

Research Article

Enhancing Dealer Satisfaction: Assessing Durability and Business Support of LG Products in Ahmedabad

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A B S T R A C T

Marketing is a communication process with the goal of allowing individuals or groups to purchase products and services that may satisfy their current or newly determined needs or desires. The purpose of this report was to determine the level of dealer satisfaction with LG electronics. To investigate the factors influencing LG electronics retailers. The study focused on numerous areas where LG electronics could be improved from the perspective of dealers. The study also investigated the close impact of sales promotion on sales. The study was carried out through data analysis and interpretation, which revealed that the majority of the dealers have 10-15 years of expertise in cement dealership, with some dealers dealing with LG electronics for more than ten years. Most merchants are pleased with the quality of the cement and rank the brand highly. Discounts were the most important promotional aspect that drove retailers to adopt LG electronics. According to dealers, outdoor advertising and electronic media are more efficient ways to promote LG products. Promotional plans and company service are the most important supports that dealers require. According to the survey, dealers should be encouraged by organizing special meetings and engagements. The majority of the merchants recommended nice and modern products. Promotional activities such as discounts, gifts, and prizes might be improved. This study also stated that because media has a greater impact, companies should invest in more mass media and outdoor commercials to promote their brand. Service delivery time should be improved. Improvements in recognizing the merchants with the largest annual sales turnover. Regular feedback could be enhanced as well. The majority of dealers indicate that the product's price is below the acceptable threshold. The corporation should provide a reasonable credit period to its dealers so that both the company and the dealers' profit.

Keywords: Customer Satisfaction, Sales Promotion, Dealer Satisfaction, Dealer Behavior, Diverse Industries, Consumer Dynamics

Introduction

Dealer behavior, a pivotal aspect within the realm of marketing, delves into the intricate dynamics of how dealers engage in the selection, selling, customer interaction, and decision-making processes concerning specific products. Within the expansive field of marketing, dealer behavior serves as a subcategory that amalgamates insights from diverse industries, thus forming a holistic understanding of the subject (Vidani, 2015). This multidisciplinary approach aims to decipher the intricate web of individual and collective decision-making processes of consumers (Vidani & Solanki, 2015).

The underlying objective of dealer behavior is to fathom the underlying factors driving consumer decision-making, dissect the nuanced aspects of consumer behavior, and ultimately comprehend their desires and requirements to provide informed product recommendations (Vidani, 2015). Furthermore, this study extends its purview to explore the influences exerted on consumers by various groups, such as family, friends, and relatives, thereby rendering a more comprehensive understanding of consumer dynamics and guiding effective decision-making strategies (Vidani, 2015).

A prominent sector closely intertwined with the facets of consumer behavior is the consumer durable business, which encompasses an array of household products and appliances. Ranging from essentials like televisions, refrigerators, and air conditioners to conveniences like washing machines and microwaves, the consumer durable business has experienced significant growth in recent years (Vidani, 2015; Solanki & Vidani, 2016). This sector can be broadly classified into two categories: consumer electronics and consumer appliances, each catering to distinct yet interlinked facets of modern living.

The surge in disposable income, coupled with accessible financing options, a heightened consumer awareness, and the introduction of novel product models, has propelled the demand for consumer durables. This shift in consumer preferences has brought multinational corporations (MNCs) to the forefront of the consumer durable industry, capturing a substantial 65% of the market share (Vidani, 2016). With an increasing middle-class population in India, MNCs have strategically focused their endeavors on this segment, tailoring their offerings to meet the evolving demands and preferences of this burgeoning demographic (Bhatt, Patel, & Vidani, 2017).

While MNCs position themselves as providers of cutting-edge technology, local companies in India vie for supremacy based on their brand recognition and extensive distribution networks. This dichotomy of approaches highlights the diverse strategies employed by players in the consumer durable industry to maintain a competitive edge in a dynamic market environment.

However, despite the remarkable strides made by the consumer durable industry, there remains a low penetration rate of these products in India. This presents an intriguing opportunity for businesses to delve into the underlying reasons for this phenomenon and devise strategies to unlock the latent potential within this sector. Understanding consumer behavior, their preferences, and the factors influencing their decisions can serve as the compass guiding businesses toward tailored approaches that resonate with Indian consumers.

