C H A P T E R - III

ANALYSIS AND INTERPRETATION OF DATA

PROFILE OF THE CONSUMERS

The background information of 80 households included in the sample is presented below. The basic attributes of the respondents studied are ; monthly income, size of the family, occupation, residence status and choice of television set.

1) Income Distribution : The respondents were divided into two income categories - I_1 (upto Rs.2500) and I_2 (above Rs.2500), on the basis of their household monthly income. Table 3.1 shows the frequency distribution of households among different income groups.

TABLE 3.1

INCOME WISE DISTRIBUTION OF RESPONDENTS AND SELECTION OF TELEVISION SETS

Type of TV	I_1-Monthly Income upto Rs2500	I_2Monthly Income above Rs.2500	Total
CTV Holders	17(47.22%)	19(52.78%)	36
20" B&W TV Holder	21(77.77%)	6(22.23%)	27
14" B&W TV Holder	13(76.47%)	4(23.53%)	17
Total	51(63.75%)	29(36.25%)	80

$r = 0.01$

It indicates that about 64 percent respondents fall in the first income group i.e. below Rs. 2500 per month. About 36 percent respondents are having income above Rs. 2500 per month.

Most of the CTV Holders belongs to second income group (about 53 percent) while most of the 20"B&W TV holders (about 78 percent) and 14" B&W TV holders (about 77 percent) belongs to first income group i.e. income upto Rs. 2500 p.m.

It means most of the respondents belongs to first income group.

The result of co-relation test show that there is slight co-relation between the income of respondent and his selection of television.

2) Residence status of households : Table 3.2 shows the distribution of households on the basis of their residence in Kolhapur city.

TABLE NO.3.2

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF GEOGRAPHICAL AREA IN WHICH THEY LIVE

Muncipal wards	CTV Holders	20"B&W TV holders	14"B&W TV holders	Total
A	18	11	12	41 (51.25%)
B	3	4	-	7 (8.75%)
C	2	2	1	5 (6.25%)

(contd.....Table No. 3.2)

1	2	3	4	5
D	3	1	1	5 (6.25%)
E	10	9	3	22 (27.50%)
	36	27	17	80

It indicates that out of 80 respondents surveyed 41(about 51%) ilves in 'A'ward of Kolhapur Muncipal Corporation. About 9 percent respondents lives in 'B' ward, 6.25% respondents lives in 'C' and 'D' wards each. About 27 percent respondents lives in 'E'ward . It means most of the respondents are from 'A' ward, the heart of the city.

3) Occupation of the respondents : The respondents were categorised on the basis of their occupation or occupation of the family. They are distributed among the three main occupations i.e. service, business and profession and agriculture.

TABLE NO.3.3

Occupation wise distribution of respondents and selection of TV sets.

Occupation	CTV Holders	20'' B & W TV Holders	14" B & W TV Holders	Total
Service	22	25	14	61 (76.25%)
Business & Profession	12	02	03	17 (21.25%)
Agriculture	02	--	--	02 (2.50%)
	36	27	17	80

$r = -1.81$

It indicates that about 76 percent respondents are servicemen, 21.25 percents are from business and profession and only 2.50 percent from agriculture.

In the colour segment 61 percent respondents are servicemen, 33 percent from business and profession and only 5.56 percent from agriculture. While in B & W segment about 80 percent respondent are servicemen and about 11 percent ~~we~~ respondents are from business and profession. Summing up it can be said that most of the respondents are servicemen.

The co-relation test shows that there is no co-relation between the occupation and selection of TV as 'r' is greater than one.

4) Size of Households : Table 3.4 depicts the number of families having different number of members in the family.

TABLE 3.4

Family Members wise distribution of Respondents and Selection of TV sets.

Number of family members	CTV Holders	20" B&W TV Holders	14" B&W TV Holders	Total
1	-	-	-	-
2	1	3	1	5 (6.25%)
3	-	2	4	6 (7.50%)
4	13	6	3	22 (27.5%)
5	18	12	4	34 (42.5%)
6	3	2	5	10 (12.5%)
7 +	1	2	-	3 (3.75%)
	36	27	17	80

The table shows that 35 percent families have 3 to 4 and 55 percent families have 5 to 6 family members in a family.

