



A STUDY ON CUSTOMER SATISFACTION TOWARDS ELECTRONIC PRODUCT SPECIAL REFERENCE WITH LG IN TIRUPUR CITY

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ABSTRACT

LG Electronics is a Korean based global brand in the field of consumer electronics, home appliances and mobile communications. The critical analysis in identifying the steps taken by the LG Electronics in the light of the existing literature review helps us to correlate these steps with the enhanced brand image, brand value and brand positioning. Information is collected from various reports i.e., LG Annual reports; International Magazines from the world of Business and Technology; research literatures and other reputable sources. Innovation & design and constant obsolescence of ICT and IT Products (i.e., mobiles in particular), LG have to stick on R&D, design strategies and innovation and creativity for competing in the global market.

KEYWORDS: *LG Electronics, brand image, brand value, brand positioning*

INTRODUCTION

Electronics goods are becoming a basic need rather than a luxury. There is a rapid growth witnessed by the companies producing electronic goods since last decade. The manufactures have brought out numerous models of superior technology. A number of electronic goods are available in the market today with different features. Therefore, consumers have a wide choice of electronic goods. Before the liberalization of the Indian economy, only a few companies durable market. After the Liberalization foreign player like Samsung, LG, Sony, whirlpool and AIWA came onto the picture. Today these players have the major share of the consumer durable market.

People are now living in the age of electronics. Using electronics today is so much a part of their daily lives, they can hardly think of the way the world would be without electronics. Everything from cooking to music uses electronics or electronic components in some way or other. A car has a many electronic components, as does the cooking stove laptop and cell phone. it is hard to find an electrical item in people home that does not have electronics parts with it in

some way. Million of people in the world every day depend on the television set for news and entertainment.

Consumer preference is a general term applied to all faces of marketing products and services. This is not to be confused with the more specific term brand preference, which relates to consumer preferring one brand over competing brands. If one brand is unavailable, consumer will likely choose another brand to fill the gap.

IMPORTANCE OF THE STUDY

LG electronics India has emerged as the most trusted brand of 2015 in a study of consumer influence released by the trust research advisory. LG was ranked NO. 1 brand in India in the study that spanned across 16 Indian cities amongst 19,000 Unique brand across industries and categories out of which 1000 top brands were listed in the report.

Trust is the most important aspect in the success of any consumer brand in India or anywhere in the world. They are humbled and delighted with the trust that consumer have placed in brand



LG and ranked them no.1 among thousand of brand in India. In their journey of 17 years in India, LG has constantly worked towards a creating a good life for its consumers by providing the best of products that are high on innovation technology usability and style.

Perhaps the most salient factor for successful brands is the promise of consistent quality. Whether its a business on a consumer making a purchase decision, key want to be sure in this world of endless choice that their decision is the right one.

STATEMENT OF PROBLEM

Electronics is considered as the essential part of modern life. In the present century, new technologies introduce new brand of electronic items every day, the new arrival of electronic items has made the companies constantly engaged in gaining the attention of the consumers like price, offers, etc. The customer satisfaction towards selective LG products has been made by the researcher in Tirupur for studying the necessity of customer preference and their satisfaction.

In this context this study has been undertaken by the researcher to examine Behavioural profile of consumers of the TV instruments taking the socio- economic characteristics and the marketing policies and practices of the manufacture.

The present study titled “ A study on customer perception and satisfaction towards electronic products special reference with LG in Tirupur city is considered relevant as the study has its own significance in the recent technological era

OBJECTIVE

- To study the consumer preference and satisfaction towards LG products.
- To study factors influencing attached by the consumer of LG products.
- To analyze the price factors of different LG products based on consumer preference.
- To develop on intelligent appreciation of modern marketing practices.
- To provide guiding policies regarding marketing procedure and their implementation.

METHODOLOGY

AREA OF THE STUDY

- Area of the study refers to Tirupur

SAMPLE SIZE

- The data was collected from 150 Respondence using convenience sampling method.

SOURCES OF DATA

- The study has used primary data which is collected with a structured questionnaire from 150 Respondence.

