CONSUMER PREFERENCE BETWEEN PRODUCT FEATURES AND BRAND ELEMENTS WHILE MAKING PURCHASE DECISION OF TELEVISION: AN EMPIRICAL STUDY

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Abstract:-

Consumer behaviour is a study of a set of activities which are undertaken from the stage of pre purchasing to the stage of post purchasing of the product. In today's scenario the consumer prefer latest features and best technology at a reasonable price with the good brand. This paper is an attempt to study the consumers preference between product features and brand elements while making purchase decision of television. With this even those factors were studied which consumer consider while making purchase decision of television. In order to accomplish the objectives of the research the sample of 140 respondent were taken by using convenience sampling technique. The result indicates that there is no significant difference in the mean of product features and brand elements across the demographic profile (across education, occupation and Income) of respondent.

Key words: Consumer Behaviour, Perception, Product features, Brand Elements, Purchase decision etc.

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Introduction

Consumer Behavior is a set of activities undertaken by individuals, group or organization from purchasing to disposing of products and services. It studies how people buy, what they buy, when they buy and why they buy. It basically studies the purchase decision- making process of buyer (both individual and group). There are many factors which influence the buyer's decision such as innovation, income, lifestyle, family and relative's opinion, culture friends etc.

When Indian consumers make purchase decision for the purchase of electronic products other than demographic, psychological, cultural, social and personal factors, product features and Brand image is also important in making decision as many substitutes are available in the market. Now day's consumers prefer latest features and best technology at reasonable price with the good brand.

Product Features

A function of an item which is capable of satisfying the needs of the customers and is hence seen as benefit of owing the product. A product features is one of the distinguishing characteristics of the product or services that influences its buyer's decision and is also used to formulate product marketing strategy that highlights the usefulness of the product to targeted consumer.

The customer preference of television attributes such as model, multimedia option ,screen size, picture quality, sound quality, colour display, latest features, Brightness, design of television, easy availability, electricity saving, after sale service and price are very much popular. These features help customers compare between the products offered under different brand.

Brand Elements

Brand is concepts that distinguish the product or services from the other product or services available in the market. Brand can be defined in terms of brand image, brand awareness, brand personality, brand identity, brand communication, brand loyalty etc. Brand image and brand awareness is the impression about the brand its qualities in the customers mind. Brand image and awareness plays a vital role in the choice and purchase of the particular brand products. Brand identity contains the element which helps consumers to recall the brand. Elements which help customers to recall brand are its logo, communication style and other visual elements. Brand loyalty can be defined as possibility of customer sifting from one brand to another in case there is a change in product features, quality or price.

This study focuses on analyzing the customer perception towards product features and brand elements preferred by them and also to identify the factors affecting purchase decision for television.

The paper is organized as follows:- In the next section a selective review of literature is given. In the section 2 precise specification of the objective of our analysis is presented followed by the hypothesis and research methodology in section 3. The section 4 contains result and discussion and the last section 5 presents the conclusion of the paper.

Literature Review

B.V.Sangvikar and Hemant J. Katole (2012) in this paper the researcher focused on behaviour of consumer mainly on purchasing pattern in various store format and available product quality, spending pattern, store layout etc. the authors have also observed customers purchase behaviour varies with price and availablity of the products and customers purchasing power shrink due to poor quality of product.

Mr. Mitul. M. Deliya and Mr. Bhavesh J. Parmar "Role of Packaging on consumer buying behaviour- Patan District"(Global Journal of Management and Business Research Vol.12 Issue 10 version 1 june 2012), the main aim of this article is to study the role of packaging on consumer buying behaviour. The consumer buying behaviour is dependent on the packaging and on its features. Few of the packaging elements studied were packaging colour, background image, packaging material, design, printed information. Package plays an important role in sale and can be treated as important factors in influencing consumer buying decision process.

