



A STUDY ON CONSUMER PREFERENCE TOWARDS LED TV IN MADURAI CITY

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ABSTRACT:

This study examines Consumer Preference and needs for LED TV. LED TV is one of the well-known electronic brands which has manufactured and marketed various electronic products and gadgets. Everyone can use this TV because the price sale is suitable for the consumers' demands, satisfaction and wants. The purpose of this paper is to indicate how TV can implement its level in the reform process to international standards with other brands and models. The main objective of the study is to provide an introduction to indicate its value for analyzing consumer preference based on the value that the consumers attach to the attributes of the goods that they intend to purchase. The research method which can be used the quantitative and qualitative tools with collecting data information. The sources of data was explained the first primary source and elementary sources. This study is to analyse the consumer preference towards LED TV in Madurai city.

KEYWORDS:

CONSUMER PREFERENCE, BEHAVIOUR, PRICE SENSITIVITY, LED TV, QUALITY.

1.1 INTRODUCTION:

Good service and customer satisfaction are very important for companies for both small and big companies but especially so for small companies. Today competition between companies is growing all the time is why good service is becoming more and more important. When a company manager serve its customer well enough and market them happy company can create long term customer relationship and possibly get free marketing at the same time when satisfied. Customer tell about the good service they got satisfied customer have a positive impact on the company's results and that is why it is important and interesting to investigate this impact. When measuring customer satisfaction it is possible to get useful information of the company customer and the results can be used to improve the company and its service. You get an exact idea what your customer want and you can start developing the service. Measuring customer satisfaction should be a continuous process that is carried out regularly, not just one if it is done. regularly results will be more beneficial.

1.2 STATEMENT OF THE PROBLEM

The main purpose of the study is to analysis the Consumer preference of LED TV among individuals in Madurai city. This study is conducting due to importance of LED TV in

modern world.

1.3 REVIWE OF LITERATURE

Marketing theory suggests that understanding consumer behaviour is the first step in identifying those stimuli that affect the decision-making process. **Solomon et al (2010)**, defines consumer behaviour as the study of the processes involved when individuals or groups select, purchase, use or dispose of products services ideas or experiences to satisfy needs and desires. It is therefore concerned with how individuals make their decisions to spend their available resources like time, money and effort on consumption related items. It includes of what they want to buy why they want to buy it, when they buy it, where they buy it and how often they buy.

Consumer behaviour provides a conceptual framework for carrying out consumer segmentation. **(Schiffman and Kanuk, 2009)**. By analysing consumers" characteristics and decision processes, marketers develop strategies to influence the choices consumers make and thus gaining a competitive advantage in the market place,

When a person has a choice between watching news in television station A or B, or making a purchase or not making a purchase, that person is in a position to make a

decision. Thus if there is almost always a choice, then there is always almost an opportunity for consumers to make decisions (Schiffman and Kanuk, 2009), Consumer decision making is a process that follows certain steps as discussed below. Consumers may skip or minimize one or more steps in the decision making process depending on the level of involvement, the personal, social and economic significance of the decision.

(Dr.Mallikarjuna Reddy)conducted a study “Marketing strategy Linkages with consumer behaviours” It reveals the consumer behaviour models and their relevance to consumer electronic industry linkages of buying behaviour with marketing strategies of consumer electronics firms and concluded that studying the consumer behaviour provides a sound basis for identifying and understanding consumer needs.

1.4 OBJECTIVES OF THE STUDY

Objective of the research enables the research to collect the necessary relevant information.

- To study the preference level of the consumer who have used the led technology in the form of LED TV.
- To find out the brand awareness of the LED TV among the residents of Madurai city.
- To study the factors influencing the consumer in preferring the brand. .

1.5 RESEARCH DESIGN

Descriptive research design is used in this study. A such design is the overall operational pattern or frames work of the project that is stimulated the information is to be collected from which sourer and what procedures. A research design might be described series of advance decision that taken together from a specific master plan nor model for the conduct of the investigation.

1.5.1 Method of data collection

The method of data collection was done in two ways.

1. PRIMARY DATA:

Primary data are collected fresh and happen to be original in chapter. The objective of the study has been accomplished with the help of primary data collected from 100 respondents.

Questionnaire was the research instrument used in the study. A structured questionnaire was given to the respondents. It was pre-tested with some of the respondents through a survey and required corrections were made.

2. SECONDARY DATA:

Secondary source is a process of describes, discuss, interpret, comments, analysis, evaluate and summarize. It is the conclusions about the event reported in primary sources. These are usually in the forms of published works such as journal articles books that discuss or evaluate someone else’s original research. Here the data is obtained

from the internet, newspaper articles etc..

1.5.2 Sample size

50 samples are randomly chosen for conducting this study. A survey is Conducted after taking a sample as a representation of total population. The sample sire for the research was fixed at 50.

