

Research Article

Exploring the Factors Influencing Consumer Buying Behaviour of LG Products: A Comprehensive Study

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A B S T R A C T

This study seeks to delve into the consumer buying behavior within the context of Ahmedabad city, with a specific focus on LG electronics, a prominent player in the rapidly expanding electronics industry. The primary objective is to comprehend the intricacies of consumer purchasing patterns and decision-making processes associated with LG Electronics products in the Ahmedabad market. To fulfill the research objectives, a comprehensive survey will be administered to gather valuable insights from consumers. By scrutinizing the survey responses, the research aims to discern the extent to which consumer buying behavior is influenced by various factors in the context of LG Electronics offerings. Furthermore, this investigation delves into the existing body of knowledge by conducting a thorough literature review on consumer buying behavior. This review encompasses various theoretical frameworks, empirical studies, and key concepts related to consumer decision-making processes and their implications for electronic products. By analyzing and synthesizing the existing literature, this research intends to lay a robust foundation for understanding the dynamics of consumer behavior concerning LG Electronics products in Ahmedabad. Ultimately, the findings of this study hold the potential to provide LG Electronics and other industry stakeholders with valuable insights into the unique patterns and factors shaping consumer buying behavior in the electronics market of Ahmedabad. Through a blend of empirical survey data and a comprehensive literature review, this research aims to contribute to a deeper understanding of the consumer behavior landscape and inform strategic decisions aimed at capturing and satisfying consumer preferences in the region.

Keywords: Consumer Buying Behavior, Electronic Industry, LG Electronics, Consumption, Marketing Techniques

Introduction

Consumer behaviour is the study of people, groups, or organizations, as well as all the actions related to the acquisition, consumption, and disposal of goods and services (Vidani, 2015). Consumer behaviour is the study of how a person's feelings, attitudes, and preferences influence their purchasing decisions (Vidani & Solanki, 2015). Consumer behaviour first emerged as a separate marketing subdiscipline in the 1940s and 1950s, but it has since evolved into an interdisciplinary social science that incorporates concepts from marketing, sociology, social anthropology, anthropology, ethnography, and economics (particularly behavioural economics) (Vidani, 2015).

In an effort to comprehend people's desires and consumption habits, the study of consumer behaviour formally looks into personal characteristics like demographics (Vidani, 2015), personality lifestyles, and behavioural variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals). (Solanki and Vidani, 2016) consumer behaviour also looks into the influences that social groupings including family, friends, sports, and reference groups as well as society at large (brand-influencers, opinion leaders) have on the customer. Research has shown that consumer behaviour is difficult to predict, even for experts in the field (Vidani, 2016); however, new research methods, such as ethnography, consumer neuroscience, and machine learning^[1] are shedding new light on how (Bhatt, Patel, & Vidani, 2017) Consumers make decisions. Additionally, CRM databases have developed into a valuable tool for the research of consumer behaviour (Niyati & Vidani, 2016). The extensive data generated by these databases allows for a thorough analysis of the behavioural factors that influence customer retention, loyalty, and other behavioural intentions like the willingness to make good recommendations, support a brand, or take part in customer citizenship activities (Pradhan, Tshogay, & Vidani, 2016). Databases may also help with market segmentation, particularly behavioural segmentation like creating loyalty groups that can be used to individually design marketing plans that are highly focused and specialized. (See relationship marketing for related terminology) (Modi, Harkani, Radadiya, & Vidani, 2016).

Research Objectives

- To identify the preferences of people about LG's products.
- To be aware of the marketing techniques employed when persuading customers.
- To research how different factors affect whether or not a person buys a water filter.
- To study branding and customer awareness about LG water purifier.
- To study the Digital Marketing strategy of LG Products.

Literature Review

1. 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, according to 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. (2016) Kaveh Peighambari. In the worldwide publications in this topic, recent scholarly research on consumer behaviour has been reviewed in this article (Singh, Vidani, & Nagoria, 2016). The evolution of the literature on consumer behaviour was discussed and reviewed. (2017) ErryRimawan et al. According to the study's findings (Mala, Vidani, & Solanki, 2016), changes in consumer behaviour, social psychology, and consumer culture can happen at any time. In this study, the flexible packaging division of PT ABC Tbk (Vasveliyya & Vidani, 2019) was examined, analysed, and a detailed understanding of the impact of high-quality products, services, and trust on customer satisfaction and its effect on customer loyalty was sought after (Odedra, Rabadiyya, & Vidani, 2018).

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 (Sachaniyya, Vora, & Vidani, 2019). Users of multinational sports shoe brands provided the data (Vidani & Plaha, 2016). The strength of each pair of internationally recognized brands of shoes was determined using the radar chart, Hendry Garrett ranking test, and Pearson correlation. These methods were also used to determine consumer purchasing patterns and preferred brands for internationally recognized brands of sports shoes (Solanki & Vidani, 2016). Quality, comfort, pricing, and innovation (Biharani & Vidani, 2018) were found to be important factors in the purchasing process. Reebok's performance, price, and comfort identity were used to determine brand strength, while Nike's quality, advertising, and design were used to determine brand strength (Vidani, 2016); Adidas' performance, quality, advertisement, and design were used to determine brand strength; and Puma's advertisement, packaging, innovation, and marketing efforts were used to determine brand strength (Vidani, Chack, & Rathod, 2017). Customers' purchasing decisions about sports shoes are greatly impacted by advertisements, specially made sports shoes available on the internet, recommendations from friends and family, and celebrity endorsements (Vidani, 2018).

