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A study on consumer preference towards selected home appliances: With special reference to LG

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Abstract
This study will focus on consumer preference towards home appliances in this study an attempt has been made to discuss some of the brands are not preferred by the consumer and preferred only brand and equity like LG.

Keywords: Consumer, home appliances, LG

Introduction
Home appliances are electrical/mechanical machines which accomplish some household functions, such as cooking or cleaning. Home appliances can be classified such as Major appliances or White goods, Small appliances or Brown goods, Consumer electronics, or Shiny goods. This division is also noticeable in the maintenance and repair of these kinds of products. Brown goods usually require high technical knowledge and skills (which get more complex with time, such as going from a Ironton a hot-air soldering station), while white goods may need more practical skills and "brute force" to manipulate the devices and heavy tools required to repair them. Given a broad usage, the domestic application attached to "home appliance" is tied to the definition of appliance as "An instrument or device designed for a particular use or function." More specifically, Collins dictionary defines "Home appliance" as: "devices or machines, usually electrical, that are in your home and which you use to do jobs such as cleaning or cooking." The broad usage, afforded to the definition allows for nearly any device intended for domestic use to be a home appliance, including consumer electronics as well as stoves, refrigerators, toasters, air conditioners to light bulbs and well pumps.

Objectives
The following are the broad objectives of the study
1. To study the awareness level of consumers towards home appliances in LG.
2. To study the consumers ideas and opinion towards home appliances in LG.
3. To study the problem faced by the consumers in using home appliances in LG.
4. To study the consumers satisfaction towards using home appliances in LG.

Research Design
A plan of proposed study prepared by a researcher starting the research activities to be performed in his/her proposed study before he/she under takes his/her research work is called research design. Research design is the conceptual structure within which the research is conducted. The research design for this study is descriptive and analytical in nature.

Methodology of the study
* **Sources of data**

Data refers to the facts, figures or information collected for a specific purpose. There are two types of data, namely
▪ Primary Data
▪ Secondary Data

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Primary Data

Primary data are those which are new and original in nature. These data are the first hand information generated to achieve the purpose of the research. The primary data were collected from the consumer by way of questionnaire. The questionnaire has been prepared in such a way that the respondents were able to express their opinion freely and frankly.

Secondary Data

Secondary data are those data, which are not new and original in nature. These data are already published in the magazines, journals and websites.

Sampling Design

The data was collected from 250 respondents from the total population. The simple Random Sampling method was adopted for selecting the consumers.

Geographical field of the study

Coimbatore city has been chosen as the geographical location for the study.

Statistical tools for Analysis

Social research invariably necessitates the use of statistical analysis. Several statistical tools are used for presenting the result in brief, precise way, and the complex and complicated problems can be studied in a very simple manner. It is useful to reduce the complex data.

- The various analysis are:
- Descriptive Analysis
- Average Rank Analysis
- Chi-Square Analysis
- Average score
- ANOVA

Limitations of the study

- The study is being conducted only for LG brand home appliances.
- The size of the sample is restricted to 250 respondents.
- The study is confined to consumer preference of home appliances in LG.
- Consumers taste and preference changes day to day and hence the result may not be applicable.

Statement of the problem

Now-a-days lot of brands of home appliances is available to compete in the market. In the market for home appliances in LG consumers are confused about the existence of different products with different brand names. In the market for home appliances there is a stiff competition. Televisions, Washing Machines, Refrigerators, Air Conditioners, Microwave Ovens are five items selected for the present study competition among the marketers in every class of product. In case of home appliances there is stiff competition among Sony, Samsung, Philips, Onida, Videocon, Godrej, Whirlpool, Kelvinator, Voltas companies. Regarding the popular brands of home appliances compete with local brands of home appliances in the market to gain a market share. This study is an attempt to understand the preferences of the consumer in five major LG home appliances.

Review of Literature

Adithya (2013) [1] attempted to make a study on customer satisfaction and preference of colour T.V brands – an empirical study in Bangalore City. The objective of the study was to measure the respondents' degree of satisfaction over the various counts of some selected Colour T.V brands. The study was found to be the most popular Philips brand of colour television was at its least level in Bangalore city with compared to the LG brand of colour television.

