



A STUDY ON CUSTOMER SATISFACTION TOWARDS LG TELEVISIONS WITH REFERENCE TO HS ENTERPRISES, TIRUPATI

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ABSTRACT:

This study examines customer satisfaction with LG televisions at HS Enterprise, focusing on influential factors, product performance, and overall satisfaction. Through surveys and interviews, we explore what factors drive satisfaction levels among customers who have purchased LG televisions from HS Enterprise. Pricing, product performance, and customer service are key influencers of customer satisfaction. Customers appreciate competitive pricing, but they also prioritize features such as picture quality, ease of use, and reliability in their televisions. Additionally, positive experiences with customer service play a significant role in overall satisfaction. This research provides valuable insights for HS Enterprise to enhance its marketing strategies, product offerings and ultimately improving customer satisfaction with LG televisions.

Keywords: Customer satisfaction, LG televisions, product performance, overall satisfaction, HS Enterprise.

INTRODUCTION:

Customer satisfaction measures customer level of satisfaction with a product service or experience in marketing the France customer satisfaction commonly used bookshop 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 role under essential in keeping a product or services relevant, it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty.

DEFINITIONS:

Defined satisfaction as: “a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations”

--Philip Kotler

Satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference

between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire”.

-- Hansemark and Albinsson

REVIEW OF LITERATURE:

1. 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.

2. 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.

3. 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’s 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

RESEARCH METHODOLOGY

NEED FOR THE STUDY:

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

SCOPE OF THE STUDY:

This scope of the study is limited to the product and services by LG company. To examine the various factors which play part in customer satisfaction. The major dissatisfaction areas for the customers the study considered in the urban area of Tirupati city.

OBJECTIVES OF THE STUDY:

- Identify the factors of LG televisions that most significantly influence customer satisfaction.
- Assess the performance of LG televisions in terms of picture quality, sound quality and other relevant factors.
- Evaluate customers satisfaction with LG’s customer service, including support for installation and warranty services.
- Assess overall level of satisfaction among customers of LG Television.

RESEARCH DESIGN:

Types of research undertaken by description samples

Sources of Data**Primary Data**

Survey method is undertaken to find the customer satisfaction and opinion. A survey was conducted among the people of Tirupati city with the help of well-structured questionnaire. The primary data was collected through structured questionnaire method.

Secondary Data

Secondary data was collected from organizations records journals books and website provided by the company. The sources of secondary data in the project area.

Sampling Universe: Tirupati

Sampling Method: Convenience sampling method

Sample size: Sample size in this project is 120 Respondents

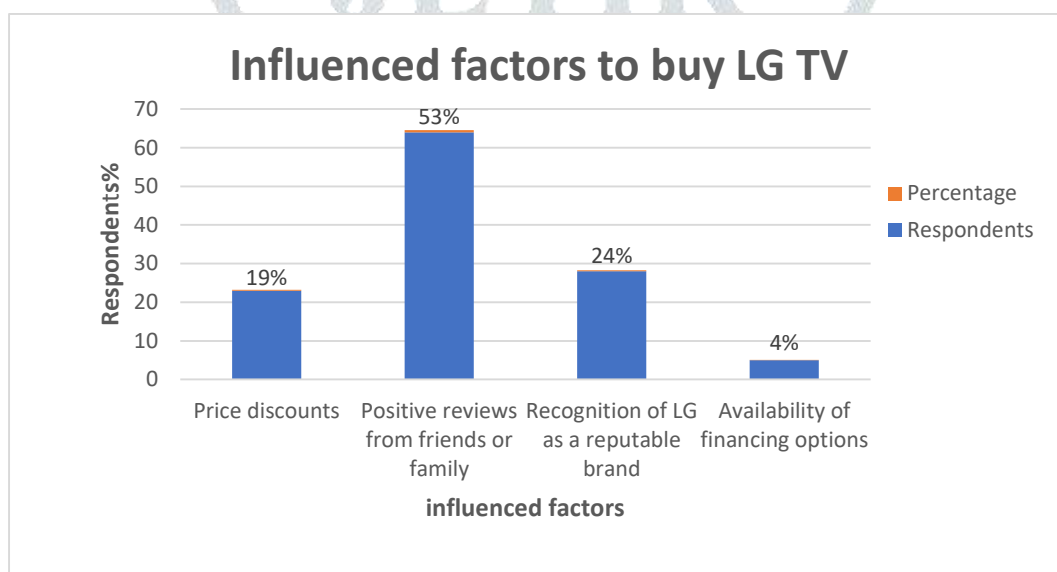
LIMITATIONS OF THE STUDY:

