



CONSUMER BEHAVIOUR AT L.G ELECTRONICS

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ABSTRACT: This research looks at consumer behavior in respect to L.G. Electronics, with a focus on key elements including product features, brand image, and customer service that influence purchasing decisions. According to the poll results, people have a strong preference for new technologies and environmentally responsible practices, notably in terms of battery life and charging speed. Customers cherish great customer service, especially when it is available 24 hours a day, seven days a week and includes frequent updates. Furthermore, people want businesses to be open and honest. Furthermore, the importance of warranties and maintenance support indicates that consumers value items that are both dependable and secure. The research demonstrates the impact of corporate social responsibility and ethical behavior in determining consumer loyalty and views of L.G. Electronics.

Keywords: *Buying Behavior, Consumer Decision-Making Process, Psychological Factors, Social Influences, Cultural Factors, Perception*

I. INTRODUCTION

Consumer behavior is the research of how people, communities, and businesses choose, buy, use, and discard products, services, concepts, or experiences to meet their needs and preferences. Instead of simply purchasing something, the full decision-making process is considered, from the moment you discover you need it to the moment you evaluate it after you've acquired it. This field combines concepts from marketing, sociology, economics, anthropology, and psychology to better understand the causes of human behavior. Consumer behavior research allows firms and researchers to obtain a more thorough understanding of how people's ideas, feelings, motivations, and preferences influence their purchase decisions. This is accomplished by examining how these elements interact with other factors to influence decision-making. In an increasingly competitive market,

understanding consumer behavior is critical in order to create products, services, and communication strategies that resonate with the right customers.

Furthermore, the research of consumer behavior emphasizes the importance of psychological elements such as motivation, perception, learning, beliefs, and attitudes in shaping people's decisions. Individuals are urged to act when a situation gets sufficiently serious. Perception, on the other hand, influences how consumers understand brand image, product quality, and marketing messaging. During the learning process, you gain new knowledge and have experiences that shape your future behavior. In contrast, the evolution of attitudes and beliefs over time has a considerable impact on brand choice and loyalty. These psychological features help us understand why people respond differently to the same product or marketing, and why symbolic and emotive



meanings can be as important as practical benefits. Understanding how these internal processes work allows marketers to create messages that are compatible with people's expectations, feelings, and beliefs.

Individuals rarely make independent decisions, thus social and cultural elements have a substantial influence on consumer behavior. Individuals' purchase and preference decisions are heavily influenced by their social status, peer group, family, and cultural conventions. People's behavior is influenced by their culture, which provides a foundational set of values, beliefs, and conventions. As a result, social institutions and subcultures shape people's tastes and decisions. Individuals' social identity and cultural background, for example, are frequently shown through their leisure activities, use of technology, clothing, and eating habits. In the digital era, social influence is particularly powerful. Influencers, social media platforms, and online communities all have a big impact on people's opinions and purchasing decisions. As a result, consumer behavior is continually responding to alterations in cultural trends and social structures, making it dynamic and context-sensitive.

II. REVIEW OF LITERATURE

Martinez, L. (2025): Martinez (2025) conducted research on the evolution of brand awareness methods in modern markets, highlighting a significant shift away from traditional mass advertising and toward community-focused and relationship-oriented branding techniques. According to the survey, today's consumers are more opposed to invasive and repetitive advertising since they perceive it to be deceitful and unsettling,

reducing overall efficacy. Consumers choose companies that value moral and social principles, as well as transparency and integrity. According to the survey, micro-communities, which include local communities, professional groups, university networks, and digital creator platforms, are becoming increasingly important in encouraging trust and engagement. Businesses can develop long-term loyalty and emotional connections with customers by establishing their brands in these communities, as opposed to fleeting transactional partnerships. According to the research, brand recognition in today's market is more than just visibility or reach; it also includes the formation of long-term connections, the exchange of values, and the development of meaningful interactions.

Zhao, X., & Wang, Y. (2024): Zhao and Wang (2024) undertook a cross-cultural research to evaluate the impact of digital influencers on consumer behavior in both industrialized and developing countries, focusing on purchasing decisions. Consumers are increasingly relying on influencers for product information and guidance, according to the survey. This is especially important in areas like fashion and cosmetics, where peer endorsement and observation are required. The research found that influencer credibility, content authenticity, and cultural congruence are the most important elements influencing customer trust and engagement. The authors also discussed the growing popularity of short-form video content. Exposure to this type of content boosts people's emotions and improves their recollection of knowledge, making them more likely to make a purchase. The findings demonstrate how digital



influencers influenced customer purchasing decisions by combining marketing, entertainment, and social proof. According to the report, companies that work with culturally relevant and reputable influencers are more likely to obtain positive feedback from consumers.

Singh, R., & Patel, V. (2023): Singh, R., and Patel, V. (2023) employed data-driven analysis to investigate the impact of personalization on online consumer behavior. They discovered that tailored marketing methods significantly increase client engagement and conversion rates. According to the research, tailored product recommendations, targeted communications, and distinctive marketing improve the shopping experience, boost customer satisfaction, and increase brand loyalty. The authors argue that personalization strengthens consumers' emotional relationships with brands by instilling a sense of appreciation and acknowledgment. The research emphasizes that today's consumers want more personalized experiences and are more likely to abandon platforms that do not offer personalization. According to the survey, data-driven personalization is now a strategic imperative for organizations seeking to remain competitive in the extremely competitive online retail sector.

Ahmed, S., & Khan, A. (2022): Ahmed and Khan's (2022) examination of consumer behavior in emerging markets focused on the adoption of digital payment systems, revealing a considerable shift from cash transactions to digital alternatives. According to the survey, the main reasons why younger customers use digital payments are convenience, quickness, and a sense of security. Concerns about data security and privacy

damaged customer trust in digital payment platforms, making it a significant element in determining their continued use. The authors argue that in order to preserve acceptability and leverage on emerging nations' evolving digital payment ecosystems, enterprises and financial service providers should prioritize security, transparency, and user experience.

