

UNDERSTANDING CONSUMER BEHAVIOUR TOWARDS HOME APPLIANCES (TELEVISION)

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1. INTRODUCTION:

In India on stage, men and women become companies not only to meet financial needs but also to health and well-being. As a result, society's needs and needs have increased.

For example, members' behavior and support for providing a platform and research examine purchase proposals; the audience, which updates, is online updates caused by the rapid social and economic environment in all parts of the world.

The use of the market consists of both individuals and families who buy houses and homes for personal use. Customers vary widely in terms of income, educational level, age. Therefore, the buyer must divide the customer into several categories and develop a product or service that is adapted. In the past, suppliers have relationships that are close to direct with customers, which is also understandable to the user. But the growth of the market and the size of the airport, if it will not be part of the market for connections, are imminent. This requires today's marketers to use research today and get a clear idea of customer behavior.

In a hyper-competitive world of competition and globalization, every company will try to survive and do its best to meet the needs of potential visitors. In the global economy, information is freedom in our country. India now plays an important role. The large international companies

are entering the market and our product quality is our high and medium-sized products. The Indian market in Bloom worldwide and there are many companies whose product line ie more and more, especially in the electronic world, it is very important to pay attention to products from the king, ie consumers. In the current environment, the customer is aware and reasonable enough to decide to find the most satisfactory investment. The tool house cannot be removed without modernization, especially in urban areas. In metropolitan cities and large cities, the tool is regarded as a relief because it is a tool that saves time not associated with most households employed. Researchers then investigate purchases of consumer goods against electronic coupons in Salem City, Tamil Nadu. For this study, household products such as TV, refrigerator, air conditioning, washing machine, and blender are considered. In this study, sampling methods are used to select 100 participants in the city of Salem. The unique research used in the study was a start; the questionnaire was used as a tool to collect information from the participants. The precipitation causes population factors that affect the purchase of home appliances not to be affected by factors such as price, quality, and offering tools that affect commercial appliances.

Customer behavior is "studying the process is important when an individual or group chooses, buys, uses or markets products, services, ideas or experiences to meet needs and desires". In general, the assessment of the client's behavior and the client's behavior is more than just a method of

describing the client and understanding the behavior, behaviors, and desires. Characteristics of clients who are affected by people's physical and social lives, personal motivation for drinking, their perceptions of the product, company or business goals of the company, and needs and can be achieved through alcohol use. , People are not allowed to report the terms. Running shoes can help the stability of staying in the store to buy more again as they will feel more comfortable and will eventually find something to satisfy the search? Cyclists can park in special offers on other vehicles that can be reduced or safe while cycling together. Behaviour can be influenced by the people and circumstances in which customers handle life, communication, and activities. Customer behaviour is defined as behaviour that determines customers in search, purchase, use, and products abandoned functions and ideas that satisfy parties. Customer survey not only what customers buy, but also what messages are, when and how to sell and how often messages are. Learning is related to the definition of specific products for customers. Research customers made at each stage of the process, before purchase, at the time of purchase and after purchase, at each step of adjustment. Learning is related to the definition of specific products for customers. The term client is used to describe two types of real estate, namely the right to private property or private property and organization. Private customers are people who buy goods and services for their use at home alone. They buy the product best; therefore they are called "end users" or "end users". 1990 has seen dramatic changes in the market, updates made by the big at the forefront of life now, and a major revolution in mobile technology. When testing the concept of product loyalty and mass marketing, heads are rejected for not being able to create a new generation of consumer habits. The picture is characterized by unique personal expectations, the choice of several alternatives, the removal of brand loyalty, and the product change of competitors that deliver value are greater (he knew). A new species has already been introduced to meet specific needs. Difficult generation was often divided by traditional demographics, and if the buying and asking concept

for the beginning of a meeting is understood, decisions about the design and delivery of goods and distribution centers cannot be a misunderstanding. And no updates are great in the future, the company India should learn from Western partners; not only the source, timing and changes on the road that may affect India, but also the new behaviors and perception that they will be able to deal with them from these reports through help and efficiency. Companies offering products or services must understand the face of new entrants. Information and demographics The population in terms of education, income, family size, and others will be more important than what you fall through the day will be the psychology of how you feel, think or act. You need to regularly monitor and understand the state of the map industry's relevant industry and determine what needs to be done to maximize that value to drive customers to buy and sell the company's products contribute to the future of the industry.

2. LITERATURE SURVEY

According to Kotler and Armstrong (2001), purchasing behavior reflects the purchasing behavior of individuals and households who purchase goods and services for an individual personality. Consumers around the world differ in some factors, including age, income, educational level, and preferences that may affect their use and operations. Also, this behavior affects how goods and services work in the consumer market. many factors that particularly influence behavioral behavior are: cultural, social, personal, and psychological (Kotler and Armstrong, 2001). These symptoms are not controlled by the company. Therefore, it is important to evaluate these features and create an effective marketing plan. Many people eat different products every day to make products, from necessities to college-based carriers. Due to the large size of the product on the market, this phenomenon is one of the most interesting and therefore exists in the market. As pointed out, Schiffman and Kanuk (2000), behavioral use is about how people make decisions about personal or household use of available

resources, such as time, money, and effort. Gabbott and Hogg (1998) and Blackwell et al. (2006) provides a more detailed picture of the behavior that the customer defines as the activities and processes for choosing, buying, buying, or using, removing, using, experiencing or experiencing.