Families consisting two family members are 6.25 percent and just 3.75 percent of the families have 7 or more members.

In all, the television holders, majority of families have 4 to 5 family members.

5) Choice of television : The break up of television holders according to their TV brands appears in Table 3.5 It points out that there were about 25 brands in the market.

TABLE NO.3.5

COMPANY/BRAND WISE DISTRIBUTION OF RESPONDENTS OF THEIR PURCHASE.

Company/Brand	CTV	20" B&W TV	14" B&W TV	Total
1. Orson	3	1	3	7
2. Digichrome	4	1	-	5
3. Videocon	1	1	-	2
4. Mikado	3	1	2	5
5. Crown	1	13	1	15
6. Pyramid	2	-	-	2
7. Bush	2	3	3	8
8. Salora	1	1	-	2
9. Sony	1	-	-	1
10. BPL	4	-	-	4
11. Phillips	1	-	1	2
12. Cosmic	1	-	-	1
13. Optonica	2	-	-	2
14. Keltron	1	1	-	2
15. EC	2	2	-	4

(Contd......Table No.3.5)

1		2	3	4	5
16.	ET & T	-	-	1	1
17.	Dynora	3	3	-	6
18.	Solidaire	-	1	2	3
19.	Selco	-	-	2	2
20.	Lotus	-	-	1	1
21.	Onida	2	-	-	2
22.	GEL	2	-	1	3
		36	27	17	80

It seems that, there were about 22 brands in the market 15 respondents have purchased 'Crown' TV while 8 respondents purchased "Bush". In the third rank 'Orson' was purchased by 7 resp8ndents.

ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the profile of television consumers. Income of the household, occupation, and residence are considered as variables to analyse the consumers. But type of television purchased by the respondent is considered as main variable to examine consumer behaviour. The data is analysed under the three determinants viz; colour television holder, 20" B&W TV holders and 14" B&W TV holders.

The responses of the household has been presented in all the tables in the terms of both the numbers and percentages. Figures in tables within parenthesis represent percentage while these without paranthesis are simple frequencies.

TABLE NO.3.6

FREQUENCY DISTRIBUTION OF RESPONDENTR REGARDING
THE INITIATOR OF PURCHASE OF TV SET

Initiator	CTV Holders	20" B&W Holders	14" B&W Holders	Total
Spouce	5	7	2	14 (17.5%)
Elder	4	3	2	9 (11.25%)
Children	16	13	7	36 (45%)
Self	11	4	6	21 (26.25%)
	36	27	17	80

Here, the first point of interest was to examine the role of dominance in purchase of a TV sets. Respondents were asked to report by whome the idea of purchasing television set is generated.

14 out of 80 respondents (17.5 percent) told that the initiators are spouce. But in most cases the initiators are childrens i.e. 36 (45%) television buying, and elders in 9 (11.25 percent) families. 21 (26.25 percent) respondents told that they are the initiators in TV purchasers.

Which means in most television purchasers, childrens are initiators.

TABLE NO. 3.7

FREQUENCY DISTRIBUTION OF RESPONDENTS REGARDING THE REACTION OF OTHER FAMILY MEMBERS ON PURCHASING CONCEPT OF TELEVISION

Reaction	CTV Holders	20" B&W TV Holders	14" B&W TV Holders	Total
Negative	31	18	10	59 (73.75%)
Positive	5	9	7	21 (26.25%)
	36	27	17	80

It indicates that most of the reactions of other family members on the idea of purchasing a television are positive. 59 (73.75%) agreed with the concept while 21 (26.25%) family members were against the idea. Over-all other family members were agreed with the concept of purchasing television.

