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EVALUATING SATISFACTION DISCREPANCIES BETWEEN BRAND EXPECTATIONS AND ACTUAL PRODUCT PERFORMANCE: EVIDENCE FROM INDIA'S TELEVISION MARKET

Abstract

In case of durable goods, especially product like television, no satisfaction-dissatisfaction data are available. The customers buy televisions with some perceptions. Based on the past purchase experiences, they form some feelings or perceptions, how the brand will perform. This is known as brand expectation. After using the product, they develop perception about the actual performance of the brand. They then, compare their expectations and actual performance of the brand and have feelings of satisfaction and dissatisfaction regarding the brand. We had conducted the empirical research in the city of Kolkata, India and tried to find out the satisfaction and dissatisfaction outcomes based on the above comparison of TV buyers. We had used mall intercept survey on 509 sample television buyers in the city of Kolkata and suburbs, India. Sample respondents were drawn randomly and data so collected, were analyzed using SPSS software and our results show satisfaction in case of television purchasing. The feelings of actual performance in case of television buying were found to be greater than the feeling of expectation, with regard to product related attributes. The significant findings of the research were presented in the paper.

Keywords: Brand Expectation, Expectancy Confirmation, Product Performance, Buyers' Expectation, Emotional Satisfaction.

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I. INTRODUCTION

1. Electronics Goods and Television Markets

The Indian consumer electronics recorded a market value of rupees 593 billion crores in 2021 and is estimated to grow 6.5% by 2030. Therefore, India witnesses a vast opportunity to consumer electronics market for short to medium range of growth. Minimum coverage rate opens up a significant opportunity for first time selling and replacement buying market for a huge middle class segment.

Increased household demands, changing lifestyle patterns, easy credit payment options, rising disposable income etc have fuelled the phenomenal growth in the Indian consumer electronics market (https://www.grandviewresearch.com).

Government assistance and support in changing import and other policies have also, facilitated to the growth of Indian electronics market. The market recently had witnessed significant investments as a result of merger and acquisition policies practiced by the major players in the world market (https://www.grandviewresearch.com).

Television has become part and parcel of modern life. Earlier it was perceived as luxury, but today it has become a necessity. The television as a product earlier used to transmit pictures with sound. But nowadays, television is a primary source of information gathering, education, entertainment, advertisement etc. Television Industry, over a period of time, has witnessed several technological changes. The television market has witnessed several technological stages of advancement from Cathode ray tube displays to plasma TVS, LCD versions and LED TVs. In the recent past, Flat panel displays have totally replaced CRT models. After the globalization, television has seen gigantic pace of innovations, with the entry of multinational brands in the Indian market. Availability of strong distribution channels, easy payment options, increasing economic growth are the major drivers of growth of television market in India.

Increasing disposable incomes, shifts in consumer preferences, demand for more aesthetic models, rapid technological advancements, easy taxation policies of the Governments, presence of renowned national and international brands are major deciding factors that control television market in India. Altekar & Keskar (2014) observed that effective advertising strategies can actually bring the value of the brands to the customers.

2. Television Market: Segmentation

Smart and non-smart are the two distinct market segments of television market in India. Smart segment occupies 80% market share and non-smart segment accounts for rest 20% market share of the overall television market in India. Four different television types based on screen sizes dominate the Indian television market namely, below 81 cms, 81 – 109 cms, 109 – 140 cms and 140 cms and above. The smart televisions below 32 inches has maximum market share of 39.40%. (Market Research.com).

The major determinants for classification of India television market are based on type, feature, resolution, end use sector, geographical area etc.

- **India Television Market: By Type**
  - LED Television
  - OLED Television
  - LCD Television
  - Plasma Television

- **India Television Market, by Feature**
  - Smart Television
  - 3D
  - Curved Display

- **India Television Market, by Resolution**
  - High Definition (HD)
  - Full High Definition (FHD)
  - Ultra-High Definition (UHD)

3. Major Players in the Indian Television Market

Samsung, Sony, LG, Panasonic, Philips etc are the major players of Indian television market. By 2025, Indian durable goods market will be fifth largest in the world. The size of consumer durable, markets in India will be twice at a steady rate of 14.8%.

