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Urban Indian TV Brand Preferences: An Analysis

Dr. Jyoti Pradhan[1], Dr. Shilu Varghese[2], Ms. Sridevi M[3], Ms. Sudeepta Raha[4]

[1]Asst. Professor, Department of Management, Christ Academy Institute for Advanced Studies, Bangalore-560083
Email ID: jyothip@caias.in

[2]Asst. Professor, Department of Management, Christ Academy Institute for Advanced Studies, Bangalore-560083
Email ID: shiluv@caias.in

[3]Asst. Professor, Department of Management, Christ Academy Institute for Advanced Studies, Bangalore-560083
Email ID: sridevi.m@caias.in

[4]Asst. Professor, Department of Management, Christ Academy Institute for Advanced Studies, Bangalore-560083
Email ID: sudeepta@caias.in

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ABSTRACT
Television, as a product, is getting the status of essential commodity across the world inviting complexities and uncertainties for the marketers. The main objective of this research is to identify and analyze the factors that leads to brand preference of a Television and which among them influences purchase decision. Knowledge on customer preference is important in order to learn more about customer needs to reduce the gap between technology and needs. The findings of the study are based on the primary survey of 200 users of different brands of Televisions, conducted in Bangalore city. It is found that top five most preferred brands of Televisions are LG, Sony, Vu TV, Samsung and Panasonic. This research also finds that consumer's preference on buying Television is mostly affected by the factors, such as, 'Market offerings', 'Product dimensions', 'Brand value', and 'Adaptability' which means a favorable change in these factors may lead to brand preference of the customers for Televisions. From the result obtained, it is recommended that Television brands should focus in designing a better market offering and focus on product dimensions to attract brand preference and create loyal customers.

Keywords: *Consumer behavior, Brand preference, Television, Factor analysis*.

1. INTRODUCTION

Television (TV) was first introduced in India on September 15, 1959, with support from UNESCO. For the first 17 years, broadcasts were in black and white until the government introduced color television during the 1982 Asian Games, which India hosted. Over time, the government eased restrictions, allowing the television industry to expand. The mid-1990s saw a significant shift with the rise of cable TV, revolutionizing home entertainment. Since then, the industry has experienced substantial growth, making India the second-largest TV market globally after China.

According to the Broadcast India 2018 Survey by the Broadcast Audience Research Council (BARC) India, out of 298 million households in the country, approximately 197 million own a television. These homes access content through cable TV, DTH, HITS, IPTV, and Doordarshan's terrestrial network. This leaves an untapped market of around 100 million homes. Pay-TV penetration in India has grown significantly, rising from 32% in 2001 to 66% in 2018. Overall, TV penetration increased from 64% in 2016 to 66% in 2018, with Bihar (24%) and Jharkhand (21%) experiencing the highest growth in TV households, driven by nationwide electrification efforts. Additionally, the average daily TV viewing time per person increased by 3%, reaching 3 hours and 46 minutes ("Television Industry in India", 2020).

Over the past decade, India's color television industry has undergone significant transformation due to liberalization and globalization, making the market highly competitive and consumer-driven. With numerous brands and alternatives available, buyers often struggle to make a purchase decision. Consequently, manufacturers are now compelled to act as price takers rather than price makers. In such a competitive environment, companies must conduct timely research to understand and adapt to evolving customer preferences to sustain their market presence (Basariya and Ahmed, 2018).

Organizations are constantly encountering evolving dynamics in every aspect of their operating environment (Bettis)

& Hitt, 1995). Complex competitive status, vulnerable demand forecast, varying consumer preference, existence of too many brands, changing attitude of channel intermediaries, shortening of the product lifecycle, (Hammer, 1997) are making marketing decisions extremely difficult and risky. This makes inevitable to conduct multidimensional analysis in a particular field.

The television industry is experiencing similar trends. As televisions increasingly become an essential commodity, the market faces growing complexities and uncertainties. Industrialization, infrastructure expansion, and the rise of entertainment sectors are creating significant opportunities for further growth. Additionally, social advancements, along with the emergence of an affluent upper-middle class with higher purchasing power, have added new layers of challenges and unpredictability to the industry.

