **Universe / Population**

Population in the terms of research means the total area of the study. It is also known as 'universe'. Samples for the study are taken from the population based on the types of study.

From the statistical point of view, the term 'universe' refers to the total of items or units in any field of inquiry, where as the term 'population' refers to the total of items about which information is desired. The population or universe can be finite or infinite. The data has been collected from 125 Respondents.

### **3.5 Scope of the Study**

The investigator has decided to take 125 as a sample from the universe, for the present study.

This is expected to be an idle sample in relation to the size of the universe. The samples of 125 respondents selected from the universe or the persons who have residing in Gobi.

Now-a-days television is a necessary and forms part of life of the people. In modern days, television is a necessary one for every family to satisfy themselves and to keep the prestige of holding them in the society.

This study has been undertaken to find out the brand preference of television among the people in and around Gobi.

### **3.6 Sources of Data**

The main source of data collection adopted by the researcher is primary and secondary data for the study.

#### **Primary Data**

These are information collected or generated by the researcher for the purpose of project immediately at hand. These are present collector for the first time and so it is original. These are more reliable and help to know the personal opinion, qualities and attitudes towards the product.

A structure questionnaire was used for the collection of primary data from the respondents. The interview schedule consists of both open ended and close ended

## **Secondary Data**

These are the sources that have been collected by someone. Books, journals, manual scripts, company's records etc, are all secondary sources of data. Researcher has used brochures, books, journals, magazines, company records and literature from the marketing manager for the show room.

## **Tools of Analysis**

Tools used for analysis were simple percentages and cross table, the percentage methods are used for comparing certain features. The collected data are represented in the form of tables and graphs in order to give effective visualization of comparison made.

### **3.7 LIMITATIONS OF THE STUDY**

- i. The process of collection of data was a real challenge as it has taken more time for the respondents to respond
- ii. Maximum respondents did not give proper opinion in it.
- iii. The study was conducted only with reference to Gobi.

## Chapter-4

### ANALYSIS AND INTERPRETATION

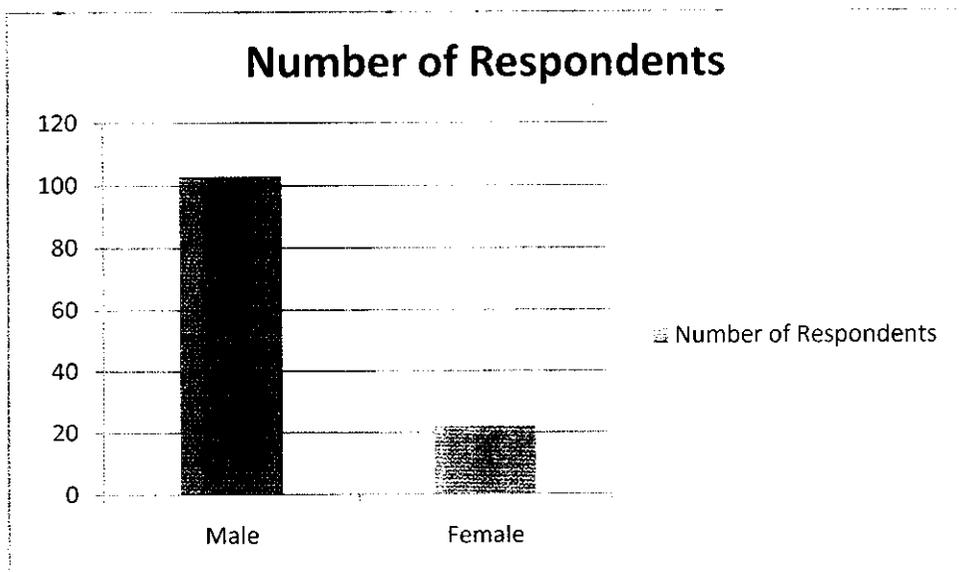
Table – 4.1

Table Regarding Sex of the Respondents

S. No	Particulars	Number of Respondents	Percentage
1.	Male	103	85.88
2.	Female	22	14.12
	Total	125	100.00

#### Interpretation

From the above table, it is clear that out of total respondents 85.88% of respondents are Male respondents, 14.12% of respondents are female respondents.



