



A Study on Customer Satisfaction in LG Company with Reference of HS Enterprises, Tirupati.

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ABSTRACT:

My undertaking report gives a short report, on what are Consumer loyalty and the methods for accomplishing Consumer loyalty. It centers around clients' insights. Fulfilling our clients is a fundamental component to remaining in business in this cutting edge universe of worldwide contest. Consumer loyalty is the critical variable for progress and relies profoundly upon the ways of behaving of cutting edge specialist co-ops. Clients ought to be overseen as resources, and clients change in their necessities, inclinations, and purchasing conduct.

Keywords: Customer Satisfaction, perceptions, behaviour.

INTRODUCTION

Consumer satisfaction is characterized as "the quantity of client or level of all out clients or whose revealed insight with a firm its items or its administrations (evaluations) surpasses determined fulfilment objectives "clients assume a significant part and fundamental in/keeping an item or administration pertinent. It is a term as often as possible utilized in promoting. .

Consumer loyalty is vital to each business, assuming the clients will fulfill the organization items and their quality consequently that organization run in the great manner.

Factors influencing Consumer satisfaction:

Purchaser reliability is the overall impression of client about the supplier and the things and organizations conveyed by the supplier.

1. Department wise capacity of the supplier.
2. Innovative and planning or re-planning portions of things and organizations.
3. Type and nature of response given by the supplier.
4. Provider's ability to commit on deadlines and how beneficially they are met.
5. Client help given by the supplier.
6. Objection the leaders.
7. Cost, quality, execution and adequacy of the thing.
8. Provider's own elements like habits and consideration.
9. Provider's ability to direct whole client life cycle.
10. Viable and trouble free capacities and errands.

The above components could be for the most part organized under two classes for instance suppliers lead and execution of thing and organizations. The supplier's approach to acting for the most part depends upon the approach to acting of its senior subordinates, bosses and inward agents. All of the viable activities like client response, direct thing and upkeep organizations, complaint the leaders, etc are the factors that rely on how gifted and arranged the internal and HR of the supplier are. The ensuing class is concerning all of the things and organizations. This depends upon the capacity of supplier to how to support the things and organization capably and how gifted the laborers are. Everything spins around how the capacities are completed to show planning, re-planning and creative pieces of the things and organizations. The quality and sufficiency of the things is in like manner a huge component

that enables suitable and trouble free capacities and exercises. This bears to cut down upkeep and higher presence of the thing which is significantly regarded by the clients.

Research Approach:

Research procedure considered as the serve of the undertaking. Without a legitimate efficient examination plan, finishing the task and reach to any conclusion is inconceivable. The venture depended on the study plan. The fundamental target of review was to gather fitting information, which fill in as a base for making determination and obtain result .

Types of research are:

Enlightening Exploration

Enlightening investigations are very much organized. An exploratory concentration should be adaptable in its methodology, yet an unmistakable report conversely, will in general be unbending and its methodology can't be changed once in a while. It is thusly fundamental, the specialist give adequate idea to outlining research. Information assortment techniques: After the exploration issue, we need to recognize and choose which sort of information is to investigate. At this stage; we need to coordinate a field overview to gather the information. One of the significant apparatuses for directing statistical surveying is the accessibility of important and helpful information.

Primary data:

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research.

Secondary data:

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. A researcher may have collected the data for a particular project, then made it available to be used by another researcher.

Scope of the study:

The study was conducted to find out the Awareness of LG products and how to maintain good relationship with customers. So we can say that the scope of the study is very wide. This project gives me great exposure to the consumer durable market because it includes product knowledge and the field job. During this project I also took part in the exhibition of LG which held for the purpose branding and customer satisfaction of LG products.

Objectives :

1. To study the market potential towards LG products
2. To identity the brand performance o respondents.
3. To know/fine the important factors influence the purchase of LG
4. To know about the respondents /customers satisfaction on various attributes of LG products.
5. To make suggestions or recommendation for improving the organization.

