



“A Study on Brand Expectations of Buyers in regard to Television Brands: In the Metropolitan City of Kolkata and its suburbs”

Subhajit Basu Chowdhury

Assistant Professor, Centre for Management Studies,
JIS College of Engineering, Kalyani, Nadia, West
Bengal, Pin-741235

ABSTRACT

After consumers obtain and use a product or service, they tend to develop feelings of satisfaction or dissatisfaction towards it. Consumer satisfaction may be defined as the attitude formed toward a good or service as a result of its purchase. It is a post choice evaluative judgment resulting from a specific selection.

A number of theoretical models have been proposed to explain the development of consumer satisfaction/ dissatisfaction. One approach is called the **expectancy disconfirmation** model. Based upon the use of a particular brand, as well as upon the use of other brands in the product class, consumers develop two different types of beliefs. They form expectations of how the brand should perform and beliefs about how the brand actually performs. Consumers are then conceptualized as comparing **actual product performance** with **expected product performance**. If performance falls below expectations, **emotional dissatisfaction** results. If performance is above expectations, **emotional satisfaction** results. If performance is not perceived as different from expectancies, **expectancy confirmation** occurs. In our paper, we have tried to study how the various factors influence the formation of Brand Expectations of television buyers in the metropolitan city of Kolkata and its suburbs.

Keywords: Brand Expectation, Expectancy Disconfirmation, Actual Performance, Emotional Satisfaction.

Introduction

Consumer behaviour is the study of how people buy, what they buy, when they buy, why they buy and where they buy. Consumer decision making process involving problem recognition, information search and evaluation, purchasing processes and post-purchase. Consumer behaviour is affected by various external and internal variables.

External variables including culture, subculture, social class, social groups, family etc. have deep rooted impact on consumer decision making. Since these factors vary from one society to another, different type of behaviours are visible in different societies. Internal variables are mostly individualistic and include personality, motivation, learning, memory, attitudes etc. Due to individualistic nature of such factors of behaviour varies from one person to another. However, it is important to note that individual factors are also influenced by external factors to some extent. Consumer behaviour in India is related to cultural conditions, location, source of income, and education. Despite a relatively low per capita income, there is in India vast market for durable goods such as radios, televisions, electronics, and personal transport. At the same time as this market is growing, the market for non-durable goods is growing even more dramatically. The changes in consumer behaviour have been facilitated by government policies aimed at deregulating the economy. The economic reforms which started in 1991 have resulted in the easing of supply constraints and increases in consumer demand. With ongoing market deregulation and economic reforms, more and more foreign companies are entering the market and supplying a new and diverse range of consumer goods.

With the increase in choice, Indian consumers are now simply not choosing on the basis of price alone. They are becoming more discriminating in their purchasing behaviour and this has serious implications for Indian manufacturers, suppliers, wholesalers, and retailers. As more foreign brands have entered the market, they have rapidly gained acceptance and increased the need for domestic brands to not only meet consumer needs but to gain and hold consumer's attention. As economic reforms alter the traditional market structures, Indian businesses need to learn from existing markets that have undergone similar patterns of deregulation.

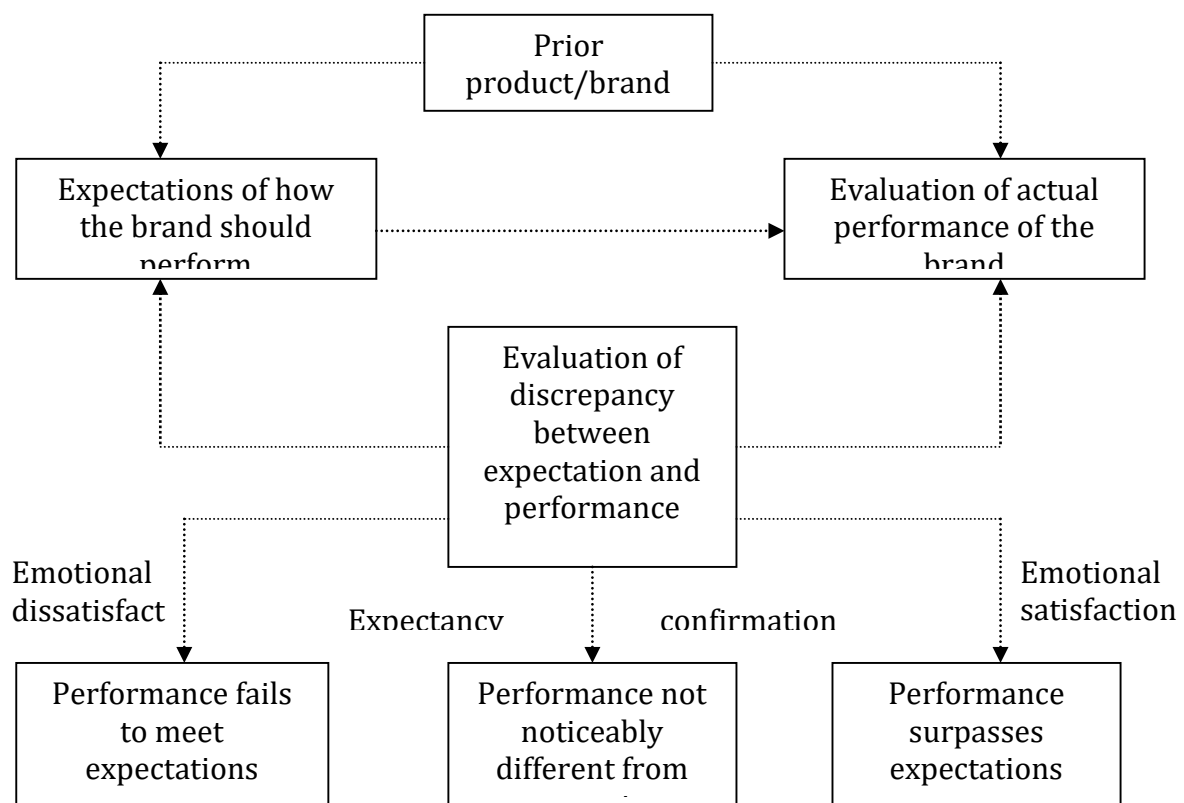
Last few years have witnessed of growing demands for different consumer products (Chunawalla, 2000). Increase in demand is a result of increase in income of the people and increase in discretionary income too (Arora, 1995). A rise in discretionary income results usually in an increased spending by consumer on those items that raise their living standards, Moreover, a trend for people to utilize their income for more comforts and facilities is also developing. Intense competition among the marketers of consumer durables (Sontaki, 1999). and the increasing awareness of consumers about their own needs, is making a major difference in marketing of consumer durables (Kumar, 1998). In the context of the above scenario, it is interesting to study how the human beings i.e. consumers, satisfy their different non-basic needs. Moreover, it is interesting to study, why they buy a particular product, how they buy it, when they buy it, from where do they buy it, etc (Schiffman and Kanuk, 1995). A study (Radhakrishanan, 1990) has found that "many things that were considered as luxuries till about ten years ago have become necessities for most people today." And in case of household goods consumption it has happened also, as scooter were luxury at once becomes necessity.