Davis, K., & Nguyen, P. (2021): Davis, K., and Nguyen, P. (2021) investigated the relationship between consumer trust and privacy issues in digital marketing. Their findings suggest that as customers become more aware of data collecting tactics, their sensitivity to privacy concerns grows. The research found that the application of clear privacy rules, transparency about data usage, and ethical use of consumer data significantly improves a company's credibility and trust. The authors argue that efficient digital marketing is dependent on trust, and that companies that ignore privacy concerns jeopardize their long-term customer connections. The findings suggest that ethical data practices are required to preserve customer trust in digital contexts.

Smith, J., & Taylor, R. (2020): According to Smith and Taylor's (2020) research on how purchasing behaviors alter amid global health emergencies, consumers began making purchases online because they were concerned about their safety and were unable to travel as frequently. According to the survey, the convenience of contactless delivery and the dependability of supply chains have led to an increase in the number of customers buying necessities online. This shift helped to accelerate the use of digital technologies and transform customer purchasing



patterns, emphasizing simplicity and risk reduction. The authors contend that the crisis acted as a catalyst for long-term shifts in customer behavior, forcing businesses to increase their online presence and logistical capabilities.

III. CONSUMER BUYING BEHAVIOUR PROCESS:

The purchase procedure can be broken down into a series of steps.

Let us see them one by one:

Problem recognition

The customer recognizes that a need or desire has not been addressed at this time. For example, his current laptop may become obsolete owing to a fault.

Information search

During this phase, the client gathers information to aid in the settlement of his or her problem. For example, collecting information on several laptop models.

Evaluation

The customer's demands, tastes, wants, and financial restraints are examined alongside the numerous options.



Purchase

The customer will now make a decision and carry it out. The decision may be influenced by price and availability.

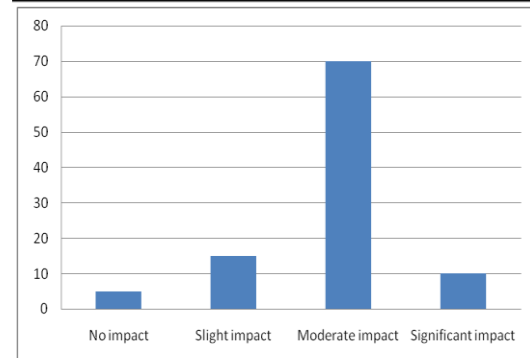
Post purchase evaluation

During this phase, the customer assesses whether the product she purchased has adequately met her needs.

4. DATA ANALYSIS AND RESULTS

1. How does the availability of extended warranties affect your purchasing decision?

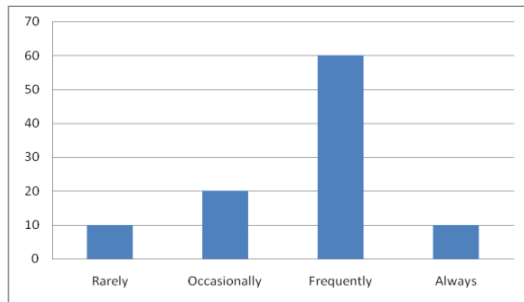
S.NO	RESPONSE	RESPONDENTS	PERCENTAGE
1	No impact	5	5%
2	Slight impact	15	15%
3	Moderate impact	70	70%
4	Significant impact	10	10%
TOTAL		100	100%



The majority (70% of respondents) thought the program had a modest impact, with only 10% believing it had a big impact. 5% claimed no effect, and 15% reported a minor effect.

2. How often do you undertake internet product research before making a purchase?

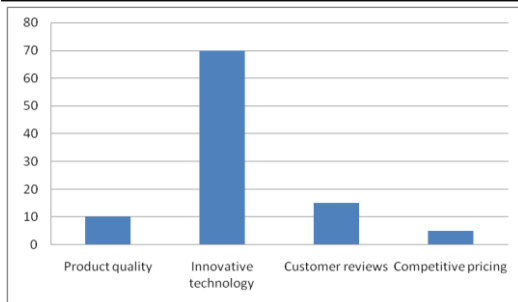
S.NO	RESPONSE	RESPONDENTS	PERCENTAGE
1	Rarely	10	10%
2	Occasionally	20	20%
3	Frequently	60	60%
4	Always	10	10%
TOTAL		100	100%



The majority of respondents (60%) reported that they engage regularly, with 10% claiming that they always engage. A smaller percentage of people reported being engaged infrequently (10%) or occasionally (20%).

3. What is your motive for choosing LG Electronics over other brands?

S.NO	RESPONSE	RESPONDENTS	PERCENTAGE
1	Product quality	10	10%
2	Innovative technology	70	70%
3	Customer reviews	15	15%
4	Competitive pricing	5	5%
TOTAL		100	100%



The majority of respondents (70%) said that new technology is the most influential aspect in their personal decisions. Competitive pricing had the least influence, at 5%, while product quality (10%) and customer reviews (15%) had less impact

5. CONCLUSION

To summarize, in order to maintain a competitive edge in the continually changing electronics industry, L.G. Electronics must be able to comprehend and adapt to consumer behavior. The company may develop long-term

profitability and brand loyalty by continually assessing consumer preferences, tailoring its products to meet those needs, and ensuring that customers have a positive experience. L.G. Electronics is a customer-focused brand because it is dedicated to knowing and meeting the needs of its customers. This is why it is both contemporary and effective in an era when consumer tastes are continuously shifting.

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