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Summary, Conclusions and Suggestions

Television brought a revolution in the field of communication and, within no fine, it has become the most effective and popular audio-visual media. With the rapid breakthrough in T.V. technology, T.V. has become ‘ear and eye’ of every individual. In a nutshell, T.V. has placed a whole world of entertainment, knowledge, and excitement at our feet. The role of T.V. need to be evaluated in the contest of its immense potential capacity to fight against the monsters like illiteracy, superstition, ignorance, disease, poverty, etc.

In the last few years, T.V. manufacturers have entered the market in a big way and to a stranger, it appears as if India is entering the T.V. age with all speed. With the opening up of new T.V. centres, more areas are coming under "Telecast Zone". With the improved living standard of people, the prospectus for T.V. are very bright for the coming years. Competition is becoming stiffer and stiffer. Consequently, heavy dose of advertisements and cut in T.V. prices are capturing the attention of even the common man. Hence it is relevant to explore why the common man buys or is eager to buy T.V. and what he expects from the set of current programmes. Motive behind this study is that exploratory urge.

Judgments respecting significance in behaviour and directness in causes vary. In very real sense, even so common place an action as the buying of ordinary goods even reflects not only the immediate past of the consumer but also his entire life, the attitudes of other members of his family the history of his nation, the economical conditions prevailing in the country. Countless number of various other influences will combindly produce a particular purchase at a given moment. These causes, with its complete network of several dimensions, certainly influence the consumer behaviour. Consumer behaviour refers to the acts of consumers in obtaining goods and services, and the decision process that determines these acts. It encompasses consumer preferences, consumer motivation, consumer buying
process and behaviour, etc. The study of Consumer Behaviour is the study of how individuals make decisions and differ in their behaviour pattern with the available resources—money, time and effort, etc., are the chosen points of the present investigation.

The electronics industry throughout the world has been one of the fastest industry sectors, with its seemingly limitless application areas coupled with the ever-growing consumer interest to automate and modernize. India's entry into the electronic sector in the late forties was the modest one with its setting up of a production-base with foreign collaboration for Radio receivers.

The electronics industry, in Andhra Pradesh, is still very small in size. Electronics production in the large and medium sector, in 1989-90, of this state, was Rs. 687 crores. The total, number of large/medium industries of the state comes to 32, providing employment over to 20,000 people.

Forecasting demand for T.V. sets in India involves a number of aspects. To begin with in any country, more so in India the transmission Net Work forms the essential base/foundation.

The phenomenal growth of T.V. industry could not have taken place without the expansion of T.V. network in India. Just 19.3 per cent of total population was covered in the year 1983, with the total number of 41 relay stations, inclusive of 10 large and 31 small centres. Television industry network transmission coverage expansion had an excellent break. Through which 13 high powered and 113 low powered transmitters were set up, against the proposed transmitters 144 in the year, 1984-85.

Since then, demand for television is growing rapidly in rural as well as urban areas all over our country; in developing states as well. The consumer electronics industry has made phenomenal progress in the 1980's with a spectacular expansion of television network following the installation of High power and Low power transmission, in different centres. The volume of production of Black and White
T.V. sets increased from 0.239 million, in 1977, and 0.57 million, in 1982 to 3.2 million in 1987 and to 4.4 million in 1988. The production of Colour T.V. sets also picked up from 0.07 million in 1982 to 1.1 million in 1987. In monetary terms, the production was worth of Rs. 406 million in 1982, Rs. 7,186.6 million in 1987.

The proportion of people who are frequent T.V. watchers has gone up in each of the four metros of India since 1988. The raise has been most pronounced in Calcutta; and least pronounced in Bombay. Even in Bombay, however, there has been discernible increase in the average frequency of viewing T.V. day by day, the number of individuals gravitating towards the inclination to buy television, with the graving popularity of various television programmes, is quite significant, all over the country. It may be relevant to state here that, in spite of general problems, Electronics industry has experienced a rapid growth and is having high-prosperity chances in India and there is a greater primary demand for T. V. sets, VCP's and VCR's. Large number of companies in T.V. industry are facing stiff competition with varying brands and models in the sellers market.

