Chapter - V
Chapter - V
Consumer Buying Decisions

The present chapter deals with Consumer Buying Decision Process. Buyers' perception on Television, need identification, sources of information, finance thought of and sources made used in acquiring T.V. have been elucidated. Exact time involved in need identification and actual buying and person involved in the process of buying Television have also been dealt with.

The first step in consumer buying decision process is 'need' identification. This occurs when an individual perceives difference between an ideal and the actual state of affairs at any given point of time. It can be activated by the arousal of motives enduring predisposition to strive to attain specified goal. When activated, both motives can arouse and direct behaviour. Need identification can also be stimulated by some sort of outside stimulus, perhaps, even an advertisement.

Once the need is identified, the consumer must decide what to do. The initial step is an internal search within memory to determine whether or not enough is known about alternatives to permit some kind of choice. Often one brand will be strongly preferred over others, based on the perception; then a decision will be made on to make a purchase.

In this sequence, a buyer underlines the reasons in the purchase of a product; naturally varies from individual to individual consideration of T.V. requirement by respondent households: Table 5.1 speaks of the consideration of T.V. requirement by the respondent households. The consideration for acquiring T.Vs by 360 respondents varied significantly according to the F-value. People buy T.Vs with different intentions, some people contemplate to buy it out of necessity; while others may acquire it as a luxury good. As it can be seen from Table 5.1 about 71.38 per cent of the respondents consider T.V. necessary, while 21.33 per
cent respondents considered it as a luxury good; the rest 7.22 per cent respondents have felt it as status symbol.

**TABLE 5.1**

**CONSIDERATION OF T.V. REQUIREMENT BY RESPONDENT HOUSEHOLDS.**

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Necessary</th>
<th>Luxury</th>
<th>Status symbol</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>133 (73.88)</td>
<td>41 (22.77)</td>
<td>6 (3.33)</td>
<td>180 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>124 (68.88)</td>
<td>36 (20.00)</td>
<td>20 (11.11)</td>
<td>180 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>257 (71.39)</td>
<td>77 (21.39)</td>
<td>26 (7.22)</td>
<td>360 (100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test Values:*

F-Test Value for degrees of intensity (Columns) = 9.53
Degrees of freedom (d.f.) = 2
Not Significant at five per cent level of significance.
F-Test value for Rural, Urban Areas = 1.372
degrees of freedom = 1.
Not Significant at five per cent level of significance.

**BUYER PERCEPTION**

In the present day society, people appear to associate social status with the acquisition of some products and brands more than their general needs. This concern is a direct outcome of the material prosperity of society. Status in announced through various symbols like dress, ornaments possessions and general life style. Different people perceive the role of T.V. with different intention and motive. Some people purchase T.V. for entertainment/recreation; some perceived it as a knowledge-acquiring tool; some perceived it as a good companion and some perceive it as good media of communication.

Entertainment/Recreation
TABLE 5.1
CONSIDERATION OF T.V. REQUIREMENT BY RESPONDENT HOUSEHOLDS.
Out of the 307 respondents to this variable, 184 representing 59.93 per cent, perceived the role of T.V., to a greater extent, as the media of entertainment/recreation. 24.41 per cent respondents perceived, to some extent, and 14.68 per cent, in to a very little extent, as a media of entertainment/recreation. At 5 per cent level of significance, there is no significant difference among the responses given by the customers and also there is no behavioural change between rural and urban consumers. The details of this aspect is shown in Table. 5.2.

Knowledge Acquiring Tool

Out of the 250 respondents regarding this aspect, 42 per cent, representing 105 respondents, perceived the role of T.V. as the knowledge-acquiring tool to some extent. 38.50 per cent of the respondents perceived it to a greater extent, and 19.61 per cent to a very little extent. The F-value for consumer responses shows that there is no significant different in consumer response and also there is no difference between rural and urban consumer regarding consumer behaviour. The details are tabulated in Table 5.3.

| TABLE 5.2 |
| ROLE OF T.V. PERCEIVED BY RESPONDENTS AS ENTERTAINMENT RECREATION |

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Greater extent</th>
<th>Some extent</th>
<th>Very Little extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>90 (60.81)</td>
<td>39 (26.35)</td>
<td>19 (12.35)</td>
<td>148</td>
</tr>
<tr>
<td>Urban areas</td>
<td>94 (59.11)</td>
<td>39 (24.52)</td>
<td>26 (16.35)</td>
<td>159</td>
</tr>
<tr>
<td>Total</td>
<td>184 (59.93)</td>
<td>78 (25.41)</td>
<td>45 (14.65)</td>
<td>307</td>
</tr>
</tbody>
</table>

Source: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
F-Test Value for degrees of intensity (Columns) = 6.5
Degrees of freedom (d.f.) = 2
Not Significant at five per cent level of significance.
F-Test value for Rural, Urban Areas = 1.36
Degrees of freedom = 1.
Not Significant at five per cent level of significance
TABLE 5.2
ROLE OF T.V. PERCEIVED BY RESPONDENTS AS
ENTERTAINMENT RECREATION

<table>
<thead>
<tr>
<th></th>
<th>Rural areas</th>
<th>Urban areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater extent</td>
<td>90</td>
<td>94</td>
</tr>
<tr>
<td>Some extent</td>
<td>39</td>
<td>39</td>
</tr>
<tr>
<td>Very Little extent</td>
<td>19</td>
<td>26</td>
</tr>
</tbody>
</table>

Legend:
- □ Greater extent
- ■ Some extent
- □ Very Little extent
**Time-Killing Device**

Out of the total respondent to this aspect, as shown in Table 5.4, majority of the respondents (47.64 per cent) stated than they consider T.V. as time-killing device to very little extent. On the other hand 34.55 per cent of the respondents perceived to some extent, the role of T.V. as time-killing device and the rest 17.80 per cent perceive the role of T.V., to a greater extent. The responses given by the consumers differed significantly. It was supported by the F-value for the consumer responses. As far as consumer behaviour in rural and urban areas concerned, there is no significant difference.

**TABLE 5.3**

**ROLE OF T.V. PERCEIVED BY RESPONDENTS AND KNOWLEDGE ACQUIRING TOOL**

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Greater extent</th>
<th>Some extent</th>
<th>Very Little extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>35 (30.43)</td>
<td>52 (45.21)</td>
<td>28 (24.34)</td>
<td>115 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>61 (45.18)</td>
<td>53 (39.25)</td>
<td>21 (15.55)</td>
<td>135 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>96 (38.40)</td>
<td>105 (42.00)</td>
<td>49 (19.61)</td>
<td>250 (100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test Values:*

- F-Test Value for degrees of intensity (Columns) = 3.27
- Figures of freedom (d.f.) = 2
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.339
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.
### TABLE 5.4
**ROLE OF T.V. PERCEIVED BY RESPONDENTS AS TIME KILLING DEVICE**

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Greater extent</th>
<th>Some extent</th>
<th>Very Little extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>10 (10.10)</td>
<td>38 (38.38)</td>
<td>51 (51.51)</td>
<td>99 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>24 (28.08)</td>
<td>28 (30.43)</td>
<td>40 (43.47)</td>
<td>92 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>34 (17.80)</td>
<td>66 (34.55)</td>
<td>91 (47.64)</td>
<td>191 (100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

**Test Values:**
- F-Test Value for degrees of intensity (Columns) = 8.92
- Degrees of freedom (d.f.) = 2
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 6.33
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.

**Companion**

More than 60 per cent of the respondents, to this aspect, rated T.V. as good companion above the level to some extent. Whereas about 40 per cent perceived to very little extent T.V. as good companion. The response rating of the consumer did not differ significantly as it was evident from the calculated F-value. As far as the rural and urban Areas are concerned, there is not much difference in their behaviour. The data is shown in Table 5.5.
### TABLE 5.5
ROLE OF T.V. PERCEIVED BY RESPONDENTS AS GOOD COMPANION

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Greater extent (with %)</th>
<th>Some extent (with %)</th>
<th>Very Little extent (with %)</th>
<th>Total (with %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>4 (68.89)</td>
<td>36 (62.06)</td>
<td>18 (31.03)</td>
<td>58 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>9 (12.00)</td>
<td>35 (46.66)</td>
<td>31 (41.33)</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>13 (9.77)</td>
<td>71 (53.38)</td>
<td>49 (36.84)</td>
<td>133 (100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test Values:*

- F-Test Value for degrees of intensity (Columns) = 8.92
- Degrees of freedom (d.f.) = 2
- Not Significant at five per cent level of significance.

