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Customers Attitude Towards Domestic Air Conditioners With Reference To Lg

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ABSTRACT

A philosophy of every business unit rests on customer who is willing to accept and pay for the product / services. The firms must be aware of what the market wants well in advance and consumer wants must be monitored continually for assured success. The overall objective of the study is to examine the consumer behaviour and the extent of satisfaction derived by the consumers on the various features of the LG Air conditioners. The present study is based both on the primary and the secondary data. The main source of the primary data has been the consumers of the LG Air conditioner in Coimbatore city. To elicit information from the consumers a schedule was designed and administered. The schedule was pre-tested and suitable modifications were carried out. The schedule has been used for collecting information from the consumers of the LG Air conditioner. The secondary data are collected from books, journals, magazines and websites. The fieldwork for the study was conducted from the period of September 2011 to March 2012. Customers attitude and consumer behaviour is rapidly growing discipline of study. It means more than just how a person buys products. It is complex and multi-dimensional process and reflects the totality of consumer decisions with respect to acquisition, consumption and disposal activities. Organizations must realize that their marketing effectiveness in satisfying consumer needs and wants depends on a deeper understanding of consumer behaviour.

Keywords : Swimmers, multinutrient chocolate bar, athletic performance

INTRODUCTION

Customer focuses and satisfaction are driving forces for organizations gearing up for surviving or thriving in the 21st century. Companies emphasize service quality in their strategies, giving customers, what they want, when they want it and how they want it. A philosophy of every business unit, rests on customer who is willing to accept and pay for the product / services. The firms must be aware of what the market wants well in advance and consumer wants must be monitored continually for assured success. Understanding the consumer is the crucial task of every marketing manager. Consumers are the focus of marketing efforts. The modern marketing concept spells out the real significance of buying behaviour. All elements of the marketing mix are tightly integrated with one another. They are seen through the eyes of the consumers and are coordinated so as to produce the best benefits and optimum satisfaction for the customers. As on today companies are facing through tough competitions. The customers have a choice of brands to select from. In order to survive the competition, the companies have to do a better job of meeting and satisfying customer needs than their competitors.

LG PROFILE – AN OVERVIEW

A US \$ 81 billion business group operation around the world with 130,000 employees. Beginning with chemicals in 1947 and electronics in 1958, LG is working in four business fields: Chemicals & Energy, Electronics & Telecommunications, Finance and Service. The LG is currently the third largest Korean Company consisting of 50 affiliated companies with some 300 offices and subsidiaries globally. With the management philosophy "Creating value for Customers through Management based on Esteem for Human – Dignity", they are pursuing quantitative and qualitative business excellence, cultivating an image with customer-satisfaction, and creating a rewarding work environment.

The LG has been implementing 'select' and 'focus' strategy to improve its global competitiveness. The LG Electronics is

a major global player in Electronics & Telecommunications, operating 72 subsidiaries around the world with over 55,000 employees worldwide. The LGE focuses on Digital TV, CD-RW, DVD, CD-ROM, DVD -ROM Drives, PCs, Monitors, Mobile Handsets, CRTs and PDPs. The LGE is strengthening core competencies even more to further its reputation as the "Digital Leader" in electronic products and equipment in the digital eras.

LG AIR CONDITIONERS

The LG is not only the world's number one Air Conditioning Company but also India's largest selling air conditioner brand. It is a name that has revolutionized air conditioning technology, the world over, with a series of break through product developments and innovations. In 2001, the LG achieved a unique feat by selling one-lakh air conditioners in one calendar year, becoming the first Indian company ever to do so. Today, the LG invests a sizeable amount in the R&D to give us technologies like the Plasma Air Purifying System, which have made the lives of millions of people an extremely rewarding and enriching experience.

REVIEW OF LITERATURE

Selvaraj and Mahendran (2007) identified the availability of a number of brands of air conditioners in the market at different price, quality, capacity, type and the like. The consumers prefer to purchase their favourite brands due to various reasons namely quality, price, advertisement, brand name, dealer's network and after sales service. Majority of the respondents prefer to buy the Carrier air conditioner for its quality and reasonable price.

Verma and Munjal (2008) identified the major factors in making a brand choice decision. They are quality, price, availability, packaging and advertisement. The brand loyalty is a function of behavioural and cognitive pattern of customer. The age and demographic variable affect significantly the behaviour and cognitive patterns of the customers while other demo-

graphic characteristics such as gender and marital status are not significantly associated with these behavioural and cognitive patterns of the consumers.

Losarwar (2009) found that the maximum number of brands of consumer durable products namely Television, Air Conditioner, Washing Machine, Refrigerator, Mixture and Fans are available both in the urban and the rural markets. There is a considerable positive correlation between the urban and the rural population with reference to the selection of brands of television, air conditioner, washing machine, refrigerator and mixer. There is negligible positive correlation between the urban and the rural population with reference to the selection of brands of fan.

