

**A STUDY ON CONSUMER BEHAVIOUR
TOWARDS
LG - PVT LTD**

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ABSTRACT

Customers make purchases in order to satisfy needs. The wealth of products and services produced in a country make our economy strong. The behaviour of human beings during the purchase may be termed as “buyer behaviour”. In this article there is a view about birth of buying ideas, what is buyer behaviour, how consumer buy, why consumer buy, types, Decision process, Motives, Conclusion.

Consumer is the king and it is the consumer determines what a business is; therefore a sound marketing program start with a careful analysis of the habits, attitudes, motives and needs of consumers. In particular a marketer should find answer to the following questions:

Mr. A owns scooter. The scooter is causing dissatisfaction because of some defects or troubles in it. He decides to replace it with another scooter. He anticipates the idea of a trouble free and dependable scooter. He decides not to buy a scooter of the same make, because of dissatisfaction and lack of confidence. Thus a thought seed about a new scooter is born in him, the moment he thinks, “I must replace the scooter “the buying ideas come up. With the thought in his mind, he thinks of the benefits. And this leads to further

thinking: what sort of a scooter will give the benefits, he wants. The benefits make the desire. He may buy any one of many makes of scooter, which can give the desired benefits. He makes enquiries and observe through talking to his friends. He reads advertisement about the new scooters. He chooses one with all the possible advantages and which is wholly dependable. Mr. A is a prospective customer to a dealer.

Customers make purchases in order to satisfy needs. Some of these needs are basic and must be filled by everyone on the planet (e.g., food, shelter) while others are not required for basic survival and vary depending on the person. It probably makes more sense to classify needs that are not a necessity as wants or desires. In fact, in many countries where the standard of living is very high, a large portion of the population’s income is spent on wants and desires rather than on basic needs.

KEY WORDS:

Consumer Satisfaction, Consumer Behaviour, Customer Satisfaction.

INTRODUCTION:

Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service.

Consumer behaviour involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, sociopsychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general.

Buyer behaviour has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

What influences consumers to purchase products or services? The consumer buying process is a complex matter as many internal and external factors have an impact on the buying decisions of the consumer.

When purchasing a product there several processes, which consumers go through?

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 Secundrabad”. The standard of livingalsoboostsTV manufacturing these days thatfacing 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 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 Reddy 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

NEED FOR THESTUDY

Customers consider various factors for purchasing Products in LG Electronics. The factors they consider are based on certain demographic variables such as income, age, occupation etc. It also depends on attributes and life Performance of the customer buying behaviour becomes essential to get a competitive edge.

OBJECTIVE OF THE STUDY

MAIN OBJECTIVE: The main objective of the study is to study the buying motives of the customers regarding Products in LG Electronics.

SPECIFIC OBJECTIVES:

1. To find the age group, educational background, occupation / profession and income and income level of the respondents.
2. To know whether the customer is interested to buy the Products in LG Electronics or not.
3. To find respondents reason for purchasing the Electronics Products.
4. To know the importance reason the respondents give to each factor for Purchasing Products in LG Electronics.
5. To know the customer service satisfaction from the respondents.
6. To know the awareness of the brand LG Electronics.

RESEARCH METHODOLOGY;

PRIMARY METHOD:

Primary data are those, which are collected fresh and for the first time and this happen to be original in character. In this study primary data was collected by interview schedule method.

SECONDARY METHOD:

Secondary data are those, which are collected from existing data. Secondary data for this study include appropriate material from newspaper, Magazines, Broachers, Company Reports, Standard Text Books, and information from Internet has also been acquired wherever necessary.

DATA COLLECTION INSTRUMENTS:

The instrument used for this study is an interview schedule. Questions related to objectives of the study from the major portion of the interview schedule. It mainly consists of multiple-choice questions so that the respondents can mark one or more of the several choice of answers. Secondary data has been gathered from many published sources such as Newspapers, Journals, Magazines, Company Reports, standard textbooks and information from Internet has also been acquired wherever necessary.

FIELD WORK:

The project involved a fieldwork of around 1 month 15 days where in the survey was carried out of around

The survey was conducted in different of Hyderabad and secunderabad such as Koti, Bowenpally, Ameerpet, L.B Nagar, Picket.

METHODOLOGICAL ASSUMPTIONS:

- a) The primary data has been collected by an interview schedule.
- b) The sample for the study was selected on a convenience basis
- c) All primary data collected is true and reflects the actual actions of the respondents.
- d) The data collected has been coded, tabulated and analysed into logical Statement using simple statistical methods, pie charts, etc.