The average Indian consumer is basically home loving. He assigns a lot of importance to the well-being of his family and spends a good portion of his income on the education of children. The concept of “small family, more comforts goes well with him”.

The urban consumer is essentially a status-conscious man who is very particular to maintain a standard of living, i.e., befitting his newly acquired class-consciousness. By properly appealing to this sense of prestige, a marketing man could certainly make business and strike a deal. Whereas the rural consumer, is least bothered about the status and standard of living, class-consciousness and prestige-sense. Hence, it becomes very difficult for a marketing man to make business deal with the rural consumer.
Monthly-income of the respondents certainly reflects the standard of living and their financial status. There always exists a positive correlation between the level of income and expenditure. The average annual income of the urban consumer in Thiruvananthapuram District is much higher than his rural counterpart.

The consumer behaviour study, taking the rural and urban areas as variables, has revealed that there is no significant difference between the rural and urban consumers.

"Price" can be cited as one of the inhibitors of preference development. It feeds the values judgment of the consumer. In this regard also there is no significant difference between the rural and the urban consumers. Quality is one of the primary values sought in product and brand choices. More than 72.79 per cent of the respondents have stated quality as one of the influencing rational factors in their purchase making. In making the purchase deal, about the 55 per cent of the respondents have depended on the reliability of the seller. Above 50 per cent of the respondents have rated their responses above the moderate level. The variance test also reveals that there is no significant difference among the consumer responses on the rating scale. A service, as we know, is any form of performance that one party can offer to another, i.e., essentially intangible which does not result in the ownership of any thing. Out of the total respondents, more than 65 per cent of the respondents have stressed the need and after-sale service.

Unusual and uncommon interest of the consumer is curiosity. Many respondents stated curiosity as an emotional buying factor. The F-Test values reveal that there is no significant difference between the rural and the urban consumers. More than half of the respondents perceived 'ego' as an emotional buying factor. The spirit a Television imbues in satisfying the consumer can be stated as comfort. 22.83 per cent of the respondents rated this factor comfort, very high followed by 32.50 per cent high and 21.07 per cent as moderate.
The results when the role of reference groups was studied, were as follows. In most of the cases, the buyer was accompanied and motivated by his friends and relatives. When consumers were asked, from different angles, to tell the reasons for taking the associates along with them and, the reasons studied independently, the results found were as follows: Out of the total respondents to this aspect, “person knows the seller well” 18.27 per cent stated that the accompaniers can bargain better, to a greater extent; 45.19 per cent stated that the accompaniers could bargain better to some extent. The responses given by the consumers varied significantly at both extremes.

When the Low income group people in rural areas were asked the reasons for taking associates along with them, they stated that their associates knew the seller in majority cases (20.38 per cent). Whereas the Middle income group people stated that their associates could bargain better in majority cases and High income people explained that they took their associates for psychological satisfaction. Excepting the Higher income group people of urban areas, the responses of the rural consumers remained unchanged.

Ancillaries consists of antenna, remote controller, stabilizers, booster and VCPNCR. The usage of these ancillaries had its impact on consumers, purchasing decision, quite significantly. When the respondents were asked, whether they faced any problems while buying television, majority of them (80.56) per cent stated that they did not face any problems while buying television.

The consumer decision-making process starts with the need identification. Once the need is identified, the consumer must decide what to do. The buyer identifies the need by perceiving T.V. as entertainment recreation. More than 55 per cent of the respondents perceived the role of television, to a greater extent, as the media of entertainment. 38.50 per cent of the respondents perceived T.V. as the knowledge acquiring tool, to a greater extent; and 19.61 per cent to the very little extent.
When these aspects were studied independently 47.64 per cent stated T.V. as their time-killing device to very little extent. On the other hand 34.55 per cent of the respondents perceived the role of T.V. to some extent. Many of the respondents stated T.V. as a good companion. Whereas 56.47 per cent of the respondents stated as a powerful media of communication.

