



A STUDY ON CONSUMER'S SATISFACTION TOWARDS LG PRODUCTS IN COIMBATORE CITY

Dr. R. Mayilsamy¹, S.S.Abhishek²

¹Assistant Professor, Department of Commerce with Professional Accounting,
Dr. N.G.P. Arts and Science College, Coimbatore.

²Student of III B.Com.(PA), Department of Commerce with Professional Accounting,
Dr.N.G.P Arts and Science College, Coimbatore.

ABSTRACT

LG is the global leader in home appliances industry also the fast growing industry also the fast growing industry in India. The company's success is depending on their steps taken towards customer needs and satisfaction. The paper primarily focuses on the consumer satisfaction towards LG home appliances. The project is entitled as "a study on the customer satisfaction towards LG PRODUCTS in Coimbatore city is carried out with the aim to determine the customer satisfaction. Customer satisfaction is considered to be the most important factor as it involves the retention of the customer and creates brand loyalty and also it forms a base for alternating prospective customers.

Typical elements that constitute customer satisfaction are value added service, difficulties in tariff customer care and timely response complaints. In this paper will deal with the problems faced by the LG company customer's issues. The data is collected as a survey and pin points the problems with proper solution and suggestions.

INTRODUCTION

The project is entitled as "a study on the customer satisfaction towards LG PRODUCTS in Coimbatore city is carried out with the objective to determine the customer satisfaction.

CONSUMER BEHAVIOR

The term consumer or buyer behaviour is often used rather loosely. In fact the consumer behaviour is a subject of human behaviour. This does not mean that all human behaviour is consumption oriented. Human behaviour refers to total process by which individuals, interact with their environment.

CONSUMER SATISFACTION

Firms aim to satisfaction to consumer through marketing concept. The firms try to help the buying in solving the problems better than competitors.

STATEMENT OF THE PROBLEM

It is a struggle that there is competition to the LG products in the market. There is less quality in its products comparing to others. Now in the present century new technologies introduces new brands of electronic items, every day the new arrival of electronic items has made the companies constantly engaged in gaining attention of the consumer like price, offer etc., so comparing to others LG has not

adopted the new technologies. The solution for improving the LG PRODUCTS is to be analysed.

SCOPE OF THE STUDY

This study focuses on how and why consumers make decisions to goods and services, consumer behaviours research goes beyond these facts of consumer behaviours and considers the use of consumer. Their subsequent evaluations. The dissatisfaction with a choice for an electronic product perhaps lead to many reason. The reason are continuous poor distribution problem poor influence of the existing consumer towards potential consumer and vintage products mix for prolong period, each of these possible consequence of convenience part purchase dissatisfaction. To give a solution for the above said problems of the study is under taken.

OBJECTIVES OF THE STUDY

Objectives of the study are as follows:

- To study the market potential towards LG Products
- To identify the brand performance of the respondents and to determine the important factors that influence the purchase of the LG Product.
- To know about the respondents satisfaction on various attribution of LG Product.
- To make suggestions and recommendation for improving organization.



RESEARCH METHODOLOGY

COLLECTION OF DATA

In the present study both primary and secondary data are made use of

• Primary Data

Primary data have been collected from the consumers through questionnaire. The Primary data was collected by interviewing the respondents. It was in the form of survey at different place.

• b) Secondary Data

Secondary data were collected from various books, website of his company

SAMPLING DESIGN

In order to undertake samples the researcher has classified the entire consumers are in socio-economic characteristics. Viz., age, sex, marital status, educational qualification, occupation and income.

Purposive random sampling method is adopted in this survey.

100 respondents were met in the problem of consumers of LG Product in Coimbatore city and issued questionnaire to them for data collection.

a) Sampling Units

The additional intonations' were collected from the user of LG Product For the study respondents those who are using LG Product

b) Sampling Size

The total respondents for the study were 100 the sample size is collected from different user model of a LG Product.