The Indian television market has witnessed major technological changes from cathode ray tube technology to modern LED, LCD and plasma television. TVS constitute the largest imports in consumer durable sector. Production of flat panel television is growing at 66%, compared to 3% in case of washing machines and 2% in case of refrigerators. The Indian television market is witnessing change in technology from the traditional cathode ray tube to LED, LCD and Plasma televisions.

4. Challenges of Indian Television Industry

There are difficulties facing the Indian television industry. in the fields of operation and planning. The television has huge customer base. The technological changes are so fast that to make a balance between operational challenges and future planning become too much complex. Survival and prosperity through innovation becomes the objectives of television Industry today.

The Indian economy has witnessed several challenges (Sangvikar, Pawar, & Pahurkar, 2019). These challenges have impacted economic stability (Sangvikar, Pawar, Bora, & Thite, 2019). The Indian television markets have undergone through various changing paradigm effects (Roy et al., 2019).

Some notable changes in lifestyle and spending patterns become a boost to Indian television Industry. High disposable incomes and more investments of the common people in media and entertainment are acting as stimulators to Indian television Industry (Hubacek, Guan, and Barua, 2007; Pahurkar, Kolte, & Jain, 2020). The low cost production and higher aggregate sales are fuelling to this growth. The huge middle class with higher disposable incomes is a blessing to Indian television Industry.

The TV industry, as such, is facing continuous changing demand of the customers. The newer generation viewers prefer to watch television on laptop, presence of Netflix, availability of You Tube, mobile apps, IPTV, presence of social media etc face serious challenges to television and entertainment industry in India. It is becoming very difficult for television industry to cope up with technological changes. Components of social influences, marketing mix factors have high influences on the

II. RESULTS AND DISCUSSIONS

The presence of digital technology and shifting to HDTV are among the biggest threats of television industry. The consumers of electronics goods are becoming tech savvy and they want smart equipments at competitive prices. Not only is that, presence of E-commerce markets, making products available at competitive prices. These happenings in the Indian television markets are posing serious challenges to TV industry.

Further, the market demands more reduction in LED prices. The further reduction in LED prices seems to be almost impossible. This is one of the reasons, why many television makers are withdrawing from the markets.

Due to fluctuations in currency, demand for electronic goods in many markets drops down. The high rate of GST applicable to LEDs also, poses threats to market. With the entry of new global brands, stiff competition in the electronic goods market in India is making difficult for the companies to survive. However, each brand with its own features is getting accepted by the customers who are ready to absorb new technology and ready to accept prices for premium products.

III. MATERIALS AND METHODS

1. Literature Review

- (Helson, 1964) in his research put forward theoretical support to confirmation/disconfirmation paradigm. This theory was widely recognised as a process of consumers' satisfaction/ dissatisfaction.
- (Newman & Staelin, 1972) found by their research that buyers satisfied with their existing products, took less time for information seeking process.
- (Swan & Combs, 1976) showed that performance expectations and actual performance play major roles are in the assessment of satisfaction/dissatisfaction of the consumers. Proper functional/utilitarian product performance is vital for the evaluation of electronics goods.
- (Westbrook & Oliver, 1991) found through their research that, in case of performance exceeding expectation, the emotional outcomes like happiness, delight, pleasure etc are associated. But unhappiness, anger or regret is associated, when performance fails to meet up expectation.
- (Rust & Zahorik, 1993) studied the behavioural responses related to satisfaction of customers. The satisfaction of customers shall have positive correlation ships with profits, if customer satisfactions influence behavioural responses of customers.
- (Loudon & Bitta, 1993) showed through their research that consumers' post purchase evaluation serves as feedback of their experiences with the products and determines the decisions whether to go for alternative buying options.

