



A STUDY ON CUSTOMER SATISFACTION TOWARDS LG TELEVISIONS WITH REFERENCE TO RAYALASEEMA AGENCIES, TIRUPATI.

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Abstract :

This study delves into the customer satisfaction levels concerning LG televisions at Rayalaseema Agencies, focusing on key objectives such as identifying influencing factors, understanding customer opinions, addressing problems faced by customers, and evaluating the overall satisfaction levels. Through a comprehensive analysis combining surveys and customer feedback, the research aims to uncover the factors that significantly influence customer satisfaction with LG televisions. It examines various aspects such as pricing, product features, customer service, and brand reputation to understand their impact on customer opinions and purchasing decisions. Additionally, the study investigates the problems faced by customers during the purchase, installation, and usage of LG televisions, seeking to identify common pain points and areas for improvement. By addressing these issues, Rayalaseema Agencies can enhance the overall customer experience and satisfaction levels. Furthermore, the research assesses the level of satisfaction among customers who have purchased LG televisions from Rayalaseema Agencies, providing insights into areas of strength and areas needing attention. Understanding customer satisfaction levels is crucial for Rayalaseema Agencies to tailor their strategies and services to meet customer expectations effectively.

Keywords : Customer satisfaction, LG televisions, Rayalaseema Agency, influencing factors, customer opinions and overall satisfaction.

I. INTRODUCTION

Customer satisfaction measure customer's level of satisfaction with a product, service, or experience. In marketing, the phrase "customer satisfaction" is commonly used. It is in the best interest of the business to maintain customer satisfaction and cultivate customer loyalty because customers play a significant role and are crucial to keeping a product or service relevant. Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty. Customer satisfaction is your delivery compared with the expectations. The way of customer interprets your delivery also defines customer satisfaction.

DEFINITIONS:

1. Oliver (1997) defines contentment as the experience of joyful fulfilment. In other words, the consumer perceives that consuming something satisfies a need, want, aim, or other sensation, and that this satisfaction is enjoyable.____ **Oliver**
2. Customer satisfaction is generally defined as the emotion a person feels when an offering fulfils his or her expectations, regardless of how you define a satisfied customer.____ **Sullivan**

II. REVIEW OF LITERATURE

❖ **By sayed saad andaleeb & carolyan conway (2016).**

Customer Satisfaction better it may be important to look at additional factors or seek better measure of the constructs. For e.g., the massacre of food quality may not have captured the complexity and variety of this construct. Instead of the meal, business transactions or enjoying the cherished company of other may be more important. Under circumstances, Customer Satisfaction may be different. The result are also sampled area may have different requirements from restaurant.

❖ **Mr.U.Dinesh Kumar, K.Prabhu (2011)**

In the study titled "A study on customer satisfaction towards Samsung TV", the object of the study of dealers awareness and perception about colorTV. The researcher has collected primary data from questionnaire and cum interview and the sample size is 150 response from Salem district and uses simple percentage and bar chart test. The study suggests reducing the price and giving offers to increase the company growth. The study concludes that the customer is satisfied with their brands.

- ### ❖ **P.Jayasubramanian, P.Kanagaraj, J.Mahendran (2015)**
- In the study titled "A study of customer satisfaction towards led technology with reference to led TV Coimbatore of Tamilnadan", it is about the impact of led in television. The object of the study is to know about the level of satisfaction and preference towards LED TV on consumers. The primary and secondary data is collected with the help of questionnaire and journal, magazines and internet. The data is collected from 50 respondents and it is pre-tested with some respondents through pilot survey, chi-square test is used for analysis. The LED technology improves brightness and reliability, the LED technology on LED TV made great change in the world of televisions.

III. RESEARCH METHODOLOGY

3.1 NEED FOR THE STUDY

The study of customer satisfaction towards LG Television's enables us to understand the problems faced by the customers. Customers face any problems from delivering the television's, discount etc. The companies change their price list quite often such that it makes the customer difficult to deal with consumer. Hence this studied about the satisfaction level of customer towards various factors like discount, credit period, changes in price.

