



A STUDY ON CUSTOMER SATISFACTION TOWARDS THE USAGE OF L.G TV SETS WITH SPECIAL REFERENCE TO DHARMAPURI DISTRICT

P.Selvam* Dr. C. Manikanda Muthukumar**

*Assistant Professor of Commerce, PSA College of Arts and Science, Solaikottai, Dharmapuri.

**Assistant Professor of Commerce, Government Arts College, Salem.

Abstract

Royal LG Televisions Electronics is one of the world's biggest electronics companies and, it is a universal leader in color television sets, color picture tubes for televisions and monitors, and one-chip TV products. Customer contentment, a term habitually used in marketing, is an estimate of how products and services successful by a company gather or beat customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals." In a survey of nearly 200 customers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. The study for the most part concentrated on price level, features about television, and overall satisfaction about LG TV, general awareness, and consumer preferences of LGTV.

Keywords: Customer loyalty, Customer satisfaction, LG Television, Showroom availability.

Introduction

In 1958, LG Electronic was found as Star. It was recognized in the outcome of the Korean War to provide the development nation with domestically-produced consumer electronics and home appliances. LG Electronics produced South Korea's first radios, TVs, refrigerators, washing machines, and air conditioners.^[4] Gold Star was one of the LG group with a sister company, Lak-Hui (pronounced "Lucky") Chemical Industrial Corp. which is now LG Chem. and LG Households. LG Electronics launch an OLED TV in 2013 and 65-inch and 77-inch sizes in 2014.^{[12][13]} LG Electronics introduced its first Internet TV in 2007, originally branded as "Net Cast Entertainment entrance" plans. They later renamed the 2011 Internet television to "LG Smart TV" when more interactive television features were extra, that make possible the audience to receive information from the Internet while at the similar time watching usual TV program. In November 2013, a blogger discovered that some of LG's smart TVs mutely collect filenames from attach USB storage space devices and program presentation data, and broadcast the information to LG's servers and LG-affiliated servers.^{[16][17]} soon after this blog entry went live, LG disabled playback on its place of the video, explaining how its viewer analytics work, and stopped up the Bright cove version the video was hosted on.^{[18][19]} By December 2013, the page itself was impassive from LG's website. LG's remote uses Hillcrest Labs' Free space technology to permit user to change channels using gesture^[20] and Dragon NaturallySpeaking technology for voice identification. As of 2014, LG is using web OS with a ribbon edge with some of its smart TVs. LG reported that in the earliest eight months after release, it had sell over 5 million web OS TVs.

Objectives of the Study

- To discover out the attitude of the consumers on LG Televisions.
- To investigate the factors that affects the purchasing patterns of the consumer in LG Television in Dharmapuri District.
- To find out the customer satisfaction level of price, colors, design, after sales service and other similar factors relating to LG Television.
- To offer suggestions to improve the customer satisfaction of LG TVS.

Scope of the Study

The area of study is limited to the segment selected within Dharmapuri District. This study is mainly restricted to the customer satisfaction only.

Statement of the Problem

Electronics, considered on important part of modern life, Now in the present century, new technology introduce new brand of electronic items each day the new influx of electronic items has prepared the companies continuously engaged in gaining the interest of the customers like price, offers etc., The Customer satisfaction towards selective LG brand products has been made by the researcher in Salem Town for study the requisite of customer requirements and their satisfaction.

Limitations of the study

- The primary data is collected through a structured questionnaire and the sample size has limited only 200 respondents.

- The analysis was based on the data collected with the help of questionnaire and this might has its own limitation.

Sampling Design:The sample size of the exact study is 200 as this is a particular sector of population.

Sampling Procedure:Simple random sampling technique is in use for selection of 200 respondents from the total population groups.

Simple Random Sampling:The personal judgment method has employed for the selection of sampling, the simple random sampling is the simplest form of probability sampling to collect the information from customer.

Methodology:The investigator is used data, which has collected in two ways such as primary and secondary data.

Primary Data:Primary data is gathered during questionnaire, schedule interview.

Secondary DataThe secondary data has been collected through prepared report statement of the concern, books, journals, magazines, news paper, etc.

Statistical Tools Used:Percentage method, Chi Square Test and NOVA is used for analysis of data. The result of the research is presented through tables

Table -1,Gender Wise Classification of the Respondents

Gender	Number of Respondents	Percent	Valid Percent	Cumulative Percent
Male	142	71.0	71.0	71.0
Female	58	29.0	29.0	100.0
Total	200	100.0	100.0	

Source: Primary Data

The above table shows the gender wise classification of the respondents. It is observed from the table I That 71 % of the respondents are male and 29% of the respondents are female. It is inferred from the above table that majority of the respondents (71%) are male.