- (Zeithaml, Berry, & Parasuraman, 1996) indicated customer behavioural responses have significant impact on customer satisfaction. The financial returns of customers' satisfaction should be studied further.
- (Prakash & Lounsbury, 1992) observed that there are two methods of assessing the gap exists between customer expectation and actual performance of the product. One is called inferred approach, which is a subtractive method. It measures discrepancy, as a measure of subtracting performance from expectation. Whereas direct approach qualitative evaluation of performance.
- (Churchill & Surprenant, 1982) explained through their research theory that confirmation to expectancy occurs when products' performance is not noticeably different from expectation. Emotional satisfaction takes place, when performance of the product is higher than expectation. Emotional dissatisfaction takes place, when products' performance is far below than expectation.
- (Manrai & Gardner, 1991) showed through their research that disconfirmation to performance does not always lead to satisfaction/dissatisfaction and is influenced by other attribution process.
- (Woodruff, 1996) showed that the post purchase evaluation through products' performance is basically is a part of cognitive evaluation process. Customer satisfaction/dissatisfaction is the manifestation of comparative evaluation of perceived performance with brand expectation.
- (Sheth, Mittal, & Newman, 1999) have shown that construction of consumers' satisfaction/dissatisfaction does not evaluate solely analysis of various parameters; rather it depends on the comparison of expected performance and actual performance of the product or services. It is rather actual analysis of discrepancy between the perceived performance and expected performance.

2. **Statement of the Problem:** We do not have enough information regarding these customer satisfaction-dissatisfaction outcomes with regard to product related variables of television purchase. This was found out with extensive literature survey. Our present research is an effort to find all these answers.

3. **Research Objectives:** To find out the satisfaction dissatisfaction outcomes between actual performance and expected impressions of product related variables of television purchase. To draw conclusions, based on the above study.

4. **Research Design:** The stimulus-response model was used by the researcher in this study. The research design was a combination of both descriptive and causal design.

5. **Types of Data Sources:** The data used were both primary and secondary data.The primary data were collected from the jurisdiction of the research study i.e. from the metropolitan city of Kolkata and nearby districts of South 24 Parganas, Howrah and Hooghly, India.

6. **Sampling***:* Area based sampling was done, using the mall intercept survey method. The whole Kolkata market was divided into various regions namely South Kolkata market, North Kolkata Market, West Kolkata and Central Kolkata and the malls from these markets were used for data collection. The time frame of 4 hours in peak time of footfall (11 am to 3 pm) and 4 hours in lean time (5 p.m to 9 p.m) of footfall was considered.

Every 5th of the footfall as per the recorded footfall on the entry gate was considered as a sample element. However, there has been sometimes a mess, but the researcher tried to reach the target respondents with his research tool. The normality test on consumer respondents was available.

Therefore, randomness of the consumers was proven.

Respondents between the age of thirty years to fifty five years were chosen and data were collected from consumers, who were not buying for the first time.

7. **Data Collection:** The study used responses of primary data from a sample of 509 numbers of television purchasers.Malls intercept method was used in Kolkata and nearby districts of Kolkata, India.

8. **Tools of Collecting Primary Data:** The tools for collecting data were structured, undisguised questionnaire. The mode of communication was verbal and written. The researcher himself acted as the interviewer in reference to questionnaire. The researcher used nominal scales, where categorical identity was required. Ordinal scales have been used for preference in order to capture data in a manner of relativity.

9. **Place of Primary Data Collection:** We considered Kolkata PIN code area and nearby districts.Primary data were collected during 18th October, 2023 and 22nd February, 2024.

10. **Reliability** *of Scale:* Cronbach alpha was used to assess the internal consistency of reliability test. The alpha coefficient was found as0.854, indicating high internal consistency.

11. **Data Analysis:** The data were analysed using SPSS 17.0 software. 509 respondents were interviewed through questionnaire survey.

The mean values of Actual impressions and expected impressions and the difference between these values are calculated for product factor variables. The results show that actual impressions are greater than expected impressions for all variables and we have positive differences. This indicates that television buyers enjoy satisfaction with respect to product factors. The semantic differential graphs of the expected and actual promotional factor variables are shown (Refer Figure No-1). The paired t test was conducted to determine if the each pair of expected and actual product factor variables is significantly different or not. The paired sample statistics for product factor variables were shown (Refer Table-2). The paired sample co-relation tables are also shown (Refer Table-3). The paired sample test data of the product factor variables are also provided (Refer Table-4). The value of significance for each pair of variables (actual vs expected) is less than 0.05. Hence alternate hypothesis is accepted that each pair of variables is significantly different.

