



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CUSTOMER PREFERENCE TOWARDS LED TV IN MADURAI DISTRICT

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Abstract

This study aims to analyze the customer preference towards LED TVs in Madurai District. With the rapid development of technology and increasing competition among electronic brands, LED televisions have become one of the most popular home entertainment products. The study focuses on identifying the factors that influence customers when purchasing LED TVs, such as price, brand image, screen size, picture quality, and additional features. Data for the study were collected from consumers in Madurai District through a structured questionnaire. The research helps to understand customer expectations, buying behavior, and satisfaction levels regarding LED TVs. The

findings of the study provide useful insights for electronic retailers and manufacturers to improve their marketing strategies and product offerings. Overall, the study highlights the importance of quality, affordability, and brand reputation in shaping customer preference towards LED TVs in the Madurai District market.

Keywords: Customer Preference, LED TV, Buying Behavior, Brand Image, Consumer Satisfaction.

1. Introduction

Television is one of the most widely used electronic devices in modern households. It plays a significant role in providing entertainment, information, and education to



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people of all age groups. Over the years, television technology has evolved from traditional cathode ray tube (CRT) televisions to advanced models such as LCD, LED, and Smart TVs. Among these, LED televisions have gained immense popularity due to their superior picture quality, energy efficiency, thin design, and longer lifespan.

In recent years, the demand for LED televisions has increased significantly due to technological advancements and changing consumer lifestyles. Consumers today prefer televisions that offer high resolution, smart features, and connectivity options such as Wi-Fi and streaming services. Madurai District, being one of the major urban centers in Tamil Nadu, has witnessed increasing demand for LED televisions. Therefore, it is important to analyze customer preferences and factors influencing their purchasing decisions.

2. Importance of the Study

Understanding customer preferences is essential for manufacturers and marketers in the electronics industry. This study helps identify the key factors influencing the purchase of LED televisions such as price, brand image, picture quality, and advanced features. The insights gained from this study can help companies develop better marketing strategies and improve their products according to customer expectations. The study also provides valuable information regarding consumer awareness and challenges faced

while using LED televisions. By analyzing these aspects, manufacturers can improve product quality and after-sales service. In addition, the findings will help retailers understand customer buying behavior and enhance customer satisfaction in Madurai District.

3. Statement of the Problem

The television market has become highly competitive with the entry of numerous brands offering various models and features. Consumers today have many options when choosing LED televisions, which makes the decision-making process more complex. Factors such as brand reputation, price, screen size, picture quality, and smart features influence consumer preferences.

Despite the increasing popularity of LED televisions, customers often face issues such as high purchase cost, maintenance expenses, and technical problems. Therefore, it becomes necessary to analyze the preferences and challenges experienced by consumers while purchasing and using LED televisions. This study aims to identify these aspects among customers in Madurai District.

4. Objectives of the Study

- To analyze the customer preference towards LED televisions in Madurai District.

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- To identify the sources of awareness about LED televisions among customers.
- To examine the challenges faced by consumers while using LED televisions.

5. Research Methodology

Research methodology refers to the systematic process used to collect and analyze data for the study. This research is descriptive in nature and focuses on understanding consumer preferences towards LED televisions in Madurai District.

5.1 Sources of Data

- **Primary Data:** Collected using structured questionnaires.
- **Secondary Data:** Collected from journals, articles, reports, and websites related to e-commerce and digital marketing.

5.2 Sample Size

100 respondents, representing diverse demographic backgrounds.

5.3 Sampling Technique

Convenience Sampling Method were adopted for the study.

5.4 Tools used for Analysis

Statistical tools such as percentages was used to interpret the data analysis.

6. Data Analysis and Interpretation

Table 1: Customer Preference towards LED TV

Preference Factor	Respondents	Percentage
Brand	30	30%
Price	25	25%
Picture Quality	20	20%
Features	15	15%
Energy Efficiency	10	10%

Source: Primary Data

The table shows that majority (30%) of the respondents prefer LED TVs based on brand, followed by 25% who consider price as the main factor. Picture quality and advanced features also influence purchasing decisions, while energy efficiency is considered by a smaller percentage of customers.

7. Findings

- Most consumers prefer LED TVs due to brand reputation.
- Price plays an important role in purchasing decisions.
- Television advertisements are the main source of awareness.
- High cost is the major challenge faced by customers.
- Customers prefer LED TVs with better picture quality and advanced features.



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8. Suggestions

- Companies should offer LED TVs at affordable prices.
- Manufacturers should improve after-sales service.
- More awareness programs and advertisements should be conducted.
- Retailers should provide product demonstrations to customers.
- Companies should introduce energy-efficient models.

9. Conclusion

LED televisions have become highly popular among consumers in Madurai District due to their advanced technology and superior features. Factors such as brand image, price, and picture quality significantly influence customer preference. Television advertisements and internet sources play a major role in creating awareness among consumers. Customers face certain challenges such as high purchase cost and maintenance expenses. Therefore, manufacturers and marketers should focus on providing improving after-sales service, and introducing innovative features to meet customer expectations. By addressing these issues, companies can increase customer satisfaction and strengthen their position in the competitive television market.

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