Sanal Kumar (2010) found that the rural consumer uses multiple sources of information with television as one of the important sources. The actual purchase in rural markets is by the male member of the household, though the decision maker depends on the type of product. The rural buyer is less aware of brands of new products and he is more of a habitual buyer than a variety seeker. The brand choice among them is influenced by social groups. Rural buyers are willing to switch when discounts or gifts are made available.

STATEMENT OF THE PROBLEM

Consumption pattern is one of the aspects of consumer behaviour. The ratio of different commodities in which the consumer consumes them, is called consumption pattern. What is the consumption pattern of the consumers belonging to different Socio-economic categories? How does this pattern change with respect to time, income, education and other variables? Can future consumption pattern be projected? These are some of the aspects, which are sought to be answered in any type of study relating to buying behaviour.

Air conditioner being unique component of artificial cooling endowments differing widely between regions, a regional approach to consumer behaviour has great practical implication. Therefore, the study of consumer behaviour with different dimensions such as consumption pattern, consumer preference and motivation buying process and shopping would be of immense help for providing a realistic background to the marketers. Accordingly, the present study is an attempt to analyze the different dimensions of consumer behaviour of the consumers of the LG Air conditioner in Coimbatore city.

OBJECTIVES OF THE STUDY

The overall objective of the study is to examine the consumer behaviour and the extent of satisfaction derived by the consumers on the various features of the LG Air conditioners. The specific objectives of the study are:

1. To review the status of the LG.
2. To identify the factors influencing consumers satisfaction.
3. To offer suggestions based on the findings of the study.

SCOPE OF THE STUDY

The scope of the study is restricted to Air conditioner, which is offered by the LG in Coimbatore city. It covers the consumer preference and identifies factors influencing the satisfaction of customers on the various features and services rendered by the LG in Coimbatore city.

METHODOLOGY

The present study is based both on the primary and the secondary data. The main source of the primary data has been the consumers of the LG Air conditioner in Coimbatore city. To elicit information from the consumers a schedule was designed and administered. The schedule was pre-tested and suitable modifications were carried out. The schedule has been used for collecting information from the consumers of the LG Air conditioner. The secondary data are collected from books, journals, magazines and websites.

SAMPLING DESIGN

The researchers have followed the sampling method for the research work. The convenient sampling method is used for collecting the data from the consumers of the LG Air conditioner. The four areas have been selected to be included in the sample as convenient sample basis at the rate of one area from each of the four directions and name of the areas which were selected by convenient is given below:

Sl. No.	Direction	Name of the Area
1.	East	P. N. Palayam
2.	West	Ram Nagar
3.	South	Town Hall
4.	North	R. S. Puram

It was decided to collect information from 240 consumers of the LG Air conditioner. The list of consumers was collected from the LG authorized sales and service centers. The information was collected from 60 consumers by following convenient sampling from each of the selected areas. Care was taken by the researcher to include all the categories of consumers so that the sampling would represent the characteristics of the population.

FIELDWORK AND COLLECTION OF DATA

The fieldwork for the study was conducted from the period of September 2011 to March 2012. Personal interview by the researcher was the major tool of data collection. Interview schedules were used during the interviews. The filled-up schedules were thoroughly checked to ensure accuracy, consistency and competence. On an average each interview took about 20 minutes. The analysis of the data has been done with the help of the IBM compatible personal computer.

DATA PROCESSING

After the collection of data, the filled up interview schedules were edited properly. A master table was prepared to sum up all the information. With the help of the master table, classification tables were prepared and they were taken directly for analysis.

FRAMEWORK OF ANALYSIS

The general plan of analysis ranges from simple descriptive statistics to multiple regression models. For the purpose of testing various null hypotheses regarding association of consumer behaviour with determinant features, Chi-square test has been used. The extent and variation of satisfaction derived by the customers of the LG Air conditioners are measured through the scale and constructed on the basis of the scores of components.

The factor-wise analysis was made. The dependent variable satisfaction was related to independent factors influencing the same. The respondents were grouped according to these factors and accordingly their mean and range of satisfaction scores for each factor group were calculated. In order to find out the significance of the differences between the averages, Chi-square tests have been applied. In addition to this, the inter-relationship of each group was also studied for finding out the critical difference. For quantitative factors the co-efficient of correlation and the partial regression analysis have also been worked out.

ANALYSIS AND INTERPRETATION OF DATA

The data collected through the well structured questionnaire are analyzed and the interpretations made on the basis of such analysis are represented below:

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education grips the mind of the young and the old and has the power to determine for what purpose the knowledge and the experience will be used. It is expected to expose the consumers to better understanding of various features of Air conditioner. It is in this context this variable is analyzed through

table 1, which gives the distribution of the sample consumers by their level of education.

