

A Study On Supply Networks Of LG TV In Thanjavur District

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ABSTRACT

Marketing is the process of planning and executing the conception, Pricing, Promotion and distribution of ideas, goods and services to create Exchanges that satisfy individual and organizational goals. In this study the researcher made an attempt to find out the impact of channels of distribution of LG TV. A lot of suggestions were made to improve the distribution network by the researcher. The researcher made an attempt to find out the purchasing decisions and the perception about LG TV with that of its customers. To sum up measures for improving sales and service with regard to dealer and the attributes of customers are found and suggestion for improvement were made.

1. INTRODUCTION

Marketing is the process of planning and executing the conception, Pricing, Promotion and distribution of ideas, goods and services to create Exchanges that satisfy individual and organizational goals. Marketing activities should be carried out under well throughout Philosophy of efficient, effective and socially responsible marketing. There are five competing concepts under which organization can choose to conduct their marketing activities. The customer is the theme of all business is to create and keep customers. The marketing concept holds that the key achieving organizational goods consist of being more effective than competitors in integrating marketing activities towards determining and satisfying the needs and wants to target markets. With the changing scenario continuously monitoring the market and studying the buying behavior plays a vital role. So in current situation a comprehensive market survey for finding out the trends of various brands will pay in the long run to adjust the demand and supply factors and curtail competition.

2. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- To find out the awareness of the LG TV with regard to features.

SECONDARY OBJECTIVES

- To find out the incentives measures adopted by the company for its product.

- To find out the advertise effectiveness of LG TV
- To identify the stimulating measures practiced by the company to encourage the retailers performance
- To find out the purchasing pattern of LG TV
- To find of the factors which is influencing the replacement of the old brands.

3. SCOPE OF THE STUDY

The study is restricted to LG TV and covers the area of Thanjavur District. The company wants to analyze the Distribution channel of its LG TV products through their middle men and also want to identify the consumer behavior of the respondents. Therefore, this study helps I framing the marketing strategies of the company.

RESEARCH METHODOLOGY

This study was carried out by adopting descriptive design. The methods and procedures for collecting and analyzing the needed data, it is a framework for the research plan of action. Research design is based on the descriptive research technique employing the survey method and the analysis is made on this primary data collected for this Research study.

SOURCES

It is necessary for every research to have Primary data. In this research the primary data will be collected by means of interview schedule. It was mainly related to buyer behavior of Television in respect of selection and satisfaction factors.

SAMPLE DESIGN

Since the universe of the study is indefinite the method of convenient sampling has been used. The sampling techniques for the purpose of this study are “Convenient Sampling Technique” the samples are chosen from inner area of the District. The samples in District are selected by “Personal Judgment sampling method”.

PERIOD OF THE STUDY

The Present study covers a period of 7 years only from 2007 to 2013.

LIMITATION OF THE STUDY

- Due to the financial constraints the area of study has been limited to Thanjavur District.
- Due to the time constraints the sample size is restricted to 125.
- Out of the 5 dealers existing only several of them come forward to provide the information regarding the research.

CHAPTER SCHEME

The first chapter Introduction and design of the study is intended to provide a brief idea of the subject matter of this study, nature of the topic, the objectives of the study, Methodology used, statistical tools used and chapter classification have also been detailed this chapter.

The second chapter deals with the Review of Literature. In this chapter makes a brief review of the literature relevant to the study. There are very limited studies which are directly relevant to the concerned. The related reviews were collected from text book. Periodicals Journals, newspapers and project reports. Third Chapter explores the profile of the study unit and it deals with the history of LG TV in Thanjavur District. The Fourth chapter discusses the analysis and Interpretation of consumer preference towards LG TV in Thanjavur district through the percentage analysis and statistical analysis. The fifth and final chapter Resume consolidates all the observations made in the previous chapters.

DATA ANALYSIS**MONTHLY INCOME OF THE CONSUMERS**

S.NO.	MONTHLY INCOME	NO. OF THE RESPONDENTS	PERCENTAGE
1	Below Rs.10,000	77	62
2	Rs.10,000 – Rs.20,000	39	31
3	Above 20,000	9	7
	Total	100	100

Source: Primary Data

TABLE NO 1

From the above table it is inferred that most 62% of the respondents monthly income of below 10,000 only few 7% respondents are enjoying the level of income above 20,000.

