



DEALERS' PREFERENCES ON COLOR TELEVISIONS OF MULTINATIONAL COMPANIES- AN ANALYSIS

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Abstract

Company must think about place of making goods and services available in the right quantities and locations when customers want them. And when different target markets have different needs and a number of place variations may be required. A dealer is a business that sells products or services, or both, to consumers for their personal or family use. Dealer attempt to satisfy consumer needs by having the right merchandise, at the right price, at the right place, when the consumer want it. Dealers also provide markets for produces to sell their merchandise. Dealers are the final business in a distribution channel that links manufacturers to consumers. A distribution channel is a set of firms that facilitate the movement of products from the point of production to the point of sale to the ultimate consumer. Choosing the right channel of distribution is crucial in getting to the target market's place. The Multinational Companies (MNCs) would like to push the product in the market through a very effective channel of distribution. In fact customers are looking for more services like arranging easy finance, good after sale services, demonstration etc. The dealers are playing a very effective role in distributing the good and services to the consumers. The dealers who are having direct contact with customers would like sell the products preferred by customers.

Key Words: Dealers, Preferences, Consumers, Multinational Company.

Introduction

Particularly the Liberalization, Privatization and globalization (LPG) policies of Indian government have paved way for incorporation, mobilization and operation of Multinational Companies (MNCs) all over the world. Existing business condition and environment have let the world class goods move freely beyond the boundaries. Now one can buy any country's product anywhere in the world. In order to ensure the timely supply of goods and services every company keeps changing and evolving new business strategies with an appropriate Supply Chain Management (SCM). Ever changing business activities have been psychologically influencing the behavioral patterns of consumers and dealers and their product and service preferences. It is important to reflect on the relevant concepts which are directly or indirectly affect the consumers' and dealers' preferences especially in dealing with the products of MNCs.

Objectives of the Study

1. To observe the marketing strategies of MNCs relating to influencing dealers' choice.
2. To measure the various dealer preferences to the selected MNC CTV sets.
3. To make appropriate suggestions for better dealer oriented marketing strategies for MNC TV brands.

Methodology of the Study

The research design employs descriptive, explorative and analytical methods. The basic information is obtained through the survey method by administering a questionnaire and through personal enquiries. As there is a need to collect innovative ideas, strategies and policies to solve existing problems, explorative research method is utilized. Certain analytical tools for identifying differences among factors affecting consumers' and dealers' preferences are also used in this study. All the three methods are concurrently used to employ their characteristic features for effective research design. The information is based on primary and secondary sources. First hand information is collected directly from the sample respondents relating to their preferences. Secondary data sourcing is done from the reports of various associations, research articles in various national, international journals, books, reports from daily papers and websites.

The sample for the study is drawn from the dealers. The dealers play the role of the intermediaries to reach the same from the producer to the end users. The dealers are drawn randomly from the Vijayawada City. Random sampling technique is used by the researcher to select fifty dealers from Vijayawada city. The researcher has set primary criteria to select the dealers for his study, i.e. they should be mainly dealing with all the three brands such as LG, Samsung and Sony and also moderately popular in Vijayawada city. The researcher has had informal interaction with the dealers to obtain the relevant information with regard to his study. The researcher believes besides the personal interaction with dealers. He also makes intensive observations. A pilot study is conducted among 10 dealers before finalizing the questionnaires. On the basis of respondents' feedback the researcher rectified and modified the minor changes in the existing questionnaire in consultation with the subject experts and his guide.



The primary data is analyzed with the help of the following statistical tools

1. Factor Analysis by Principle Components Analysis method is applied to reduce the variables related to consumer reaction into major factors.
2. K - means Cluster Analysis that is exploited to classify the consumers of MNC CTV into various heterogeneous groups.
3. Paratnetric one sample t-test and Analysis of Variance which are used to test the equality of group means of the variables.
4. Multiple Regression Analysis that is applied to find out the impact of independent variables like demographic on dependent variables.
5. Percentage Analysis, Non-Parametric Chi-square and Diagrammatic representation that are used to establish the contribution of primary data.

