

A Study on the Product Performance of Television Brands: In the Metropolitan City of Kolkata and Its Suburbs

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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 observe and study how the various factors influence the formation of actual performance of television buyers in the metropolitan city of Kolkata and its suburbs.

Keywords:

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I. 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.

II. 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 beliefs or predictions about a product's expected performance, and reflect "anticipated performance" or "what performance will (probably) be" (Churchill & Supernant, 1982; Miller 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).

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 & Erasmus, 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.

Satisfaction / Dissatisfaction

Consumer behaviour researchers have proposed that satisfaction/dissatisfaction depends not on the absolute level of performance of various attributes, but rather on how the actual performance compares with the expected performance (Sheth, Mittal & Newman, 1999: 549). Post consumption consumer satisfaction/dissatisfaction (CS/CD) can be theoretically described as the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product as perceived after its consumption (Day, 1984; Tse & Wilton, 1988).Differently stated, consumer satisfaction/ dissatisfaction (CS/D) is conceptualised as a positive/negative feeling(emotion), in response to, or following, a specific consumption experience (Woodruff et al., 1983; Day, 1984; Westbrook, 1987; Swan & Oliver, 1989; Blodgett & Granbois, 1992; Erasmus & Donoghue, 1998, Brijball, 2000). Favourably 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 (Westbrook & Oliver, 1981; Woodruff et al., 1983).

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 (Westbrook & Oliver, 1981). 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 (Bearden & Teel, 1983; Morganosky & Buckley, 1987; Oliver, 1987; Loudon & Della Bitta1993; 581; Somasundaram, 1993; Chjen-Ya et al., 1999; Brijball, 2000).

III. Statement of the Problem

Product performance can be viewed as forming an experience based on the actual use of the products. The perception of actual performance may also be influenced by a number of factors. One way of viewing the formation of 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. But we do not have adequate information regarding how these factors influence the formation of beliefs regarding product performance in case of 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 very high experience of product performance? All these questions need to be investigated through proper research.

IV. Objectives of the Study

- To observe and study how the various factors influence the formation of actual performance perception of the brand in the context of television purchase.
- To assess the perception of actual performance of the brand based on the 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.
- Time duration for this study is limited for nine months from July'2017 to March2018,
- The study does not include comparison between two television brands.

V. 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.

VI. 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..

VII. 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.

VIII. Data Analysis and Interpretation

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

Factors Influencing Actual Performance

Around 70% of the customers think that durability of the product is important in determining the performance of the product.

Durability of product

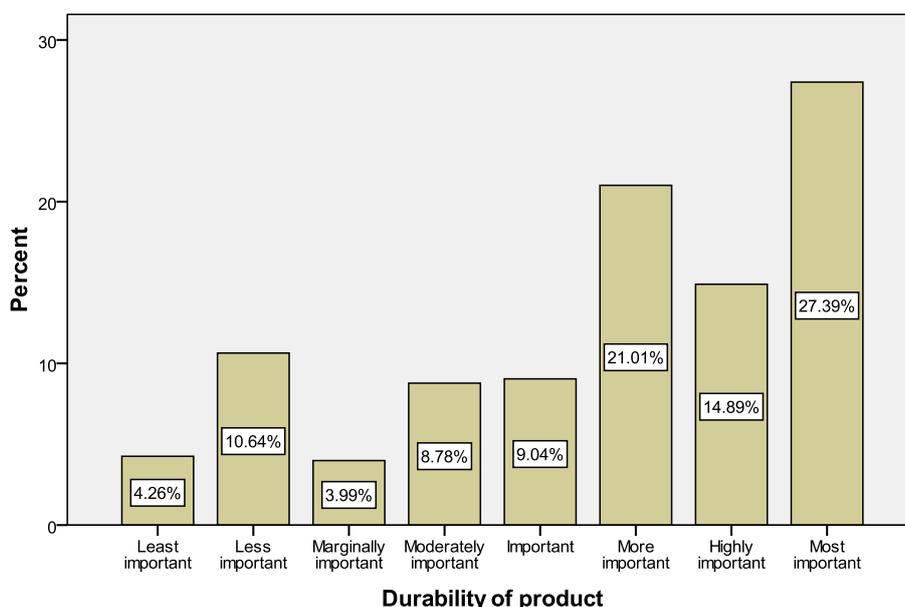


Figure-I

Durability of product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	16	2.4	4.3	4.3
	Less important	40	5.9	10.6	14.9
	Marginally important	15	2.2	4.0	18.9
	Moderately important	33	4.9	8.8	27.7
	Important	34	5.0	9.0	36.7
	More important	79	11.6	21.0	57.7

