A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS LG WASHING MACHINES IN HS ENTERPRISES, TIRUPATI.

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ABSTRACT:

Consumer buying behavior is a complex and dynamic process influenced by various internal and external factors. This project aims to provide a comprehensive analysis of consumer buying behavior. The study was conducted with the aim to know the CONSUMER BUYING BEHAVIOUR TOWARDS LG WASHING MACHINES in HS ENTERPRISES, Tirupati. And Descriptive research was adopted for this study, primary data was collected from consumers of LG washing machines, and the secondary data collected from the published sources such as books, magazines, websites, journals and also involved discussions to obtain insights by distributing questionnaires to 100 consumers, who were selected through the convenience sampling technique. Findings reveals that most of the consumers influenced by company promotions it helps the company getting more sales. The study suggests that to highlight the key factors influencing the consumer behavior and also to offer suggestions for enhancing consumer buying experiences.

KEY WORDS: consumer buying behavior, company promotions, key factors.

INTRODUCTION:

We have all experienced the moment when we walk into a store and see something that we just must have. Every year, retailers invest billions of dollars in an effort to elicit that emotion from their patrons. As a customer at last connects with a product and makes a buy, online advertising, print and video advertisements, social media efforts, and branding appear to come together. So, what drives that behavior? And how do you capture and then replicate that lightning-in-a- bottle moment when a potential customer turns into a buyer? This blog will dive into what consumer buying behavior is, what influences it, and what the different types of buyers are.

The acts that customers conduct (both online and offline) prior to making a purchase of a good or service are referred to as consumer buying behavior. Search engine optimization, social media post interaction, and other activities could be part of this process. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

REVIEW OF LITERATURE:

Zeeshan Saeed (2019, study helps in the comprehensive reasoning about the subjects related to marketing and change management. different aspects of marketing, organizational development and change management. It explained different marketing strategies firms adopt to sell their products or services to appropriate customers.

Pappu Rajan (2021), The purpose of this study is to determine whether Britannia Cake has satisfied customers. For data analysis in this study, 100 samples were selected. Data interpretation and analysis are done with SPSS software. This would assist the business in deciding on the promotional strategies based on the research results. Customer satisfaction is a key factor in a product's commercial market success.

Priyabrata Roy (2022), The study focuses on the decision-making process that consumers utilize to choose what to buy. It examines the fundamental studies on consumer purchasing patterns and consumer buying behavior, factors affecting buying behavior, categories of consumer buying behavior, and consumer decision-making processes. Marketing professionals focus more on the buying process of consumer behavior than the consuming process. As a result, it is critical for marketers to understand consumer behavior and the decision-making pro.

NEED FOR THE STUDY:

Studying consumer buying behavior is crucial for businesses to understand their customers' preferences, motivations, and decision-making processes. This knowledge helps businesses tailor their marketing strategies, product development, and customer experiences to better meet consumer needs and increase sales. By understanding why, how, and when consumers make purchasing decisions, businesses can effectively target their marketing efforts, improve customer satisfaction, and stay competitive in the

marketplace.

SCOPE OF THE STUDY:

The scope of the study on CONSUMER BUYING BEHAVIOUR towards LG washing machines in HS ENTERPRISES, Tirupati. This study helps to understand the concept of consumer buying behavior on selection of washing machines. and how the financial status of the consumers influences their purchasing decision. this study has made an attempt to find out the impact of Various factors of the consumers on selection of the washing machines.

OBJECTIVES OF THE STUDY:

➤ To Analyze the factors influencing consumer behavior in buying LG Washing Machines.

➤ To Analyze Personal factors on consumer behavior in Selection of LG Washing Machines.

➤ To Suggest Measures to Improve Customers Satisfaction level on LG Washing Machines

RESEARCH METHODOLOGY:

- Data collection   : Primary & secondary

- Type of research : Descriptive research

- Research instrument: Questionnaire

- Sample size   100

- Sample method   : convenience sampling

- Statistical tool   : Percentage & graphical analysis like bar charts

DATA ANALYSIS:

Chart 1: Influencers to buy the LG washing machines

influencers to buy the LG washing machines
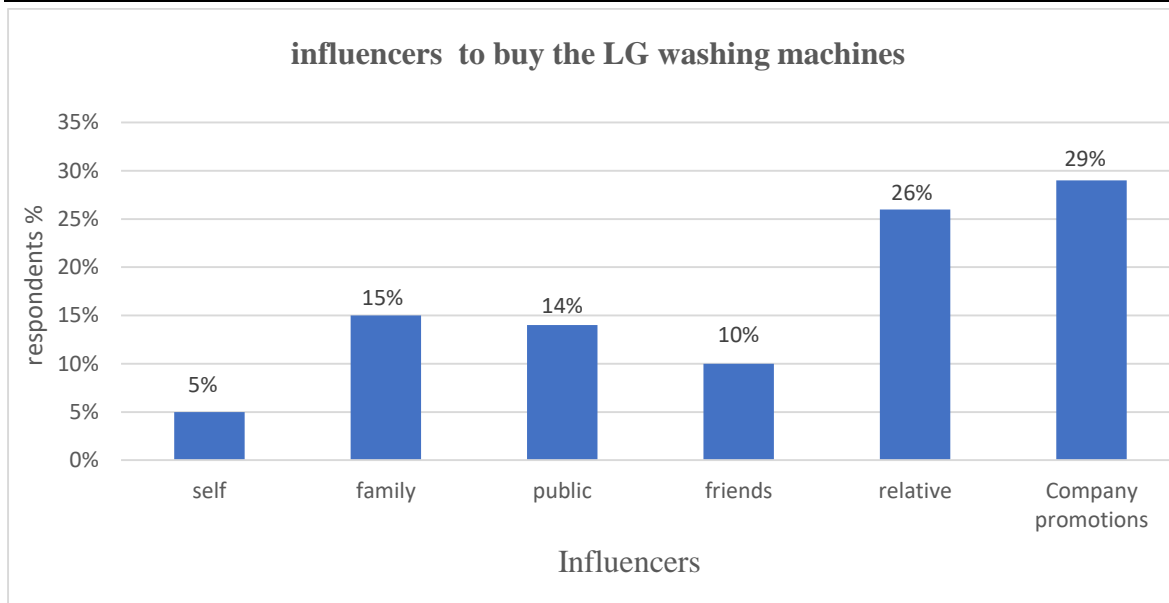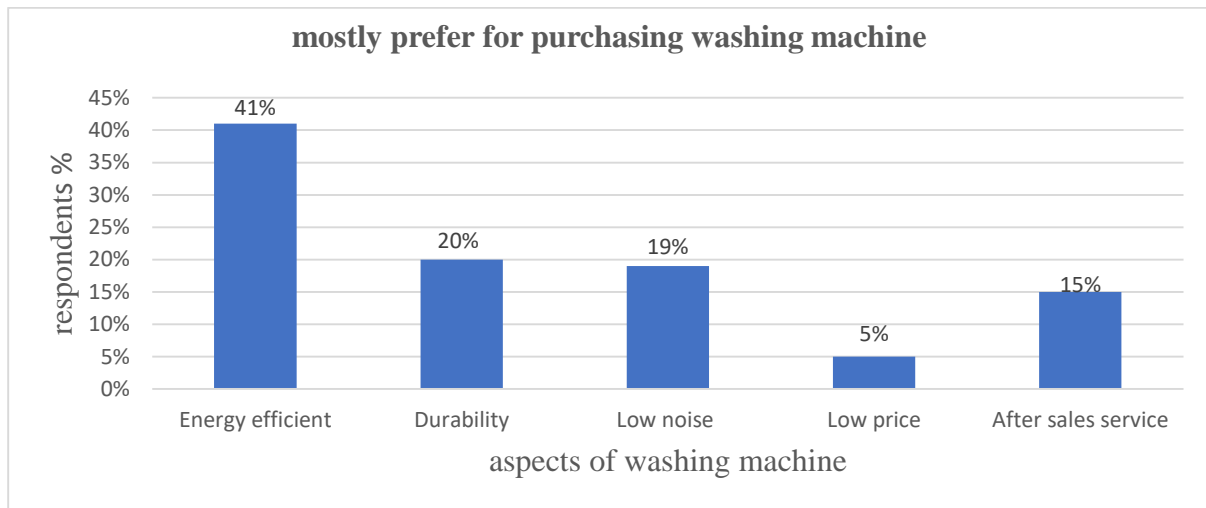

Interpretation:

From the above graph shows that, 29% are respondents are influenced by company promotions, 26% are r e l a t i v e s, 10% are friends,14% are public ,15% are family and only 5% are influenced by self.

