

# A Study on Consumer Behaviour Towards Smart TV

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**Abstract** – The rapid advancement in technology has transformed the television industry, with Smart TVs emerging as a dominant product in the consumer electronics market. This study examines consumer behaviour towards Smart TV with special reference to purchasing patterns, brand preferences, and post-purchase satisfaction. The research focuses on understanding the key factors that influence consumers while buying a Smart TV, including price, features, brand image, and after-sales service. A structured questionnaire was administered to 120 respondents in Orathanadu, Tamil Nadu. The findings of the study reveal that display quality, smart features, and pricing are the most influential factors. The study aims to assist manufacturers and marketers in designing better strategies to meet consumer expectations and enhance market penetration of Smart TVs

**Keywords** – Consumer Behaviour, Smart TV, Purchase Decision, Brand Preference, Digital Technology, Consumer Satisfaction.

## I. INTRODUCTION

In the present era of digital transformation, the consumer electronics industry has witnessed a paradigm shift. Smart TVs, which combine the functions of a traditional television with internet connectivity and smart applications, have become an integral part of modern households. Consumers today seek not only entertainment but also seamless connectivity, interactivity, and value for money. The growth of OTT platforms, rising disposable incomes, and affordable internet services have collectively fuelled the demand for Smart TVs in India. Understanding consumer behaviour in this context is critical for both manufacturers and marketers. This study explores the factors that shape consumers' purchasing decisions, their brand awareness, satisfaction levels, and post-purchase behaviour, with specific focus on the semi-urban and urban consumers of Tamil Nadu.

### Objectives of the Study

- To identify the key factors influencing the purchase decision of Smart TV among consumers.
- To analyse the level of consumer awareness about Smart TV features and specifications.
- To examine the brand preference and loyalty of consumers towards Smart TV brands.
- To study the degree of consumer satisfaction after the purchase of Smart TV.
- To suggest strategies for manufacturers and marketers to enhance consumer engagement and sales.

## II. STATEMENT OF THE PROBLEM

Despite the growing popularity of Smart TVs in India, many manufacturers and retailers struggle to understand the specific needs and preferences of consumers, especially in Tier-2 and Tier-3 cities. Consumers are often overwhelmed by a wide range of brands, models, and features, making it difficult to make informed purchase decisions. Furthermore, issues related to after-sales service, software updates, and price sensitivity continue to affect consumer

satisfaction. There is a lack of focused research on consumer behaviour towards Smart TV purchases in Tamil Nadu. This study attempts to bridge this gap by analysing consumer perceptions, preferences, and buying behaviour.

## III. RESEARCH METHODOLOGY

### 1. Research Design

The study adopts a descriptive research design to analyse consumer behaviour towards Smart TV.

### 2. Source of Data

Primary data was collected through a structured questionnaire distributed to 120 respondents. Secondary data was collected from journals, books, and online sources.

### 3. Sampling Method

Convenient sampling method was used to select the respondents from Orathanadu and surrounding areas, Tamil Nadu.

Sample Size - 120 respondents.

### 4. Tools Used

Simple percentage analysis and Likert scale analysis were used for data interpretation.

## IV. REVIEW OF LITERATURE

Kotler, P., & Keller, K. L. (2016), This seminal work explains the consumer decision-making process and highlights how product quality, brand loyalty, and price sensitivity significantly influence purchasing decisions for consumer electronics including Smart TVs.

Sharma, R., & Gupta, M. (2019), Consumer buying behaviour towards smart electronics in India. *Journal of Marketing and Consumer Research*, 55(3), 45-58. This study found that Indian consumers prioritise picture quality and smart connectivity features over brand name when purchasing Smart TVs, especially in semi-urban areas.

Venkatesh, V., & Bala, H. (2008), Technology Acceptance Model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273-315. The authors established that perceived usefulness and ease of use are key determinants of technology adoption, which is directly applicable to consumer acceptance of Smart TV features such as voice control and app integration.

Rajan, S., & Priya, K. (2021), A study on consumer preference towards Smart TV brands in South India. *International Journal of Business and Management*, 12(4), 112-126. The research indicated that Samsung and LG are the most preferred Smart TV brands among South Indian consumers, with price and after-sales service being the primary purchase influencers.

Mehta, A., & Singh, P. (2022), Digital transformation and changing consumer behaviour in the consumer electronics market. *Asian Journal of Management Studies*, 9(1), 67-82. This study highlights that the proliferation of OTT platforms and high-speed internet has significantly altered consumer expectations from televisions, pushing demand towards Smart TVs with superior streaming capabilities.