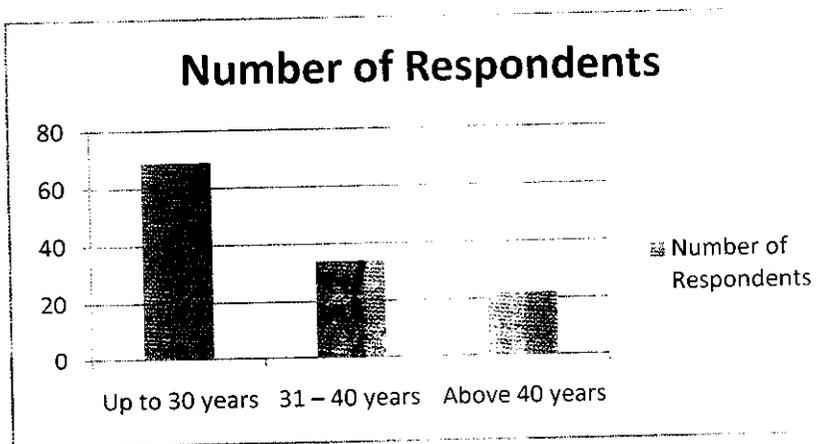
**Table – 4.2**

**Table Regarding an Age of the Respondents**

S. No	Particulars	Number of Respondents	Percentage
1.	Up to 30 years	69	57.65
2.	31 – 40 years	34	28.23
3.	Above 40 years	22	14.12
	Total	125	100.00

**Interpretation**

From the above table, it is clear that out of total respondents 57.65% of respondents are up to 30 years and 28.23% of respondents are 31 to 40 years and only 14.12% of respondents are above 40 years.



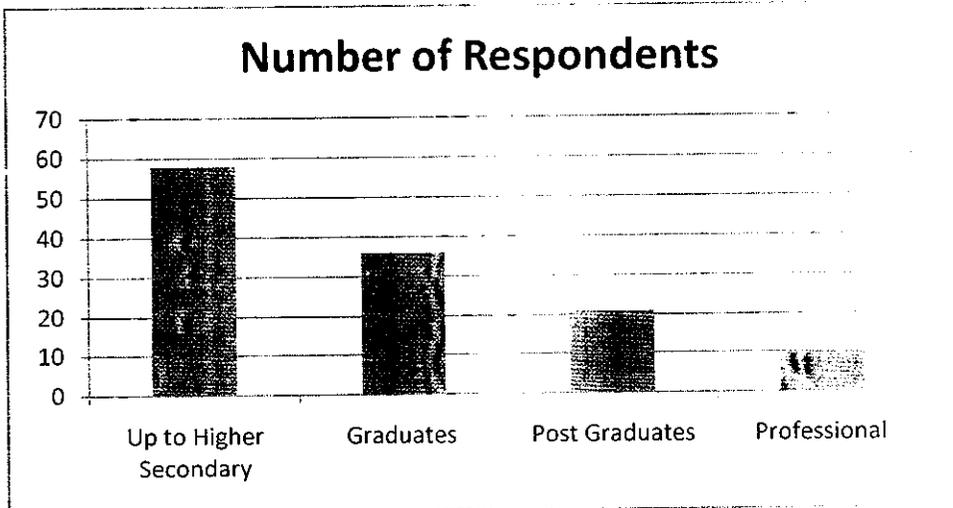
**Table - 4.3**

**Table Regarding Educational Qualification of Respondents**

S. No	Particulars	Number of Respondents	Percentage
1.	Up to Higher Secondary	58	53.47
2.	Graduates	36	27.59
3.	Post Graduates	21	10.59
4.	Professional	10	8.35
	Total	125	100.00

**Interpretation**

From the above table 53.47% of respondents are having higher secondary qualification, 27.59% of the respondents are Graduates, 10.59% of the respondents are Post Graduates and 8.35% of the respondents are professionals.



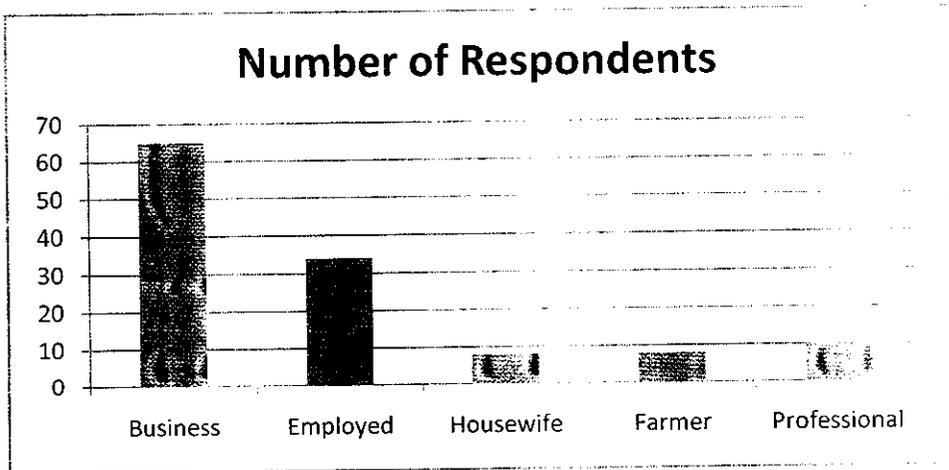
**Table – 4.4**

**Table Regarding Occupation of the Respondents**

S. No	Particulars	Number of Respondents	Percentage
1.	Business	8	6.06
2.	Employed	34	27.59
3.	Housewife	8	6.06
4.	Farmer	65	51.94
5.	Professional	10	8.35
	Total	125	100.00