REVIEW OF LITERATURE

Samindra Nath (2017) - in his research paper explores the impact of country of origin image on brand equity of branded generic drugs. Brand equity of branded generics is examined from beginning to end analytical review. Nation of origin image is hypothesized to influence components of brand equity. A research was conducted among efficiently respondents, such as doctors of dissimilar categories in Kolkata, India. Outcome showed that country of origin representation had a optimistic and important effect on components of brand equity, resulting from factor analysis conducted on brand equity elements. The outcome also revealed that country of origin representation of branded generics considerably, but not directly, exaggerated brand equity through the mediating variables.

Keller (2017) - takes the consumer-based brand strength concept to brand equity, signifying that brand equity represent a circumstance in which the customer is well-known with the brand name and recalls some favorable, strong and exclusive brand relations. Therefore, Vol. 5 Iss. 2 Year. 2018 Int.

Jour. Sci. Tech. Huma , 53-58| 55 there is a discrepancy effect of brand knowledge on customer response to the promotion of a brand, where brand strength is a function of brand description.

Winters (2017) - relates brand equity to further value by signifying that brand equity involves the worth added to a product by customers relations and perception of a exacting brand name. It is uncertain in what way added value is being used, but brand equity fits the categories of product explanation and brand strength.

FINDINGS FROM PERCENTAGE ANALYSIS

- Majority (66%) of the respondents are from the age group of below of 25years.
- Majority (68%) of the respondents are unmarried.
- Majority (62%) of the respondents are under graduate.
- Majority (42%) of the respondents are private employees.
- Majority (52%) of the respondent's annual income are below Rs. 150000.
- Majority (59%) respondents are living as a joint family.
- Majority (37%) of the respondents likes to buy washing machine .
- Majority (64%) of the respondents prefer to buy their product from showrooms .
- Majority (66%) of respondents said that the price is affordable .
- Majority (38%) of the respondents got awareness about the product by advertisements.
- Majority (38%) of the respondents are been the customer of the LG product for 1-2 years.
- Majority (44%) of respondents said that the quality factor made them to buy the LG product.
- Majority (34%) of the respondent's buying decision are been influenced by chief wage earner.
- Majority (56%) of the respondent rates their experience of using the LG product as good.
- Majority (52%) of the respondents agrees that the brand name influences their purchase.
- Maximum respondent said that the satisfaction level towards the price, brand, quality, design and service are good.



DATA ANALYSIS

The study is an exploratory and empirical in nature. The collected data are classified and tabulated. Cross tabulation has been done represents consumers social - economic status and the behaviour. For analyzing the problem of LG Product consumer's percentile, percentage and other statistical tools are used. Scaling technique is used for measuring the attitude of LG Product.

SUGGESTIONS

From this survey we found that:

- Majority of the customers prefers to use washing machine so the level of sales volume can increase by launching showrooms in Center of towns and in Rural areas.
- By introducing new offers to reputed customers, they can increase the sales level of business.
- The quality of service in showrooms should be increased, so the investment level of customers on the LG products can be huge.
- Advertisement of this product can increase the reach in wide range among the customers.

LIMITATION OF THE STUDY

1. This study is restricted only to Coimbatore city.
2. Coimbatore city LG Product owners are considered as consumers.
3. This study period is only one year.

Hence, the findings and conclusions are based on this period only.

CONCLUSION

From the analysis and research concluded in Coimbatore city, it was made clear that the LG Product was the market leader. Britannia has to come up with more innovative promotional campaigns in order to gain more consumers. Since most of the respondents expressed a position note on factors like

product image, price, quality, taste, and energy. It is indeed the manufacturer's duty to maintain the above factors at the same time with a view to retain the top of the market. Because, all products are in need of the above five qualifications to survive the market. Surprisingly LG Product are have the above three qualifications with a good reputation. So, the manufacturer is required to concentrate on more of these. From the analysis and research concluded in Coimbatore city, it was made clear that the LG Product was the market leader. Britannia has to come up with more innovative promotional campaigns in order to gain more consumers. Since most of the respondents expressed a position note on factors like product image, price, quality, taste, and energy. It is indeed the manufacturer's duty to maintain the above factors at the same time with a view to retain the top of the market. Because, all products are in need of the above five qualifications to survive the market. Surprisingly LG Product are have the above three qualifications with a good reputation.

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