ABSTRACT
A seller in showroom does not know that what goes in mind of consumer when the consumer enters the shop to buy TV. Seller has to rely on trial and error basis this research will tell what factor consumer considers so that he comes to a particular shop. Thus he can convert maximum of potential customer into buyers if he knows what exactly triggers the customer decision. The research discloses the factors that influence the purchase decision of customer. Accordingly marketing effort is directed so that it can get maximum potential customer to purchase companies product. Seller or company would get an insight to consumer behavior regarding purchases like what does consumer thinks while purchasing a L.E.D TV?

Objective -
1. To find the Consumer Buying Behavior while purchasing L.E.D Television
2. To identify the factors effecting the purchase decision of consumers
3. To find out the impact of Brand loyalty on consumer buying behavior.

KEY WORDS
Brand loyalty, Consumer, buying behaviour, purchase decision, Television, LED

1. INTRODUCTION
India has a vast middle class population, and with an increasingly economic development the electronic industry has become very dynamic. The industries have seen an increasing growth because of the boom in the real estate. Thus due to the changing trend and due to the increase in income of people they are now turning towards LED televisions for a better experience. There is lot of competition in the market as many companies have introduced LED televisions at almost same prices. The consumer durable industry has seen a drastic change in the life style of the consumer because of the higher disposable income. Thus these companies started to target the consumers through better advertisement. As people have more income in hand thus the companies are trying to attract more and more customers who can purchase their products. They are bringing new innovative products to attract consumers.

“According to the FICCI’s survey on consumer durables industry of India , there is a shift in the consumer preference for higher technology and advance products has become very discernable. The shift has come because of the availability of foreign products in India due to low import duties and new government policies”.

1.1 Main growth drivers for consumer durables are:
1.1.1. Higher Disposable income: - Demand for consumer electronics i.e. (Television) has increased due to an increase in the disposable income of consumers.
1.1.2. Variety of products: Consumers have variety of choice while deciding a product. New type of product helps the company in getting consumers attraction who are looking for new innovative products.
1.1.3. Pricing of products: Consumer durable industry is very sensitive and thus the price is to be kept in a way as maximum consumers get attracted, because for middle and upper range consumers, the brand name and technology is most important.
1.1.4. Financial schemes: Availability of loan with easy policies determines the affordability for a product.
1.1.5. Advertising and Promotion: Sales promotion helps in measuring discounts, exchange offers, which helps the companies in distinguishing themselves from other companies.
1.1.6. Festive season: During a festive season the Demand for LED TVs goes very high. As a result many companies come up with various schemes during festive season.

2. LITERATURE REVIEW
Alan S. Dick, ETAL (1995 ) This paper tells us about the key factors that are there during a purchase such as consumer satisfaction/dissatisfaction complaining behaviour towards “old products, and past experience of product of same Brand”. These are few important factors affecting the consumers buying behaviour towards a product like past
experience and word of mouth. 

Bhardwaj, ETAL (Sep 2008) several players have introduced vast number of features in the current products and new products like LCD TV and Plasma TV so as to aim various segments in the market. Consumers have a huge variety of televisions to choose. The present study is research done on factors influencing the buying behavior of the customers of LCD Televisions of a selected brand. A random sample had been selected from the database and techniques like exploratory factor analysis are used to analyze the data. The main findings tell us that physical features, performance features, promotional features and word of mouth are the main factors which tend to influence the buying decision positively.

Clemenz, ETAL (Oct 2012) this study has tried to find out the impact of brand personality on various dimensions of perceived quality towards durable consumer goods. “Data has been collected in an experimental setting with a strong and a weak brand, as well as a high and a low quality product. As per the study the brand personality traits are linked with consumers.

Hafiz Kashif Iqbal (2013) this paper is to check the affect of brand image and advertisement causing upon the consumer buying behavior on public at Gujranwala city. A sample of 200 questionnaires was used. Findings showed that brand image and advertisement have strong positive influence and significant relationship with Consumer buying behavior. “as per the study the people of this city are more conscious about their status and image in the society.

Kumaravel and Kumaravel (2012) This paper explores the attributes that may have an affection brand equity like the bias on consumer preferences. This paper has tried to imply that there lot of scarcity in studies related to this matter of testing the relation between the consumer purchase decision and the brand image, as they have a vital role while buying a consumer durable.

Poortinga, ETAL (April, 2004) Consumers have becoming more concerned about electrical appliances and features and to issues like environment and health. The existence of these two problems, the existence of new features and the reason that they are very credece attributes. It has created a problem for the analysis to be done for electrical appliances. As on one side, it implies that consumption needs to be included with new variables which can capture effects of these features on consumption.

3. RESEARCH METHODOLOGY
The study has been executed in such a way that it is complete to the maximum extent covering all the aspects and thus arriving at a suitable conclusion to meet the objective of the study. Few recommendations have also been suggested to the retailers, which can help the organizations to penetrate faster into the market.

3.1 OBJECTIVES
- To identify the factors affecting the purchase decision of consumers.
- To find out the impact of Brand loyalty on consumer buying behavior.
- To find the Consumer Buying Behavior while purchasing LED Television.

3.2 DESCRIPTIVE RESEARCH DESIGN
To accomplish the predefined objectives of the research, Descriptive Research Design has been used to collect the required information from the sources and Non-probability sampling technique was employed. The Samples for the current study were taken from the Delhi NCR Region. The sample respondents for the study were 100 Wholesalers/Retailers currently operating in the market. The sampling technique is convenience and the survey technique is personal interview method. A well-structured Questionnaire has been used as sampling instrument. Questionnaires were filled up by conducting a face to face interview.