LIMITATIONS:

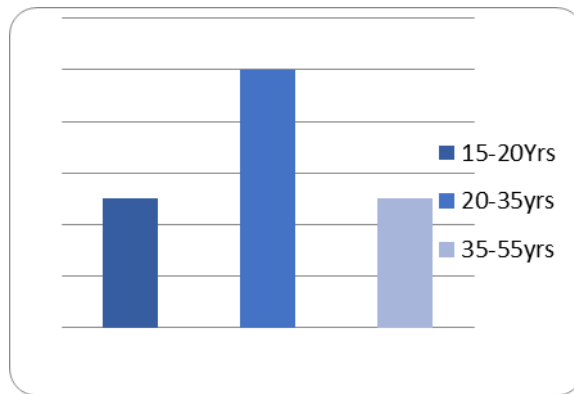
- Issues with research samples and selection.
- Insufficient sample size for statistical measurements.
- Lack of previous research studies on the topic.

DATA ANALYSIS

1. Age

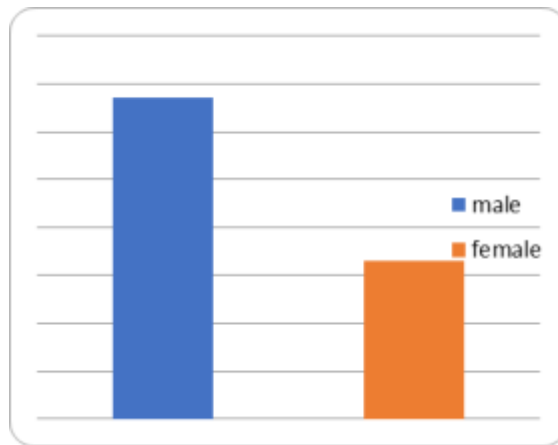
15-20yrs	25%
20-35yrs	50%

35-55yrs	25%
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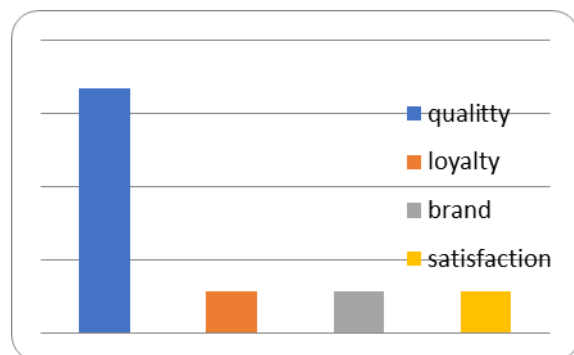
2. Gender

Male	67%
Female	33%



3. Which of the following features made you to buy LG products?

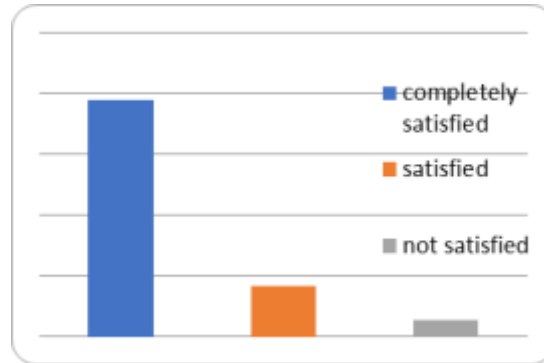
Quality	66.67%
Loyalty	11.11%
Brand	11.11%
Satisfaction	11.11%



4. What is your overall service experience at the LG products?

Completely satisfied	77.78%
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Satisfied	16.67%
Not satisfied	5.56%



FINDINGS:

- The 77.78% of respondents are totally happy with the accessibility of free items 16.67% of respondents are fulfilled and staying 5.56% of respondents are not happy with the free items.
- The 77.78% of respondents are totally happy with the general assistance experience at the showroom, 16.67% of respondents are fulfilled and staying 5.56% of respondents are not happy with the general help insight with showroom's
- The 90% of respondents are propose the LG to others why since they are best items and 10% of respondents are not shown their advantage to recommend others.

SUGGESTIONS:

- As quality may concern the respondents were highly satisfied. But it should increase the service standard. After sales service, advertisement and other factors are should need improvement.
- The price of the product should be modified competitively. So this factor has to be improved with a view to retain and attract more buyers. The company should work towards providing more sales promotion offers to attract the customers.
- Meagerly of the customers prefer to use washing machine so the level of sales volume increase by the launching showroom in centre of the rural area.

Conclusion:

Individuals have various characters and various mentalities and thusly great correspondence is expected to move toward the purchasers. Acquiring top to bottom information about the shopper conduct and electronic products business in India has well as buyer devotion. LG gadgets computerized machines organization is a worldwide forerunner in the home apparatus in industry. Committed to upgrading purchaser way of life through its beautiful and high level items by offering making answers for buyers consistently life.

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