3.2 SCOPE OF THE STUDY

The scope of the study is limited to the product and services offered by LG Company. To examine the various factors which play their part in customer buying behavior. The major dissatisfaction areas for the customers. The study considered in the urban area of Tirupati City, And the samples under consideration consist of the existing customers using LG Televisions.

3.3 OBJECTIVES OF THE STUDY

- To know the factors influencing the customers while purchasing the LG televisions.
- To know the customer opinion towards the LG televisions.
- To find out the problems faced by the customer's on buying Televisions.
- To analyse the level of satisfaction towards the LG televisions.

3.4 RESEARCH DESIGN

Types of research undertaken by description samples

Sources of data

Primary data

When data is gathered by questionnaire.

Secondary data

Secondary data is collected from sources containing past or recent information like, annual publications, books, newspapers and magazines etc.

Sample universe: - Tirupati

Sampling method: - Convenience sampling method

Sample size: -

Sample size in this project is 110

3.5 LIMITATIONS OF THE STUDY

- In the convenience sampling method of primary data collection, there remains the possibility of the bias.
- Opinion of customers may be affected by personal bias.
- The survey is made only on the basis of a sample size of 110 customers only.
- The respondent are very busy, they are not ready to answer all questions in the questionnaire

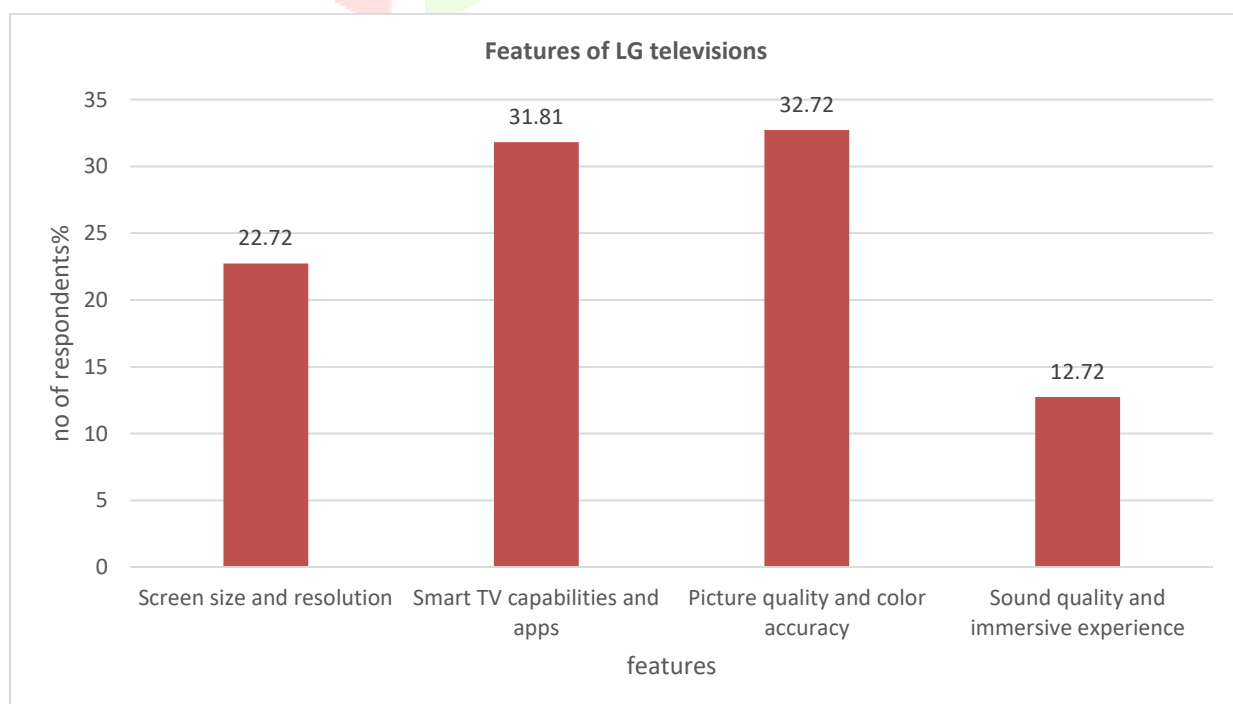
IV.DATA ANALYSIS AND INTERPRETATION

4.1 FEATURES OF LG TELEVISIONS

TABLE: -

FEATURES	NO.OF RESPONDENTS	NO OF RESPONDENTTS %
Screen size and resolution	25	22.72
Smart TV capabilities and apps	35	31.81
Picture quality and color accuracy	36	32.72
Sound quality and mmersive experience	14	12.72
TOTAL	110	100

