



# A STUDY ON FACTORS INFLUENCE ON CONSUMER PURCHASE BEHAVIOURS TOWARDS SELECTED TELEVISION BRANDS

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## ABSTRACT

*The present study work evaluated the effects of several factors on customer purchasing behaviours in the context of selected branded television in the twin cities of Telanagna. The researcher considered significant factors such as media exposure, brand preference, and brand awareness to influence purchase behaviour. 724 primary data were collected using a standardized questionnaire in twin cities of Telanagna state to meet the study's primary objectives. Data were analyzed using ANOVAs, and correlations, using the SPSS 23.0 version to arrive at the conclusions and recommendations. According to the study's results, Hypotheses results revealed that media exposure (H01), Brand preference (H02), brand awareness (H03) had a statistically significant impact on the consumer purchase behaviour towards branded television..*

**KEYWORDS:** Media exposure, brand preference, and brand awareness, branded consumer goods, consumer behaviour

## 1. INTRODUCTION

Market rivalry is severe in the present climate due to the huge range of items accessible on the market. As a consequence, firms are under pressure to use a variety of branding methods in order to obtain and maintain a competitive advantage in the marketplace. A rise in the overall level of competition among businesses, most notably in the market for fast-moving consumer products in India, has resulted in an increase in the total number of management techniques used by companies operating in the sector. The organization's current branding strategy takes into account a wide range of different brand features. These qualities have been integrated and developed in response to the requirements and preferences of the target market. Businesses are increasingly adopting different strategies in order to respond to a broad variety of potential situations and circumstances in the market as a backup to the branding strategy that they have in place. These are some examples of alternative strategies: According to Aaker (1996), in order to attract new customers and maintain a competitive advantage in the market, it is vital to use branding strategies.

When it comes to establishing themselves in their respective markets, surviving, and thriving in them, industries that have been around for decades have consistently recognised the necessity of product branding and segmentation strategies as a critical weapon in their efforts over the course of those

decades. It is possible for the brand to be of assistance to the organisation in its pursuit of greatness since the brand has a number of special features. The Indian consumer market has seen a substantial shift in recent years as a result of a number of factors. In the past, the average Indian consumer was unable to put any money aside and, as a result, spent the vast bulk of his income on satisfying his fundamental need. The Indian consumer market has been propelled to the forefront of the world's top markets as a result of a multiplicity of innovations that have taken place over the last few years. Consumers in India comprise a sector of the Indian population that is relatively young and has grown up in an age of television and the internet. They are also equipped with rising salaries, credit cards, exposure to organised shopping culture, and ambitions for increased living standards. Young consumers in India now have the financial means to buy a wider variety of brand-new goods than they had before to 1991, when the Indian economy began its process of liberalisation, which resulted in an increase in the number of employment opportunities. As a direct consequence of this, the business of consumer products seems to be highly promising and exciting right now. Because of the work done in the financial sector, the consumer markets have also been given the critical push they need. The availability of more convenient ways of payment, such as credit cards and ATMs, has contributed to an overall improvement in the shopping experience.



As a consequence of urbanisation, there has been a rise in both the availability of branded goods and their consumption. Organized shopping, with its sparkling atmosphere and the appeal of multiplexes, is luring Indian buyers toward branded products. In addition, businesses are looking for products that may be properly adapted to the conditions of the Indian market and that satisfy the requirements and preferences of Indian consumers. It has been able to reach the lowest percentage of the population by distributing smaller pack sizes and also by developing premium goods to fulfil the desires of clients in specialised markets. Both of these strategies have contributed to its success. Additionally, as a consequence of this, successful inventions such as single-use sachets and new goods that cater to regional or local tastes have been developed. However, despite the fact that all of these shifts are improvements, they also provide a big obstacle for FMCG firms to overcome in order to remain competitive in the highly competitive environment that exists today. As a consequence of this, Brand Loyalty may play an essential part in the process of achieving a competitive advantage over other rivals when faced with such conditions.