- F-Test value for Rural, Urban Areas = 6.33
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

### TABLE 5.6
ROLE OF T.V. PERCEIVED BY RESPONDENTS AS POWERFUL MEDIA OF COMMUNICATION

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Greater extent (with %)</th>
<th>Some extent (with %)</th>
<th>Very Little extent (with %)</th>
<th>Total (with %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>15 (3.19)</td>
<td>7 (14.89)</td>
<td>25 (53.19)</td>
<td>47 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>14 (15.55)</td>
<td>25 (27.77)</td>
<td>51 (56.66)</td>
<td>90 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>29 (21.16)</td>
<td>32 (23.35)</td>
<td>76 (55.47)</td>
<td>137 (100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test Values:*

- F-Test Value for degrees of intensity (Columns) = 8.76
- Degrees of freedom (d.f.) = 2
- Not Significant at five per cent level of significance.

- F-Test value for Rural, Urban Areas = 3.2
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance
Powerful Media of Communication

Of the total respondents, as shown in Table – 5.6, greater number of respondents (55.47 per cent of total respondents) perceive T.V. as a powerful media of communication. 23.35 per cent perceived it, to some extent, and the rest to very little extent. The reason for low ratings by the consumers as a powerful media of communication may be attributed to their inability to discriminate between entertainment and powerful media of communication.

NEED IDENTIFICATION

Consumer behaviour begins with the triggering of need identification. A consumer identifies the need to fill up the intolerable gap perceived. He may perceive it after observing neighbours or may think T.V. as wholesale entertainment giver at home or may be pressurised to buy by the family members and may think of its utilisation to watch sports educational programmes. A modest attempt has been made to study these various aspects and the findings are inferred as under.

(a) After Observing Neighbours

Out of the total respondents, more than 70 per cent of the respondent identified the need after observing the neighbours. The response-rating of consumers did not differ significantly and also the consumer behaviour remains significantly; the consumer behaviour also remain unchanged between rural and urban areas. Details are presented in Table 5.7.
**TABLE 5.7**
ANALYSIS OF NEED IDENTIFICATION-AFTER OBSERVING NEIGHBOURS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>46 (46.66)</td>
<td>15 (14.56)</td>
<td>12 (11.65)</td>
<td>8 (7.77)</td>
<td>22 (21.35)</td>
<td>103</td>
</tr>
<tr>
<td>Urban areas</td>
<td>36 (32.43)</td>
<td>17 (15.32)</td>
<td>27 (24.32)</td>
<td>12 (10.81)</td>
<td>19 (17.12)</td>
<td>111</td>
</tr>
<tr>
<td>Total</td>
<td>82 (38.32)</td>
<td>32 (14.95)</td>
<td>39 (18.23)</td>
<td>20 (9.34)</td>
<td>41 (19.95)</td>
<td>214</td>
</tr>
</tbody>
</table>

*Source: Field data*
(Figures in brackets indicates percentages to the totals.)

*Test Values:*
- F-Test Value for degrees of intensity (Columns) = 1.145
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 1.81
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.

**(b) Entertainment at Home**

More than 75 per cent of the respondents identified the need only after perceiving T.V. as the media of entertainment. The response rating of the consumer differed significantly. As evident from the response of F-values, the consumer behaviour in rural and urban areas remains unchanged. The data is shown in Table 5.6.

**TABLE 5.8**
ANALYSIS OF NEED IDENTIFICATION-AFTER OBSERVING NEIGHBOURS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>35 (26.12)</td>
<td>54 (40.29)</td>
<td>22 (16.43)</td>
<td>10 (7.46)</td>
<td>13 (9.70)</td>
<td>134</td>
</tr>
<tr>
<td>Urban areas</td>
<td>38 (25.33)</td>
<td>50 (33.33)</td>
<td>26 (17.33)</td>
<td>25 (16.67)</td>
<td>11 (7.33)</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>73 (25.70)</td>
<td>104 (36.62)</td>
<td>48 (16.90)</td>
<td>35 (12.32)</td>
<td>24 (8.45)</td>
<td>284</td>
</tr>
</tbody>
</table>

*Source: Field data*
(Figures in brackets indicates percentages to the totals.)

*Test Values:*
- F-Test Value for degrees of intensity (Columns) = 18.43
- Degrees of freedom (d.f.) = 4
- Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 3.44
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.
(c) To Avoid Time-Wasting

Of the total respondents, as tabulated in Table 5.9, majority of the respondents felt the need of T.V. by thinking it as time saving device (60 per cent). The responses given by the respondent did not differ on the rating-scale as well as between the rural and urban consumer in relation to consumer behaviour aspect.

(d) Pressure from Family Members

Of the total responses, more than 60 per cent recognised the need only after the persistent pressure brought by the family members. The pressure from family members is high in case of rural areas. The responses given by the consumer on the rating scale did not differ significantly as well as the consumer behaviour. The data is shown in Table 5.10.

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>24 (25.00)</td>
<td>16 (16.67)</td>
<td>24 (25.00)</td>
<td>15 (15.63)</td>
<td>17 (17.71)</td>
<td>96 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>15 (18.07)</td>
<td>16 (10.28)</td>
<td>18 (12.69)</td>
<td>11 (13.25)</td>
<td>23 (27.71)</td>
<td>83 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>39 (21.78)</td>
<td>32 (17.88)</td>
<td>42 (23.47)</td>
<td>26 (14.53)</td>
<td>40 (22.34)</td>
<td>179 (100.00)</td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
F-Test Value for degrees of intensity (Columns) = 1.31
Degrees of freedom (d.f.) = 4
Not Significant at five per cent level of significance.
F-Test value for Rural, Urban Areas = 1.02
Degrees of freedom = 1.
Not Significant at five per cent level of significance
TABLE 5.10
ANALYSIS OF NEED IDENTIFICATION-PRESSURE FROM FAMILY MEMBERS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>23 (22.78)</td>
<td>18 (17.83)</td>
<td>15 (14.86)</td>
<td>27 (26.74)</td>
<td>18 (17.83)</td>
<td>101 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>22 (23.16)</td>
<td>13 (13.69)</td>
<td>23 (24.21)</td>
<td>18 (18.95)</td>
<td>19 (20.00)</td>
<td>95 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>45 (22.96)</td>
<td>31 (15.82)</td>
<td>38 (19.38)</td>
<td>45 (22.96)</td>
<td>37 (18.88)</td>
<td>196 (100.00)</td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 0.824
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.

- F-Test value for Rural, Urban Areas = 0.17
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.

(e) Substitute to Cinema/Radio

More than 50 per cent of the consumer thought T.V. can be used as a substitute to cinema/radio and then felt the need of purchasing a T.V. As it was found in Table 5.11, there is no significant difference at 5 per cent level of significance on the rating scale and even here there is no difference in consumer behaviour.

TABLE 5.11
ANALYSIS OF NEED IDENTIFICATION-AS SUBSTITUTE TO CINEMA/RADIO

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>12 (11.32)</td>
<td>28 (26.40)</td>
<td>18 (16.99)</td>
<td>21 (19.82)</td>
<td>27 (25.47)</td>
<td>106 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>24 (24.75)</td>
<td>22 (22.69)</td>
<td>12 (12.37)</td>
<td>20 (20.62)</td>
<td>19 (19.59)</td>
<td>97 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>36 (17.74)</td>
<td>50 (24.64)</td>
<td>30 (14.78)</td>
<td>41 (20.19)</td>
<td>46 (22.67)</td>
<td>203 (100.00)</td>
</tr>
</tbody>
</table>

Source: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 0.95
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.

- F-Test value for Rural, Urban Areas = 0.245
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.
(f) Reduction in Outside Entertainment Expenditure

Table 5.12 presents the data relating to reduction in outside entertainment expenditure. About 50 per cent of the respondents identified the need by thinking that they can reduce the outside expenditure like cinema by acquiring a T.V. set. As the F-value indicates, there is no significant difference in responses given by the customers. It appears in Table 5.2 that rural consumers are more economy-oriented than their urban counterparts.

(g) To See Sports and other Important Programmes

Table 5.13 furnishes the information that about 35 per cent of the respondents felt the need of T.V. to see sports. There is no significant difference in the responses given by the consumer as well as in consumer behaviour.

(h) Educational Programmes

As it is shown in Table 5.14, it is clear that about 35 per cent felt the need of a T.V., to a greater extent, to watch educational programmes followed by 20.74 per cent respondents some extent and the rest felt the need very little extent.