Table 1: Mean values of attributes of Product Factors

	V1	V2	V3	V4	V5	V6	V7	V8	V9
Mean expected Impression	2.22	2.41	2.09	3.34	3.41	3.68	3.74	3.61	3.60
Mean Actual Impression	3.17	3.38	3.04	4.34	4.41	4.68	4.74	4.61	4.60
Difference of mean actual and mean expected	0.95	0.97	0.95	1.00	1.00	1.00	1.00	1.00	1.00

Table-1 shows the expected and the actual values of different variables of the product factors. The results show actual impressions are greater than expected impressions.

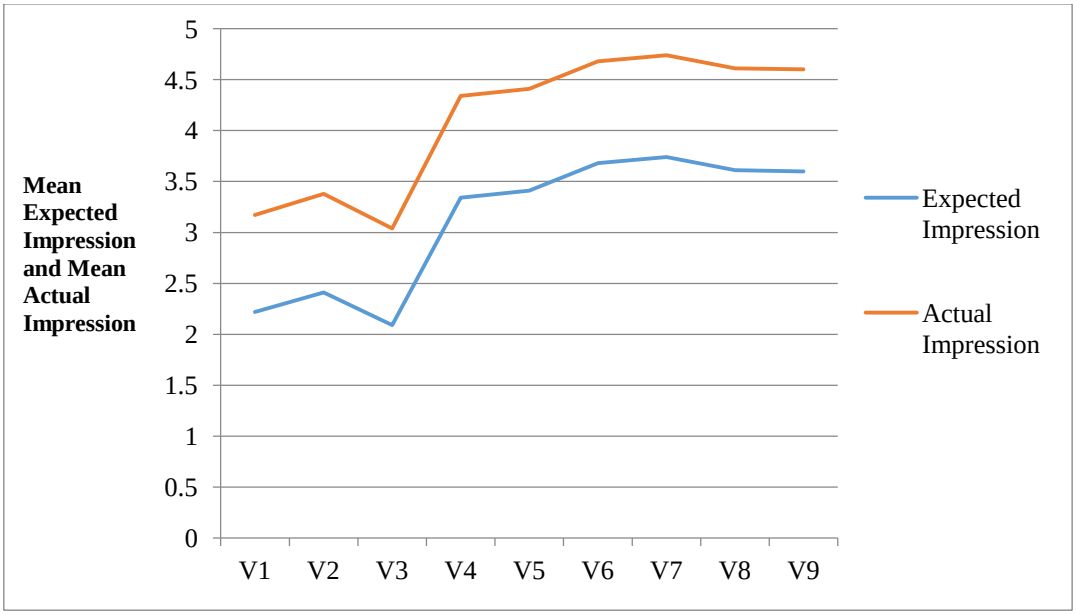

Figure1: (Mean actual and mean expected values of product factor)

Table 2: Paired Sample Statistics of Product Factor variables

Paired Samples Data					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Better look of the product (Product)	3.1700	100	.94340	.09434
	VProE1	2.2200	100	.84781	.08478
Pair 2	Easy portability(Product)	3.3800	100	1.06154	.10615
	VProE2	2.4100	100	1.00599	.10060
Pair 3	Sound Quality(Product)	3.0400	100	1.05333	.10533
	VProE3	2.0900	100	.97540	.09754
Pair 4	Better picture Quality(Product)	4.3400[a]	100	.81921	.08192
	VProE4	3.3400[a]	100	.81921	.08192
Pair 5	Built in stabilizer(Product)	4.4100	100	.80522	.08052
	VProE5	3.3400	100	.81921	.08192
Pair 6	Prompt After Sale Value(Product)	3.2200	100	1.13333	.11333

	VProE6	3.3400	100	.81921	.08192
Pair 7	Less Maintenance Cost(Product)	2.2800	100	.99575	.09957
	VProE7	3.7400	100	.62957	.06296
Pair 8	Better Re-sale Value(Product)	4.6100[a]	100	.70918	.07092
	VProE8	3.6100[a]	100	.70918	.07092
Pair 9	Less repairing cost(Product)	4.6000[a]	100	.73855	.07385
	VProE9	3.6000[a]	100	.73855	.07385
a. The correlation and t cannot be computed because the standard error of the difference is 0.					