Discussions and Results

The consumer markets in our country are facing very rapid changes. 'Consumer India has always been pretty tricky to double guess. Just when we believed that consumer spending was firmly on a high growth trajectory based on the wonder years of 1993-98 it spluttered and slowed to a crawl. For the next few years, marketers tried everything they knew to speed it up again. They dropped prices while improving product and service quality. They ran buy-one-get-one-free schemes. But that only helped them get volume growth at the expense of operating margins. The FMCG sector had a terrible time with some product categories actually shrinking in size while consumer durable makers struggled to reconcile capacity with demand. Consumer would like to buy more of durable products because, 'Growing preference among consumers for high-end, branded technology products would lead the India consumer durables segment to achieve a healthy double digit growth in 2005-2006 fiscal, according to a survey by industry body FICCF. 'The consumer durables segment can be segregated into **consumer electronics** such as televisions, video, compact disk, players and audio systems etc. and **consumer appliances** also known as white goods like refrigerators, washing machines, air conditioners, microwave ovens, vacuum cleaners and dishwashers'. Thus the Indian electronic market can be segregated.

The Indian electronics entertainment market is highly price-sensitive. As such, the ebb and flow of demand is determined primarily by considerations of price and affordability, the latter being a function of durability, disposable income and of late availability of consumer finance and easy payment options. Technology shapes preferences only in as much as it is a value-for-money proposition and is within the price band of affordability'. The demand for consumer durables is increasing day by day because of the following reasons. 'Over the years, demand for consumer durables has increased with rising income levels, double-income families, changes lifestyles, availability of credit, increasing consumer awareness and introduction of new models. Products like Colour Television (CTV), Air Conditioner, Cars etc., are not longer received as luxury product'. Thus in developing countries the demands for high-end products are preferred, bought and used widely by the consumers.

Intensive Distribution by MNCs

The MNC is interested to distribute the product intensively and they believe in the intensive distribution where they seek to use as many outlets as possible, in as many places as possible. In the consumer durable markets almost all branded items need intensive distribution because buyers now a day will not spend much effort in buying a particular brand.

Table No.1.1: Number of Dealers Selling MNC CTV

Brands	Dealers Frequencies
LG	50
Samsung	50
Sony	50

Source - Primary data

From the above table it is identified that all fifty dealers are dealing with all three selected MNC CTV such as LG, Samsung and Sony.

Fast Moving CTV Brand

The companies would like use as many outlets as possible ultimately the results is the number of CTV sold and dealers are asked to answer the fast moving CTV and the following result is obtained.



Table No.1.2: Fast Moving Brand of MNC CTV

Brands	Dealers Frequencies
LG	32% (16)
Samsung	22%(11)
Sony	4%(2)
Both LG & Sony	42%(21)
Total	100%(50)

Source - Primary data. Figures in brackets denotes frequencies

From the above table it is noted that LG is the fast moving among the brand then comes Samsung CTV as second and the same time it can't be ignored the fact that 42% of dealers are saying that both LG and Samsung are fast moving CTV and only 4% of the dealer are witnessing that Sony CTV is also fast moving due to the location of the shop. In the next page fast moving brands are illustrated.

Size of the Showroom

The dealer must have the spacious showroom where the consumer can freely come in and shop the product. Some customer like bigger show room, some other may like small show room because they can bargain for the price and that is the peculiarity of Indian consumers.

Table No.1.3: Size of the Showroom of Dealers for MNC CTV

Brands	Dealers Frequencies
Small	20% (10)
Medium	48%(24)
Large	32%(16)
Total	100%(50)

Source - Primary data Figures in brackets denotes frequencies

From the above table it is found that 48% of dealers are in the status of medium size dealers and 32% are large size dealers and 20% are small in their show room size. In the next page various size of the show room are displayed.

