

Exploring the Customer Preference towards Home Theatre System

Manoj Ganesan

Student

KCT Business School, Coimbatore, Tamil Nadu

Corresponding Author: manojganesan555@gmail.com

Abstract

Home Theatre System has brought the world of entertainment to the home. People Enjoy social status by acquiring luxurious goods. The study is undertaken to analyse the consumer's preference towards buying of Home Theatre system. The respondents have been chosen on the basis of convenient sampling method, where the people who build Luxurious homes were the target respondents. The findings of the study revealed the features of the buyers' attributes towards Price, Quality, social status, influencer of the product, etc towards Home theatre system.

Keywords: Home Theatre, Buyer behaviour, decision making, influencer

INTRODUCTION

Audiovisual (AV) means possessing both a sound and a visual component, such as slide-tape presentations, films, television programs and live theatre productions.

Business presentations are also often audiovisual. In a typical presentation, the presenter provides the audio by speaking, and supplements it with a series of images

projected onto a screen, either from a slide projector, or from a computer connected to a projector using presentation software.

Audiovisual service providers frequently offer web streaming, video conferencing and live broadcast services. Computer-based audiovisual equipment is often used in education, with many schools and universities installing projection equipment

and using interactive whiteboard technology. Another audiovisual expression is the visual presentation of sound (visual music).

For 95% of the time, Residential Audiovisual is the considering of In-Ceiling Speakers, LED Dance Floors, Flat Panel TVs, Projectors and/or Projector Screens (among other things of course). It is the percentage of people who are seeking out residential properties that have also installed their Audio-Visual with the automation components of RTI(Remote Technologies Incorporated). This could include Lighting, Blinds, and Cinema Rooms etc.

1.4 Scope of the study

This study emphasis in the following scope

- This study helps the organization to boost up the sales with relevant solution.
- This study helps for further research regarding Home theatre system.
- This study helps the organization for taking managerial decisions.

REVIEW OF LITERATURE

Kumar (2003) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products. He also revealed that the consumers, uniformly in urban and rural areas, desired to have quality products at reasonable prices and trusted more on the advice of the retailers.

Vikas Saraf (2003) in his study has found that brands are successful because the people prefer branded products to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgements. Customers can then rely on chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behaviour.

Gupta and Verma (2000) examined the influence of husband, wife and children and the interaction between them in the purchase decision process. The study also focused on the influence of socio-economic variables like age, education, income and employment in the decision dimensions and found that income of the family and women

employment were the major factors influencing decision making.

Skinner (1990) notes that when a consumer purchases an unfamiliar expensive product he/she uses a large number of criteria to evaluate alternative brands and spends a great deal of time seeking information and deciding on the purchase. The type of decision making used varied from person to person and from product to product.

RESEARCH METHODOLOGY

Research Design: Descriptive research is used to describe characteristics of a population or phenomenon being studied. It is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation.

Descriptive research studies the frequencies, average central of tendency, dispersion and other statistical calculations. By using descriptive data, researchers can know a substantial amount about the research problem and able to clearly define what should be measured on this research.

Objective

- 1) To know about the customer's preference towards home theatre systems.
- 2) To study the decision making process of the buyers.
- 3) To analyze the factors influencing the customers in the purchase of home theatre systems.
- 4) To give a suggestion to the company to increase their sales.

Method of Data Collection

It is a systematic gathering of data for a particular purpose from various sources, that has been systematically observed, recorded, Organized. It is the basic input to analysis.

Primary Data

Primary data are collected from the prospective customers to the organization who are more likely to install Home Theatre System in their house. The data is collected through structured questionnaire.

Secondary Data

Secondary information is gathered from different sources like journal articles, websites, brochures, magazines, and newspapers etc.

Sample Design

Population and Sample Size

The population of this study belongs to different people who prefer to buy music system. The sample size for this study is 45. The respondents are selected based on the convenience.

Sampling Methods and Techniques

The respondents were not given equal chance to be selected and the respondents were selected convenience manner. The response was given based on their accessibility and personal judgment. So, the method of sampling used was non-probability sampling. Response was collected based on convenient accessibility and proximity. Hence, sampling technique used was purposive sampling.