**Interpretation**

The above table shows that 51.94% of respondents are business peoples, 27.59 % of the persons are employed persons, 6.06% are house wife's, 6.06% are farmers and 8.35% of the respondents are professionals.



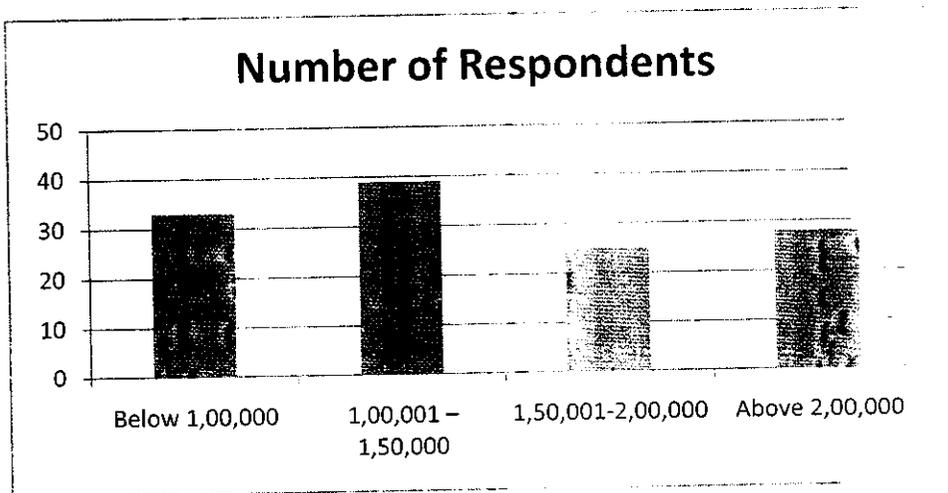
**Table – 4.5**

**Table Regarding the Family Income of Respondents**

S. No	Particulars	Number of Respondents	Percentage
1.	Below 1,00,000	33	34.59
2.	1,00,001 – 1,50,000	39	39.12
3.	1,50,001-2,00,000	25	17.29
4.	Above 2,00,000	28	19.00
	Total	125	100.00

**Interpretation**

The above table it is clear that out of total respondents 34.59% of the respondent income is below 1,00,000 , 39.12 % of the respondents income is 1,00,001-1,50,000, 17.29% of the respondents income is 1,50,001-2,00,000, 19.00% of the respondents income is Above 2,00,000



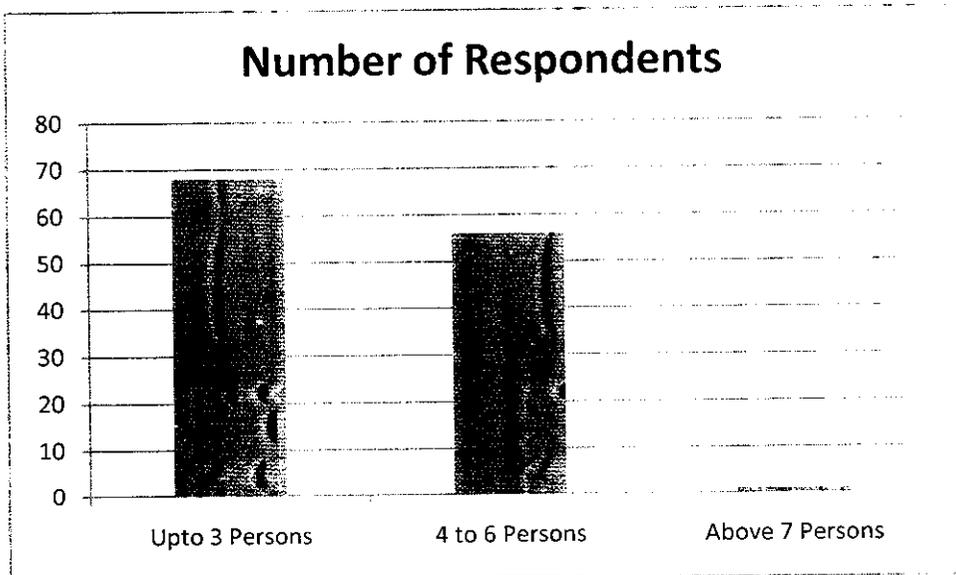
**Table – 4.6**

**Number of Members in Respondents Family**

S. No	Particulars	Number of Respondents	Percentage
1.	Up to 3 Persons	68	51.06
2.	4 to 6 Persons	56	47.76
3.	Above 7 Persons	1	1.18
	Total	125	100.00

