

Part 1

In general, consumers purchasing behavior is not only divergent but also situational. For the durable products like Television, the consumer behavior has diverse dimensions. Basically, the TV Market has an enormous market potential. However, recent research indicates that consumers, specifically those under the age of 45 years are getting more aware about new technologies that in turn have led to the development of new media consumption patterns. The consumers within the aforementioned age bracket are not interested in the old general Television sets, which only allow one to watch scheduled "linear" TV broadcast (Solomon et al., 2014).

On the contrary, the said TV consumers are interested in the new generation TV models that are in most cases digital and which allow them to make use of internet-based on-demand TV. Their adoration for the internet-based on-demand enabled TV sets is that it enables them to not only stream, but also download, as well as, watch recorded TV broadcast. In overall, it can be argued that the decision to purchase a TV set is mainly influenced by its features.

On the other hand on the basis of the typical factors that influence consumer behavior such as situational factors, personal factors, in addition to social factors, once it gets to the purchasing of TV, the latter has the greatest impact. Ownership of the trending TV model is associated with a certain status within a particular reference group (Solomon et al., 2014). People within the earlier mentioned age bracket prefer keeping in pace with the prevailing trends thus a greater percentage of them try by all means despite their economic status, to be part of the present generation digital television models. In that perspective, situational and personal factors do not greatly affect the purchasing of TV as compared to the social factors.

Part 2

Our team conducted primary research by creating a brief survey. The survey consisted of 9 questions, 3 of which were collecting demographic information from the respondent. The point of the survey was to figure out what kind of televisions people are using and how they are using them. We had 100 individuals take the survey. The majority of the people that took the survey were female, between the ages of 40-59, and have 2-5 individuals living in their household. Very few people only have 1 television in their home; the data was evenly distributed showing individuals have at least 2 televisions. Over 95% of respondents have a television in their living room and 80% have a television in their bedroom. 70% of the respondents have a television between 40 and 60 inches. The 4 largest television manufacturers are LG, Panasonic, Samsung and Sony. Over half of the individuals, 64%, own a television from one of the top 4 manufacturers. Samsung had the highest response rate of 30%. The primary use of the televisions is to watch TV shows or movies with friends and family. Finally, the most important feature when looking to buy a new TV is a low price, followed by size. The least important features are 4K or HD capabilities and the brand of the TV.

After analyzing this data, we can see the average user from our research is a female between the ages of 40-59, living with 2-5 people in their household. This average user has at

least two 40-60 inch televisions in their home, located in their living room and bedroom. Their televisions are name brand from the top 4 television manufacturers and they use the televisions to watch TV shows and movies with their family and friends. There are some wide ranges in this persona, but this does give us a little idea on what the average user of televisions might look like.

There are times that individuals will lie on surveys. One reason people will lie is because they want to give an answer that will be like and will be socially acceptable. This is known as social desirability bias. Our team wanted to ask the question: "How much time do you spend watching TV on average in a week?". It was decided this question could lead to people underestimating their time spent watching television because no one wants to seem like they spend a lot of time on their couch being lazy. Individuals could anchor on one of our options given to them and therefore not give our team correct data. Since this was the case, collecting secondary research from a large, well known data analytics company seemed like a good idea. According to Nielsen, the older an individual gets, the more TV they will watch. A study completed in mid 2016 showed people between the ages of 18-34 spent 20 hours per week watching TV, people ages 35-49 spent 32 hours and individuals 50+ spent 47 hours watching TV. (Nielsen., 2016)

This data shows that people, as they age, watch more and more television. This is great for segmentation as television manufacturers can group people by age and by how much they watch TV. It may be a better idea for them to target the segment of individuals 50 years or older because they may want a more expensive television because they spend the most time watching TV. Also, individuals over the age of 50 will more than likely have a higher disposable income. This age of 50 and up is right in the middle of our age range for our persona which was formed from our survey.

Part 3

- Segmentations: Televisions used in homes (living room and bedroom) and offices(conference room).
- One of the main factor defining the use of TV is social interaction.
- The TVs in the living room bolter interaction with other individuals.
- The TV in the bedroom is more intimate settings with minimal interruptions.
- The installations of TVs in office complexes serve as a means of bolstering productivity and creating a welcoming ambient.
- The placement of TVs in conference rooms have education and training purposes.