THE DEVELOPMENT OF POSTPURCHASE SATISFACTION/ DISSTISFACTION

After consumers obtain and use a product or service, they tend to develop feelings of satisfaction or dissatisfaction toward it. Consumer satisfaction may be defined as the attitude formed toward a good or service as a result of its purchase. It is a post choice evaluative judgment resulting from a specific selection.

A number of theoretical models have been proposed to explain the development of consumer satisfaction/ dissatisfaction. One approach is called the **expectancy disconfirmation** model.

An expectancy disconfirmation model is shown in the following figure. Based upon the use of a particular brand, as well as upon the use of other brands in the product class, consumers develop two different types of beliefs. They form expectations of how the brand should perform and beliefs about how the brand actually performs. Consumers are then conceptualized as comparing **actual product performance** with **expected product performance**. If performance falls below expectations, **emotional dissatisfaction** results. If performance is above expectations, **emotional satisfaction** results. If performance is not perceived as different from expectancies, **expectancy confirmation** occurs. Evidence indicates that when expectations and actual performance coincide, the consumer may simply not consciously consider his or her level of satisfaction with the product. Although expectancy confirmation is a positive state for the consumer, it may not result in strong feelings of satisfaction. Such strong feelings only result when actual performance deviates markedly from expected performance.



Expectancy Disconfirmation Model

Factors Influencing the Formation of Brand Expectations:

Brand expectations can be viewed as forming a standard against which the actual performance of the product is assessed.

Product Factor Influences: A consumer's prior experiences with the product, its price and physical characteristics all influence how consumers expect it to perform.

Promotional Factors: How the company promotes the product through its advertising and through the communications of sales personnel may also influence the performance expectations of consumers.

The Effect of Other Products: Another set of factors influencing expectations of performance involves consumers' experience with other products of a similar nature. These experiences with the product class may result in the formation of norms or standards about the level of performance that a particular brand should be able to achieve.

Characteristics of the Consumer: A fourth set of factors influencing expectations of performance concerns the characteristics of the consumer. Some consumers simply expect more of products than others and consequently, set higher standards. Likewise, some consumers may have wider latitudes of acceptance around the adaptation level than others.

Factors Influencing the Perception of Actual Performance:

Like the development of expected performance, the perception of actual performance may also be influenced by a number of factors. One way of viewing the formation of beliefs about actual performance is through a type of multi-attribute model- that is, the consumer evaluates the

product on a variety of attributes and then assesses its performance on each of the attributes. These evaluations are then combined to form an evaluation of the product's performance.

Literature Review

THE EXPECTANCY DISCONFIRMATION PARADIGM

Another line of research focuses on post-purchase evaluation of product performance by relating it to cognitive processes such as confirmation or disconfirmation of expectations. Customer satisfaction here is viewed as essentially a response to an evaluation of product performance compared to expectations. The confirmation/disconfirmation paradigm firmly dominates this line of research (Bitner 1990; Woodruff and Gardial 1996). The paradigm states that customers arrive at satisfaction feelings as a result of the comparison between the perceived performance of the product or service and some preceding standard, such as pre-exposure expectations of performance. If the brand's performance is seen as equal to (confirming) what was expected, the customer is satisfied. If the brand's performance exceeds (positively disconfirming) expectations, the customer is very satisfied. If the brand's performance falls short of (negatively disconfirming) expectations, the customer is dissatisfied. Theoretical support for the paradigm stems from adaptation level theory (Helson 1964), which posits that individuals perceive stimuli only in relation to an adapted standard. The confirmation/disconfirmation paradigm has been widely accepted as the process by which consumers are satisfied or dissatisfied (Wirtz et al. 2000).

Most researchers describe the consumption evaluation process as a confirmation/disconfirmation paradigm whereby consumers compare their initial expectations for product performance with perceived product performance and notice whether a difference (expectancy disconfirmation) exists (Churchill & Suprenant, 1982; Francken, 1983; Woodruff et al., 1983; Day, 1984; Blodgett & Granbois, 1992). Confirmation occurs when a product performs as expected, contributing to satisfaction or indifference (neutral feelings), positive or negative disconfirmation arises from discrepancies between prior expectations and actual performance, respectively leading to satisfaction and dissatisfaction (Swan & Combs, 1976; Oliver & DeSarbo, 1988; Erevelles & Leavitt, 1992; Spreng Mackenzie & Olshavisky, 1996; Chen-Yu, Williams & Kincade, 1999; Steward in Ndubisi & Ling, 2006).

Consumers' post-purchase evaluation of products acts as feedback to their experience and serves to influence future decisions concerning suitable alternatives to buy (Loudon & Della Bitta, 1993:579).

According to Broadbridge and Marshall (1995), the duration of the consumption evaluation process is however dependent on the type of product. For example, consumers can decide immediately whether they are happy or unhappy with inexpensive and quickly consumed products such as perishable food items. In contrast, items that are used over longer periods beyond the immediate post-purchase stage such as durable products, take longer to evaluate. Thus, the consumers' assessment of their satisfaction/dissatisfaction with the actual performance of household appliances is an evolving process.

Considering the confirmation/disconfirmation paradigm, consumer satisfaction/dissatisfaction therefore results from a type of comparison process (Woodruff et al., 1983; Chen-Yu et al., 1999; Giese & Cote, 2000; Desmeules, 2002). It is presumably the magnitude of the disconfirmation effect that generates satisfaction/dissatisfaction (Churchill & Suprenant, 1982; Barber & Venkatraman, 1986). Therefore, the distinction between disconfirmation and satisfaction/dissatisfaction is that disconfirmation is a cognitive response, while satisfaction/dissatisfaction is an affective response (an emotion) (Blodgett & Granbois, 1992). The post-purchase evaluation process thus involves cognitive activities as well as an affective of emotional component. Therefore, researchers should acknowledge that the cognitive dimension of post-purchase evaluation and consumers' emotional experiences in connection with product ownership and usage are valuable constructs to consider when studying post- purchase behaviour

(Westbrook, 1987; Dube & Schmitt, 1991; Loudon & Della Bitta, 1993:580; Giese & Cote, 2000; Hawkins et al., 2001:641).