DESCRIPTION OF THE RESEARCH DESIGN:

A research design is a logical and systematic plan prepared for directing a research study it specifies the methodology and technique to be adopted for achieving the objectives. It constitutes the blueprint for the collection, measurement and analysis of data. The main aim of the study is to evaluate the brand image of LG Electronics. The study is descriptive in

nature. Surveys are best-suited method for descriptive research. So survey method is used for the study. The preparation of a research plan for a study aids in establishing direction to the study and knowing exactly what has to be done and how and when it has to be done at every stage. A research plan describes the boundaries of research activities and enables the research to channel his energies in the right work. With clear research objectives, in view the research can proceed systematically towards his achievements.

SAMPLING PROCEDURES:

Sampling is a systematic approach for selecting a few elements from an entire collection of units (population) in order to make some inference about the total population it is a small specimen or a segment of the whole population representing its general qualities as far as possible. The study was undertaken by convenience sampling.

CONVENIENCE SAMPLE:

Convenience sampling is a non-profitability sampling. It means selecting sample units in just hit and miss fashion

i.e., interviewing people whom you happen to meet.

SAMPLE SIZE:

The study is conducted on a sample of 100 respondents.

SAMPLING FRAME:

The population for the study consists of LG Electronics shore room owners in the cities of Hyderabad and secunderabad.

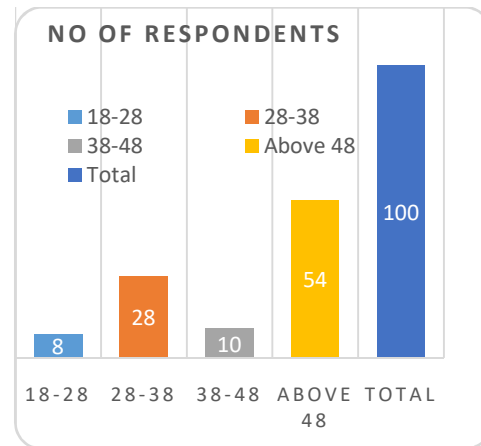
RESEARCH INSTRUMENTS:

An interview schedule was used to conduct the study.

LIMITATIONS

1. The Time Period Of Project Is 45 Days.
2. Though The Customers Wanted to Give Information They could not give as It Wastes Their Business Time.
3. The Accuracy Of The Answers Depends Upon The Mode Of Interest Of Respondents.
4. Though the customers wanted to give information they could not, as they felt it takes away their business time.

- 5. The accuracy of the answers depends upon the mode of interest of respondents.
- 6. The opinions of the sample may or may not depict the exact opinions of the total population.



DATA ANALYSIS

AGE GROUP OF THE RESPONDENTS:

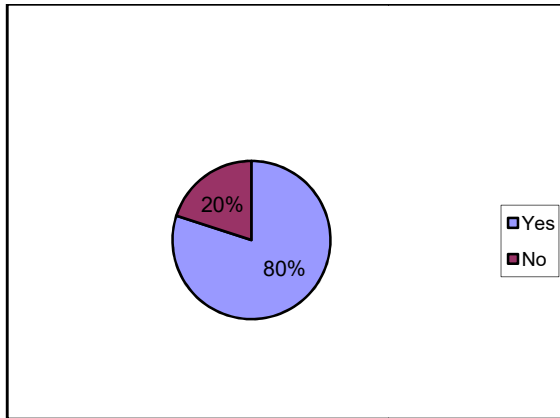
The below table shows the age group of the respondents surveyed:

AGE	No Of Respondents
18-28	8
28-38	28
38-48	10
Above 48	54
Total	100

INFERENCE: From the above table, 8% of the respondents belong to the age group of 18-28 years, 28% of the respondents belong to the age group of 28-38 years, 10% of the respondents belong to the age group of 38-48 years, and 54% of the respondents belong to the age group of above 48 years.