**Interpretation**

The table shows that 51.06% of the respondents are having 3 members in their family, 47.76% of the respondents are having 4 to 6 persons in their family and 1.18% of the respondents are having above 7 members in their family.



**Table – 4.7**

**Table Regarding an Opinion about Brand of Television**

<b>S. No</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1.	Samsung	19	15.38
2.	Videocon	17	13.12
3.	L.G	18	14.18
4.	Onida	20	16.51
5.	Sony	26	24.07
6.	Sansui	12	8.20
7.	Akai	7	5.02
8.	Toshiba	6	4.52
	Total	125	100.00

### **Interpretation**

The above table shows that out of 125 respondents, 24.07% like Sony Television and 16.51% like Onida brand and 15.38% of the respondents like a Samsung and 13.12% like Videocon television and 14.18% like L.G Television and 8.20% like Sansui Television and 5.02% likes Akai and only 4.52% of the respondents like a Toshiba.

**Table – 4.8**

**Table Regarding an Opinion about the Next Choice if the Present Brand was not available**

<b>S. No</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1.	Samsung	21	17.53
2.	Videocon	14	12.47
3.	L.G	25	21.53
4.	Onida	16	15.82
5.	Sony	15	14.10
6.	Sansui	13	12.05
7.	Akai	11	9.45
8.	Toshiba	10	7.05
	Total	125	100.00

**Interpretation**

The above table shows that out of 125 respondents most of the sample will select L.G, 21.53% and 17.53% likes Samsung and 15.81% like Onida and 14.10% likes Sony and 12.05% likes Sansui and 9.45% likes Akai and 7.05% likes Toshiba.

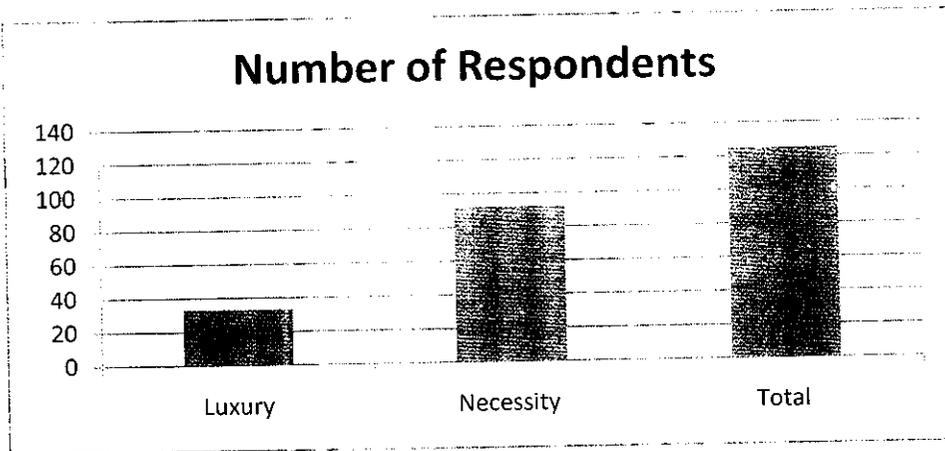
**Table –4.9**

**Table Showing an Opinion about Television**

S. No	Particulars	Number of Respondents	Percentage
1.	Luxury	33	22.29
2.	Necessity	92	77.71
	Total	125	100.00

**Interpretation**

From the above table it is clear that, it is necessary for 77.71% respondents, 22.29% of the respondents having the television as a luxury one.



**Table –4.10**

**Table Regarding an Opinion about the Period of  
Purchase of Television**

<b>S. No</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1.	Before Budget	11	17.94
2.	After budget	35	23.88
3.	New year offer	38	27.18
4.	Off-seasonal offer	41	31.00
	Total	125	100.00

**Interpretation**

Many consumers have considered the budget presentation as important criteria at the time of purchase.

