



## CUSTOMERS PREFERENCES TOWARDS TELEVISION BRANDS WITH REFERENCE TO SIVAGANGAI DISTRICT

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### **Abstract**

*Brand is name, term, symbol, mark or design or a combination of them which is intended to identify goods or services of one seller or a group of seller and to differentiate them from those of competitors. It gives individuality and identity to the products. Today, as products become commodities and tangible, features become similar. Marketers swear by the power of branding for their success. Therefore, coining a brand name becomes a crucial part of the marketing process. Each firm wants to identify its products and distinguish them from their competitors in the market. A firm does it by means of branding. The new branding means naming a product for identification and distinction. A product will gain its image and consumer loyalty through its brand.*

### **Introduction**

A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition. Brand is a combination of name, symbol and design. Brands represent the customer's perceptions and opinion about performance of the product. The powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the market place while on the other hand some brands show very high degree of awareness. The brands with high awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance. Some brands commend high level of brand loyalty.

The brand history tells us how the people have used the brand as a mark of identification. In the earlier times the brand mark was used to differentiate the goods of one producer to others. The word brand has its origin from the Old Norse word "brandr" which means "to burn". In the initial phase, the brand was used as a mark of identification on the animals. The history of branding goes back when people utilized burned mark on cattle in order to identify the quality. Branding concepts have been used for centuries around the world in different forms. The original inspiration for branding came for craftsmen and others to recognize the fruits and their labours, so that the customers could easily identify them. Further more branding and trade marks, was applied in past ancient pottery and stonemasons marks, which was utilized to mark handcrafted goods to recognize their source.

Every brand differs in names or symbols like logo, trade mark, design and packing. The products are recognized through these elements and thus make it possible to differentiate one product from the other. A brand is a signal to protect the customer from similar brand names and protect the producer from the competitors. Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self esteem in the society. Some brands have very strong position in the market as they are more consumers friendly and customer purchase these branded products on trust and without any hesitation.

Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Furthermore it represents the customers' convenient summary like their feelings, knowledge and experiences with the brand. More over customer do not spend much time to do find out about the product. When customer considers about the purchase they evaluate the product immediately by reconstructed product from memory and cued by the brand name. Most of the customers prefer to buy a branded product because they know this product has been developed and maintained the protocols, like from the health and environmental perspective, quality and the like. Most successful companies prefer customer preferences and obtain customers input through marketing research. Some companies introduce a latest technology in new product according to customers demand and requirements, for example introduction of camera in cell phone, cell phone holder, charger in current edition of branded cars and the like. They also use latest machinery for improving the product quality, shape design, use of computer graphics in labelling of the products and the like.

A brand has a value; this depends on the quality of its products in the market and the satisfaction or content of the customer in its products and services. This provides the trust of the customers in the brand. If customers trust a brand it makes a



positive connection to the brand and customers will have a reason to become a loyal to the brand. Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors.

Brands play a vital role in the decision making processes of the customer. It is important for companies to find out customer's decision process and pinpoint the criteria, which customers apply while making decision. How brand names influence the customer purchase decision? Why customers purchase a particular brand also implies how customers decide what do buy? Customers follow the sequence of steps in decision process to purchase a specific product. They start realizing a requirement of product, get information, identify and evaluate alternative products and finally decide to purchase a product from a specific brand. When customers purchase particular brand frequently, he or she uses his or her past experience about that brand product regarding performance, quality and aesthetic appeal.

Companies are recognized through their brand and it is most valuable asset for survival. Customers have many brand choices but they have less time to make a choice. The brand speciality helps the customer in decision making to purchase a right product with less risk and according to set expectations. Brand name is a promise to customer by maintaining and enhancing the strength over time. Successful brand should be the representative of various elements together including design, packing, quality, style and the like. Customers want to see all the elements in brand product according to his / her need.

The company's reputation has an important influence on the consumer buying processes. This reputation is different due to the company's product and specific influence of the brand's image. The successful company always provides the customers greater value of satisfaction than its competitor and adapt to the needs of the customers. In this increasing competition market, company cannot sell the brand unless it understands the customers' requirements. Companies make a strong relationship with customers through development of a customer friendly brand. Competition creates a new value for consumer.

