

A Study on Customer Preference of LG Laptop

****M.Ganesh Babu *G.Vani ***Dr.N.Panchanatham**

****Research Scholar, Bharathiyar University, Coimbatore, India**

*** Asst. Professor, Acharya Institute of Technology, Bangalore, India**

*****Professor & Head, MBA, Annamalai University, Chidambaram, India.**

INTRODUCTION

The consumers taste changes rapidly. Consumers 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 practices this very well and leading on the sales front.

The dealers have to observe that the consumers add a lot of value after sales and service provided by the company while making a purchase decision. Customers' relationship Management is assuming more and more importance this day and company cannot afford to ignore this. Based on the above response, hp and Compaq, provide better customer service as compared to others.

OBJECTIVES OF THE STUDY

As part of my project, I undertook the study at the LG Electronics in the pertaining to consumer electronics. The following are the main objective of my project.

To identify the consumer's taste and preference of laptops and desktops among consumers.

To carry out detailed research on the preferences of LG desktops and laptops among the consumers

To know the service and performance of the IT products between LG and its competitors.

To know the product quality and pricing between LG and its competitors.

SCOPE OF THE STUDY

In order to achieve steady growth in this highly competitive market, the companies should be aware of its competitors. This study will provide an overall view of consumer perception

about consumer electronics and market study of LG consumer products. This study can be viewed from qualitative nature as well as quantitative since it try to know the opinions, view and suggestions of dealers and statistical tools have been used.

LIMITATION OF THE STUDY

The study is limited to Bangalore only.

Because of limited cost research is conducted with 50 samples of consumers only.

The data is collected from the consumers are qualitative in nature i.e. Views options perceptions etc., these factors changes time to time.

The data collected are primary in nature. Hence there is chance for a biased of misleading response from the consumers. On the other occasion consumers were reluctant to give information, because they were busy.

METHODOLOGY

Methodology states how research study should be undertaken. These include specification of research design, source of data, method of primary data collection, field work carried, analysis and interpretation done limited inherited in the conserved project work. In the present the research approached used in the survey method. All the consumers include in the survey were given a questionnaire and brief introduction about the company plan for strengthening their consumer support.

RESEARCH DESIGN

A research design is generally a pure and simplified fore of framework or a certain plan for a study that will guide the collection and analysis of data or information needed. The function of the research design is to ensure that the required data is obtained and collected accurately and economically. Research design is basic framework, which provides guideline for the best of research purpose. In short, research design is planned structure and strategy of investigation conceived so as to obtain specified answer or solution to research question and to control variance. Here the research design used for this research is descriptive.

SOURCE OF DATA

Data sources consisted of both primary and secondary sources.

PRIMARY DATA

A questionnaire was used to conduct the whole survey. To control the response bias and to increase the reliability of the data a structured pattern of question was also used in the questionnaire. The advantages of using this specified construction of the questionnaire are being administrative simplicity and ease of data processing analysis, and the interpretation. The questionnaire consists of dichotomous and the multi choice question to allow as possibilities to be covered. The question was asked directly to the consumers and in the a direct disguised form so as to avoid confusion and to get the best and liable answer.

SECONDARY DATA

The information about the consumer's number and their address were obtained which were formed as the secondary data sources.

SAMPLING PLAN AND SAMPLING DESIGN

Sample selection of consumers throughout Bangalore was taken for the survey to get the homogeneous and true representation of LG electronics.

SAMPLE SIZE

50 Consumers in Bangalore.

SAMPLING METHOD

Judgment sampling was restored for the study of each respondent was assigned a number to identification to process the data analysis and the survey was conducted accordingly.

TOOLS USED FOR ANALYSIS

Chi square method and Percentage Method

Results and Discussions

Table1-Observed Value

	Very good or very high	Good or high	Normal	Sample size
Service	15	25	10	50
Performance	23	15	12	50
Pricing	15	18	17	50
Product quality	9	26	15	50
Brand image	13	23	14	50
Demand	75	107	68	250

Table 2-Chi Square Value

Observed value O	Expected value E	O-E	(o-E) ²	(o-E) ² /E
15	15	0	0	0
25	21.4	3.6	12.96	0.6056
10	13.6	-3.6	12.96	0.9529
23	15	8.0	64	4.2667
15	21.4	-6.4	40.96	1.9140
12	13.6	-1.6	2.56	0.1882
15	15	0	0	0
18	21.4	-3.4	11.56	0.5402
17	13.6	3.4	11.56	0.85
9	15	-6.0	36	2.4
26	21.4	4.6	21.16	0.9887
15	13.6	1.4	1.96	0.1441
13	15	-2	4	0.2667
23	21.4	1.6	2.56	0.1196
14	13.6	0.4	0.16	0.0117
Total				13.2484

Hypothesis Ho- There is no association between consumer opinions and various selection criteria of LG

The value of $X^2 = 13.2484$

Formula $X^2 = \sum(O-E)^2/E$

Where 'O' is the observed frequency

'E' is the expected frequency

In situations where there relative importance of all the items of the distribution is not the same name. If the same items in a distribution are more important than others, then this point must be born in mind, in order that average computed is the representative of the distribution.