TABLE NO. 3.8

DISTRIBUTION OF RESPONDENTS REGARDING THE TYPE OF NEGATIVE REACTIONS OF OTHER MEMBERS ON PURCHASING CONCEPT OF TV SETS

Type of reaction	CTV Holders	20" B&W TV Holders	14" B&W TV Holders	Total
Time Spending	2	1	6	9 (42.85%)
New culture	0	1	1	2 (9.52%)
Idiot Box	1	5	0	6 (28.59%)
Harmful to eyes	2	2	0	4 (19.04%)
	5	9	7	21

The negative reactions to the purchase of television sets are of various types 9 (42.85%) reactions are negative as the family members thinks that having a TV sets is only a time spending activity. 2(9.52%) family members fear about the new culture i.e. 'T.V. Culture'. While 6 (28.59%) family members thinks that TV is only an 'idiot box.' 4 (19.04) family members thinks that television is harmfultto eyes and reacts negatively.

TABLE NO. 3.9

TIME LAG BETWEEN NEED RECOGNITION AND ACTUAL PURCHASE OF TELEVISION SET (FREQUENCY DISTRIBUTION OF RESPONDENTS)

Time lag	CTV Holders	20" B&W TV Holders	14" B&W TV Holders	Total
3 months	11	9	3	23 (28.75%)
6 months	6	3	4	13 (16.25%)
1 Year	12	8	5	25 (31.25%)
More than one year	1	4	4	9 (11.25%)
Immidiate	6	3	1	10 (12.5%)
	36	27	17	80

Table 3.9 indicates that time lag between need recognition and actual purchase of TV set. For this five options are given in questionnaire. About 28 percent respondents purchased TV sets within 3 months after they recognised the need. 13 respon-

dents purshased within 6 months after need recognition while 25 respondents purchased within a year. About 11 percent respondents purchased their TV set after a year.

Only 10 (12.5percent) respondents purchased television immediately when they recognized the need.

To sum up, it can be said that there is a time lag a about 3 months to 1 year between actual purchase and problem recognition.

TABLE NO. 3.10

REASONS OF DELAY IN PURCHASING TELEVISION AFTER NEED RECOGNITION

(DISTRIBUTION OF RESPONDENTS)

Reasons of delay	CTV Holders	20" B&W TV Holders	14" B&W TV Holders	Total
Financial problem	15	9	5	29 (41.42)
Credit facilities not available	6	4	4	14 (20.00)
Lazyness	6	11	7	24 (34.28)
Other than above	3	-	-	3 (4.30)
	30	24	16	70

It indicates that financial problem is the main reason for the delay of purchasing televisions after need recognition. About 41 percent resondents delayed their purchases due to financial problems. While 20 percent respondents postponed their purchases as credit facisities were not available. Due to lazyness about 34 percent respondents delayed the purchases. Only 3 respondents answered than above.

it means, financial problem and lazyness of respondents are main reasons of delay in purchase of television.

TABLE.NO.3.11

DISTRIBUTION OF RESPONDENTS WHO HAVE TELEVISION SETS IN THE NEIGHBOURS HOUSE

Have/Have Not	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Yes	32	25	14	71 (88.75)
No	4	2	3	9 (11.25)
	36	27	17	80

Generally television is purchased as a commercial media and an entertainment tool. Neighbours purchase affect on the purchase of a consumer. The data shows that most of the respondents (about 88 percent) told that their neighbour has television set while only 9 respondents told that there is no television in nèighbours house.

Which means television became a common aentertainment tool.

TABLE NO. 3.12

INFLUENCE OF NEIGHBOURS TELEVISION ON THE PURCHASE OF RESPONDENTS TELEVISION

Influence / No Influence	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Yes	17	12	6	37 (52.12)
No	15	13	6	34 (47.48)
	32	25	12	71

Most of the speciality goods are purchased as a status symbol. Influence of other members' purchase on the respondents purchase is a common thing. It was asked whether respondents purchased their TV sets as a reaction of neighbours TV ? The data shows that about 52 percent respondents agreed with the question while 34(47.88%) disagreed with the statement.

TABLE NO. 3.13

DISTRIBUTION OF RESPONDENTS WHO HAD INFORMATION ABOUT BRANDS AND MODELS AT THE TIME OF PURCHASE OF TELEVISION

Have Information / No Information	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Have	30	24	12	66 (82.5%)
Have Not	6	3	5	14 (17.5%)
	36	27	17	80

It indicates that about 82 percent respondents knows about the televisions, various brands, models . While 17 respondents does not know anything about brands and models of television. Getting information about the product is first step in buying process and overall all the consumers have adopted it.

