

A Study on Customer Satisfaction towards LG Products in Coimbatore City

T.Ramesh Kumar¹ & V.Maure Priya²

¹Assistant Professor, Department of Commerce with Computer Application, Dr.SNS Rajalakshmi College of Arts and Science Coimbatore, Tamilnadu, India.

²M.Com CA, Department of Commerce with Computer Application, Dr.SNS Rajalakshmi College of Arts and Science Coimbatore, Tamilnadu, India.

Article Received: 13 April 2019

Article Accepted: 05 August 2019

Article Published: 13 October 2019

INTRODUCTION

Electronic 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. After the liberalization, foreign players like LG, came onto the picture. Today, these have the major share of the consumer durables 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 many electronic components, as does the cooking stove, laptop and cell phone. It is hard to find an electrical item in people's home that does not have electronics partnered with it, in some way. Many people begin their day by waking up to an electronic alarm clock. In addition, one of their first steps in the morning will be at their coffee maker. Millions of people in the world every day depend on the television set for news and entertainment.

REVIEW OF LITERATURE

Srinivasa Rao Kasisomayajula (2013) has written an article entitled, "A Study on Customer Preference of LG Lap-Top", explains that the consumers' tastes change rapidly. They want new models with the latest features. It is a very hard fight. The competition is on features differentiation, time to market and promotion, basically on every front. The dealer-push and brand pull, both plays a very crucial role. Hence the company concentrate on both fronts equally will have an upper hand over the others. Companies like HP, Compaq, Lenovo, Sony and LG have practiced this very well and leading on the sales front. The dealers have to observe that the consumers add a lot of value for after sales and service provided by the company while making a purchase decision. Today Management of Customers' relationship is assuming more and more importance and company cannot afford to ignore this. Based on the above response, HP and Compaq, provide better customer service as compared to others.

Selvakumar, M and Jegatheesan, K (2012) have written a paper on, "Brand Preference: A Study With Reference To Washing Machines", explains that washing machine is one of the widely used home equipment which used to wash the cloths. India is one of the fast developing countries in the world. At present it is needed for both in the family to work. Therefore to simplify the washing work, the people need machine for washing. In washing machines number of varieties is there. Today, Indian consumers not only have a wide variety of brands to choose from, but also the option to buy a machine that is just right for them from amongst the several models available. Apart from these factors that they should consider the various wash programs, the wash mechanism and some convenience features that their machine should have in order to provide the maximum level of comfort. With this backdrop, this article makes an attempt to analyse the brand preference of washing machines.

Ratika Rastogia and Sonia Chaudhary (2012) made their study entitled, "Psychology and Buying Behaviour of Rural Consumers with Special Reference to Television, Washing Machine and Refrigerator in the Rural Areas of Meerut Region", In this era of competition, understanding the consumer is a necessity for producers. The consumer behavior suggest how individual, groups and organization select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants. Consumer needs and preferences are continuously changing, attributing

the changes to factors like demographics and lifestyles. Rural areas are scattered and it is next to impossible to ensure the availability of a brand all over the country. It is true that Consumer India is flourishing, but at the same time Indian Consumer has his roots deep into his traditions. This is what is called 'The Indian Way'. This study was an attempt to examine the purchase motivators (viz.: Item of necessity, symbol of social status, marketing influence, brand reputation) for television, washing machine and refrigerator in the rural areas of Meerut region. This study has been helpful to the manufactures to identity the consumer perception, beliefs, and behaviors to introduce new strategies and increase the sales. This paper discussed about how to find the modern way for marketing implementation and value addition.

Jagwinder Singh (2011) in his study on, "A Comparison of Rural and Urban Buying of Consumer Durables" explains that India is one of the fastest growing markets of the world. The potential not only lies in the urban India but in the rural India also. The study has been carried out to differentiate the buying behaviour of rural homes from that of urban homes. Three durable goods from three different product categories; Television (entertainment product), Refrigerator (home appliance), and an Automobile (two wheeler, motorcycle and car/jeep) have been selected for the study. A sample of 411 (204 from urban and 207 from rural areas) homes across the Punjab State (India) have been selected on the basis of nonprobability convenience sampling. Overall no significant differences could be observed between rural and urban consumers in terms of their; timing of purchase, buying the same brand of other durable, number of items, and duration of planning before buying. Habitat (rural or urban) has a relation with income for the timing of buying a television, refrigerator, and automobile except in case of buying of an automobile on festive/special occasions, where the income had no relation with habitat. There is a relation between habitat and income in terms of duration of planning for different time periods before the buying of a television and refrigerator. The habitat also reveals association with income in terms of planning for months before buying an automobile. No association has been observed between habitat and income in case of planning for a few days, a few weeks and years before buying an automobile.

Saravanam.S (2010) conducted "A Study on Consumer Behavior of Women with Special Reference to Durable Goods in Coimbatore City". The study has been conducted with the objective of analyzing the factors influencing women's purchase behavior. The primary data were collected from customers through questionnaire with the sample size of 250 respondents. The descriptive statistics, weighted scaling technique and ranking technique were used and hypotheses were tested. The study concluded that the modern market is highly competitive and transitional. The prominence gained by an individual consumer in marketing decision making compels the marketers to look at the components of the marketing mix through the customers eyes.

RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Data required for the survey was collected from various publications, articles, journals, related texts and the website. The primary data surveys were conducted through well-structured questionnaire. The primary data survey was conducted in three phases – Firstly a survey on 100 respondents. The performance analysis was done by obtaining Secondary data collected from various books, journals, reports and websites.

