

# A Study On Brand Awareness And Preference Of Consumer Durable Goods At Lg

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**Abstract-** *This study investigates consumer preference and brand awareness regarding LG's consumer durable goods, focusing on the factors influencing consumer decisions in the electronics and home appliances market. As a global leader in this sector, LG has established a strong reputation for innovation, quality, and customer satisfaction. By exploring aspects like product quality, technological innovation, pricing strategies, and customer service, the study aims to uncover the primary elements that impact consumer decisions and brand loyalty. Through analysing consumer attitudes, perceptions, and buying patterns, this research seeks to provide insights that can enhance LG's brand positioning and improve its marketing strategies. It will also address the influence of competitors on consumer decisions and examine the impact of after-sales service, trust, and brand reputation on consumer loyalty. Ultimately, the study aims to offer actionable recommendations to LG on how to maintain and strengthen its market position by aligning its brand strategy with consumer expectations and preferences, ensuring continued success in the consumer durable goods market.*

## I. INTRODUCTION

This study focuses on understanding the impact of brand awareness and consumer preference on LG's consumer durable goods, such as electronics and home appliances. In today's highly competitive market, consumer satisfaction, loyalty, and brand recognition play crucial roles in determining a company's success. LG Electronics has built a strong global reputation for innovation, quality, and customer satisfaction, making it a leader in the consumer durables sector. This research aims to explore how brand awareness influences consumer decision-making, and how factors like product quality, customer service, pricing strategies, and technological innovations shape consumer preference for LG products. The study will also examine the role of LG's marketing efforts, sustainability initiatives, and global presence in enhancing brand loyalty and shaping consumer perceptions. Given the increasing competition in the consumer durables market, understanding these dynamics is critical for LG to fine-tune its marketing strategies, maintain its market position, and continue to attract and retain customers. The findings of this research will provide valuable insights for LG

to enhance its brand equity, develop more targeted marketing campaigns, and strengthen its relationship with existing and potential customers, ultimately supporting its sustained dominance in the consumer electronics and home appliance markets.

## II. REVIEW OF LITERATURE

**Dr. G Sugunavalli (2019)** According to the study, home appliances—both large (white goods) and small (brown goods)—are essential to modern families because they increase efficiency and convenience. Due to shifting lifestyles, a growth in nuclear families, and the rise in working women, home appliances—once thought of as luxury items—have become necessities for middle-class families. Customers favor brands like LG because of their higher quality, according to studies, with products like refrigerators, washing machines, and televisions surpassing rivals in terms of dependability and customer happiness.

**Biesok G et. Al. (2011)** According to Vidani (2016), the research paper provided the concept of customer satisfaction, defined the terms of loyalty, outlined a few techniques of assessing customer satisfaction, and presented worldwide standards for customer satisfaction measurement. A predictor of consumer spending and business profits Karolina Ilieska (2013), an economic indicator of the quality of economic output (Vidani, 2018); calculation of the net present value of their customer base as an asset over time for strategic business applications

**Pandey and Mithilesh Kumar Pandey (2013)** have made a study on the impact of lifestyle on brand preference of buyer behaviour with special reference with Uttarakhand. The objective of the study was to analyse the change in consumer's behaviour with the influence of media. The study concluded that advertisement has a major influence on the purchasing decision of the durable products.

**David A, Kumar B Psychology and Education (2020)** This essay examines the variables that affect the purchase of foreign sports shoes (Singh & Vidani, 2016). Nike, Puma, Adidas, and Reebok are the four multinational sports shoe

companies that were chosen for this study (Sachaniya, Vora, & Vidani, 2019). These methods were also used to determine consumer purchasing patterns and preferred brands for internationally recognized brands of sports shoes (Solanki & Vidani, 2016).

**Sathya and Indirajith (2018)** The study on consumer durable goods and purchasing patterns in the district of Tiruvarur. For the study, five consumer durables—air conditioners, refrigerators, washing machines, televisions, and wet grinders—were chosen. Numerous statistical procedures were utilized, including regression analysis, factor analysis, Wallis test, t-test, chi-square test, ANOVA, percentage analysis, descriptive analysis, Kruskal, and reliability tests. Customers' product awareness was not significantly correlated with their demographic characteristics. Customers who bought durable items did not exhibit enough brand loyalty.

### III. OBJECTIVES OF THE STUDY

1. To assess the level of brand awareness of LG among consumers in the consumer durable goods market
2. To analyse the factors that influence consumer preference for LG products over competing brands
3. To evaluate the relationship between brand loyalty and consumer purchasing behaviour
4. To recommend and enhance LG's brand positioning and marketing strategies
5. Examine how brand perception impacts the decision-making process when purchasing LG's consumer durable goods.
6. Investigate the role of marketing, technology, and customer service in shaping consumer preference and awareness.

