



# **A STUDY ON CUSTOMER'S SATISFACTION TOWARDS LG PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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## **ABSTRACT**

*LG Corporation established as Lak Hui Chemical Industrial Corp. in 1947. In 1952, Lak Hui (pronounced "Lucky", currently LG Chem) became the first South Korean company to enter the plastics industry. As the company expanded its plastics business, it established GoldStar Co. Ltd. (currently LG Electronics Inc.) in 1958. Both companies Lucky and GoldStar merged and formed Lucky-Goldstar in 1983.*

*GoldStar produced South Korea's first radio. Many consumer electronics were sold under the brand name GoldStar, while some other household products (not available outside South Korea) were sold under the brand name of Lucky. The Lucky brand was famous for hygiene products such as soaps and HiTi laundry detergents, but the brand was mostly associated with its Lucky and Perioe toothpaste. LG continues to manufacture some of these products for the South Korean market, such as laundry detergent.*

*Koo Bon-moo renamed the company to LG in 1995. The company also associates the letters LG with the company's tagline "Life's Good". Since 2009, LG has owned the domain name LG.com.*

## **INTRODUCTION**

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

### **(i) CONSUMER BEHAVIOUR**

Consumer behaviour is the study of individuals, group, or an organisation and the process they used to select, secure, use and dispose of products, services, experiences or the ideas to satisfy their needs and wants. Consumer behaviour is the behaviour exhibited by people in planning, purchasing and using the economic goods and services. Consumer

behaviour is the integral part of the human behaviour and cannot be separated from it. 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 the total process by which individuals interact with their environment.

### **(ii) CUSTOMER SATISFACTION**

Customer satisfaction is a term frequently used in marketing. It is a measure of products and services supplied by a company to meet customer expectation.

**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 STUDY**

The main aim is to examine the customers level of satisfaction on LG PRODUCTS with special reference to Coimbatore city. This study helps in understanding the needs and changes to be done in LG PRODUCTS. It will also helps in finding out the customers opinion on the technical and services support rendered by the LG COMPANY. The survey focus on the opinion of the respondents regarding the LG PRODUCTS.

**OBJECTIVE OF STUDY**

- To determine the major factors influencing the buying behaviour of the customer.
- To know the customers opinion towards the LG PRODUCTS.
- To find out the problems faced by the consumer on buying the product.
- To analyse the level of satisfaction towards the LG PRODUCTS.

**STATISTICAL TOOL USED**

- ✓ Simple percentage analysis
- ✓ Liker scale analysis

**REVIEW OF LITERATURE**

Janaki and Shanthi, (2013) in their study entitled, "Marketing Stimuli in Purchase of Home Appliances From Customer Perspectives", explains that marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. The people consume things of daily use, and buy these products according to their needs, preferences and buying power. The objectives of the study are to study the purchase decision behaviour relating to home appliances and to analyze customer response to the marketing stimuli of home appliances. The study was carried out with the sample size of 200 respondents selected based on proportionate random sampling with in Coimbatore city. The data were collected with interview schedule and were analyzed using percentage weighted average score analysis of

variances. The findings of the study included that education and income of the respondents are the two socioeconomic variables which have significant association in all the stages which the buyers undergo while purchasing home appliances.

**Shahram Jenabi, Seyed Yahya Seyed Danesh and Minoo Yousefi (2013)**

made a study titled, "Examining the effect of Brand dimension (trademark) on home appliances consumers' behavior Case study: LG brand in Rasht city", tells that one of the most important and valuable assets of a company is its trademark. The more valuable is a trademark for consumers more profit the company achieves.

Janaki, P and Shanthi, P (2013) "Marketing Stimuli In Purchase Of Home Appliances From Customer Perspectives", International Journal of Sales & Marketing Management Research and Development (IJSMMRD), Vol. 3, Issue 2, pp. 23-30.

Shahram Jenabi, Seyed Yahya Seyed Danesh and Minoo Yousefi (2013) "Examining the effect of Brand dimension (trademark) on home appliances consumers' behavior Case study: LG brand in Rasht city", International Research Journal of Applied and Basic Sciences, Vol.4, Issue.7, pp.1894-1900

**DATA ANALYSIS AND INTERPRETATION**

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can; be made so as to present suitable interpretation for the same. The data have been analyzed using the following statistical tools.

