UNIT-I
INTRODUCTION

1.1 INTRODUCTION

Television today has become an integral part of the life of almost every individual. Earlier considered to be a luxury, television in modern times has become a necessity. Television or TV has emerged as an important source of knowledge and entertainment. The history of television can be divided into mechanical Television era, which primarily comprises a period prior to 1935, and the electronic television era, which is the post 1935 period. Prior to 1935, televisions were not entirely electronic. In the year 1926 the first demonstration of the mechanical television as given by John Baird revealed that the images displayed on the television lacked outlines, were blurred and were also quite small in size. It was only in the post 1935 period that electronic televisions emerged and various countries began television programmes. At present, the sales of television emerged only after the World War II when people started utilizing their savings to purchase TV sets that ranked at the top of their shopping.

The modern day television sets are absolutely different in their quality, style and presentation as compared to the earlier days. Today television set has emerged in various types and forms. From tube to plasma, from analog to digitals such as HDTV, Laser TV and numerous other varieties of television sets have different screen sizes manufactured in a manner that is full of modern technologies in order to cater to the requirement of its viewers. In recent years, interactive television system has made rapid strides and may be considered as the next step in television entertainment.

The television market has become highly competitive and several manufacturers such as Samsung, Sony, Sansui, Phillips, LG, Videocon, Hitachi and many more are trying to attract more and more customers through their style
and quality of television sets. In order to attract customers, manufacturers have come up with TVs having in built facilities such as radio, video, videogames etc. A new addition to this list is the web television, which is a specially designed television with internet connection. This type of television is becoming quite popular among many buyers.

The TV has actually proved to be a boon, as it has not only provided employment for those associated with its manufacturing and broadcasting aspects but also has become an important source of connecting people and places.

1.2. NEED FOR THE STUDY OF BUYING BEHAVIOUR

Basic need of studying buying behaviour is that it helps to know who buys their product. How do they buy? When and where do they buy? Why do they buy? How do they respond to marketing stimuli? Since we study buying behaviour, what is consumer behaviour about? How, why, where and when consumers make purchase decisions? Who influences the decisions? What is consumer behaviour about? All these are important questions, and the answers to them are sought by the companies so that they can design, and implement marketing strategies to satisfy the buyers.

Buyers determine the sales and profits in firm by their purchase decisions, thus economic viability of the firm. What did disposable income and what is discretionary income what is the stage of family life cycle stage because all these factors influence the buyer behaviour which are very important to the marketers.

Television is one of the major triumphs of applied science. Television has come to stay and has become a necessity. In India there are more than 200 TV brands. At present there is unpleasant competition among the producers of TV sets. Each producer is trying to capture a higher share of the total market. To maintain at least the present share and also increase the share in future, TV producers should be in a position to know the buying behaviour of TV buyers. An
attempt is made to study the buying behaviour of TV buyers in the Chittoor District of Andhra Pradesh.

1.3. OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives:

a) To present a conceptual overview of buying behaviour;

b) To bring into light the broad contours of origin and development of television industry in India;

c) To identify and examine the inter-relationship among the factors related to the socio-economic background of the buyers under study, and

d) To identify and analyze the factors influencing buying behaviour of television set buyers.

1.4. HYPOTHESES

a) “There is no significant difference between income and savings while purchasing a TV set”.

b) “The respondent’s level of education influences his decision to purchase a particular T.V. set.”

c) “There is no significant impact of advertisement on the purchase of TV sets in Chittoor district in Andhra Pradesh”.

d) “There is no significant difference between rural and urban buyers relating to brand, quality while purchasing of TV set”.

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1.5 SCOPE OF THE STUDY

The scope of the study is restricted to Chittoor district of Andhra Pradesh primarily due to a couple of reasons. Firstly, it offers a great deal of convenience to the researcher being a native of Chittoor in making the study a success. Secondly, it is restricted to this Chittoor District alone because of financial and other constraints. Further, it covers the owners of TV sets at the end of the year 2011.

1.6. SOURCE OF DATA

This study is based on both primary and secondary data. Secondary data is collected mainly from the following.


Primary data relating to the background of owners of TV sets and their buying behaviour were collected with the help of a structured schedule.