Oghojafor Ben Akpoyomare, Ladipo Patrick Kunle Adeosun and Rahim Ajao Ganiyu " The influence of Product Attributes on consumer purchase decision in the Nigerian Food and Beverages Industry: A study of Lagos Metropolis, Vol. 1, No. 4, 2012, 196-201- the study investigates the influence of product attributes on consumer purchase decision in the Nigerian Food and Beverages Industry: A study of Lagos Metropolis. Descriptive method was used to collect survey of customers of two selected companies in food and beverages industry. Descriptive statistics and pearson correlation coefficent was used for data analysis. The analysis revealed a positive correlation between product attribute and consumer purchase decision.

"An Emprical Study on Consumer Buying Behaviour towards selected home appliance product in Ramanathapuram"(A.Abdul Brosekhan and Dr C. Muthu Velayutham)-ISOR Journal of Business and Management, e-ISSN:2278-487X, p-ISSN:2319-7668,PP 13-21, the purpose of the authors of this paper was to review the related literature and have a better understanding of the present study and laso to study and analyse consumer's behaviour towards the home appliance product and to analyse the various factors and its impact on consumer making decision of home appliance of Ramanathapuram. The finding of the study revealed that lifestyle characteristics have great impact on consumer buying behaviour.

Achmad Yanu Alif Fianto, Djumilah Hadiwidjojo, Siti Aisjah and Solimun(2014, Vol 5) Market competition is not only limited to provide functional attribute of the product but it also creates special image of brand for its users. The purpose of the study was to identify and analyse the impact of brand image on purchase decision and also identifying and analysing the mediating role of brand trust in relation with brand image and purchase behaviour. The result revealed that brand image has a significant role in influencing the purchase decision.

Shalini Srivastava(2013) in her paper, the author revealed that consumers prefer brands over generic product. At the same time reliability, product features and socio- economic factors have a great imapct on buying decision of the consumer.

Mohd Rizaimy Shaharudin, Suhardi Wan Mansor, Anita Abu Hassan, Maznah Wan Omar1and Etty Harniza Harun (2011)- The aim of this paper was to determine the level of product quality and its relationship towards the buyer buying decision. A case of national motor/ scooter was used. The result showed that the level of customer's perception has no significant impact on customers buying decision. The customers look at other elements beyond quality on their purchase decision. Future research focus on a similar study of product quality and purchase intention. It was revealed, from the findings of the study that the relationship that exist between product quality and buyer purchase behaviour.

Chandrasekaran Kathiravana, Natarajan Panchanathama and Sivasundaram Anushan (2010)- the aim of the researchers was to test empirically consumer's brand evaluation brand image, brand attitute and quality perception.the finding revealed that there is a strong realtionship between brand image and each of preference measures utilized in the study. The study demonstrated that

the selected attributes together help in building brand image. It was even found that the selected attributes come under three components which create the product image and revelas product perceived quality perception.

Carpenter Glazer and Nakamoto (1994), in their paper the authors revealed that consumers are for value that will best satisfy their needs and wants. They are for the products that best satisfy their needs with minimum cost (i.e they expect high quality at minimum cost). In consumer oriented market product quality is the basic expectation.

(Barringer, Foster, and Macy, 1999; Bloch and Richins, 1983), Product attributes as well as psychological factors may influence the purchase of products. Some, of these attribute beliefs create a strong sense of preference in consumers mind.

MS.N.RENUGA DEVI and Mrs.S.KALAISELVI (2014) the study reveals that the consumer's prefernce and satisfaction towards the product is mainly motivated by quality of the product. The popularity of the brand is also the one factor which influence consumers purchase decision. Overall it can be concluded that consumers are satisfied with the quality at a reasonable price. In today's scenario the quality of the product and brand elements are becoming an important competitive issue in the global market palace.

Objectives of Study:-

Present study has been taken with the following objectives

a) To analyze the customer perception towards product features and Brand elements of television preferred by them.

b) To analyze factors considered while making purchase decision for television

c) To compare between product features and brand elements which help in building preferences towards purchase of television

Assumption of Hypothesis

Ho:- There is no significant difference in the mean of product features and Brand elements across the demographic profile (across education, occupation and Income) of respondent.