**TABLE 1
EDUCATIONAL LEVEL OF THE CONSUMERS**

Sl. No.	Educational Level	Number of Respondents	Percentage
1.	Primary School	36	15.00
2.	High School	51	21.25
3.	Higher Secondary School	105	43.75
4.	Technical & College	48	20.00
	Total	240	100.00

Source: Primary Data

It can be observed from table 1 that all the respondents were literates. However, variation in educational status has been noticed among them. Fifteen percent of respondents have obtained primary education, 21.25% of them have completed high school education, 43.75% of them have completed their higher secondary education and the remaining 20% of them have completed their college level education. It is found that none of the sample respondents is illiterate.

INCOME-WISE CLASSIFICATION OF THE RESPONDENTS

Income is an economic indicator, which determines not only the levels of living but also the economic status of a family. Ideally, the monthly income of a household is the best indicator of its economic position, because income not only represents the net income of household productive resources and capabilities but also determines the command of the household over the range of available goods and services, which determines the standard of living. The standard of living plays a vital role in deciding the purchase of Air conditioner. The family monthly income of the respondents is shown in table 2.

TABLE 2: FAMILY INCOME

Sl. No.	Monthly Income	Number of Respondents	Percentage
1.	Below Rs.6,000	12	5.00
2.	Rs.6,001 – Rs.8,000	24	10.00
3.	Rs.8,001 – Rs.10,000	45	18.75
4.	Rs.10,001 – Rs.12,000	90	37.50
5.	Rs.12,001 – Rs.14,000	45	18.75
6.	Above Rs.14,000	24	10.00
	Total	240	100.00

Source: Primary Data

It is observed from table 2 that majority (75%) of the families earned an income of above Rs.10,000/- per month and it is interesting to note that twenty four respondents get their income, above Rs.14,000/- per month. Families earning an income of less than Rs.6,000/- per month are the least with 12 respondents. It is also observed that one third of the respondents earned monthly income up to Rs.10,000/-.

OCCUPATIONAL STATUS

The respondents are classified into three groups namely Agriculturists, Employees and Business People. The data regarding occupational status of the respondents are furnished in

table 3.

TABLE 3 : OCCUPATIONAL STATUS

Sl. No.	Occupation	Number of Respondents	Percentage
1.	Agriculturists	39	16.25
2.	Employees	81	33.75
3.	Business people	120	50.00
	Total	240	100.00

Source: Primary Data

It is inferred from the table that more than one-third of respondents are employees. Out of the 240 respondents, 81 respondents are working in government and private sectors. One half of the sample respondents are doing different business activities. It is safely concluded that the agriculturists are also very much interested to buy the LG Air conditioners for their own domestic purposes.

SIZE OF THE FAMILY

The size of the family would include the number of the people belonging to a family. The study of the size of the family would indicate the size and capacity of the LG Air conditioner. The details regarding the number of family members are given in Table 4.

TABLE 4 : FAMILY SIZE OF RESPONDENTS

Sl. No.	Size of the Family	Number of Respondents	Percentage
1.	Upto 3 members	72	30.00
2.	4 to 6 members	111	46.25
3.	Above 6 members	57	23.75
	Total	240	100.00

Source: Primary Data

It is observed from the table that about one-half of the respondents are in the family size group of 4 - 6. It is apparent that 24 respondents (30%) are having a maximum of 3 members in their families.

CAPACITY

Installation of the LG Air conditioners with different capacities varies depending upon the various factors including socio-economic variables. Table 5 shows the various levels of the capacities of the Air conditioners installed by the respondents.

TABLE 5 : INSTALLED CAPACITY

Sl. No.	Installed Capacity	Number of Respondents	Percentage
1.	One Tonne	54	22.50
2.	One and half Tonne	138	57.50
3.	Two Tonne	48	20.00
	Total	240	100.00

Source: Primary Data

It can be found from the table 5 that out of the 240 respondents, 138 (57.50%) respondents family installed one and half tonne capacity the LG Air conditioner, while 48 (20.00%) installed two tonnes capacity of LG Air conditioners. The capacity of Air conditioner may depend on the number of family members and other socio-economic factors.

The installed capacity may be analyzed in different ways. It can be done in terms of number of members in the family. The details regarding the number of family members and their installed capacities are given in Table 6.

TABLE 6
SIZE OF THE FAMILY AND INSTALLED CAPACITY

Sl. No.	Size of the Family	One Tonne	One and Half Tonne	Two Tonne	Total
1.	Up to 3	27	36	9	72
2.	4 to 6	27	69	15	111
3.	Above 6	-	33	24	57
	Total	54	138	48	240

Source: Primary Data

It is observed from the table 6 that out of the 240 respondents, 69 respondents having 4 - 6 family members have installed one and half ton capacity LG Air conditioner.