Investigating customer behaviour is very important in many ways. Above all, behavioral spending can affect the health of a country's economy (Blackwell et al., 2006). Customers have the opportunity to buy their products in stores, in person, and so the flop seller has chosen with "health preferences." Thus, customers can make decisions as long as the industry is active, where the company fails and where the product is complete. Second, by understanding the causes of purchases and prospects, companies can use the information to drive marketing strategies that are important to meet customer needs (Blackwell et al., 2006). For example, a product can work to improve customer value and make it easier to buy on a birthday (Gabbott and Hogg, 1998). But researchers are now closer to seeing customer use behavior as an important determinant of organization and customer success will be more successful (Blackwell et al., 2006). The concept of use is the king of consumption should lie within every business. They should try to please the kings in modern ways. Peter and Olson (1993) argue that the mediation between emotions, heart, emotions, and emotions of a certain character is known as the person, in another, if positive behavior changes in everyone. People called to buy, who buy goods for personal use and not for commercial purposes (Peter and Olson, 1993).

3. DATA ANALYSIS & INTERPRETATION

INTERPRETATION:

From the above analysis

- 70.5 percent of men and men
- 29.5 percent of the population, women

- The largest response to the 18-25 age groups was 40.80.
- 50 years or older are 3.20% lower than answers.

INTERPRETATION:

From the above analysis

- The volume of high incomes <100000

INTERPRETATION:

From the above analysis

- More salary and self-employed individuals.

1. If you want to buy a TV? (Pick one)

INTERPRETATION:

According to one study, among many other works, a popular choice is on display. LCD is better, but it can also be considered another method. Research, as well as a new LCD TV technology, offers a slow transition, plasma TV, UHD screen with a soft, light, and growing fast, strong and weak.

2. What are your most popular TV shows? (Pick one)

INTERPRETATION:

During the research, we have questions that are most likely among TV producers. I had a lot of people; first choose a Sony TV, Samsung and LG, found.

3. It will use the brand? (Pick one)

INTERPRETATION:

At the same time, more than 4 years of research indicates that some of the TV users.

4. Want to buy a Japanese species? (Pick one)

India plays an important role in everyday life and tradition. Amanda questions India also wants to buy a small TV. Change finances and pass them on to Rupees 30,000 and/or cannot be recorded on TV. TV selected election issues because they want to develop a supposed. As the end of the premium costs of these businesses should be with a Sony TV, according to the study, it is a popular choice.

5. If you are looking to buy a TV? (More options)

INTERPRETATION:

Search through TV question that was asked across the road, there is only one way for the public users. In response, such as the choice of screen size, image quality, sound quality, and resolution, the resolution of a chip, smart TV. Question 3 above, a very selective one because it is the basis of quality television is the television in every situation the quality of the picture and sound choice the quality.

6. What size screen do you want to buy? (Pick one)

INTERPRETATION:

When you buy a TV, the screen size is directly related to the price you will like TV, because it has a very important role. But the people, like the size of a widescreen TV (TV), on the other hand, there are several reasons. Screen sizes 40 "and 50" will be among the favorites.

7. What effects on the life of your TV??

8. The main purpose of the TV you buy? (Pick one)

INTERPRETATION:

Family games, entertainment, security systems, personal presentation, and the following parameters: the basic understanding of TV uses. My choice is chosen by the family.

4. FINDINGS OF THE STUDY

"Choose" Marketing for TV, but it cost me and understands me, can help to understand many of the issues associated with a lot of information. In this survey, a lot of television production companies improve their customers want them to understand how to understand the needs and special interests, can help.

"Telephone sales choices" to offer several studies were as follows:

1. Such gains than traditional LEV UHD much to develop and market new technology.
2. The researchers, a popular brand of Sony, but this example and example that many people here Recipe room, a TV, for example, is probably the reason. But I still feel bad for expanding companies as the market realized that there are many other companies.
3. The user tip could not pay the same price that would want a high-quality TV. He, as well as cheap prices and the true to ensure that all manufacturers of India's economy grow as the new technology offers, and strength, and not for the sale of consumer products is not recommended.
4. Television production companies must pay attention to the consumer to understand. So we, and they, as well as meeting the basic needs of consumers to buy TV time to speculate. SMART TV, picture quality, sound quality, and screen size. Features Download editor for the TV medium.
5. A study of the work of choosing a TV found that of the 40 "and 50". Thus, the companies proposed to screen in pixels. The goal is to reduce the cost of products to consumers and to help them.
6. As discussed in the previous image, volume, and plays a key role in acquiring the volume on the TV screen. Working to guarantee the basic needs of the user, as well as publishing a regular TV can use the new features.

7. TV production for personal use must be set to use a TV. Many users are more easily accessible, TV and want to use the TV, but the developers, TV programs or TV security features can be used for trading, but they need to offer a new TV and one blocked until prices are high.
8. After the separation of products, advertising plays a very important role in the new company. Depending on the payment of the company must decide two best advertising TV advertising and media or other digital networks.
9. Studies like the TV for the second generation of search. The other function is to sit down and focus on the development of technology and users are expected to be built on the ground is not ready for any of this.
10. The first show in the last stage in "stable" or for the first time. So they came from the cover to newspapers interview.

Summarize all the research and a customer to buy a TV, but a little thought and understanding.

5. SUGGESTIONS

Companies must design effective marketing strategies to attract customers. Develop 4p of marketing based on customer needs. Training of suppliers, vendors in regular company sessions so that they can provide expected information and services.

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