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>14 (12.5)</td>
<td>11 (9.82)</td>
<td>40 (35.72)</td>
<td>27 (24.10)</td>
<td>20 (17.86)</td>
<td>112 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19 (19.79)</td>
<td>14 (14.59)</td>
<td>27 (28.12)</td>
<td>16 (16.67)</td>
<td>20 (20.84)</td>
<td>96 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>33 (15.87)</td>
<td>25 (12.09)</td>
<td>67 (32.21)</td>
<td>43 (20.67)</td>
<td>40 (19.43)</td>
<td>208 (100.00)</td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:

- F-Test Value for degrees of intensity (Columns) = 3.663
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.630
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance
### TABLE 5.13
ANALYSIS OF NEED IDENTIFICATION—SEE SPORTS & OTHER IMPORTANT PROGRAMMES

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>9 (9.09)</td>
<td>23 (23.23)</td>
<td>25 (25.25)</td>
<td>29 (29.29)</td>
<td>13 (13.13)</td>
<td>99 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>16 (16.16)</td>
<td>23 (23.23)</td>
<td>27 (27.27)</td>
<td>21 (21.22)</td>
<td>12 (12.12)</td>
<td>99 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>25 (12.63)</td>
<td>46 (23.23)</td>
<td>52 (26.27)</td>
<td>50 (25.26)</td>
<td>25 (12.63)</td>
<td>198 (100.00)</td>
</tr>
</tbody>
</table>

*Total: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test Values:*

- F-Test Value for degrees of intensity (Columns) = 6.190
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.

- F-Test value for Rural, Urban Areas = 1.044
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

### TABLE 5.14
ANALYSIS OF NEED IDENTIFICATION—EDUCATIONAL PROGRAMMES

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>15 (16.86)</td>
<td>12 (13.48)</td>
<td>22 (24.72)</td>
<td>12 (13.48)</td>
<td>28 (31.46)</td>
<td>89 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>14 (18.67)</td>
<td>18 (24.00)</td>
<td>12 (16.00)</td>
<td>18 (24.00)</td>
<td>13 (17.33)</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>29 (17.69)</td>
<td>30 (18.28)</td>
<td>34 (20.74)</td>
<td>30 (18.29)</td>
<td>41 (25.00)</td>
<td>164 (100.00)</td>
</tr>
</tbody>
</table>

*Total: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test Values:*

- F-Test Value for degrees of intensity (Columns) = 2.598
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.

- F-Test value for Rural, Urban Areas = 1.63
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance
TABLE 5.15
ANALYSIS OF NEED IDENTIFICATION-AFTER SEEING T.V. ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>9 (16.07)</td>
<td>9</td>
<td>5</td>
<td>12</td>
<td>21</td>
<td>56</td>
</tr>
<tr>
<td>Urban areas</td>
<td>11 (16.41)</td>
<td>13</td>
<td>9</td>
<td>15</td>
<td>19</td>
<td>67</td>
</tr>
<tr>
<td>Total</td>
<td>20 (16.26)</td>
<td>22</td>
<td>14</td>
<td>27</td>
<td>40</td>
<td>123</td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 7.45
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 3.99
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.

(I) After Seeing T.V. Advertisements

The data pertaining to this aspect has been depicted in Table 5.15. As it was found from Table 5.15 that about 33 per cent respondents identified the need only after seeing T.V. advertisement to the greater extent followed by 11.38 per cent to some extent and 32.53 to little extent. The responses given by the consumers varied significantly and as far as consumer behaviour in rural and urban areas is concerned, urban consumers are quite ahead of rural consumers in getting exposed to the T.V. advertisement.

SOURCES OF INFORMATION

Consumer-information processing is initiated by the incoming stimuli. The stimuli can either be initiated by the marketee in the form of advertisements, displays, sales pictures and direct information sources like friends/relative members, neighbours, dealers and manufacturers. Sometimes, a consumer gets exposed to industrial exhibitions and existing users. The first step in information activates on or more of the senses and preliminary information processing takes place.
First of all, new information can affect problem recognition or it may modify existing evaluative criterion someway. Consumer education is likely to have its effect, whereas advertising and selling will have the greatest effect on beliefs about the product or brand. A moderate attempt has been given to analyse the sources of information.

(a) Advertisements

Advertisement is a form of conveying message about the product-idea, features and latest modifications, if any. According to British Institute of Management, ‘advertisement is the use of all stunts, slogans, and bright ideas to convey the information relating to a product or service’. The information relating to advertisement is presented in Table 5.16. It can be observed from Table 5.16 that the consumers, belonging to urban Areas, used advertisement as the primary source of information. In this regard, the consumers of rural Areas are lagging behind by urban residents. Out of the respondents to the total respondents, about 44 per cent of the respondents used advertisement to a greater extent: 21.16 per cent of respondents used advertisement at moderate level as source of information. There is no significant difference in the responses given by the consumers on the rating scale. But there is significant difference in consumers behaviour. The difference can be attributed to the fast accessibility of urban consumers to different source of communication media.

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>25 (26.88)</td>
<td>19 (20.43)</td>
<td>20 (21.50)</td>
<td>13 (13.97)</td>
<td>16 (17.20)</td>
<td>93 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>29 (22.48)</td>
<td>27 (20.93)</td>
<td>27 (20.93)</td>
<td>25 (19.37)</td>
<td>21 (16.27)</td>
<td>129 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>54 (24.32)</td>
<td>46 (20.72)</td>
<td>47 (21.17)</td>
<td>38 (17.17)</td>
<td>37 (16.67)</td>
<td>222 (100.00)</td>
</tr>
</tbody>
</table>

**Test Values:**
- F-Test Value for degrees of intensity (Columns) = 1.65
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 8.65
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

**TABLE 5.16**
ANALYSIS OF SOURCES OF INFORMATION—ADVERTISEMENT
TABLE 5.17
ANALYSIS OF SOURCES OF INFORMATION – FAMILY MEMBERS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>32 (22.69)</td>
<td>31 (21.98)</td>
<td>27 (19.14)</td>
<td>24 (17.02)</td>
<td>27 (19.14)</td>
<td>141 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>43 (30.93)</td>
<td>38 (27.33)</td>
<td>24 (17.26)</td>
<td>21 (15.10)</td>
<td>13 (9.35)</td>
<td>139 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>75 (26.78)</td>
<td>69 (24.64)</td>
<td>51 (18.21)</td>
<td>45 (16.07)</td>
<td>40 (14.28)</td>
<td>260 (100.00)</td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 3.67
- Degrees of freedom (d.f) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.338.
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

(b) Family Members

Sometimes, family members, with their varied exposure to the information world, act as channels of communication. The data is shown in Table 5.17. Out of the total respondents, about 50 per cent of the respondents got information from their family members to a greater extent. Whereas 18.21 per cent of the respondents got information from family sources at moderate level. There is no significant change in between the rural and urban consumers in this regard. The responses rated by the consumer did not differ significantly.

(c) Friends/Relatives

Friends/relatives are the constituent parts of reference groups. Mostly in the reference groups, it is friends/relatives who provide potential information instantly as required by the potential buyers. The information pertaining to this aspect has been shown in Table 5.18. About 54 per cent of the respondents procured information from/relatives to the greater extent. 17.04 per cent of respondents got moderate information from the friends/relatives. The F-test value show that their is no significant difference among the responses given by the customer and also between rural and urban consumer; no significant difference among the responses given by the customer and also between rural and urban consumers.
TABLE 5.18
ANALYSIS OF SOURCES OF INFORMATION — FRIENDS/RELATIVES

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>49</td>
<td>37</td>
<td>24</td>
<td>14</td>
<td>15</td>
<td>139</td>
</tr>
<tr>
<td>(35.25)</td>
<td>(26.61)</td>
<td>(17.27)</td>
<td>(10.07)</td>
<td></td>
<td>(10.79)</td>
<td></td>
</tr>
<tr>
<td>Urban areas</td>
<td>47</td>
<td>36</td>
<td>28</td>
<td>33</td>
<td>22</td>
<td>166</td>
</tr>
<tr>
<td>Total</td>
<td>96</td>
<td>73</td>
<td>52</td>
<td>47</td>
<td>37</td>
<td>305</td>
</tr>
<tr>
<td>(31.47)</td>
<td>(23.93)</td>
<td>(17.04)</td>
<td>(15.40)</td>
<td></td>
<td>(12.13)</td>
<td></td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 4.37
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.192
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

(d) Neighbours

By the data presented in Table 5.19, it can be inferred that in 36.15 per cent cases neighbours have provided information to the buyers to the greater level followed by 26.95 per cent neighbour providing information at moderate level. The significance test values did not differ much.