1.7. SAMPLE DESIGN

Preliminary survey based on information given by TV dealers and Dish operators has been revealed that 77 per cent of the households in Chittoor District have Television sets. In present research study, the sample size (n) has been determined by using the following formula:
\[ n = (Z^2) \frac{p \cdot q + (ME)^2}{(ME)^2} \]

Where:
- \( Z \) = Critical value of Z test statistic for large sample size at 95% level of significance
- \( P \) = Preliminary sample proportion of TV holders = .77
- \( n = 1 - p = 0.23 \)
- \( M.E. \) = Marginal Error = 4% = .04

It has been determined the sample size for the present research study is 426. From the population of households in Chittoor District, 426 sample households who have TV sets, have been selected by using simple random sampling (with out replacement) from three revenue divisions namely Tirupati, Chittoor and Madanapalli divisions of Chittoor District. Further each division has been divided into two parts towns and mandals. In each of these places, five towns and five mandals have been randomly chosen, from which the sample of households has been selected in the ratio 90:52.
SAMPLE DESIGN
CHITTOOR DISTRICT

TIRUPATHI REVENUE DIVISION

TOWN SAMPLE MANDAL SAMPLE
1 TIRUPATHI (18) CHANDRAPATI (11)
2 KALAHASTRI (18) TIRUCHNOOR (11)
3 PUTTUR (18) V.PALYAM (10)
4 NAGIRI (18) N.PURAM (10)

CHITTOOR REVENUE DIVISION

TOWN SAMPLE MANDAL SAMPLE
1 CHITTOOR (18) IRALA (11)
2 PUNGANURU (18) THAVANAMPALLI (11)
3 KUPPAM (18) K.RAGARAM (10)
4 V.KOTA (18) S.R.PURAM (10)

MADANAPALLI REVENUE DIVISION

TOWN SAMPLE MANDAL SAMPLE
1 MADANAPALLI (18) RAMSAMURAM (11)
2 KURBAL KOTA (11) VALMIKIPURAM (18)
3 MULAKALA (18) TIRUCHNOOR (11)
4 KUPPAM (10) NAGARAPALAM (10)
5 VALMIKIRAM (10) CHENNAI (10)
6 CHINNAPOTTI (10) GALLU (10)

TOTAL NUMBER OF SAMPLE HOUSEHOLDS:
TOWNS 270
MANDAL 156
TOTAL 426
1.8 TOOLS OF ANALYSIS

Data collected from primary and secondary sources are processed systematically applying methods of classification, tabulation and analysis, Spearman’s rank correlation, chi-square ($\chi^2$-test) and ‘t’ test are also employed at appropriate places.

1.9 LIMITATIONS OF THE STUDY

The main drawback of the study is the non-cooperation of heads of sample households in providing reliable data relating to some of the questions incorporated in the schedule. Because of this some of the aspects relating to buying behaviour of TV buyers are not covered as planned.

Although sincere efforts were made by the researcher to collect the maximum, most, authentic and relevant information even then this study may have the following limitations

1. The results of this study cannot be generalized and taken as representing the general behaviour of all the consumers of TV since it is unique and the research limited to Chittoor District.
2. Time was another limiting factor
3. Cost was also another limiting factor

1.10. CHAPTERISATION

The present research study consists of seven chapters

The First Chapter, titled Introduction, includes introduction to the study deals with the research methodology, need for the study, objectives of the study, Hypotheses, scope the study, source of data, sample design, Tools of analysis, limitations, etc.
The second Chapter titled, A Conceptual Overview of Buyer Behaviour, covers meaning of Buying behaviour, purchase decision process, models of Buying behaviour and factors influencing Buying behaviour.

The third Chapter titled, Origin, Growth and Development of Television Industry in India includes origin and development of television industry, growth of television industry in India, trend and market share of different brands of television sets and tax burden etc.

The Fourth Chapter titled, Profile of Chittoor District, a Brief outline of dealers and (respondents) buyers of Chittoor District, includes Profile of Chittoor District and a brief outline of dealers and buyers of TV sets in Chittoor District.

The Fifth Chapter titled, Factors Influencing Buyer Behaviour of TV buyers in Chittoor District includes Interpretation of data collected from Sample households and factors influencing Buying Behaviour in different areas in Chittoor District.

The Sixth Chapter titled, Buyer Decision Process, deals with decisions of respondents in Chittoor District. It includes interpretation of data collected from sample households.

The Seventh Chapter titled, Major Findings, Conclusion and Suggestions includes the major findings drawn from analysis, suggestions developed on the basis of findings and conclusions.