The traditional disconfirmation of expectations paradigm has been widely used in marketing literature to explain how consumers reach decisions concerning their satisfaction/dissatisfaction (Churchill & Suprenant, 1982; Oliver & Desarbo, 1988). The paradigm recognises a direct link from disconfirmation to satisfaction/dissatisfaction, which connotes a disconfirmation driven satisfaction response (Woodruff et al., 1983; Oliver, 1989). However, evidence suggests that the disconfirmation of expectations does not lead directly to consumer satisfaction/ dissatisfaction and that the effects of disconfirmation are mediated by attributional processing (Oliver, 1989; Manrai & Gardner, 1991) (i.e causal attributions for disconfirmation mediate consumer satisfaction) (Laufer, 2002). Refer to Chapter 3 for a discussion about causal attribution and its place concerning dissatisfied consumers' post-purchase behaviour.

Expectations about product performance

Whether a particular item was purchased because of its presumed superior functional performance or because of some other reason, consumers have some level of expected performance in mind, ranging from quite low to high, that it should provide (Hawkins et al., 2001:639). Expectations are therefore defined as be beliefs or predictions about a product's expected performance, and reflect " anticipated performance" or " what performance will (probably) be" (Churchill & Supernant, 1982; Milller in Tse & Wilton, 1988; Laufer, 2002). Expectations are based upon prior experience with the product, word-of mouth endorsements/ criticisms and/or the marketing effort of companies (Woodruff et al., 1983; Solomon, 1996:325, Laufer, 2002). Thus, in addition to the experience factor, various personality and situational factors may affect the consumer's expectations of a product's performance (Day, 1977).

In the majority of studies using the confirmation/ disconfirmation paradigm, expectations are theorised as the standard or baseline for evaluating the quality of product performance (Cadotte, Woodruff & Jenkins, 1987; Chen-Yu et al., 1999; Fournier & Mick, 1999). Woodruff et al. (1983) suggests that consumers often have experiences beyond those products that they have actually purchased and used (i.e. experiences with various products and brands within the product class and comparable use situations) which may cause consumers to form different kinds of norms or standards, instead of expectations, that can be used to evaluate perceived product performance. However, these norms are constrained by the consumer's experiences with real products and brands and are therefore unlikely to be unachievable ideals. Expanding the base of experiences to include other products means that consumers will probably go through a sequence of judgements leading to the choice of a standard for evaluating perceived product performance (Woodruff et al., 1983). Whereas the confirmation/ disconfirmation paradigm limits comparison to experience with one product, the experience- based norm approach takes into consideration consumers' past experience. Therefore, expectations and experience-based norm approach takes into consideration consumers' past experience. Therefore, expectations and experience-based norms are used frequently as the point of reference (standard of comparison) against which product performance is evaluated (Woodruff et al., 1983; Spreng et al., 1999).

Consumer behaviour is the study of how people buy, what they buy, when they buy, why they buy and where they buy. Consumer decision making process involving problem recognition, information search and evaluation, purchasing processes and post-purchase. Consumer behaviour is affected by various external and internal variables.

External variables including culture, subculture, social class, social groups, family etc. have deep rooted impact on consumer decision making. Since these factors vary from one society to another, different type of behaviours are visible in different societies. Internal variables are mostly individualistic and include personality, motivation, learning, memory, attitudes etc. Due to individualistic nature of such factors of behaviour varies from one person to another. However, it is important to note that individual factors are also influenced by external factors to some extent.

Consumer behaviour in India is related to cultural conditions, location, source of income, and education. Despite a relatively low per capita income, there is in India vast market for durable goods such as radios, televisions, electronics, and personal transport. At the same time as this market is growing, the market for non-durable goods is growing even more dramatically. The changes in consumer behaviour have been facilitated by government policies aimed at deregulating the economy. The economic reforms which started in 1991 have resulted in the easing of supply constraints and increases in consumer demand. With ongoing market deregulation and economic reforms, more and more foreign companies are entering the market and supplying a new and diverse range of consumer goods.

With the increase in choice, Indian consumers are now simply not choosing on the basis of price alone. They are becoming more discriminating in their purchasing behaviour and this has serious implications for Indian manufacturers, suppliers, wholesalers, and retailers. As more foreign brands have entered the market, they have rapidly gained acceptance and increased the need for domestic brands to not only meet consumer needs but to gain and hold consumer's attention. As economic reforms alter the traditional market structures, Indian businesses need to learn from existing markets that have undergone similar patterns of deregulation.

Last few years have witnessed of growing demands for different consumer products (Chunawalla, 2000). Increase in demand is a result of increase in income of the people and increase in discretionary income too (Arora, 1995). A rise in discretionary income results usually in an increased spending by consumer on those items that raise their living standards, Moreover, a trend for people to utilize their income for more comforts and facilities is also developing. Intense competition among the marketers of consumer durables (Sontaki, 1999). and the increasing awareness of consumers about their own needs, is making a major difference in marketing of consumer durables (Kumar, 1998). In the context of the above scenario, it is interesting to study how the human beings i.e. consumers, satisfy their different non-basic needs. Moreover, it is interesting to study, why they buy a particular product, how they buy it, when they buy it, from where do they buy it, etc (Schiffman and Kanuk, 1995). A study (Radhakrishanan, 1990) has found that "many things that were considered as luxuries till about ten years ago have become necessities for most people today." And in case of household goods consumption it has happened also, as scooter were luxury at once becomes necessity.