(e) Dealers

Dealers are the channel members between the manufacturers and customers. Many a time, customers may not rely on the information provided by the dealers thinking that it is commercially a-based one. Even then, whenever customer approached dealers, they have to provide information and must act as sources of information. The details are presented in Table 5.20.
TABLE 5.19  
ANALYSIS OF SOURCES OF INFORMATION—NEIGHBOURS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>30</td>
<td>29</td>
<td>34</td>
<td>26</td>
<td>13</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>(22.73)</td>
<td>(21.97)</td>
<td>(25.75)</td>
<td>(19.69)</td>
<td>(9.84)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>23</td>
<td>24</td>
<td>42</td>
<td>38</td>
<td>23</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>(15.33)</td>
<td>(16.00)</td>
<td>(28.00)</td>
<td>(25.33)</td>
<td>(15.35)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>53</td>
<td>53</td>
<td>76</td>
<td>64</td>
<td>36</td>
<td>282</td>
</tr>
<tr>
<td></td>
<td>(18.79)</td>
<td>(18.79)</td>
<td>(26.95)</td>
<td>(22.69)</td>
<td>(12.76)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

*Total: Field data*  
(Figures in brackets indicates percentages to the totals.)  

*Test Values:*  
F-Test Value for degrees of intensity (Columns) = 2.79  
Degrees of freedom (d.f.) = 4  
Not Significant at five per cent level of significance.  
F-Test value for Rural, Urban Areas = 0.835  
Degrees of freedom = 1.  
Not Significant at five per cent level of significance

More than half of the respondents stated that they sought information from dealers to greater level. 20.32 per cent customers expressed that they got information at moderate level from the dealers. The significant tests give the inference that there is no significant difference among the consumer responses and the consumer behaviour in rural and urban consumers.

(f) Manufacturers  
Though the manufacturer may not be having direct concern with the customers, except in direct selling, he provides information about his product through mass media to reach the target market. The information pertaining to this aspect is shown in Table 5.21. Of the total respondents about 26 per cent respondents got information from manufacture sources. The responses given by the respondents on the 5-point scale differed significantly though there is much difference in the opinion of rural and urban consumers.
### TABLE 5.20
ANALYSIS OF SOURCES OF INFORMATION – DEALERS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>26 (28.89)</td>
<td>18 (20.00)</td>
<td>16 (17.78)</td>
<td>16 (17.78)</td>
<td>14 (15.56)</td>
<td>90 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>24 (26.08)</td>
<td>29 (31.52)</td>
<td>21 (22.83)</td>
<td>14 (15.22)</td>
<td>4 (4.35)</td>
<td>92 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>50 (27.47)</td>
<td>47 (25.82)</td>
<td>37 (20.32)</td>
<td>30 (16.48)</td>
<td>18 (9.28)</td>
<td>182 (100.00)</td>
</tr>
</tbody>
</table>

*Total: Field data*

(Figures in brackets indicates percentages to the totals.)

**Test Values:**
- F-Test Value for degrees of intensity (Columns) = 2.28
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.325
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

### TABLE 5.21
ANALYSIS OF SOURCES OF INFORMATION – MANUFACTURERS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>8 (40.00)</td>
<td>6 (30.00)</td>
<td>1 (5.00)</td>
<td>-</td>
<td>5 (25.00)</td>
<td>20 (100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>4 (30.78)</td>
<td>4 (30.78)</td>
<td>2 (15.38)</td>
<td>1 (7.69)</td>
<td>2 (15.30)</td>
<td>13 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>12 (36.36)</td>
<td>10 (30.30)</td>
<td>3 (9.09)</td>
<td>1 (3.03)</td>
<td>7 (21.21)</td>
<td>33 (100.00)</td>
</tr>
</tbody>
</table>

*Total: Field data*

(Figures in brackets indicates percentages to the totals.)

**Test Values:**
- F-Test Value for degrees of intensity (Columns) = 10.92
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 5.02
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance
### TABLE 5.22
ANALYSIS OF SOURCES OF INFORMATION – INDUSTRIAL EXHIBITION

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>(4.76)</td>
<td>(9.52)</td>
<td>(33.33)</td>
<td>(23.8)</td>
<td>(28.57)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>11</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>(45.83)</td>
<td>(16.67)</td>
<td>(16.67)</td>
<td>(8.33)</td>
<td>(12.50)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>6</td>
<td>11</td>
<td>7</td>
<td>9</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>(26.67)</td>
<td>(13.33)</td>
<td>(24.44)</td>
<td>(15.55)</td>
<td>(20.00)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 0.235
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.062
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

### TABLE 5.23
ANALYSIS OF SOURCES OF INFORMATION – EXISTING USERS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>8</td>
<td>14</td>
<td>27</td>
<td>19</td>
<td>18</td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>(9.30)</td>
<td>(16.28)</td>
<td>(31.39)</td>
<td>(22.09)</td>
<td>(20.93)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>20</td>
<td>21</td>
<td>7</td>
<td>6</td>
<td>16</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(28.57)</td>
<td>(30.00)</td>
<td>(10.00)</td>
<td>(8.57)</td>
<td>(22.86)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>28</td>
<td>35</td>
<td>34</td>
<td>25</td>
<td>34</td>
<td>156</td>
</tr>
<tr>
<td></td>
<td>(17.95)</td>
<td>(22.43)</td>
<td>(21.79)</td>
<td>(16.02)</td>
<td>(21.79)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 5.31
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 9.33
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

101
(g) Industrial Exhibition

Manufacturers of different products or otherwise manufacturers of same product-line or a single manufacturer himself arrange industrial Exhibitions to create awareness in the minds of customers on their respective products. These are the live-occasions in which the customer can get as much information as he requires. Of the total respondents, as presented in Table 5.22, more than 60 per cent of respondents could use the occasion of Industrial Exhibitions in getting the information.

(h) Existing T.V. Users

In common parlance, customers give importance provided by the existing users with the opinion that the existing users are well aware of the pros and cons relating to usage and services provided by owned brands. The data has been shown in Table 5.23.

Of the total respondents, about 60 per cent of the respondents stated that they obtained information from the existing users the brands they are using. In this regard, the villagers treated the excising T.V. users as their potential information sources. It is very clear from F-value for rural and urban Areas that there is significant difference in the opinion of rural and urban customers.

(i) Own Experience

Data relating to own experience is shown in Table 5.24. Out of total 360 respondents, 174 customers responded to this variable. Out of these customers, about 55 per cent stated that their own experience itself is a information bank to them. There is no significant difference in the response given by the respondents and in the opinion of rural urban consumers.
### TABLE 5.24
ANALYSIS OF SOURCES OF INFORMATION – OWN EXPERIENCE

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very High</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>20 (27.39)</td>
<td>14 (19.18)</td>
<td>15 (20.54)</td>
<td>13 (17.80)</td>
<td>11 (15.06)</td>
<td>73</td>
</tr>
<tr>
<td>Urban areas</td>
<td>29 (28.71)</td>
<td>25 (24.75)</td>
<td>17 (16.83)</td>
<td>16 (15.84)</td>
<td>14 (13.86)</td>
<td>101</td>
</tr>
<tr>
<td>Total</td>
<td>49 (28.16)</td>
<td>39 (22.41)</td>
<td>32 (18.39)</td>
<td>29 (16.67)</td>
<td>25 (14.37)</td>
<td>174</td>
</tr>
</tbody>
</table>

Total: Field data
(Figures in brackets indicate percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 0.11
- Degrees of freedom (d.f.) = 4
- Not Significant at five per cent level of significance.

F-Test value for Rural, Urban Areas = 0.286
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.