- Percentage analysis
- Likert scale analysis

**PERCENTAGE ANALYSIS**

The percentage analysis is mainly used to specify the number of respondents in the sample falling in each category. Further, it is also used as a standard for comparison purpose. A number of respondents distribution shows the number of frequencies in various classes, which helps to get preliminary idea with respect to objectives under study. To interpret the results comprehensively percentage value are computed.

**FORMULA PERCENTAGE =**

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

**TABLE NO: 1**  
**GENDER OF THE RESPONDENTS**

Sl.NO	Gender	NO. OF. RESPONDENT	PERCENTAGE
1	MALE	50	41%
2	FEMALE	72	59%
	TOTAL	120	100

**INTERPRRETATION**

The above table shows that Gender of the respondents.

Out of total 120 respondents, 41% of the respondents are male and 59% of the respondents are female.

**TABLE SHOWING THAT WHICH THE RESPONDENTS LIKES**

S. NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Washing machine	52	37%
2	Television	45	32%
3	Refrigerator	35	25%
4	Mobile phones	8	6%
	TOTAL	140	100

**ITERPRRETATION**

According to the respondents, 37% of the respondents likes washing machine, 32% of the respondents likes television, 25% of the respondents likes refrigerator, 6% of the respondents likes mobile phones. **Majority (37%) of the respondents likes the Washing machine.**

**LIKERT SCALE ANALYSIS**

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement, ordered in hierarchical from strongly negative to strongly positive. Used mainly in behavioural science, in likert's method a person's attitude is measured by combining (additional or averaging) their responses all items

**FORMULA**

$$\text{Likert scale} = \frac{\sum (FX)}{\text{Total number of respondents}}$$

F = Number of Respondents  
X = Likert Scale Value  
(FX) = Total Scale

**TABLE SHOWING THE OPINION OF THE RESPONDENTS TOWARDS THE SERVICE**

S.NO	PARTICULARS	RESPONDENTS	LIKERT SCALE	TOTAL SCORE
1	Excellent	44	5	220
2	Good	58	4	232
3	Average	23	3	69
4	Poor	5	2	10
5	Very poor	10	1	10
	TOTAL	140		541

Likert Value=  $\frac{fx}{no. \text{ of respondents}}$   
 =  $\frac{541}{140}$   
 = 3.8

**INTERPRETATION**

The table shows that 44 respondents are excellent, 58 are

good, 23 are average, 5 are poor, 10 are poor.

**TABLE SHOWING THE OPINION OF THE RESPONDENTS TOWARDS PRICE OF LG PRODUCT**

S.N O	PARTICULARS	RESPONDENTS	LIKERT SCALE	TOTAL SCORE
1	Excellent	55	5	275
2	Good	60	4	240
3	Average	22	3	66
4	Poor	0	2	0
5	Very poor	3	1	3
	TOTAL	140		584

Likert scale value :  $\frac{\sum(FX)}{\text{total number of respondents}}$   
 =  $\frac{584}{140}$   
 = 4.1

**INTERPRETATION**

The table showing that 55 excellent, 60 are good, 22 are average, 0 are poor, 3 are very poor.

Likert scale value is greater than the mid value, so the respondents are satisfied with the price of the LG product.

**FINDINGS, SUGGESTIONS AND CONCLUSION****FINDING**

- 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.

*Investyadnya.in. Retrieved 20 December 2018.*

### WEBSITES

1. [www.wikipedia.com](http://www.wikipedia.com)
2. [Engadget.com](http://Engadget.com)
3. [Mobigyaan.com](http://Mobigyaan.com)
4. [Lg.com](http://Lg.com)

### 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 would be increase, so the pessimistic level for customer can be huge.
- Advertisement of this product can be increase to reach in wide range of customer.

### CONCLUSION

The study is about analysing the customer satisfaction towards LG products and for this study a sample of 140 was collected from the respondents and percentage analysis and chi square were used as tools to analyse the data the conclusion is that variety and service should be increased so that the sales volume can be increased in the future period of time. If the suggestions given by the respondent regarding LG product implemented by the company, the sales volume of the LG product and growth of the company will be improved.

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2. Song, Su-hyun. "LG founder bequeaths principle of [harmony, sustainable growth](#)". *The Krea Herald*.
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5. "Consumer Durable Sector Analysis | Top 8 Consumer Products Companies In India".