



A Study on Consumer Awareness in Lg Company with Reference of Hs Enterprises, Tirupati

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ABSTRACT:

This study examines the effect of consumer awareness on consumer attitude and consumer intention, the effect of consumer attitude on consumer intention, and the moderating effects of gender, age a activities. Consumer awareness education on the effect of consumer rights awareness on both consumer attitude and intention. Consumers are the largest economic group in any country. They are the central point of all economies being conscious of having knowledge about the various consumer production laws, redress mechanism and the consumer rights which include right to protection of health and safety from goods and services that the consumer buy, right to be informed about the quality, price, potency.

Key words: Consumer awareness, Consumer Responsibilities, consumer intentions.

Introduction:

A person who has indicated his or her willingness to obtain goods and/or services from the supplier with the intention of paying for them. Consumers can learn how to protect their privacy, analyse advertisements, recognize scams and become a smart can buyer and home buyer using online and offline resources. Spending the time to become an aware consumer is well worth the effort to avoid paying more than is necessary or worse, leaving your entire bank account and financial history open to attack Customer awareness is a concept used by marketing and sales teams.

Need and importance of consumer awareness:

There are many instances when a customer is not aware of their rights, such as with shoddy goods or illegitimate practices. Part of the responsibility that arises then falls on the government and regulatory agencies to educate customers about these products.

- Everyone wants to get everything they can with their income, but you can only get full satisfaction by limiting yourself. For this, it is necessary to be aware of the pricing and quality.
- A consumer is often exploited, by sellers and producers, for example through underweighting, taking higher prices than the market price, or selling a duplicate. However, a consumer always has the opportunity to remain knowledgeable about this exploitation.
- Consumers have more control over unhealthy purchases: There are several unhealthy goods, like cigarette and liquor, in the market which cause harm to some people. People are motivated not to buy these harmful goods thanks to consumer education and awareness efforts.
- Providing awareness motivates people to save money by not being attracted to offers like sales, discounts and free gifts. People can use their income in the best way and can save money.
- If a consumer does not know about their rights, they can be cheated so it is necessary for them to be made aware. They should also have knowledge of the laws so that they can solve problems.
- When everyone is a consumer, then the society will be healthy and aware. We can only have a healthy society when everyone knows and recognizes their rights.

Scope of the study:

- This study was conducted to find out the awareness of LG products and consumer behaviour for particular brand. So we can say that the scope of this study is very wide.
- 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.

Objectives of the study:

- To study the level of awareness and usage of LG products.
- To know the level of satisfaction of LG products.
- To know the customer involvement towards LG products.
- To analysis the product ranges of the company.
- To study the [promotional actions to the company.

Research methodology:

Research methodology considered as the serve of the project. Without a proper well-organized research plan, it is impossible to complete the project and reach to any conclusion. The project was based on the survey plan. The main objective of survey was to collect appropriate data, which work as a base for drawing conclusion and getting result Therefore, research methodology is the way to systematically solve the research problem. Research methodology not only talks of the methods but also logic behind the methods used in the context of a research study and it explains why a particular method has been used in the preference of the other methods

Research design:

Research design is important primarily because of the increased complexity in the market as well as marketing approaches available to the research In fact it is the key to the evolution of successful marketing strategies and programmers. It is an important tool to study buyer's behaviour , consumption , brand loyalty, and fox market changes. A research design specifies the methods and procedures for conducting a particular study. According to Kerlinger, "Research Design is a plan , conceptual structure, and strategy of investigation concerned as to obtain answers to research questions and to control variance

Types of research are:**Descriptive Research :**

The type of research adopted for study is descriptive. Descriptive studies are undertaken in many circumstances when the researcher is interested to know the characteristic of certain group such as age, sex, education level, occupation or income. A descriptive study may be necessary in cases when a researcher is interested in knowing the proportion of people in a given population who have in particular manner, making projections of a certain thing, or determining the

relationship between two or more variables. The objective of such study is to answer the "who, what, when, where and how" of the subject under investigation. There is a general feeling that descriptive studies are factual and very simple. This is not necessarily true. Descriptive study can be complex, demanding a high degree of scientific skill on part of the researcher. Descriptive studies are well structured. An exploratory study needs to be flexible in its approach, but a descriptive study in contrast tends to be rigid and its approach cannot be changed every now and then. It is therefore necessary, the researcher give sufficient thought to framing research.