TABLE NO.3.14

BRAND RECOGNITION WHILE PURCHASING THE TELEVISION SET

(DISTRIBUTION OF RESPONDENTS)

Brands Known	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
	~~6~~	~~6~~	~~5~~	
2	9	4	2	15
4	6	10	1	17
6	6	6	5	17

(Contd..... Table No. 3.14)

1	2	3	3	5
Seven brands and above	9	4	4	17
	30	24	12	66

Consumer awarness about various brands plays major role while any purchase. Out of 66 respondents who have information about TV, 15 have information about two brands. While 17 respondents recognize 4 brands, 6brands and more than 6 brands each. Summing up it can be said that TV consumers recognize 2-6 brands of television available.

TABLE NO.3.15

INFLUENCE/ADVICE FROM OTHER MEMBERS WHILE SELECTING PARTICULAR BRAND AND MODEL

(DISTRIBUTION OF RESPONDENTS)

Advice from	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Family Members	11	3	3	17(21.25)
Friends	6	5	5	16(16.00)
Relatives	4	5	5	14(17.50)
Collegues	4	10	1	15(18.75)
Dealers	9	2	3	14(17.50)
No Advice	2	2	-	4(05.00)
	36	27	17	80

It was found that while selecting particular brand influence of other members than the actual purchaser plays a vital role. From the above data, it is seen that in 17 (21.25%) purchases family members adviced the respondents. Advice from friends is prefered in 16 purchases. About 17 percent respondents are adviced by relatives. The dealers also adviced to 14 respondents while selection of TV.

Only 4 (5%) respondents selected their televisions without anyone's advice.

To sum up, it can be said that consumer generally purchases a particular brand of television with the help of others. Personal selection is rare.

TABLE NO. 3.16

SOURCES OF INFORMATION ABOUT TELEVISION SET BEFORE PURCHASE

(FREQUENCY DISTRIBUTION OF RESPONDENTS)

Sources of Information	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Dealers	17	8	6	31 (50.00)
Commercial Media	10	5	5	20 (32.25)
Personal Inquiry	4	5	2	11 (17.25)
	31	18	13	80

It was found that 62 (77.5%) respondents have gathered information from various sources. As indicated in the table no.3.16, about 50 percent respondents gathered information from the dealer. While 20 respondents gathered information from commercial media like television, newspapers, magazines etc. Only 11 (17.25%) respondents gathered information through personal inquiry.

In other wards, many consumers depends upon the dealers for getting information.

TABLE NO.3.17

CONTACT OF DEALER WITH RESPONDENT BEFORE PURCHASE OF TELEVISION SET

(FREQUENCY DISTRIBUTION)

Yes/No	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Yes(Contacted)	8	6	2	16(20%)
No(Not Contacted)	28	21	15	64(80%)
	36	27	17	80

Personal selling, contacting customers is a major aspect of todays marketing system. Table 3.17 gives the data regarding the contact of a dealer and consumer. It indicates that only in 20% purchases, dealers contacted the consumers, while in 80 % purchases respondents have not been contacted by the dealers. It means dealers are not conscious about their sales.

TABLE NO.3.18

PURCHASE OF TELEVISION FROM THE SAME DEALER CONTACTED WITH THE RESPONDENT

Yes/No	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Yes(Purchased)	7	6	1	14(87.5)
No(Not Purchased)	1	-	1	2(12.5)
	8	6	2	16

Table No. 3.18 gives the data regarding the sales promotion efforts of the dealers and their success. Dealers contacted only 16 (20 %) respondents. Out of them 14 (87.5 percent) respondents had purchased from the same dealer contacted. Remaining 2 respondents purchased from others.

It means sales promotion efforts plays a vital role in selling of television set.