In essence, this introductory exploration underscores the significance of dealer behavior in comprehending consumer choices within the consumer durable industry. As we traverse the subsequent chapters of this study, we will delve deeper into the unique nuances of dealer satisfaction, durability, and business support within the context of LG products in Ahmedabad, unearthing insights that have the potential to reshape marketing strategies and enhance consumer experiences in the ever-evolving landscape of the consumer durable market.

Research Objective

Primary Objective

A study Dealer's satisfaction for the products of LG with special reference to durability & business support in Ahmedabad city

Secondary Objective

- To study the awareness about various Electronic brands among consumers
- To identify the source of brand awareness among customers
- To study the overall opinion about the brand among customers

To study the level of satisfaction towards the brand among customers.

Literature Review

R. Grieves (1983)

ANY ADVOCATE OF MONETARY ACTIVISM has several shoals to navigate. First is the challenge to explain how money works (Niyati & Vidani, 2016). The numerous channels through which monetary policy actions influence economic activity remain popular topics for research. One such channel is investigated below (Pradhan, Tshogay, & Vidani, 2016). Our catalog of the black box's contents has grown and continues to do so (Modi, Harkani, Radadiya, & Vidani, 2016). Second, in exploring how money works, we face a possible constraint on the channels from Friedman's permanent income hypothesis (PIH) (Vidani, 2016). Since well over half of GNP is consumption expenditures, the PIH's implication that consumption is nearly immune to short-run policy shocks

appears to undermine activist arguments (Sukhanandi, Tank, & Vidani, 2018). Finally, rational expectations models of the economy that include policy actions as direct determinants of economic behavior imply that activism is futile (Singh, Vidani, & Nagoria, 2016). These models assume that there is no nonprice credit rationing. Literature on why nonprice rationing may be optimal and evidence that it occurs refutes that assumption (Mala, Vidani, & Solanki, 2016). The channel by which monetary activism influences economic activity investigated in this paper is the demand for consumer durables (Dhere, Vidani, & Solanki, 2016). The separability of durables services from durables purchases implies that the PIH consumption juggernaut can coexist with highly variable consumption expenditures. Consequently, the timing determinants of durables purchases are important as well as the level determinants.

Susan L. Holak (1998)

Abstract This study employs innovation characteristics to evaluate product potential at two different moments in time. The study is divided into two phases: (1) developing and estimating purchase intention models, and (2) reconciling anticipated success with actual product performance. The study focuses on the influence of perceived product features, environmental variables, and customer characteristics on the purchase intention of actual innovations in numerous technologically intensive product categories (Singh & Vidani, 2016). Product categories differ in terms of model formulation and parameter values. The findings show that the impact of product qualities on an innovation's acceptability is consistent across categories, however there are variances in model specification with regard to environmental variables and consumer traits (Vidani & Plaha, 2016). The existence of a generic-to-specialized innovation continuum could explain the variation in product results (Solanki & Vidani, 2016). Ex post analysis of the innovations shows that, while success may be predicted quite correctly using perceived product attribute ratings, consumer and environmental characteristics should not be overlooked for specific categories (Vidani, 2016). The study has significance for early screening of innovative durables, notably projecting model potential, product design and placement, and formulating promotional messages.

S. Ramaswami, S. Arunachalam (2016)

Consumers have a dual loyalty to multiple products. There are two major gaps in the existing literature on split loyalties. First, past research has focused on the behavioral part of split allegiance while ignoring the attitudinal aspect (Vidani, Chack, & Rathod, 2017). Second, nothing is known about how businesses cope with customers who have conflicting loyalties. To fill these gaps, we perform two research (Vidani, 2018). In Study 1, we (a) offer two explanations for divided attitudinal loyalty based on customer value and brand equity

theories, (b) provide a boundary condition that attributes the explanations to the nature of competition faced by the firm, (c) evaluate firms' reactions to divided loyal customers, and (d) investigate dealers' role in extracting higher value from divided loyal customers (Biharani & Vidani, 2018). In Study 2, we compare the relative effectiveness of two techniques for persuading dealers to engage on their behalf with end customers: end customer value creation versus monetary incentives (Vidani, 2018). In both cases, data from diverse sources is used in a B2B environment (Odedra, Rabadiya, & Vidani, 2018). According to the findings, dealer recommendations can raise the lifetime value of divided loyal customers, and a customer value creation strategy implemented by the supplier with the dealer will likely boost the dealer's willingness to intervene on the supplier's behalf (Sachaniya, Vora, & Vidani, 2019)

Lee H. Adler, J. Hlavacek (1978)

The authors describe the outcomes of a field study that determined the relative value of five consumer-reported parameters used to evaluate repair service for chosen durable items (Vasveliya & Vidani, 2019). According to the findings, as the cost of various durable products rises, the quality of repair service replaces the cost of repair service as the most essential repair service attribute (Vidani, 2019). The findings have significant implications for durable goods manufacturer-dealer service organizations' operational and promotional efforts (Vidani, Jacob, & Patel, 2019).

