



A STUDY ON CUSTOMER SATISFACTION TOWARDS LG ELECTRONICS IN MADURAI CITY

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ABSTRACT:

LG Electronics, a global leader in consumer electronics, home appliances, and mobile communications, is renowned for its innovation, quality, and commitment to sustainability. Founded in 1958 in South Korea, LG has consistently pushed the boundaries of technology, offering a wide range of products that include televisions, washing machines, refrigerators, air conditioners, and smartphones. With a strong focus on research and development, LG Electronics invests heavily in cutting-edge technologies such as artificial intelligence, 5G connectivity, and smart home solutions, aiming to provide consumers with a more convenient and advanced lifestyle. As a company deeply rooted in ethical business practices and environmental stewardship, LG is also dedicated to reducing its carbon footprint and promoting a sustainable future, making it a respected and influential player in the global electronics market.

KEYWORDS:

CUSTOMER, ELECTRONICS, QUALITY, ARTIFICIAL, SERVICE, PRODUCT.

1.1 INTRODUCTION

A customer is an individual or business that purchases goods or services from another company. Customers play a crucial role in driving revenues, and without them, businesses cannot survive or thrive. Many businesses adhere to the principle that "the customer is always right" because satisfied customers are more likely to provide repeat business. Consequently, companies closely monitor customer relationships to gather information on behavior and seek feedback for improving product lines. Customers can be categorized as external or internal. External customers are those interested in purchasing the final goods and services produced by a company, while internal customers are integrated into business operations, often as employees or functional groups within the company. Customer satisfaction with home appliances is influenced by factors such as product quality, features, design, ease of use, customer service, value for money, and brand reputation. Product quality is paramount, with consumers expecting durability, reliability, and performance. Features and innovation also play a significant role, as customers appreciate appliances with advanced functionality and smart technology. Additionally, customers consider the value for money, wanting to feel they are receiving good value for the price paid. Finally, brand reputation can significantly impact satisfaction, as customers often choose appliances from brands known for quality and reliability.

1.2 STATEMENT OF THE PROBLEM

LG faces challenges in maintaining customer satisfaction

despite its reputation for quality. Product defects and malfunctions occasionally arise, highlighting the need for stringent quality control measures. While LG is innovative, ensuring user-friendly features is vital. Improved customer education can enhance the adoption of innovative features. Aesthetics should align with evolving preferences. Consistent, timely customer service is paramount. LG must ensure its products offer value for their price. Clear communication of benefits is essential. Monitoring brand reputation and addressing issues is critical. Strengthening brand reputation is solution for loyalty. Addressing reliability gaps is crucial. Enhancing user experience through design is key for LG to remain a leader in customer satisfaction.

1.3 REVIEW OF LITERATURE

Kotler P., Keller K.L. (2015) Measuring customer satisfaction and the factors responsible to it is one of the important activities for any firm. It has been stated that the highly satisfied customer stays loyal and longer, buys more products repeatedly and gives less attention to competitor brand and also less sensitive towards price.

Oyeniyi O, Abiodun A.J. (2016) in this paper attempts are made to find out the relationship between customer service and customer retention in telecommunication industry. Outcomes of the study show strong support for the application of customer service to enrich customer retention. It has been also stated that Customer satisfaction does not necessarily lead to customer's loyalty.

It is predicted that when the customer is satisfied, then brand loyalty is strengthened.

Kothari C.R. (2016) Mentioned research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It is nothing but the outline of complete research process.

Heskett et.al (2008) Identified that customer loyalty should improve dramatically when customer satisfaction overcomes a certain level. Quality of service is assumed to be an originator of customer satisfaction and also stated that actual loyalty strongly depend on whether customers were very satisfied or simply satisfied with the product or service.

Cateora P.R., Graham J. Salwan P (2008) after sales services also plays a crucial role in international marketing. Effective services, timely deliveries of products and also spare parts without any delay is important. Proper installation support and training may be the deciding factor for purchase.

Kumar et.al (2009) Mentioned that "high quality of service will result in high customer satisfaction and will result it into increases in customer loyalty. In study it is observed that there are four major factors; tangibility, reliability, convenience and competence. These all have substantial differences between expectations and perceptions with tangibility having the smallest gap and convenience has the largest gap.