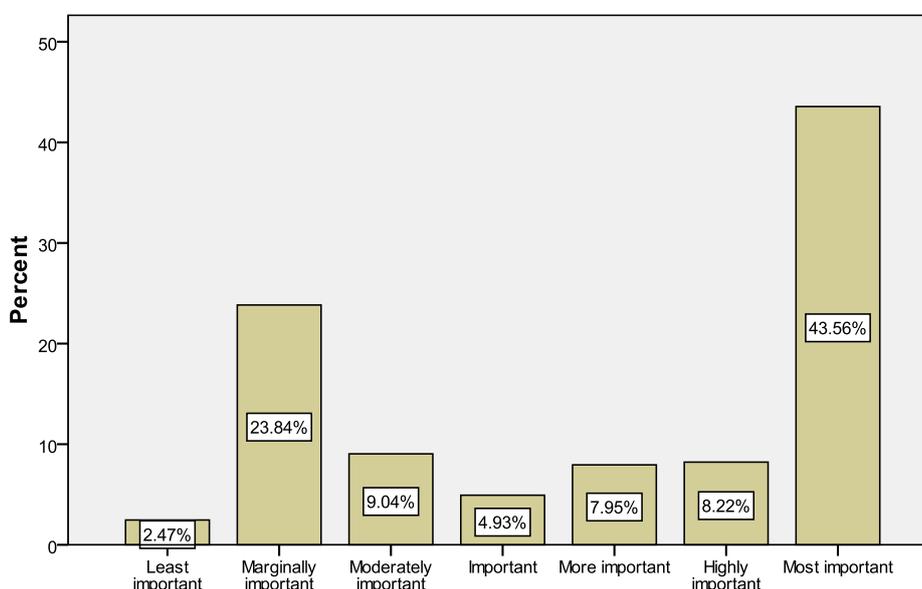
	Highly important	56	8.2	14.9	72.6
	Most important	103	15.2	27.4	100.0
	Total	376	55.4	100.0	
Missing	System	303	44.6		
Total		679	100.0		

Table-I

Picture Clarity

Around 64% of the customers think that picture clarity of the product is important in determining the performance of the product.

Picture clarity



Picture clarity

Figure-II

Picture clarity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	9	1.3	2.5	2.5
	Marginally important	87	12.8	23.8	26.3
	Moderately important	33	4.9	9.0	35.3
	Important	18	2.7	4.9	40.3
	More important	29	4.3	7.9	48.2
	Highly important	30	4.4	8.2	56.4
	Most important	159	23.4	43.6	100.0
	Total	365	53.8	100.0	
Missing	System	314	46.2		
Total		679	100.0		

Table-II

Sound Clarity

Around 80% of the customers think that sound clarity of the product is important in determining the performance of the product.