CUSTOMER'S SATISFACTION RELATING TO VARIOUS FACTORS

Satisfaction of the customers relating to the various factors influencing in the purchase and consumption of the LG Air conditioner in Coimbatore city is abstract and qualitative. It cannot be measured directly. It can be measured only indirectly through their opinions or response to various factors in their LG Air conditioners. A scale by name 'customer's satisfaction scale' has been constructed to measure the level of satisfaction of each customer-respondent. This scale contains 23 items relating to various factors in their LG Air conditioner.

The responses of the sample respondents to the 23 items have been recorded the customers' satisfaction scale has a maximum score of 115. The respondents have been grouped into three categories namely (i) Low satisfaction (ii) Medium satisfaction and (iii) High satisfaction. This classification is done according to "Mean ± Standard Deviation" criterion.

TABLE 8
RELATIONSHIP BETWEEN AGE GROUP AND LEVEL OF SATISFACTION

Sl. No.	Age Group	Level of Satisfaction			Total	Average	Range
		Low	Medium	High			
1.	Young	24 (10.13)	21 (20.25)	9 (23.62)	54	72.62	45 - 96
2.	Middle Aged	12 (23.06)	42 (46.12)	69 (53.81)	123	81.31	42 - 102
3.	Old	9 (11.81)	27 (23.62)	27 (27.56)	63	79.58	41 - 104
	Total	45	90	105	240	78.90	-

Source: Calculated from Primary Data (Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the age group of the respondents and the level of satisfaction towards LG air conditioners is not significant.

It is observed from table 8 that the middle-aged respondents secured the highest percentage of satisfaction. It shows that the middle-aged respondents are more satisfied with the various features in the LG Air conditioner, than the young and old aged respondents. As the calculated χ^2 value (6.273) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the age group of the respondents

Customer's scoring up to 53 are treated as low satisfaction, customers with total scores between 53 and 83 come under the medium level satisfaction category and customers scoring above 83 are considered as highly satisfied. The sample customers are divided into three categories based on their respective scores. The distribution of respondents according to their levels of satisfaction is shown in table 7.

TABLE 7
DISTRIBUTION OF SAMPLE OF CUSTOMERS ON THE BASIS OF THEIR LEVEL OF SATISFACTION

Sl. No.	Level of Satisfaction	Number of Respondents	Percentage
1.	Low	45	18.75
2.	Medium	90	37.50
3.	High	105	43.75
	Total	240	100.00

Source: Calculated from Primary Data

It is observed from the above table that 45 customers have low satisfaction. It works out to 18.75 per cent. There are 90 medium level satisfied customers (37.5%). Highly satisfied customers are 105 (43.75%). It is found from the table that a majority of the respondents have high level of satisfaction. The average satisfaction score is 78.9.

AGE GROUP AND LEVEL OF satisfaction

Age and satisfaction are inter-related. Aged customers are expected to understand the various features and factors of the LG Air conditioner. The aged respondents are more aware of the features of the LG Air conditioner than the younger customers and the levels of satisfaction are likely to vary. The hypothesis formulated is 'Age influences the level of customer's satisfaction'. The sample respondents are grouped into three Age groups. The sample customers in the age group up to 30 years have been classified as Young, those between 30 and 50 years as Middle-aged and those above 50 years as Old. Table 8 reveals the relationship between Age and satisfaction.

The average satisfaction scores of different Age groups varied from 72.62 to 81.31. There are 54 Young respondents with their satisfaction scores ranging from 45 to 96. Their average satisfaction score is 72.62. There are 123 middle-aged respondents. Their satisfaction scores ranged from 42 to 102. Their average satisfaction score is 81.31. There are 63 Old respondents who had their satisfaction scores ranging from 41 to 104. Their average satisfaction score is 79.58. The percentage of respondents with high level of satisfaction is the highest among Middle-aged group. This indicates that the satisfaction on the working conditions in the LG Air conditioner is more for the Middle-aged respondents than for the Young and the Old-aged respondents.

and the level of satisfaction towards the LG air conditioners is not significant.

EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

Education of customers is taken into consideration, to assess whether their educational qualification influences satisfaction. The hypothesis formulated is 'Education influences the level of customers satisfaction'. The sample customers are classified according to their level of education namely, Primary level, Secondary level and College level as shown in Table 9. The average satisfaction score of different groups of respondents, on the basis of their Education, varies from 78.31 to 80.20. There are 36 respondents who have Primary Education and their satisfaction scores range from 41 to 102. Their average level of satisfaction score is 79.73.