Profit Margin for selling CTV

The dealers of LG, Samsung and Sony responded to the question of percentage of margin they obtain by selling of LG, Samsung, Sony, Onida and BPL CTVs. The mean percentages of profit margin for these brands are presented below.

Table No.1.4: One-Sample Statistics for Profit Margin

Price Factors	N	Mean	Std. Deviation	Std. Error Mean
LG	50	15.5000	10.11414	1.43036
Samsung	50	15.2000	9.84368	1.39211
Sony	50	14.7000	10.42025	1.47365
BPL	50	7.5000	9.32683	1.31901
Onida	50	9.2000	10.84962	1.53437

Source-Primary data

From the above table it is found that LG procures a maximum of 15.5% for profit margin for dealers followed by 15.2% margin from Samsung and 14.7% from Sony, Onida and BPL gives 9.2% and 7.5% margin to dealers respectively.

Quantity Discount

It is a policy of the most of the companies to give quantity discount to the dealers who are really making the effort to sell the product ultimately to the consumers. Some dealer say that when they order for 10 CTV's they may get 11th CTV as free. The following table tells that how many companies are giving quantity discount to dealers regularly.



Table No.1.5: No. of Dealers Getting Quantity Discount

Brands	Dealers Frequencies
LG	46% (23)
Samsung	34%(17)
Sony	4%(2)
BPL	8%(4)
Onida	8%(4)
Total	100%(50)

Source - Primary data. Figures in brackets denotes frequencies

From the above table it is found that 46% of the dealers feel that LG, giving quantity discount regularly then Samsung at 17% level. But one important fact is that according to all fifty dealers all the companies giving quantity discount. But the effective of getting the quantity discount regularly is analyzed. In the next page details of quantity discount are displayed.

Co-advertising by Dealers

Dealers are also taking part in the promotional activities of product along with the company because they prefer the MNC CTV. Many large and some medium size show room are interested to give advertising. Small size and medium and even large size are giving attractive offers and advertising through FM radio at season times. All the dealers are giving co-advertising along with company one way or other media. Some dealers are interested to give advertising for all MNC CTV brand.

Duration of dealership for MNC CTV

All the dealers would like to join in the list of leading recognized dealers category list by selling the fast moving goods and services. The following table is going to number of dealers who have become dealers for MNC CTV over the years.

Table No.1.6: No. of Years as Dealers

Brands	Less 3 years	3-7 years	Above 7 years	Total
LG	22%(11)	48%(24)	30%(15)	50
Samsung	20%(10)	52%(26)	28%(14)	50
Sony	36%(18)	38%(19)	46%(23)	50

Source - Primary data. Figures in brackets denotes frequencies

LG

It is found that from above table 48% of the dealers have taken the LG dealers ship during the period of 3-7 years and 30% have become dealer before 7 years and recently 22% of dealers have taken the dealership during the period less than three years.

Samsung

52% of dealers have prefer to become dealer during the period of 3 to 7 years period, and 20% and 28% have taken the dealership for Samsung CTV by less than three years and above 7 years respectively.

Sony

The percentage of more dealers above 7 years is at 46% where as 38% of dealers are added during 3 to 7 years and 36% have become dealers during the period less than three years.

Reason for continue the dealership for MNC CTV

As customers are loyal to one brand, many times the dealers continue to run the business effectively and there by making good profit and increase their volume of business. The dealers are requested to estimate and weigh the reason for continuing the dealership for LG, Samsung and Sony CTV. Prominently they have been asked to respond to exchange offer, customer demand, discount, free gift, festival offer, product details, extended warranty, frequent advertisement and continuous motivation from the company.

One sample t-test is applied on all three brands respectively and the test values are presented below.