1.5.3 TOOLS USED

- Bar diagram
- Pie diagram
- Tabular presentation

1.6 DATA ANALYSIS

TABLE 1
BRAND OF LED TV USING

Particulars	No. of Respondents	Percentage
SONY	9	18%
LG	9	18%
ONE PLUS	12	24%
SAMSUNG	10	20%
PANASONIC	4	8%
XIAOMI	2	4%
OTHERS	4	8%
Total	50	100%

Source: Primary Data

From the above table 1 shows that out of 50 respondents, 18% of the respondents are Sony, 18% of the respondents are, LG 24%of the respondents are Oneplus, 20% of the respondents are Samsung, 8% of the respondents are Panasonic,4% of the respondents are Xiaomi , and 8% of the respondents Others.

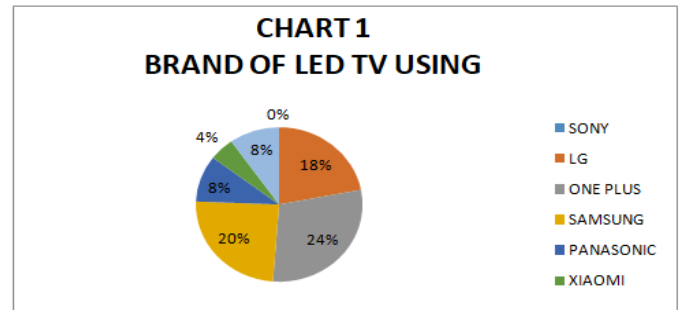


TABLE 2
PREFERENCE OF BUYING LED TV

Particulars	No. of Respondents	Percentage
Showroom with offers	23	46%
Online with offers	14	28%
Ready cash	10	20%
EMI	3	6%
Total	50	100%

Source: Primary Data

From the above table 2 shows that out of 50 respondents, 46% of the respondents are prefer to buy showroom with offers, 28% of the respondents are buy Online with offers, 20% of the respondents are buy with Ready cash and 6% of the respondents are buy with EMI.

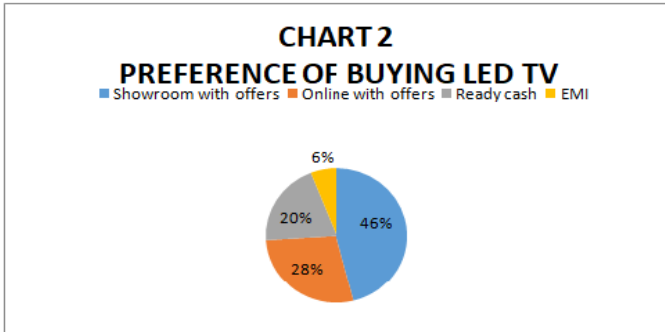
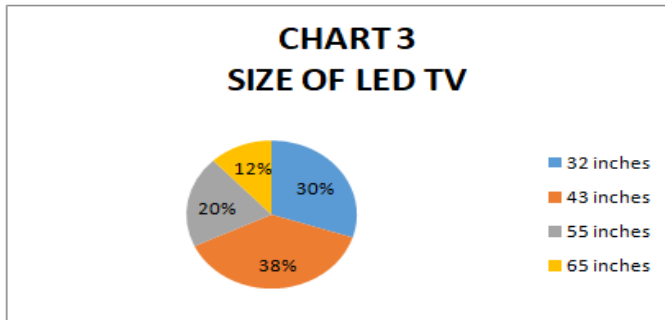


TABLE 3
SIZE OF LED TV

Particulars	No. of Respondents	Percentage
32 inches	14	30%
43 inches	19	38%
55 inches	10	20%
65 inches	6	12%
Total	50	100%

Source: Primary Data

From the above table 2 shows that out of 50 respondents, 30% of the respondents are 32 inches, 38% of the respondents are 43 inches, 20% of the respondents are 55 inches and 12% of the respondents are 65 inches.



1.7 FINDING

1. Out of 50 respondents, most of the 24% of respondents are One Plus in LED TV.
2. Out of 50 respondents, majority 46% of the respondents are prefer to but Showroom with offers in LED TV.
3. Out of 50 respondents, majority 38% of the respondents are using 43 inches in LED TV.

1.8 CONCLUSION

This project helped me tremendously in knowing how marketing activities are carried out in a real situation. Today there are number of brands of LED TV available in the market and they differ in price, quality, capacity etc, in the present technological era, it can be easily said that all middle class people are also using the LED TV to replace the human resources. As LED technology developments continue to improve brightness and reliability, LED illumination may become more of a mainstream light source for many future applications. Future developments will be able to take further advantage of the fast LED switching time to improve video performance, enhance contrast without mechanical components, and create adjustable colour gamut's that far exceed the possibilities of traditional illumination sources.

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