The flourishing companies have to identify their customer's need. In this extremely aggressive and full of competition, market place, it is not enough for company to reach the certain level of sales and customer satisfaction at same time. The company must be able to identify and apply the most successful resources to communicate it with market and consumers. A company has to consider not only the market performance of its product but also of its competitor's product and at the same time keep the track of the changing attitude of customer in changed situations.

The world of today is changing fast. India is no exception. Especially after the openings up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social and economical framework. While it is possible to get some estimates of the macro changes taking place in India, it is impossible to get any accurate measures of the subjective experience that proceed, accompany or follow such changes. However, the fact remains that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers. Any marketer is keen in closely monitoring the changes in terms of numbers and specially keeping regular track of the changing pattern of the buyers' aspirations and competitive actions.

With the opening up of the Indian Economy, marketers today are facing a barrage of new challenges and opportunities. The Indian economy, marketers today are facing a barrage of new challenges and opportunities. The Indian market is emerging as a dynamic and competitive area where "the only thing that is permanent is change". The Indian market is going through a period of upheavals. The winds of liberalization and the opening up of the market have brought about changes that would have been unimaginable a decade ago. As barriers come down, new players both from Indian as well as abroad are entering in different products. Presently there are many national as well as international manufacturers in buyer durable products. They are fighting an intense battle to get a foothold, while the existing players are putting in all their counter strategies in this battle for survival. The battle is on across all the products – be it buyer non-durable, buyer durable or the service industry – though the degree or nature of battle may vary individually.

In the Indian market, companies have faced many ups and downs while managing their products. Although it is not possible to identify exactly the causes behind any particular success story, there are innumerable instances of success which can be broadly grouped under five categories, namely – product innovations and its adaptation to the Indian conditions, offering excellent value for money, unique marketing skills in the areas of market selection, positioning, brand image and creating advertising, offering of excellent service to the customers and owing to superior design or technology.



Brand is name, term, symbol, mark or design or a combination of them which is intended to identify goods or services of one seller or a group of seller and to differentiate them from those of competitors. It gives individuality and identity to the products. Today, as products become commodities and tangible, features become similar. Marketers swear by the power of branding for their success. Therefore, coining a brand name becomes a crucial part of the marketing process. Each firm wants to identify its products and distinguish them from their competitors in the market. A firm does it by means of branding. Now branding means is naming a product for identification and distinction. A brand is anything which is distinguished from similar product or services. A product will gain its image and customer loyalty through its brand.

Communication is a process that allows organisms to exchange information by several methods. A wireless communication is one that involves exchanging data with a network of wireless devices. The world's two fastest growing sectors (i) Mobile Technology and (ii) The Internet are creating a revolution in business that no organization can ignore. This study attempts to find out the customers reasons for preference of television brand in Sivagangai District.

### **Review of Literature**

Harminder Kaur and Raminder Kaur (2002) concluded that the television was the most important medium of information regarding fashion awareness among men and women respondents. Rural respondents were very much concerned about the society because of the social constraints while this factor was given least consideration in case of urban respondents. They were very much fashion conscious and adopt the latest fashion at a faster rate.

Rohini Gupta Soni (2003) revealed that the rural buyers normally do not make brand discrimination but once induced to buy and use a product; they become loyal to the brand provided they are satisfied about its functional utility such as loyalty to the brand. The user may even make efforts to get the whole village to use it. The advertisement is effective when it could speak in the idioms of rural people. Brand differentiation is in village tracts where big marketers are fighting global brands on the price front and where duplicate or spurious brands are all - pervasive.

Verma and Munjal (2003) identified the major factors in making a brand choice decision namely quality, price, availability, packaging and advertisement. The brand loyalty is a function of behavioural and cognitive pattern of customer. The age and demographic variables affect significantly the behaviour and cognitive patterns of the customers while other demographic characteristics such as gender and marital status are not significantly associated with these behavioural and cognitive patterns of the buyers.