LG

Table No.1.7: One-Sample Statistics for reason for dealership of LG

Variables	N	Mean	Std. Deviation	Std. Error Mean
Exchange Offer	50	3.3000	2.29685	.32482
Customer Demand	50	3.1000	1.95093	.27590
Discount	50	3.0800	2.01869	.28549
Free Gift	50	2.0600	1.91034	.27016
Festival Offer	50	3.0600	2.01434	.28487
Less Product Defects	50	2.1600	1.97288	.27901
Extended Warranty	50	2.7000	1.92989	.27293
Frequent Advertisement	50	2.7800	1.91972	.27149
Continuous motivation from the company	50	2.7000	1.90863	.26992

Table No.1.8: One-Sample Test for Reason for dealership of LG

Variables	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Exchange Offer	.924	49	.360	.30000	-.3528	.9528
Customer Demand	.362	49	.719	.10000	-.4544	.6544
Discount	.280	49	.780	.08000	-.4937	.6537
Free Gift	-3.479	49	.001	-.94000	-1.4829	-.3971
Festival Offer	.211	49	.834	-.06000	-.5125	-.6325
Less Product Defects	-3.011	49	.004	-.84000	-1.4007	-.2793
Extended Warranty	-1.099	49	.277	-.30000	-.8485	.2485
Frequent Advertisement	-.810	49	.422	-.22000	-.7656	.3256
Continuous motivation from the company	-1.11	49	.272	-.30000	-.8424	.2424

It is found from the tables No.1.7 and 1.8 that the mean values for reasons to continue the dealership range from 2.16 to 3.3. It also inferred that the dealers feel that the LG CTV consumers are very much attracted towards exchange offer, customer demand, discount and festival offer. They have not agreed with factors such as free gift, product defeats, frequent advertisement and continuous motivation from the company. This shows that the dealers continuing as the dealers of LG because of the exchange offer, customer demand, discount and festival offer.

Samsung

Table No.1.9: One-Sample Statistics for Reason for Dealership of Samsung

Variables	N	Mean	Std. Deviation	Std. Error Mean
Exchange Offer	50	3.9200	1.91493	.27081
Customer Demand	50	3.6200	1.70102	.24056
Discount	50	2.6600	2.01636	.28516
Free Gift	50	2.7400	1.56244	.22096
Festival Offer	50	3.6200	2.05923	.29122
Less Product Defects	50	3.6800	1.76635	.24980
Extended Warranty	50	2.1000	1.85439	.26225
Frequent Advertisement	50	2.0600	1.87612	.26405
Continuous motivation from the company	50	2.7959	1.92548	.27507

Table No.1.10: One-Sample Test for Reason for dealership of Samsung

Variables	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Exchange Offer	-.295	49	.769	-.08000	-.6242	-.4642
Customer Demand	-1.580	49	.121	.38000	-.8634	-.1034
Discount	-1.192	49	.239	-.34000	-.9130	-.2330
Free Gift	-5.702	49	.000	-1.26000	-1.7040	-.8160



Festival Offer	-1.305	49	.198	-.38000	-.9652	-.2052
Less Product Defects	-5.284	49	.000	-1.32000	-1.8220	-.8180
Extended Warranty	-3.432	49	.001	-.90000	-14270	-.3730
Frequent Advertisement	-3.560	49	.001	-.94000	-1.4706	-.4094
Continuous motivation from the company	-4.377	49	.000	-1.20408	-1.7571	-.6510

In the case of Samsung the mean values are ranging from 2.10 to 3.92. the t-test value and their significance clearly explain that dealers prefer to the dealers of Samsung because of exchange offer given by Samsung as first and then the advertising given by Samsung is attractive to consumer and dealers. Third and fourth the preferences are the offer given at the time of festival and customer demand respectively.