4. DATA ANALYSIS AND FINDINGS
4.1 To Find out the factors affecting purchase decision, The evaluation of level of satisfaction of various factors through frequency analysis is done.
4.2 Impact of Brand loyalty on consumer buying behavior has been evaluated through repeat buying from same brand portfolio, reference buyer, buyers brand recall.

Do you have any other product of the same brand?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
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<tbody>
<tr>
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INTERPRETATION

From the survey conducted it is found that 68% of the total respondents have other products of the same brand of which they have a television. And the rest 32 % do not have any other products of the brand they are currently using.

When you think of L.E.D Television which brand name strikes to your mind?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
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<tbody>
<tr>
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<td>14</td>
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<td>14.0</td>
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<tr>
<td>Panasonic</td>
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<td>23.0</td>
</tr>
<tr>
<td>Sony</td>
<td>31</td>
<td>31.0</td>
<td>54.0</td>
</tr>
<tr>
<td>Samsung</td>
<td>43</td>
<td>43.0</td>
<td>97.0</td>
</tr>
<tr>
<td>Videocon</td>
<td>3</td>
<td>3.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
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</tbody>
</table>

Preferred Brand

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG</td>
<td>9</td>
<td>9.0</td>
<td>9.0</td>
</tr>
<tr>
<td>Panasonic</td>
<td>5</td>
<td>5.0</td>
<td>14.0</td>
</tr>
<tr>
<td>Sony</td>
<td>37</td>
<td>37.0</td>
<td>51.0</td>
</tr>
<tr>
<td>Samsung</td>
<td>46</td>
<td>46.0</td>
<td>97.0</td>
</tr>
<tr>
<td>Videocon</td>
<td>3</td>
<td>3.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
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</table>
4.3 CROSSTABS AND TESTS

Crosstab of the research is being discussed below:

- Satisfied Customers * Recommendation

**Case Processing Summary**

<table>
<thead>
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<th>Valid</th>
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<th>Total</th>
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<tbody>
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<td></td>
<td>N</td>
<td>Perc</td>
<td>N</td>
<td>Perc</td>
<td>N</td>
</tr>
<tr>
<td>Satisfied Customers * Recommendation</td>
<td>100</td>
<td>100.0%</td>
<td>0</td>
<td>.0%</td>
<td>100</td>
</tr>
</tbody>
</table>

**Satisfied Customers * Recommendation Cross tabulation**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied Customers</td>
<td>62</td>
<td>17</td>
<td>79</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
<td>38</td>
<td>100</td>
</tr>
</tbody>
</table>

**INTERPRETATION**

From the above table it is shown that 66 respondents out of the total satisfied respondents (79) with their current brand of television would like to purchase a L.E.D television of the same brand they are currently using and 21 respondents who are not satisfied do not want to purchase a L.E.D television of the brand which they are currently using.

**5 CONCLUSIONS AND RECOMMENDATION**

Brand loyalty has certain components through which it is affected. They are:-

- Experience
- Learning
- Motivation
- Brand Preference

After doing the analysis from the data collected it can be concluded that buying behavior of customers is strongly affected by the past experience with a certain brand and that helps them to decide whether to go for that brand again or not. i.e. if the experience is good with the existing brand then they are will to buy a L.E.D TV of the same brand and vice versa. Thus the Brand loyalty is very much affected by good or bad experience of the consumer with the brand of TV they have already used. The consumers having good experience get motivated to buy other Television of the same brand and thus it make them Loyal to that brand.

In the above case Samsung is the most preferred Brand as majority of the customers who have used Samsung are satisfied with the product and are willing to purchase product of same brand.

Those who are loyal to a certain brand also impact their circle through word of mouth as they recommend the same brand to others based on their experience.

The consumer buying behavior towards a L.E.D is depended on few major factors Like:-

- Performance
- Design
- Picture Quality
- Sound Quality

These are the factors/attributes about which the customers are more concerned and they want most in a L.E.D Television. And as per the survey majority of respondents with 62% do not mind in paying extra price for the Brand they prefer till it gives the features they expect from that Brand. Thus price is not a strong factor which affects the Brand Loyalty of the consumer in case of A L.E.D Television. The Customer Preference is also not much affected by the advertisement or the celebrity who is endorsing the brand as most of the respondents believed in
their experience with the brand and the Image of the Brand which would help them decide to buy L.E.D TV of which Brand.

6 RECOMMENDATIONS
1. Brand Loyalty is one factor which can affect the consumer buying behavior while purchasing a L.E.D as the customer do not mind paying high price for the brand they prefer till the Brand is able to bring Product which meets customers expectation.

2. Companies should put more focus on retaining customers which will make the customers loyal for their brand and thus they will also help in promotion through word of mouth as found in this survey majority of the respondents who are satisfied with the brand recommend that brand to others.

3. Companies need to improve their after sales service as the customers who are not satisfied with the after sales service of their current branded television are not willing to purchase a L.E.D television of the same brand and thus it causes an adverse effect on sales.

4. Companies need to focus more on the Picture quality, Sound quality as these are two factors the most important to the customer wanting to purchase a L.E.D television.

5. As there is very little impact of celebrity endorsing the brand on consumer brand preference thus company can reduce the cost by not taking big celebrities to endorse their brand.

6. Design is also an important factor that a customer seeks while purchasing a L.E.D television. Thus companies can bring more new Designs to attract more customers.

7. Company like Videocon and Panasonic need to put more focus on bringing more competitive Televisions as to attract more customers as these brands are not much preferred by the customers.

7 REFERENCES
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- Sujata Khandai and Bhawna Agrawal, Impact of television commercials upon the Purchase behavior of urban Indian children, Volume 2 Issue 4.