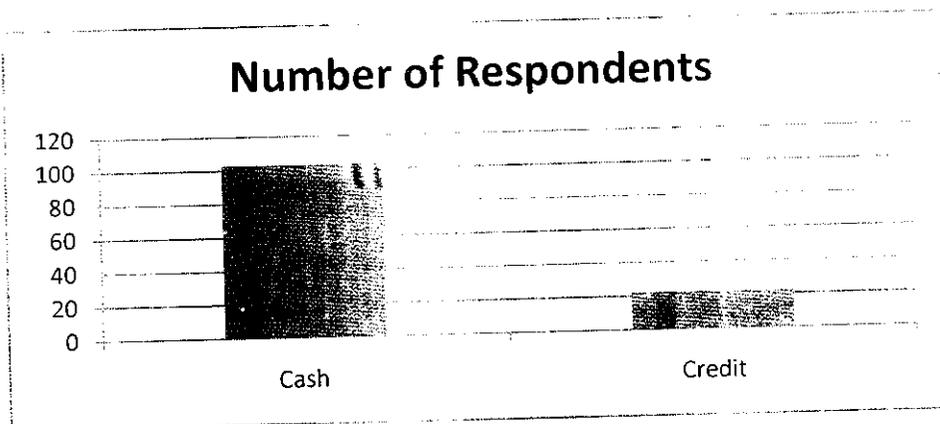
From the above shows that 31% of the respondents have purchased at the time of off-seasonal offer, 23.88% of the respondents have purchased after budget and only 17.94% of the respondents have purchased before budget offer.

**Table – 4.11**  
**Table Regarding the Mode of Purchase of Televisions**

S. No	Particulars	Number of Respondents	Percentage
1.	Cash	103	81.18
2.	Credit	22	18.82
	Total	125	100.00

### Interpretation

From the above it clear that out of total respondents 81.18% of the respondents are buying cash purchase and only 18.82% of the respondents are buying credit purchase.



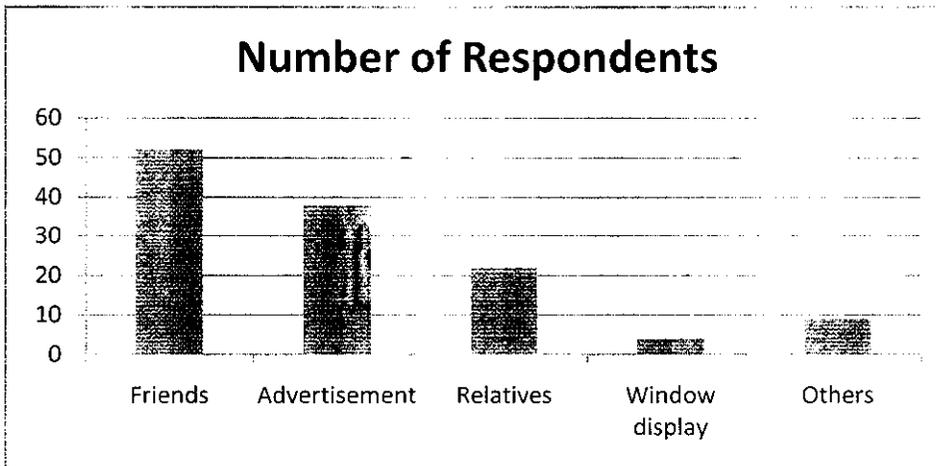
**Table – 4.12**

**Table Regarding an Opinion about which Factors Influenced to Purchase the Present Brand**

S. No	Particulars	Number of Respondents	Percentage
1.	Friends	52	43.53
2.	Advertisement	38	27.06
3.	Relatives	22	15.12
4.	Window display	4	3.70
5.	Others	9	10.59
	Total	125	100.00

**Interpretation**

The above table shows that 43.53% of the respondent’s friends are the most influence source of information and the advertisement had given information to 27.06% and only 4.70% of respondents had got information from window display.