Sony

Table No.1.11: One-Sample Statistics for reason for dealership of Sony CTV

Variables	N	Mean	Std. Deviation	Std. Error Mean
Exchange Offer	50	3.1200	1.92343	.27201
Customer Demand	50	3.2000	1.84059	.26030
Discount	50	2.4200	1.65480	.23402
Free Gift	50	2.4200	1.59194	.22513
Festival Offer	50	2.5200	1.83214	.25910
Less Product Defects	50	2.5600	1.66795	.23588
Extended Warranty	50	2.4600	1.55459	.21985
Frequent Advertisement	50	2.7600	1.67283	.23657
Continuous motivation from the company	50	2.5400	1.70486	.24110

Table No.1.12: One-Sample Test for Reason for dealership of Samsung

Variables	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Exchange Offer	-3.235	49	.002	-.88000	-1.4266	-.3334
Customer Demand	-3.073	49	.003	-.80000	-1.3231	-.2769
Discount	-6.751	49	.000	-1.58000	-2.0503	-1.1097
Free Gift	-7.018	49	.000	-1.58000	-2.0324	-1.1276
Festival Offer	-5.712	49	.000	-1.48000	-2.0007	-.9593
Less Product Defects	-6.105	49	.000	-1.44000	-1.9140	-.9660
Extended Warranty	-7.005	49	.000	-1.54000	-1.9818	-1.0982
Frequent Advertisement	-5.241	49	.000	-1.24000	-1.7154	-.7646
Continuous motivation from the company	-6.056	49	.000	-1.46000	-1.9445	-.9755

The mean value for Sony CTV is from 2.42 as the lowest value to highest value at 3.56. The t-test values and their significance clearly explain that the dealers of Sony have appreciated less product defects in Sony CTV. The second and third reason to continue as Sony dealers are availability of exchange offer and customer demand for Sony CTV respectively. The dealers neither prefer nor reject the following variables like extend warranty, festival offer, frequent advertisement and continuous motivation from the company. In fact the dealers don't prefer the factors like discount and free gift given by Sony CTV. The reason to continue as dealer for MNC CTVs is exhibited in next page.

Awareness of Consumers

It is always better to sell a particular brand to consumers, if the consumers' are already aware of the CTV and that too MNC brand. Dealers are also interested to sell the product which is mostly demanded and preferred by consumers. The questions is framed to dealers in such a way that the consumers who have bought MNC CTV are aware of the following information like price, life of the product, special feature, promotional mix and quality. One sample t-test is applied on all three brands respectively and test values are presented below.



LG

Table No.1.13: One-Sample Statistics for Awareness of LG by customers

Variables	N	Mean	Std. Deviation	Std. Error Mean
Price	50	4.0200	.86873	.12286
Life of the Product	50	3.9200	1.00691	.14240
Special Features	50	3.8200	.89648	.12678
Promotional mix	50	3.4000	.72843	.10302
Quality	50	3.8000	.88063	.12454

Table No.1.14: One-Sample Test for Awareness of LG by customers

Variables	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Life of the Product	6.461	49	.000	.92000	.6338	1.2062
Special Features	6.468	49	.000	.82000	.5652	1.0748
Promotional mix	3.883	49	.000	.40000	.1930	.6070
Quality	6.424	49	.000	.80000	.5497	1.0503

It is found from the tables no.1.13 and 1.14 the mean value range from 3.4 to 3.92 it is further identified that the consumer are very much aware of all the details as given above. The buyers of LG CTV are having much knowledge about the details of price, life of the product, special feature, promotional mix and quality. In fact they are more aware of life of the product and quality of LG CTV.

Samsung:

Table No.1.15: One-Sample Statistics for Awareness of Samsung by its customers

Variables	N	Mean	Std. Deviation	Std. Error Mean
Price	50	3.7000	.83910	.11867
Life of the Product	50	3.6600	1.04217	.14739
Special Features	50	3.4800	.99468	.14067
Promotional mix	50	3.3600	.94242	.13328
Quality	50	3.5600	.83690	.11836

Table No.1.14: One-Sample Test for Awareness of Samsung CTV by its customer

Variables	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Price	5.899	49	.000	.70000	.4615	.9385
Life of the Product	4.478	49	.000	.66000	.3638	.9562
Special Features	3.412	49	.001	.48000	.1973	.7627
Promotional mix	2.701	49	.009	.36000	.0922	.6278
Quality	4.731	49	.000	.56000	.3222	.7978

From the above table it is observed that the minimum mean value is at 3.48 and maximum mean value is at 3.7. The dealer say that the consumer are aware of Samsung CTV in terms of its price very much, then secondly, life of the product and thirdly about the quality of the product and finally with special features and promotional mix details.

