

A Study on Customer Satisfaction Towards LG Products with Reference to HS Enterprises, Tirupati

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ABSTRACT

The present study aims to evaluate customer satisfaction towards LG products with specific reference to HS Enterprises, a leading electronics retailer in Tirupati. In a highly competitive consumer electronics market, customer satisfaction plays a crucial role in sustaining brand loyalty and driving repeat purchases. This research explores key factors influencing customer satisfaction, including product quality, pricing, after-sales service, durability, and brand image. A structured questionnaire was administered to a sample of customers who purchased LG products from HS Enterprises. The findings reveal that most customers are generally satisfied with the performance and quality of LG products, although there is room for improvement in after-sales service and pricing strategies. The study concludes with actionable recommendations for LG and HS Enterprises to enhance customer satisfaction and strengthen brand loyalty in the Tirupati region.

Keywords: customer, consumer, brand, products, satisfaction.

INTRODUCTION

CUSTOMER: Customer is a person who purchase the product and services is known as customer.

CONSUMER: consumer is a person who use the product and services is known as consumer.

CUSTOMER SATISFACTION:

Customer satisfaction measure customer's level of satisfaction with a product, service, or experience. In marketing, the phrase "customer satisfaction" is commonly used. It is in the best interest of the business to maintain customer satisfaction and cultivate customer loyalty because customers play a significant role and are crucial to keeping a product or service relevant.

Customers play an important conditioning (often referred to as aircon, AC or A/C) is the process of altering the assets of air (primarily temperature and humidity) to more fortunate conditions. More generally is air conditioning can refer to any form of technical cooling, heating, ventilation, or disinfection that modifies the condition of air. Air conditioner can also be provided by a simple process called free cooling which uses pumps to socialize a coolant from a cold source, which in turn acts as a heat sink for the energy that is removed from the cooled space. Free cooling systems can have very high efficiencies, and are sometimes combined with seasonal thermal energy storage (STES) so the cold of winter can be used for seasonal air

conditioning. Diameter, heat exchanger armed boreholes. Some systems with small storage are hybrids, using free cooling early in the cooling season, and later employing a heat pump to chill the movement coming from the storageportant role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty. Customer satisfaction is your delivery compared with the expectations. The way of customer interprets your delivery also defines customer satisfaction. Loyal customer returns desperate offers by the competition satisfaction customer, could be open to the next better opportunity.

COMPANY PROFILE

VISION: The ultimate goal of LG is to be recognized as the market leader in business performance as well as in management practices.

Established: 14 oct 1996

Founder: Koo In Hao

Headquarter: Yeouido-dog, Seoul, south korai

Areas served: Worldwide

Key people: Bone-Joo Koo (CEO)

Industry: Consumer Electronics

Home appliances

Telecom equipment's

Semiconductors

Products: Electronic products, Televisions, Laptops, Computer monitors, Washing machines, Mobile phones, DVD players, Flash memory, Air conditioners, Movie projector etc.

HISTORY:

Established in 1997, LG Electronics India Pvt. Ltd., is a wholly owned Subsidiary of LG Electronics, South Korea. In India for a decade now, LG is the market leader in consumer durables and recognized as a leading technology innovator in the information technology and mobile communications business. LG is the acknowledged trendsetter for the consumer durable industry in India with the fastest ever nationwide reach, latest global technology and product innovation. One of the most formidable brands, LGEIL has an impressive portfolio of Consumer Electronics, Home Appliances, GSM mobile phones and IT products. LG Electronics India Pvt. Ltd., a wholly owned subsidiary of LG Electronics, South Korea was established in January, 1997 after clearance from the Foreign Investment Promotion Board (FIPB). The trend of beating industry norms started with the fastest ever-nationwide launch by LG in a period of 4 and 1/2 months with the commencement of operations in May 1997. LG set up a state-of-the art manufacturing facility at Greater Noida, near Delhi, in 1998, with an investment of Rs 500 Crores. This facility manufactured Colour Televisions, Washing Machines, Air-Conditioners and Microwave Ovens. During the year 2002, LG also commenced the home production for its eco-friendly Refrigerators and established its assembly line for its PC Monitors at its Greater Noida manufacturing unit.

REVIEW OF LITERATURE

Shahram Jenai, Seyed Yahya Seyed Danesh and Minoo Yousefi (2014)

made a study titled, "Examining the effect of Brand dimension (trademark) on home appliances customer satisfaction 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 (2015) “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.