TOOLS FOR ANALYSIS

For the purpose of the analysis, the following tolls are used

- Simple Percentage analysis
- Weighted average analysis
- Chi- Square analysis

LIMITATION OF THE STUDY

- The study covers only in Tirupur. It cannot generalize the entire population.
- The study is restricted to 150 respondents, results are restricted with in the domain.
- This study period is only one year.
- Data collection is done through questionnaire filled by the respondents which may not be accurate.

REVIEW OF LITERATURE

Preeti Mehra (2011) in her article noted the UN report information's (The progress of the World Women – 2011 – 2012). She said that the maximum 60 per cent of the women in India have no say in simple decision making in the rural family, but working women have distinct advantage over non working or unpaid working women decision making for purchasing of consumer durable goods.

Ministry of Commerce (2011) released the data that the sales of home appliances in rural China rose 128 percent during the first four months, boosted by a nationwide subsidy program for Chinese rural consumers, The sales value of home appliances covered by the rural subsidy program reached 94.43 billion yuan (14.3 billion U.S. dollars) from January to April, according to a statement on the MOC. During this period, the sales of home appliances in the countryside reached 39.515 million units, an increase of 91 percent from one year ago.

Lu Yongxi (2010)¹ has pointed out in his report that, Indian markets are ready to accept white goods even the price are changing at the global level. But, it is very difficult to compare with the international



market. He also said that Indian rural consumers are also eager to buy goods for their self satisfaction.

LG COMPANY PROFILE

LG electronics include is a south Korean multinational electronics company headquarters in Yeouido- dong, seoul, south Korea , and is part of the LG group, employing 82,000 people working in 119 local subsidiaries worldwide. It was established in 1958 as gold star, the company started producing radios, TV, refrigerator, air condition and washing machines, with its innovative and expertise it led the way into creating advance. In 2005 the company ranked top 100 global brand, in 2006 LG growth of 14% till now has become the largest plasma panel manufacture. LG companies four business units: Home entertainment, mobile communication, Home appliance & air solution, and vehicle components with station. India as its main production vendor for refrigerator and washing machines in the Indian

subcontinent. In 2011, LG electronics was the world"s second-largest television manufacturer. The CEO of LG electronics is JO Chongjin. This study will investigate the different marketing used by LG electronics, its performance in the market, market share, sales and profitability techniques.

BRAND IDENTITY

LG is the brand that is delightfully smart. "Life"sGood" slogan and futuristic logo are a great representation of what we stand for. Global, Tomorrow, energy, Humanity and technology are the pillars on which the corporation is founded on, with the capital letters L and G positioned inside a circle to Centre their ideals above all humanity. The symbol mark stand for their resolve to establish a lasting relationship with and to achieve the highest satisfaction for their customers.

**TABLE NO 1
GENDER OF THE RESPONDENTS**

Sino	Gender	Number of Respondents	Percentage (%)
1	Male	81	54
2	Female	69	46
3	Transgender	0	0
	Total	150	100

INTERPRETATION

The above table shows that 54% of the respondents were male and 46% of the respondents were female.

Here majority 54% of the respondents were male.

**CHART NO 1
GENDER OF THE RESPONDENTS**

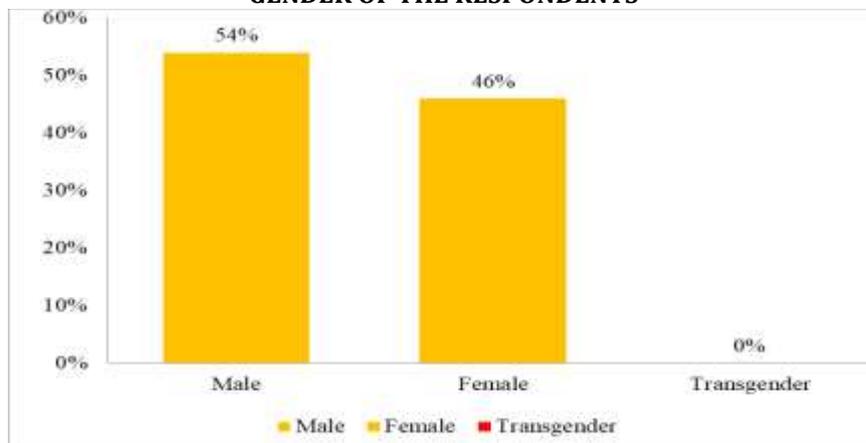




TABLE NO 2
ANALYSIS BETWEEN ATTRACTING FACTOR OF LG PRODUCTS AND NUMBER OF OWNED LG PRODUCTS

NULL HYPOTHESIS (H₀):

There is no significant relationship between attracting factor of LG products and number of owned LG products.