*Television sector:* A standard television set with integrated internet and interactive functions, known as a smart TV or connected TV (CTV), enables users to stream music and movies, surf the internet, and view images. Smart TVs are sometimes referred to by its other name, connected TVs. The computer, the television set, and the set-top box have all come together to form what is known as "smart TV." In addition to the traditional functions of television sets and set-top boxes, which are provided by traditional broadcasting media, these devices can provide Internet television, online interactive media, over-the-top content (OTT), as well as on-demand streaming media, and home network working access. The terms "Internet TV," "IPTV," and "Web television" are not to be confused with "Smart TV." The term "Internet TV" refers to the practise of obtaining television programming through the Internet rather than via more conventional means such as terrestrial, cable, or satellite transmissions, and this is true regardless of the mode of Internet distribution. IPTV (Internet Protocol Television) is one of the standards for Internet television technology that is used by television broadcasters. The phrase "Web television" refers to the many programmes that have been developed for the board of Internet TV by a broad range of different firms and people.

## 2. REVIEW LITERATURE

The fact that it is anything that the client has ever seen or heard about the brand indicates that he or she is aware of the brand and knows the brand effectively (Brewer & Zhao, 2010). In addition, the

brand's name is the most important thing to remember. When it comes to decision-making, brand knowledge is beneficial to the client. The client made purchasing selections with ease since he or she was well informed about the Brand and was aware of the Brand. Customers become aware of a company's brand via various media such as the internet, newspapers, radio, and other forms of information dissemination. It is less dangerous to choose a product when customers are informed about the benefits and drawbacks of a certain brand. Brand awareness establishes a connection between the client and the brand they wish to own (Pouromid & Iranzadeh, 2012). When the customer consumes the brand's goods, the consumer has the greatest level of awareness of the brand. When the customer sees a different commercial on the media, he is aware of the brand since he has already seen the brand. He gets aware of the features and operation of the brand's goods as a result of media exposure. When a customer is aware of a brand's characteristics and believes that the brand can meet his or her demands, he or she will make the decision to buy that brand. In 2009, Tong and Hawley published a paper in which they said that When a customer is about to buy a product from a certain brand, he exhibits the feature known as brand awareness. The customer's contentment increases as a result of the favourable image that the brands have. A customer's awareness of the brand and usage of the brand, as well as their satisfaction with the brand, contribute to the development of the brand's image in the market place. Customer satisfaction rises as a result of a favourable brand image. Customer pleasure contributes to the development of the brand's image. (Hess and Story, 2006) For a company that strives to provide complete customer pleasure, the brand's image is critical. Organizations boost their performance by enhancing their brand's image and providing excellent customer service. When it comes to putting this principle into practise at the shop, This notion demonstrates that the impacts of a shop's image are connected to customer satisfaction with the store. The positive relationship that exists between the firm and its customers demonstrates the link that exists between brand image and consumer pleasure. According to the findings of the study, there is no significant association between loyalty and satisfaction (Zins, 2001). Customer pleasure, on the other hand, has a direct relationship with the organization's image (Kandampully & Suhartanto, 2000). Loyalty helps to strengthen the image of a company. And if the brand's image is positive, consumers are more likely to be happy with their purchase of that brand. When a company provides quality at a cheap price while still meeting the wants and desires of the customer, the customer is happier, which helps to boost the brand's image. The firm gains more profit and goodwill as a result of boosting



the image of the brand. Putting products on the market with or without branding is the first and most crucial choice that companies must make when it comes to the products they provide to their customers. Because the primary purpose of branding is to differentiate a product from its competitors, businesses that are in the process of making a branding choice should analyse branding by weighing the advantages and drawbacks of different branding options available. The marketing world is growing more saturated, and being popular is becoming increasingly difficult. As a result, firms need spend much more money and devote significantly more time to marketing efforts than they did before (Szwarc, P. (2005)).

Businesses that have made the choice to brand themselves may seek for a name for their brand with the aid of a variety of marketing research. One type is sensation testing, which measures the images that are brought to mind, while another is testing to determine the ease with which the name can be articulated, memory testing, which measures the quality of the name in terms of recall, and preference testing, which determines which names are preferred among a group of individuals (Keller, K. L., 1998).