### TABLE 5.25
MEDIA, WHERE CUSTOMERS HAVE SEEN ADVERTISEMENTS AS A SOURCE OF INFORMATION

<table>
<thead>
<tr>
<th>Media</th>
<th>Rural Areas</th>
<th>Urban Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Le</td>
<td>SE</td>
</tr>
<tr>
<td><strong>A Print Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. News paper</td>
<td>23 (16.91)</td>
<td>15 (13.27)</td>
</tr>
<tr>
<td>2. Magazines</td>
<td>18 (13.24)</td>
<td>11 (9.72)</td>
</tr>
<tr>
<td>3. Pamphlets</td>
<td>11 (8.09)</td>
<td>13 (11.50)</td>
</tr>
<tr>
<td>4. Brochures/Leaflets</td>
<td>7 (5.15)</td>
<td>10 (8.83)</td>
</tr>
<tr>
<td><strong>Sub total (A):</strong></td>
<td>59 (43.38)</td>
<td>49 (43.36)</td>
</tr>
<tr>
<td><strong>B. Broadcast / Telescast Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. T.V.</td>
<td>31 (22.79)</td>
<td>25 (22.12)</td>
</tr>
<tr>
<td>2. Radio</td>
<td>7 (5.15)</td>
<td>6 (5.31)</td>
</tr>
<tr>
<td>3. Posters</td>
<td>6 (4.41)</td>
<td>7 (6.19)</td>
</tr>
<tr>
<td>4. Slides</td>
<td>3 (2.21)</td>
<td>7 (6.19)</td>
</tr>
<tr>
<td><strong>Sub total (B):</strong></td>
<td>47 (34.56)</td>
<td>45 (39.82)</td>
</tr>
</tbody>
</table>

103
C. Out door media

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7 (5.15)</td>
<td>8 (5.88)</td>
<td>4 (2.94)</td>
<td>5 (3.68)</td>
<td>24 (17.65)</td>
</tr>
<tr>
<td></td>
<td>4 (3.54)</td>
<td>4 (3.54)</td>
<td>6 (5.31)</td>
<td>3 (2.65)</td>
<td>17 (15.04)</td>
</tr>
<tr>
<td></td>
<td>11 (4.42)</td>
<td>12 (4.82)</td>
<td>10 (4.02)</td>
<td>8 (3.20)</td>
<td>41 (16.47)</td>
</tr>
<tr>
<td></td>
<td>4 (7.41)</td>
<td>16 (8.47)</td>
<td>4 (2.12)</td>
<td>13 (6.88)</td>
<td>47 (24.87)</td>
</tr>
<tr>
<td></td>
<td>4 (4.08)</td>
<td>10 (7.14)</td>
<td>7 (2.12)</td>
<td>8 (8.16)</td>
<td>29 (29.59)</td>
</tr>
<tr>
<td></td>
<td>18 (6.27)</td>
<td>26 (9.06)</td>
<td>11 (7.14)</td>
<td>21 (7.32)</td>
<td>76 (26.48)</td>
</tr>
</tbody>
</table>

D. Direct Mail

|                | 6 (4.41)       | 2 (1.77)       | 8 (3.21)   | 6 (3.17)     | 136 (100.00)  |
|                | 113 (100.00)   | 249 (100.00)   | 189 (100.00)| 98 (100.00)  | 287 (100.00)  |

Sub total (C): 24 (17.65) 17 (15.04) 41 (16.47) 47 (24.87) 29 (29.59) 76 (26.48)

Sub total (D): 6 (4.41) 2 (1.77) 8 (3.21) 6 (3.17) 1 (1.62) 7 (2.44)

Total: 136 (100.00) 113 (100.00) 249 (100.00) 189 (100.00) 98 (100.00) 287 (100.00)

Source: Field data
Figures in brackets indicates the percentages to the totals.
LE = Large Extent; SE = Some extent.

(i) Advertisement as a Source of Information

Manufactures advertise their products in various popular media, namely, print media, telecast media/broadcast media. Out-door media and direct mailing. The information relating to this aspect is disclosed in Table 5.25. It is clear from Table 5.25 that in rural Areas and urban Areas, the print media is very much popular. The print media consist of newspapers, magazines brochures/leaflets. Among the print media, it is the newspaper which has enjoyed widespread popularity among rural and urban consumers. Print media is followed by broadcast media in rural Areas, whereas out-door media occupied the second place in urban Areas. Broadcast media broadly comprises of T.V. radio, films and slides. Among all, it is T.V. and radio which are popular among the rural consumers. In the case of urban consumers, second preference to out-door media, sign boards, hoarding and bill boards enjoyed the popularity among the urbanites. The third place was occupied by out-door media in the case of rural areas. With has occupied a third in urban Areas. The presence of direct mailing also as a media was felt to little extent.
TABLE 5.26
ANALYSIS OF SOURCE OF FINANCE THOUGHT SOON AFTER NEED IDENTIFICATION—PLOUGHING BACK OF FINANCE

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Large extent</th>
<th>Some extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>118 (76.63)</td>
<td>36 (23.37)</td>
<td>154 (100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>126 (79.75)</td>
<td>32 (20.25)</td>
<td>158 (100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>244 (78.20)</td>
<td>68 (21.80)</td>
<td>312 (100.00)</td>
</tr>
</tbody>
</table>

Source: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 2.30
- Degrees of freedom (d.f.) = 1
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.100
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

SOURCE OF FINANCE – THOUGHT AFTER NEED IDENTIFICATION

(a) Ploughing Back of Finance

Once the need was identified after a thorough analysis, a customer has to think of finance to materialise his need. Again, there will be change in his ideas to go for a specific source of finance at the time of purchasing T.V. hence, it was felt to study the sources of finance thought by the consumer soon after need identification. The data was tabulated in Table 5.26.

Out of the total respondents, 78 per cent of respondents thought of the source. 21.80 per cent perceived this source immediately to some extent. According to the F-values, there is no significant difference in consumer responses as well as in consumer behaviour in rural and urban areas.
### TABLE 5.27
ANALYSIS OF SOURCE OF FINANCE THOUGHT SOON AFTER NEED IDENTIFICATION-LOAN FROM OTHERS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Large extent</th>
<th>Some extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>20 (64.52)</td>
<td>11 (35.48)</td>
<td>31 (100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>28 (54.91)</td>
<td>23 (45.09)</td>
<td>51 (100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>48 (58.54)</td>
<td>34 (41.46)</td>
<td>82 (100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test Values:*
- F-Test Value for degrees of intensity (Columns) = 12.25
- Degrees of freedom (d.f.) = 1
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 25.00
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

**(b) Loan from Others**

An average consumer cannot think of purchasing a costly durable good like T.V. from his meagre savings. So, he has to borrow from others. The pattern of borrowing in the form of loan has been shown in Table 5.27. Out of the total 360 respondents, 82 respondents responded to this factor. Of the total respondents, 58.54 per cent of respondents thought of loans to the largest extent, and 41.46 per cent to some extent. It can be inferred from Table 5.27 that the number of persons thought of loans from others were high in number of persons thought of loans from others were high in number in urban areas in comparison with the rural areas. The significance test values indicate that there is no significant difference in consumer responses and in their opinions in rural and urban Areas.
(c) Installment Scheme

Installment scheme provides for the temporary postponement of paying the whole amount at the time of purchase. A consumer gets the opportunity to pay the principal amount over a period of time. The information relating to this case has been shown in Table 5.28. As the table depicts, more than 50 per cent of respondents thought of installment scheme to the largest extent, followed by 45.56 to some extent. The F-values shows that there is no significant difference at 5 per cent level.

**SOURCES MADE USE OF IN ACQUIRING T.V.**

To study the relationship between the source thought of and the sources actually made use and to find the difference is any in between the thinking process and its implementation, these following check tests are used.

**TABLE 5.28**

**ANALYSIS OF SOURCE OF FINANCE THOUGHT SOON AFTER NEED IDENTIFICATION-INSTALMENT SCHEME**

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Large extent</th>
<th>Some extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>26 (55.32)</td>
<td>21 (44.68)</td>
<td>47 (100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>23 (48.94)</td>
<td>20 (42.56)</td>
<td>43 (100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>49 (54.44)</td>
<td>41 (45.56)</td>
<td>90 (100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test Values:*

F-Test Value for degrees of intensity (Columns) = 0.07
Degrees of freedom (d.f.) = 1
Not Significant at five per cent level of significance.
F-Test value for Rural, Urban Areas = 0.01
Degrees of freedom = 1.
Not Significant at five per cent level of significance
TABLE 5.29
ANALYSIS OF SOURCE MADE USED IN ACQUIRING T.V. BOUGHT WITH SAVINGS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Large extent</th>
<th>Some extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>128 (177.58)</td>
<td>37 (22.42)</td>
<td>165 (100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>138 (88.46)</td>
<td>18 (11.54)</td>
<td>156 (100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>266 (82.87)</td>
<td>55 (17.13)</td>
<td>321 (100.00)</td>
</tr>
</tbody>
</table>

Source: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 23.00
- Degrees of freedom (d.f.) = 1
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.42
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance

(a) Bought with Savings

Out of the 321 respondents, to this variable, 82.87 per cent of respondents bought the T.V. with their savings only. 17.15 per cent respondents used savings to some extent in their purchases. There is no difference between the responses given by the rural and urban consumers. The data has been presented in Table 5.29.