Product Performance

Since performance expectations and actual performance are major factors in the evaluation process and are related, it is essential to understand the dimensions of product performance. Expectations about product performance relate to both the instrumental (functional) and the expressive (symbolic) performance dimensions of the product (Swan & Combs, 1976: Brown & Rice, 1998:42; Hawkins et al.,2001:641). Instrumental performance relates to the physical functioning of the products, i.e. the ability of the product to perform its functional, utilitarian or physical purposes. For example, proper product performance is vital to the evaluation of a dishwasher or any other major electrical household appliances for that matter. Depending on the type of product, functional performance refers inter alia to durability, ease of use, ease of care and physical performance (how well the product does what it is supposed to do). Conversely, a product's expressive or symbolic performance relates to a " psychological level of performance", such as what the product does for or symbolises to the consumer, which are not direct properties of the physical product, but are derived from the consumer's response to the physical product (Swan & Combs, 1976; Abraham-Murali & Littrell, 1995; Brown & Rice, 1998: 38-39; Erasmus & Donoghue, 1998; Hawkins et al., 2001:641; Erasmus et al., 2005). Products have been known to provide symbolic meaning beyond their functional utility (Sheth, Newman & Gross, 1991: Hyatt, 1992; Belk in Clarke et al., 2002). Therefore, products are considered symbols by which people convey something about themselves, to themselves and to others (Donoghue & Erasmus, 1999; Govers & Schoormans, 2005). The essence of a product, then, becomes not the physical product itself, but the relation between the product, its owner and the rest of society(Hyatt, 1992). This is

especially applicable to conspicuous products that might be intended for aesthetic satisfaction and image-enhancement performance. " If a product consumption is conspicuous in public is socially visible, consumers are likely to use the visibility of the product to communicate symbolically something about themselves to the 'significant others' in the consumption situation. (Lee, 1990:387; Vigneron & Johnson, 1999). Therefore, major electrical household appliances may fulfil the consumer's emotional needs such as impressing and winning admiration from those invited into their homes (Sheth et al., 1991:19; Donoghue & Eramus, 1999; Schiffman & Kanuk, 2007:315).

The question arises whether the functional or the symbolic product performance dimension is more significant to consumers as they evaluate product performance. The answer to this question would undoubtedly differ in terms of the type of product and specific consumer group. Whereas evidence from the literature hints that for some products, determinant attributes may involve primarily instrumental performance, both instrumental and expressive dimensions may be features for the products (Swan & Combs, 1976; Hawkins et.al, 2001; 641). Swan and Combs (1976) examined the relationship between expectations, performance and satisfaction/dissatisfaction. In particular, they investigated the effect of the instrumental (physical) and the expressive (non-material, psychological) dimensions of product performance, on consumers' experience of satisfaction and dissatisfaction.

Findings concerning the instrumental and expressive performance results and dissatisfactory items tended to be associated with instrumental performance results. Swan and Combs (1976) developed and applied their concept of consumer satisfaction as related to the expressive and instrumental dimensions of product performance.

Fishbein's (1967) attitudinal model has also been widely used in the marketing context and this paradigm provides researchers with a useful lens for examining the factors explaining consumer purchasing intention and adoption. According to this model, behaviour is predominantly determined by intention. Other factors like attitudes, subjective norms, and perceived behavioural control also are shown to be related to an appropriate set of salient behavioural, normative, and control beliefs about the behaviour.

Newman and Staelin (1972) reveals through their study that the purchasers satisfied with their old products were found engaged in less information seeking than those who either were not fully satisfied with their old products or did not have regular use of the product. Moreover the satisfied users were able to gather required information in less time than other types of buyers. The satisfied users, whose products had already expired their life took less time than those satisfied users with their products in working conditions. Similarly the buyers who had extensive purchase experience in the past took less time than those who had not much experience. Even the highest income households lacking buying experience took more time than any other income group. Also the increased information seeking activity was associated with longer decision times.

Comanor Wilson (1974) states advertisements influence on consumers' choice of products. Some theoretician believes that advertisements decrease consumers' price sensitivity.

Swan & Combs (1976) show that performance expectations and actual performance are major factors in the evaluation process and are related, it is essential to understand the dimensions of product performance. Expectations about product performance relate to both the instrumental (functional) and the expressive (symbolic) performance dimensions of the product . Instrumental performance relates to the physical functioning of the products, i.e. the ability of the product to perform its functional, utilitarian or physical purposes. For example, proper product performance is vital to the evaluation of a dishwasher or any other major electrical household appliances for

that matter. Depending on the type of product, functional performance refers inter alia to durability, ease of use, ease of care and physical performance (how well the product does what it is supposed to do). Conversely, a product's expressive or symbolic performance relates to a "psychological level of performance", such as what the product does for or symbolises to the consumer, which are not direct properties of the physical product, but are derived from the consumer's response to the physical product

Swan and Combs (1976) examined the relationship between expectations, performance and satisfaction/ dissatisfaction. In particular, they investigated the effect of the instrumental (physical) and the expressive (non-material, psychological) dimensions of product performance, on consumers' experience of satisfaction and dissatisfaction. Findings concerning the instrumental and expressive performance results and dissatisfactory items tended to be associated with instrumental performance results. Swan and Combs developed and applied their concept of consumer satisfaction as related to the expressive and instrumental dimensions of product performance.

The expectation-confirmation model (Oliver, 1980), on the other hand, focuses on the post-purchase behaviour. It is a widely used model in the consumer behaviour literature, particularly in explaining consumer satisfaction and repeat purchase. Satisfaction is the central notion of this model, which is formed by the gap between expectation and perceived performance. The expectation confirmation theory suggests that if the perceived performance meets one's expectation, confirmation is formed.

Westbrook & Oliver (1981) evaluated outcomes (when product performance exceeds expectations) are associated with emotions such as happiness, pleasure or delight, and unfavourably evaluated outcomes (when product performance fails to live up to expectation) with unhappiness, frustration, anger or regret. The notion of satisfaction/dissatisfaction implies some degree of conation, in that the consumer is more or less inclined to repeat the behaviour in question, given recurrence of the situation in which it was initially performed. Consumer satisfaction, as a consequence of the purchase/ consumption experience, would appear to be an important variable in linking product selection with other post-purchase attributes, positive word-of-mouth, higher purchase intentions and consumer loyalty. In contrast, the study of post-purchase dissatisfaction is equally important because of its linkages with negative outcomes such as less favourable purchase attributes, lower or nonexistent purchase intentions, negative word-of-mouth, complaining and changes in shopping behaviour such as brand or product switching and retailer boycotts .

Churchill & Suprenant, , Francken, Woodruff et al., Day(1984) describe the consumption evaluation process as a confirmation/ disconfirmation paradigm whereby consumers compare their initial expectations for product performance with perceived product performance and notice whether a difference (expectancy disconfirmation) exists . Confirmation occurs when a product performs as expected, contributing to satisfaction or indifference (neutral feelings), positive or negative disconfirmation arises from discrepancies between prior expectations and actual performance, respectively leading to satisfaction and dissatisfaction.

