



A Study on Customer Perception towards LG Company from HS Enterprises, Tirupati.

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ABSTRACT:

This paper is discussing the idea of customer perception and how customer view product based on a price and overall experience. The customer perception modal factors affecting it are derived from price and overall experience. This concept has been demonstrated by the author in this paper. The main objective of this paper is critically appraised customer perception models and benefits. The success of a business depends on generating and retaining customers that are willing to purchase products at prices that are profitable to the company. Consumer perception describes how customers and potential customers view a company. Businesses should make sure that their products and services are viewed positively by consumers. Consumer perception is linked to the success of a business; because how consumers view it affects their decisions and actions. These perceptions may be changed with marketing.

Keywords: perception, customer & experience.

INTRODUCTION

The customer perception is measured by these factors, such as price and overall experience. A common marketing concept that measures how the customer perceives a company or its offerings. Marketing strategies like advertising, reviews, and public relations affect how the customer interacts with a company. Analyzing research by customer behavior specialist, it's clear to see that perception is a personal factor.

DEFINITION:

Customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness

REVIEW OF LITERATURE:

With the help of Androulidakis, G.kandus (2015) determined that different brands of mobile phones lead to different security practices being used. The study examined users in a variety of different scenarios and found a noticeable difference in behaviour when using each brand. Not only companies need to focus on how to better protect their data from malicious agencies, but also on strengthening the mindsets and knowledge of their customers as well.

Rodolfo Márquez and Eva Espinar Ruiz (2015) found that information and communications technologies are a new dimension for teenagers in Spain. Their main idea is to understand how teenage Spanish teens interact with technology. They researched how teenagers use technological devices and where they use them, taking into account the advantages they have by using these devices. On the other hand, there is less of an utilization of these devices for education purposes than there should be. The result of the study show that there are some Positive relationships between exclusive name and quality perception, between exclusive name and word of mouth.

Need for the study

The study concentrated on the opinion of customers on LG TVs and it's features. Companies try to influence customer perception by making impressions that would persuade them toward consumption. The objective might be to attract new customers, retain the current ones or increase sales per customer. With a defined purpose, a firm can apply one or more different marketing techniques such as advertising, promotions, samples, social media and public relations in order to have valuable inputs that help them design techniques and messages to influence customer's perception. One way marketing departments can better understand consumer purchasing decisions is by paying attention to different types of stimuli – such as price, quality, and benefits. Marketing teams can also use CRM and AI to collect customer data and better identify the importance of each stimulus on their customers' decisions.

SCOPE OF THE STUDY

In a broader sense, consumer perception covers aspects like how an individual selects, organizes, and interprets information inputs. For this study, "consumers" will be determined to be persons who have LG color TVs in the selected area.

Objectives of the Study

- To know the customer perception & behavior of LG Color Television
- To know the most influencing factors in decision making to purchase a LG TV's.
- To know the customer expectations of TV sets.
- To study the customer experience with LG TV.

DATA ANALYSIS AND INTERPRETATION

The study is an exploratory and empirical in nature. The collected data are classified and tabulated. For analyzing the problem of LG Product consumer's percentage and other statistical tools are used. Scaling technique is used for measuring the perception of LG Product.

PARTICULARS	RESPONDENTS	PERCENTAGE
AGE	36	36.00
GENDER	45	45.00
OCCUPATION	50	50.00
TV	70	70.00
FINANCE SERVICES	45	45.00
WARRANTY PERIOD	60	60.00
PERFORMANCE	75	75.00
RECOMMEND TO OTHERS	80	80.00
Total respondents	100	100.00

FINDINGS

1. The study found that 56.66% of respondents recalled LG color televisions when asked to recall various brands of televisions.
2. It is observed that most people like to buy TV's instead of other products in LG.
3. The study found that 45% of respondents bought LG televisions because of the features it had.
4. 58.33% of respondents said they purchase the LG product because they know it's a quality product and not out of concern for other people's interests.
5. 80% of respondents said that they chose to buy an LG TV due to its entertainment features.

SUGGESTIONS:

1. Increase warranty of LG TVs
2. It's important to evaluate financing options for the customers.
3. A good after-sales service experience can make a customer's day.
4. It is important for LG to focus on getting the old customers back in touch with what they are doing now, and to show them new models of their electronics.

CONCLUSION:

The study tries to understand the customer's perspective of a LG TV. After evaluating the data, it is clear that the company was driven by personal interest of their customers. Customers wanted more features from the TV manufacturers. It is concluded that the LG customers are satisfied with the sound and screen provided by their company. Most customers were not happy about their warranty time and financial options. With these responses, it is concluded that most people have a positive opinion about LG color televisions.

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