## 2. RESEARCH STATEMENT

Various studies of the literature review and framed conceptualization developed by researchers emerged from the situation. They are mostly concerned with the brand's terms and performance on branding in the non durable segment in India. Only a few research mentioned strong brand strategies on the function of branding in the changing competitive condition of the market in Indian marketplaces. To fill this gap, this research study concentrated on analyzing the consumer purchase behaviour towards selected Brand Television in the Twin cities of Telanagna. Therefore the researcher concentrates on factors such media exposure, brand loyalty, awareness, preference and brand equity which influence on consumer purchase behaviour.

## 3. OBJECTIVES OF STUDY

The study's goal is to get a better understanding the consumer purchase behaviour towards selected television brands. The following are the specific objectives of the research:

- To study different brands of Select televisions and the demand in the market
- To study the types of media exposure that impact consumer purchasing behaviour for selected branded Television.

- To investigate the effect of brand preference on consumer buying behaviour of the select Television brands.
- To explore the effects of brand awareness on select television brands' consumer buying behaviour.

## 4. HYPOTHESES OF THE STUDY

Hypotheses are regarded as a critical tool in study analysis. It affects the meaning of new judgments and expectations. In every study report, hypotheses are built on underlying beliefs or assumptions. Following a thorough assessment of the relevant literature, an effort was undertaken to build a conditional assumption to examine its logical ramifications. The following hypotheses have been developed for the objectives of the analysis.

- **H01:** There is no significant impact of media exposure on consumer purchasing behaviour for branded consumer goods.
- **H02:** There is no significant influence on brand preference on consumer purchasing behaviour for branded consumer goods.
- **H03:** There is no significant impact of brand awareness on consumer behaviour for branded consumer goods

## 5. METHODOLOGY

- **Research Design:** Descriptive research
- **Sources of data:** This study used a structured questionnaire to acquire primary data from respondents in order to better understand the aspects that influence of media exposure, brand preference and awareness on consumer purchase behaviour towards selected Television brands. Secondary data is gathered from a variety of journals and periodicals, such as magazines and business newspapers, as well as from subject-specific books and websites, among other sources.
- **Data collections methods:** The information was gathered via the use of a structured questionnaire, a customer survey approach, and a personal interview with customers.
- **Sampling area:** Telanagna state
- **Sampling Method:** For the purpose of collecting a sample of 724 respondents in Telanagna state, the convenience sampling approach was used.
- **Statistical tools used:** ANOVAs and correlations, were performed using SPSS 23.0 version for data analysis



| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .822             | .801   | 21         |

According to Table 1, the questionnaire was assessed for reliability and the findings are shown below. The constructed questionnaire has been pretested and validated via face validity by being provided to a carefully chosen group of experts, and it also has a sufficiently high reliability score. The outcome was a

value of 0.822 for the. It shows that the data has a high level of dependability and validity.

**5.1 Demographic Variables:** The frequency distribution of demographic variables is presented in the following table.

**Table 2 Demographic Analysis**

| Particulars                | Classification        | No of Responses | Percentage  |
|----------------------------|-----------------------|-----------------|-------------|
| Age                        | Below 20 years        | 93              | 12.8        |
|                            | 21-30                 | 289             | 39.9        |
|                            | 31-40                 | 188             | 26.0        |
|                            | 41-50                 | 130             | 18.0        |
|                            | 51 and above          | 24              | 3.3         |
| Gender                     | Male                  | 342             | 47.2        |
|                            | Female                | 382             | 52.8        |
| Education                  | SSC                   | 73              | 10.1        |
|                            | intermediate          | 141             | 19.5        |
|                            | degree                | 216             | 29.8        |
|                            | Post Graduation       | 219             | 30.2        |
|                            | Above Post Graduation | 75              | 10.4        |
| Occupational status        | Govt Employee         | 144             | 19.9        |
|                            | Private Employee      | 175             | 24.2        |
|                            | Business              | 177             | 24.4        |
|                            | Professional          | 119             | 16.4        |
|                            | Others                | 109             | 15.1        |
| Monthly income (in rupees) | below 35,000          | 153             | 21.1        |
|                            | 35,001 - 40,000       | 198             | 27.3        |
|                            | 40,001 - 45,000       | 174             | 24.0        |
|                            | 45,001 - 50,000       | 117             | 16.2        |
|                            | 55,001 and above      | 82              | 11.3        |
| Total                      |                       | <i>n = 724</i>  | <i>100%</i> |

### 5.2 ANOVA RESULTS

ANOVA was conducted to determine the effect of media exposure on consumer purchase behavior for selected branded Television: An ANOVA is used to determine whether or not media exposure has a substantial impact on customer purchase behavior for selected branded Television.