Bhawaniprasad and Kumari (1987) have analysed "Impact of advertising on consumer durables markets: A study of Refrigerator consumer", in this study a ranking/importance of refrigerator among other consumer durables is studied. Study of 200 owners of Allwyn refrigerator in the twin cities of Hyderabad and Secunderabad and Districts of Nizamabad and Karimnagar in Andhra Pradesh indicates that a very positive impact of advertising is found on the consumer durables market.

Churchill & Suprenant, Oliver & Desarbo (1988) shows that the traditional disconfirmation of expectations paradigm has been widely used in marketing literature to explain how consumers reach decisions concerning their satisfaction/dissatisfaction. The paradigm recognises a direct link from disconfirmation to satisfaction/dissatisfaction, which connotes a disconfirmation driven satisfaction response.

Radhakrishanan (1990) in a study has found that “many things that were considered as luxuries till about ten years ago have become necessities for most people today.” And in case of household goods consumption it has happened also, as scooter were luxury at once becomes necessity.

Bayus (1991) studied “The consumer durable replacement buyer”, and found that replacements account for a substantial portion of the sale of consumer durables in the U S. Results of replacement of automobiles indicate that “early” replacement buyers are more concerned with styling and image and less concerned with costs than “late” replacement buyers. Moreover, early replacements have higher income but lower levels of academic achievement and occupational status than late replacement.

STATEMENT OF THE PROBLEM

Brand expectations can be viewed as forming a standard against which the actual performance of the product is assessed. There are many product related, promotional related and other factors that influence the formation of Brand Expectations. But we do not have adequate information regarding how these factors influence the formation of Brand Expectations in the television purchasing, which in turn greatly influence customers’ purchasing decision in television buying. Some brands are sold more than the others. Is it due to the fact that customers buying these brands have high Brand Expectations? All these questions need to be investigated through proper research.

OBJECTIVES OF THE STUDY

- ☒ To study how the various factors influence the formation of Brand Expectations of television buyers.
- ☒ To assess the Brand Expectations of television buyers formed on the basis of above factors.
- ☒ To offer suggestions based on the result of the study.

LIMITATIONS:

- ☒ This study is applicable only to Television buyers surveyed in and around Kolkata.
- ☒ The study does not include comparison between two television brands.

RESEARCH METHODOLOGY

A research design is the specification of methods and procedures for acquiring the information needed. In this study, researcher used Descriptive Research. A research design thus specifies, the type of information required for the sources of the information and the methods or techniques of data collection.

SAMPLE DESIGN

The study uses primary data collected from customers, who have already purchased and using televisions. 400 customers were selected for the study in Kolkata and nearby districts as sample area. In this research, convenience sampling was adopted. Convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it. Convenience sampling is most often used for getting some basic information quickly and efficiently. The sample includes respondents from customers.

METHODS OF DATA COLLECTION

Both Primary and secondary data collection methods used in this study. Primary data, as the term indicates, are first-hand data collected by the researcher using Survey method through questionnaire. Secondary data are data which have already been gathered by somebody else and are available to others for use. Books, journals, periodicals, newspapers, reports, thesis, dissertations, term papers, papers presented in the seminars and symposia etc. are sources of secondary data.

DATA ANALYSIS AND INTERPRETATION

In this research work, SPSS 17.0 software was used for data analysis. 400 respondents were interviewed through questionnaire survey.

Expectation before purchasing

Around 65% of the customers revealed that they had either good or very good expectation, before purchasing. More than 21% of the customers had neither good nor bad expectation and

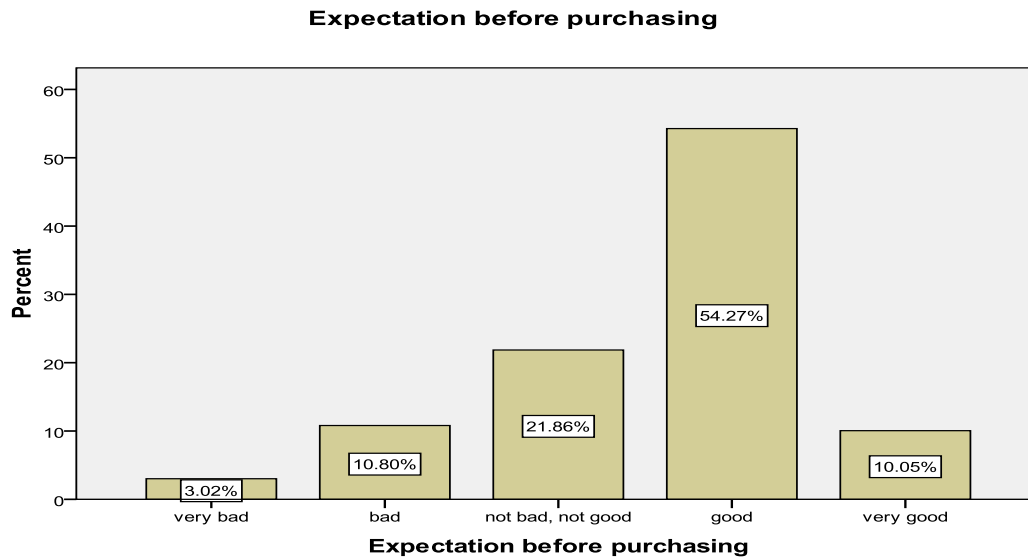


Figure-I

rest 14% of the respondents had bad or very bad expectation level.

Expectation before purchasing					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very bad	12	1.8	3.0	3.0
	bad	43	6.3	10.8	13.8
	not bad, not good	87	12.8	21.9	35.7
	good	216	31.8	54.3	89.9
	very good	40	5.9	10.1	100.0
	Total	398	58.6	100.0	
Missing	System	281	41.4		
Total		679	100.0		

Table-I

Product Factors’ Influences

For 60% of the respondents, product factors are either important or very important in forming their brand expectation. 26% of the customers revealed that they are somewhat important and for the rest 14% of the respondents, product factors are either not important or not important at all, in forming their expectations, how the brand will perform.