- Opinion of customers may be affected by personal bias.
- The survey is made only on the basis of a sample size of 120 customers only.
- This sample size is a limiting factor for the survey.
- The respondent are very busy, they are not ready to answer all questions

DATA ANALYSIS AND INTERPRETATION

1. INFLUENCED FACTORS TO PURCHASE LG TELEVISION.

| Influenced to buy LG Tv | Respondents | Percentage |
|---|-------------|------------|
| Price discounts | 23 | 19% |
| Positive reviews from friends or family | 64 | 53% |
| Recognition of LG as a reputable brand | 28 | 24% |
| Availability of financing options | 5 | 4% |

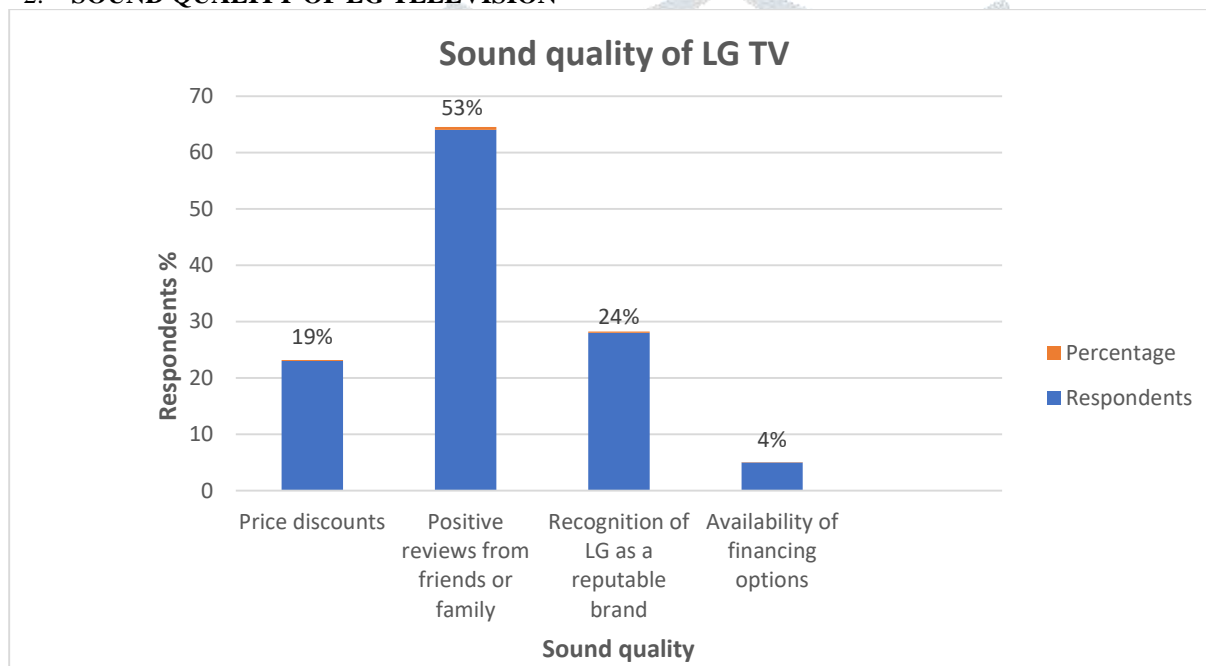


Interpretation

In the above graph 19% of the Respondents are said that Price discounts, 53% of the respondents are Positive reviews from friends or family, and 24% of respondents are Recognition of LG as a reputable brand and 4% of the respondents are Availability of financing options.

| Sound quality | Respondents | Respondents% |
|---|-------------|--------------|
| It's a critical factor | 36 | 30% |
| It significantly impacts my satisfaction | 70 | 58% |
| It somewhat affects my satisfaction | 11 | 9% |
| It has minimum influence on my satisfaction | 3 | 3% |
| It doesn't affect my satisfaction at all | 0 | 0% |