(b) Bought with Loan

The data relating to this aspect is shown in Table 5.30. In this, respondents who used loan amounts to large extent, and to some extent were studied together out of the total respondents to this aspect, 26 respondents 42.62 per cent bought T.V. with loans to a large extent. Whereas 57.38 per cent representing 35 respondents bought T.V. with loan to some extent. In this regard, the number of respondents who used loans to some extent were high in number in rural areas.

108
(c) Hire Purchase/Installment Scheme

The details relating to purchase/installment scheme has been shown in Table 5.31. 6.33 per cent of respondents have used hire purchase/installment scheme to a large extent, followed by 33.67 per cent using this scheme to some extent. The number of respondents who used this scheme to a greater extent are in high number in urban areas.

### TABLE 5.30
**ANALYSIS OF SOURCE MADE USED IN ACQUIRING T.V. – WITH LOAN**

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Large extent</th>
<th>Some extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>13 (56.52)</td>
<td>10 (43.48)</td>
<td>23 (100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>13 (34.21)</td>
<td>25 (65.79)</td>
<td>38 (100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>26 (42.62)</td>
<td>35 (57.38)</td>
<td>61 (100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*  
(Figures in brackets indicate percentages to the totals.)

*Test Values:*
- F-Test Value for degrees of intensity (Columns) = 0.55
- Degrees of freedom (d.f.) = 1
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.089
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance.

There is no significant different in the responses and opinions of respondents in the rural and urban consumers.

(d) Gifts

Strictly speaking, it may not be called as source, even then it is a customary act in the tradition bound rural and urban areas to give durable goods as gifts to their dear and near. 54.55 per cent respondents to this variable gave T.V.s. in the form of gifts to large extent followed by 45.45 to some extent. It was found that in the rural areas, the number of cases where T.V.s. were given as gifts was very high in comparison with urban areas. The data relating to this aspect is presented in Table 5.32.
(c) Prizes Won

On festive and other auspicious occasions and in the case of establishment of new shops the sellers in order to boost up their sales offer cash/material prizes to their customers who make cash-purchases. Data relating to this aspect is presented in Table 5.33.2 respondents got T.V. as prizes at large extent followed by 3 respondents who acquired T.Vs. as prizes to some extent. The concept of some extent needs detailed exploration. There are some agencies which run lottery schemes by taking periodically amounts over a span of time and they draw lotteries and who ever wins the lottery, give to them durable goods like T.Vs. will be given as prizes.

**TABLE 5.31**
**SOURCE MADE USED IN ACQUIRING T.V. – UNDER HIRE PURCHASE/INSTALLEMENT SCHEME**

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Large extent</th>
<th>Some extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>37</td>
<td>18</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>(67.27)</td>
<td>(32.73)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>28</td>
<td>15</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>(65.12)</td>
<td>(34.88)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>65</td>
<td>33</td>
<td>98</td>
</tr>
<tr>
<td></td>
<td>(66.33)</td>
<td>(33.67)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*
(Figures in brackets indicates percentages to the totals.)

*Test Values:*
F-Test Value for degrees of intensity (Columns) = 0.60
Degrees of freedom (d.f.) = 1.
Significant at five per cent level of significance.
F-Test value for Rural, Urban Areas = 0.16
Degrees of freedom = 1.
Significant at five per cent level of significance
TABLE 5.32
SOURCE MADE USED IN ACQUIRING T.V. –GIFTS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Large extent</th>
<th>Some extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>2 (50.00)</td>
<td>2 (50.00)</td>
<td>4 (100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>4 (57.14)</td>
<td>3 (42.86)</td>
<td>7 (100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>6 (54.55)</td>
<td>5 (45.45)</td>
<td>11 (100.00)</td>
</tr>
</tbody>
</table>

Source: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
F-Test Value for degrees of intensity (Columns) = 0.16
Degrees of freedom (d.f.) = 1
F-Test value for Rural, Urban Areas = 0.08
Degrees of freedom = 1.
Not Significant at five per cent level of significance.

TABLE 5.33
ANALYSIS SOURCE MADE USED IN ACQUIRING T.V. – PRIZES WON

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Large extent</th>
<th>Some extent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>2 (50.00)</td>
<td>2 (50.00)</td>
<td>4 (100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>- ( 0.00)</td>
<td>1 (100.00)</td>
<td>1 (100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>2 (40.00)</td>
<td>3 (60.00)</td>
<td>5 (100.00)</td>
</tr>
</tbody>
</table>

Source: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
F-Test Value for degrees of intensity (Columns) = 0.12
Degrees of freedom (d.f.) = 1
Not Significant at five per cent level of significance.
F-Test value for Rural, Urban Areas = 0.38
Degrees of freedom = 1.
Not Significant at five per cent level of significance.

EXACT TIME INVOLVED IN NEED IDENTIFICATION AND ACTUAL BUYING OF T.V.

It was felt to study the time gap between need identification and actual buying of T.V. set. Out of the 360 respondents, for 92 respondents there is time gap of one week for 51 respondents a fortnight and the rest 217 have taken a long time involved in more than one month need identification and actual buying of T.V. the details are shown in Table 5.34.
REASONS FOR DELAYING THE PURCHASE OF T.V.

Earlier, the time gap between need identification and the actual buying of T.V.s was studied in detail. In this section, an attempt is made to study the reasons for delaying the purchase of T.V. Details are presented in Table 5.35. In rural Areas respondents (50 percent) delayed the purchase of T.V. due to financial constrains followed by information gathering about various brands (19.12) per cent, time taking for finalisation gathering about various brands (19.12) per cent, time taking for finalisation of brand (17.65) per cent and non availability of required brands (7.35) per cent to the largest extent. In urban areas, respondents (32.79) per cent postponed the purchase of T.V.s in the process of gathering information followed by financial constrain 22.95 per cent and price reduction (11.48 per cent) to the largest extent.

PERSONS INVOLVED IN THE PROCESS OF BUYING T.V.

It is useful for marketers to study the relative influence of persons involved in the process of buying Television with respect to need identification, information search, budget and buying. Traditional studies of family decision making have focused on who is dominant in a particular decision making. Generally dominance refers to high relative influence. Taking this concept into consideration, the four steps in decision making structure are analysed.

<table>
<thead>
<tr>
<th>TABLE 5.34</th>
</tr>
</thead>
</table>

| TIME INVOLVED IN NEED IDENTIFICATION AND ACTUAL BUYING OF T.V. |

<table>
<thead>
<tr>
<th>Respondents</th>
<th>one week</th>
<th>fortnight</th>
<th>one month</th>
<th>three months</th>
<th>six months</th>
<th>above six</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas</td>
<td>39</td>
<td>23</td>
<td>42</td>
<td>25</td>
<td>14</td>
<td>37</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td>(21.67)</td>
<td>(12.78)</td>
<td>(23.33)</td>
<td>(13.89)</td>
<td>(7.78)</td>
<td>(20.55)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>53</td>
<td>28</td>
<td>34</td>
<td>25</td>
<td>12</td>
<td>28</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td>(29.44)</td>
<td>(14.17)</td>
<td>(21.11)</td>
<td>(13.89)</td>
<td>(6.67)</td>
<td>(15.55)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total:</td>
<td>92</td>
<td>51</td>
<td>76</td>
<td>50</td>
<td>26</td>
<td>65</td>
<td>360</td>
</tr>
<tr>
<td></td>
<td>(25.55)</td>
<td>(14.17)</td>
<td>(21.11)</td>
<td>(13.89)</td>
<td>(2.22)</td>
<td>(18.05)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Source: Field data
(Figures in brackets indicates percentages to the totals.)