FACTORS CONSIDERED BY THE CONSUMER BEFORE PURCHASING TV

S.NO.	FACTORS	NO. OF THE RESPONDENTS	PERCENTAGE
1	Brand Name	48	39
2	Price	31	25
3	Design	10	8
4	Features	24	19
5	Dealers Recommendations	9	7
6	Others	3	2
	Total	125	100

Source: Primary Data

TABLE NO 2

From the above table 39% the respondents prefer the brand name before purchasing TV. 25% of the respondents are considering the price. Only 2% of the respondents are considering the schemes and availability of the TV.

**REASONS FOR THE CHANGE IN CONSUMER'S DECISION NOT PURCHASING
THAT PARTICULAR TV THEY HAD IN MIND**

S.NO.	REASONS	NO. OF THE RESPONDENTS	PERCENTAGE
1	Non availability of particular brand	10	37
2	Dealers recommendations	17	62
3	Word of mouth of the shop	-	-
4	Others	-	-
	Total	27	100

Sources: Primary Data

TABLE NO 3

Out of 125 respondents 27% of the respondents have purchased other brand TV for so many reasons like non-availability of particular brand 37% dealers recommendations 62%.

**CONSUMER OPINION TOWARDS ADVERTISEMENT'S IN MARKING
PURCHASE DECISION**

S.NO.	RESPONSE	NO. OF THE RESPONDENTS	PERCENTAGE
1	Yes	98	78
2	No	27	22
	Total	125	100

Sources: Primary Data

TABLE NO 4

Out of 125 respondents 98 respondents 78% they believes that advertisement really helpful to table purchase decisions, and remaining 27 respondents 22% have not rely on advertisement for their purchasing decision.

**REASONS STARTING BY THE CONSUMER FOR COMPARISON OF OTHER BRAND
THEIR OWN TV**

S.NO.	REASONS	NO. OF THE RESPONDENTS	PERCENTAGE
1	Technology	17	34
2	Features	23	48
3	Foreign Collaboration	3	6
4	Quality	4	8
5	Design	2	4
	Total	49	100

Sources: Primary Data

TABLE NO 5

Out of 125 respondents 49 respondents were believed that other brands TV is much better than what they presently own, due to various reasons. Out of the 49 respondents, 23 respondents 48% have much appealed about the various features of other brands of TVs. 17 respondents 24% have much appealed about the technology oriented of other brands TVs and 4 respondents 8%, 3 respondents 6%, 2 respondents 4% were believed respondents, quality, foreign collection and design of other brands of television what they have own at present.

DISTRIBUTION CHANNELS

S.NO.	REASONS	NO. OF THE RESPONDENTS	PERCENTAGE
1	Direct from company	3	60
2	From area Distribution	2	40
3	Other sources	-	-
	Total	5	100

Source: Primary Data

TABLE NO 6

From the table 60% of the dealers 3 are getting their products directly from the company. Remaining 40% of the respondents are getting their products from area distributions.

4. FINDINGS AND SUGGESTIONS

- [1] 39% of the customers are influenced by the brand name and the pricing factor before making a purchase decision.
- [2] 98% of the respondents are influenced by the advertisement to make purchase decision.
- [3] 69% of the respondents prefer to make a purchase decision by cash while 26% prefers installment scheme (which was observed by the test).
- [4] 50% of the respondents prefer replacing the TVs because of latest Technology while 22% prefers to change their brand because of inefficiency in the performance of old TVs.
- [5] 80% of respondents prefers credit facility as an incentive adopted by the company.
- [6] The dealer satisfaction is found to be 100% by the approach adopted by the company.
- [7] It is found 60% of the dealers are highly influenced by the recognition of the dealer ship by the company.

5. SUGGESTIONS

- [1] There is a need in the improvement of after sales and service. Because most of the customers feel the service rendered is moderate.
- [2] It is suggested the scheme adopted by the company will definitely increase the volume of the sales.

- [3] In order to capture high market share, high sales and maximum profit company has to concentrate heavily on promotional activities.
- [4] The company can concentrate to improve the level of advertisement
- [5] Most of the respondents are feeling the availability of the product. So the company should take the decision an increasing the distribution channels.
- [6] The company should maintain the relationship between dealers for their products and the company can arrange the financial assistance to the dealers.

6. CONCLUSION

In this study the researcher made an attempt to find out the impact of channels of distribution of LG TV. A lot of suggestions were made to improve the distribution network by the researcher. The researcher made an attempt to find out the purchasing decisions and the perception about LG TV with that of its customers. To sum up measures for improving sales and service with regard to dealer and the attributes of customers are found and suggestion for improvement were made.

7. REFERENCES

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