SAMPLE SIZE

The data was collected from 100 respondents using convenience sampling method. Coimbatore city has been purposively selected for the study since it is the culture- developed area in electronic technological place of all types of small, medium and large size industries. Also for collecting primary data, field survey method and personal interview were employed in the study area. First-hand information related to perception of household electronic products and the level of satisfaction.

TOOLS FOR ANALYSIS

For the purpose of the analysis, the following tools are used: Percentage Analysis and chi-square.

OBJECTIVES OF THE STUDY

1. To analyse the factors influencing the level of satisfaction respondents
2. To perceive the problems faced by the respondents.
3. To suggest measures for improve the level of satisfaction of respondents.

ANALYSIS AND INTERPRETATION

Table -1 Gender Group of the Respondent

S. No	Gender	No of Respondents	Percentage
1	Male	41	41
2	Female	59	59
	Total	100	100

Source: primary data collected through questionnaire and analyzed through spss.

Interpretation

From the above table 59% of the respondents are female and 41% of the respondents are male. Majority 59% of the respondents are female.

Table -2 Age Group of the Respondent

S.NO	Age Group	No of Respondents	Percentage
1	Below 20 years	20	20
2	21-30 years	12	12
3	31-40 years	40	40
4	Above 40 years	28	28
	Total	100	100

Source: primary data collected through questionnaire and analyzed through spss.

Interpretation

From the above table it is clear that, 20% of the respondents are <20 age group, 12% of the them are 21-30 age group, 40% of the respondents are 31-40 age group, and 28% of the respondents are >40 age group. Majority 40% of the respondents are of 31-40 years of age.

Table – 3 Service for LG Product

S.No	Service for LG Product	No of Respondents	Percentage
1	Same company	22	22
2	Authorized company	28	28
3	Un authorized services	28	28
4	Others	22	22
	Total	100	100

Source: primary data collected through questionnaire and analyzed through spss.

Interpretation

From the above table 22% of the respondents are same company, 28% of the respondents are Authorized Company, 28% of the respondents are un authorized services, and 22% of the respondent are others. Majority 28% of the respondents say that secures are produces by Authorized Company and Unauthorized services.

Chi-Square Tests

Null hypothesis

H0: There is no significant association between Customer service and purchase at LG product

Alternate hypothesis

H1: There is a significant association between Customer service and purchase at LG product

Table -4

How do you rate your satisfaction about the Customer Service provided by LG product Will you purchase our LG product again Cross tabulation						
Count	Will you purchase our LG product again					Total
	Definitely Will	Probably Will	Might or Might Not	Probably Will Not	Definitely Will not	

How do you rate your satisfaction about the Customer Service provided by LG product	Highly Satisfied	8	8	2	6	4	28
	Satisfied	10	14	3	4	4	35
	Neutral	4	9	7	0	1	21
	Dissatisfied	2	1	2	5	6	16
Total		24	32	14	15	15	100

Source: primary data collected through questionnaire and analyzed through spss.

Table -5 Chi square test between Customer service and purchase at LG product

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.243a	12	.228
Likelihood Ratio	13.871	12	.309
Linear-by-Linear Association	2.455	1	.117
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .14.			

Source: primary data collected through questionnaire and analyzed through spss.

Level of significance: 0.05

Interpretation

From the above Table No 4.2.2 it can be inferred that the P value .228 is greater than the

Significant value 0.05 hence, H₀ was accepted and H₁ was rejected which implied that there is no Significant association between the two variables in the organization.

FINDINGS

- Majority 59% of the respondents are female.
- Majority 40% of the respondents are of 31-40 years of age.
- Majority 50% of the respondents completed college level.
- There is no association between age and problems faced by LG products.

- There is no association between the monthly income and satisfaction level of LG product.

SUGGESTIONS

- After sales services must be clear about all the documents.
- Each and every product of the LG Brand must verify about their capacity, quality, and warranty papers.
- Customer's feedbacks are base for the support to brand improvement power.
- Promotion for LG products must give high impacts the technological updates.
- Resale value of the LG product is totally contrasted of purchasing value. That gives a disappointment to the customers.

CONCLUSIONS

LG embraces the philosophy of "Great Company, Great People," whereas only great people can create a great company, and pursue two growth strategies involving "fast innovation" and "fast growth." They seek to find their three core capabilities: product leadership, market leadership, and people-cantered leadership. LG Electronics has essentially built their company into a battleship, conquering their business strategy and technological operations. They have built an exceptionally strong foundation for future growth and promise.

REFEERENCE

Books

- C.R. Kothari," Research Methodology", New Age International Limited, New Delhi, 2005.
- R.S.N. Pillai, Bhavathy,"Statistics" S.Chand and company Ltd, New Delhi, 2008

Journals

- M.Nasrin Sultana and Dr.M.Sakthivel Murugan Indian Journal of Marketing, December 2011, pp (52-59)
- Selvakumar, M and Jegatheesan, K (2012) "Brand Preference: A Study With Reference To Washing Machines", Journal of Asian Research Consortium, Vol.1, Issue.5, pp.25-35
- Srinivasa Rao Kasisomayajula (2013) "A Study on Customer Preference of LG Lap-Top", International Journal of Computational Engineering Research (ijceronline.com) Vol. 3 Issue. 3, pp.234-237.
- Malathi.R (1998) "Consumer's Brand choice Behaviour for Television in Salem District", Indian Journal of Marketing.
- SampathKumar.R.PhD., Thesis OsmaniaUniversity, Hyderabad, 2000

Websites

- <http://en.m.wikipedia.org>
- www.lg.com

- <https://www.dolcera.com>
- <https://sucesstory.com>
- <https://craft.co>
- www.indiatoday.com