1.4 OBJECTIVES OF THE STUDY

- ❖ To study on customer satisfaction with LG Electronics in Madurai City.
- ❖ To know the customer level of awareness LG products.
- ❖ To examine customer in purchasing capable on LG products.

1.5 SCOPE OF THE STUDY

The scope of a study on consumer satisfaction in LG products would involve assessing customer perceptions and experiences across various touch points, including product quality, performance, reliability, and value for money. Additionally, it would investigate customer service interactions, brand loyalty, and overall satisfaction compared to competitors. Understanding the factors driving consumer satisfaction can help identify areas for improvement and inform strategies to enhance customer loyalty and brand perception

1.6 RESEARCH DESIGN

To study consumer satisfaction in LG products, the sample design would involve using a combination of quantitative and qualitative methods. Convenient sampling would be utilized to ensure representation across demographics and geographic locations, specifically focusing on 50 samples in Madurai city. Surveys with questionnaires would measure satisfaction with LG products, customer service, and brand perception. Additionally, in-depth interviews or

focus groups would gather qualitative insights into factors influencing satisfaction. A sample size providing sufficient statistical power would be aimed for, ensuring an adequate number of respondents in each stratum. Data analysis would involve identifying patterns and percentage analysis in quantitative data. Comparative analysis would compare satisfaction levels across different categories, demographics, and competitors' products. Ethical considerations, such as confidentiality and informed consent, would be ensured, and findings would be reported with clear visuals and narratives to communicate key insights and recommendations effectively.

1.7 DATA ANALYSIS

TABLE -1

CLASS WISE RESPONDENTS OF INCOME LEVEL

INCOME LEVEL	NO OF RESPONDENTS	PERCENTAGE
Below 10001	10	20%
10001 to 20000	14	28%
20001 to 30000	10	20%
30001 to 40000	11	22%
Above 40000	5	10%
Total	50	100%

Source: secondary data

INTERPRETATION

The about table shows that majority of income level of 10001-20000, 28% of people buying below 10001, 20% of people buying 20001-30000, 20% of people buying and above 40000 10% of people buying.

TABLE-2

CLASS WISE RESPONDENT OF PREFER IN LG ELECTRONICS

PREFERRED LG ELECTRONIC	NO OF RESPONDENTS	PERCENTAGE
Durability	7	14%
Quality	28	56%
Reasonable price	11	22%
Other better service	4	8%
Total	50	100%

Source: secondary data

INTERPRETATION

The about table show that majority of prefer LG Electronic was 56% of quality, 22% of reasonable price. 14% of durability and 8% of other better service.

TABLE-3

CLASS WISE RESPONDENT OF KNOW ABOUT THIS LG ELECTRONICS

ABOUT THIS LG ELECTRONICS	NO OF RESPONDENTS	PERCENTAGE
TV adds	32	64%
Peers	1	2%
Websites	5	10%
Others source	12	24%
Total	50	100%

Source: secondary Data

INTERPRETATION

The about table show that majority of know about this LG Electronics was 64% of TVs, 24% of other Source, 10% of websites and 2% of peers.

1.8 FINDING AND SUGGESTION

- ❖ 28 % of the respondents are income level of 10000-20000.
- ❖ 56 % of the respondents are prefer of LG Electronics was Quality.
- ❖ 64 % of the respondents are LG Electronics know about TV adds.
- ❖ 66 % of the respondents are male.
- ❖ 64 % of the respondents are undergraduate.
- ❖ Focus on developing user-friendly features and interfaces for LG products to enhance customer experience and ease of use.
- ❖ Provide comprehensive customer education and support to help users fully utilize and appreciate the innovative features of LG products.
- ❖ Align product aesthetics with evolving consumer preferences to enhance the visual appeal of LG products.
- ❖ Ensure consistent and timely customer service to address any product-related issues or concerns promptly, enhancing overall customer satisfaction.

- ❖ Clearly communicate the value proposition of LG products to customers, highlighting the benefits and value they offer.

CONCLUSION

Understanding customer perceptions, expectations, and experiences with LG products is crucial for enhancing customer satisfaction and loyalty. Focusing on key aspects such as product quality, incorporating 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 and exceeding customer needs and preferences. Implementing these comprehensive strategies will not only strengthen LG's position as a leading provider of consumer electronics, home appliances, and mobile communications in Madurai city but also contribute to sustained customer satisfaction and loyalty.

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