

I N T R O D U C T I O N

Marketing is a subject for all people and all seasons. We all live in exchanging something. Workers exchange their labour for income and use their income to buy the goods they want. Companies exchange their goods and services for income and use the income to buy the raw materials and equipments they need to produce more goods they want.

Marketing is the study of exchange process : how transactions are initiated, motivated, and consummated. Marketing management deals with how organizations and people can better manage their exchange activities to get income for themselves and satisfaction for others.

Marketing consists of a set of principles for choosing target markets, evaluating customer needs, developing want satisfying product and services, and delivering value to customers and profit to company. Most successful companies owe their success to practicing a throughgoing marketing orientation.

Marketing is relevant not only to manufacturing companies, wholesalers, and retailers but to every organization. Lawyers, accountants, physicians, and management consultants are increasingly using marketing ideas to expand their practices. Colleges, hospitals, museums, and performing arts groups are turning to marketing. Marketing is an applied science on the foundations of economic science, behavioral science and modern management theory.

Marketing describes a mutually beneficial relationship between a firm and consumer. It refers to all those activities that direct the flow of goods from the manufacturer to the consumer. The ultimate objective of a business is to create a consumer. Consumer is said to be the pivot around which the entire business activities revolve. Marketing involves the interactions of several business activities, the aim of which is to fulfil the needs and desires of the consumers. This view of marketing has given birth to what is known as 'Marketing Concept'.

The essence of the modern marketing concept is that all elements of business should be geared towards the satisfaction of consumers. The adoption of the consumer focus is in fact the real difference between the traditional concept of selling and the modern of marketing concept.

Philip Kotler describes the modern marketing concept as follows, "The marketing concept is a customer orientation backed by integrated marketing, aimed at generating customer satisfaction as the key to satisfying organizational goal."

Thus the marketing concept is consumer oriented and the emphasis is more on the consumer than on the product. Behavioral science reminds us that marketing is about people - people who buy and who run the business organization. Recognising the importance of consumer understanding, research into consumer motivations, cognitions, beliefs, attitudes, learning, perceptions, emotions, and opinions has made tremendous strides during the last decade, particularly in competitive marketing environments. Concepts from various behavioral and social science like economics, psychology, sociology, and anthropology and their related sub-disciplines

have all been deployed to develop insights into the "how" and "why" of consumer behaviour. A wide variety of sophisticated research tools and techniques from both quantitative and behavioural areas have been serviced into this understanding. Understanding of the reasons why people buy a certain product or at certain store is critical. Consumer behavior encompasses a vast area including consumption patterns, consumer motivations, consumer preferences, buying process, shopping behavior etc. The study of consumer behavior is the study of how individual make decision to spend available resources (money, time and effort) on consumption related items.

The researcher have selected 'television sets' as a product for his research work. It is a shopping as well as speciality product. Television can prove tremendously important in building relations among nations since it can bring the people of far, face to face with each others' manners and customs. As a consumer product, it is well versed with competition, moderate price, various channels of distribution and easy availability, As the television happens to be a speciality product it requires longer period for selection. Television is one of the forceful instrument of modern communication system. Television industry of India occupies a place of pride in consumer electronics sector of this industry.

Area and Period of the Study

In the present study, the researcher has selected area of 'Kolhapur City'. The researcher has selected 1987-88 as

a base year and collected data from the respondents who have purchased TV sets in this period i.e. from 1st April 1987 to 31st March 1988. Particularly for the study of post purchase behavior, two years time lag is essential for testing consumer attitudes and loyalties towards brand, dealer etc. Most of the dealer keeps their financial records as per the financial year.

Scope and Objectives of the Study

The present study is restricted to Kolhapur city only.

Objectives :-

1. To study the external and internal influences shaping consumer purchase decisions.
2. To find the reactions of consumers about the four ingredients of marketing mix i.e. product, price, place and promotion.
3. To find brand preferences and brand loyalty.

Hypotheses

Within the framework of the above objectives, the study aims at examining the following hypotheses.

1. Consumers are price sensitive in B & W models and quality/efforts sensitive in colour models.
2. Majority of the consumers are brand loyal.

Methodology

It was planned to have a sample of 100 households for the study. In the present study it is very difficult to approach every television set holder. Adopting a particular

sampling method is also difficult because of huge population and required data of sale of TV sets is not available. So the researcher has selected convenient sampling method.

Primary Data:- For getting primary data the researcher approached five dealers of television sets and chosen 5% of their customers of the year 1987-88 as a sample. Total 80 respondents were surveyed. A pre-designed questionnaire was administered. The questionnaire was of a structured and non-disguised type. To develop a list of information, items for framing a questionnaire the existing literature on consumer behavior is reviewed and consulted with the experts in the area of consumer behavior. The preliminary draft of the questionnaire was prepared and pretested. With a few deletions and additions a final questionnaire has developed which has been given in appendix No. I. For getting the information about the local television market, problem of the dealers, an open ended questionnaire was administered with the President, 'Kolhapur Radio Electronics Dealers Association' which is also given in appendix No. II.

Secondary Data:- Along with this primary data collection, secondary data from the annual reports of the association, various books, journals, annual reports etc are collected.

CHAPTER SCHEME

The present report of this study has divided into four chapters.

The first part is introductory. This part consists of marketing concept of consumer behavior, its importance,

objectives of the study, limitations of the study and methodology adopted.

A profile of television industry is presented in Chapter-I. This chapter deals with the invention of TV, its progress, present market situation, distribution, problems of the industry, problems of local dealers etc.

In Chapter-II, the theoretical part of the consumer behavior is presented.

In Chapter-III, the collected data is presented in tabulated form.

The major findings, conclusions and suggestions that emerge from this study are listed in Chapter-IV.

Limitations of the study

1) For studying the Television Industry, researcher has been mainly relied upon secondary data. Data relating to annual production, sales is not available.

2) The consumer behavior study is restricted to Kolhapur city only, where the primary data has been collected.

3) The natural limitations to the subject - as a behavioral study, there are some natural limitations. Each consumer is separate individual with different personality. Consumer behavior also changes over a period of time because of change in income, life-style, fashions, and other physical, social and environmental factors.