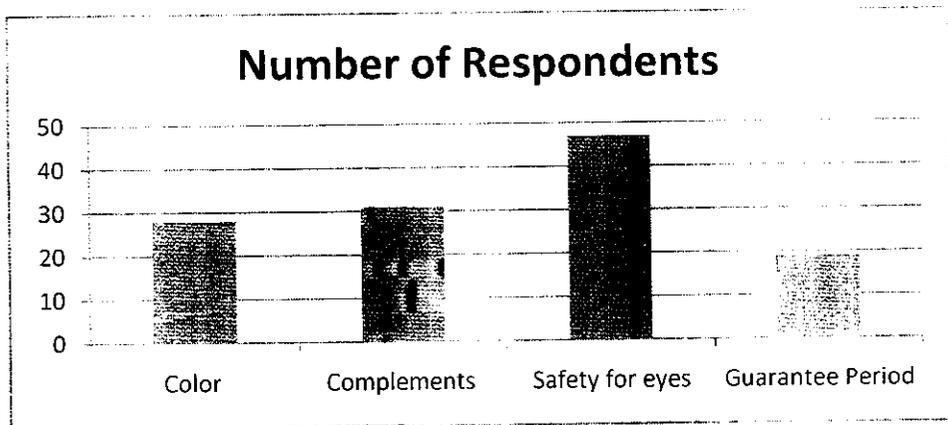
**Table – 4.13**

**Table Regarding an Opinion about the Factors Influenced to Choose the Brand**

S. No	Particulars	Number of Respondents	Percentage
1.	Color	28	16.47
2.	Complements	31	24.71
3.	Safety for eyes	47	43.53
4	Guarantee Period	19	15.29
	Total	125	100.00

**Interpretation**

The above table shows that huge majority 43.53% of the respondents were attracted by the factor of safety for eyes, and 24.71% of the respondents prefer for complements and only 16.47% of respondents prefer for color.



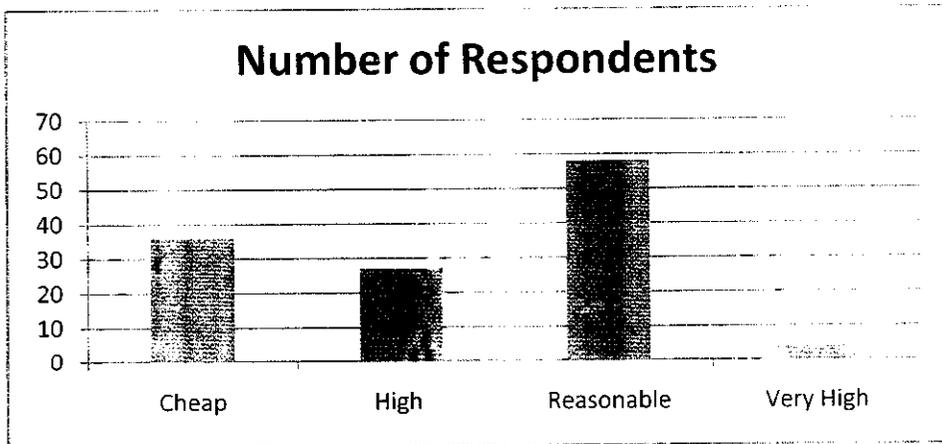
**Table – 4.14**

**Regarding Table an Opinion about the Price of the Present Brand**

S. No	Particulars	Number of Respondents	Percentage
1.	Cheap	36	27.06
2.	High	27	17.65
3.	Reasonable	58	49.41
4.	Very High	4	5.88
	Total	125	100.00

**Interpretation**

The above table shows that out of 125 respondents, 49.41% felt that the price is reasonable and 27.06% felt that the price is cheap and only 5.88% of respondents felt that the price is very high.



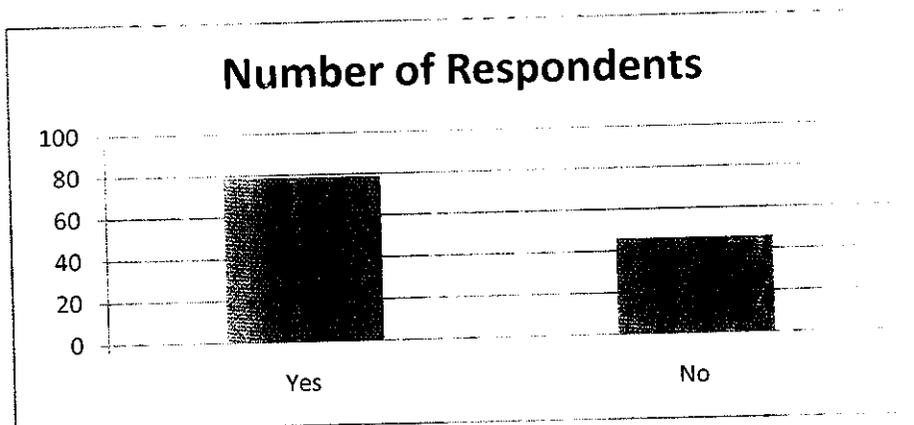
**Table – 4.15**

**Table Regarding an Opinion about a  
Comparison of Price with other Brands**

<b>S. No</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1.	Yes	79	69.41
2.	No	46	30.59
	Total	125	100.00

**Interpretation**

From the above table, it is observed that out of 125 respondents 69.41% have compared the price with other brands and 30.59% have not compared the price with other brands.