Losarwar (2003) found that the maximum number of brands of buyer durable products namely television, washing machine, refrigerator, mixer and fan were available in both the urban and the rural markets. There is a considerable positive correlation between the urban and the rural population with reference to selection of brands of television, washing machine, refrigerator and mixer. There is negligible positive correlation between the urban and the rural population with reference to selection of brands of fan.

Venkatrama Raju and Saravanan (2005) found that the purchase of a buyer durable is collectively decided by the family members. The choice is dependent on the income and size of the family. Advertisement or publicity through mass media proves to be the best source of reaching the public, followed by information from friends and relatives.

### **Objectives of the Study**

The study is undertaken with the following objectives:

1. To analyze the profile of the customers.
2. To analyze the reasons for brand preference of the customers.

### **Research Methodology**

Research refers to a search for knowledge. It is scientific and systematic search for pertinent information on a specific topic. It is an art of scientific investigation. Research is a careful investigation or inquiry specially through search for new facts in any branch of knowledge. A Research design is the arrangement of the conditions for collection and the analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which the research is conducted; it constitutes the blue print for the collection, measurement and analysis of the data. The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. The secondary data are those which have already been collected by some one else and which have already been passed through the statistical process.



A sample of 300 respondents who have television was selected. Great care was taken to include both male and female respondents from different categories such as businessman, employees, students and professionals. This study uses the primary data obtained from the customers in Sivagangai District. The questionnaire used for the collection of data was a structured one. That is the questionnaire was the main tool for collecting the data. Secondary data were collected from various text books, journals, magazines and the like, the sample size was 300. Convenient samplings have been used. The questionnaire was given to them to get the questionnaires filled and completed in all aspects. Though 350 questionnaires were issued, the researcher was able to collect only 300. The data were analyzed by preparing suitable tables. The information collected with the help of questionnaire are tabulated and analyzed by preparing suitable tables. The information collected with the help of questionnaire are tabulated and analyzed by using various statistical measures like percentage analysis, mean, standard deviation analysis and chi-square test have been used in different contexts. The study covers a period of December 2015 to April 2016. The data collected, opinion and expectations revealed pertain to the same period. The study is based on the data collected from individual customers in Sivagangai District.

### Hypotheses

In line with the objectives of the study, null hypotheses are framed and tested for their validity. The following hypothesis have been formulated and tested. There is no significant relationship between personal factors and reason for brand preference of customers.

### Reasons for Brand Preference of Customers

In this study, the reason for brand preference of customer is measured by through the construction of awareness scale. Moreover, there is no fixed or readymade method available to measure the reason for brand preference of brand level. In order to quantify the level, the researcher has identified 12 components and the scale has been constructed by awarding scores to the 12 components. Each component has been given one score in order to give equal importance to each avenue of reason for brand preference. The identified components scores secured by them have been presented in the following table 1.

**Table 1, Reasons for Brand Preference of Customers**

Sl. No.	Description of Components	Number of Respondents	Percentage	Rank
1.	Brand Loyalty	136	9.2	5
2.	Price	126	8.5	8
3.	Popularity	198	13.4	2
4.	Appearance	130	8.8	6
5.	Features	128	8.7	7
6.	Advertisement	90	6.1	9
7.	Long Life	164	11.1	3
8.	Easy Availability	82	5.5	10
9.	Easy to Handle	142	9.6	4
10.	Discount / Free	56	3.8	11
11.	Good Quality	226	15.3	1
<b>Total</b>		<b>1478</b>	<b>100.00</b>	<b>-</b>