Srinivasa Rao Kasisomayajula (2015) has written an article entitled, “A Study on Customer Preference of LG Lap-Top”, explains that the customers’ 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 customers 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 (2016) have written a paper on, “Brand Preference: A Study with Reference To Television”, explains that Television is one of the widely used home equipment which used to watch movies etc. 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 Television work, the people need LG Television. In Television 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 Television and some convenience features that their 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.

Ratika Rastogia and Sonia Chaudhary (2015) made their study entitled, “Psychology and Customer satisfaction of Rural Customers 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 customer satisfaction suggests how individual, groups and organization select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants. Customers’ 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 Customers India is flourishing, but at the same time Indian Customers 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 Meter region.

NEED OF THE STUDY:

Studying customer satisfaction with LG products is crucial for driving product improvement, gaining a competitive advantage, fostering brand loyalty, reducing complaints, gaining market insights, and continuously improving customer satisfaction levels over time.

SCOPE OF THE STUDY:

The scope of the study is limited to the product and services offered by LG Company. The study is further limited to the customers of HS Enterprises in Tirupati. The study focuses on assessing customer satisfaction towards LG products sold by HS Enterprises, exploring the factors influencing satisfaction, and evaluating the enterprises performance in meeting customer expectations.

OBJECTIVES OF THE STUDY:

- To know the factors of customer satisfaction of LG products in HS Enterprises.
- To know customer opinion on quality, price, packing of LG products compare to other brands.
- To find out the satisfaction level of consumers with respect to HS enterprises LG products attributes.
- To measure the degree of consumer satisfaction of HS enterprises LG Products in Tirupati.
- To know about the customers satisfaction on various attributes of LG products.

NEED OF THE STUDY:

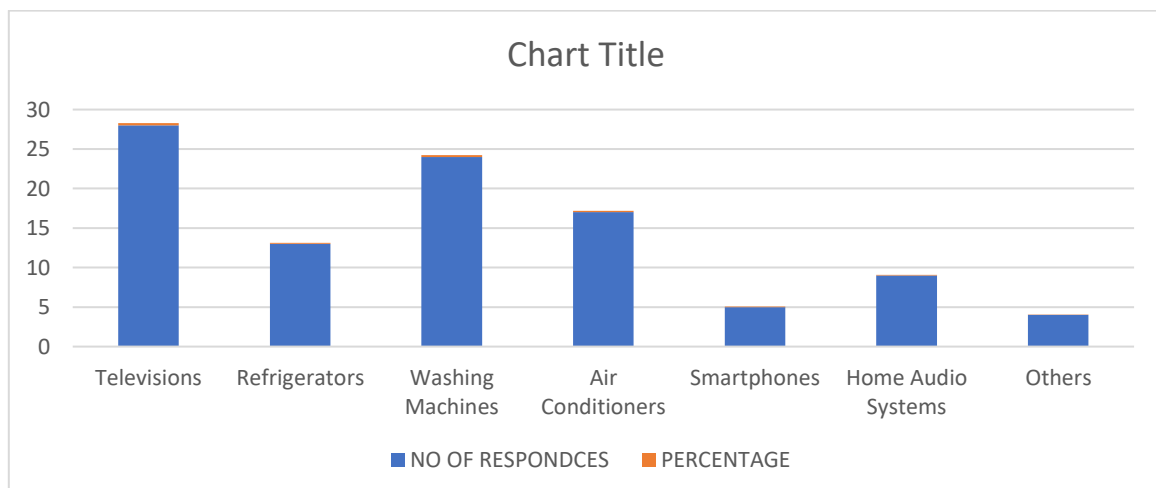
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DATA ANALYSIS AND INTERPRETATION

1: Which of the following LG products categories are you familiar with?

Response	NO OF Respondents	PERCENTAGE
Televisions	28	28
Refrigerators	13	13
Washing Machines	24	24
Air Conditioners	17	17
Smartphones	5	5
Home Audio Systems	9	9
Others	4	4
Total	100	100