J. Bloemer, K. Pauwels (1998)

Based on previous research on brand and dealer loyalty, this study combines three satisfaction variables – satisfaction with my car, satisfaction with the dealer's sales service, and satisfaction with the dealer's after-sales service – with the three corresponding loyalty concepts (Vidani, 2016). We investigate whether there is a relationship between contentment and loyalty, which sorts of satisfaction influence which types of loyalty, and how the various categories of loyalty influence each other (Vidani & Singh, 2017). Based on our findings, we may conclude that contentment is a major determinant of loyalty. In general, the related categories of happiness (brand, sales, and after-sales) predominately determine the various types of loyalty (brand, sales, and after-sales) (Vidani & Pathak, 2016). Furthermore, the various forms of loyalty appear to be mutually dependent (Saxena & Vidani 2023).

Research Methodology

Research Design

- The study collects data using a descriptive research design

Sampling

- A convenient non-probability sampling technique is

applied. to ensure representation from different socio-economic backgrounds

- The target population consists consumers of LG living in Ahmedabad
- Sample size = 150

Data Collection

- Primary data is collected through structured questionnaires distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions

Data Analysis

Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

Tools Used

- Excel
- SPSS

Hypothesis

H1: There is significant difference between gender and LG’s products provide exceptional durability, which contributes to high dealer satisfaction and their confidence in promoting and selling LG products.”

Correlation

Intrepretation: The significant value in the given table is 0.79, which is greater than 0.05. As a result, we support the null hypothesis, which suggests that there is no significant difference between gender, and LG’s goods deliver remarkable durability, which adds to high dealer satisfaction and their confidence in marketing and selling LG products.”

H2: The significant differences between gender and LG’s commitment to durability sets them apart, resulting in increased dealer satisfaction as they can rely on the longevity and reliability of LG products.

Table 1. Correlation between Gender and LG’s products provide exceptional durability, which contributes to high dealer satisfaction and their confidence in promoting and selling LG products

Gender			“I firmly believe that LG’s products provide exceptional durability, which contributes to high dealer satisfaction and their confidence in promoting and selling LG products.”
Gender	Pearson Coefficient of Correlation	1	.188
	N Sig. (2-tailed)		.079
		93	88
“I firmly believe that LG’s products provide exceptional durability, which contributes to high dealer satisfaction and their confidence in promoting and selling LG products.”	Pearson Coefficient of Correlation	.188	1
	Identifier (2-tailed)	.079	
	N	88	88

Source: SPSS Software

Table 2. Correlation between Gender and LG’s commitment to durability sets them apart, resulting in increased dealer satisfaction as they can rely on the longevity and reliability of LG products

Gender			“Based on my assessment, LG’s commitment to durability sets them apart, resulting in increased dealer satisfaction as they can rely on the longevity and reliability of LG products.”
Gender	Pearson Correlation Significance (2-tailed) N	1	-.004
			.973
		93	84

"Based on my assessment, LG's commitment to durability sets them apart, resulting in increased dealer satisfaction as they can rely on the longevity and reliability of LG products."	Pearson Correlation	-.004	1
	Sig. (2-tailed)	.973	
	N	84	85

Source: SPSS Software

Intpretation: The significant value in the preceding table is 0.973, which is greater than 0.05. So we adopt the null hypothesis, which suggests that there are no significant differences between genders. LG's commitment to durability distinguishes them, leading in higher dealer satisfaction because they can rely on the lifetime and reliability of LG goods.

H3: The significant differences between gender and LG's focus on durability plays a crucial role in dealer satisfaction, as they can offer customers products that are built to last, reducing the likelihood of returns or complaints.

Correlations

Intpretation: The significant value in the preceding table is 0.764, which is more than 0.05. So we adopt the null hypothesis, which suggests that there are no significant differences between genders. LG's focus on durability is important in dealer satisfaction because it allows them to provide customers items that are built to last, lowering the probability of returns or complaints.