TABLE NO. 3.19

RELATIONSHIP OF RESPONDENT WITH THE DEALERS

Relationship	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Relative	7	1	1	9 (11.25)
Friend	9	4	3	16 (20.00)

(Contd....... Table No. 3.19)

1	2	3	4	5
Regular Dealer	14	14	8	36 (45.0)
Friends/Neighbours Dealer	5	2	2	9 (11.25)
No Relation	1	6	3	10 (12.50)
	36	27	17	80

Generally consumers purchase from the regular shops or known dealers, Knowing the relations of the dealers and respondents is an important factor of testing the shopping behavior and shop loyalty of a consumer.

Table 3.19 shows that about 11 percent respondents had purchased their televisions from their relatives who were dealers of TV . While 20 percent respondents had purchased from their friends. Most of the consumers (45 %) purchased their televisions from regular dealer i.e. dealer of radio, tape-recorder and other electric and electronic components. Only about 12 percent respondents purchased televisions from unknown dealers.

Overall all the consumers purchased their televisions from the dealers who were in contact personlly or formally.

TABLE NO. 3.20

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF BRAND AVAILABLE IN THE SHOP

Available Brands	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
1	1	-	-	1(1.25)
2	1	2	5	8(10.00)
3	7	12	9	28(35.00)
4	13	7	2	22(27.50)
5 Brands and above	14	6	1	21(26.25)
	36	27	17	80

Table 3.20 indicates that most of the respondents have choice of selection of atelevision. In most of the shops more than 2 brands were there for selection. 28 respondents told that 3 brands were available in the shop.

TABLE NO.3.21

STRESS GIVEN BY DEALER ON A PARTICULAR BRAND WHILE SELECTING TELEVISION FROM THE AVAILABLE BRANDS (FREQUENCY DISTRIBUTION OF RESPONDENTS)

Stressed/ Not Stressed	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Stressed	20	14	11	45(56.25)
Not stressed	16	13	6	35(47.75)
	36	27	17	80

Table No. 3.21 indicates the impact of the dealers opinion while selection of a television set. In 45 purchases (56.25 %), dealers stressèd on a particular brand, while in 35 purchases (43.75 %), dealers had not stressed on the brand.

It means dealers generally stresses on a particular brand eben though he have more than one brands in his shop.

TABLE NO. 3.22

FACTORS CONSIDERED BY RESPONDENTS FOR SELECTION OF COLOUR TELEVISION

(DISTRIBUTION OF RESPONDENTS)

Reasons of Selection	CTV Holders	Percentage
Good Economic Condition	7	19.45
For Not Replacing	7	19.45
As a Replacement	5	13.88
Good Picture Quality	17	47.22
	36	100.00

17 out of 36 respondents (47.22 %) selected colout TV sets with the attribute 'Picture Quality'. 7 of them (19.45 %) had selected it for not replacing television again and again. Many consumers firstly purchases B&W tèlevisions, then fade up with it, sellit at very few price and then again purchase a colour television.

These 7 respondents purchased colour televisions tà avoid this type of practice. While 5 respondents (13.88%) gone through this practice and selected colour television as a replacement. 7 (19.45 %) respondents selected colour television as their economic condition is sound.

It means, good picture quality is a major attribute while selecting colour television sets.

TABLE NO. 3.23

FACTORS CONSIDERED BY RESPONDENTS FOR BRAND CHOICE IN COLOUR TELEVISION PURCHASES (FREQUENCY DISTRIBUTION OF RESPONDENTS)

Factors considered	CTV Holders	Percentage
Price	3	8.33
Quality	29	80.55
Credit Facilities	1	2.78
Hire Purchase	1	2.78
Brand Name	1	2.78
After Sales Services	1	2.78
	36	100.00

It is indicated that quality of television is major attribute while selecting particular brand. 29 respondents prefered quality while 3 respondents prefered price while selection of CTV brand. Other attributes like credit facilities available, hire purchase facilities, brand name, and after sales services were ~~fp~~prefered by one respondent each. Overall all the consumers prefers 'quality' for selection of CTV.