CHART: -

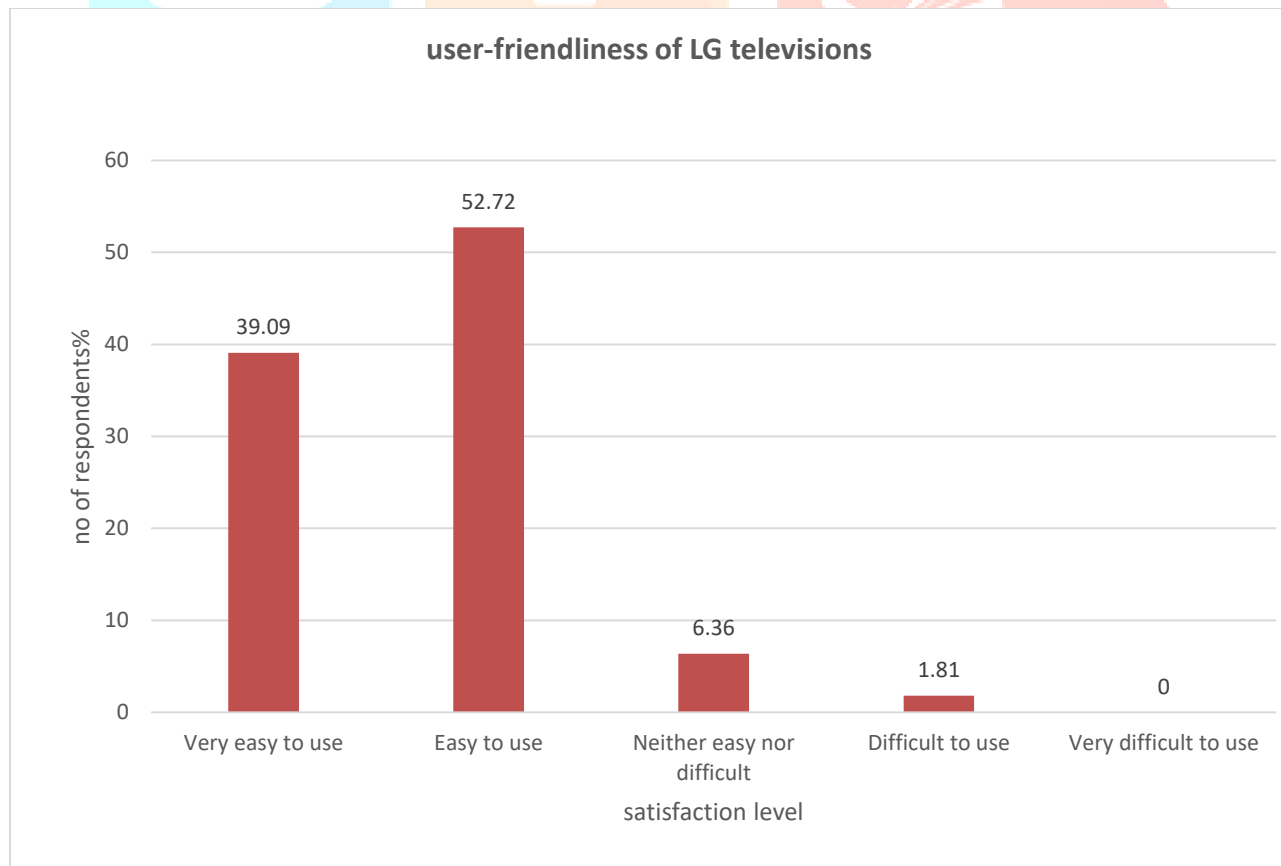


INTERPRETATION: -

In the above graph 22.7% respondents are Screen size and resolution, 31.8% respondents are Smart TV capabilities and apps, 32.7% respondents are Picture quality and color accuracy and 12.7% respondents are Sound quality and mmersive experience.

4.2 USER-FRIENDLINESS OF LG TELEVISIONS**TABLE: -**

USER-FRIENDLINESS	NO OF RESPONDENTS	NO OF RESPONDENTTS %
Very easy to use	43	39.09
Easy to use	58	52.72
Neither easy nor difficult	7	6.36
Difficult to use	2	1.81
Very difficult to use	0	0
TOTAL	110	100