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Methodology

Research methodology may be understood as the science of study how research is done significantly and scientifically. The following research have been done to know consumer preference between product features and Brand elements while making purchase decision in relative to purchase of television. The study is an empirical analysis to know the consumer preference between product features and brand elements in making purchase decision of television. The descriptive research design was appropriate to know the customers preference between product features and brand elements while making purchase decision. The study is based on primary as well as secondary data. Primary data is the data which is new; we use primary data to collect information. The primary data was collected through questionnaire in order to examine their preference between product features and brand elements. The data which is already in existences is known as secondary data. Secondary data is collected from various papers. The researcher has tried to find out the consumers preference on different product features such as Model, price, picture quality, sound quality, multimedia option, screen size, colour display, New latest Features, design of television, Brightness, after sales service etc as well as brand elements such as Brand image, brand awareness, brand identity, brand personality, brand communication, celebrity and product fit etc. The sample size of this study was 140 respondents. For this research the responded were selected on the basis of non random sampling and convince sampling. The collected data was analyzed using statistical tools (descriptive, one way ANOVAs) of SPSS.

Data Analysis and Interpretation

Table-1 Demographic Characteristics of Respondents

Variable	Description	Number of Respondents	Percentage
Age	18 To 25 Years	26	18.6
	26 To 35 Years	98	70.0
	36 To 45 Years	13	9.3
	46 To 55 Years	3	2.1
Gender	Male	71	50.7
	Female	69	49.3
Marital status	Married	74	52.9
	Unmarried	66	47.1

Education	Graduate	24	17.1
	post graduate	106	75.7
	professional and other	10	7.1
Occupation	Student	12	8.6
	Business	13	9.3
	Service	90	64.3
	Professional	21	15.0
	Housewife	4	2.9
Income	Below 10000 per month	2	1.4
	10001 t0 15000 per month	3	2.1
	15001 to 25000 per month	14	10.0
	25001 to 45000 per month	65	46.4
	45000 and above per month	43	30.7

> Data collected and presented in the table above shows the age group of the respondent with the different percentage. 18.6 percent respondent was the age groups of 18 to 25 years, 70 percent respondent were under the age group of 26 to 35 years, 9.3 percent respondent were of age group of 36 to 45 year and 2.1 percent respondent were of age group 46 to 55 years.

> According to gender classification out of 140 respondent 71 (i.e 50.7 percent) were male and 69 were female.

> Marital status of respondent revealed that 52.9 percent respondents were married and the rest 47.1 percent was unmarried.

> Majority of respondent were Post graduate (ie 75.7 percent) on the classification of education. 17. 1 percent respondent was graduate and 7.1 percent respondent hold professional qualification.

> Most of the respondent were from service class with 64.3 percent followed by professional with 15 percent, business with 9.3 students were 8.6 percent and housewife 2.9 percent. Income was classified in different level and majority of respondent were from the income between 25001 to 45000 per month with 46.7 percent. 45000 and above per month were 30.7 percent, 15001 to 25000 percent were 10 percent, 10001 to 15000 per month were with 2.1 percent and below 10000 per month were 1.4 percent.

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Table: - 2 Factors considered while making purchase decision for television

Factors considered while making purchase decision for Television	Frequency	Percent
Cultural Factors	14	10.0
Family	86	61.4
Celebrities	1	.7
Friends	46	32.9
Income	127	90.7
Lifestyle	51	36.4
Other	4	2.9
Total	140	100.0

From the above table it has been revealed that income factor with 90.7 percent is considered most while making the purchase decision for television. Other than Income Family, Lifestyle and Friends opinion are also taken into consideration while taking purchase decision for television.

Table:-3 Mean of Product Features and Brand Elements of Television across the respondents Different Income Categories

Income By Classification	Product Feature	Brand Elements
Below 10000 per month	4.5385	4.0000
10001 to 15000 per month	3.4124	3.9524
15001 to 25000 per month	3.6044	3.4694
25001 to 45000 per month	3.6094	3.5165
45000 and above per month	3.4873	3.2193
Total	3.5775	3.4286

From the above table it has been seen that the mean of product features (3.5775) is more than that of brand elements (i.e 3.4286) of television across the respondent's different income categories.