Research Methodology

For this research, primary and secondary method is used to collect the data. Primary data is type of information that is obtain directly from first hand source. Here questionnaire is used as means of collecting the data via primary method. Secondary data is information that has already been gathered by another party. It means information is already available. For this research, the collection of secondary data has been done from journals, newspaper, article, research paper etc.

Research Design

- **Sample Size:** In this research, the data is collected from 50 respondents residing in Gujarat
- **Sampling technique:** In this research, I have done convenient sampling

Limitations

- This study's primary flaw is that it was completed within a 10-day window of time
- The research has monetary constraints as it was not funded

Data Collection

- Structured questionnaires given to the chosen participants are used to gather primary data
- The questionnaire consists of demographic questions and other related questions

Data Analysis

This data analysis is based on the following demographics:

The data analysis reveals insights gathered from a diverse group of 50 respondents. Gender distribution among the respondents shows a relatively balanced composition, with 58% being males and 42% being females. This indicates that the sample population is not skewed heavily towards either gender.

In terms of age distribution, the data showcases varying demographics. 14% of the respondents fall below the age of 20, indicating a representation of the younger segment. The majority, comprising 83%, belong to the age group of 21 to 40 years, signifying a significant presence of individuals within the prime working and early adulthood years. Interestingly, 3% belong to the age group of 41 to 60, highlighting a smaller but notable representation of older individuals. Notably, no respondents were recorded in the age group of 61 and above, suggesting a limited representation of senior citizens in the dataset.

Education levels among the respondents are diversified as well. Among them, 41% are undergraduates, while a larger proportion of 51% have pursued postgraduate studies, indicating a relatively higher level of education. A mere

1% of respondents hold a doctorate degree, signifying the presence of individuals with advanced academic qualifications.

Occupational categorization provides further insights into the sample population. A significant 77% of respondents are students, potentially reflecting the prevalence of academic engagements within the survey. Additionally, 12% identify as self-employed, 8% are engaged in service or job roles, 2% are homemakers, and 1% fall into the "others" category. This distribution offers a glimpse into the diversity of occupations represented within the dataset.

In summary, the data analysis showcases a well-rounded sample with a balanced gender distribution and diverse age, education, and occupational backgrounds. This provides a foundation for understanding consumer behaviors and preferences across various demographic segments.

Hypothesis Analysis

H01: There is no significant relationship between age and brand image while choosing LG products.

H1: There is a significant relationship between age and brand image while choosing LG products.

Table I. Tests of uniformity of variations

		Utilize Statistics	df1	df2	Sig.
Brand Image attracted you the most while buying the LG products.	Using the Mean	0.026	2	97	0.975
	Using on Median	0.099	2	97	0.906
	Using on Median and with adjusted df	0.099	2	96.511	0.906
	Using on trimmed mean	0.032	2	97	0.969

As it is observed that significant (p) value is >0.05 , the assumption to the homogeneity of variance is accepted. Therefore, test of ANOVA is taken into consideration and no need of robust test required.

Table 2.ANOVA

Brand Image attracted you the most while buying the LG products					
	Total Squares	df	Average Square	F	Sig.
The Between Groups	2.412	2	1.206	1.944	0.149
The With in Groups	60.178	97	0.620		
Total	62.590	99			

Since 0.05 is considered to be significant, the null hypothesis is accepted. Therefore, while buying LG items, there is no meaningful correlation between age and brand image.

Table 3.A number of Comparisons

dependent Variable						
Tukey HSD						
(I) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-20	21-40	-0.20052	0.22757	0.653	-0.7422	0.3412
	41-60	0.64286	0.50111	0.408	-0.5499	1.8356
21-40	0-20	0.20052	0.22757	0.653	-0.3412	0.7422
	41-60	0.84337	0.46290	0.168	-0.2584	1.9452
41-60	0-20	-0.64286	0.50111	0.408	-1.8356	0.5499
	21-40	-0.84337	0.46290	0.168	-1.9452	0.2584

Multiple comparisons of the dependent variable are displayed via post hoc analysis. Ages 0 to 20 are shown in the above table with a sig value of 0.653 and upper and lower bounds.

H02: The preference for LG water purifiers does not significantly correlate with gender.

H2: The preference for LG water purifiers significantly correlates with gender.

Table 4.Tests of Variance Homogeneity

Utilize Statistics		df1	df2	Sig.	
How much aware are you with LG water purifier	Using on Mean	4.094	1	98	0.046
	Using on Median	3.963	1	98	0.049
	Using on Median and with adjusted df	3.963	1	96.74	0.049
	Using on trimmed mean	3.986	1	98	0.049

As it is observed that significant (p) value is <0.05, the assumption to the homogeneity of variance is rejected. Robust assessments of equality of means are therefore taken into account.