### IV. SCOPE OF THE STUDY

The scope of this study on brand awareness and consumer preference of consumer durable goods at LG is wide-ranging, focusing on various aspects that influence consumer behaviour, decision-making, and the overall market position of LG. This study will encompass several key areas and variables that determine how consumers perceive LG and why they choose its products over those of competing brands. The scope of a study on brand awareness and preference of consumer durable goods at LG refers to the breadth, focus, and boundaries within which the research will be conducted. This study will aim to assess how well consumers recognize the LG brand, their preference for LG products over competitors, and the factors influencing these behaviours.

### V. STATEMENT OF THE PROBLEM

The purpose of this study is to investigate consumer preference and brand awareness for LG's consumer durable goods. With an emphasis on elements like product quality, advertising efficacy, brand image, customer satisfaction, and pricing strategies, it seeks to pinpoint the major elements that influence consumer perceptions, decisions, and loyalty.

Although LG has been a successful global brand, little is known about how consumer preference in particular markets and demographic groups is influenced by brand awareness. The study also aims to determine whether consumers' perceptions of LG are consistent with the company's brand positioning and how competitors affect consumers' decision-making. Additionally, this study will examine how consumer preference for LG's products is influenced by the elements of trust, reputation, and after-sales service.

### VI. NEED FOR THE STUDY

As one of the top brands in consumer electronics and home appliances, LG needs to know how consumers view its brand in comparison to its rivals (such as Samsung, Whirlpool, etc.). This study can help uncover insights into why consumers choose LG over other brands, or vice versa, and what factors influence their decision-making process (e.g., quality, price, features, advertisement, brand reputation). Brand awareness and preference are important factors that influence consumer purchasing decisions in the fiercely competitive consumer durable goods market. In order to gain a competitive advantage, brand preference and awareness are essential.

LG may be in a better position to increase their market share if they use the study's insights to pinpoint possible areas where their product offerings or marketing strategies could use some tweaking. Assessing the performance of LG's products in various market segments requires a thorough grasp of brand awareness and preference. In order to adjust its marketing strategies and grow into new areas or more successfully target particular customer segments, this research will show whether LG's products are well-received in specific geographic regions or demographics.

### VII. LIMITATIONS OF THE STUDY

While the study on brand awareness and consumer preference for LG's consumer durable goods provides valuable insights, several limitations may impact the depth, scope, and generalizability of the findings. The limitations of a study on brand awareness and preference of consumer durable goods at

LG refer to the factors that may hinder the comprehensive and accurate collection, analysis, and interpretation of data.

The limitations of a study on brand awareness and preference of consumer durable goods at LG can affect the reliability, generalizability, and depth of the findings. The limitations of a study on brand awareness and preference of consumer durable goods at LG are the factors that can potentially affect the accuracy, reliability, and generalizability of the findings.

## VIII. RESEARCH METHODOLOGY

Research in common parlance refers to a search of knowledge. It can be defined as a scientific and systematic search for pertinent information on a specified task. In fact research is an art of scientific investigation. According to the Advanced Learner's Dictionary of Current English, research is defined as "Research or analysis, particularly by looking for fresh information in any field of study". Research methodology is a way to systematically solve the research problem.

It may be understood as a science of studying how research is done scientifically. In research it is the responsibility of the researcher to expose the research decisions to evaluate before they are implemented. The researcher has to specify very clearly and precisely what decisions he selects and why he selects them, so that others can evaluate on it. So the adoption of proper methodology is an essential step in conducting a research study.

This research technique offers an organized way to examine consumer durable goods preferences and brand awareness for LG. A thorough grasp of customer behavior and preferences is ensured by integrating qualitative and quantitative data collecting methods, enabling LG to make well-informed judgments on their marketing plans, new product development, and overall brand positioning.

### SOURCE OF DATA

- Primary data
- Secondary 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.

### SECONDARY DATA

Secondary data is research data that has previously been gathered and can be accessed by researchers. The term contrasts with primary data, which is data collected directly from its source.

### DATA COLLECTION

This Study was based on primary data, which was collected through structured questionnaire from different consumers of LG products.

### AREA OF THE STUDY

The area of the study is Coimbatore District. Coimbatore, popularly known as Manchester of South India, is situated in western Part of the state of Tamil Nadu. Coimbatore is an education hub where there are various colleges and educational institutions in and around the city.

### SAMPLING TECHNIQUE

Convenience sampling technique is used here. When population elements are selected for inclusion in the sample based on the ease of access, it can be called as convenience sampling.

### SAMPLE SIZE

The respondents are selected based on Convenience sampling technique .110 respondents are taken as sampling data.

