

STUDY OF MARKET ANALYSIS OF LG CONSUMER DURABLES

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ABSTRACT

India has been second largest growing economic with huge consumer class has resulted in consumer goods because the fastest growing industries in India LG, SAMSUNG the 2 Korean companies has been maintaining the lead industries with LG being leader in most categories. Then after the liberalization, foreign player like LG, Sony, Samsung, and another company inherit the image. Today these players control the most important share of the patron durables market. Nowadays people have lot of choices so goods should be in step with demand of consumer keeping in mind the taste and preferences. The main objective of this research is to find out the analysing the market share of the LG and analysing the customers what they want, prefer and how LG reached to the consumer an increase their market share.

Keywords: *Consumer Durables, Consumer Service, Market Share, Patron Durables Market.*

Introduction

India is that the second largest consumer market within the world. As rising in living standard, quick access to consumer finance & big selection of choice, it's expected that consumer goods market would grow in 2017-2020, as many foreign companies entering within the market. The market share of MNCs in consumer goods sector is 65% and that they target middle classes in Indian as they're in additional range. Before the liberalization of Indian economy only few companies like Kelvinometer, Godrej, Alwyn and Voltas were the foremost player in consumer durable market but after the liberalization MNCs like whirlpool, LG, Sony, Samsung Daewoo and Airtel handover the market. Today these companies control the foremost share of consumer durable market. Therefore the main concern here is with the marketing activities. Marketing is the process of which companies create the customer interest in goods or services. Marketing is employed to spot the customer, to satisfy the customer, and to stay the customer. It's very difficult to possess clear idea regarding marketing activities. It is simple understanding and proper planning of activities, the marketing activities are divided into four areas for products. These are product, promotion, pricing and placement. Within the research study the subject is expounded to promotion of products. Every company is interested to promote its products or services to earn its profit.

Review of Literature

Nabirasool and Prabhakar, (2015) Recognize the effectiveness and impact of television advertisements on buying decisions of durables goods. The objectives of this study were to look at the respondents' personal characteristics who buy the buyer durables, to research the impact of television advertisement on consumers' purchase decisions towards durables and to research the merchandise attribute that may affect more on the buyer purchase decisions towards durables Convenience sampling technique was used and the sample size was 106 respondents who were living in the Ananthapuram District. They used simple statistical tools like percentage analysis, descriptive, cross table and regression analysis. It was found that Service Quality showed more impact on consumer buying decisions and it was the dominating attribute among the ten attributes. It was concluded that the respondents would welcome television advertisements on durable goods, if the advertisements have likeable elements in it, engage the audience and create desired results.

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Pranjal Bezborah and Subhadeep Chakraborty, (2015) tried in their study, to find out brand preference of consumers of mostly used consumer durables and also to assess their satisfaction level. The objectives of this research were to find out the most preferred brands of select consumers durables by the respondents and to identify the reasons for such preference. The households in Tinsukia town purchased and used any of the selected durables were the sampling unit and also the sample size was 106 households. Convenient sampling technique was adopted for study. It was found that several factors like cost effectiveness, brand status, product style and appearance and after sales services were important in influencing brand preference of consumers for consumer durables. It was also revealed that the customers were satisfied and loyal towards the brands of consumer durables that they were using.

Basavaraj H. Huggi, (2016) in the research, focused on the problems of the customers while using TVS Two-Wheelers. A sample size of 106 respondents was selected from Ranebennur City only. Two wheelers in usage were of three types namely mopeds, Scooters and motor cycle. The owners of two wheelers had now a wide choice of models. Two wheeler was used for the purposes connecting to work such as visiting people, outdoor jobs like selling etc. It is mostly in urban areas in India, Simple percentage analysis was used for the analysis. It was found from the study that the majority of the respondents was using the Two-Wheeler for 2-4 years, satisfied with the performance of TVS Two-Wheelers and was aware about the TVS Two-Wheeler through TV advertisement

Lakshmi and Kavida, (2016) explored in their research, that the impact of brand equity on customer satisfaction and purchase intention of air conditioners in Chennai. The technique used to select the sample size of 106 respondents in Chennai was stratified random sampling. The collected data had been analyzed using descriptive method and statistical techniques such as t-test, one-way ANOVA and Pearson Correlation. From the study, it was found that brand equity had a great significant impact on customer satisfaction and their purchase intention of Air conditioners. If the marketer and manufacturers understand the brand equity concept, it would help them in selling air conditioners better.