**Chart 2: Satisfaction level on controls and ease of use**
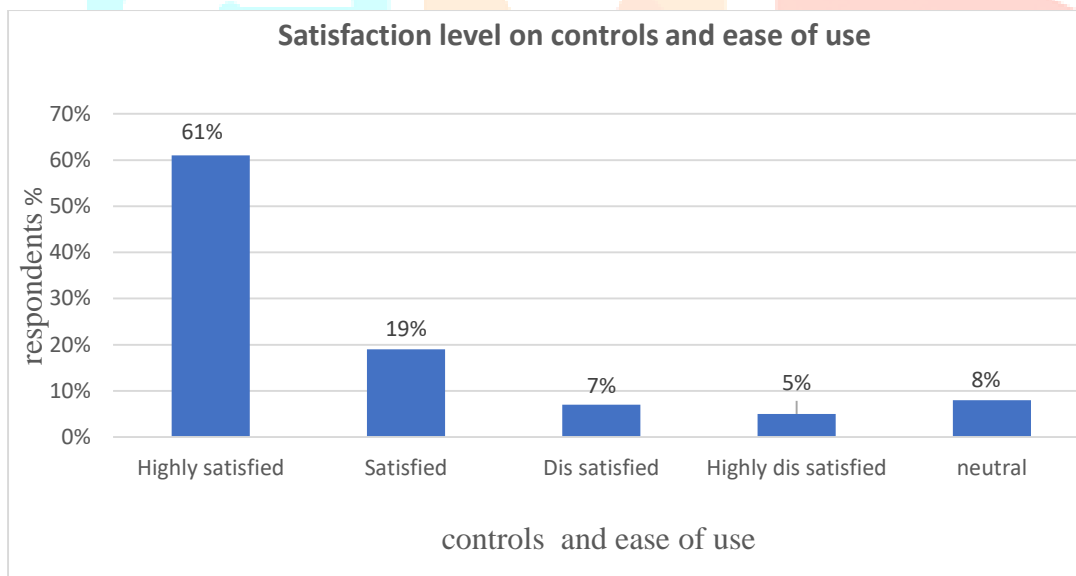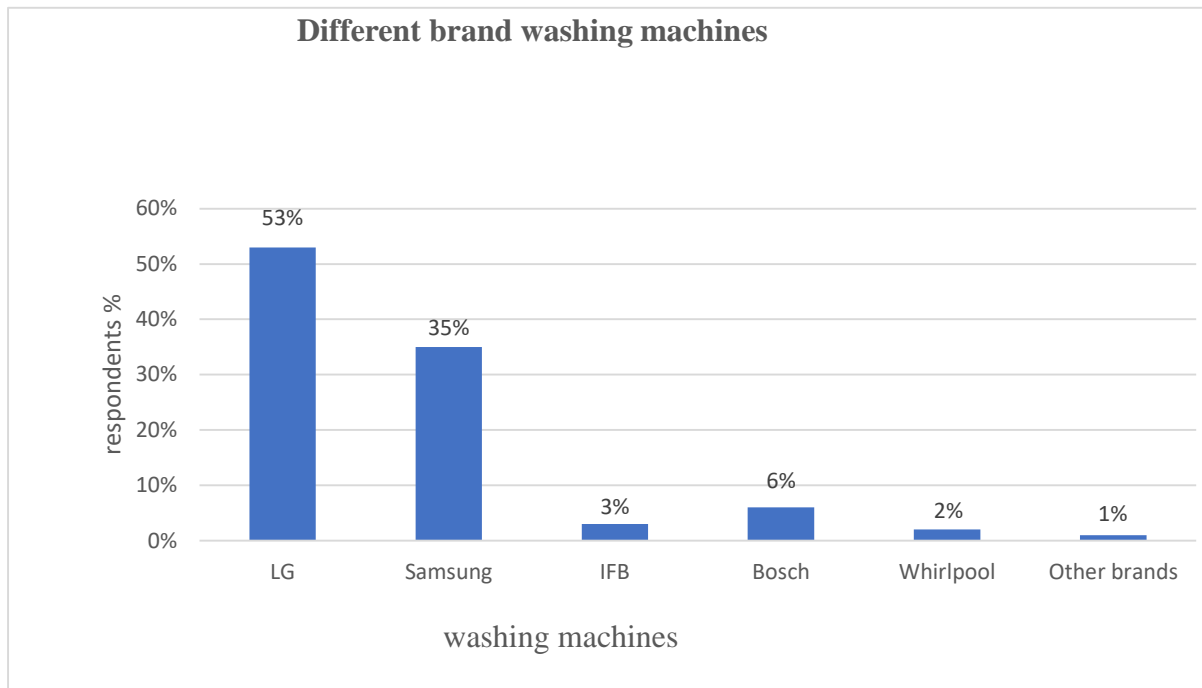

Interpretation:

The above graph shows that, 61% of respondents are satisfied with controls and ease of use, 19% are satisfied, 7% are dis satisfied, 5% are highly dis satisfied and 8% of respondents are neutral.