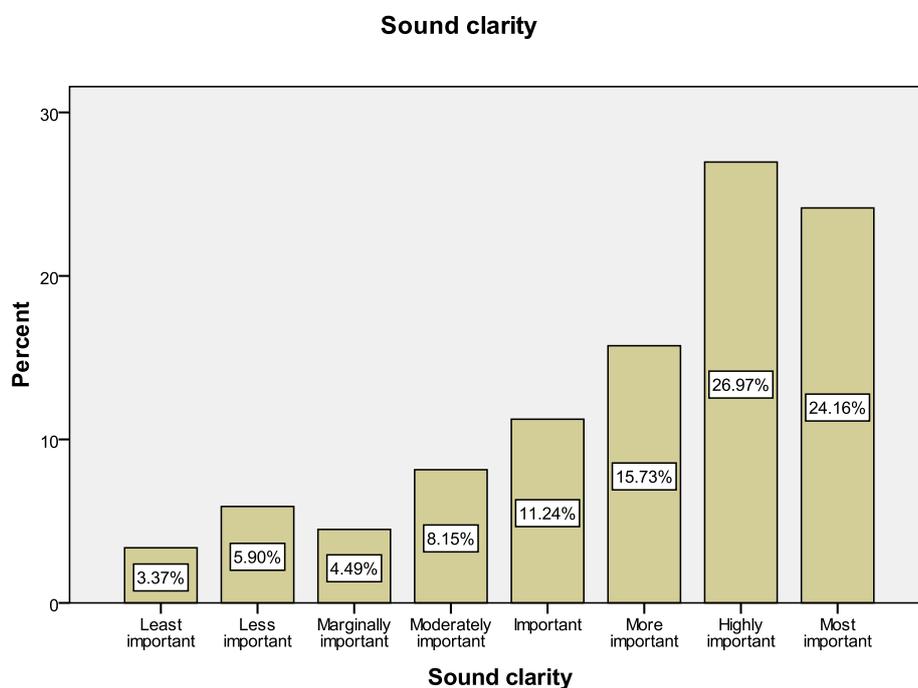


Figure-III

Sound clarity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	12	1.8	3.4	3.4
	Less important	21	3.1	5.9	9.3
	Marginally important	16	2.4	4.5	13.8
	Moderately important	29	4.3	8.1	21.9
	Important	40	5.9	11.2	33.1
	More important	56	8.2	15.7	48.9
	Highly important	96	14.1	27.0	75.8
	Most important	86	12.7	24.2	100.0
	Total	356	52.4	100.0	
Missing	System	323	47.6		

Table-III

After Sales Service

Around 85% of the customers think that after sales service of the product is important in determining the performance of the product.

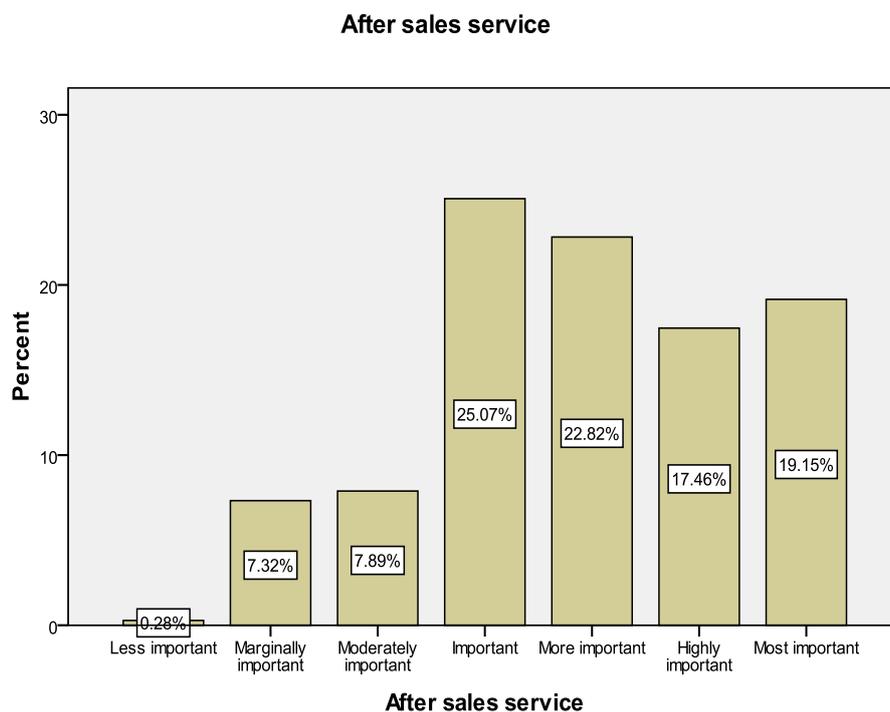


Figure-IV

After sales service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less important	1	.1	.3	.3
	Marginally important	26	3.8	7.3	7.6
	Moderately important	28	4.1	7.9	15.5
	Important	89	13.1	25.1	40.6
	More important	81	11.9	22.8	63.4
	Highly important	62	9.1	17.5	80.8
	Most important	68	10.0	19.2	100.0
	Total	355	52.3	100.0	
Missing	System	324	47.7		
Total		679	100.0		

Table-IV

Portability

Around 45% of the customers think that easy portability of the product is important in determining the performance of the product.