There are 156 respondents who have secondary level education. Their satisfaction scores range from 42 to 104 and their average level of satisfaction score is 78.31. There are 48 respondents with college level education. Their satisfaction scores range between 43 and 96. Their average satisfaction score is 80.20. It is inferred from the table that the average satisfaction score of the customers with college level education is higher than those of the other groups. The table shows that the differences in satisfaction scores in all groups are significant between education and satisfaction.

TABLE 9
RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

Sl. No.	Educational Qualification	Level of Satisfaction			Total	Average	Range
		Low	Medium	High			
1.	Primary Level	6 (6.75)	12 (13.5)	18 (15.75)	36	79.73	41 - 102
2.	Secondary Level	30 (29.25)	51 (58.5)	75 (68.25)	156	78.31	42 - 104
3.	College Level	12 (9)	27 (18)	12 (21)	48	80.20	43 - 96
	Total	45	90	105	240	78.90	-

Source: Calculated from Primary Data (Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the educational qualification of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

The percentage of high satisfaction is high among the respondents having technical education and the percentage of low satisfaction is high among the respondents having only primary education. This clearly shows that customers with technical education are having high satisfaction than their counter part. As the calculated χ^2 value (0.020) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the educational qualification of the respondents and the level of satisfaction towards LG air conditioners is not significant.

AWARENESS AND LEVEL OF SATISFACTION

The awareness of the respondents of all the features of the LG air conditioner has been taken into account for the study. An attempt is made to find whether the level of satisfaction varies in respect of the awareness of the respondents. The average satisfaction score of the awareness varies between 77.05 and 80.27 as shown in table 10. There are 138 respondents who are aware of all the features. Their satisfaction score ranges from 42 to 96. Their average level of satisfaction score is 80.27. There are 102 respondents who are not-aware of all the features. Their satisfaction scores range from 41 to 104. Their average satisfaction score is 77.05. It is inferred from the table that the average satisfaction scores of the customer who are aware is higher than the other group.

TABLE 10: RELATIONSHIP BETWEEN AWARENESS AND LEVEL OF SATISFACTION

Sl. No.	Awareness	Level of Satisfaction			Total	Average	Range
		Low	Medium	High			
1.	Aware	24 (18.86)	54 (36.9)	60 (67.24)	138	80.27	42 - 96
2.	Not-aware	21 (4.14)	36 (8.1)	45 (14.76)	102	77.05	41 - 104
	Total	45	90	105	240	78.90	-

Source: Calculated from Primary Data (Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the awareness of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

As the calculated χ^2 value (3.756) is less than the table value (5.991) at 5% level of significance for 2 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the awareness of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

OCCUPATION AND LEVEL OF satisfaction

Occupation of the customers of the LG air conditioner is taken into consideration to assess whether their occupation influences satisfaction. The hypothesis formulated is 'occupation influences the level of satisfaction'. The sample respondents are grouped on the basis of their occupation into three groups namely agriculturists, employees and businessmen as shown in table 11. The average satisfaction score of different groups on the basis of occupation varies from 78.60 to 79.55. There are 39 respondents who agriculturists, having their satisfaction ranging from 41 to 96. There are 81 respondents who are on services in private and public sectors. Their satisfaction scores range from 42 to 102. Their average satisfaction score is 78.60. There are 120 business people who have their satisfaction scores ranging from 45 to 104. Their average satisfaction score is 78.89. It is observed from the table that the respondents of agriculturists secured the highest percentage of average satisfaction. This shows that these respondents are more satisfied on the various features of the LG air conditioner in Coimbatore city. It could be understood from the table

that in all groups, the difference in average satisfaction scores is significant between occupation and satisfaction, except between agriculturist and employees. The distribution of sample customers by occupation and satisfaction is presented in the table 11.

TABLE 11: OCCUPATION AND LEVEL OF satisfaction

Sl. No.	Occupation	Level of Satisfaction			Total	Average	Range
		Low	Medium	High			
1.	Agriculturists	9 (7.31)	12 (14.62)	18 (17.06)	39	79.55	41- 96
2.	Employees	24 (15.18)	42 (30.37)	15 (35.43)	81	78.60	42 - 102
3.	Businessmen	12 (22.5)	36 (45)	72 (52.5)	120	78.89	45 - 104
	Total	45	90	105	240	78.90	-

Source: Calculated from Primary Data (Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the occupation of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

The percentage of the respondents with high level of satisfaction is the highest among the permanent group. This indicates that the satisfaction on the working conditions in the LG air conditioner is high for the respondents employed permanently than in the case of the temporary and contract respondents. As the calculated χ^2 value (2.62) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the occupation of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

UTILISATION AND LEVEL OF satisfaction

The level of utilization by the customers has been taken into account for the study. For this, the customers are classified into three categories on the basis of the level of utilization by them namely Low (up to 3 hours per day), Medium (4 to 6 hours) and High (above 6 hours) as shown in table 12. The average satisfaction scores on the level of utilization vary between 78.36 and 79.50. There are 72 respondents belong to the category of low-utilization and their satisfaction scores range from 41 to 104. Their average level of satisfaction score is 79.21. There are 108 respondents of medium level utilization, whose satisfaction scores range from 42 to 102. Their average level of satisfaction score is 77.28.