Sony

Table No.1.16: One-Sample Statistics for Awareness of Sony CTV by its customers

Variables	N	Mean	Std. Deviation	Std. Error Mean
Price	50	3.3600	1.13856	.16102
Life of the Product	50	3.9000	.86307	.12206
Special Features	50	3.5000	1.11117	.15714
Promotional mix	50	2.9200	1.17526	.16621
Quality	50	3.6600	1.04217	.14739



Table No.1.14: One-Sample Test for Awareness of Samsung CTV by its customer

Variables	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Price	2.236	49	.030	.36000	.0364	.6836
Life of the Product	7.374	49	.000	.90000	.6547	1.1453
Special Features	3.182	49	.003	.50000	.1842	.8158
Promotional mix	-.481	49	.632	-.08000	-.4140	.2540
Quality	4.478	49	.000	.66000	.3638	.9562

It found from the above table that the mean values like 2.92 and 3.9 are at minimum and maximum respectively. The dealer accept that the customer of Sony CTV are very much aware of life, quality, special feature and price of Sony CTV but they do no agree that the most of the consumer are not aware of the promotional details of Sony CTV. Awareness of consumers on MNC CTVs are displayed in next page.

Dealers' preference toward standard of MNC CTV

Dealers are interested to promote standard and quality product always because the after sale service is problem. That is why some of dealers are not interested to be dealer for Chinese product which considered as very low standard. Some leading dealers say that the 29 inch. TCL CTV product by China is available at Rs.9, 200 still they are not demanded widely by Indian customers. The dealers are asked to rate the standard of LG, Samsung and Sony CTV. One sample t-test is applied on all three brands respectively and test values are given below.

Table No.1.19: One-Sample Statistics for Standard of MNC CTVs by delalers

Variables	N	Mean	Std. Deviation	Std. Error Mean
LG	50	4.0400	.94675	.13389
Samsung	50	3.7600	.84660	.11973
Sony	50	3.9400	1.11410	.15756

Table No.1.20: One-Sample Test for Awareness of Samsung CTV by its customer

Variables	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
LG	7.768	49	.000	1.04000	.7709	1.3091
Samsung	6.348	49	.000	.76000	.5194	1.0006
Sony	5.966	49	.003	.94000	.6234	1.2566

It is observed that the all dealers have given ratings significantly on all the MNC CTVs and it is further observed that LG has got the first and best standard CTV by scoring 4.04 followed by Sony CTV with 3.94 score and finally Samsung with 3.76 mean value, the difference in the mean value of Sony with LG is not very big but it is a negligible value by differencing value (4.04-3.94).

Frequency change of Models

Consumers are interested to buy new models of any product which is not possessed by the neighbors an known people. The companies would like to attract the consumer by introducing new design and with different models as they could. MNC are now and then introducing the new models of durable products to attract new customers and retain the old customers.

Table No.1.21: One-Sample Statistics for change of model by company

Variables	N	Mean	Std. Deviation	Std. Error Mean
LG	50	1.9600	.92494	.13081
Samsung	50	1.9800	.74203	.10494
Sony	50	2.3400	.87155	.12326

Table No.1.22: One-Sample Test for change of model by company

Variables	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
LG	-.306	49	.761	-.04000	-.3029	.2229
Samsung	-.191	49	.850	-.02000	-.2309	.1909
Sony	2.759	49	.008	.34000	.0923	.5877



From the one sample statistic table it is found that the mean values of CTV companies frequently introducing models are 1.96, 1.98 and 2.30 for LG, Samsung and Sony respectively. The significant of t-test value for the mean value revealed that LG and Samsung are insignificant with respect to test value where as Sony is highly significant. This shows that LG and Samsung are frequently introducing the new model in the span of one or two years. In case of Sony they are introducing new models very frequently with in the year. Consumers prefer always new product with new models and added features.