Table 5.ANOVA

How much aware are you with LG water purifier					
	Total of Squares	df	Mean Square	F	Sig.
The Between Groups	0.273	1	0.273	0.295	0.588
The With in Groups	90.717	98	0.926		
Total	90.990	99			

If the significant (p) value is >0.05, the assumption to the homogeneity of variance is accepted. Then we will take ANOVA into consideration. But now we will take robust test into consideration.

Table 6.ANOVA

How much aware are you with LG water purifier				
	Statistic	df1	df2	Sig.
Welch	0.323	1	97.825	0.571
Brown-Forsythe	0.323	1	97.825	0.571
a. Asymptotically F distributed.				

Since the significant (p) value is >0.05, we accept the null hypothesis. Therefore, there is no correlation between gender discernible and preference for LG water purifiers when purchasing.

Discussion

The discussion delves into various aspects of consumer behavior and the consumer durable industry, shedding

light on brand preferences, factors influencing purchasing decisions, market dynamics, and challenges faced by the industry (Vidani, Das, Meghrajani, & Singh, 2023).

One of the key observations in this study is the diverse range of brands available in the market, with prominent names like Voltas, Samsung, LG, and Panasonic. Among these, Samsung and LG emerge as the dominant players in the market, indicating their strong market presence and competition (Vidani, Das, Meghrajani, & Chaudasi, 2023).

In terms of factors influencing consumer purchasing decisions, the respondents' rankings provide valuable insights. The majority of respondents prioritize product quality as the most significant factor, followed closely by brand image and price. This underscores the importance of delivering high-quality products that align with customer expectations (Bansal, Pophalkar, & Vidani, 2023).

Within the realm of brand preferences, LG emerges as a notable contender. Respondents indicate that LG's product quality and brand image hold paramount importance to them. Additionally, the influence of family members on purchasing decisions highlights the social aspect of consumer behavior, where interpersonal relationships and opinions play a role in shaping choices (Chaudhary, Patel, & Vidani, 2023).

A noteworthy finding is the willingness of a significant portion of customers to switch brands for superior products and services. This underscores the importance of continuous innovation and offering value to consumers in order to retain their loyalty (Patel, Chaudhary, & Vidani, 2023).

Considering the demographic distribution, the Indian consumer durable industry's coverage of both rural and urban areas is highlighted. This reveals the industry's reach and its engagement with diverse market segments (Sharma & Vidani, 2023).

Respondents' familiarity with LG electronics products indicates the brand's effective presence in the minds of consumers, reinforcing the significance of brand recognition and recall (Sharma & Vidani, 2023).

However, the discussion also touches upon the challenges faced by the consumer durable industry, particularly heavy taxation imposed by governments. This sheds light on the regulatory and economic factors impacting the industry's growth and profitability.

Finally, the importance of warranties in consumer decision-making is underlined, as around 50% of respondents emphasize its significance. This reflects the need for brands to provide reliable after-sales service and ensure customer satisfaction throughout the product lifecycle.

In summary, the discussion encompasses a comprehensive exploration of various facets of the consumer durable industry, from brand preferences and influencing factors

to market dynamics and challenges. The insights derived from this study contribute to a deeper understanding of consumer behavior and the evolving landscape of the industry.

Conclusion

In conclusion, the omnipresence of electronic products in our daily lives has underscored their essential role in modern living. From televisions to refrigerators, washing machines, and mobile phones, these gadgets have become indispensable tools that facilitate our daily tasks. Given the multitude of options available, selecting the right electronic products has become a challenging endeavor, demanding careful consideration and discernment.

Through the insights garnered from my conducted survey, it is evident that LG holds a positive reputation within the market. However, there is room for enhancement in several critical areas. LG's focus should extend to elevating the quality of their products, fortifying their after-sales services, and refining their digital marketing strategies. The electronic industry, characterized by intense competition, necessitates constant evolution to maintain competitiveness. Businesses, regardless of their stature, must be attuned to customer satisfaction and other essential facets to thrive in this landscape.

In the present market landscape, customer happiness stands as a cornerstone factor. It is incumbent upon companies to meticulously address all the needs and desires of their clientele. An essential takeaway is that any brand aspiring to carve a substantial market share must, above all, prioritize customer satisfaction as the primary goal before embarking on other avenues of development. While LG possesses a strong foundation, there exists a clear call for elevating their products' quality, refining the brand's aesthetic allure, and further bolstering their customer service.

In a world where consumer preferences are dynamic and expectations continue to evolve, businesses must not only meet but exceed customer needs to maintain loyalty and success. With the rapid evolution of technology and consumer demands, LG's proactive commitment to continuous improvement will be instrumental in navigating the challenges of the electronic industry and securing a lasting place in the hearts and lives of consumers. By embracing these measures and consistently striving for excellence, LG can solidify its position as a leader in the electronics market, elevating the experiences of customers and setting new standards for quality, service, and customer satisfaction.

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