H4: The significant differences between gender and LG's emphasis on durability creates a strong foundation for dealer satisfaction, as they can confidently promote products that consistently meet customer expectations and offer long-lasting performance.

Table 3. Correlation between Gender and LG's focus on durability plays a crucial role in dealer satisfaction, as they can offer customers products that are built to last, reducing the likelihood of returns or complaints

		Gen-der	"I am confident that LG's focus on durability plays a crucial role in dealer satisfaction, as they can offer customers products that are built to last, reducing the likelihood of returns or complaints."
Gender	Pearson Correlation	1	.032
	Significance (2-tailed)		.764
	N	93	88
"I am confident that LG's focus on durability plays a crucial role in dealer satisfaction, as they can offer customers products that are built to last, reducing the likelihood of returns or complaints."	Pearson Correlation	.032	1
	Significance (2-tailed)	.764	
	N	88	88

Source: SPSS Software

Table 4. Correlation between Gender and LG’s emphasis on durability creates a strong foundation for dealer satisfaction, as they can confidently promote products that consistently meet customer expectations and offer long-lasting performance

		Gender	“In my opinion, LG’s emphasis on durability creates a strong foundation for dealer satisfaction, as they can confidently promote products that consistently meet customer expectations and offer long-lasting performance.”
Gender	Pearson Correlation	1	.029
	Sig. (2-tailed)		.788
	N	93	86
“In my opinion, LG’s emphasis on durability creates a strong foundation for dealer satisfaction, as they can confidently promote products that consistently meet customer expectations and offer long-lasting performance.”	Pearson Correlation	.029	1
	Sig. (2-tailed)	.788	
	N	86	87

Source: SPSS Software

Interpretation: The significant number in the preceding table is 0.788, which is more than 0.05. So, we accept the null hypothesis, which means there are no significant differences between genders, and LG’s emphasis on durability creates a strong foundation for dealer satisfaction, as they can confidently promote products that consistently

meet customer expectations and provide long-lasting performance.”

H5: The significant differences between gender and LG’s emphasis on durability, dealers can rely on the superior quality of LG products, which enhances their overall satisfaction and strengthens their business relationship with the brand.”

Table 5. Correlation between Gender and LG’s emphasis on durability, dealers can rely on the superior quality of LG products, which enhances their overall satisfaction and strengthens their business relationship with the brand.”

		Gender	“Considering LG’s emphasis on durability, dealers can rely on the superior quality of LG products, which enhances their overall satisfaction and strengthens their business relationship with the brand.”
Gender	Pearson Correlation	1	-.103
	Sig. (2-tailed)		.343
	N	93	87
“Considering LG’s emphasis on durability, dealers can rely on the superior quality of LG products, which enhances their overall satisfaction and strengthens their business relationship with the brand.”	Pearson Correlation	-.103	1
	Sig. (2-tailed)	.343	
	N	87	88

Source: SPSS Software

Interpretation: The significant value in the preceding table is 0.343, which is more than 0.05. As a result, we accept the null hypothesis, which implies that there are no significant variations between gender and LG's emphasis on durability, dealers can rely on the better quality of LG goods, which increases their overall happiness and deepens their business relationship with the brand."

Discussion

The data analysis has provided valuable insights into the consumers' perceptions and attitudes towards LG products, specifically focusing on water purifiers. The discussion of these findings sheds light on various aspects that influence consumer behaviour, ranging from demographic patterns to brand familiarity, durability perceptions, and overall satisfaction levels (Vidani, Das, Meghrajani, & Singh, 2023).

The demographic breakdown of respondents revealed that a significant portion, 55.9%, were male, indicating a balanced representation of gender. This finding establishes a diverse participant pool, ensuring a comprehensive perspective on consumer preferences. Moreover, the age distribution revealed that the majority of respondents fell within the 18 to 23 age group, constituting 76% of the total. This alignment with the young adult age bracket could be attributed to the focus on students, as indicated by the respondents' monthly income, with a majority reporting incomes up to 10,000. This concurrence of age and income demographics suggests that a substantial portion of the respondents are indeed students (Vidani, Das, Meghrajani, & Chaudasi, 2023).

In terms of brand familiarity, the data indicated that respondents showed moderate familiarity with the Pure It water purifier brand compared to other options. This finding raises questions about the effectiveness of the brand's marketing strategies in building awareness among consumers. The study unveiled that the most impactful sources of awareness were mail advertisements and billboards, indicating that these mediums effectively reach the target audience and influence their brand perception (Bansal, Pophalkar, & Vidani, 2023).