Table: - 4 One way ANOVA Across Education

		Sum of Squares	df	Mean Square	F	Sig.
Product Features	Between Groups	1.119	2	.560	2.159	.119
	Within Groups	35.522	137	.259		
	Total	36.641	139			

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		Sum of Squares	df	Mean Square	F	Sig.
Brand Elements	Between Groups	1.827	2	.913	3.675	.028
	Within Groups	34.050	137	.249		
	Total	35.877	139			

One way ANOVA test was carried out to test the significance of mean of all the product features and brand elements across education. Assuming Null hypothesis as Ho:- There is no significant difference in the mean of product features and Brand elements across the demographic profile(across education, occupation and income) of respondent. From the table above the F value of product features is 2.1 and F value of brand element is 3.6 at V1= 2 at 0.05 level of significance, which is less than the table value. Therefore the null hypothesis Ho is accepted.

Table: - 5 One way ANOVA Across Occupational Categories

		Sum of Squares	df	Mean Square	F	Sig.
Product Features	Between Groups	2.268	4	.567	2.227	.069
	Within Groups	34.373	135	.255		
	Total	36.641	139			
Brand Elements	Between Groups	1.465	4	.366	1.437	.225
	Within Groups	34.412	135	.255		
	Total	35.877	139			

One way ANOVA test was carried out to test the significance of mean of all the product features and brand elements across education. Assuming Null hypothesis as Ho:- There is no significant difference in the mean of product features and Brand elements across the demographic profile(across education, occupation and income) of respondent. From the table above the F value of product features is 2.2 and F value of brand element is 1.4 at V1= 4 at 0.05 level of significance, which is less than the table value. Therefore the null hypothesis Ho is accepted.

Table: - 6 One way ANOVA Across Income

		Sum of Squares	df	Mean Square	F	Sig.
Product Features	Between Groups	2.354	4	.589	2.222	.071
	Within Groups	32.319	122	.265		
	Total	34.673	126			

Brand Elements	Between Groups	3.886	4	.971	4.011	.004
	Within Groups	29.543	122	.242		
	Total	33.429	126			

One way ANOVA test was carried out to test the significance of mean of all the product features and brand elements across education. Assuming Null hypothesis as Ho:- There is no significant difference in the mean of product features and Brand elements across the demographic profile(across education, occupation and income) of respondent. From the table above the F value of product features is 2.2 and F value of brand element is 4.0 at V1= 4 at 0.05 level of significance, which is less than the table value. Therefore the null hypothesis Ho is accepted.

Table: - 7 Would you recommend others to purchase Television

	Frequency	Percent
Yes	116	82.9
No	24	17.1
Total	140	100.0

Respondent were asked that would they suggest other consumers to buy television. Out of 140 respondents the majority of the respondent said "**Yes**" which was about 82.9 percent and only 17.1 percent of respondent said "**No**". The respondent who said yes they even indicated that they would suggest both the product features and the brand elements of the particular television. Therefore from the above tables it has been inferred that both the product feature and brand element have great impact on respondent suggestion as well as purchase decision.

Conclusion

In the increasing market competition the technology has played an equal and important role with the brand elements. In this paper I have tried to analysis the preference between product features and brand elements in making purchase decision for television. With this even those factors where considered which the consumer keep in mind while making purchase decision for a television. With the different level of Income categories it was observed that the respondent give preference to product features in comparison to brand elements. As a null hypothesis was set that to study the consumer preference between product features and brand elements while making purchase decision for television. In result it was seen that there is no significant difference in the

mean of product features and brand elements across demographic profile and the null hypothesis was accepted. Moreover in today's scenario consumers are demanding latest and good product features with good brand at a reasonable and affordable price. Therefore the companies selling television should come up with latest product features and the best brand image in order to succeed in the market of increasing technology.

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