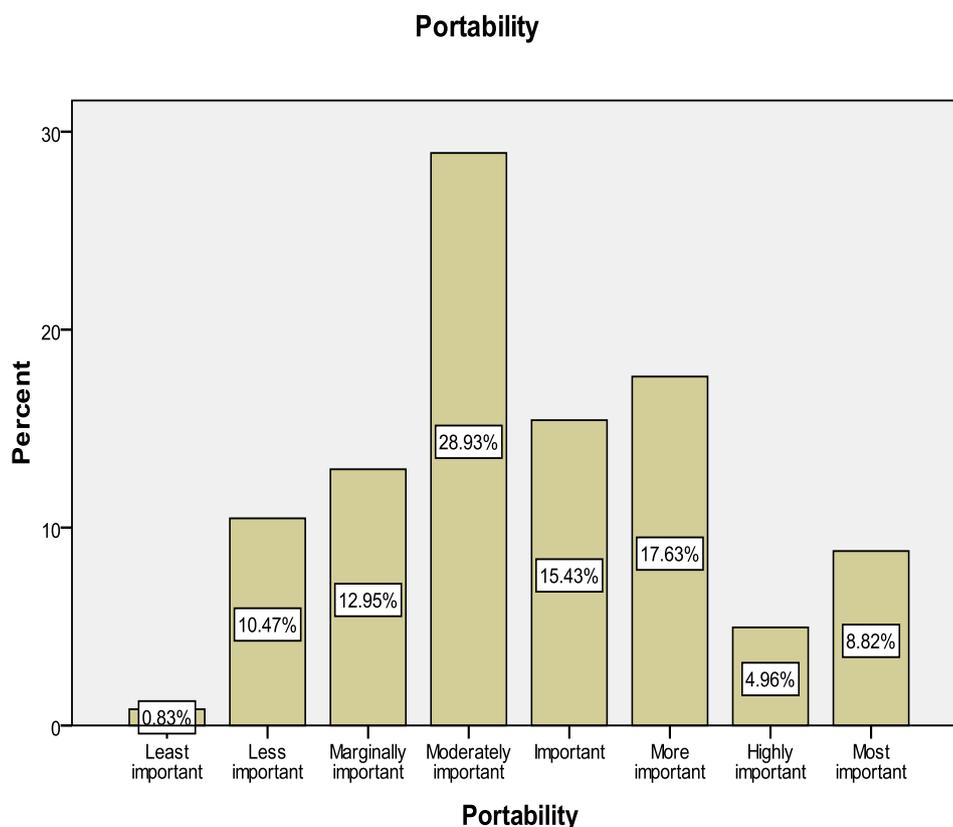


Figure-V

Portability					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	3	.4	.8	.8
	Less important	38	5.6	10.5	11.3
	Marginally important	47	6.9	12.9	24.2
	Moderately important	105	15.5	28.9	53.2
	Important	56	8.2	15.4	68.6
	More important	64	9.4	17.6	86.2
	Highly important	18	2.7	5.0	91.2
	Most important	32	4.7	8.8	100.0
	Total	363	53.5	100.0	
Missing	System	316	46.5		
Total		679	100.0		

Table-V

Better Look

Around 45% of the customers think that better look of the product is important in determining the performance of the product.