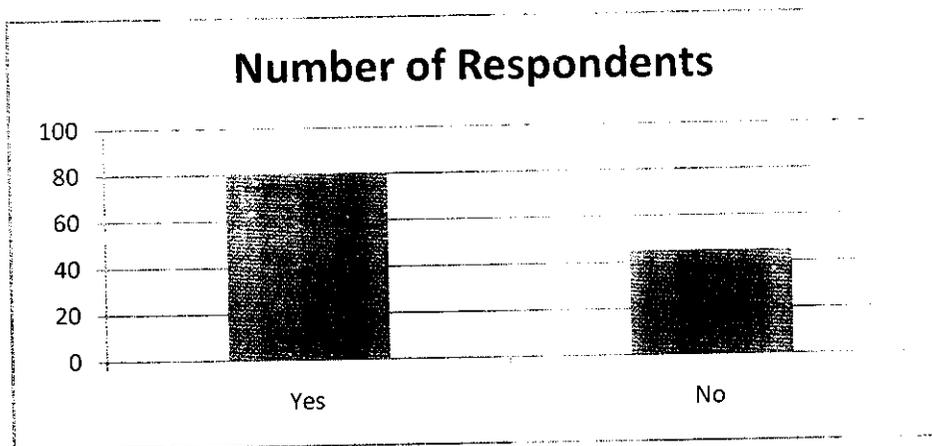
**Table – 4.16**

**Table Regarding an Idea about the Brand to Friends and Relatives**

S. No	Particulars	Number of Respondents	Percentage
1.	Yes	80	70.59
2.	No	45	29.41
	Total	125	100.00

**Interpretation**

The above table shows that out of 125 respondents 70.59% have suggested their friends and relatives to go for their brands and 29.41% have not suggested their brand to their friends and relatives.



**Table – 4.17**

**Cross tabulation between Gender and Brand of the television**

This table shows the cross tabulation between Gender and Brand of the television

Gender	Brand of television					Total
	Samsung	Videocon	L.G	Sony	Onida	
Male	14	20	18	37	16	105
Female	4	4	3	5	4	20
Total	18	24	21	42	20	125

**Inference**

From the above table it is understood that Brand of television is mostly purchased by male respondents are 105.

**Table – 4.18**

**Cross tabulation between Age and Entertainment**

This table shows the cross tabulation between Age and Entertainment of the television

		Entertainment in television					Total
		Highly Agree	Agree	Neutral	Dis Agree	Highly Disagree	
Age	Less than 25years	18	38	13	0	0	69
	.25-40 years	13	17	3	0	0	33
	41-55 Years	3	14	5	0	0	22
	Above 55 Years	1	0	0	0	0	1
Total		35	69	21	0	0	125

**Inference**

From the above table it is understood that the Entertainment Facilities available in that present brand are mostly Agreed by the respondents are 38 at the Age group is less than 25 years.

**Table – 4.19**

**Cross tabulation between Age and after sales services**

This table shows the cross tabulation between Age and after sales Service of the television

		After sales service					Total
		Highly agree	Agree	Neutral	Disagree	Highly Disagree	
Age	Less than 25years	38	21	10	0	0	69
	25-40 years	17	11	5	0	0	33
	41-55 Years	10	6	6	0	0	22
	Above 55 Years	1	0	0	0	0	1
Total		66	38	21	0	0	125

**Inference**

From the above table it is understood that the after sales services provided in the stores for that brands are Highly Agreed by the respondents are 38 at the Age group is less than 25 years.

**Table – 4.20**

**Cross tabulation between Age and Picture clarity of the Television**

This table shows the cross tabulation between Age and Picture clarity of the television

		Picture clarity					Total
		Highly agree	Agree	Neutral	Disagree	Highly Disagree	
Age	Less than 25years	40	29	0	0	0	69
	25-40 years	21	12	0	0	0	33
	41-55 Years	15	7	0	0	0	22
	Above 55 Years	1	0	0	0	0	1
Total		77	48	0	0	0	125

**Inference**

From the above table it is understood that the Picture clarity available in the present brand are Highly Agreed by the respondents are 40 at the Age group is less than 25 years.

**Table – 4.21**

**Cross tabulation between Age and price of the Television**

This table shows the cross tabulation between Age and Price of the television

		Price					Total
		Highly agree	Agree	Neutral	Disagree	Highly disagree	
Age	Less than 25years	25	38	5	0	1	69
	25-40 years	15	15	3	0	0	33
	41-55 Years	11	11	0	0	0	22
	Above 55 Years	1	0	0	0	0	1
Total		52	64	8	0	1	125

**Inference**

From the above table it is understood that the Price for the present brand is Highly Agreed by the respondents are 38 at the Age group is less than 25 years.