Data collection methods:

After the research problem, we have to identify and select which type of data is to research. At this stage; we have to organize a field survey to collect the data. One of the important tools for conducting market research is the availability of necessary and useful data.

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. The sources of primary data are usually chosen and tailored specifically to meet the demands or requirements of particular research. Also, before choosing a data collection source, things like the aim of the research and target population need to be identified.

Secondary data:

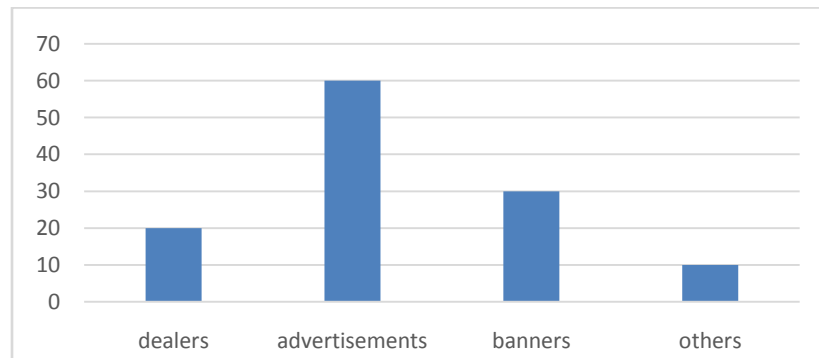
Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. A researcher may have collected the data for a particular project, then made it available to be used by another researcher. The data may also have been collected for general use with no specific research purpose like in the case of the national census. Data classified as secondary for particular research may be said to be primary for another research. This is the case when data is being reused, making it primary data for the first research and secondary data for the second research it is being used for.

Limitations of the study:

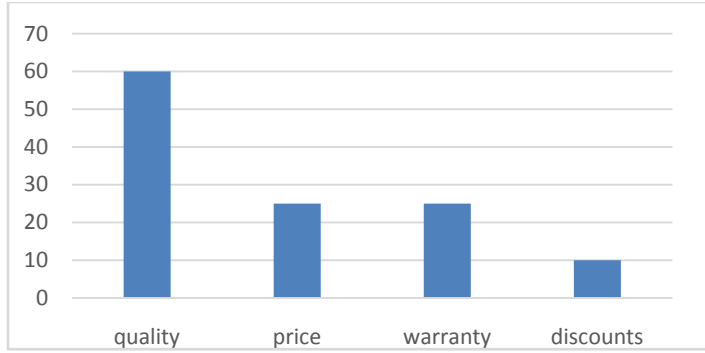
- Lack of interest and enthusiastic response may have allowed assess in the report.
- Test of sampling error could not be done due to the absence of data regarding the total population size.
- Correctness of this report is restricted and limited by the degree of authenticity of data collected and sincerity and honesty of respondent.
- Limited access of data.
- Time constraints.

1. How did you come to know about the LG products?

Options	Respondents
Dealers	20
Advertisements	60
Banners	30
Others	10
Total	120

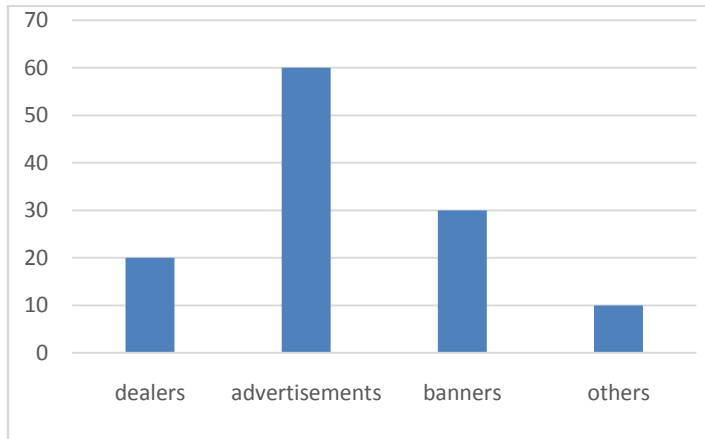
**2. What are the factors do you look purchasing LG products?**