Eswari and Subramanian, (2017).The study on purchase behavior and consumer durable goods in Pudukkottai district. The researcher adopted convenience sampling method and collected data from 106 respondents. The respondents were chosen from an age group of 20-65 years residing in Pudukkottai including user of different strata of consumer durable goods. In order to consumer behavior, Percentage analysis, Descriptive analysis, Kruskal Wallis test, t-test, Chi- Square Test, ANOVA, Regression Analysis, Factor analysis and Reliability test were employed. The study found the level of importance attached to the various characteristics of the product by the different segments of consumers, who differed in economic, educational, emotional and other characteristics. The demographic variables of the consumers were not deeply associated to their attribute awareness of the product. Brand loyalty was not sufficiently found among the consumers" durable goods.

Sathya and Indirajith (2018) The study on the purchase behavior and consumer durable goods in Tiruvarur district. This study was an attempt to fill this void in research on rural and urban markets. The researcher adopted convenience sampling method and the sample size was 145 respondents. Five consumer durable products had been selected i.e. Air conditioners, Refrigerators, Washing machines, Television and Wet grinder for the study. Various statistical tools were used such as percentage analysis, descriptive analysis, kruskal Wallis test, t-test, chi-square test, ANOVA, regression analysis, factor analysis and reliability test were employed. The demographic variables of the consumers were not deeply associated to their awareness on the product. Brand loyalty was not sufficiently found among the consumers purchasing durable goods.

Research Methodology

Objectives of the study

- The main objective of this research is to find out the analysing the market share of the LG.
- And analysing the customers what they want, prefer and how LG reached to the consumer an increase their market share.

Research Approach

This refers to the techniques or method used by the researcher to solve his/her research problem for the study, quantitative approach was used and various tools were too used to collectanalyze the data.

Sample Size

A sample of 106 respondents was taken under consideration.

Data Collection

There are two sources of collect the data i.e.

- Primary data
- Secondary data.

Sources of Data Collection

For this researcher, both primary and secondary data has been used to collect the data were collected were by circulating the questionnaire through social media like whatsapp while, the secondary data were collected through various published research papers and websites.

Research Instrument

- Online questionnaire were sent to friends, families and known people.
- It comprises of 10 questions and was designed to know the orientation of different people about the topic.

Tools or Analysis

Questionnaire was formed with the help of Google forms and the response were analysed with the help of SPSS Software.

Data Analysis and Interpretation

As the questionnaire were circulate to the various respondents and the response were analyzed by applying various test like correlation and regression analysis. The below tables show the correlation exists between different variables.

Table 1

Mean, Median, Mode, Std. Deviation, Variance

		Statistics				
		Have you purchased any consumer durable from LG?	How you came to know about LG product?	Which product of LG are you using	Why you choose to purchase the product from LG?	Did you use any financing scheme to purchase the brand?
N	Valid	107	107	107	107	107
	Missing	0	0	0	0	0
Mean		1.14	2.05	1.89	1.57	1.44
Median		1.00	2.00	2.00	2.00	1.00
Mode		1	1	2	1	1
Std. Deviation		.375	1.200	1.049	.646	.517
Variance		.141	1.441	1.101	.417	.268

Table 2

Correlation Analysis

		Correlations		
		Have you purchased any consumer durable from LG?	How you came to know about LG product?	Which product of LG are you using
Have you purchased any consumer durable from LG?	Pearson Correlation	1	-.078	.496**
	Sig. (2-tailed)		.427	.000
	N	107	107	107
How you came to know about LG product?	Pearson Correlation	-.078	1	.079
	Sig. (2-tailed)	.427		.418
	N	107	107	107
Which product of LG are you using	Pearson Correlation	.496**	.079	1
	Sig. (2-tailed)	.000	.418	
	N	107	107	107

** Correlation is significant at the 0.01 level (2-tailed).

Interference

- The correlation between the Buyer's of LG consumer durables and the sources through which buyers come to know about LG product is -0.078 which shows it is a negative correlation of low order.
- The correlation between the the Buyer's of LG consumer durables and the specific product used by the consumer is 0.496 which shows it is a positive correlation.

From the above table, we came to conclusion that the degree of association between the Buyer's of LG consumer durables with other variables are showing both positive as well as negative correlation.

Table 3 (I)

Regression Analysis

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Have you purchased any consumer durable from LG? ^b	.	Enter

a. Dependent Variable: How you came to know about LG product?

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.078 ^a	.006	-.003	1.203

a. Predictors: (Constant), Have you purchased any consumer durable from LG?