Source: Primary Data

Note: Multiple Responses

The level of brand preference of customer is measured by awarded one score to each component. For instance, if a customer has ticked 8 components out of 12 in the questionnaire as he aware of, he will be awarded 8 scores at a rate of one point for each component, thus the level of reason for brand preference has been arrived at after applying the scoring schemes. In order to know the different level of reason for brand preference of customers, scores had been grouped into three categories namely, customers with Low level, Medium level and High level for identifying this levels, the researcher has made use of mean and standard deviation technique. Therefore, Mean = 4.4, Standard deviation = 2.24. The level of reasons for brand preference is determined below Level = Mean ± Standard Deviation, Low level reasons for brand preference = Mean – S.D = 4.4 – 2.24 = 2.16 ~ 3, Medium level reasons for brand preference = score between mean ± standard deviation = 4 to 6 and High level reasons for brand preference = Mean + standard deviation = 4.4 + 2.4 = 6.64 ~ 7. According to system devise customers who scores 3 or below belong to low level brand preference category, those who obtained score between 4 to 6 belong to medium level brand preference category and who scores 9 and above belong to high level brand preference category. The following table 2 exhibits 3 Categories of customer with regard to brand preference.



**Table 2 ,Levels of Brand Preference of Customers**

Sl. No.	Levels	Number of Respondents	Percentage
1.	Low Level (1 - 3)	70	23.3
2.	Medium Level (4 - 6)	156	52.1
3.	High Level (7 and Above)	74	24.6
	<b>Total</b>	<b>300</b>	<b>100.00</b>

Source: Calculated from Primary Data

From the above table it is ascertained that 52.1 Percentage of customers had medium level brand preference, 23.3 percentage of customers had low level preference and 24.6 percentage had high level category.

**Table 3, Gender and Reasons for Brand Preference**

Sl. No.	Gender	Reasons for Brand Preference			Total
		Low	Medium	High	
1.	Male	48 (34.07)	74 (75.92)	24 (36.01)	<b>146</b>
2.	Female	22 (35.93)	82 (80.08)	50 (37.99)	<b>154</b>
	<b>Total</b>	<b>70</b>	<b>156</b>	<b>74</b>	<b>300</b>

Source: Calculated from Primary Data, (Figures in Parentheses are Shown Expected Frequencies)

**Hypothesis:** There is no significant relationship between gender of the respondents and the reasons for brand preference.

The above table shows that 49 per cent of customers are male and the rest 51 percentage of customers are female and among male members 50.7 per cent comes under the medium level, 32.9 percentage belong to low level, 16.4 percentage are in high level for the reason for brand preference. Among female category 53.2 percentage comes under the medium level, 32.5 percentage in high level, 14.3 percentage in low level category for their reason for brand preference.

Chi-square test was applied to find whether there is any significant relationship between male and female sample customers. The calculated value of chi-square is 9.501 at 5% level of significance, since calculated value is more than table value of 5.99, it is inferred that there is significant relationship between male and female sample customers in the reason for brand preference. Hence the hypothesis is rejected.

**Table 4, Age Group and Reasons for Brand Preference**

Sl. No.	Age Group	Reasons for Brand Preference			Total
		Low	Medium	High	
1.	Upto 20 years	18 (24.73)	50 (55.12)	38 (25.15)	<b>106</b>
2.	21 – 30 years	10 (13.53)	34 (30.16)	14 (14.31)	<b>58</b>
3.	31 – 40 years	26 (15.87)	28 (35.36)	14 (16.77)	<b>68</b>
4.	41 – 50 years	8 (11.67)	36 (26.00)	6 (12.33)	<b>50</b>
5.	51 years and Above	8 (4.2)	8 (9.36)	2 (4.44)	<b>18</b>
	<b>Total</b>	<b>70</b>	<b>156</b>	<b>74</b>	<b>300</b>

Source: Calculated from Primary Data, (Figures in Parentheses are Shown Expected Frequencies)

**Hypothesis:** There is no significant relationship between age group of sample customers and the reasons for brand preference.

From the above table it is ascertained that 35 percentage of customers are in the age group of upto 20 years, 19 percentage of customers are in the age group of 21-30 years, 23 percentage of customers are in the age group of 31-40 years, 17 percentage of customers are in the age group of 41-50 years and 6 percentage of customers are in the age group of 51 years and above.