Findings of the Study

1. Dealers prefer to be the dealers of Samsung because of the exchange offer given by Samsung and then the advertising by Samsung is attractive to consumers and dealers. The third and fourth reasons in the preferences are the offer given at the time of festival and customer demand respectively.
2. The dealers of Sony have appreciated of less product defects in Sony CTV. The second and third reason to continue as Sony dealers are availability of exchange offer and customer demand for Sony CTV respectively. The dealers neither prefer nor reject the following variables like extend warranty, festival offer, frequent advertisement and continuous motivation from the company.
3. The buyers of LG CTV are very well aware of the details such as price, life of the product, special feature, promotional mix and quality. Among them they are aware of very much about the durability of the product and the quality LG CTV. In fact, the dealers don't prefer the factors like discount and free gift given by LG CTV.
4. The dealers say that the consumers are aware of Samsung CTV in terms of its price very much, then secondly, life of the product and thirdly about the quality of the product and finally with special features and promotional mix details.
5. The dealers accept that the consumers of Sony CTV are very much aware of life, quality, special feature and the price of Sony CTV but most of the consumers are not aware of the promotional details of Sony CTV.
6. LG and Samsung introduce the new models in a span of one to two years. In case of Sony new models are introduced very frequently within a year.

Suggestions of the Study

1. Two important attributes namely cost benefit and dealers service are identified as the most influencing factors in MNC CTV selection. These two factors may be given due importance in MNC CTV production in addition to model and technology. Dealers also depend upon these above-mentioned attributes to maximize their sales.
2. As MNC have penetrated CTV market over the domestic companies they must produce and sell flat TVs and plasma TVs at reasonable price with cost benefit.
3. This is the year of digital world so the MNCs can introduce some revolution in their CTVs with help of digital technology.
4. Sony Company can reduce their price of CTV further to increase their sales on par with other leading MNCs.
5. MNCs must give more credit periods to their dealers and try to motivate their dealers by giving some more quantity discount.