In marketing literature, brand preference refers to the desirability or selection of one option over another. Preferences are primarily behavioral tendencies (Zajonc and Markus, 1982). A consumer's preference for a product is shaped by the accompanying brand services. Under normal circumstances, when options are limited, a consumer may make a purchase without thoroughly considering their needs and desires. However, when multiple brands of a similar product are available with comparable quality, performance, and appearance, factors such as price, quality, design, discounts, durability, prior advertising exposure, and retailer recommendations influence the consumer's preference for one brand over another (Das, Mohanty, & Shill, 2008).

Given the increasing significance and expansion of the market (Porter, 1980), a study is proposed to examine the factors influencing brand preference for televisions. With this in mind, analyzing the TV market and the key factors shaping brand preference in urban areas presents an ideal opportunity for strategic evaluation. A total of **fourteen variables** have been identified and reduced to **four** through the use of factor analysis. These three factors influence the brand preference of customers in TV market. In addition to this, a rank order of top fifteen brands in India, as given by Sharma (2019) was calculated to find preference of the people in Bangalore city. The method as used here can be easily replicated for other products and locations in consumer durable industry

1.1 Indian TV Market

Television industry in India is estimated to have reached Rs. 660 billion (US$10.19 billion) in 2017 and projected to reach Rs. 862 billion (US$13.31billion) in 2020. Number of TV households and viewers in India reached 197 million and 835 million, respectively in 2018. Growth in the market is based on booming e-commerce industry, rising disposable income, rising demand from increasing number of independent households as well as commercial and hospitality sectors. Though the penetration levels of Televisions in India (66%) is much lower than countries like China (99%) and global average (90%), it is no longer an urban phenomenon in India, with the entry of Television in more than 99 million homes in rural India. The penetration in major urban areas is given below in Figure 1. It is evident from the figure that Bangalore has least penetration compared to other major urban areas in India, throwing a great potential for the Television marketers.

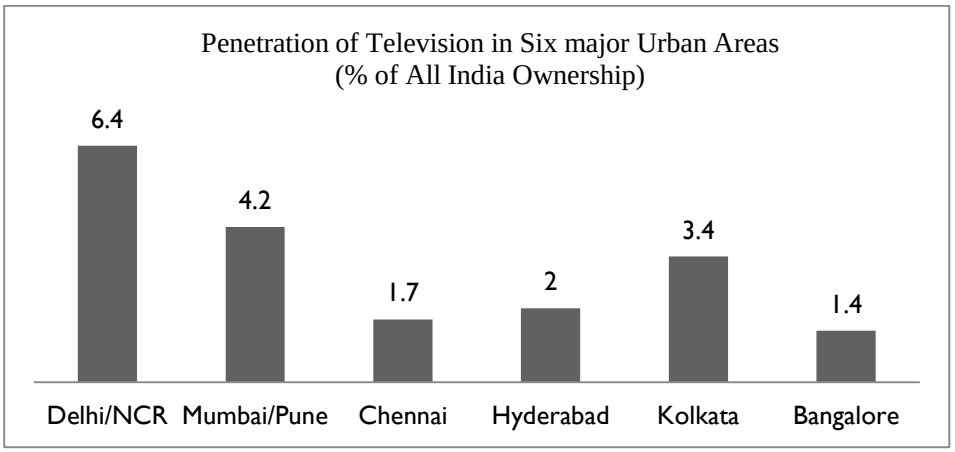

Figure 3: Penetration of Television in six major urban areas

(Source: NFHS Unit-level Data, Mint Research)

1.1.1 Types of TVs

In recent decades, rapid technological advancements have significantly transformed our relationship with television, moving far beyond the cathode-ray tube models of the past. The Indian television market now offers a wide range of display technologies, each catering to a distinct group of consumers. Below is an updated classification of the various types of televisions available in India.

1.1.1.1. LED (Light Emitting Diode) TVs

They use light-emitting diodes for backlighting, making them thinner and more energy-efficient than traditional LCD TVs. These models also offer enhanced brightness and contrast levels (Gadgets360, 2024).