Primarily, friends, relatives, advertisements and family members constituted as the source of information. Ploughed-back finance and loans taken from others were the sources of finance to a greater extent, was the response by some consumers. But at the time of purchase the respondents made use of their savings amount in some cases and loans brought from others to a greater extent.

When the respondents were asked why they purchased colour television, they stated that the appealing factor in colour television made them go for it. The low cost as the prime reason was stated by the consumer for purchasing Black & White television.

Brand-loyalty forms important and interesting area of consumer behaviour. It is important because a large majority of consumers exhibit brand-bias in their repetitive-purchase decisions and show evidences of varying degrees of loyalty. When the various factors considered by the consumers for selecting and patronising a particular brand was studied independently, 72.09 per cent of the total respondents stated that they give very much importance to quality. More than 10 per cent of the respondents rated the price as the cause for their brand-loyalty. When a particular brand was a high priced one, more than 80 per cent of the consumers did not patronise that particular brand as it happened to be a high priced one.

The Lower income group people in rural areas considered appearance in majority cases (21.43 per cent) followed by low price (16.07 per cent). The middle Income group people gave first priority to technology/quality and low
price (19.23 per cent) followed by appearance (15.38 per cent) and manufacturer's name (13.46 per cent). Whereas higher income group people gave first preference to high price (15.00 per cent).

Certain factors which are in general be enquired in relation to other T.V. brands were studied independently. 56.67 per cent of the customers stated that they did enquire about the technology/quality of other brands before buying Television. The rest 43 per cent stated that they do not enquire about other brands. It is observed that 46.11 per cent of rural respondents and 61.11 per cent of the urban respondents involved in the process of after sales service.

Lower income respondents in rural areas in 78.57 per cent case, rated their satisfaction above .high level. Whereas the satisfaction level is to the extent of 82.65 per cent in middle income group respondents and 66.66 per cent in case of higher income group people.

The reasons for patronising a particular shop/store have been studied independently, 44.73 per cent of the respondents stated the proximity as one of the very high reasons for patronising a particular shop/dealer. 12.50 per cent respondents rated proximity as highly important reasons for patronisation, followed by 15.13 per cent rating the proximity at the modest level. Out of the total respondents, 12.73 per cent respondents considered after-sale service at a very high level for patronising a particular shop and 2229 per cent at moderate level.

Out of the total 60 dealers, per cent of the dealers are having sole trading establishment, 2823 per cent are having partnership establishment, 2823 per cent are having partnership establishments, 6.67 per cent are having private limited establishments. The numbers of dealers who have invested more than one lakh rupees of total capital are around 85 per cent of the total dealers. Majority of dealers respondents 31.67 per cent are transacting with audio-business in addition to T.Vs. followed by 25 per cent dealing with home-appliances.
A dealer comes across different types of customers. The emphasis of customers while purchasing T.V. sets differs from one type of customer to another. It was observed that farmers asked for many details with regard to brand quality, size, price, guarantee, after sale service and credit. In more than 70 per cent of the cases customers bought the accessories to a larger extent from the same dealers outlets.

Majority (50 per cent of the customers stressed and gave first preference to manufactures reputation, closely followed by quality (46.61 per cent). Technical features with 43.59 per cent, after-sale service with 38.29 per cent guarantee/warrantee with 24.44 per cent.

When asked for the details on the persons accompanied and helped the buyer in decision-making, the dealers stated that in 32.69 per cent cases employees were helped by spouses in decision-making Majority of the consumers enquired the dealers about the availability of various brands followed by prices of specific brands and available credit facilities, Many of the dealers, in order to improve their sales, used promotional tools like advertisements, personal selling, discounts and credit sales. Of the total dealers, 35 per cent of the dealers stated that the further demand for T.V. is satisfactory.

As is well known, the modern theory of consumer behaviour is based on the assumption that the consumer allocates expenditure on commodities, as if he had fixed order of preferences.