Test Values:
- F-Test Value for degrees of intensity (Columns) = 37.3
- Degrees of freedom (d.f.) = 5
- Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 4.25
- Degrees of freedom = 1
- Significant at five per cent level of significance.
(a) Need Identification

The process of buying normally starts with the consumers reception of a problem in the form of a need, a desire or a requirement. Among different factors, the idea to go in for a particular product and its sources counts a lot. The involvement of a head of the family, spouse, head of the family, spouse and children, other family member and social groups, in purchasing Television is presented in Table 5.36. In rural areas it is the Head of the family who involves in the process of need identification to the largest extent (44.39 per cent) followed by head of the family spouse, children to the extent of 19.02 per cent. The head of the family and spouse (8.78 per cent) and social groups (8.78 per cent), on the other hand in urban Areas it is the head of the family whose involvement is very much high (44.19 per cent) followed by the involvement of spouse, head

<table>
<thead>
<tr>
<th>Media</th>
<th>Rural Areas</th>
<th></th>
<th>Urban Areas</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GE</td>
<td>SE</td>
<td>VLE</td>
<td>Total</td>
</tr>
<tr>
<td>1. Gathering information about various brands</td>
<td>13</td>
<td>16</td>
<td>14</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>(19.12)</td>
<td>(28.07)</td>
<td>(36.84)</td>
<td>(26.38)</td>
</tr>
<tr>
<td>2. Non availability of required brand</td>
<td>5</td>
<td>8</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>(7.35)</td>
<td>(14.04)</td>
<td>(15.79)</td>
<td>(11.66)</td>
</tr>
<tr>
<td>3. Price reduction</td>
<td>4</td>
<td>16</td>
<td>8</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>(5.88)</td>
<td>(28.07)</td>
<td>(21.05)</td>
<td>(17.18)</td>
</tr>
<tr>
<td>4. For finalisation of the brand</td>
<td>12</td>
<td>7</td>
<td>7</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>(17.65)</td>
<td>(12.28)</td>
<td>(18.42)</td>
<td>(18.42)</td>
</tr>
<tr>
<td>Total</td>
<td>68</td>
<td>57</td>
<td>38</td>
<td>163</td>
</tr>
<tr>
<td></td>
<td>(100.00)</td>
<td>(100.00)</td>
<td>(100.00)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Source: Field data
(Figures in brackets indicates percentages to the totals.)
Note. GE = Greater Extent, SE = Some Extent, VLE = Very Little Extent
(b) Budget

Budget-decision making is more likely to be husband dominated when his status on these variables is higher than his wife. Major decision more likely to be wife dominated when her status on these variables is higher than her husband. As can be seen from Table 5.37. Budget decision is husband-dominated for obvious reasons. However, the dominance of the spouse and joint decision making are seen to some extent.

In Rural Areas the involvement of Head of the family alone is quite clear. In majority of the purchase (56.48 per cent), it is Head of the family who along manifested in budget decisions; followed by association of spouse and children 15.03 per cent cases. In urban Areas Head of the family involved in the process of budget decision making to the largest extent, followed by social groups 15.18 per cent, Head of the family plus spouse plus children 13.08 per cent. Spouse 12.15 per cent and other family member 12.15 per cent to the largest extent.

| TABLE 5.36 |
| REASONS INVOLVED IN THE PROCESS OF BUYING T.V. – NEED IDENTIFICATION |
| S. No. | Reasons | Rural Areas | | Urban Areas | |
| | | LE | SE | Total | LE | SE | Total |
| 1. | Head of the family | 91 (44.39) | 8 (6.20) | 99 (29.64) | 38 (44.19) | 7 (18.42) | 45 (36.29) |
| 2. | Spouse | 11 (5.37) | 26 (20.16) | 37 (11.08) | 10 (11.63) | 10 (26.32) | 20 (16.13) |
| 3. | Head of the family & spouse | 18 (8.78) | 17 (13.18) | 35 (10.48) | 7 (8.14) | 2 (5.26) | 9 (7.26) |
| 4. | Children | 14 (6.83) | 12 (9.93) | 26 (7.78) | 2 (2.33) | 6 (15.79) | 8 (6.45) |
| 6. | Other Family Members | 14 (6.83) | 26 (20.16) | 40 (11.98) | 9 (10.47) | 4 (10.53) | 13 (10.48) |
| 7. | Social groups | 18 (8.78) | 29 (22.48) | 47 (14.07) | 10 (11.63) | 4 (10.53) | 14 (11.29) |
| Total | 205 (100.00) | 129 (100.00) | 334 (100.00) | 86 (100.00) | 38 (100.00) | 124 (100.00) |

Source: Field data
(Figures in brackets indicates percentages to the totals.)
Note. GE = Greater Extent, SE = Some Extent, VLE = Very Little Extent
(c) Information Search

Information is vital for any decision making the more information the consumers have, the more confident are they about their judgments concerning the product. Consumers gather information from sources. Personal neutral and commercial sources. As can be seen from Table 5.38, search for information is husband-dominated in both the rural and urban Areas.

**TABLE 5.37**

REASONS INVOLVED IN THE PROCESS OF BUYING T.V. BUDGET

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Reasons</th>
<th>Rural Areas</th>
<th>Urban Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LE</td>
<td>SE</td>
</tr>
<tr>
<td>1.</td>
<td>Head of the family</td>
<td>109 (56.48)</td>
<td>8 (9.09)</td>
</tr>
<tr>
<td>2.</td>
<td>Spouse</td>
<td>8 (4.15)</td>
<td>16 (18.18)</td>
</tr>
<tr>
<td>3.</td>
<td>Head of the family &amp; spouse</td>
<td>8 (4.15)</td>
<td>6 (6.82)</td>
</tr>
<tr>
<td>4.</td>
<td>Children</td>
<td>8 (4.15)</td>
<td>4 (4.55)</td>
</tr>
<tr>
<td>5.</td>
<td>Head of the family Plus Spouse</td>
<td>29 (15.03)</td>
<td>11 (12.5)</td>
</tr>
<tr>
<td></td>
<td>Plus Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Other Family Members</td>
<td>18 (9.33)</td>
<td>22 (25.00)</td>
</tr>
<tr>
<td>7.</td>
<td>Social groups</td>
<td>13 (6.74)</td>
<td>21 (23.86)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>193 (100.00)</td>
<td>88 (100.00)</td>
</tr>
</tbody>
</table>

Source: Field data

(Figures in brackets indicates percentages to the totals.)

Note. GE = Greater Extent, SE = Some Extent, VLE = Very Little Extent
(d) Buying

The decision process ultimately culminates in buying. The data relating to this aspect is shown in Table 5.39. Even in buying also, it is the Head of the family who dominate others in buying decision process. In rural Areas, Head of the family superseded other (51.48 per cent) in decision making while buying. It was followed by the involvement of Head of the family plus spouse plus children (13.02 per cent) other family members (10.06 per cent) and social groups (9.47 per cent) to the largest extent. The same pattern continued even in urban areas with slight variation.

REASONS FOR BUYING BLACK AND WHITE T.V.

Mainly economic factor constituted the basic reason in the purchase of Black and White T.V. The number of buyers who bought Black and White T.V. on this reason were high in number in rural Areas as well as in urban Areas. In rural areas, a great majority of respondents (43.48) per cent purchased Black and White Television based on its low price. Whereas it is 37.50 per cent in the case of urban area. The second reason for opting Black and White T.V. as stated it is less harmful to the eye followed by picture clarity. In urban areas also, respondents, to the largest extent, stated that low price is the main reason for opting black and white T.V. followed by the reason that, it is less harmful to the largest extent. Detailed data is available in a Table 5.40.
TABLE 5.38
REASONS INVOLVED IN THE PROCESS OF BUYING T.V. – INFORMATION SEARCH

<table>
<thead>
<tr>
<th>S. No. Reasons</th>
<th>Rural Areas</th>
<th></th>
<th></th>
<th>Urban Areas</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LE</td>
<td>SE</td>
<td>Total</td>
<td>LE</td>
<td>SE</td>
<td>Total</td>
</tr>
<tr>
<td>1. Head of the family</td>
<td>56 (41.18)</td>
<td>48 (37.79)</td>
<td>104 (39.54)</td>
<td>68 (45.33)</td>
<td>11 (14.47)</td>
<td>79 (34.96)</td>
</tr>
<tr>
<td>2. Spouse</td>
<td>8 (5.88)</td>
<td>12 (9.45)</td>
<td>20 (7.60)</td>
<td>9 (6.00)</td>
<td>8 (10.53)</td>
<td>17 (7.52)</td>
</tr>
<tr>
<td>3. Head of the family &amp; spouse</td>
<td>14 (10.29)</td>
<td>5 (3.94)</td>
<td>19 (7.22)</td>
<td>14 (9.33)</td>
<td>7 (9.21)</td>
<td>21 (9.29)</td>
</tr>
<tr>
<td>4. Children</td>
<td>5 (3.68)</td>
<td>6 (4.72)</td>
<td>11 (4.18)</td>
<td>11 (7.33)</td>
<td>15 (19.74)</td>
<td>26 (11.50)</td>
</tr>
<tr>
<td>5. Head of the family Plus Spouse Plus Children</td>
<td>26 (19.12)</td>
<td>18 (14.17)</td>
<td>44 (16.73)</td>
<td>27 (18.00)</td>
<td>24 (31.58)</td>
<td>51 (22.57)</td>
</tr>
<tr>
<td>6. Other Family Members</td>
<td>16 (11.76)</td>
<td>23 (18.11)</td>
<td>39 (14.83)</td>
<td>9 (6.00)</td>
<td>7 (9.21)</td>
<td>16 (7.08)</td>
</tr>
<tr>
<td>7. Social groups</td>
<td>11 (8.09)</td>
<td>15 (11.81)</td>
<td>26 (9.89)</td>
<td>12 (8.00)</td>
<td>4 (5.26)</td>
<td>16 (7.08)</td>
</tr>
<tr>
<td>Total</td>
<td>136 (100.00)</td>
<td>127 (100.00)</td>
<td>263 (100.00)</td>
<td>150 (100.00)</td>
<td>76 (100.00)</td>
<td>226 (100.00)</td>
</tr>
</tbody>
</table>