The next group consists of 60 respondents of high-level utilization of air conditioner. Their satisfaction score range from 46 to 96. Their average level of satisfaction score is 79.50. It could be observed from table 12 that, the average satisfaction of respondents who utilized more is the highest.

TABLE 12: RELATIONSHIP BETWEEN UTILISATION AND LEVEL OF SATISFACTION

Sl. No.	Utilization	Level of Satisfaction			Total	Average	Range
		Low	Medium	High			
1.	Low	12 (13.5)	24 (27)	36 (31.5)	72	79.21	41 - 104
2.	Medium	21 (20.25)	42 (40.5)	45 (47.25)	108	78.36	42 - 102
3.	High	12 (11.25)	24 (22.5)	24 (26.25)	60	79.50	46 - 96
	Total	45	90	105	240	78.90	-

Source: Calculated from Primary Data (Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the utilization of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

The percentage of respondents with high level of satisfaction is the highest in the group who designated as semi-skilled, and the percentage of respondents with low level of satisfaction is the lowest in the group who designated as unskilled. As the calculated χ^2 value (0.796) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the utilization of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

LENGTH OF PERIOD AND LEVEL OF SATISFACTION

A customer who has been utilizing for a very long period indicates that he / she has a high level of satisfaction. The hypothesis formulated is, 'Length of period influences the level of satisfaction'. For this, the length of the period is divided into 3 groups as those who have been utilizing up to 3 Years (Short), those who have been utilizing for 4 Years to 6 Years (Medium) and those above 6 years (Long), as shown in table 13. The average satisfaction score of different groups varies from 78.27 to 79.40. There are 108 respondents who have been utilizing for up to 3 years. Their satisfaction scores range from 41 to 104. Their average level of satisfaction score is 79.40. Next group consists of 66 respondents who have been utilizing for 4 years to 6 years. Their satisfaction scores range from 43 to 96. Their average level of satisfaction score is 78.27. There are 66 respondents who have been utilizing for a period of more than 6 years. Their satisfaction scores range from 42 to 102 with the average of 78.71. Table reveals that the respondents, who are utilizing for a short period, have more satisfaction.

TABLE 13: RELATIONSHIP BETWEEN LENGTH OF THE PERIOD AND LEVEL OF SATISFACTION

Sl. No.	Length of Period	Level of Satisfaction			Total	Average	Range
		Low	Medium	High			
1.	Short	27 (20.25)	36 (40.5)	45 (47.25)	108	79.40	41 - 104
2.	Medium	9 (12.37)	30 (24.75)	27 (28.88)	66	78.27	43 - 96
3.	Long	9 (12.37)	24 (24.75)	33 (28.87)	66	78.71	42 - 102

	Total	45	90	105	240	78.90	-
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Source: Calculated from Primary Data (Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the length of period of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

The percentage of high-level satisfaction is high among the customers who are working for a medium period. This clearly indicates that the customers belonging to the group of respondents who are working for a medium period is high-level satisfaction than the other groups. As the calculated χ^2 value (0.161) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the length of period of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

SIZE OF THE FAMILY AND LEVEL OF satisfaction

The size of the family indicates the number of dependents in the family. The hypothesis formulated is 'the size of the family influences satisfaction'. In order to verify the statement, the customers are divided into three groups namely, Small family (Below three members), Middle-sized family (four to six Members) and large family (above six members) as shown in table 14. The average satisfaction of the different sizes of the families varies from 78.59 to 79.62. There are 72 respondents with small families. Their satisfaction scores range from 41 to 104. Their average satisfaction score is 78.59. There are 111 sample respondents with Middle-sized families who have their satisfaction scores ranging from 42-196. Their average satisfaction score is 78.73. There are 57 large families who have their satisfaction scores ranging from 41-102. Their average satisfaction score is 79.62. It could be observed from the table that the average satisfaction of the respondents, who have large families, is higher than those of the other groups.