Opinion	Respondents
Quality	60
Price	25
warranty	25
Discount	10
Total	120



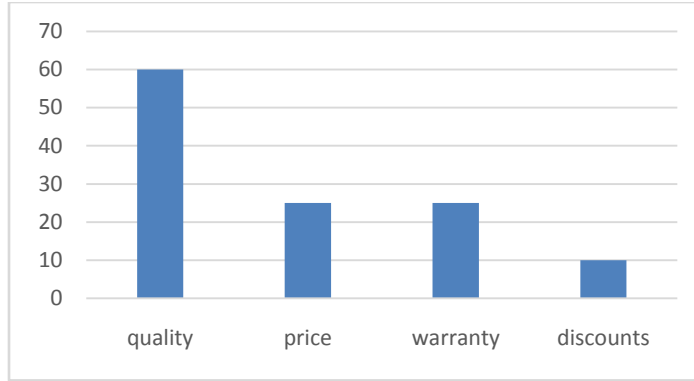
3. Which of the advertisements has more informatory?

Options	Respondents
Dealers	20
Advertisements	60
Banners	30
Others	10
Total	120



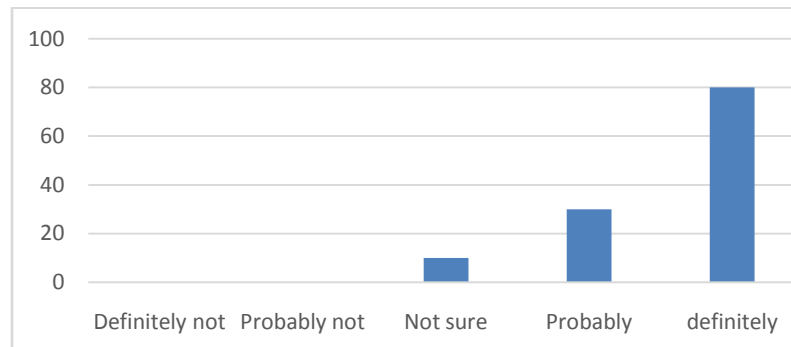
4. Which of the following factors made you to repetitive to purchasing LG products?

Opinion	Respondents
Quality	60
Price	25
warranty	25
Discount	10
Total	120



5. Would you recommend the LG products to a friend?

Opinion	Respondents
Definitely not	0
Probably not	0
Not sure	10
Probably	30
definitely	80
Total	120



Findings:

- It shows on 120% of customers are known the LG Company.
- The 50% of respondents are mostly known the washing machine and LED,10% of respondents are known the air conditioner and OLED.
- The customer are know this LG company such as 60% of respondents are advertisements,20% of respondent are dealers ,30% of banners and 10% of others.
- The 60% of respondents consider quality,25% of respondents price,25% of respondents consider warranty,10% of respondents consider discount .
- The 100% of respondents are observe the LG advertisement and buy the LG products and 20% of respondents are not purchase the LG products through advertisements.

Suggestions:

- LG should More improve it's after sale service.
- More detailed customaries service is to be provided. 3. LG Should also provide some extra benefit to his customer.
- LG Should also increase his customers.
- LG should also increase it's product demand.

Conclusion:

people are concerned about different aspects of consumer awareness i.e. their rights and duties, certified products, MRP, date of manufacturing and expiry of the products they used, Consumer Courts etc as far as urban area is concerned. They must have awareness about their rights and duties.

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