Table – 2,Classification of the Respondents on the Basis of Monthly Income

Monthly Income	Number of the respondents	Percent	Valid Percent	Cumulative Percent
Below ₹.10000	22	11.0	11.0	11.0
₹.10000-₹.20000	43	21.5	21.5	32.5
₹.20000-₹.30000	55	27.5	27.5	60.0
₹.30000-₹.40000	69	34.5	34.5	94.5
Above₹.40000	11	5.5	5.5	100.0
Total	200	100.0	100.0	

Source: Primary Data

The above table indicates the classification of the respondents on the basis of their monthly income. It is clearly understood from the table II that 11% of the respondent's monthly income is Below ₹.10000, 21.5% of the respondent's monthly income is from ₹.10000-₹.20000 , 27.5% of the respondent's monthly income is from ₹.20000-₹.30000 , 34.5% of the respondent's monthly income is from ₹.30000-₹.40000 and the remaining 5.5% of the respondent's monthly income is above ₹.40000.It is concluded from the above table that most of the respondent's (34.5%) monthly income is varying from ₹.30000-₹.40000.

Table -3,Classification of the respondents on the basis of feeling on the price of television

Feeling on Price	Number of Respondents	Percent	Valid Percent	Cumulative Percent
High	69	34.5	34.5	34.5
Reasonable	124	62.0	62.0	96.5
Low	2	1.0	1.0	97.5
No idea	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Source: Primary Data

The above table exhibits that the respondents are classified on the basis of their feeling on the price of the LG Television. It is understood from the table III that 34.5 % of the respondents feel the price of LG television is high, 62 % of the respondents feel the price of LG television is reasonable, 1 % of the respondents feel the price of LG television is low and 2.5 % of the respondents expresses that they have no idea on the price of LG television. So, we conclude that majority (62 %) of the respondents feel the price of LG television is reasonable.

Chi Square Tests

Table 4.2.1, Income Per Month and brand of Television

H0: There is no significance difference between income per month and brand of television.

H1: There is significance difference between income per month and brand of television.

CHI-SQUARE TESTS			
FACTORS	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	8.132 ^a	4	0.087
Likelihood Ratio	4.456	4	0.348
Linear-by-Linear Association	2.987	1	0.084
N of Valid Cases	200		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 0.06.

Interpretation

The above chi-square test shows that there is a relationship between income per month and brand of television. In the table the Pearson chi-square assumes is 0.087 it represents that there is a relationship between them. Table value of chi-square test at 5% is 3.841. So, H₀ is rejected. There is significance between income per month and brand of television.

4.3 ANOVA

Table 4.3.1, Income per month and design of L.G television

H0: There is no significance difference between the income per month and design of L.G television.

H1: There is significance difference between the income per month and design of L.G television.

ANOVA					
SOURCES OF VARIATION	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Between Groups	2.793	3	0.931	0.824	0.482
Within Groups	221.427	196	1.130		
Total	224.220	199			

$$F = (3,196) = 0.931/1.130 = 0.824$$

Interpretation

Table above shows that F test value along with degrees of freedom (3,196) and significance of 0.482 given that P<5% @ 3.98. We can reject the null hypothesis (H₀) and accepted the alternative hypothesis (H₁) that there is significance difference between the income per month and design of L.G television during the study period, F (3,196) = 6.601, P<5% (Means are different)

Findings

- Majority of the respondents (71%) are male.
- Most of the respondents are (41.5%) government employees.
- Most of the respondent's (34.5%) monthly income is varying from. ₹.30000-₹.40000.
- Majority (57.5%) of the respondents reveal that they are influenced to buy L.G Television by its Design.
- Most (45.5%) of the respondents feel that after sales service is excellent.
- Majority (62 %) of the respondents feel the price of LG television is reasonable.
- Majority (56.5%) of the respondents feel the design of the LG Television is excellent.

Chi Square Test

- There is significance difference between income per month and brand of television.

ANOVA

- There is significance difference between the income per month and design of L.G television.



Suggestions

After doing all the research work, every investigator get some results out of that research and here on the basis of above study we can suggest the following:

1. Dealers should provide the better after sale services as provided by the distributors.
2. Company should quickly settle the claims; this will increase the goodwill of the company.
3. Advertisement should be on local T.V channel.
4. LG TV should introduce new changes in models, size and color packages etc.
5. The company should give more priorities to the advertisement for creating awareness to the public in order to reach many places.
6. To improve and increase the picture clarity and to introduce the latest technologies to have more customers.
7. The company should give more offers to its dealers and consumers to increase the level satisfaction.

So we can say that the people are more concerned about the brand of the television what they own, they like to recommend that further and they are up to some extent brand loyal also.

Conclusion

People are very much aware about the price of the television what they own. People can switch over to some other brand of television if the price of the television falls at the time when they need the television. Some time offer and discount play the role for the person to switch over. Some people are brand loyal and they have no effect of accessibility of the brand name of television. Brand loyal people like to purchase the television from the Distributor. This research is almost very useful to the LG television dealer in Salem city. The analysis and interpretation are based on the optioned questions through the customer. This project is useful in the decision making of the advertisement and promotional activities. LG television users are always quality & design conscious. An advertisement In TV and other effective mass Medias will help to create awareness of the television.

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