Notably, there is a significant difference in the use of television in homes and offices. Primarily, there are disparities in the use of stem from the discrepancies in the purpose of the

sets in various settings. The utilization of TVs at homes, and especially in living rooms, is motivated by a need to bolster interaction with other individuals. In fact, one of the most significant factors defining the use of TVs in these settings identified by Kyun Choi et al. (147), is social interaction. Of note, having the TV on when guests are around is viewed as a feasible means of promoting conversation. This function is bolstered by the emergence of social TV (Harboe). Besides, to an extent, it is also a status symbol. The more technologically advanced and expensive a set is, the more efficient it is in promoting status.

The placement of TVs in bedrooms, in turn, is viewed as a means of watching content in a more intimate setting with minimal interruptions. The installation of these devices in these rooms allows individuals to relax, catch up with current news, and watch favorite shows in a safe and familiar milieu. Additionally, among adolescents, they are a means of encouraging independence and subsequently, role identity (Jackson et al. 349). Furthermore, much like the placement in living rooms, the presence of TVs in bedrooms serve as representations of status.

Of note, the placements of TVs in homes and offices also have educational purposes. However, in office complexes, these sets serve as a means of bolstering productivity and creating a welcoming ambient. This strategy allows an organization to create a relaxing atmosphere and minimize the prevalence of irate and impatient customers (Sutton). Moreover, displaying company and pertinent industry information encourages employees' performance, engagement, and morale. Additionally, TV sets in conference rooms support training through the display of presentations and promote the use of teleconferencing and subsequently, save costs.

Part 4

Television companies compete with each other on several aspects, one quality that nearly every brand is attempting to have is being innovative. Almost all major brands are trying to convince consumers that their products are unique and innovative compared to their competitors. Samsung's CEO stated "only through continued innovation and excellence can we be of service to society at large." (Samsung Sustainability report 2016) Sony calls their founding principles the Spirit of innovation and Vizio claims, "We aren't only interested in industry firsts – we want innovations that last." (Vizio.com/about)

More specifically, the two most important aspects that consumers look for in a television are the size and the picture quality. All major brands have a wide variety of sizes, making it difficult to differentiate one brand from another in this aspect. Where that leads the top brands to compete is on the picture quality. In recent years consumers have seen a push to greatly increase picture quality by major brands. In 2013 the push towards 4k televisions started. Brands have introduced better versions of this with increases in color ratings and what some call Ultra HD. In 2016 Samsung, the leading brand introduced the first "quantum dot TV" with full range of colors.

Many consumers are looking for a good quality television, but don't want to pay for the new technology that is being offered. This has allowed brands like TCL and Vizio to be successful. While almost all customers take the price into consideration before buying, more importantly they care about the quality and the reliability relative to the price. Consumers will pay more for a TV that will last them longer. It isn't just cheaper brands that compete in this segment either. Samsung, Sony, and LG all offer TV's at lower prices and slightly older technology. This diversifies their product offering and allows them to capture more market share. Brands like Insignia and Sharp have been losing ground to competitors in recent years. While these brands offer cheaper prices, they often lack picture quality and give consumers headaches with reliability issues.

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Survey: (Numbers in parenthesis are results of the survey)

How many televisions are in your home?

- a. 1 (7%)
- b. 2 (32%)

- c. 3 (33%)
- d. 4+ (28%)

Where are your televisions located? (Check all that apply)

- a. Living Room (95%)
- b. Bedroom (81%)
- c. Kitchen (8%)
- d. Dining Room (1%)
- e. Bonus Room, Den, Etc. (54%)

What is the size of the television you use the most?

- a. 30"-40" (22%)
- b. 40"-50" (39%)
- c. 50"-60" (32%)
- d. 60" + (7%)

What is the brand of the television you use the most?

- a. LG (19%)
- b. Panasonic (3%)
- c. Sony (32%)
- d. Samsung (10%)
- e. Other (36%)

What is the main use of your television? (Check all that apply)

- a. Watch with my friends/family (62%)
- b. Watch TV shows/movies (68%)
- c. Watch to unwind before bed (33%)
- d. I have the television on for background noise (21%)

What features are most important for buying a new TV? (Rank 1-5)

- a. Smart TV features (3)
- b. 4K capabilities (Ultra HD) (5)
- c. Size (2)
- d. Brand name (4)
- e. Price (1)

What is your gender?

- a. Male (22%)
- b. Female (78%)

What is your age?

- a. 20-29 (15%)
- b. 30-39 (12%)
- c. 40-49 (24%)
- d. 50-59 (32%)
- e. 60+ (17%)

How many people live in your household?

- a. 1 (7%)
- b. 2-3 (55%)
- c. 4-5 (36%)

d. 6+ (2%)