The below table shows that whether the respondents is Wanting To purchase

Wanting to Purchase	No. of respondents
Yes	80
No	20
Total	100

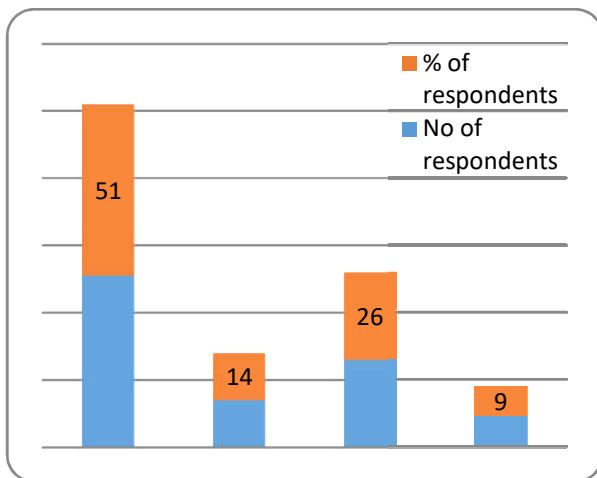


The below table shows the type of Goods that the respondent is wanting.

Type of Goods	Number of respondents	Percentage of respondents
Electronics	51	51
Cosmetics	14	14
Dresses	26	26
Others	09	9

INFERENCE:

From the above table 80%of people wanting to buy and 20% do not want to buy the products of LG Electronics.



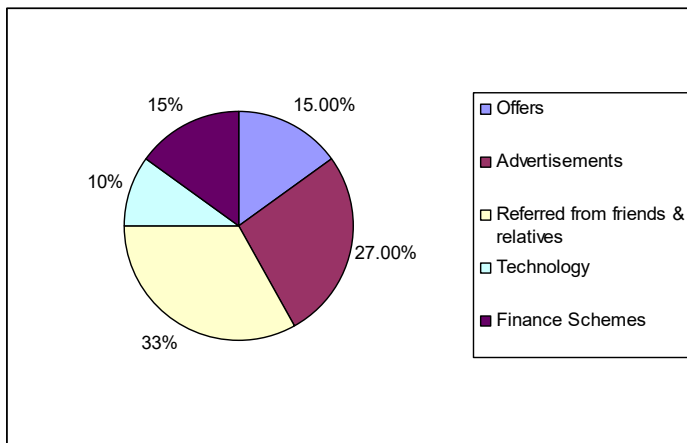
SOURCES OF INFORMATION

The below table shows, from where did the respondent get the information about the LG Electronics.

Sources of information	Number of respondents
Offers	15
Advertisements	27
Referred from friends & relatives	33
Technology	10
Finance Schemes	15
Total	100

INFERENCE:

From the above table 51%of the respondents are Wanting LG Electronics Products. 14%of the respondents want Cosmetics. 26%of the respondents want Dress .9% of the respondents want others.



INFERENCE:

From the above table 15% of people known from offers, 27% of people known from advertisements, and 33% of people known from their friends and relatives, 10% of people known from technology, 15% of people known from finance schemes.

RELIABILITY as their main motive, 21% of the respondents preferred BRAND IMAGE as their main motive.

FINDINGS

- 50% of the LG ELECTRONICS customers are business people and 32% of the customers are private employees.
- Most of the respondents belong to the age group of 18-50 years.

- LG ELECTRONICS is the most preferred shop in the market.
- Most of the respondents getting information through the Media and friends before purchasing the products.
- Most of the respondents are motivated by their friends and family members.
- Most of the respondents have good satisfaction with the performance of their strength.
- 64% of the respondents are satisfied with the quality of their products.
- Most of the respondents felt that the price is reasonable.
- Cent percent of the respondents satisfied with the response of the sales executive at first visit.
- 60% of the LG ELECTRONICS users have good satisfaction with the performance given by the company.
- Most of the respondents are satisfied with the response of the company to the complaints given by the customers.
- Most of the respondents are satisfied with the fulfilment of promises by the company.

SUGGESTIONS

- The products recently introduced by LG ELECTRONICS are mostly concerned about home base. So, they should also consider commercial people while manufacturing.
- Indian market is a price sensitive market's the Products should be at Minimum price with maximum quality.
- The standard of pricing should be improved.
- Advertisements in Televisions, offers should be increased to attract the People.
- If LG ELECTRONICS can improve in Performance and brand image it will be the best in all the other competition brands.

CONCLUSIONS

- 40% of the respondents are LG Electronics customers and hence Preferred products of various brands
- LG ELECTRONICS is the most preferred brand out of all products
- 60% of the respondents are considering LG ELECTRONICS brand before
Purchasing there for use.
- Most of the respondents are getting information through friends before purchasing the products.
- Most of the respondents are wanting good satisfaction with dealer Service comparing to other brands.
- Most of the respondents are giving more preference to quality.
- 60% of the respondents are affecting by their friends and relatives.

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