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.919	1	.919	.636	.427 ^b
	Residual	151.847	105	1.446		
	Total	152.766	106			

a. Dependent Variable: How you came to know about LG product?

b. Predictors: (Constant), Have you purchased any consumer durable from LG?

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.330	.374		6.233	.000
	Have you purchased any consumer durable from LG?	-.248	.312	-.078	-.797	.427

a. Dependent Variable: How you came to know about LG product?

Interpretation

Table of model summary provide the R and R² values. The R value represents simple correlation i.e. 0.078 which indicates a low degree of correlation. The value of R² indicates how much total variation is dependent variable, can be explained by independent variable. In the case, 0.6% can be explained, which is very low. The computed value of F is 0.636 at 5% significant level. The tabulated value for 105 F 1 at 5% level is 3.90. As our F value 0.636 and this value is low with respect to tabulated value which means the hypothesis is not accepted.

The table of coefficient provides us with the necessary information to predict the sources through which consumers come to know about LG product from buyer of LG consumer durables, as well as determine whether sources through which consumers come to know about LG product statistically significantly to the buyer of LG consumer durables. Further, We can use the values in the 'B' column under the "Unstandardized Coefficients".

To represent the Regression equation as:

$$\text{Sources (Medium)} = 2.330 - .248 (\text{Buyer})$$

This means that with increase in buyer, there is a decrease in the sources promoting LG products.

Table 3 (ii)

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Have you purchased any consumer durable from LG? ^b	.	Enter

a. Dependent Variable: Which product of LG are you using

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496 ^a	.246	.239	.915

a. Predictors: (Constant), Have you purchased any consumer durable from LG?

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.714	1	28.714	34.284	.000b
	Residual	87.940	105	.838		
	Total	116.654	106			

a. Dependent Variable: Which product of LG are you using

b. Predictors: (Constant), Have you purchased any consumer durable from LG?

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.305	.284		1.072	.286
	Have you purchased any consumer durable from LG?	1.388	.237	.496	5.855	.000

a. Dependent Variable: Which product of LG are you using

Interpretation

Table of model summary provides the R and R² values. The R value represents the simple correlation 0.496, Which indicates a low degree of correlation. The value of R² indicates how much total variation in the dependent variable, can be explained by independent variable. In the case, 24.6% can be explained, which is very low.

The computed value of F is 34.284 at 5% significant level. The tabulated value for 105 F 1 at 5% level is 3.90. As our F value is 34.284 and this value is very high with Respect to tabulated value which means the hypothesis is accepted. The table of Coefficient provides us with the necessary information to predict the Specific LG product which is purchased by consumer from buyer of LG consumer durables, as Well as determine whether specific LG product which is purchased by consumer statistically. Significantly to the buyer of LG consumer durables. Further, We can use the values in the 'B' column under the "Unstandardized Coefficients".

To represent the Regression equation as:

$$\text{Specific LG product} = 0.305 + 1.388 (\text{Buyers})$$

This means that with increase in one variable, there arises a small increase in other variable too

i.e. 1.388.

Findings

- After analysing the data collected from 106 respondents. 85% customers purchased consumer durable form LG, but 15% customers purchased consumer durable from Other Brands.
- There are many people setiesfied with consumer durables from LG products. So we can say that LG has a good image and top in consumer durable brands in the Indian market.
- There is high growth of sale in market due to booming new technology and better service.
- 92.5% customers are satisfied with LG services and LG give good service after sale of products. It's show that customers were satisfied with LG service but they must improve more for their growth.
- 49.5% of customers are preferred to buy customer durables for LG. due to its attractive feature and its reasonable price.
- 52.4% using refrigerator and washing machine mostly used by LG product.
- Its show that financial scheme is important for customer for purchasing any products. 55.1% customers use financial scheme at the time of purchase for LG product.

Conclusion

It may be observed that consumer durables is all important products but available for all From the survey it had been discovered that the bulk of shoppers buy consumer goods from LG Latest model. This study special feature that the amount of satisfaction and then on. And therefore the brand

loyalty isn't sufficiently found among the patron durables. a vital role within the customers mind and build awareness among the shoppers. The secondary support includes Demonstration, Even Sponsors. Customers also are now very choosy in buying the merchandise and it's important for the corporate to form loyal customer of their brand. In survey found that LG has captured maximum market share in every category. LG dominates CTV, LCD, and Refrigerator, and washer, category etc. this type of an approach will guide the adoption of recent styles of marketing strategies likewise as product refinement, in order that the market share will be improved which was the very purpose of the study.

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