2. SOUND QUALITY OF LG TELEVISION

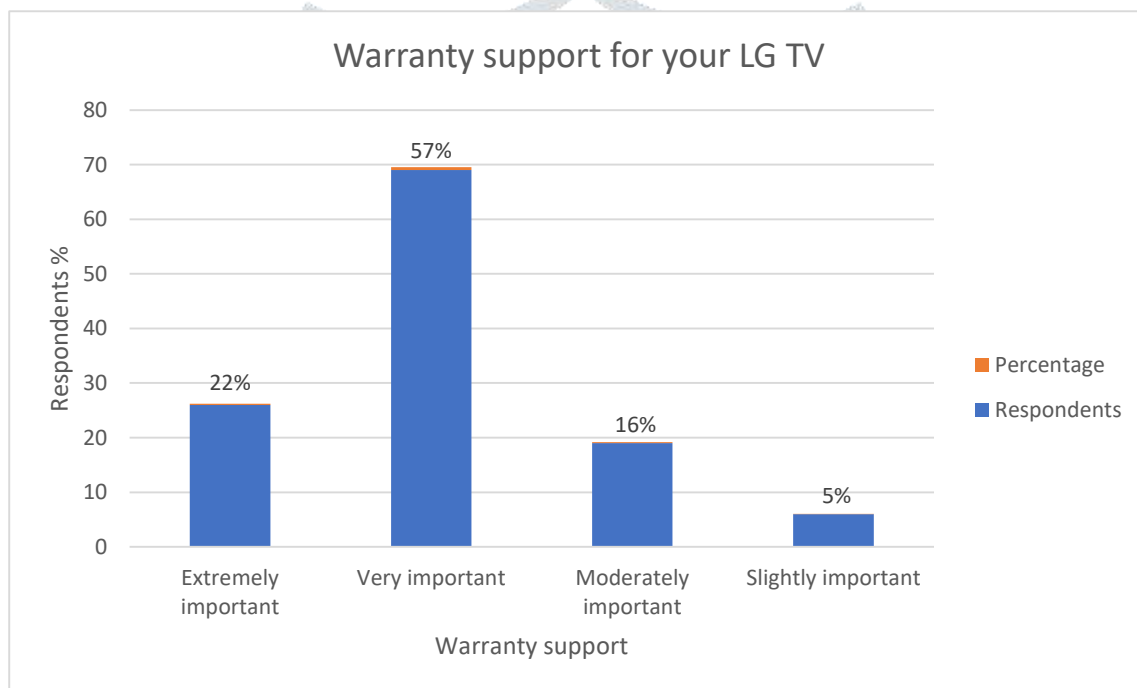


Interpretation

In the above graph 30% of the Respondents are said that It's a critical factor, 58% of the respondents are It significantly impacts my satisfaction, and 9% of respondents are It somewhat affects my satisfaction, 3% of the respondents are It has minimum influence on my satisfaction.

3. WARRANTY AND RELIABLE CUSTOMER SUPPORT FOR YOUR TELEVISION.

| Customer support | Respondents | Percentage |
|----------------------|-------------|------------|
| Extremely important | 26 | 22% |
| Very important | 69 | 57% |
| Moderately important | 19 | 16% |
| Slightly important | 6 | 5% |

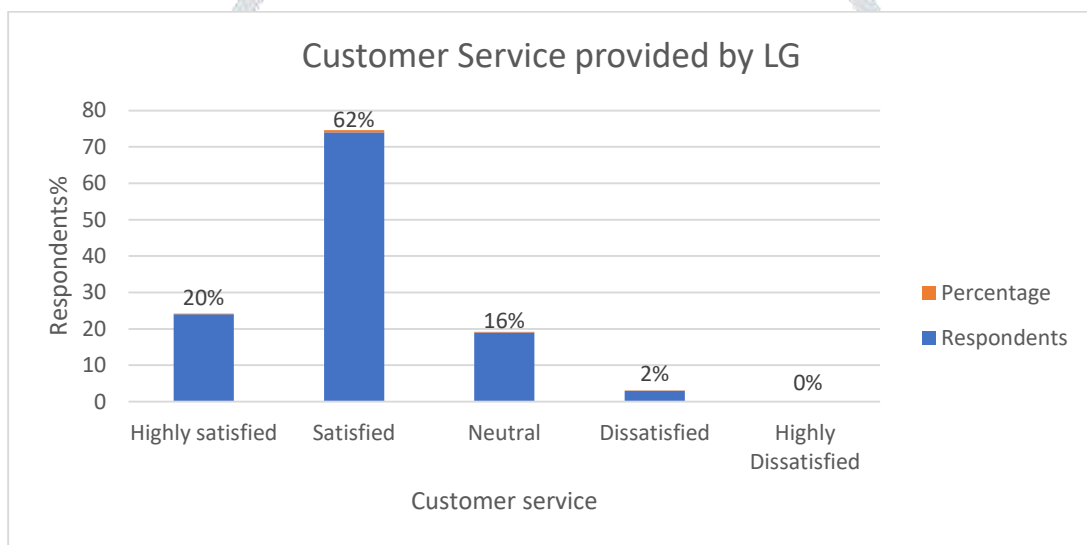


Interpretation

In the above graph 22% of the Respondents are said that warranty support for LG is Extremely important, and 57% of the respondents are very important, 16% of respondents are Moderate important, 5% of the respondents are slightly important