TABLE NO. 3.24

PREFERENCES TOWARDS PRICE AND QUALITY IN PURCHASING COLOUR TELEVISIONS

(DISTRIBUTION OF RESPONDENTS)

Preference	CTV Holders	Percentage
Prefer Quality	30	83.34
Prefer Price	6	16.66
	36	100.00

This table shows that 30 respondents (about 83 %) prefers quality while selection of CTV. Only 6 respondents (about 17 %) prefers price of CTV and selected particular model.

Thus the researchers hypothesis,"Consumers are price sensitive in B&W models and quality/efforts sensitive in colour models" tested positively.

TABLE NO. 3.25

FACTORS CONSIDERED BY RESPONDENTS FOR SELECTION OF 20" B&W TV SETS

Reasons of Selection	20"B&W TV Set Holders	Percentage
Good Model	12	44.44
CTV's are costly	6	22.22
Moderate Price	6	22.22
Only as a commercial Media	3	11.12
	27	100.00

This table shows thatwhile selecting a television set (20" B&W) respondents look after the quality of the telev-ision. About 44 percent respondents selected 20" black and white televisions as they were good models from their view. While 6 respondents selected it as colour televisions are costly and beyond their economic capasity. 6 respondents (22.22 %) purchased 20"B&W models with the incentive 'moderate price'. 3 respondents (about 11 percent) does not give importance to the price, quality etc. They purchased it only as a commercial media.

In other wards model and characterstics related to quality was main reason of selection of a 20"B&W TV.

TABLE NO. 3.26

FACTORS CONSIDERED BY RESPONDENTS FOR SELECTION OF 14" B & W TELEVISIONS

Reasons of Selection	14"B&W TV Holders	Percentage
Easy to use	5	29.41
Time being	2	11.76
Economically good	9	52.94
Good model	1	5.89
	17	100.00

This table shows that most of the respondents purchased B & W televisions as they are low priced than 20"B & W and colour televisions. 9 television holders (about 52 percent) selected their 14"B&W TV with the attribute 'economically good'. While 5 respondents (29.41 %) selected their televisions with the attribute 'easy to use'. Two respondents selected 14"B&W TV for time being as they want to purchase colour television in future. Only one respondentsselected his television as the model is good from his view.

Overall all the factors except 'good model' considered while selection of a 14" B & W TV.

TABLE NO. 3.27

FACTORS CONSIDERED BY RESPONDENTS FOR BRAND CHOICE OF 20" & 14" B&W TELEVISIONS

(FREQUENCY DISTRIBUTION OF RESPONDENTS)

Factors considered	20"B&W TV Holders	14"B&W TV Holders	Total
Price	8	9	17 (38.75)
Quality	8	2	10 (22.71)
Credit facilities	2	2	4 (09.09)
Hire purchase facilities	-	2	2 (04.50)
After sales services	1	-	1 (02.25)
Brand	8	2	10 (22.70)
	27	17	100.00

It is indicated that price is major attribute while selecting a particular brand of B & W television. 17 out of 44 respondents prefered price in the place of other attributes given. 10 respondents (22.75 %) prefered quality and the same number of respondents had prefered brand name. Credit facilities and hire purchase facilities are not major factors while selecting particular B&W TV brand. Only one respondent considered 'after sales services' as an attribute of selection of a particular brand.

Which means price, quality and brand name are major attributes while selecting B&W televisions.

TABLE NO. 3.28

PREFERENCES TOWARDS PRICE AND QUALITY IN THE PURCHASE OF B & W TELEVISIONS

(DISTRIBUTION OF RESPONDENTS)

Preferences	20"B&W TV Holders	14"B&W TV Holders	Total
Quality	16	7	23
Price	11	10	21
	27	17	44

This table shows that 23 respondents (about 52 %) prefers quality while selecting a B&W TV set. While 21 respondents prefered price while selection.

Thus the researchers hypothesis "consumers are price sensitive in B&W TV models and quality/efforts sensitive in CTV models." tested negatively as more than half of the respondents prefered price.