**H01: There is no significant impact of media exposure on consumer purchasing behaviour for selected branded Television**



Table 3 ANOVA Results

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 50.575         | 4   | 12.644      | 22.027 | .000 |
| Within Groups  | 341.543        | 595 | .574        |        |      |
| Total          | 392.118        | 599 |             |        |      |

It is observed that from the above table, the sum of the squares of the significant difference between means of the difference in the media exposure and consumer purchasing behaviour, and the between-groups variation 121.777 is due to interaction in samples between groups. If sample means are close to each other. The Within variation 376.576 is due to differences within individual samples. The table also lists the F statistic 11.982. The significance level of 0.000 is less than 0.05, indicating that the

null the hypothesis was rejected and the alternative hypothesis accepted; thus, there is a significant impact of media exposure on consumer purchasing behaviour for selected branded Television.

**H02: There is no significant influence on brand preference on consumer purchasing behavior for selected branded Television.**

Table 4 ANOVA results

|                      |                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------------|----------------|----------------|-----|-------------|--------|------|
| Employee Development | Between Groups | 139.128        | 23  | 6.049       | 11.787 | .000 |
|                      | Within Groups  | 359.226        | 700 | .513        |        |      |
|                      | Total          | 498.353        | 723 |             |        |      |

It is observed that from the above table, the sum of the squares of the significant difference between means of the difference in the brand preference and consumer purchasing behaviour, and the between-groups variation 139.128 is due to interaction in samples between groups. If sample means are close to each other. The Within variation 359.226 is due to differences within individual samples. The table also lists the F statistic 11.787. The significance level of 0.000 is less than 0.05, indicating that the null the hypothesis was rejected and the alternative hypothesis accepted; thus, there is a significant impact of brand preference on consumer purchasing behavior for selected branded Television.

## 7. CONCLUSION

This research study explored the factors affecting on consumer purchase behaviour towards selected branded television in the twin cities of telengana. The researcher collected 724 samples from Hyderabad and Secunderabad of Telanagna state using the convincing sampling method, and data were analyzed with the help of ANOVA, and correlation methods. The findings revealed that 39.9 percent of the respondents aged between 21-30 years, 26.0 percent of the respondents aged between 31-40 years, 12.8 percent of the respondents aged below 20 years, 18 percent of the respondents aged between 41-50 years and 3.3 percent of the respondents aged 51 years and above; 52.8 percent of the respondents were female respondents and remaining 47.2 percent of the respondents were male; 30.2 respondents belong to Post Graduation. Followed by, 29.8 percent of the respondents belong to Degree, 10.4 percent of the respondents belong to Above Post Graduation, 19.5 percent of the respondents belong to intermediate and 10.1 percent of the respondents belong to SSC. 24.4 percent of them were Business people. Followed by 24.2 percent of them were Private Employee, 19.9 percent of them was Govt. Employee, 16.4 percent of them were Professional and 15.1 of them were Others. 27.3 percent of the respondents earn monthly income level is 35,001-40,000 rupees. Followed by 24 percent of them earn 40,001- 45,000 rupees, 21.1 percent of them earn below 35,000 rupees, 16.2 percent of them earn below 45,001 - 55,000 rupees and 11.3 of them earn 55,001 and above rupees for monthly.

## Suggestions

1. Retailers may provide additional deals and discounts to entice consumers, and the company should work to expand its product and service offerings to accommodate a larger market.
2. Advertising and word-of-mouth are the primary means through which consumers learn about a brand, thus organisations should focus on providing quality marketing and enhancing the company's reputation.
3. Customers are willing to pay a premium for branded TVs with high quality and features, therefore firms should be prepared to provide the finest product possible and please their customers.



Hypotheses results revealed that media exposure (H01), brand awareness (H02) and Brand preference (H03) had a statistically significant impact on the consumer purchase behaviour towards branded television.

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