Table-2 shows the paired sample statistic values like values of standard deviation, standard error mean values etc of expected and actual impression values of different values of product factors.

Table 3: Paired Sample Correlations of Product Factor variables

		N	Correlation	Sig.
Pair 1	Better look of the product (Product) & VProE1	100	.976	.000
Pair 2	Easy portability(Product) & VProE2	100	.988	.000
Pair 3	Sound Quality(Product) & VProE3	100	.980	.000
Pair 5	Built in stabilizer(Product) & VProE5	100	.583	.000
Pair 6	Prompt After Sale Value(Product) & VProE6	100	.093	.359
Pair 7	Less Maintenance Cost(Product) & VProE7	100	-.108	.284

Table-3 shows the paired sample correlations of product factor variables.

Table 4: Paired Sample test of Product Factor variables

		t	df	Sig. (2-tailed)
Pair 1	Better look of the product (Product) - VProE1	43.370	99	.000
Pair 2	Easy portability(Product) - VProE2	56.577	99	.000
Pair 3	Sound Quality(Product) - VProE3	43.370	99	.000
Pair 5	Built in stabilizer(Product) - VProE5	14.420	99	.000
Pair 6	Prompt After Sale Value(Product) - VProE6	-10.899	99	.001
Pair 7	Less Maintenance Cost(Product) - VProE7	-11.828	99	.000

Table-4 displays the paired t test results, which was undertaken to verify whether the each pair of expected and actual product factor variables are significantly different or not, for dealer responses. The value of significance for each pair of variables (actual vs expected) is less than 0.05. Hence alternate hypothesis is accepted that each pair of variables is significantly different.

Ranking of Product Factors by Thurston V scale

Detailed calculation of Ranking of Product Factors by Thurston-V Scale

Product Variables/ **LG** (As per ascending order)

T1	T2	T3	T4	T5	T6	T7	T8	T9
0.36	0.65	0.73	0.73	0.76	0.76	0.82	0.88	1.02

Q1= ¼(N+1), 2m +1=N=9

m=4

Q1= ¼ (2m +2)= ¼ (2x4 +2) = ¼ x 10= ¼ x (T4+T6)= ¼ (0.73+0.76)= 0.37

Q3= ¾ (N+1)= ¾ (2m+2)= ¾ (2x4+2)= ¾ x10 = ¾ (T6 +T4)= ¾ (0.73+0.76) = 3/4x1.49= 1.11

IQR = Q3-Q1 = 1.11-0.37 = 0.74

Product Variables/**Philips** (As per ascending order)

T1	T2	T3	T4	T5	T6	T7	T8	T9
0.32	0.59	0.60	0.71	0.82	0.91	0.95	0.98	1.05

Q1= ¼(N+1), 2m +1=N=9

m=4

Q1= ¼ (2m +1)= ¼ (2x4 +2) = ¼ x 10= ¼ x (T4+T6)= ¼ (0.71+0.91)= 0.40

Q3= ¾ (N+1)= ¾ (2m+2)= ¾ (2x4+2)= ¾ x7 = ¾ (T4 +T6)= ¾ (0.71+0.91)=3/4x1.97= 1.21

IQR= Q3-Q1= 1.21-0.40= 0.81

Product variables/ **Sony** (As per ascending order)

T1	T2	T3	T4	T5	T6	T7	T8	T9
0.004	0.07	0.20	0.20	0.22	0.22	0.31	0.33	0.70

Q1= ¼(N+1), 2m +1=N=9

m=4

Q1= ¼ (2m +2)= ¼ (2x4 +2) = ¼ x 7= ¼ x (T4+T6)= ¼ (0.20+0.22)=0.10

Q3= ¾ (N+1)= ¾ (2m+2)= ¾ (2x4+2)= ¾ x10 = ¾ (T4 +T6)= ¾ (0.20+0.22) = 3/4x0.42=0.31

