



PREFERENCE OF CUSTOMERS TOWARDS VARIOUS BRANDS OF TELEVISION

Dr. P. V. Nandhini

Assistant Professor, PG and Research Department of Commerce, NGM College, Pollachi, Coimbatore, Tamilnadu

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Abstract:

People nowadays depend more on television to spend their leisure time to watch different shows, news, or movies, matches likewise. The people feel tiresome to get ready, put mobile in silent, even to applaud as an encouragement for the participants in the program in a public show, dramas, and theatres and prefer mostly to be in home stiff and stun to sit in before television and watch whatever is telecasted. This lead to availability of different brands of television in the market. Here, in the present day we have undertaken to know the preference and satisfaction of customers towards different brands available in the market. The invention of the television was the work of many individuals in the late 19th century and early 20th century. Individuals and corporations competed in various parts of the world to deliver a device that superseded previous technology.

Key Words: Television, Customers, Brand Preference, Satisfaction

Introduction:

Television came to India on September 15, 1959 with experimental transmission from Delhi. It was a modest beginning with a make shift Studio, a low power transmitter and only 21 community television sets. All India Radio provided the engineering and programme professionals. A daily one-hour service with a news bulletin was started in 1965. In 1972 television services were extended to a second city-Mumbai. By 1975 television stations came up in Calcutta, Chennai, Srinagar, Amritsar and Lucknow. In 1975-76 the Satellite Instructional Television Experiment brought television programmes for people in 2400 villages in the most inaccessible of the least developed areas through a satellite lent to India for one year.

Doordharsan is a public broad cast terrestrial television channel run by prasar bharati, a board formed by the government of India. Television programs were first transmitted in black-and-white. Scottish