TABLE 14 : RELATIONSHIP BETWEEN SIZE OF THE FAMILY AND LEVEL OF SATISFACTION

Sl. No.	Size of the Family	Level of Satisfaction			Total	Average	Range
		Low	Medium	High			
1.	Small	18 (13.5)	36 (27)	18 (31.5)	72	78.59	41 - 104
2.	Middle – Size	21 (20.81)	27 (41.62)	63 (48.56)	111	78.73	42 - 96
3.	Large	6 (10.68)	27 (21.38)	24 (24.93)	57	79.62	41 - 102
	Total	45	90	105	240	78.90	-

Source: Calculated from Primary Data (Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the size of the family of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

The percentage of high-level satisfaction is high among customers belonging to middle-sized families and the percentage of low-level satisfaction is high among customers belonging to small families. As the calculated χ^2 value (0.0001) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the size of the family of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

MONTHLY INCOME AND LEVEL OF SATISFACTION

The monthly family income of the sample customer has been taken into account for the study. It is expected that, higher the income level of the customers, the more would be the satisfaction. To find this the hypothesis used is, 'Monthly income influences the level of satisfaction'. For this the monthly income of the sample respondents is divided into three groups namely those up to Rs.8,000 (low), those with Rs.8,001 to Rs.12,000 (Middle) and those above Rs.12,001 (High) as shown in table 15. It could be noted from the table that the average satisfaction of Lower income group of respondents is 78.67. Their satisfaction scores range from 42 to 96. There are 135 Middle-income respondents and their average level of satisfaction score is 79.94. Their satisfaction scores range from 41 to 104. There are 23 respondents of higher income group and their satisfaction range from 41 to 102. Their average level of satisfaction is 76.98. It is inferred from the table that the average satisfaction of Middle-income group is the highest and the other groups of the customers average satisfaction is lower than the overall average satisfaction. It clearly shows that the customers of Middle – income group are more satisfaction than the Low and High-income groups of respondents.

TABLE 15 : RELATIONSHIP BETWEEN MONTHLY INCOME AND LEVEL OF SATISFACTION

Sl. No.	Monthly Income	Level of Satisfaction			Total	Average	Range
		Low	Medium	High			
1.	Low	12 (6.75)	12 (13.5)	15 (15.75)	36	78.67	42 - 96
2.	Medium	27 (25.31)	45 (50.62)	63 (59.12)	135	79.94	41 - 104
3.	High	9 (12.93)	33 (25.87)	27 (30.28)	69	76.98	41 - 102
	Total	45	90	105	240	78.90	-

Source: Calculated from Primary Data (Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the monthly income of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

The table 15 indicates that, in all groups, except in the Low and Middle – income group, the differences in the average satisfaction scores are significant with respect to income and satisfaction. The percentage of high-level satisfaction respondents is the highest and low-level satisfaction respondents are the lowest among the higher income group. This makes it clear that the higher income respondents are having high satisfaction on the various working conditions in the LG Air conditioner. As the calculated χ^2 value (0.0667) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the monthly income of the respondents and the level of satisfaction towards the LG air conditioners is not significant.

MULTIPLE REGRESSION ANALYSIS

In this foregoing analysis, the relationship of each factor with the customer's satisfaction has been studied. The analysis made in the previous section has been carried forward into a Regression Analysis in this section. The Simple Correlation Analysis made in the previous section is given in table 16. It shows that there is a significant relationship between seven factors with satisfaction.

Sl. No.	Factors	Correlation Co-efficient	Table Value "r"	Significance
1.	Age Group	0.235	0.124	Significant
2.	Educational Qualification	0.226	0.124	Significant
3.	Awareness	-0.182	0.124	Significant
4.	Occupation	-0.237	0.124	Significant
5.	Utilization	0.311	0.124	Significant
6.	Length of Period	0.092	0.124	Not Significant

TABLE 16 : SIMPLE CORRELATION OF SELECTED FACTORS WITH SATISFACTION

7.	Size of the Family	0.072	0.124	Not Significant
8.	Monthly Income	0.276	0.124	Significant

Source: Calculated from Primary Data

INTER CORRELATION

Table 17 shows the inter-correlation among the nine selected factors. The relationship of satisfaction (Y) with the factors Length of period (X6) and Size of the Family (X7) are not significant.

**TABLE 17
INTER CORRELATION AMONG INDEPENDENT VARIABLES**

Y	X1	X2	X3	X4	X5	X6	X7	X8
FS	.235	.226	-.182	-.237	.311	.092	.072	.276
X1	-	.164	.323	.186	.037	.168	.057	.178
X2	-	-	.210	.056	.821	.083	.145	.113
X3	-	-	-	.147	.075	.059	.062	.058
X4	-	-	-	-	.125	.293	.227	-.171
X5	-	-	-	-	-	.657	.312	.673
X6	-	-	-	-	-	-	.091	.324
X7	-	-	-	-	-	-	-	.168

Table Value of Correlation = 0.124

Source: Calculated from Primary Data

The relationship of Age (X1) with Utilization (X5), and Size of family (X7) are not significant. The relationship of Education (X2) with Awareness (X3), Utilization (X5) and Size of the Family (X7) are significant. The relationship of Awareness (X3) with Occupation (X4) is significant. The relationship of Occupation (X4) with all other factors is significant. The relationship of Utilization (X5) with all other factors is significant. The relationship of Length of period (X6) with Size of the family (X7) is not significant.