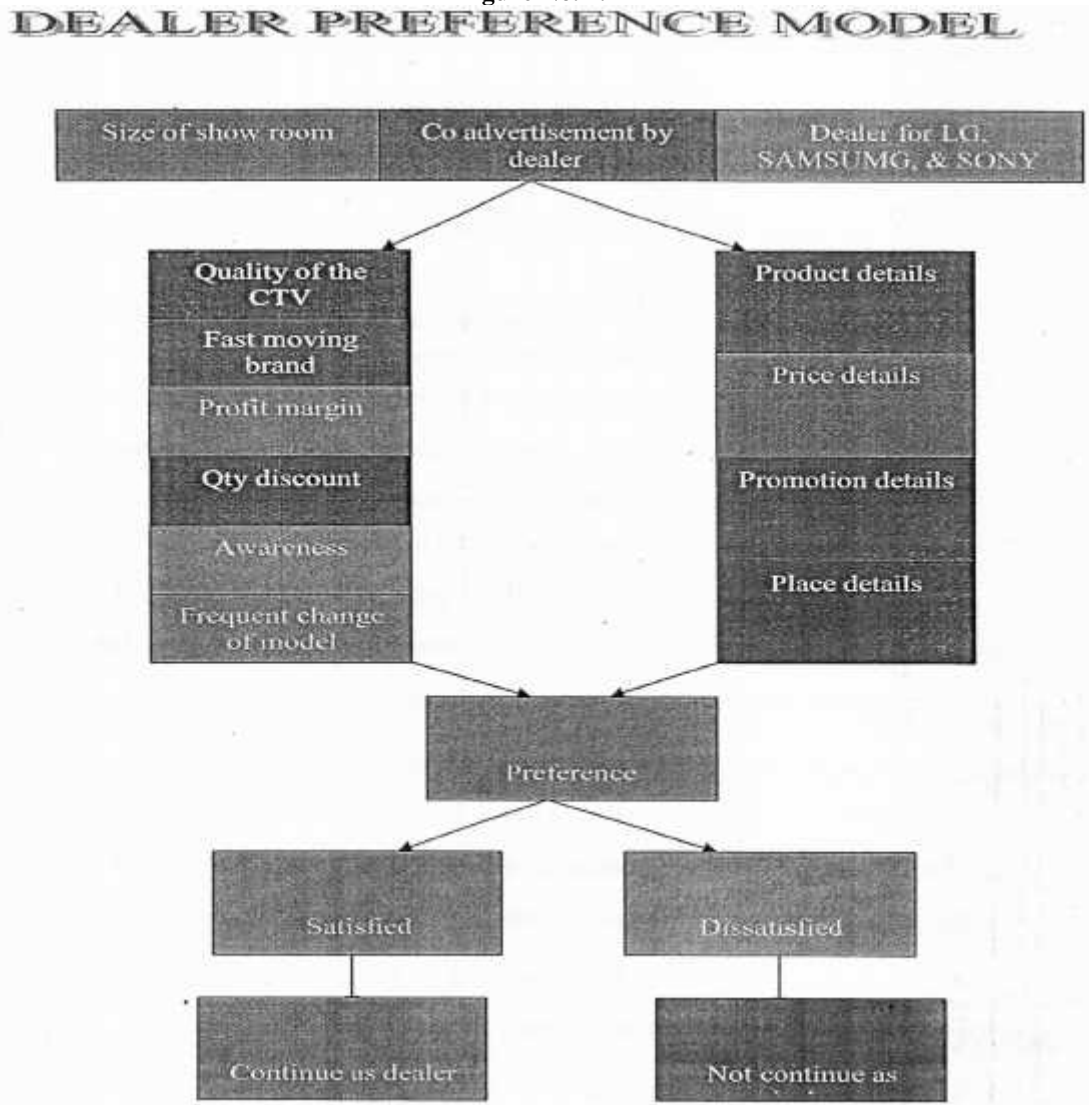
Conclusion of the Study

With respect to the features of the product, the quality of the product stands ahead of all. Other factors like quantity, utility, durability and reliability are considered only thereafter. The dealers are very conscious about the quality of the product as the quality of it is of primary concern for the consumers. The dealers prefer MNC TVs because of their easy marketability. Movement of the product in the market is determined by the product availability, accessibility, quality, cost benefit analysis and special features with better technology. The dealers are conscious about the competitive advantages of the MNC CTVs in the market. Marketability of the product determines the volume of sales which in turn promotes the profit margin for the dealers. Profit making is the primary objective of any business and the dealers are keen in their share of profit. In short, "more the profit margin, more the preference of the product". Quantity discount is being given by almost all the companies whether domestic or multinational companies. The rate of quantity discount is considered significant by the dealers. The MNCs offer quantity discount regularly, in which the LG is consistent in its offer. Consumer awareness about the product determines the dealers' choice for easy reach to the customers. It also reduces the co-advertisement cost of the dealer. Thus, the above explained factors and marketing mix determine the preference of the MNC CTV by the dealers. The resultant satisfaction or dissatisfaction of the dealers determines the possibility of continuing or not continuing dealership. The positive impacts of these factors confirm the preference of the dealers to remain as dealers of the MNC CTVs. If the adverse impacts are more than the positive the dealers will not continue the dealership.

The researcher has brought out a new self explanatory dealers' preference model, which is as follows:



Figure No. 1.1



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