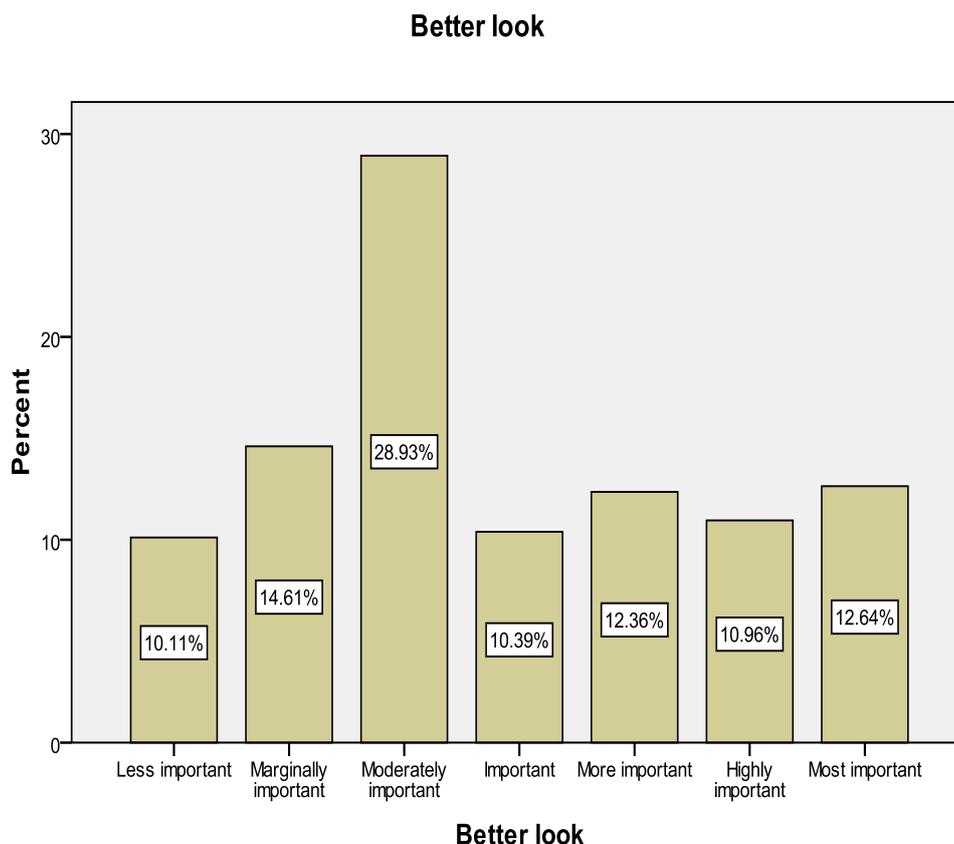


Figure-VI

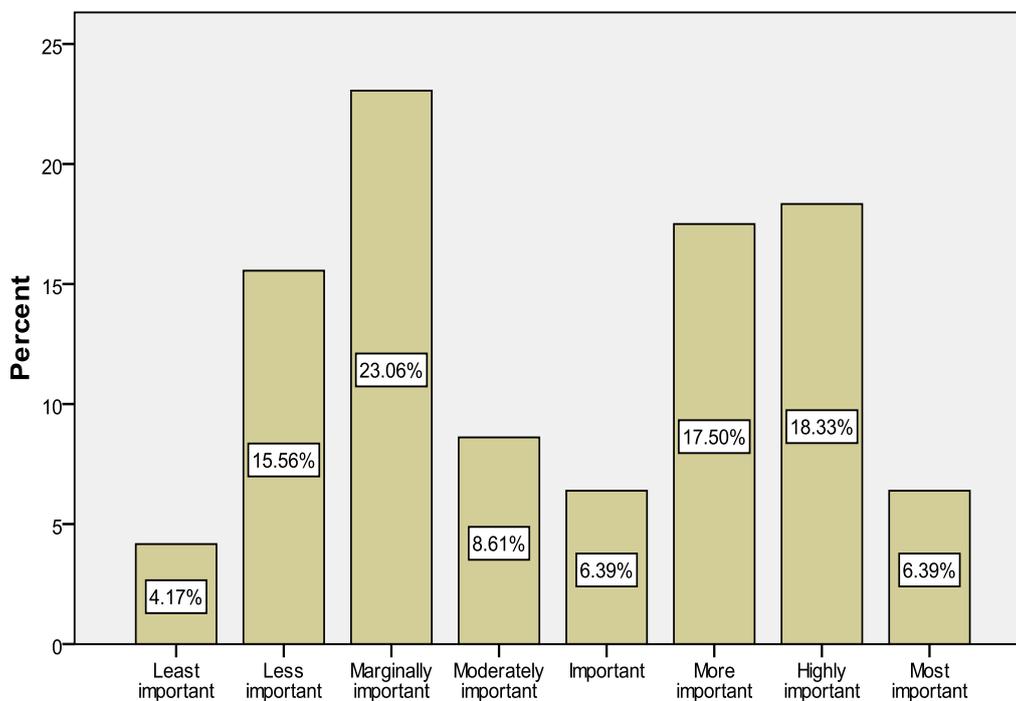
Better look					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less important	36	5.3	10.1	10.1
	Marginally important	52	7.7	14.6	24.7
	Moderately important	103	15.2	28.9	53.7
	Important	37	5.4	10.4	64.0
	More important	44	6.5	12.4	76.4
	Highly important	39	5.7	11.0	87.4
	Most important	45	6.6	12.6	100.0
	Total	356	52.4	100.0	
Missing	System	323	47.6		
Total		679	100.0		