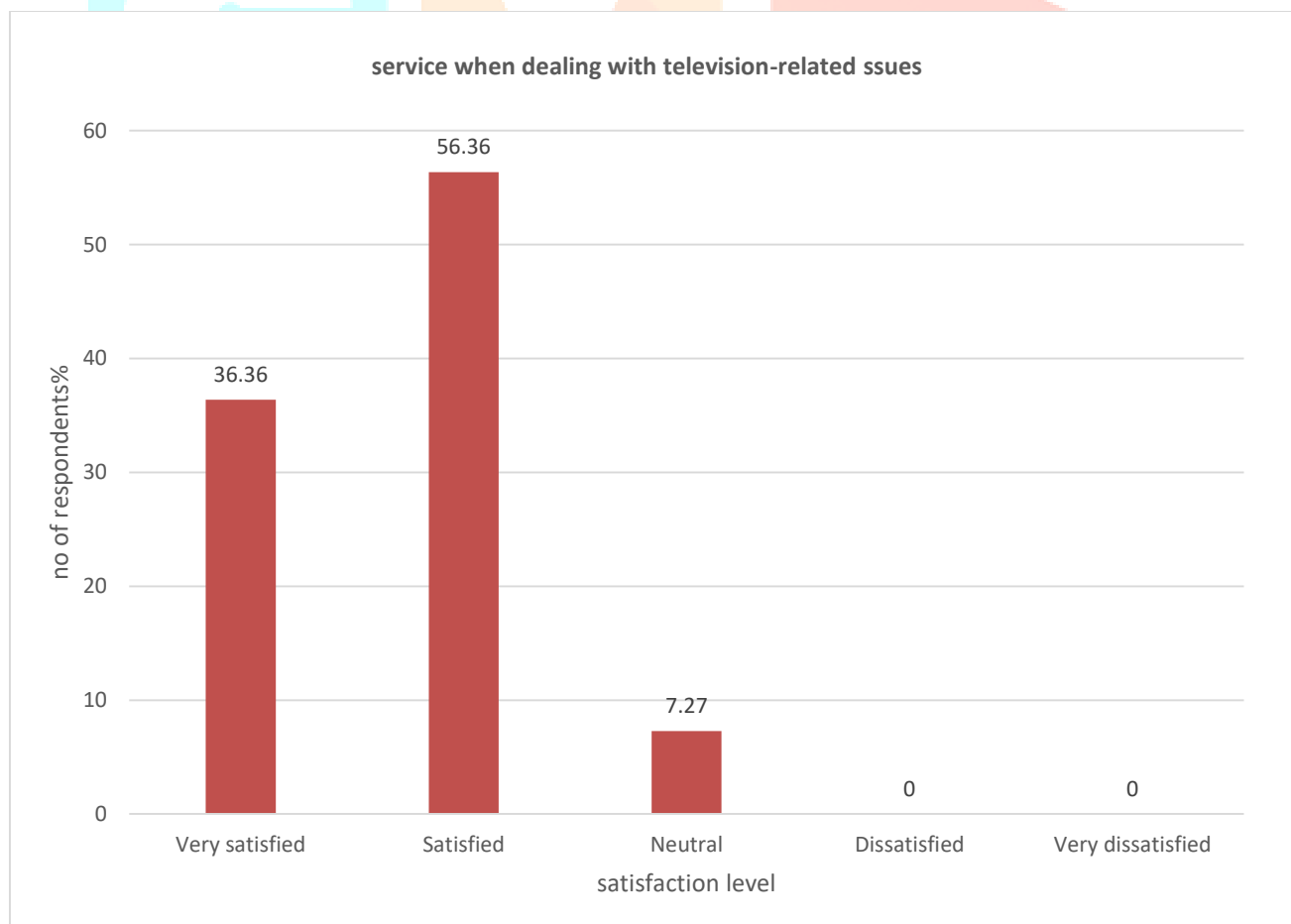
CHART: -

INTERPRETATION: -

In the above graph 39.3% respondents are Very easy to use, 52.72% respondents are Easy to use, 6.3% respondents are Neither easy nor difficult, 1.8% respondents are Difficult to use and 0% respondents are Very difficult to use.

4.3 LG'S CUSTOMER SERVICE WHEN DEALING WITH TELEVISION-RELATED ISSUES**TABLE: -**