Chi-square test was applied to find whether there is any significant relationship between age group of sample customers. The calculated value of chi-square is 15.39 at 5% level of significance, since calculated value is less than table value of 15.5, it is inferred that there is no significant relationship between age group of sample customers in the reason for brand preference. Hence the hypothesis is accepted.



**Table 5, Marital Status and Reasons for Brand Preference**

Sl. No.	Marital Status	Reasons for Brand Preference			Total
		Low	Medium	High	
1.	Married	46 (38.73)	94 (86.32)	26 (40.95)	<b>166</b>
2.	Unmarried	24 (31.27)	62 (69.68)	48 (33.05)	<b>134</b>
	<b>Total</b>	<b>70</b>	<b>156</b>	<b>74</b>	<b>300</b>

Source: Calculated from Primary Data, (Figures in Parentheses are Shown Expected Frequencies)

**Hypothesis:** There is no significant relationship between marital status of sample customers and the reasons for brand preference.

From the above table it is clear that 55 percentage of customers are married and the rest 45 percent are unmarried. Chi-square test was applied to find whether there is any significant relationship between marital status of sample customers. The calculated value of chi-square is 8.39 at 5% level of significance, since calculated value is more than table value of 5.99, it is inferred that there is significant relationship between marital status sample customers in the reason for brand preference. Hence the hypothesis is rejected.

**Table 6, Monthly Income and Reasons for Brand Preference**

Sl. No.	Monthly Income	Reasons for Brand Preference			Total
		Low	Medium	High	
1.	Upto Rs.5,000	30 (36.4)	84 (81.12)	42 (38.48)	<b>156</b>
2.	Rs.5,001 to Rs.10,000	14 (13.07)	26 (29.12)	16 (13.81)	<b>56</b>
3.	Rs.10,001 to Rs.15,000	12 (10.73)	20 (23.92)	14 (11.35)	<b>46</b>
4.	Rs.15,001 to Rs.20,000	2 (2.80)	10 (6.4)	0 (2.96)	<b>12</b>
5.	Rs.20,001 and above	12 (7.00)	16 (15.6)	2 (7.4)	<b>30</b>
	<b>Total</b>	<b>70</b>	<b>156</b>	<b>74</b>	<b>300</b>

Source: Calculated from Primary Data, (Figures in Parentheses are Shown Expected Frequencies)

**Hypothesis:** There is no significant relationship between monthly income of sample customers and the reasons for brand preference.

From the above table, 52 percentage of customers have an income ranging upto Rs.5,000 per month, 19 percentage of customers have an income ranging from Rs.5,001 to Rs.10,000, 15 percentage of customers have an income ranging from Rs.10,001 to Rs.15,000, 4 percentage of customers have an income ranging from Rs.15,001 to Rs.20,000 and 10 percentage of customers have an income ranging Rs.20,001 and above.

Chi-square test was applied to find whether there is any significant relationship between monthly incomes of sample customers and reasons for brand preference. The calculated value of chi-square is 8.342 at 5% level of significance, since calculated value is less than table value of 15.5, it is inferred that there is no significant relationship between monthly incomes of sample customers in the reason for brand preference. Hence the hypothesis is accepted.

**Table 7, Brand Own by Consumers and Reasons for Brand Preference**

Sl. No.	Brand of Television	Reasons for Brand Preference			Total
		Low	Medium	High	
1.	Philips	16 (22.4)	54 (49.2)	26 (23.68)	<b>96</b>
2.	Sony	8 (7.47)	18 (16.64)	6 (7.89)	<b>32</b>
3.	Sharp	6 (6.07)	10 (13.52)	10 (6.41)	<b>26</b>
4.	LG	10 (14.0)	30 (31.2)	20 (14.8)	<b>60</b>
5.	Samsung	6 (7.0)	12 (15.6)	12 (7.4)	<b>30</b>
6.	Thomson	4 (1.4)	2 (3.12)	0 (1.48)	<b>6</b>
7.	Panasonic	4 (1.87)	4 (4.16)	0 (1.97)	<b>8</b>
8.	Toshiba	2 (0.47)	0 (1.04)	0 (0.49)	<b>2</b>
9.	Others	14 (9.33))	26 (20.8)	0 (9.87)	<b>40</b>
	<b>Total</b>	<b>70</b>	<b>156</b>	<b>74</b>	<b>300</b>