Instrument for Data Collection

A questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic. When properly constructed and responsibly

administered, questionnaires become a vital instrument by which statements can be made about specific groups or people or entire populations.

Limitations of the study

The survey was conducted only with the respondents belonging to Coimbatore sub-district, and the respondents were only the prospective lead to the organization who was constructing high level residences and those who were in need of Home Theatre system. Sampling size and locality was the major limitation in the research.

Analysis & Interpretations

Reliability Test

Before analyzing the data it is important to understand the type of the data collected for the data to get the valid results. The study contains most of the data in the ordinal scale, interval scale and nominal scale. Also the study contains no paired data for analysis. Cronbach's alpha is the most common measure of internal consistency ("reliability"). It is most commonly used when there are multiple Likert questions in a survey/questionnaire that form a scale and to determine if the scale is reliable.

Table: 1 Reliability Statistics

Cronbach's Alpha	N of Items
.714	14

Table: 2

Criteria	Rank
Price	1
High Quality	2
Brand	3
Social Status	4
Design	5

Interpretation

From the table, all the variables have the alpha co efficient for the items are 0.714 suggesting that the items have relatively high internal consistency. Therefore the scale is reliable.

Descriptive Statistics

- 1) From the research we can understand that the Respondents Feel that Price as the Important Criteria for Home Theatre System followed by Quality of the Product,

Brand, Social Status and Design. It is ranked as **See Table 2.**

- 2) From the research we can understand that the Respondents gives more Importance to Comparing the Price, followed by Comparing the Quality, Comparing the Features with other brand and Browse about the product for selecting the Home Theatre System. It is ranked as

Table: 3

Criteria	Rank
Comparing the Price	1
Comparing the Quality	2
Comparing the Features	3
Browse about the product	4

Statistics

How much will be the influence of the sales person

Table: 4

N	Valid	45
	Missing	0
Mean		2.13
Std. Deviation		1.254

1= Strongly Agree 2 = Agree 3= Neutral 4 = Disagree 5 = Strongly Disagree

The average of the Influence of the Sales person is 2.13, which means that maximum of the respondents feel that the Sales persons influence them more on the purchase of Home theatre system at the same time the Standard Deviation is Higher which means that every respondents have a

different of opinion towards the influence of the Sales Person.

From the population 37.8% of the Respondents say that they buy home theatre system by the Influence of the Sales Person, which is higher than other factors. So Sales Person's Influence plays an important role

in the decision making process of the buyers for Home theatre system.

When it comes to Home theatre Systems Respondents feel Price is Highly Important while buying Home Theatre system where Design is least important while buying Home Theatre system, at the same time the standard deviation for every criteria is high, which also says that there is difference in the preference among the respondents towards buying Home Theatre System.

MODE OF SELECTION OF HOME THEATRES

When it comes to selection of Home Theatre System, Respondents give More

Importance to Comparing the Price of the Products and gives Least Important to Browse about the product and the Standard Deviation is higher in the selection process, which says that the mode of selection is not stable among the respondents and the Standard Deviation is Higher for all the variables, which means that the Respondents have different taste and preference.

Crosstabs

Who will be the Influencer for you to buy Home Theatre System * How much will be the influence of the sales person Cross tabulation.

Table: 5 Count

		How much will be the influence of the sales person					Total
		Very High	High	Medium	Low	Very Low	
Who will be the	Self	5	4	1	0	1	11
Influencer for you	Family	7	5	1	4	0	17
to buy Home	Friends	5	4	2	1	1	13
Theatre System	Advertisement	1	1	1	0	1	4
Total		18	14	5	5	3	45

From the analysis we can understand that the respondents who are influenced more by Family are Highly influenced by the Sales

person followed by the persons who are Self influenced to buy Home Theatre System.

Annual Income

* What do you feel about the home theatre system is important when you buy it Cross tabulation

Table: 6

		What do you feel about the home theatre system is important when you buy it					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Annual Income	< 5,00,000	2	3	10	2	5	22
	5,00,001 - 8,00,000	4	1	3	1	2	11
	>8,00,000	6	2	2	1	1	12
Total		12	6	15	4	8	45

From the table we can understand that people with High income feel that Social Status is more important factor for the purchase of Home Theatre and it decreases when the income level of the respondents decreases.