Chart 1



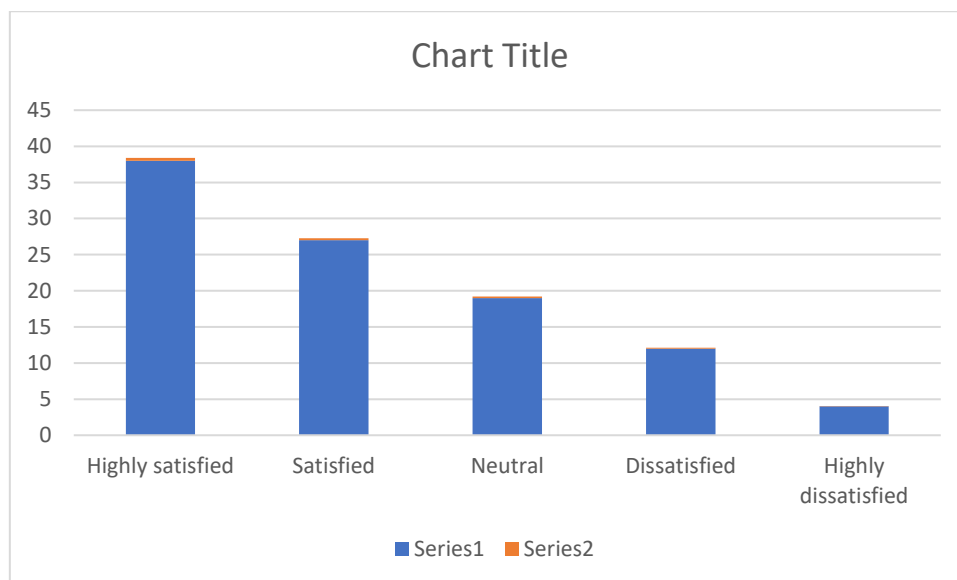
INTERPRETATION:

From the above table 28% of the respondents said that they are familiar, 13% are with refrigerators, 24% are with washing machines, 17% are with air conditioners, 5% are with smart phones, 9% are with home audio systems and 4% are familiar with other products

2: How would you rate your overall satisfaction with LG products you have used?

Response	NO OF Respondents	PERCENTAGE
Highly satisfied	38	38
Satisfied	27	27
Neutral	19	19
Dissatisfied	12	12
Highly dissatisfied	4	4
Total	100	100

Chart 2



INTERPRETATION:

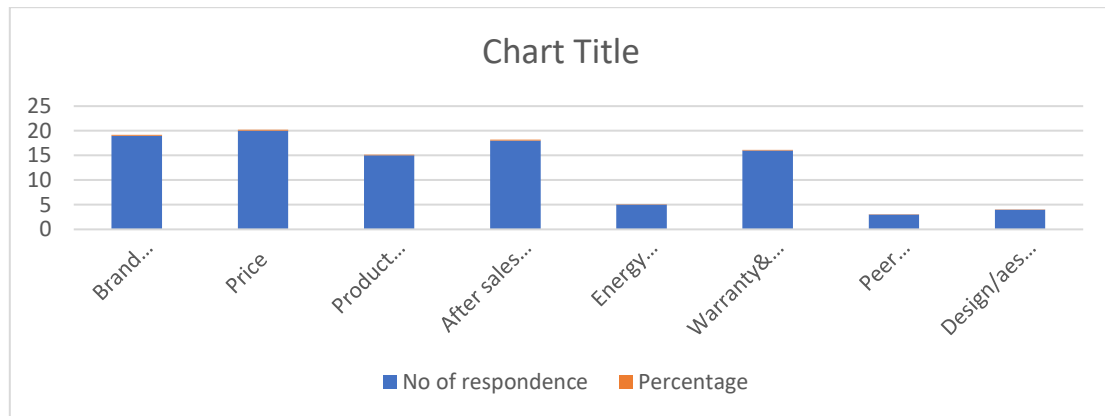
From the above table, 38% of the respondents are highly satisfied, 27% are satisfied, 19% are neutral, 12% are dissatisfied and 4% are highly dissatisfied with the LG products they are using.

3: What factors influence your decision when purchasing home appliances or electronics?

Response	No of Respondents	Percentage
Brand reputation	19	19
Price	20	20
Product features	15	15
After sales service	18	18
Energy efficiency	5	5
Warranty & support	16	16
Peer recommendations	3	3

Design/aesthetics	4	4
total	100	100

Chart 3



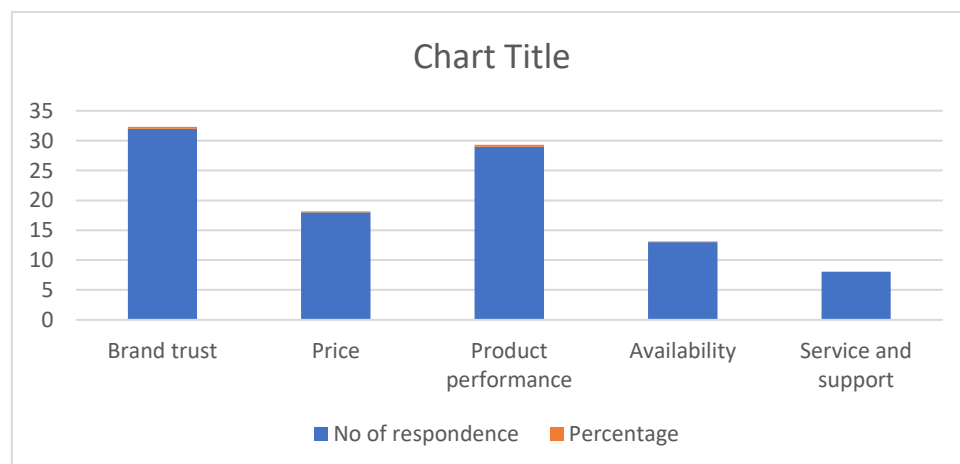
INTERPRETATION:

From the above table, 19% of the respondents said that brand reputation, 20% said price, 15% said product features, 18% said after sales service, 5% said energy efficiency, 16% said warranty & support, 3% said peer recommendations, 4% said that design influence their decision when purchasing home appliances.

4: Rank the top 3 factors you consider when purchasing an LG product?

esponse	No of Respondents	Percentage
Brand trust	32	32
Price	18	18
Product performance	29	29
Availability	13	13
Service and support	8	8
total	100	100

Chart 4



INTERPRETATION:

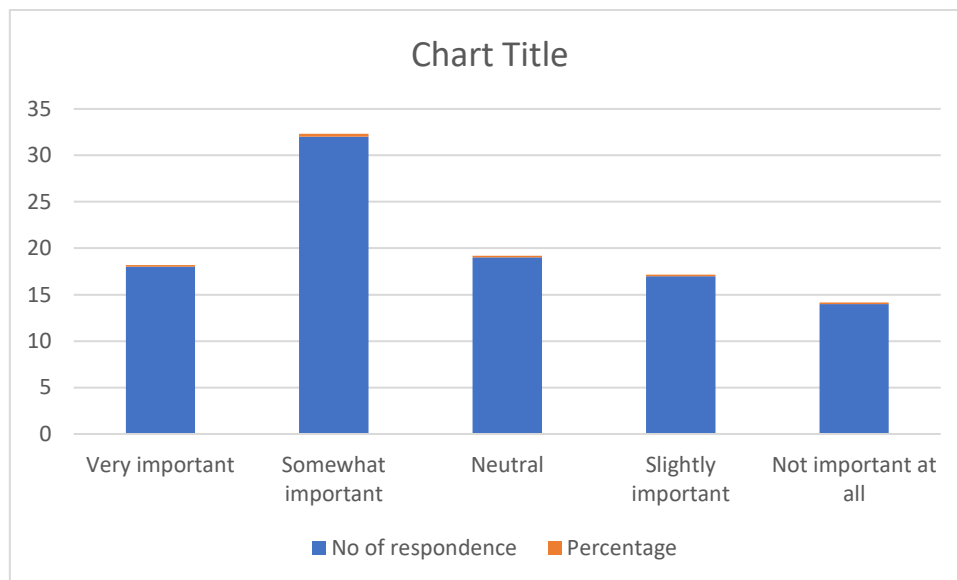
From the above table 32% of the respondents said that brand trust and 18% price and 29% said that product

performance and 13% availability of purchasing LG products and 8% said that service and support.

5: How important is brand reputation when choosing LG over other brands?

Response	No of Respondents	Percentage
Very important	18	18
Somewhat important	32	32
Neutral	19	19
Slightly important	17	17
Not important at all	14	14
total	100	100

Chart 5



INTERPRETATION:

From the above table 18% of the response said that brand reputation is very important and 32% said that it is somewhat important and 19% said that neutral and 17% said that slightly important and 14% said that not important at all, when choosing LG over other brands.

FINDINGS

- 28% of the respondents said that they are familiar with televisions in LG products.
- 38% of the respondents are highly satisfied with the LG products.
- 20% of the respondents said that the factor influence their decision when purchasing the home appliances.
- 32% of the respondents said that brand trust and purchasing an LG products.
- 32% of the respondents said that the brand reputation is somewhat important when choosing LG over other brands.

SUGGESTIONS

- Refrigerator category is considered mostly respondents for their next purchase. Company should focus more on other products also by improving the features of the product.

- HS enterprises should give more promotions to the public to get familiar with the products.
- HS enterprises motivate the customers to make them to recommend to others, by satisfying them with the features of the product.
- The showroom should concentrate more on developing word of mouth from the customers

CONCLUSION

The study on customer satisfaction with LG products delivered to HS enterprises in Tirupati reveals key insights into customer perceptions and experiences. Over all, the study highlight the importance of delivering high quality products and services that meet customer expectations.

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