4. CUSTOMER SERVICE PROVIDED BY LG FOR YOUR TELEVISION.

| Customer service | Respondents | Percentage |
|---------------------|-------------|------------|
| Highly satisfied | 24 | 20% |
| Satisfied | 74 | 62% |
| Neutral | 19 | 16% |
| Dissatisfied | 3 | 2% |
| Highly Dissatisfied | 0 | 0% |

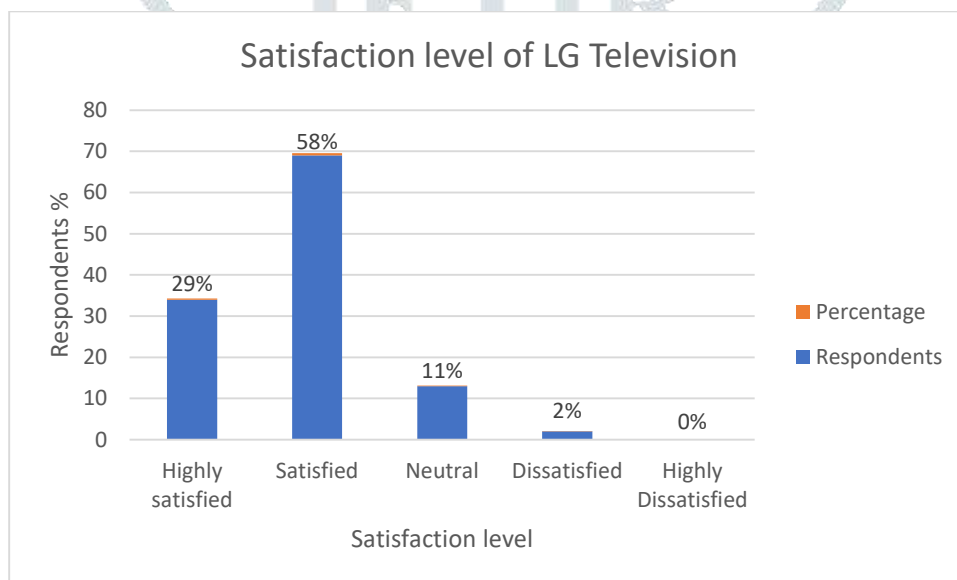


Interpretation

In the above graph 20% of the Respondents are Highly satisfied with customer service provided by LG television, 62% of the respondents are satisfied, 16% of respondents are Neutral, 2% of the respondents are dissatisfied

5. OVERALL SATISFACTION LEVEL OF YOUR LG TELEVISION

| Overall satisfaction | Respondents | Percentage |
|----------------------|-------------|------------|
| Highly satisfied | 34 | 29% |
| Satisfied | 69 | 58% |
| Neutral | 13 | 11% |
| Dissatisfied | 2 | 2% |
| Highly Dissatisfied | 0 | 0% |



Interpretation

In the above graph 29% of the Respondents are Highly satisfied by using lg tv, 58% of the respondents are satisfied, 11% of respondents are Neutral, 2% of the respondents are dissatisfied

FINDINGS:

- Was found that 19% of respondents are said that price discounts of LG is a reputable brand for influence to purchase LG TV
- It was found that 30% of the Respondents are said that the sound quality of LG televisions contribute to our Satisfaction is critical factor.
- It was found that 22% of respondents are set that the warranty and reliability customer support for LG television is moderately important.
- It was found that 16% of respondents are neutral on the customer service provided by LG television.
- It was found that 58% of respondents are satisfied with overall satisfaction level of LG Television

SUGGESTIONS:

- Company can reduce the price of the product so as the customers never go to some other company.
- Sound quality of LG television should improve for customer satisfaction
- The warranty and guarantee. Can be extending for the customer satisfaction.
- Service charges can be reduced according to service needed by the customer
- Maintain good relationship with the customer for encouraging and create loyalty in the business

CONCLUSION:

Understanding customer perceptions, expectations, and experiences with LG products is crucial for enhancing customer satisfaction. Focusing on key aspects such as product quality, user-friendly features, investing in customer education, and ensuring effective customer service are pivotal strategies for LG. Additionally, maintaining a strong brand reputation, proactively addressing any reliability issues, and continuing to innovate in product design are essential components for meeting the customer needs and preferences.

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