But after analysis of various aspects of purchase behaviour of the customer, it is found that they take the help of the friends, neighbours or men to whom the salesman/dealer is known. Before investing their money, saved or borrowed, they make enquiries about several aspects, already touched upon. A very small number, especially the urban customers makes enquiries about the technical nature of the brand. It is clear whether rural or urban customer he is bound to make enquiries of all sorts before taking final decision of buying Television. He not only measures
product importance and analyses product characteristics but also makes pre-purchase and post-purchase evaluation. Many of the consumers are against the promotional aspects like rebates, discounts and coupons. Consumerism has become an universal and global phenomenon. Of the total respondents 41.67 per cent are aware of the existence of Consumer Councils. The awareness is very much high in the cases of urban areas where as it is only 30 per cent in rural areas. The viewership with regard to various programmes is little higher in urban areas in comparison with that of the rural areas.

It can safely be concluded, from the foregoing discussion that, in reality, though there may be wide differences between urban and rural consumers, with respect to their socio, economic, demographic background, as far as the consumer behaviour with regard to durable products (T.V.) is concerned, basically there is no difference between the urban and rural consumers. It can be stated beyond doubt that the motivational factors influenced the consumers to a greater extent. Brand patronisation also did exist particularly with the reputed brands. There is involvement and much Impact of socio-economic and psychological factors on consumer behaviour.

1. All efforts need to be made to reduce the production costs, so that prices may be reduced. This coupled with the improved quality will do a lot in encouraging many consumers to go in for colour televisions.

2. The potential customers should be informed about the quality of the T.V. sets by releasing competitive advertisement copies.

3. Dealers should be men of contacts and experts in salesmanship. Personal relations with dealers make people assured of the performance of the T.V. sets.

4. T.V. sets with inbuilt or indoor antenna should be produced, where monkey menace has acquired dangerous proportions.
5. Only 54 cm screen size sets should be produced. Unique design, folding shutters and supporting legs will definitely attract the customers. Taking space and accommodation availability, the manufacturers must think of manufacturing different sizes of T.V’s.

6. The phenomenon of “Demonstration Effect”, if exploited properly by salesmanship can push many people on the buying spree.

7. After-sales-service should be guaranteed and honoured. In the long run, it will influence the sales to a large extent.

8. The segmentation of market into Lower, Middle and Higher income groups and formulation of optimum marketing strategies for each segment will help a lot of attracting and satisfying more customers.

9. Advertisements, if properly developed and inserted, can do a lot for creating awareness and building brand image. Social circle and young and happy family themes will certainly bring people to the shop/store/dealer.

10. If TV could be sold on installment basis, spread over a longer period of time, it will definitely increase the market share. But care should be taken to keep as low as possible the formalities, like bank guarantee, etc.

11. Entertainment being the main purpose of T.V., the manufacturers should provide. Manufacture-selective sponsored entertainment programmes. It will certainly go a long way to popularize their brand it renders T.V. watching more and more lively and interesting.

12. Consumer education most be given top priority in order to make the consumers aware of their rights and the several ways of redressals open to them, with the present functioning of the consumer councils, the consumer is very much confident enough about his purchases; with regard to the various qualitative and quantitative aspects relating to the purchases of durable products.

13. Manufacturers must try to sort out the information necessities and show eagerness to serve the rural consumers.
14. Commissioning of High power transmitter is an absolute necessity in order to reach the nook and corner of Thiruvananthapuram District.

15. The quality of programmes at all levels—aesthetic, ethical and technique needs improvement to gain popularity. In this context, a survey relating to the requirements of the rural and the urban watchers of Television should be undertaken from time to time. Data analysed and suitable follow-up action instituted as early as possible to enthrone interest in the potential (T.V.) buyers.

Above all, objectivity in the presentation of news and views; high artistic quality of projection and completely dedication to societal uplift would make Television a boon, not an 'Idiot-Box' as it is presumed to be by the hostile critic.