TABLE NO. 3.29

WARRANTEE OF TELEVISION SET GIVEN BY THE DEALER TO THE RESPONDENTS

(DISTRIBUTION OF RESPONDENTS)

Warrantee Period	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
One year	30	19	13	62 (77.5)
Two Years	6	8	4	18 (22.5)
	36	27	17	80

Table 3.29 shows that most of the dealers had given one year warrantee to the purchasers. 62 respondents had been given one year warrantee to their televisions from the dealer while 18 respondents had given two year warrantee. It means 'one year'is a standard warrantee period for the televisions.

TABLE NO. 3.30

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT THE DEALERS

Opinion	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Good	32	22	12	66 (82.5)
Not so good	4	5	5	14 (17.5)
Bad	--	--	--	--
	36	27	17	80

This table shows that most of the respondents (about 82 %) have a good opinion about the dealer , while 14 respondents are quite unsatisfied about the dealer. They had given negative remark about the dealer. Nobody had given the opinion 'bad' about the dealer.

TABLE NO. 3.31

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT THE TELEVISION PURCHASED

Opinion about Television	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Good	34	25	17	76 (95%)
Not so good	2	2	--	4 (5%)
Bad	--	--	--	--
	36	27	17	80

The table shows that 95 per cent respondents have good opinion about their televisions. While 4 respondents answered that their televisions are not so good. No one claimed that their television is bad.

Overall all the consumers surveyed, were happy with their televisions.

TABLE NO. 3.32

SATISFACTION OF THE RESPONDENTS AS EXPECTED BEFORE PURCHASING TELEVISION SET

(DISTRIBUTION OF RESPONDENTS)

Satisfied/Not Satisfied	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Satisfied	25	21	12	58 (72.5)
Not Satisfied	11	6	5	22 (27.5)
	36	27	17	80

Every consumer expects certain satisfaction from the product before purchase. It is necessary to know the pre-purchase expectation about the product and post purchase satisfaction. This table shows that 58 consumers (about 72 per cent) are satisfied, they get the product attributes as they expected. While 22 respondents (27.5%) are not satisfied as expected.

TABLE NO. 3.33

DISTRIBUTION OF RESPONDENTS AS PER THEIR POST PURCHASE BEHAVIOR

Post Purchase Behavior	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Choose the same brand while replacing	17	12	11	40 (50%)
Change the brand	18	12	5	35 (43.75%)

(Contd.......Table No. 3.33)

1	2	3	4	5
No comment	1	3	1	5 (6.25)
	36	27	17	80

This table shows that 40 (50 percent) respondents will choose the same brand in case of replacement of a television set. 35 respondents (43.75 %) wants to change the brand in future while replacing the television. Only five respondents keep mum on this question of changing the brand in future.

It means only half of the respondents are loyal with the brand they purchased.

TABLE NO. 3.34

PURCHASE OF TELEVISION AND INCREASE IN SOCIAL STATUS

(DISTRIBUTION OF RESPONDENTS)

Increase/ No Increase	CTV Holders	20"B&W TV Holders	14"B&W TV Holders	Total
Increase in social Status	10	6	8	24 (30 %)
No increase in	26	21	9	56 (70 %)
	36	27	17	80

Table 3.34 indicates the psychological effect of TV purchase. As a speciality product, many people purchases TV as a social status symbol. It was asked the respondents whether there is any increase in their status after purchasing television set. 70 percent respondents answered negatively. while 30 percent respondents told that their social status increased after purchasing television.

It means television set is no more a social status symbol but a necessity.

TABLE NO. 3.35

PURCHASE OF ACCESSORIES AND EQUIPMENTS WITH THE TELEVISION SET FROM THE SAME DEALER

(DISTRIBUTION OF RESPONDENTS)

	Antena	Booster	Stabilizer	TV Stand	TV Case	TV Glass
CTV Holders	31	--	26	3	--	9
20" B & W TV Holders	22	--	15	4	--	4
14" B & W TV Holders	14	--	6	-	5	6
Total ..	67	--	47	7	5	19

This table shows the purchase of equipments, accessories with the TV set. Accessories like antena and stabilizer is purchased by majority of the respondents from the same dealer from whom they purchased TV set. Booster is not required in Kolhapur city as there is a relay centre. Other equipments like TV stand, Cover, glass, case were purchased by very few respondents from the same dealer.