Source : Field data
(Figures in brackets indicates percentages to the totals.)
Note. GE = Greater Extent, SE = Some Extent, VLE = Very Little Extent

REASONS FOR BUYING COLOUR TELEVISION

"Appealing" is the most underlying reason in the purchase of colour television. In rural areas, majority of the respondents stated, to the largest extent, (35.52 per cent) that the appealing factor and colourful pasteurization of various scenery is the main reason which made to go in for colour T.V. This scenario has remained the same even in urban areas. But the researcher felt that the respondents got confused the variable appealing to eye with that of picture clarity. Despite the heavy prices, it is only the appealing factor which mad them to go in for colour television. This details relating to this aspect have been shown in Table. 5.41.
TABLE 5.39
REASONS INVOLVED IN THE PROCESS OF BUYING T.V. –ACTUAL BUYING

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Reasons</th>
<th>Rural Areas</th>
<th></th>
<th>Urban Areas</th>
<th></th>
<th>Total</th>
<th></th>
<th>Urban Areas</th>
<th></th>
<th>Total</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LE</td>
<td>SE</td>
<td>Total</td>
<td>LE</td>
<td>SE</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Head of the family</td>
<td>87 (51.48)</td>
<td>8 (9.41)</td>
<td>95 (37.40)</td>
<td>28 (29.17)</td>
<td>11 (15.28)</td>
<td>39 (23.21)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Spouse</td>
<td>10 (5.92)</td>
<td>18 (21.18)</td>
<td>28 (11.02)</td>
<td>10 (10.42)</td>
<td>10 (13.89)</td>
<td>20 (11.93)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Head of the family &amp; spouse</td>
<td>6 (3.55)</td>
<td>6 (7.06)</td>
<td>12 (4.72)</td>
<td>9 (9.38)</td>
<td>2 (2.78)</td>
<td>11 (6.55)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Children</td>
<td>11 (6.51)</td>
<td>2 (2.35)</td>
<td>13 (5.12)</td>
<td>4 (4.17)</td>
<td>5 (6.94)</td>
<td>9 (5.36)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Head of the family Plus Spouse</td>
<td>22 (13.02)</td>
<td>9 (10.59)</td>
<td>31 (12.20)</td>
<td>7 (7.29)</td>
<td>7 (9.72)</td>
<td>14 (8.33)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plus Children</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Other Family Members</td>
<td>17 (10.06)</td>
<td>13 (15.29)</td>
<td>30 (11.81)</td>
<td>15 (15.63)</td>
<td>6 (8.33)</td>
<td>21 (12.50)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Social groups</td>
<td>16 (9.47)</td>
<td>29 (34.12)</td>
<td>45 (17.72)</td>
<td>23 (23.96)</td>
<td>31 (43.06)</td>
<td>54 (32.14)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>169 (100.00)</td>
<td>85 (100.00)</td>
<td>254 (100.00)</td>
<td>96 (100.00)</td>
<td>72 (100.00)</td>
<td>168 (100.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Field data

(Figures in brackets indicates percentages to the totals.)

Note. GE = Greater Extent, SE = Some Extent, VLE = Very Little Extent

REASONS FOR BUYING PORTABLE SIZE TELEVISION

The researcher observed that majority of the black and white television holder having portable size television. The reasons for buying portable size television, when asked for, majority of the respondents (26.89 per cent) stated that it’s low price is the main reason for buying portable Television. In addition to this reason, certain other reason for buying portable Television. In addition to this reason, certain other reason were also spelt out. They are, its convenient handling requiring minimum room space and above all its fancy nature. The responses given by the consumers on the responses rating scale differed significantly; and as far as the opinion of rural and urban consumer are concerned, there is no significantly; and as far as the opinion of rural and urban consumer are concerned, there is no significant difference. The information relating to this aspect is shown in Table 5.42.
RECOMMENDING THE OWNED BRAND TO OTHERS

The details relating to this aspect are shown in Table 5.43 analysing the decision process, the researcher realized and to what extent the respondents react to the aspect of recommending their brand to others, in order to know the accuracy of the final decision (83.08 per cent).

Great majority (83.08) per cent of the respondents stated that they recommend the brand they owned to others. But an insignificant number of consumer stated that they do not recommend the brand, what they owned to others.

Form the above discussion, it became clear that majority of the consumer indirectly confirmed their authenticity of decision-making.

TABLE 5.40
REASONS FOR BUYING COLOUR T.V.

<table>
<thead>
<tr>
<th>S. No. Reasons</th>
<th>Rural Areas</th>
<th>Urban Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High (Figures in brackets indicates percentages to the totals.)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>1. Low Price</td>
<td>2 (2.99)</td>
<td>3 (5.08)</td>
</tr>
<tr>
<td>2. Appealing</td>
<td>24 (35.52)</td>
<td>16 (27.12)</td>
</tr>
<tr>
<td>3. Status</td>
<td>3 (4.48)</td>
<td>13 (22.03)</td>
</tr>
<tr>
<td>4. Available in Installment/credit</td>
<td>8 (11.94)</td>
<td>11 (18.64)</td>
</tr>
<tr>
<td>5. Less harmful to eyes</td>
<td>4 (5.97)</td>
<td>2 (3.39)</td>
</tr>
<tr>
<td>6. Picture clarity</td>
<td>16 (23.88)</td>
<td>7 (11.86)</td>
</tr>
<tr>
<td>7. Others</td>
<td>10 (14.93)</td>
<td>7 (11.86)</td>
</tr>
<tr>
<td>Total</td>
<td>67 (100.00)</td>
<td>59 (100.00)</td>
</tr>
</tbody>
</table>

Source: Field data

(Figures in brackets indicates percentages to the totals.)
### TABLE 5.41
REASONS FOR BUYING COLOUR T.V.

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Convenient Handling</th>
<th>Available Room space</th>
<th>Low Price</th>
<th>Fancy</th>
<th>Power Consumption</th>
<th>Appearance</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>10</td>
<td>16</td>
<td>9</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>(25.86)</td>
<td>(17.24)</td>
<td>(27.58)</td>
<td>(15.52)</td>
<td>(8.63)</td>
<td>(1.72)</td>
<td>(3.45)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>13</td>
<td>15</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>(27.87)</td>
<td>(21.31)</td>
<td>(24.59)</td>
<td>(11.48)</td>
<td>(6.56)</td>
<td>(4.92)</td>
<td>(3.28)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>32</td>
<td>23</td>
<td>31</td>
<td>16</td>
<td>9</td>
<td>4</td>
<td>4</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>(26.05)</td>
<td>(19.33)</td>
<td>(26.89)</td>
<td>(13.45)</td>
<td>(17.56)</td>
<td>(3.36)</td>
<td>(3.36)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test values:*

- F-test value for degrees of intensity (columns) = 35.21
- Degrees of freedom (d.f.) = 6
- Significant at five per cent level of significance
- F-Test value for Rural Areas = 4.231
- Degrees of freedom (d.f.) = 6
- Significant at five per cent level of significant

### TABLE 5.42
RECOMMENDING THE OWNED T.V. BRAND TO OTHERS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural areas</td>
<td>163</td>
<td>17</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td>(90.55)</td>
<td>(9.45)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Urban areas</td>
<td>136</td>
<td>44</td>
<td>160</td>
</tr>
<tr>
<td></td>
<td>(75.56)</td>
<td>(24.44)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>299</td>
<td>61</td>
<td>360</td>
</tr>
<tr>
<td></td>
<td>(83.05)</td>
<td>(16.94)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

*Source: Field data*

(Figures in brackets indicates percentages to the totals.)

*Test values:

- F-Test Value for degrees of intensity (Columns) = 0.83
- Degrees of freedom (d.f.) = 1
- Not Significant at five per cent level of significance.
- F-Test value for Rural, Urban Areas = 0.01
- Degrees of freedom = 1.
- Not Significant at five per cent level of significance