1.1.1.2. These are the Organic Light Emitting Diode (OLED) TVs

This technology enables OLED TVs to feature self-lit pixels that independently turn on and off, delivering true blacks and optimal contrast. They also offer a wider viewing angle, making them ideal for broader viewing perspectives (Digit, 2024).

1.1.1.3. Quantum Dot Light Emitting Diode (QLED) TVs

QLED technology utilizes quantum dots to enhance color and brightness, making it well-suited for well-lit environments. These TVs typically include HDR support for superior image quality (Inventiva, 2025).

1.1.1.4. MicroLED TVs

Like OLED, MicroLED technology features self-emitting pixels but offers greater durability and brightness. One example of a MicroLED TV available in India is Samsung's "The Wall" (TechEcho Labs, 2025).

1.1.1.5. Smart TVs

Smart TVs come equipped with voice assistants, internet connectivity, and built-in streaming services such as Netflix and YouTube. In India, companies like Xiaomi and Sony offer Android-based smart TVs (Digit, 2024).

1.1.1.6. TVs with 8K resolution

Featuring an ultra-high resolution of 7680 × 4320 pixels, 8K TVs deliver exceptional clarity. Samsung and LG were among the first to introduce 8K TVs to the Indian market (Inventiva, 2025).

1.1.1.7. Wireless Connectivity TVs

The newest advancement in television technology includes wireless TVs, eliminating the need for HDMI cables. LG launched a wireless OLED TV that utilizes a Zero Connect Box to transmit video and audio signals (Tom's Guide, 2025).

1.1.2 Major Players in Indian TV industry

Samsung and LG dominate the television market, holding half of the total market share (see Fig. 2). Other key players in the Indian television industry include Sony India Private Limited, Xiaomi (Mi), Panasonic India Private Limited, Intex Technologies (India) Limited, Videocon Industries Ltd., Micromax Informatics Limited, BPL Limited, MIRC Electronics Limited (with Onida as its leading brand), and Vu Technologies Private Limited ("India Television Market," 2018).

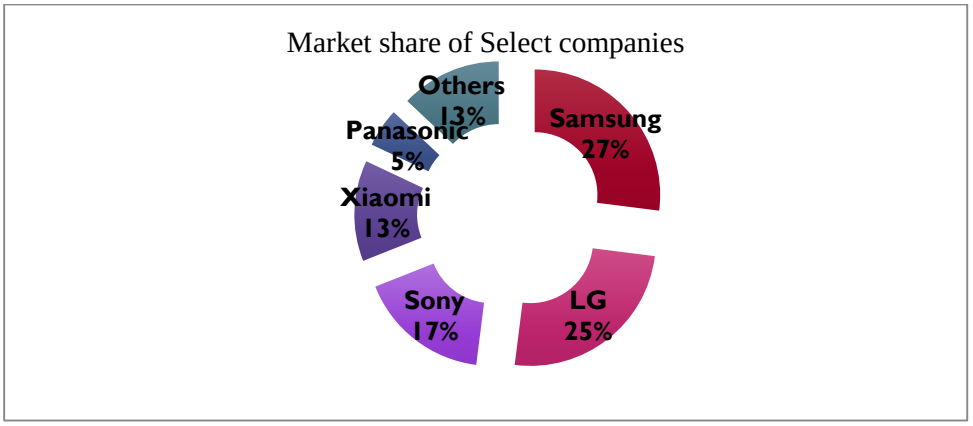

Figure 4: Television market shares of select brands

(Source: JP Morgan, TechNavio, Spark Capital estimates, E&Y analysis

2. OBJECTIVES OF THE STUDY

- To critically analyze the Television industry, its trends, market share, growth in India.
- To know the brand preference of the customers purchasing Television in Bangalore city.
- To examine the factors influencing brand preference of a Television in Bangalore city.

3. SCOPE AND LIMITATIONS OF THE STUDY

This study aims to identify key factors influencing brand preference for televisions in Bangalore, Karnataka, India. The research focuses solely on televisions, considering fifteen brands to establish a rank order. While consumer behavior has

multiple dimensions, this study specifically examines individual brand preference for televisions. Certain limitations have been noted, including the use of a non-probability sampling technique, a small sample size that may not guarantee representative or definitive findings, and the need for a more comprehensive analysis to draw stronger conclusions.