JyotiIndupratap Yadav (2013) [2] made a study on Buying Behavior towards Washing Machines: A Comparative Analysis of Urban and Rural Consumer. The objective of the study was to analyse the pre-purchase behavior of rural and urban consumers using washing machines and to analyze the factor influencing the choice of washing machine, and also to study found the post purchase behavior of rural and urban consumers of washing machines. Fast lifestyle and busy schedules require an urban person to make every effort to minimize the time utilized in unproductive activities like washing clothes. Hence, there being majority of jobs in the private sector companies which are unhesitant to consider washing machine as necessities.

Janaki and santhi (2013) [3] have made a study on marketing stimuli in purchase of home appliances from customer's perspective. The objectives of the study are to study the purchase decision behaviour relating to home appliances and to analyse customer's response to the marketing stimuli of home appliances. The study concluded that the successful companies rely on their satisfied customers to return to repurchase and the Companies offerings to others. The interest evoked by a stimulus (or stimuli) or the aspects of the person, the product, and the situation all combine to determine the consumer's motivation to buy home appliances resulting in high involvement purchase.

Pandey and Mithilesh Kumar Pandey (2013) [4] 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.

Vijayalakshmi et al. (2013) [5] have made a study on consumer buying behaviour towards selective electronic home appliances in Hyderabad city. The objective of the study was to understand some of the demographic factors influenced by selective electronic home appliances. The study concluded that the demographic factors are influencing the consumer for buying home appliances, other factors like price, quality, offer and features of home appliances empowering the consumer for buying the home appliances.

Analysis and Interpretation

Table 1: Age wise distribution of the respondents

S. No	Age Group	No. of Respondents	Percentage of Respondents
1	Below 20 Years	5	2
2	21-30 Years	94	37.6
3	31-40Years	113	45.2
4	Above 41 Years	38	15.2
	Total	250	100

Source: Primary Data

The above table shows that out of 250 respondents taken for the study, 45.2% of the respondents are in the age group of 31 to 40 years, 37.6% of them are in the age group of 21 to 30 years, 15.2% of them are in the age group of above 41 years, 2% of the respondents are in the age group of below 20 years.

Most of the respondents (45.2%) are in the age group of 31 to 40 years

Table 2: Type of Family of the Respondents

S. No	Type of Family	No. of Respondents	Percentage of Respondents
1	Nuclear family	133	53.2
2	Joint family	117	46.8
	Total	250	100

Source: Primary Data

From the above table it is understood that out of 250 respondents taken for the study, 53.2% of the respondents belong to nuclear family and 46.8% of the respondents belong to joint family.

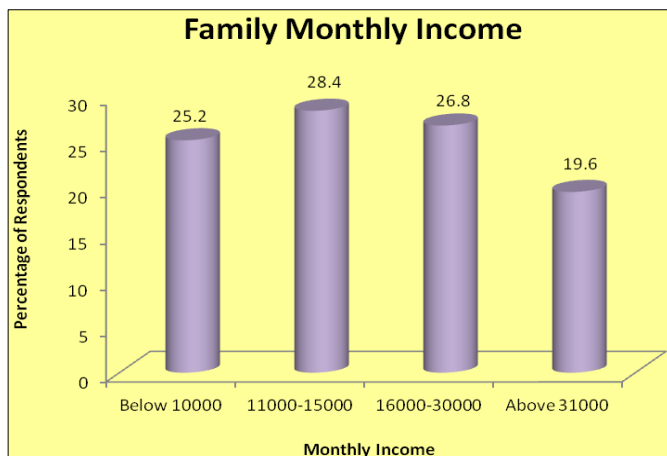**Majority of the respondents (53.2%) belong to nuclear family**

Fig 1: Exhibit Showing Family Monthly Income

Table 3: Respondent's Level of Awareness towards LG Home Appliances

Particulars	Very High	High	Moderate	Less	Very Less
Television	123 (49.2)	79 (31.6)	48 (19.2)	0	0
Washing Machine	87 (34.8)	73 (29.2)	51 (20.4)	39 (15.6)	0
Refrigerator	89 (35.6)	77 (30.8)	54 (21.6)	21 (8.4)	9 (3.6)
Air Conditioner	6 (2.4)	98 (39.2)	95 (38)	34 (13.6)	17 (6.8)
Microwave Oven	0	48 (19.2)	79 (31.6)	97 (38.8)	26 (10.4)