## V. DATA ANALYSIS AND INTERPRETATION

Table 1: Age-wise Classification of Respondents

S.No	Age Group	No. of Respondents	Percentage (%)
1	Below 20 years	18	15.0
2	21 – 30 years	42	35.0
3	31 – 40 years	36	30.0
4	41 – 50 years	16	13.3
5	Above 50 years	8	6.7
	Total	120	100.0

### Interpretation

The above table reveals that the majority of respondents (35%) belong to the age group of 21 to 30 years, followed by 30% in the 31 to 40 years category. This indicates that Smart TV purchasing is predominantly driven by the younger and middle-aged population who are more tech-savvy and exposed to digital media. Respondents below 20 years account for 15%, while those above 50 years constitute only 6.7%, suggesting limited adoption among elderly consumers. Marketers can leverage this data by targeting digital-first communication strategies aimed at the 21 to 40 age group, who form the core consumer base for Smart TVs.

Table 2: Factors Influencing Smart TV Purchase Decision

S.No	Factors Influencing Purchase	Highly Agree	Agree	Neutral	Disagree	Highly Disagree
1	Picture and Display Quality	54 (45%)	36 (30%)	18 (15%)	8 (6.7%)	4 (3.3%)
2	Smart Features & Apps	48 (40%)	38 (31.7%)	20 (16.7%)	10 (8.3%)	4 (3.3%)
3	Brand Reputation	40 (33.3%)	42 (35%)	24 (20%)	10 (8.3%)	4 (3.3%)
4	Price and Affordability	50 (41.7%)	34 (28.3%)	22 (18.3%)	10 (8.3%)	4 (3.3%)
5	After Sales Service	36 (30%)	40 (33.3%)	28 (23.3%)	12 (10%)	4 (3.3%)

### Interpretation

The above table presents the factors influencing the Smart TV purchase decision among 120 respondents using a five-point Likert scale. Picture and Display Quality received the highest level of agreement, with 45% of respondents highly agreeing that it is a decisive factor. Price and Affordability was ranked second with 41.7% highly agreeing, indicating strong price sensitivity among consumers. Smart Features and Applications also received significant positive response at 40%, reflecting the growing importance of internet-enabled features. Brand Reputation and After-Sales Service were moderate influencers, suggesting that consumers weigh post-purchase support alongside product features. These findings indicate that manufacturers must maintain high display standards and competitive pricing to satisfy consumer expectations effectively.

### Findings of the Study

- The majority of Smart TV buyers belong to the age group of 21 to 40 years, indicating that younger and middle-aged consumers are the primary target segment.
- Picture and display quality is the most significant factor influencing the purchase decision of Smart TV among consumers, followed by price and affordability.
- Smart features such as OTT app compatibility, voice control, and internet connectivity are becoming increasingly important in purchase decisions.
- Brand reputation plays a moderate but significant role, with Samsung and LG being the most preferred brands among respondents.
- After-sales service and warranty support are key contributors to post-purchase satisfaction, and dissatisfaction in this area leads to brand switching.
- Most consumers gather product information through online platforms, digital advertisements, and peer

recommendations before making a Smart TV purchase decision.

### Suggestions

- Manufacturers should focus on continuously improving display technology and resolution standards to meet the rising expectations of tech-savvy consumers, as picture quality remains the top purchase influencer.
- Brands should introduce flexible pricing models, EMI options, and exchange offers to attract price-sensitive consumers, particularly in semi-urban areas like Orathanadu.
- Companies must strengthen their after-sales service networks by establishing more service centres and offering extended warranty programmes to improve post-purchase satisfaction.
- Manufacturers should pre-install popular OTT applications and ensure seamless updates to enhance the smart experience for users across age groups.
- Digital marketing campaigns through social media, YouTube, and e-commerce platforms should be intensified to reach the dominant 21 to 40 age group who rely heavily on online information before purchase.
- Retailers and dealers should be trained to provide accurate product demonstrations and educate consumers about the technical features of Smart TVs to reduce confusion at the point of sale.

## VI. CONCLUSION

The study on consumer behaviour towards Smart TV reveals that the Indian consumer is increasingly technology-conscious and quality-driven. The growing penetration of OTT platforms and affordable internet services have made Smart TVs a preferred choice over conventional televisions. Display quality, pricing, and smart features are the primary determinants of purchase decisions, while after-sales service contributes significantly to overall satisfaction. The findings suggest that the 21 to 40 age group constitutes the core buyer segment, driven by a desire for advanced technology and seamless connectivity. Manufacturers and marketers must align their product development and promotional strategies with these insights to remain competitive. By addressing consumer expectations effectively, companies can build stronger brand loyalty and expand their market share in the rapidly growing Smart TV industry in India.

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