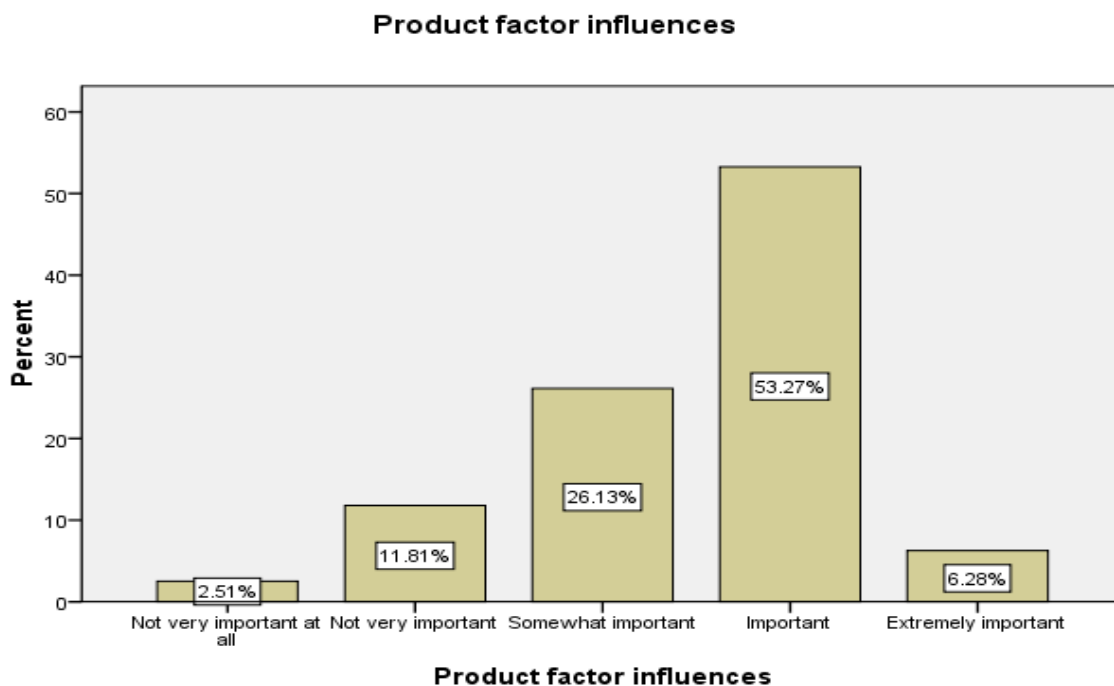


Figure-II

Product factor influences					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not very important at all	10	1.5	2.5	2.5
	Not very important	47	6.9	11.8	14.3
	Somewhat important	104	15.3	26.1	40.5
	Important	212	31.2	53.3	93.7
	Extremely important	25	3.7	6.3	100.0
	Total	398	58.6	100.0	
Missing	System	281	41.4		
Total		679	100.0		

Table-II

Promotional Factors’ Influences

56% of the respondents said that promotional factors are either important or very important in forming their brand expectation. 26% of the customers revealed that they are somewhat important and for the rest 17% of the respondents, product factors are either not important or not important at all, in forming their expectations, how the brand will perform, as shown in the following diagram:

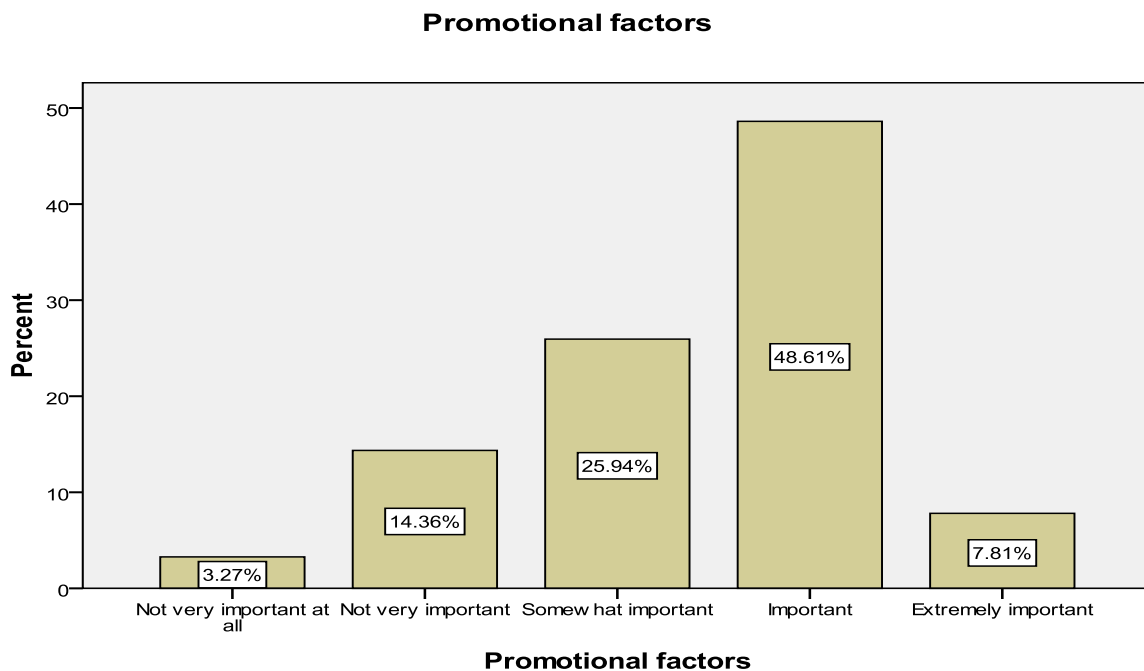


Figure-III

Promotional factors					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not very important at all	13	1.9	3.3	3.3
	Not very important	57	8.4	14.4	17.6
	Somewhat important	103	15.2	25.9	43.6
	Important	193	28.4	48.6	92.2
	Extremely important	31	4.6	7.8	100.0
	Total	397	58.5	100.0	
Missing	System	282	41.5		
Total		679	100.0		

Table-III

Influences of the Effects of Similar Products

55% of the respondents said that effects of similar products influence their brand expectation. 28% of the customers revealed that they were somewhat important and for the rest 17% of the respondents, they were either not important or not important at all, in forming their expectations, as seen from the following table and diagram:

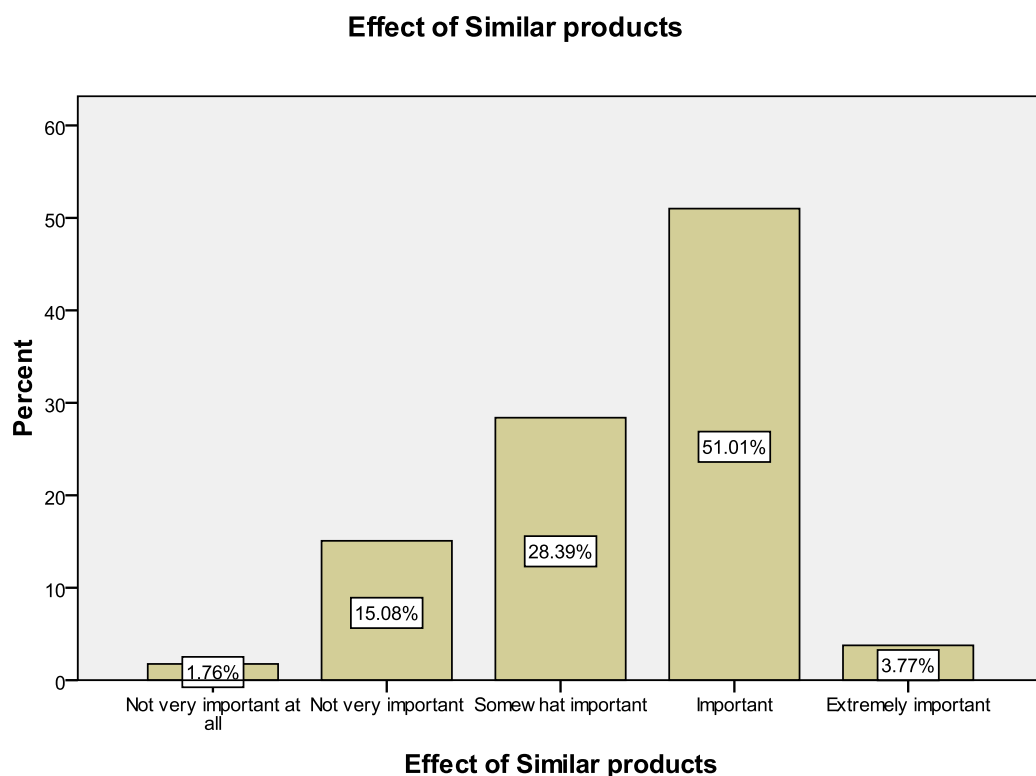


Figure-IV

Effect of Similar products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not very important at all	7	1.0	1.8	1.8
	Not very important	60	8.8	15.1	16.8
	Somewhat important	113	16.6	28.4	45.2
	Important	203	29.9	51.0	96.2
	Extremely important	15	2.2	3.8	100.0
	Total	398	58.6	100.0	
Missing	System	281	41.4		
Total		679	100.0		

Table-IV

Analysis of Expectation as per Purchase Decider

70% of the respondents are family purchase deciders, out of which 45% respondents have either good or very good brand expectation. 5% of the respondents are child purchase deciders and 3% of which have good or very good expectation, before purchasing. 25% of the purchase deciders are parents and 15% of this 25% parents' deciders have either good or very good expectation level before purchasing, as shown in the following diagram:

Bar Chart

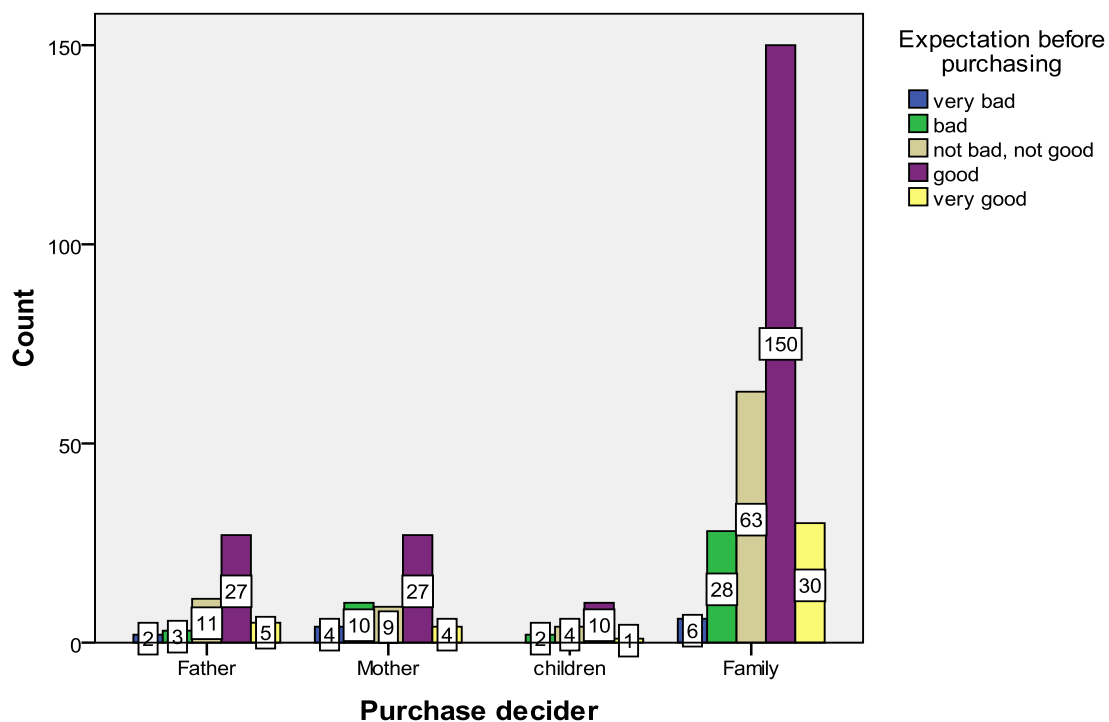


Figure-V

Purchase decider * Expectation before purchasing Cross tabulation							
		Expectation before purchasing					Total
		very bad	Bad	not bad, not good	Good	very good	
Purchase decider	Father	.5%	.8%	2.8%	6.8%	1.3%	12.1%
	Mother	1.0%	2.5%	2.3%	6.8%	1.0%	13.6%
	Children		.5%	1.0%	2.5%	.3%	4.3%
	Family	1.5%	7.1%	15.9%	37.9%	7.6%	69.9%
Total		3.0%	10.9%	22.0%	54.0%	10.1%	100.0%

Table-V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS

- Majority of the respondents have high level of expectation before purchasing of televisions.
- For majority of the respondents, product factors play a very important role in forming their brand expectation, before purchasing.
- For more than 50% of the respondents, promotional factors impact in forming brand expectation.
- Effects of similar products do have influences on brand expectations for more than 50% of the respondents.
- Family and parents are the majority of the purchase deciders.
- Out of the above purchase deciders, majority have good level of expectation.