Chart 3: mostly prefer for purchasing washing machine

Interpretation: The above graph shows that, 41% of respondents are mostly preferred to buy washing machines are energy efficient feature. while purchasing the washing machine, 20% are durability, 19% are low noise,15% are after sales service and 5% are low price.

Chart 4: features prefer to buy washing machine
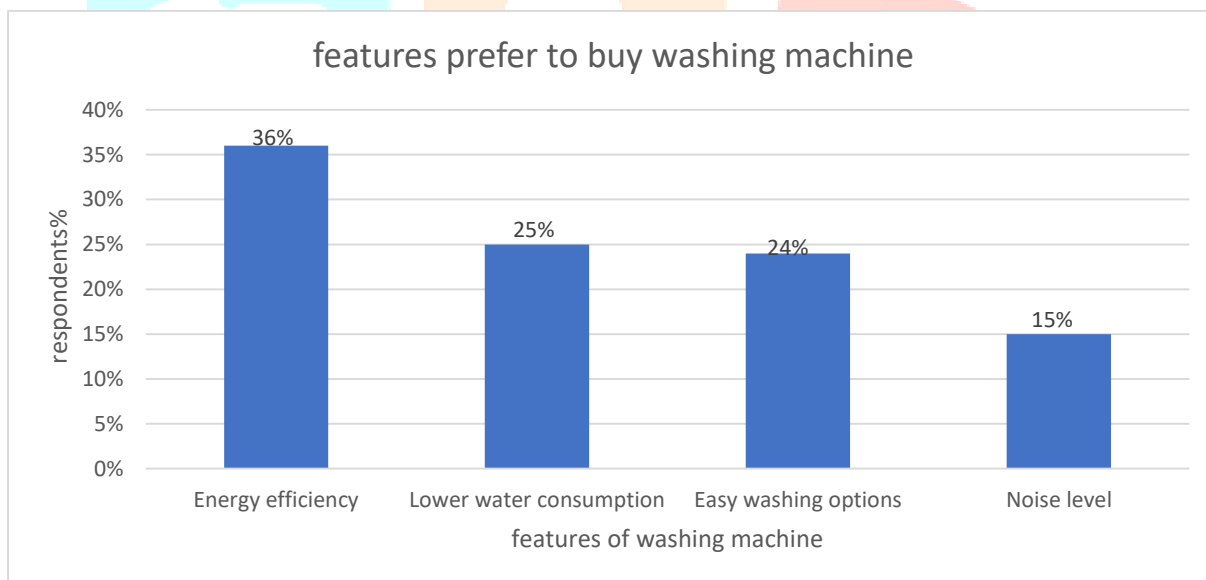
Interpretation:

The above graph shows that ,36% of respondents are preferred to by energy efficiency feature to buy washing machine, 25% are lower water consumption, 24% are easy washing options, 15% are noise

Chart 5: Mostly preferred brand of washing machines

Different brand washing machines

Interpretation:

From the above graph shows that, 53% are respondents are mostly preferred LG brand washing machines, 35% are Samsung, 3% are Ifb, 6% are Bosch., 2% are whirlpool and 1 % are other brands.

FINDINGS:

- 54% respondents are get information about LG washing machines through public.

- 29% respondents are influenced by company promotions to buy LG washing machines.

- 33% respondents are using portable or compact type of washing machines.

- 65% respondents Said that their washing machines producing low noise.

- 41% respondents are mostly prefer to energy efficiency while purchasing the washing machine.

- 41% of respondents are using LG washing machines for the period of 1-2 years.

- 56% of respondents are satisfied with the services provided by the company.

- 83% of respondents said they will refer to buy LG washing machines to others,17% of respondents said they will not refer to others.

- 56% of respondents are satisfied with the promotional offers provided by company.

- 61% of respondents are highly satisfied with controls and ease of use in LG washing machines.

- 53% respondents are preferred the LG brand washing machines and 6% of respondents are preferred Bosch washing machines.

Suggestions:

- Some of the Respondents find that it is difficult to operate so the company should make washing machines with simplified options.

- Majority of the Respondents prefer advanced features of washing machine only at reasonable price.

- Some of the respondents finds that build quality and asthetics in washing machine should be improved.

Conclusion:

The overall results proved that the respondents have perceived LG washing machines are in a positive manner. The results can be used by LG Washing machines manufactures and marketers to know the needs of their target customer and design the product and formulate marketing strategies accordingly. The study shows that the washing machine features like More washing programs, water efficient, durability, energy effient, are the most important factors in purchase decision. Further Product features, price, brand image are the key influencing factors to buy the washing machine. From this study it is clear that the washing machine has become an essential part of home appliances.

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