



# A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS LG SMART TV WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

As a result, the market of smart TV has been escalating every year with increasing innovation. In third quarter of 2018 the number of smart TVs use totaled 0.97 billion, a 41% increase from third quarter 2017. India is one of the fastest growing economics all over the world. It is true that hi tech technology has played a vital role in attracting the people towards smart TVs. There are variety of smart TVs with different names and brands available in the market such as apples, LG, MI, Samsung, etc. Brand is another factor that drives people to buy smart TVs. The Tools like Percentage Analysis were used for the study. The major purpose of this study is to analyze consumer behavior towards LG smart TV in the Coimbatore city by finding the factors which influence consumer in their smart TV purchases.

**KEYWORDS:** Consumer behaviour, Smart TV, hi tech technology

## 1. INTRODUCTION

A smart TV, also known as a connected TV (CTV), is a traditional television set with integrated internet and interactive features, which allows users to stream music and videos, browse the internet and view photos. Smart TV is a technological convergence of computer, television sets and set-top boxes. Besides the traditional functions of television sets and set-top boxes provided through traditional broadcasting media, these devices can provide Internet TV, online interactive media, over-the-top content (OTT) as well as on-demand streaming media, and home ne working access. Smart TV should not be confused with Internet TV, IPTV or Web television. Internet TV refers to receiving television content over the Internet instead of traditional systems such as terrestrial, cable and satellite regardless of how the Internet is delivered. IPTV is one of the Internet television technology standards for use by television broadcasters. Web television is a term used for programs created by the wide variety of companies and individuals for board of the Internet TV.

## 2. STATEMENT OF THE PROBLEM

Electronics , considered on essentials part of modern life. Now in the present century, new technologies introduces new brand of electronics items has the made companies constantly engaged in gaining the attention of the customer like price, offers, models, etc. The customer satisfaction towards LG Smart TV products has been made by the research in Coimbatore city for studying the necessity of customer needs and their satisfaction

## 3. OBJECTIVE OF THE STUDY

- To know consumer opinion about LG Smart TV.
- To analyses the level of satisfaction towards LG Smart TV.
- To determine the major factors influencing the buying decision of the consumer.
- To understand the buying behavior of the customers towards LG Smart TV.



#### 4. RESEARCH METHODOLOGY

Sampling technique	Convenient Sampling technique
Area of the Study	Coimbatore City
Sampling size	110 Respondents

#### 5. STATISTICAL TOOLS

The following statistical tools were applied to analyse the statistical data

- Percentage Analysis.

#### 6. REVIEW OF LITERATURE

**N.Bharathi and V.Bharathi (2019)** “A Study On Consumer Behaviour Towards TV Brands Special Reference To LG Television” This paper is an attempt to study the consumer behaviour towards various television brands. The level of satisfaction of consumers varies with each brand of the products. Everyone is unique in his/her tastes and preferences. They all cannot be extraordinarily satisfied every second and all the time but they can be managed with best quality. Type of buying behaviour are classified namely quality conscious, economic conscious and bargain conscious.

**Tamilselvi And Gomathipriya (2019)** “A Study On Customer Satisfaction Towards LG Televisions With

Special Reference To Salem City”. The standard of living also boost. TV manufacturing these days is also facing challenges in technological development and every day invention with new features is coming in the market and making the old tools and feature unqualified. When the led television industrialists are given a quality product at realistic price, the mass sales will be upraised significantly. The manufactures should be fulfilled the updated knowledge as well as the eco-friendly concept.

**Dr.Mallikarjuna RReddy** conducted a study “Marketing strategy :Linkages with consumer behaviours”. It reveals the consumer behaviour models and their relevance to consumer electronic industry linkages of buying behaviour with marketing strategies of consumer electronics firms and concluded that studying the consumer behaviour that provides a sound basis for identifying and understanding consumer needs.

#### 7. TABLE

##### PERCENTAGE ANALYSIS

##### HOW LONG USING LG SMART TV

S.NO	USING LG SMART TV	NO OF RESPONDENTS	PERCENTAGE(%)
1	Less than 1 year	40	36
2	One year	18	16
3	Two year	25	23
4	Three year	27	25
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: primary data

#### INTERPRETATION

The above table indicates that out of the total respondents taken for the study 36% of the respondents are using LG Smart TV Less than 1 year , 16% of the respondents are using LG Smart TV one year. 23% of the respondents are using LG Smart TV Two year and 25% of the respondents are using LG Smart TV More than 2 year

#### INFERENCE

**Most 36% of the respondents are using LG Smart TV Less than 1 year**

#### 8. SUGGESTIONS

- The Company should take steps to develop the product and services to cover large number of customers.
- The manufacturer can give more offers and discounts to attract the customers.
- Consumers get information about the brand mostly by advertisements and by word of mouth, so that companies should concentrate in giving valuable advertisements and increasing its goodwill.



- Consumers are ready to pay reasonable cost to the products which had good qualities and features, so companies should make themselves ready to give the best product and satisfy the end users.

## 9. CONCLUSION

Consumers are now well aware and wish to use varieties of Smart TV products, brands and services which are new in the market, fashionable, exclusive in nature, rare and trendy. Every one is unique in his/her tastes and preferences. They all cannot be extraordinarily satisfied every second and all the time but they can be managed with best quality. Type of buying behavior are classified namely quality conscious, economic conscious and bargain conscious. But the consumer preferences and buying decision is made by quality conscious only. This research may give information about minds of the consumers. Therefore the manufactures have to concentrate more on producing quality goods and services as well as the eco friendly concepts.

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