4. RESEARCH DESIGN

The research design selected for this study is descriptive in nature. The survey for descriptive study was undertaken during January-March, 2024 in the Bangalore city.

4.1 Sampling Design

A non-probability convenience sampling method was used. A sample of 50, each from four quadrants of the research area was selected, i.e., Bangalore North, South, East and West, constituting a sample size of 200. Even though the sample size is small in comparison to the population, sufficient efforts are made in order to make the sample represent the whole population. The sample included is therefore, from different locations, gender, age group, education, occupation, and income.

4.2 Data collection

The primary data was collected using a structured questionnaire from the Television users, mostly the heads of the households in Bangalore city. The questionnaire on preference rating of selected brands and all fourteen influencing factors related to brand preference of TV was constructed on 5-point Likert scale (see Table - 3). The questionnaire was pre-tested on a set of 30 respondents to assess its validity and reliability.

4.3 Tools and Techniques of Data Analysis

The collected data was analyzed thorough descriptive and inferential statistics, using Tabulation, rank order and factor analysis. Factor analysis is a general name denoting a class of procedures used for data-reduction and summarizing. It is a multivariate technique and is employed in the present study for the purpose of data reduction. The Principal Component Method is considered appropriate, as the primary purpose is to determine the minimum number of factors that would account for the maximum variance in the data collected. For this reason, the results of the factor analysis using Principal Component Method was found out. From the data only factors were extracted with Eigen values greater than 1 and others were ignored. By comparing the Varimax Rotated Factor Matrix with Un-rotated Factor Matrix component matrix was obtained, rotation provides simplicity and enhanced interpretability. From the rotated factor matrix in the Table-8, four factors have been extracted and listed in Table-10. The SPSS (Version 20.0) software was used to execute the analysis process.

5. DATA ANALYSIS AND INTERPRETATION

Table 1 TV Brand Usage of the Respondents

Sl. No.	TV Brands	Frequency (N)	Percentage (%)
1.	Samsung	30	15
2.	Sony	25	12.5
3.	LG	24	12
4.	Videocon	16	8
5.	Onida	13	6.5
6.	Sansui	12	6
7.	Philips	11	5.5
8.	Panasonic	10	5
9.	Micromax	10	5
10.	BPL	9	4.5
11.	Mi	8	4
12.	Vu TV	7	3.5
13.	TCL	4	2
14.	Toshiba	4	2
15.	Haier	4	2

16.	Hisense	3	1.5
17.	Others	10	5
Total		200	100.0

Source: Primary data

From the Table 2 it is evident that maximum respondent used Samsung Television (15%), followed by Sony (12.5%) and LG (12%). It is to be noted that only 5% of the respondents use other brands such as, Weston, Oscar, National, Intec, Intex, etc.

Table 2 Rank Order of Select TV Brands

Sl. No.	Brand	Excellent (1)	Good (2)	Average (3)	Poor (4)	Very Poor (5)	Total Scores	Ranks
	Sony	105	87	8	0	0	303	2
	Samsung	96	84	20	0	0	324	4
	LG	104	96	0	0	0	296	1
	Videocon	33	74	80	13	0	473	12
	Onida	52	75	60	12	0	430	10
	Panasonic	98	84	11	7	0	327	5
	Vu TV	94	95	8	3	0	320	3
	Sansui	20	84	72	24	0	500	14
	Philips	68	120	12	0	0	344	6
	BPL	32	60	96	12	0	488	13
	Haier	29	88	65	18	0	472	11
	Micromax	31	59	83	27	0	506	15
	Mi TV	76	84	38	0	2	368	7
	TCL TV	62	92	44	2	0	386	8
	Hisense	70	83	40	4	3	387	9

Source: Primary data

The findings of the factor analysis are discussed below and are instrumental in gaining an insight into the various factors influencing brand preference for Television (Table 3). In order to find out the key factors which affect the brand preference vis-à-vis purchase behaviour for Television, Principal component analysis was performed and the results are shown in various Tables below.