ALTERNATIVE HYPOTHESIS (H₁):

There is a significant relationship attracting factor of LG products and number of owned LG products.

Owned Number	1	2	3	4 and More	Total
Quality	11	14	1	13	39
Price	1	5	22	22	50
Advertisement	13	15	6	1	35
Brand image	2	7	12	5	26
Total	27	41	41	41	150

Chi – Square Tests:

Factors	Calculation value	do	Table value	Remarks
Person chisquare	27.551 ^a	8	15.51	Rejected

Source primary data

INTERPRETATION

Hence the p value is grater then 0.05, so, null hypothesis is accepted which states that there is no

significant relationship between attracting factor of LG products and number of owned LG products.

TABLE 4
SATISFACTION LEVEL ABOUT LG PRODUCTS

Parameters	Highly satisfied	Satisfied	Neutral	Dissatisfied	Strongly disagree	Total	Mean score	Mean	Rank
Satisfaction	62 (310)	48 (192)	27 (81)	13 (26)	0 (0)	150	609	40.60	1
Availability	34 (170)	56 (224)	30 (90)	28 (56)	2 (2)	150	542	36.13	4
Quality	21 (105)	47 (188)	66 (198)	13 (26)	3 (0)	150	520	34.67	6
Product range	44 (220)	55 (220)	40 (120)	11 (22)	0 (0)	150	582	38.80	3
Purchase Experience	13(65)	10 (40)	66 (198)	35 (70)	8 (8)	132	381	25.40	8



Usage Experience	44 (220)	56 (224)	42 (126)	8 (16)	0 (0)	150	586	39.07	2
Market Strategy	35 (175)	31 (124)	71 (213)	12 (24)	1 (1)	150	537	35.80	5
Service	18(90)	62 (248)	46 (138)	20 (40)	4(4)	150	520	34.67	7

INTERPRETATION

The above table result it is found that Satisfaction ranks 1, Usage experience ranks 2, Product range ranks 3, Availability ranks 4, Market strategy ranks 5, Quality ranks 6, Service ranks 7 and Purchase experience ranks 8.

Majority of the respondents say Satisfaction about LG products

FINDINGS OF THE STUDY

- Here majority 54% of the respondents were male.
- Here mostly 44% of the respondents age is 30-40 years...
- Here majority 53% of the respondents were unmarried.
- Here mostly 44% of the respondents education level is college level. Here mostly 44% of the respondents income is Rs 20,000-40,000.
- Here majority 51% of the respondents say LG products is highly recommended.
- Here mostly 37% of the respondents say Bosh is the major competitors for LG electronics.
- There is no significant relationship between attracting factor of LG products and number of owned LG products.
- Majority of the respondents say Satisfaction about LG products ranks 1.

SUGGESTIONS

- Companies should take steps to attract more male customers.
- Company should try to cover customers in all age group.
- The company can also increase their advertisement for their products.
- At time of festival offer quality may not be so good when compared to other seasonal offers.
- Company should give better quality of products and service to customers.
- The company can also increase their life time of their product for increase sales.

- The company should enhance their advertisements by highlighting the various technical advantages in their LG product.
- The customers should also take sufficient time to collect more information about their product so as to purchase the product. The company should make a survey to know the expectations of the consumers and produce that product in the manner so as to attract more customers towards their brand.

CONCLUSION

It has been observed that most customers are satisfied with pre sales services similarly most of these customers are dissatisfied with the post sales service which is the matter of concern for the company. LG Products need to improve some parts of bikes specifically the interiors. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. Hindustan Unilever Limited has great offers for their customers that acts as the motivating factor which brings the customers to LG. Most of the customers are satisfied with the LG.

Customers feel that LG have variety of brands available in various departments and also feel that shopping with LG is convenient and saves their valuable time. This is due to the proper facility that is available in LG. The customers are very loyal towards LG; hence they want to visit LG again and say that they definitely like to visit LG again. This shows that customers are satisfied with their service while shopping at LG. Hence sales and service at LG is good.