## IX. RESEARCH FINDINGS

### SIMPLE PERCENTAGE ANALYSIS

INTERROGATIONS	RESPONSE	FREQUENCY	PERCENTAGE
Gender	Male	60	54.6%
	Female	50	45.4%
	<b>Total</b>	<b>110</b>	<b>100%</b>
Age	18-20	45	40.9%
	21-24	33	30%
	24-28	18	16.4%
	28-32	5	4.5%
	33 & Above	9	8.2%

	<b>Total</b>	<b>110</b>	<b>100%</b>	efficiency and eco-friendliness	Sometimes	35	31.8%	
Location	Rural	30	27.3%		Rarely	13	11.8%	
	Urban	60	54.5%		Never	4	3.6%	
	<b>Total</b>	<b>110</b>	<b>100%</b>		<b>Total</b>	<b>110</b>	<b>100%</b>	
Occupation	Student	44	40%	Overall perception of LG as a brand	Very Positive	21	19.1%	
	Professional	23	20.9%		Positive	38	34.5%	
	Business Owner	30	27.3%		Neutral	35	31.8%	
	Homemaker	11	10%		Negative	11	10%	
	Retired	2	1.8%		Very Negative	5	4.5%	
	Other	0	0		<b>Total</b>	<b>110</b>	<b>100%</b>	
	<b>Total</b>	<b>110</b>	<b>100%</b>		LG's reputation influence decision	Strongly Influences My Decision	23	20.9%
Purchase the home appliances or electronics	LG	41	37.3%	Moderately Influences My Decision		49	44.5%	
	Samsung	26	23.6%	Slightly Influences My Decision		31	28.2%	
	Whirlpool	23	20.9%	Does Not Influence My Decision At All		7	6.4%	
	Sony	11	10%	<b>Total</b>		<b>110</b>	<b>100%</b>	
	Panasonic	6	5.5%	Marketing advertising efforts taken for raising awareness of LG brand		Very Effective	17	15.5%
	Other	3	2.7%			Effective	42	38.2%
<b>Total</b>	<b>110</b>	<b>100%</b>	Neutral		33	30%		
Familiar about the LG as a brand in consumer durable goods market	Not Familiar At All	9	8.2%		Ineffective	11	10%	
	Slightly Familiar	35	31.8%		Very Ineffective	7	6.4%	
	Somewhat Familiar	31	28.2%		<b>Total</b>	<b>110</b>	<b>100%</b>	
	Familiar	25	22.7%	Satisfaction on customer service and after-sales support in addressing issues	5 – Very Satisfied	22	20%	
	Very Familiar	10	9.1%		4 – Satisfied	44	40%	
	<b>Total</b>	<b>110</b>	<b>100%</b>		3 – Neutral	34	30.9%	
Rating LG's value for money	Much Better	27	24.5%		2 –	8	7.3%	
	Somewhat Better	46	41.8%					
	About The Same	25	22.7%					
	Somewhat Worse	10	9.1%					
	Much Worse	2	1.8%					
	<b>Total</b>	<b>110</b>	<b>100%</b>					
Consideration of LG's energy	Always	22	20%					
	Often	36	32.7%					

	Dissatisfied		
	Very Dissatisfied	2	1.8%
	<b>Total</b>	<b>110</b>	<b>100%</b>
Impact of recommending LG for good customer service	Very likely to recommend	22	20%
	Likely To Recommend	54	49.1%
	Neutral	25	22.7%
	Unlikely To Recommend	7	6.4%
	Very unlikely to recommend	2	1.8%
	<b>Total</b>	<b>110</b>	<b>100%</b>

Source: Primary Data

## X. SUGGESTION

In suggestion, a consumer preference and brand awareness for LG's consumer durable products would examine how well the company has positioned itself in consumers' perceptions and how this awareness affects their choices to buy. This study would examine how aspects like technology, price, and design influence consumer choices as well as elements that affect brand recognition, such as advertising, product quality, and brand reputation.

By contrasting LG with rival companies in the consumer durable goods industry, the study would look at how demographic characteristics affect consumer views. It would also look into the effects of internet reviews and after-sales support on brand loyalty.

## XI. CONCLUSION

The conclusion highlights how important consumer preference and brand awareness are to LG Electronics' commercial performance, especially in the consumer durable goods industry. In the highly competitive world of electronics and home appliances, LG is a leading brand because to its strong global presence, creative products, and dedication to

customer happiness. This study intends to investigate the elements—such as product quality, marketing tactics, customer service, and technical advancements—that impact consumers' decisions to buy LG products.

The results of the survey will also assist LG in identifying areas where its brand positioning and marketing strategies need to be improved. LG can boost market share and brand loyalty by adapting its strategy to customer preferences and consistently enhancing the customer experience. In the end, this study advances our knowledge of how consumer preferences, brand awareness, and the competitive environment interact in the consumer durable goods industry, providing strategic insights for both theoretical and real-world applications.

## REFERENCES

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