CUSTOMER SERVICE	NO OF RESPONDENTS	NO OF RESPONDENTS %
Higly satisfied	40	36.36
Satisfied	62	56.363
Neutral	8	7.27
Dissatisfied	0	0
Higly dissatisfied	0	0
TOTAL	110	100

CHART: -**INTERPRETATION: -**

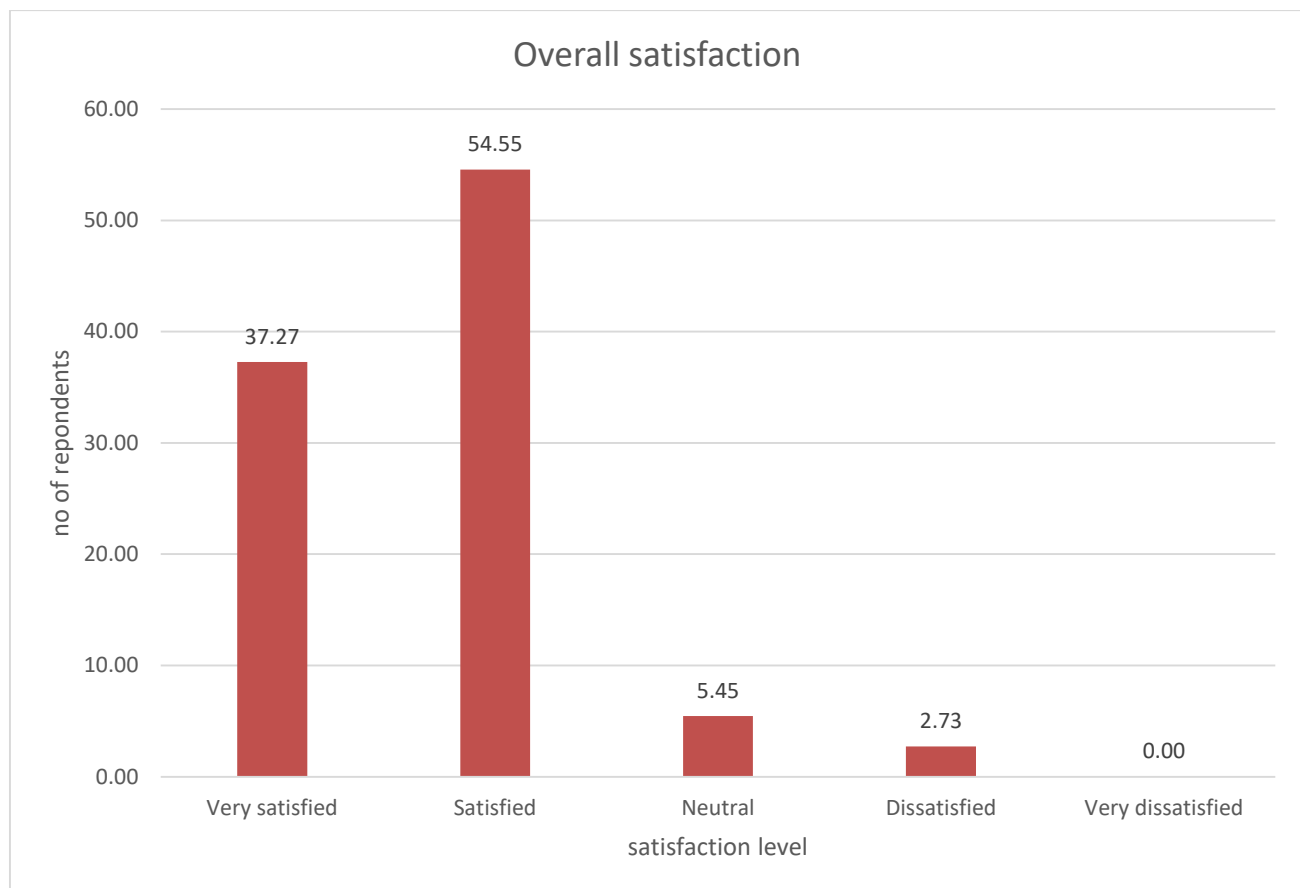
In the above graph 36.6% respondents are Very satisfied, 56.3% respondents are Satisfied, 7.2% respondents are Neutral and Dissatisfied.