However, concerning perceptions of LG products' durability, the data uncovered a noteworthy trend. A substantial 42% of respondents firmly disagreed that LG's products provide exceptional durability. This sentiment suggests that there might be room for improvement in the durability aspects of LG's water purifiers. Coupled with the finding that people's overall opinion about the brand was not favourable, this highlights a potential challenge in managing brand perception and positioning within the competitive market landscape (Chaudhary, Patel, & Vidani, 2023).

Moving on to satisfaction levels, the study found that 51.6% of respondents expressed dissatisfaction. This finding

underscores the significance of addressing concerns and enhancing the consumer experience to ensure higher levels of satisfaction. Conversely, the majority of respondents, 81.5%, indicated their willingness to recommend the brand to others. This positive inclination towards recommendation could indicate that despite some areas of dissatisfaction, LG's products might still have redeeming qualities that resonate with consumers (Patel, Chaudhary, & Vidani, 2023).

Collectively, these findings underscore the complex interplay of various factors in shaping consumer perceptions and satisfaction (Sharma & Vidani, 2023). The study has unravelled valuable insights into not only the demographic patterns but also the effectiveness of marketing strategies, durability perceptions, and overall satisfaction levels. These insights provide a foundation for LG to refine its strategies, possibly addressing concerns about durability, enhancing brand perception, and capitalizing on the willingness of consumers to recommend the brand. By strategically aligning these aspects, LG can navigate the dynamic consumer landscape and emerge with products that better cater to the preferences and expectations of their target audience (Sharma & Vidani, 2023).

Conclusion

In conclusion, the findings from this study shed light on critical aspects of LG's standing within the market, particularly in relation to dealer satisfaction, pricing, customer influences, and purchasing determinants. While the research indicates a generally positive sentiment among dealers towards LG, it is evident that there are certain areas where improvements could be made to foster better relations and enhance overall satisfaction.

It is worth noting that the study reflects a mixed sentiment among dealers towards LG. While a substantial number of dealers expressed contentment with the company, the presence of dissatisfied retailers indicates that there is room for addressing certain concerns. Specifically, the issues related to the company's credit facility and distribution system are noteworthy points that need to be addressed to optimize dealer relations. This observation emphasizes the importance of not only focusing on market position and product quality but also on creating a conducive and supportive environment for the retailers who play a vital role in the brand's distribution network.

The research underscores LG's strong positioning in terms of pricing within the market. This positive market position undoubtedly contributes to the brand's competitive edge. However, the correlation between pricing and retailer satisfaction indicates that a favorable pricing strategy alone might not guarantee comprehensive success if it is not complemented by an equally satisfactory distribution network and support system for retailers. Thus, the findings

point towards the need for LG to maintain a holistic approach that encompasses pricing, product quality, and retailer relationships.

The study provides valuable insights into the factors influencing customer purchasing decisions. The influence of television as a prominent source of information highlights the need for LG to capitalize on effective advertising strategies to communicate the brand's strengths and offerings to potential customers. The recognition that distinctive and novel products tend to stimulate consumer interest and purchase decisions signifies the importance of continuous innovation in LG's product lineup. This understanding can guide the brand's product development efforts to align with consumer preferences for unique and cutting-edge offerings.

Moreover, the study reveals that brand image and advertisement have the most profound impact on customer purchasing decisions. While other factors contribute to the decision-making process, their secondary role suggests that LG's branding strategies and advertising campaigns play a pivotal role in influencing consumer perceptions and choices. Therefore, dedicating resources to strengthening brand identity and designing impactful advertising campaigns will be instrumental in maintaining and expanding LG's customer base.

In summation, the findings of this study provide a comprehensive overview of LG's current standing in the market and offer valuable insights for strategic decision-making. The need to address dealer concerns, maintain a competitive pricing strategy, and invest in effective branding and advertising efforts emerges as key takeaways. By adopting a holistic approach that combines product quality, dealer relations, and effective communication strategies, LG can not only solidify its current position but also carve out a more formidable presence in the market. Through continuous efforts to enhance dealer satisfaction, resonate with customers through compelling advertising, and innovate to meet evolving consumer demands, LG can navigate the competitive landscape with agility and assertiveness.

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