In such case, proper weight age is to be given to various items the weight attached to each item being proportional to the important of the item in the distribution. If 'N' is the sample size and 'w' are the weight, weighted average is calculated by:

INTERFACE:

Table value of X^2 8d at 5% level of significance is 15.5 since, calculated value is lesser than the tabulated value, null hypothesis is accepted i.e. consumers do not differ in their opinion on the various selection criteria of LG..

Table 2

Feature	HP	SONY	LG	ACER
Product quality	20	15	10	5
Percentage	40	30	20	10
Pricing	15	18	9	8

Percentage	30	36	18	16
Service	12	20	9	9
Percentage	24	40	18	18
Performance	13	16	11	10
Percentage	26	32	22	20
Performance	13	16	11	10
Percentage	26	32	22	20
Overall rating	15	17	10	8
Percentage	30	34	20	16
Ranking	2	1	3	4

Inference

Thus HP stands 1st among the product quality, Sony 2nd, LG 3rd and Acer stands 4th position.

Consumers feel that price is higher for Sony, 2nd highest is HP, 3rd highest is LG and least is Acer. Consumers feel that Sony is the best amount various brands for service, HP is 2nd best and 3rd best are LG and Acer. Consumers feel that Sony is the best amount various brands for performance, 2nd best is HP, 3rd best are LG and least is Acer. Consumers feel that HP is the best amount various brands for brand image, 2nd best is Sony, 3rd best is LG and least is cer.

Consumers feel that SONY and HP provide more offerings with 30% but in case of LG and Acer it is quite less with 20%. It is seen that Consumers give first preference to SONY and it stands first with 34%, 2nd best is HP with 30%, 3rd best is LG with 20% and 4th is Acer with 16%.

FINDINGS

As far as product quality is concerned HP stands best with 40%, 2nd best is SONY with 30%, LG stands 3rd position with 20%, and Acer stands 4th position with 10%. As far as pricing is considered Acer is comparatively cheaper with 16%, 2nd stands LG with 18%, 3rd highest is HP with 30% and the most expensive is SONY with 36%.

As far as service is concerned, SONY has scored 40% and stands best and 2nd best is HP with 24%, 3rd best are LG and Acer with 18%. As far as performance is concerned, SONY has scored 32% and stands best, 2nd HP with 26%, 3rd LG with 22%, and 4th Acer with 20%. As

far as brand image is concerned HP has scored 38% and stands best, 2nd best is SONY with 32%, 3rd LG with 20% and 4th Acer with 10%. It is found that offers and promotions given by LG is not satisfied it stands around 20% whereas SONY and HP stands best with 30%. It is found that consumers give first preference to SONY and it stands first with 34%, 2nd best is HP with 30%, 3rd best is LG with 20% and 4th is Acer with 16%.

SUGGESTIONS

The company has to introduce more quality features to its existing laptops and desktops in order to increase their sales. As far as price is concerned it is normal but compared to Acer its bit higher. Prompt service is available only for home appliances, if it is implemented for IT products it would satisfy the consumer and they would opt for our project.

Battery backup and display clarity has to be improved in order to compete with the other brands. As far as offers are concerned, the company can give CD's like general knowledge, dictionary and encyclopedia, song CD's and also free accessories which is more useful to the consumers. In case of promotion, the company should promote their IT products by giving TV ads, by distributing the pamphlets and by conducting more road shows.

In order to improve the brand image the company has to start their own retail outlets in many places.

CONCLUSION

This project is done in order to find out the performance of LG IT products among its competitors as Bangalore is a fast developing metropolitan city always buzzing with activities the rate of towards electronic product is high and they prefer customers, the best too.

Any business and all the related activities revolve around the customers only. Customer satisfaction can be achieved only by offering better quality products backed up by performance and better services. This can be satisfied by designing the products in such a way that suits the wants and preferences of the customer.

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