The Partial Regression Co-efficient of the seven factors with customer satisfaction are significant (Table 18) indicating that the seven factors individually contribute significantly to variations in customers satisfaction when the influences of other factors are kept constant. As R2 value is 0.618 the percentage of predictability of customers satisfaction in terms of these factors is 61.80%.

**TABLE 18
MULTIPLE REGRESSION ANALYSIS OF EIGHT FACTORS WITH SATISFACTION**

Sl. No.	Factors	Partial Regression	SE of Partial Regression	"t" Value	Significance
1.	Age Group	11.344	2.184	4.925	Significant
2.	Educational Qualification	6.674	1.881	3.099	Significant
3.	Awareness	-2.131	2.985	-0.714	Not Significant
4.	Occupation	-3.664	1.462	-2.582	Significant
5.	Utilization	2.271	1.092	2.083	Significant
6.	Length of Period	-3.573	1.234	-2.037	Significant
7.	Size of the Family	-0.763	1.645	-0.374	Significant
8.	Monthly Income	12.722	3.423	5.469	Significant

Source: Calculated from Primary Data

Percentage of Predictability = 61.80 %

As the Partial Regression Co-efficient of six of the above factors are significant, the Multiple Regression Analysis has been repeated for the six significant factors and the results are given in table 19.

**TABLE 19
MULTIPLE REGRESSION ANALYSIS OF SIX FACTORS WITH SATISFACTION**

Sl. No.	Factors	Multiple Regression	SE of Multiple Regression	"t" Value	Significance
1.	Age Group	11.837	2.049	5.244	Significant
2.	Educational Qualification	5.947	1.778	3.681	Significant

3.	Status of Employment	-4.392	1.408	is found that only a meager percentage of respondents have stated that reasonable price is the main criterion, which influences the consumers to prefer the LG Air conditioner. The present study suggests that the LG Company should come forward to reconstitute its pricing policy.	Significant
4.	Monthly Income	3.319	1.450		Significant
5.	Utilization	2.431	1.050		Significant
6.	Length of Period	-4.482	1.578		Significant

Percentage of Predictability = 60.30%

The Multiple Regression Co-efficient of six factors with customers satisfaction has shown that all the six factors individually contribute significantly to the variation in customers satisfaction when the influences of other factors are kept constant. The percentage of predictability of customers' satisfaction in terms of six factors is 60.30%. This is normally less than that, in terms of nine factors (61.80%). This clearly indicates that the other factors have very little influence on customers satisfaction.

SUGGESTIONS

In the light of the findings made in the research study, the following suggestions are offered to increase the sales of the LG Air conditioners in Coimbatore city.

1. As customers' awareness on the various special features has been found to influence their level of satisfaction, the sales force of the LG Company should provide adequate information about the special features available in the LG Air conditioner to the prospective customers. It will fetch a very good result in the market share.
2. It is highly admirable that the LG Air conditioner provides so many special features but it is highly deplorable to note that the customers do not know many of the special features. It is suggested that the LG Company should come forward to offer live demonstration.
3. In the motivating sources, the role of relatives / friends has dominated in the selection of the LG Air conditioner. So, it is suggested that the LG Company may concentrate a little bit more on advertisement through cinema, television and newspapers to focus the various special features available in the LG Air conditioners.

5. It is found that there is a significant relationship among different income groups with regard to ranking of features considered for buying the LG Air conditioners but there is no relationship among different income groups with regard to factors. It is also found that monthly income of the respondents influences the level of satisfaction on the various features offered by the LG Company. So, the present study suggests that the LG Company should concentrate on the R&D Department to improve the quality of various features.

CONCLUSION

Customers attitude and consumer behaviour is rapidly growing discipline of study. It means more than just how a person buys products. It is complex and multi-dimensional process and reflects the totality of consumer decisions with respect to acquisition, consumption and disposal activities. Organizations must realize that their marketing effectiveness in satisfying consumer needs and wants depends on a deeper understanding of consumer behaviour. Our consumption related behaviour influences the development of technology and introduction of new and improved products and services. This study reveals that the LG Air-Conditioner is the most preferred among the middle income groups. Marketers make efforts to supply goods at reasonable prices improve the after sales service facilities and provides suitable spare parts to the consumers. However these firms should give care to attend the problems and after sales. The researcher presents this study with the fervent hope that this will draw the attention of the management of the LG Company on various issues in respect of marketing of Air conditioner.

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