4.4 OVERALL SATISFACTION TOWARDS LG TELEVISIONS

TABLE: -

OVERALL SATISFACTION	NO.OF RESPONDENTS	NO.OF RESPONDENT%
Higly satisfied	41	37.27
Satisfied	60	54.55
Neutral	6	5.45
Dissatisfied	3	2.73
Higly dissatisfied	0	0.00
total	110	100

CHART: -



INTERPRETATION: -

In the above graph 37.27% respondents are Very satisfied, 54.55% respondents are satisfied, 5.45% respondents are neutral, 2.73% respondents are dissatisfied.

FINDING: -

- It was found that 31.81% respondents are Smart TV capabilities and apps.
- It was found that 52.72% respondents are easy to use LG television
- It was found that 56.36% respondents are satisfied on customer service when dealing with television related.
- It was found that 54.55% respondents are satisfied on overall satisfaction.

SUGGESTIONS: -

- Improve the user experience of LG televisions. This could involve simplifying the setup process, enhancing the user interface, remote control functionality, and optimizing smart TV features.
- Identify opportunities to streamline the support process, reduce response times, and enhance the quality of support provided to customers.
- Continuously innovate and introduce new features and technologies in LG televisions to stay ahead of competitors and meet evolving customer needs and preferences.
- Focus on building long-term relationships with customers by offering discounts and rewards.

CONCLUSION: -

In conclusion, improving customer satisfaction with LG televisions requires a comprehensive approach that addresses various aspects of product quality, user experience, customer support, and community engagement. By analyzing customer feedback, enhancing product quality, optimizing user experience, refining customer support services, and fostering a strong community of users, LG can effectively enhance customer satisfaction and loyalty. Additionally, continuous innovation and long-term relationship building will be crucial in maintaining a competitive edge in the market and meeting the evolving needs and preferences of customers. Through these efforts, LG can establish itself as a trusted provider of high-quality televisions, ensuring long-term success and satisfaction among its customer base.

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