

# A Study on Personal Factors Influence the Purchase of Branded Android Television

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**Abstract-** The spread of Android televisions has transformed the consumer electronics business, with multiple brands competing for market share. However, knowing the personal elements that drive customer behaviour in the purchase of branded Android TVs is critical for effective marketing efforts. The purpose of this study is to look into how personal characteristics such as demographics, lifestyle, and personality qualities influence customer behaviour when it comes to purchasing branded Android TVs. The growing popularity of branded Android televisions has created a desire for a better knowledge of the elements that drive customer purchasing decisions. The purpose of this study is to investigate the impact of personal factors on customer behaviour in relation to the purchase of branded Android television. A survey of 150 consumers was done in Salem city. The findings revealed that consumers were more inclined to buy branded Android televisions due to their increased exposure to technology and willingness to test new items. On the other side, customers were more impacted by brand reputation and quality, indicating a larger emphasis on longevity and dependability.

**Keywords:** Android television, consumer behavior, personal factors, purchasing decision.

## INTRODUCTION

The fast expansion of the technology industry has resulted in increased competition among electronic products makers, especially televisions. Android televisions have become popular in recent years due to their unique features and user-friendly interfaces. However, understanding what motivates consumers to buy these products is critical for producers and marketers to design effective marketing tactics.

The process of making a buying decision is complex and influenced by a range of elements such as

personal qualities, lifestyle, and external stimuli. Personal characteristics like as demographics, personality traits, and values have a substantial impact on consumer behaviour. These variables can influence a person's views towards technology items, readiness to adopt new products, and purchasing decisions. Despite the relevance of personal characteristics in understanding consumer behaviour, there has been little research into how these aspects influence the purchasing of branded Android televisions. Previous research has concentrated on generic customer behaviour towards technological products, ignoring the unique qualities of Android televisions. As a result, the purpose of this research is to investigate the impact of personal characteristics on customer behaviour when it comes to purchasing branded Android TVs.

## OBJECTIVES OF THE STUDY

1. To identify the factors that influence consumer behavior towards the purchase of branded Android televisions.
2. To examine the relationship between lifestyle factors and consumer behavior towards branded Android televisions.
3. To explore the role of attitudes towards technology in shaping consumer behavior towards branded Android televisions.

## STATEMENT OF THE PROBLEM

The fast expansion of the technology industry has resulted in increased competition among electronic products makers, especially televisions. Android televisions have become popular in recent years due

to their unique features and user-friendly interfaces. Despite the increasing demand for Android televisions, there is a lack of understanding about what motivates consumers to purchase these products. It is uncertain whether personal factors such as demographics, lifestyle, and personality qualities influence consumer purchasing decisions for branded Android televisions.

Questionnaire has been used to gather information from a sample of 150 people. The questionnaire will include questions about demographics, lifestyle characteristics, personality traits, attitudes towards technology, and shopping habits. Random sampling has been adopted to collect the data from the respondents.

Tools used for Analysis:

- I. Percentage analysis
- II. Chi – Square

RESEARCH METHODOLOGY

RESULTS AND DISCUSSION

1. Percentage Analysis

| CHARACTERISTICS   |                     | FREQUENCY | PERCENTAGE |
|---|---------------------|-----------|------------|
| Brand Loyalty and Reputation                              | Strongly agree      | 43        | 28.7       |
|   | Agree               | 57        | 38.0       |
|   | Neutral             | 27        | 18.0       |
|   | Disagree            | 15        | 10.0       |
|   | Strongly disagree   | 8         | 5.3        |
|   | Total               | 150       | 100.0      |
| Past Purchase Experience                                  | Strongly agree      | 32        | 21.3       |
|   | Agree               | 50        | 33.3       |
|   | Neutral             | 35        | 23.3       |
|   | Disagree            | 23        | 15.3       |
|   | Strongly disagree   | 10        | 6.7        |
|   | Total               | 150       | 100.0      |
| Source Of Information About the Product                   | Advertisement       | 69        | 46.0       |
|   | Website             | 31        | 20.7       |
|   | Word of mouth       | 50        | 33.3       |
|   | Total               | 150       | 100.0      |
| Exposure to technology                                    | Strongly agree      | 36        | 24.0       |
|   | Agree               | 46        | 30.7       |
|   | Neutral             | 31        | 2.7        |
|   | Disagree            | 23        | 15.3       |
|   | Strongly disagree   | 14        | 9.3        |
|   | Total               | 150       | 100.0      |
| Rely on offers  | Yes                 | 79        | 52.7       |
|   | No                  | 71        | 47.3       |
|   | Total               | 150       | 100.0      |
| Longevity and Dependability                               | Strongly agree      | 65        | 43.3       |
|   | Agree               | 41        | 27.3       |
|   | Neutral             | 29        | 19.3       |
|   | Disagree            | 8         | 5.4        |
|   | Strongly disagree   | 7         | 4.7        |
|   | Total               | 150       | 100.0      |
| Willingness on quality                                    | Strongly agree      | 47        | 31.3       |
|   | Agree               | 62        | 41.4       |
|   | Neutral             | 14        | 9.3        |
|   | Disagree            | 14        | 9.3        |
|   | Strongly disagree   | 13        | 8.7        |
|   | Total               | 150       | 100.0      |
| Factor influencing to purchase branded Android television | Quality             | 39        | 26         |
|   | Brand Image         | 53        | 35.4       |
|   | Price               | 15        | 10         |
|   | Advanced technology | 36        | 24         |
|   | After sale service  | 7         | 4.6        |

|  |                                    |       |       |
|--|------------------------------------|-------|-------|
| Satisfaction level on branded Android television | Total                              | 150   | 100.0 |
|  | Highly satisfied                   | 83    | 55.4  |
|  | Satisfied                          | 36    | 24    |
|  | Neither satisfied nor dissatisfied | 16    | 10.6  |
|  | Dissatisfied                       | 9     | 6     |
|  | Highly dissatisfied                | 6     | 4     |
| Total  | 150                                | 100.0 |       |

2. Chi – Square

AGE \* BRAND LOYALTY OF THE RESPONDENTS

Cross tabulation

| AGE      | BRAND LOYALTY  |       |         |          |                   | Total |
|----------|----------------|-------|---------|----------|-------------------|-------|
|          | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |       |
| 21-30    | 21             | 26    | 12      | 3        | 3                 | 65    |
| 31-40    | 9              | 15    | 7       | 5        | 5                 | 41    |
| 41-50    | 6              | 13    | 5       | 5        | 0                 | 29    |
| above 50 | 7              | 3     | 3       | 2        | 0                 | 15    |
| Total    | 43             | 57    | 27      | 15       | 8                 | 150   |

Chi-square test

| Particulars                  | Value   | DF | Asymp.Sig |
|------------------------------|---------|----|-----------|
| Pearson chi-square           | 14.878A | 12 | 0.248     |
| Likelihood ratio             | 16.156  | 12 | 0.169     |
| Linear-by-linear association | 0.103   | 01 | 0.748     |
| No. of valid cases           | 150     |    |           |

P value = 0.248

P > 0.05 hence we conclude that H0 is accepted.

RESULT

There is no significant relationship between age of the consumer and their brand loyalty towards android TV.

CONCLUSION

The study sought to evaluate the impact of personal factors on customer behaviour in the purchasing of branded Android televisions. The findings indicate that personal factors such as demographics, lifestyle, and personality features have a major influence on consumer behaviour. Age, income, education level, and occupation were identified as significant predictors of consumer behaviour. The study's findings show that consumers that priorities brand reputation and quality, indicating a larger emphasis on longevity and dependability and innovation are more inclined to buy branded Android televisions.

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