SUGGESTIONS

- The Television manufacturing companies should produce high quality products to keep up the high brand expectations of the customers.
- They should give more importance to various product factors since they influence the formation of customers’ brand expectations.
- For the same reason, they should also adopt effective promotional strategies.
- Family and parents are the major purchase deciders in the purchase of televisions. The companies should consider this in the formation of business strategies.

CONCLUSION

The television purchasers have a very high degree of Brand Expectations. The brand expectations are largely dependent on product factors, promotional factors and on the effects of similar products. Now, after purchasing, the buyers will compare their expectations vis-a-vis actual experience or performance of the products. If the actual performance exceeds the expectation, buyers will be emotionally satisfied. They will be dissatisfied if actual performance falls below the level of expectation. Expectancy confirmation will take place when actual performance matches expectation. In our further research, we will try to measure the actual performance and will find out the degree of satisfaction of the buyers so as to validate the theoretical proposition of Expectancy Disconfirmation Model. This research will throw light on the expectation paradigm of the buyers and the effects of various factors on buyers’ expectation. This research will significantly help the television companies to finalize their business strategies to live up to the buyers’ expectations.

References

1. Downham, J. S. and Treasure, J. A. P. (1956), Market Research and Consumer Durables, The Incorporated Statistician, Vol. 7 (3), pp 108-117.
2. Fishbein, M. (1967), “Attitude and prediction of behaviour”. In M. Fishbein (Ed.), *Readings in attitude Theory and measurement* (pp. 477-492). New York: John Wiley.

3. Newman, J. W. and Staelin, R. (1972), Pre-purchase Information Seeking for New Cars and Major Household Appliances, *Journal of Marketing Research*, Vol. 9 (3), pp 249-257.
4. Strober, Myra and Charles B. Weinberg (1980), ' Strategies Used by Working and Non-working Wives to Reduce Time Pressures', *Journal of Consumer Research*, Vol. 6, March, pp 338-348.
5. Oliver, R.L. (1980), "A cognitive model for the antecedents and consequences of satisfaction", *Journal of Marketing Research*, 17, 460-469.
6. R. B. Woodruff, E. R. Cadotte and R. L. Jenkins (1987), ' Modeling Consumer Satisfaction Processes Using Experience Based Norms,' *Journal of Marketing Research*, pp 296-304.
7. Bhawaniprasad G. V. and Kumari S. C. (1987), ' Impact of advertising on consumer durables markets: A study of Refrigerator consumer', *Indian Journal of Marketing*, vol.18 (1), p .p 21-30.
8. Zeithaml, V.A. (1988), ``Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence'', *Journal of Marketing*, Vol. 52, July, pp. 2-22.
9. Bayus, Barry L. (1990), "The consumer durable replacement buyer", *Journal of Marketing*, Vol. 55 (1), p.p 42-51.
10. Radhakrishanan N. (1990) 'On color TV and Washing Machines', *Business India*, December, p.p 11-24: 90-96.
11. Mujahid-Mukhtar E, Mukhtar H (1991), ' Female participation in household decision-making: an analysis of consumer durables acquisition in Pakistan', *PAKISTAN DEVELOPMENT REVIEW*, Winter,30 (4/2), p.p 953-62
12. Selvarasu A. and Kumar Senthil S. (1991), "Brand Promotion: A case of Air Conditioner.", *Indian Journal of Marketing*, Vol.15, (sept.1991), pp.18-23.
13. Zahorik, A.J. and Rust, R.T. (1992), ``Modeling the impact of service quality on profitability: a review'', *Advances in Services Marketing*, Vol. 1, pp. 247-76.
14. Ranganatham M. and Shanthi R. "Brand image among Refrigerators," *Indian Journal of Marketing*, Vol. 25, No.7, (March 1995), pp.7-12.
15. Arora Renu (1995), 'Consumerism in India & abroad: a perspective', *Indian journal of marketing*, vol. 24,p.p 22-25.
16. Schiffman, Leon G. and Kanuk, Leslie L. (1995), ' Consumer Behaviour (6/e)', New Delhi: Prentice Hall of India, p.p 7.
17. Venkateswara M. and Reddy, Dasarapharmi, B (1997), ' Marketing of TV. sets – A study of external and internal influence on consumer behaviour', *Indian Journal of Marketing*, Vol. 27 (8), p.p 20-24.
18. Venkateswara M. and Reddy, Dasarapharmi, B (1997), ' Marketing of TV. sets – A study of external and internal influence on consumer behaviour', *Indian Journal of Marketing*, Vol. 27 (8), p.p 20-24.
19. Sadar Santosh and Dhawlen Ninand, "Slogans – If Influence on Consumer Buying Behaviour," *Indian Journal of Marketing*, Vol. 28, No.8, (Dec.1997), pp. 15-21.

20. Sontaki (1999), 'Marketing Management - In the Indian background (1/e)', New Delhi: Kalyani Publishers, p.p 209.
21. Jain, Sanjay K. & Sharma Kavita (2000),' Product related antecedents of consumer involvement: An empirical investigation', Vikalpa, vol. 25 (1):p.p 29-38.
22. Gupta, soma sen and Verma, D.P.S (2000),' We, not me who will buy!', Indian Management, vol.39 (5), p.p 61 - 65.
23. SRI - IMRB (2000),' Consumer rise to brand culture', *The Economic Times*, p.p 16.
24. Chunawalla, S. A.(2000), 'Commentary on Consumer Behaviour (M/e)', New Delhi: Himalaya Publishing House, p.p 1&6
25. Kim, J-O., Forsythe, S., Gu, Q. and Moon, S. J.(2002), Cross-cultural consumer values, needs and purchase behavior, *Journal of Consumer Marketing*, Vol. 19 (6), pp 481-50
26. Moneesha Pachauri, Nottingham University Business School, Jubilee Campus, Wollaton Road, Nottingham, *The Marketing Review*, 2002, 2, 319-355, ISSN 1472-1384/2002/0300319.
27. Williams, T. G. (2002), Social class influences on purchase evaluation criteria, *Journal of Consumer Marketing*, Vol.19. (3), pp 249-276.
28. http://www.researchandmarkets.com/research/bd4b3f/consumer_behavior. Accessed on 6.5.2010.
29. Todd Wilson, Monthly Labor Review, March 2003 <http://www.bls.gov/opub/ted/2003/apr/wk2/art02.htm> Accessed on April /ted/30015, 2010).
30. Kotler, Philip, Keller, Kevin Lane, Koshy, Abraham and Jha, Mithileshwar(2007), *Marketing Management – A south Asian perspective (12/e)*, New Delhi.