Source: Calculated from Primary Data,(Figures in Parentheses are Shown Expected Frequencies)



**Hypothesis:** There is no significant relationship between brand own by customers and reasons for brand preference.

From the above table, 32 percentage of customers are having Philips, 11 percentage of customers are having Sony, 9 percentage of customers are having Sharp, 20 percentage of customers are having LG, 10 percentage of customers are having Samsung, 2 percentage of customers are having Panasonic, 1 percentage of customers are having Toshiba and 12 percentage of customers are having others brand of televisions.

Chi-square test was applied to find whether there is any significant relationship between brand own by sample customers and reasons for brand preference. The calculated value of chi-square is 8.342 at 5% level of significance, since calculated value is less than table value of 23.5 at 16 degrees of freedom, it is inferred that there is no significant relationship between brands own by sample customers in the reasons for brand preference. Hence the hypothesis is accepted.

**Table 8, Motivation to Purchase and Reasons for Brand Preference**

SI. No.	Basis of Motivation	Reasons for Brand Preference			Total
		Low	Medium	High	
1.	Self	40 (40.71)	100 (89.44)	32 (42.43)	<b>172</b>
2.	Relatives	6 (4.67)	12 (10.4)	2 (4.93)	<b>20</b>
3.	Friends	12 (7.0)	8 (15.6)	10 (7.4)	<b>30</b>
4.	Colleagues	0 (0.47)	2 (1.04)	0 (0.49)	<b>2</b>
5.	Family Member	10 (16.33)	32 (36.4)	28 (17.27)	<b>70</b>
6.	Others	2 (1.4)	2 (3.12)	2 (1.48)	<b>6</b>
	<b>Total</b>	<b>70</b>	<b>156</b>	<b>74</b>	<b>300</b>

Source: Primary Data, (Figures in Parentheses are Shown Expected Frequencies)

**Hypothesis:** There is no significant relationship between basis of motivation of sample customers and the reasons for brand preference.

From the above table it is ascertained that 57 percentage of customers are purchased the brand on their own decision, 7 percentage of customers are motivated by relatives, 10 percentage of customers are motivated by friends, one percentage of customers are motivated by colleagues, 23 percentage of customers are motivated by family members and 2 percentage of customers are motivated by others.

Chi-square test was applied to find whether there is any significant relationship between basis of motivation of sample customers. The calculated value of chi-square is 13.358 at 5% level of significance, since calculated value is less than table value of 18.3, it is inferred that there is no significant relationship between basis of motivation of sample customers and the reasons for brand preference. Hence the hypothesis is accepted.

**Table 9, Place of Purchase and Reasons for Brand Preference**

SI. No.	Places of Purchase	Reasons for Brand Preference			Total
		Low	Medium	High	
1.	Company Showroom	54 (38.27)	80 (85.28)	30 (38.27)	<b>164</b>
2.	Retail Outlets	6 (14.46)	34 (32.24)	22 (15.29)	<b>62</b>
3.	Bazaar	6 (8.4)	24 (18.72)	6 (8.8)	<b>36</b>
4.	Wholesaler	0 (4.67)	10 (10.4)	10 (4.93)	<b>20</b>
5.	Others	4 (4.2)	8 (9.36)	6 (4.44)	<b>18</b>
	<b>Total</b>	<b>70</b>	<b>156</b>	<b>74</b>	<b>300</b>

Source: Primary Data, (Figures in Parentheses are Shown Expected Frequencies)

**Hypothesis:** There is no significant relationship between places of purchase of sample customers and the reasons for brand preference.

From the above table it is identified that 55 percentage of customers are purchased their television from company showroom, 21 percentage of customers are purchased their television from Retail outlets, 11 percentage of customers are purchased their



television from Bazaar, 7 percentage of customers are purchased their television from wholesaler and 6 percentage of customers are purchased their television from others.