Table-VI

Attractive Cabinet Design

Around 50% of the customers think that attractive cabinet design of the product is important in determining the performance of the product.

Attractive cabinet designs



Attractive cabinet designs

Figure-VII

Attractive cabinet designs					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	15	2.2	4.2	4.2
	Less important	56	8.2	15.6	19.7
	Marginally important	83	12.2	23.1	42.8
	Moderately important	31	4.6	8.6	51.4
	Important	23	3.4	6.4	57.8
	More important	63	9.3	17.5	75.3
	Highly important	66	9.7	18.3	93.6
	Most important	23	3.4	6.4	100.0
	Total	360	53.0	100.0	
Missing	System	319	47.0		
Total		679	100.0		

Table-VII

Number of Speakers

Around 37% of the customers think that more number of speakers of the product is important in determining the performance of the product.

More no of speakers

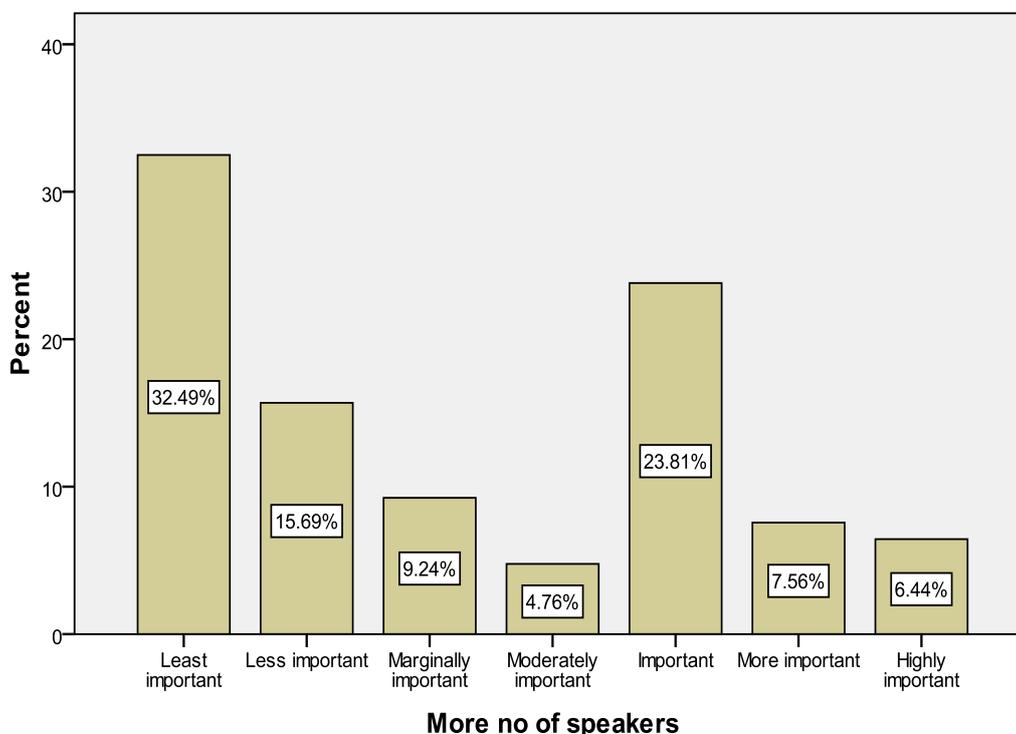


Figure-VIII

More no of speakers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	79	11.6	19.5	19.5
	Less less important	83	12.2	20.5	40.0
	Less important	27	4.0	6.7	46.7
	Marginally important	55	8.1	13.6	60.2
	Moderately important	39	5.7	9.6	69.9
	Relatively important	38	5.6	9.4	79.3
	Important	33	4.9	8.1	87.4
	More important	50	7.4	12.3	99.8
	Highly important	1	.1	.2	100.0
	Total	405	59.6	100.0	
Missing	System	274	40.4		
Total		679	100.0		