For factor analysis to be appropriate, the variables must be correlated. If the correlations between all the variables are small, factor analysis may not be appropriate. Bartlett's test of sphericity can be used to test the hypothesis given below. The chi square statistics 3263.698 with 91 degrees of freedom is significant at the 0.05 level. So, the null hypothesis, attributes influencing brand preference are uncorrelated in the population is rejected. Another important statistic, Kaiser-Meyer-Olkin Measure of Sampling Adequacy is not appropriate if it has small value (<0.5). The calculated value of KMO statistic (.769) is also large (0.769). Thus, factor analysis may be considered appropriate for analyzing the data which is evident from Table 4.

H_0: Attributes influencing brand preference are uncorrelated in the population

H_1: Attributes influencing brand preference are correlated in the population

Communalities indicate the extent to which the extracted factors explain the variance in the variables. Analyzing communalities (Table 5) reveals that the factor loading for ease of operation (X9) is relatively low, accounting for 54.6% of the total variance. However, the remaining thirteen attributes are well explained, as reflected in their high factor loadings, all above 0.6. Notably, attributes such as sales promotion (X8), after-sales services (X3), technology (X7), advertisement (X14),

price (X1), and special attachments (X6) have factor loadings of 97.4%, 91.2%, 91.1%, 90.8%, 90.4%, and 90.3%, respectively.

Table 6 presents the extraction statistics and the number of factors to be identified in the next stage. Using an initial Eigenvalue cutoff of 1.00, four factors were extracted. The factor loading pattern and variance percentages for each factor were determined using the 'Orthogonal Varimax Rotation' method. The first factor accounted for 36.811% of the variance, compared to 30.737% in the rotated matrix.

To supplement the analysis, *Scree Plot*, a graph of the eigenvalues against all the factors was constructed for determining the number of factors to be retained. The plot has a distinct break between the steep slope of factors with large eigenvalues and gradually flattens with rest of factors. The same can be visualized from the Figure 3 where the curve begins to flatten between the factors 4 and 5. Moreover, Factor 5 has an eigenvalue of less than 1 (Table 6). Hence only four factors were retained.

Tables 7 and 8 organize the data by grouping the four extracted factors. The factor solution was derived using 'Principal Component Analysis' with 'Orthogonal Varimax Rotation' applied to the fourteen variables selected for the study. The purpose of rotation is to minimize the number of factors with high loadings for each variable, making interpretation easier without altering the underlying data.

As shown in Table 8, Factor 1 (F1) includes four significant loadings, while Factor 2 (F2) consists of five variables, Factor 3 (F3) contains three, and Factor 4 (F4) comprises two. These factors can serve as variables for further analysis. The four extracted factors are labeled as *Market Offerings*, *Product Dimensions*, *Brand Value*, and *Adaptability* (Table 10). These factors not only highlight the key attributes associated with televisions but also indicate their relative importance to consumers.

Table 9 presents the coefficients used to compute the principal components, showing the correlation between the four factors and their respective variables.

Table 3 Descriptive Statistics

Variable	Attributes	N	Mean
X_1	Price	200	2.3800
X_2	Brand name	200	2.0200
X_3	After sales service	200	1.9200
X_4	Picture quality	200	1.6600
X_5	Sound quality	200	1.5200
X_6	Special attachment	200	1.4400
X_7	Technology	200	1.5200
X_8	Sales Promotions (Schemes)	200	2.3000
X_9	Ease of operation	200	1.9000
X_{10}	Warranty period	200	2.0800
X_{11}	Durability	200	1.8400
X_{12}	External appearance	200	1.4200
X_{13}	Dealer's recommendation	200	2.4000
X_{14}	Advertisement	200	2.2400

Table 4 KMO and Bartlet's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.769
Bartlett's Test of Sphericity	Approx. Chi-Square	3263.694
	df	91
	Sig.	.000

Table 5 Communalities

Variable	Attribute	Initial	Extraction
X_1	Price	1.000	.904
X_2	Brand Name	1.000	.896
X_3	After Sales Service	1.000	.912
X_4	Picture quality	1.000	.804
X_5	Sound quality	1.000	.856
X_6	Special Attachment	1.000	.903
X_7	Technology	1.000	.911
X_8	Sales Promotions (Scheme)	1.000	.974
X_9	Ease of Operation	1.000	.546
X_{10}	Warranty Period	1.000	.621
X_{11}	Durability	1.000	.898
X_{12}	External appearance	1.000	.822
X_{13}	Dealer's recommendations	1.000	.848
X_{14}	Advertisement	1.000	.908
Extraction Method: Principal Component Analysis.			