Chi-square test was applied to find whether there is any significant relationship between places of purchase of sample customers. The calculated value of chi-square is 15.6 at 5% level of significance, since calculated value is more than table value of 15.5, it is inferred that there is significant relationship between places of purchase sample customers and the reasons for brand preference. Hence the hypothesis is rejected.

**Table 10, Advertisement Media and Reasons for Brand Preference**

SI. No.	Advertisement Media	Reasons for Brand Preference			Total
		Low	Medium	High	
1.	Radio	4 (2.8)	8 (6.24)	0 (2.96)	<b>12</b>
2.	Television	30 (37.8)	92 (84.24)	40 (39.96)	<b>162</b>
3.	Newspaper	20 (16.8)	36 (37.44)	16 (17.76)	<b>72</b>
4.	Others	16 (12.6)	20 (28.08)	18 (13.32)	<b>54</b>
	<b>Total</b>	<b>70</b>	<b>156</b>	<b>74</b>	<b>300</b>

Source: Primary Data, (Figures in Parentheses are Shown Expected Frequencies)

**Hypothesis:** There is no significant relationship between advertisement media and reasons for brand preference.

From the above table, it is ascertained that 4 percentage of customers are taking decision to purchase the television through radio as a media, 54 percentage of customers are through television media, 24 percentage of customers are through news papers as a media and 18 percentage of customers are through other media.

Chi-square test was applied to find whether there is any significant relationship between advertisement media of sample customers. The calculated value of chi-square is 6.01 at 5% level of significance, since calculated value is less than table value of 12.6, it is inferred that there is significant relationship between advertisement media and reasons for brand preference. Hence the hypothesis is accepted.

### Findings

It is observed that 51 percent of customers are female and 53.2 percent of female customers have medium level for the reasons for brand preference. 35 percent of customers are in the age group of upto 20 years and 72 percent of medium level customers are among the age group 41 – 50 years. 55 percent of customers are married and 56.6 percent of married customers have medium level reasons for brand preference. 52 percent of customers have an income of upto Rs.5,000 per month and 83.8 percent of medium level customers have an monthly income of Rs.15,000 – Rs.20,000. 32 percent of customers have Philips brand television and 52 percent of medium level reasons for brand preference are having the Philip brand of television. 57 percent of customers are purchased their brand on their own decision and 55 percent of customers are purchased their brand from company showroom. 54 percent of customers are taking decision to purchase the television through television media and majority of 69 percent customers are not changing their brand when the changes in price of the brand. The demand for television is growing rapidly in all age group. Most of the respondents are found to be loyal to their brands. It is right to conclude that there will be more growth for the televisions in this segment.

### Suggestions

1. Special offers and discounts should be provided by the companies, so that people cannot switch over to other brand of television.
2. Dealers and showroom should provide the better after sale services as provided by the distributors.
3. Availability of different brands of television should increase by increasing the network of distributors and dealers.
4. Advertisement plays the role in purchase of the television.
5. Special festival offer and exchange offers should be used by the companies to improve the sales.
6. Companies should quickly settle the claims; this will increase the goodwill of the company.
7. Advertisement should be on local television channel.

### Conclusion

The majority of customers today choose the branded products and they trust the brand name and its quality. Now-a-days customers have a good knowledge about the brands products, they trust the well known brand name because branded





products are offering them good quality what they expect from the brands. Most of the customers are loyal with some specific brands. Customers have high awareness about the known brands as compared to an unknown brand. Well known brand companies maintain the standard of quality, that why brand name affect the customer choice furthermore these companies are very near to the customers needs. Most of the people purchase television due to the brand name, they known brand names means good quality and they choose the well known brand television with confidence. Customers have many choices in the television brands. So when customers intend to purchase a television, brand name influences the customer's decision. Customers consider many things about the television one of the prominent among them is the brand name. In this competitive market, brand name is an asset for a company and it can be used as an affective marketing tool. Every brand name has its own reputation in the customers mind.

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