Source: Primary Data

It is evident from the study that out of the total respondents taken for the study, 49.2% of them have very high awareness towards television, 34.8% of them have very high awareness towards washing machine, 35.6% of them very high awareness towards refrigerator, 39.2% of them high

awareness towards air conditioner, 38.8% of them less awareness towards microwave oven.
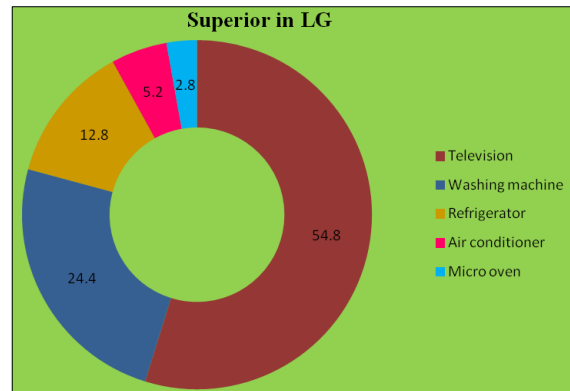

Fig 2: Exhibit Showing Superior Product in LG

Chi Square Test
1. Comparison between personal factors and source of awareness of LG home appliances by the respondents
Null Hypothesis

H₀: "There is no significance association between Personal factors and Awareness of LG home appliances by the respondents".

Table 4: The personal factors Chi-square value

Personal factors	Chi-square value	p value	S/NS
Age	15.751	0.072	NS
Gender	1.061	0.787	NS
Marital status	6.907	0.075	NS
Educational qualification	26.027	0.002	S
Occupational status	14.421	0.275	NS
Type of family	9.061	0.028	NS
Monthly income	12.305	0.197	NS
Members in the family	36.506	0.003	S

Note: S-Significant (p value ≤0.05): Ns – No significant (p value> 0.05)

Inference
It is evident from the above table, the calculated value is greater than the table value (0.05%). So, the null hypothesis is accepted (no significant) in six cases that is age, gender, marital status, occupation status, type of family, and monthly income. And also above the table, the calculated value is less than the table value (0.05%) for other two cases that is educational qualification and members in the family. So, the null hypothesis is rejected (significant).

Hence, it can be concluded that there is significant difference between the two cases of the personal factors like educational qualification and members in the family and sources of awareness of LG home appliances by the respondents.

2. Comparison between personal factors and parameter influences of LG home appliances by the respondents
Null Hypothesis

H₀: "There is no significance association Personal factors and parameter influences of LG home appliances by the respondents".

Table 5: The Chi-square value Personal

Personal factors	Chi-square value	p value	S/NS
Age	15.380	0.221	NS
Gender	4.383	0.357	NS
Marital status	7.808	0.099	NS
Educational qualification	59.010	0.004	S
Occupational status	24.291	0.083	NS
Type of family	12.422	0.014	NS
Monthly income	15.570	0.212	NS
Members of the family	14.573	0.266	NS

Note: S-Significant (p value ≤0.05): Ns – No significant (p value> 0.05

Inference

It is evident from the above table, the calculated value is greater than the table value (0.05%). So, the null hypothesis is accepted (no significant) in seven cases that is age, gender, marital status, occupation status, type of family, monthly income, and members in the family. And also above the table, the calculated value is less than the table value (0.05%) for other one case that is educational qualification. So, the null hypothesis is rejected (significant).

Hence, it can be concluded that there is significant difference between the one case of the personal factors like educational qualification and sources of awareness of LG home appliances by the respondents.

Conclusion

The growing population is largely emphasizing on consumer home appliances that are more convenient to use and more efficient. The characteristics of Indian market are much different from what it was 10-15 years ago. At that time of introduction, the electronic home appliances were only meant for the higher class people. That time only the big dealers of big cities were selling home appliances as it was a kind of luxury product. But due to changes in life-style of Indian families, increase in the number of nuclear families, increase in number of working women the demand for home appliances rises in the middle class people also. The study reveals that the preference of the consumers towards LG products. The study proved clearly the mindset of each and every consumer, who has purchased LG products. LG products used by the consumers are better than the other brands of home appliances in the market. The quality of television, washing machine and refrigerator has got impressive results as the products are good. Moreover, the consumers are very happy that they selected the quality product from the competitive home appliances available in the market. From this study it is concluded that LG brand of home appliances satisfied the consumers due to its superior quality.

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