Table 6 Total Variance Explained

Comp-onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.154	36.811	36.811	5.154	36.811	36.811	4.303	30.737	30.737
2	4.217	30.125	66.936	4.217	30.125	66.936	3.128	22.339	53.076
3	1.385	9.895	76.831	1.385	9.895	76.831	2.304	16.458	69.534
4	1.047	7.478	84.309	1.047	7.478	84.309	2.068	14.775	84.309
5	.726	5.182	89.491						
6	.472	3.374	92.866						
7	.299	2.138	95.003						
8	.193	1.378	96.381						
9	.152	1.082	97.464						

10	.124	.888	98.352						
11	.085	.605	98.957						
12	.078	.559	99.516						
13	.057	.408	99.924						
14	.011	.076	100.000						
Extraction Method: Principal Component Analysis.									

Table 7 Components Matrix

Attributes	Component			
	F1	F2	F3	F4
Price	-.468	.808	-.034	.173
Brand Name	.630	.403	-.170	-.555
After Sales Service	.658	.391	-.084	-.566
Picture quality	.795	.405	-.091	.022
Sound quality	.808	.293	.271	.211
Special Attachment	.762	.269	.436	.245
Technology	.760	.208	-.491	.220
Sales Promotions (Scheme)	-.447	.871	-.054	.111
Ease of Operation	-.038	.419	.529	-.299
Warranty Period	-.053	.730	-.283	-.073
Durability	.724	.261	-.524	.178
External appearance	.663	.259	.517	.220
Dealer's recommendations	-.442	.799	-.047	.109
Advertisement	-.472	.824	-.081	.017
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

Table 8 Rotated Components Matrix

Attributes	Factor Interpretation Component			
	F1	F2	F3	F4
Price	.944	-.016	-.095	-.049
Brand Name	.041	.214	.902	.188
After Sales Service	.010	.276	.905	.129
Picture quality	.044	.581	.504	.459
Sound quality	-.066	.845	.262	.262
Special Attachment	-.078	.921	.177	.129
Technology	-.058	.331	.333	.829

Sales Promotions (Scheme)	.986	-.019	-.011	-.048
Ease of Operation	.308	.310	.268	-.532
Warranty Period	.169	-.024	.767	-.068
Durability	-.062	.854	.277	.294
External appearance	-.056	.895	.134	.010
Dealer's recommendations	.918	-.034	-.032	-.057
Advertisement	.943	-.100	.041	-.083
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

Table 9 Component Score Coefficient Matrix

	Component			
	1	2	3	4
Price	.233	.045	-.110	.066
Brand Name	-.025	-.163	.535	-.083
After Sales Service	-.036	-.127	.534	-.133
Picture quality	.030	.095	.098	.135
Sound quality	.008	.314	-.098	.013
Special Attachment	.001	.390	-.150	-.068
Technology	.040	-.029	-.023	.437
Sales Promotions (Scheme)	.238	.021	-.053	.053
Ease of Operation	.023	.151	.194	-.420
Warranty Period	.092	-.033	.172	-.015
Durability	.044	.469	-.057	-.035
External appearance	-.001	.404	-.150	-.133
Dealer's recommendations	.222	.019	-.058	.048
Advertisement	.220	-.030	.016	.025
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

Table 10 Factors Influencing the Brand Preference Towards Television

Factor	Factor Labels	Variables included in the Factors
F 1	Market offerings	Price, Sales promotion, Advertising, Dealers recommendations
F 2	Product dimensions	Picture quality, sound quality, durability, Special attachments, external appearance

F 3	Brand value	Brand image, After sales services, Warranty period
F 4	Adaptability	Technology, ease of operation