IQR= Q3-Q1= 0.31-0.10= 0.21

Product Variables/ **Samsung** (As per ascending order)

T1	T2	T3	T4	T5	T6	T7	T8	T9
0.30	0.56	0.64	0.67	0.70	0.80	0.84	0.84	0.88

Q1= ¼(N+1), 2m +1=N=9

m=4

Q1= ¼ (2m +2) = ¼ (2x4 +2) = ¼ x 7= ¼ x (T4+T6) = ¼ (0.67+0.80) =0.36

Q3= ¾ (N+1)= ¾ (2m+2)= ¾ (2x4+2)= ¾ x7 = ¾ (T4 +T6)= ¾ (0.67+0.80) = 3/4x1.47=1.10

IQR= Q3-Q1= 1.10-0.36= 0.74

Product Variables/ **Panasonic** (As per ascending order)

T1	T2	T3	T4	T5	T6	T7	T8	T9
0.27	0.55	0.67	0.69	0.70	0.78	0.86	0.89	0.91

Q1= ¼(N+1), 2m +1=N=9

m=4

Q1= ¼ (2m +2)= ¼ (2x4 +2) = ¼ x 10= ¼ x (T4+T6)= ¼ (0.69+0.78)=0.36

Q3= ¾ (N+1)= ¾ (2m+2)= ¾ (2x4+2)= ¾ x10 = ¾ (T6 +T4)= ¾ (0.69+0.78) = 3/4x1.47=1.10

IQR= Q3-Q1= 1.10-0.36= 0.74

Table 5: Brand wise Ranking of product factors by Thurston-V Scale

Brand	IQR	Mean of differences(Mean Actual-Mean Expected	IQR/Mean of differences(Mean Actual-Mean Expected	Rank
LG	0.74	0.74	1	2
Philips	0.81	0.77	1.05	3
Sony	0.21	0.25	0.84	1
Samsung	0.74	0.69	1.07	4
Panasonic	0.74	0.68	1.08	5

Table-5 shows the brand wise rankings of product factors by Thurston-V scale.

IV. RESULTS AND DISCUSSIONS

1. Findings

- Mean values of each pair of expected and actual impressions of various product factor related variables were assessed for LG, Sony, Samsung, Philips and Panasonic brands for buyers data.
- It was observed that actual impression is greater than expected impression for each pair of variables of product factors, indicating customer satisfaction with respect to product factor variables of television buyers.
- Paired sample t-tests were conducted for each pair of expected and actual impressions of product factor related variables for both buyers. It was found that the product factor related variables are significant.
- The average values of the differences of mean expected and actual impressions of product Factor related variables for brands LG, Sony, Samsung, Philips and Panasonic were calculated and then average value of all mean values of differences of product related factor variables for all the brands were calculated for television buyers' data.
- Then rankings of product factors for all the brands were made for buyers, using Thurston-V scales. Sony was ranked first, LG second, followed by Philips and Samsung ranked third and fourth respectively and Panasonic was ranked fifth with respect to product factors.

2. Suggestions

- The television manufacturing companies should produce high quality televisions so as to positively influence buying decision makings,
- The television brands having less rankings related to product related variables with respect to other brands, should try to improve their rankings.
- They should provide services and bring satisfaction to their customers related to various product related variables.

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V. CONCLUSION

Thus, it is customary to give importance to the brand expectation concept with which the customers decide to buy a television. Then the customers will buy a product and will grow idea about the actual performance about the product after prolonged usage. And then buyers evaluate their feelings of actual performance of the product against brand expectation. Higher performance with respect to expectation of the brand will bring emotional satisfaction of the buyers. They will be dissatisfied if actual performance is lower than the expectation. Expectancy fulfilment will occur when actual performance is same as the expectation.

Further researches could be undertaken, to measure the impacts of other marketing mix variables. This paper will contribute to the satisfaction-dissatisfaction paradigm of the television buyers. The findings of the present research may be used by the television making companies to formulate their key business strategies.

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