Table-VIII

Actual Impression

For 4% of the total customers, actual performance of the product is good.

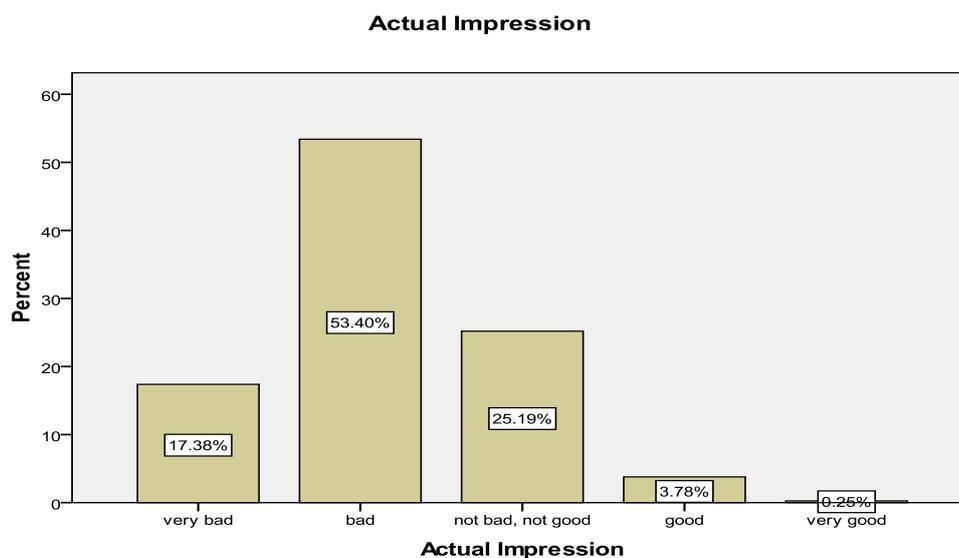


Figure-IX

Actual Impression					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very bad	69	10.2	17.4	17.4
	bad	212	31.2	53.4	70.8
	not bad, not good	100	14.7	25.2	96.0
	good	15	2.2	3.8	99.7
	very good	1	.1	.3	100.0
	Total	397	58.5	100.0	
Missing	System	282	41.5		
Total		679	100.0		

Table-IX

IX. Summary of Findings, Suggestions and Conclusion

FINDINGS

- Majority of the respondents feel that product performance depend on factors like durability, picture clarity, sound clarity, after sales service, portability of the product.
- For majority of the respondents, product performance does not depend on factors like better look of the product, attractive cabinet design and more no. of speakers.
- For only 4% of the respondents, product experience after purchasing is good.

.SUGGESTIONS

- The Television manufacturing companies should produce high quality products to keep up the high brand expectations of the customers with the actual product performance.
- They should give more importance to various product features like durability, picture clarity, sound clarity, after sales service, portability of the product since they influence significantly on the actual performance of the product.
- For only 4% of the customers, actual usage experience of television is good.
- So, the television making companies should try to improve the various product attributes so as to improve the poor usage experience, found out from the study.

X. 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. It is found out from the study that actual usage experience or product performance in respect of television purchasing is very poor. So, the television making companies should give more importance to attributes related to the product so that customers get more 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 degree of satisfaction/dissatisfaction level of the television buyers by comparing the actual product performance vis-a-vis the customers' expectation of the product so as to validate the theoretical proposition of Expectancy Disconfirmation Model. This research will throw light on the satisfaction/dissatisfaction paradigm of the television buyers and help significantly the television companies to finalize their business strategies to live up to the buyers' expectations.

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