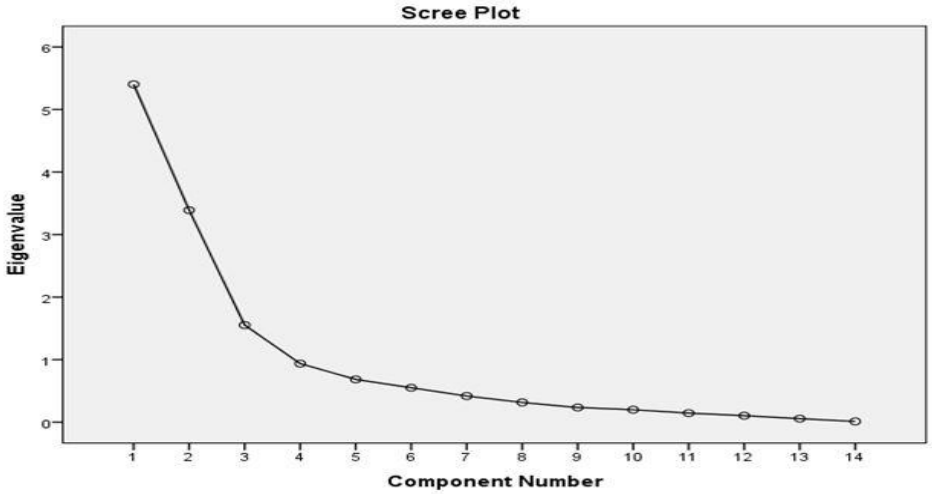

Figure 3: Scree Plot

6. FINDINGS

According to the study (Table 1), top five currently used brands of Television is found to be Samsung (15%), followed by Sony (12.5%), LG (12%), Videocon (8%) and Onida (6.5%).

From the rank order of brand preference (Table 2), it is found that, LG stands first, followed by Sony, Vu TV, Samsung and Panasonic respectively.

Factor analysis reveals that the first extracted factor indicates consumers prefer televisions that offer a reasonable price, attractive sales promotions, compelling advertisements, and dealer recommendations. The lower mean scores for 'Advertisement' and 'Price' (Table 3) suggest that consumers place significant importance on both advertising and pricing when making a purchase decision.

The second extracted factor suggests that while consumers prioritize features such as picture and sound quality, other aspects like external appearance, despite having the lowest mean score (Table 3), also play a role in shaping brand preference for televisions. Interestingly, durability does not seem to be a major concern, likely because consumers assume that televisions inherently have a long lifespan.

The third factor highlights the importance of brand image, after-sales service, and warranty period, with a particular emphasis on an extended warranty, which received the lowest mean score in this category. Additionally, durability, though scoring lower, remains a key consideration for consumers. The fourth factor underscores the significance of a stabilizer and foreign collaboration in television usage, with a strong preference for built-in stabilizers.

The fourth and the last factor indicates that the consumer's preference for the Television depends on the technology it comes with, since it has lower mean score, which is evident from the Table 3.

7. CONCLUSION

The consumer durables market, particularly for televisions, is becoming increasingly competitive. As a result, television manufacturers and marketers must continuously monitor consumer behavior, including current usage patterns, brand preferences, future purchase intentions, and the key factors influencing their interest in televisions. Consumers choose a brand based on the value it offers relative to its price. Strong brand preference not only allows companies to command a premium price but also fosters customer loyalty.

The ranking of brand preferences for televisions in this study provides valuable insights for market players lagging behind. This research can help companies reassess their strategies and focus on key product attributes and other influencing factors to enhance their market share and improve consumer purchase preferences.

The factors that influence the buying decision are commonly related to elements of marketing programmes, demography, socio-cultural and psychological factors. This research finds that the consumer's preference for Television is mostly affected by the factors such as 'market offerings', 'Product dimensions', 'Brand value', and 'Adaptability.'

These findings have significant implications for television manufacturers, marketers, and dealers, providing valuable insights into consumer perceptions and preferences. Televisions have multiple dimensions that require further exploration and understanding. In this context, research like this can serve as a guideline and set a precedent for future studies in the consumer durables market. The factor analysis conducted in this study creates opportunities for further research, helping marketing organizations tailor their products and services to different consumer segments not only in Bangalore but across India

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