T-Test

Grouping Variable = Family type

Test Variable = Influencer for the product
See Table 7.

Assumptions

Ho = There is no significant difference between the Family type and the Influencer.

Ha = There is significant difference between the Family type and the Influencer.

Significance value is less than alpha.

$$0.05 > 0.018$$

So we accept the null hypothesis and there no significant difference between the Family type and the Influencer. The family type of the respondents has no impact over the Influencer for the product.

Anova

Comparing the income level of the respondents with the selection of Home Theatre System

Table: 7 Group Statistics

	Family Type	N	Mean	Std. Deviation	Std. Error Mean
Who will be the Influencer for you to buy Home Theatre System	Nuclear family	35	2.29	.987	.167
	Joint Family	10	2.00	.667	.211

Table: 8

		Sum of Squares	df	Mean Square	F	Sig.
Comparison of Price	Between Groups	2.977	2	1.489	5.672	.007
	Within Groups	11.023	42	.262		
	Total	14.000	44			
Comparison of Quality	Between Groups	5.138	2	2.569	6.989	.002
	Within Groups	15.439	42	.368		
	Total	20.578	44			
Browse about the Product	Between Groups	3.700	2	1.850	1.570	.220
	Within Groups	49.500	42	1.179		
	Total	53.200	44			
Compare the features with other Brand	Between Groups	.829	2	.414	.714	.495
	Within Groups	24.371	42	.580		
	Total	25.200	44			

Assumptions

0.05>0.007

Comparison of Price

Ho = There is no significant difference between the Annual Income and Comparing the Price of the product

Hence we accept the null Hypothesis saying that there is no significant difference between the Annual Income and Comparing the Price of the product

Ha = There is significant difference between the Annual Income and Comparing the Price of the product

Comparison of Quality

Ho = There is no significant difference between the Annual Income and Comparing the Quality of the product

Significance value is less than Alpha

Ha = There is significant difference between the Annual Income and Comparing the

Quality of the product

Significance value is less than Alpha

$$0.05 > 0.002$$

Hence we accept the null Hypothesis saying that there is no significant difference between the Annual Income and Comparing the Quality of the product

Browse About the Product

Ho = There is no significant difference between the Annual Income and Browse about the product

Ha = There is significant difference between the Annual Income and Browse about the product

Significance value is greater than Alpha

$$0.05 < 0.220$$

Hence we reject the null Hypothesis saying that there is significant difference between the Annual Income and Browsing about the product.

Compare the Features with other Brand

Ho = There is no significant difference between the Annual Income and Comparing the Features with other Brand

Ha = There is a significant difference between the Annual Income and Comparing the Features with other Brand

Significance value is greater than Alpha

$$0.05 < 0.495$$

Hence we reject the null Hypothesis saying that there is significant difference between the Annual Income and Comparing the Features with other Brand.

SUGGESTIONS

- The company must concentrate more on competitive pricing where they lag a lot since majority of people give more importance to Pricing than any other factor.
- The Sales person must be given more negotiation training. The unclosed lead will be an advantage to the competitor hence must be closed as quickly as

possible, since the sales person must concentrate more on closing the leads.

- Customers must be met with a prospectus so that they can choose from the available options, which suit their own requirements like price, system, etc, rather than providing solutions by the company itself. This will prevent losing the order.
- The customers are most influenced by the Sales person for the purchase of the home theatre system, the sales person are not only the organization's sales people but also the other influencers like Architects, Engineers, consultants etc. The organization must concentrate more on these people and have a regular follow up with them for generating new leads and make good new business.

CONCLUSION

Home theatre systems are not only used for watching movies but mostly to have a social status in the neighbourhood. People want to have their home theatre system with more technical features and give more importance

to price and quality of the product when they buy irrelevant of its brand.

REFERENCES

- 1) Kumar, S.(2003) A study of the consumer behaviour with reference to selected products. Finance India 17(4), 1478-1483.
- 2) Vikas Saraf (2003). Branding: Hub of the corporate wheel. Indian Journal of Marketing, Vol.13:2-3, 12-14.
- 3) Gupta, S.S and Verma, D.P.S (2000), we not me who will buy. IndianMgmt.Vol.39, 61-65
- 4) Skinner. (1990). Marketing.Houghton Mifflin company, Boston, P.687.