**Table – 4.22**

**Cross tabulation between Age and Sound clarity**

This table shows the cross tabulation between Age and sound clarity of the television

		Sound clarity					Total
		Highly agree	Agree	Neutral	Disagree	Highly Disagree	
Age	Less than 25years	21	30	18	0	0	69
	25-40 years	8	15	10	0	0	33
	41-55 Years	5	9	8	0	0	22
	Above 55 Years	0	1	0	0	0	1
Total		34	55	36	0	0	125

**Inference**

From the above table it is understood that the Sound clarity in the present brand is Highly Agreed by the respondents is 30 at the Age group are less than 25 years.

**Table – 4.23**

**Cross tabulation between Age and Power consumption**

This table shows the cross tabulation between Age and Power consumptions of the television

		Power consumption of the television					Total
		Highly agree	Agree	Neutral	Disagree	Highly Disagree	
Age	Less than 25years	30	31	8	0	0	69
	25-40 years	12	12	9	0	0	33
	41-55 Years	15	5	2	0	0	22
	Above 55 Years	0	0	1	0	0	1
Total		57	48	20	0	0	125

**Inference**

From the above table it is understood that the Power consumption in the present brand is mostly Agreed by the respondents are 31 at the Age group is less than 25 years.

**Table – 4.24**

**Cross tabulation between Age and Features of Television**

This table shows the cross tabulation between Age and Features of the television

		Features of Television					Total
		Highly agree	Agree	Neutral	Disagree	Highly disagree	
Age	Less than 25years	30	38	1	0	0	69
	25-40 years	16	17	0	0	0	33
	41-55 Years	9	13	0	0	0	22
	Above 55 Years	1	0	0	0	0	1
Total		56	68	1	0	0	125

**Inference**

From the above table it is understood that the Features available in the present brand are mostly Agreed by the respondents are 38 at the Age group is less than 25 years.

## **FINDINGS**

- ✓ Out of 125 respondents 85.88% of the respondents are male respondents.
- ✓ 57.65% of the respondents are age group of up to 30 years.
- ✓ From the total respondents 51.94% of the Farmers are purchased television.
- ✓ From the total respondents 6.06% of the respondents are Business people.
- ✓ 53.47% of the respondents are having up to higher secondary education qualified people.
- ✓ Out of 125 respondents 34.59% of the respondents are having income below Rs.1,00,000/-
- ✓ Out of 125 respondents 19.04% of the respondents are having income above 2,00,000/-

- ✓ Out of 125 respondents 81.18% of the respondents are buying cash purchase.
- ✓ Among the population 24.07 % of the respondents are using Sony Brand of Television.
- ✓ Out of 125 respondents 49.41% of the respondents had felt that the price is reasonable.
- ✓ Out of 125 respondents 43.53 % have suggested their friends to go for their brands.

## **SUGGESTIONS**

They are to arrange innovative advertisement for increase in the sales volume. In competitive environment, the company must be ready to sell in low and feasible price.

Their products must be very attractive in this modern world. However they should plan to give any offer with every piece.

Installment system only captures more market share, so it is better if this system is being considered.

## **CONCLUSION**

The research was conducted with 125 respondents in Gobi. The data was collected and consolidated using simple percentages. Graphs and tables were used for representation. The response taken from the respondents were analyzed and represented by using graphs and tables to achieve the objective of the study. It was found that majority of the respondents are satisfied with Sony. The findings of the analysis are given extensively and suggestion is given at the end of the report. Some respondents want the safety for eyes. The respondents are thinking that the TV is not a luxury thing but a necessary one.

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# **A Study on the Customer Preference on Television in Sumi Electronics, Gobi**

1. Name:

2. Gender:

Male

Female

3. Age:

Less than 25 years

25-40 years

41- 55 year

above 55 years

4. Educational Qualification:

Up to Higher Secondary

Graduates

Post Graduates

Professional

5. Occupation:

Business

Employed

Housewife

Farmer

Professional

6. Income of the family:

Below 1, 00,000

1, 00,001-1, 50,000

1, 50,001-2, 00,000

Above 2, 00,000

Rate the Brand as you choose as first

o	Particulars	Highly Agree	Agree	Neutral	Disagree	Highly disagree
	Picture Clarity					
	Sound clarity					
	Entertainment					
	Power consumption					
	Features					
	After sale service					
	Price					

For what status you will buy Television?

Luxury

Necessity

What is your opinion about the period of purchase of Television?

Before Budget

After Budget

Festival offer

Mode of Purchase of Television:

Cash

EMI

Factors most Influenced to Purchase the Present Brand?

Friends

Advertisement

Relatives

Window Display

Others