

EXECUTIVE SUMMERY

Consumer preferences are recognized force in evaluating international trade policies, and motivations arise to influence those preferences. Regardless of whether consumer-information campaigns are new or just another policy layer, how to recognize and govern the influence of consumer preferences on trade policy are growing matters of concern. Consumer is the central figure of all Marketing activities. The ultimate objective of marketing strategy is to provide marketing mix to bring about desired responses from the customer. It is the basis for marketing plans and policies. Potential customer is regarded as a black box as we cannot see what is going on in his mind

Consumer preference in Television industry is reflected from awareness right through past purchases evaluation indicating satisfaction and non – satisfaction from purchases. Preference towards a brand is social in nature. Environment plays an important role in shaping buyer behavior

My research methodology was descriptive study in nature, I took primary data from structured questionnaire asked to 50 non-users of LG and 50 users of LG.Others are

collected through unofficial discussion. Secondary data also collected from previous journals, research reports, books, brochures, websites etc.

Respondents ranked technology as the most important attribute followed by performance, brand name. Most of the owners of LG Television were in the age group of 30-40 years and were servicemen. Reach of the media for a LG owner was mainly through Relatives and friends and television. Respondents had a good opinion regarding LG television and considered the future prospects of LG television to be very good.

Researcher got the opportunity to learn a lot about the television market, consumer preference, brand choices, especially LG television. It was a wonderful experience interacting with respondents, teachers, friends, and publics simultaneously enhancing the research knowledge and skills.

CONTENTS

Chapter No.	CONTENTS	PAGE NUMBER
1	INTRODUCTION	1 -10
2	RESEARCH DESIGN	11 – 15
3	PROFILE OF THE ORGANISATION	16 – 35
4	DATA ANALYSIS AND INTERPRETATION.	36 – 63

5	SUMMARY OF FINDINGS	64 – 67
	BIBLIOGRAPHY	68 - 69
	ANNEXURES	70 – 73

LIST OF TABLES

Table No.	TITLE	Page No.
Table 1	Age group of Non – users of LG	38
Table 2	Occupation of non- users of LG	40
Table 3	Family Income of the Non – users of LG	42
Table 4	Respondents classified on the basis of brand of television they owned	44

Table 5	Respondents degree of importance given to each attribute in a color television	46
Table 6	Respondents expectations out of a complete color TV	48
Table 7	Respondents intention towards the purchase of LG television	50
Table 8	Age group of the LG users	52
Table 9	Occupation of the LG users	54
Table 10	Family Income of the users of LG	56
Table 11	Reach of media to the respondents	58
Table 12	How the television has met the expectations	60
Table 13	Respondents opinion regarding the future prospects of LG	62

LIST OF CHARTS

Graph No.	TITLE	Page No.
-----------	--------------	----------

GRAPH:1	Age group of Non – users of LG	39
GRAPH:2	Occupation of non- users of LG	41
GRAPH:3	Family Income of the Non – users of LG	43
GRAPH:4	Respondents classified on the basis of brand of television they owned	45
GRAPH:5	Respondents degree of importance given to each attribute in a colour television	47
GRAPH:6	Respondents expectations out of a complete colour TV	49
GRAPH:7	Respondents intention towards the purchase of LG television	51
GRAPH:8	Age group of the LG users	53
GRAPH:9	Occupation of the LG users	55
GRAPH:10	Family Income of the users of LG	57
GRAPH:11	Reach of media to the respondents	59
GRAPH:12	How the television has met the expectations	61
GRAPH:13	Respondents opinion regarding the future prospects of LG	63

CHAPTER: 1

INTRODUCTION

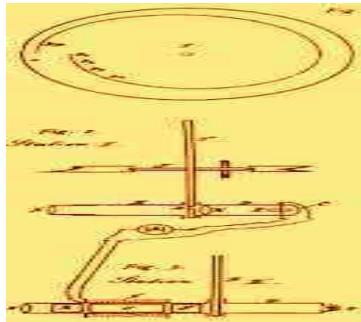
INTRODUCTION

INVENTION OF TELEVISION AND ITS HISTORY

German engineering student, Paul Nipkow proposed and patented the world's first electromechanical television system in 1884. Paul Nipkow devised the notion of dissecting the image and transmitting it sequentially. To do this he designed the first television-scanning device.

Paul Nipkow was the first person to discover television's scanning principle, in which the light intensities of small portions of an image are successively analyzed and transmitted. In 1873 the photoconductive properties of the element selenium were discovered, the fact that selenium's electrical conduction varied with the amount of illumination it received. Paul Nipkow created a rotating scanning disk camera called the Nipkow disk, a device for picture analyzation that consisted of a rapidly rotating disk placed between a scene and a light sensitive selenium element. The image had only 18 lines of resolution.

How it Worked?



"The Nipkow disk was a rotating disk with holes arranged in a spiral around its edge. Light passing through the holes as the disk rotated produced a rectangular scanning pattern or raster, which could be used to either generate an electrical signal from the scene for transmitting or to produce an image from the signal at the receiver. As the disk rotated, the image was scanned by the perforations in the disk, and light from different portions of it passed to a selenium photocell. The number of scanned lines was equal to the number of perforations and each rotation of the disk produced a television frame. In the receiver, the brightness of the light source would be varied by the signal voltage. Again, the light passed through a synchronously rotating perforated disk and formed a raster on the projection screen. Mechanical viewers had the serious limitation of resolution and brightness."

No one is sure if Paul Nipkow actually built a working prototype of his television system. It would take the development of the amplification tube in 1907 before the Nipkow Disc would become practical. All electromechanical television systems were outmoded in 1934 by electronic television systems.

INVENTION OF TELEVISION

Who is the inventor of television? You have really opened up a can of worms with that question! Probably no other invention in history has been as hotly disputed as the prestigious claim to the invention of 'Tele-vision or 'long-distance sight' by wireless.”



Since Marconi’s invention of wireless telegraphy in 1897, the imagination of many inventors have been sparked with the notion of sending images as well as sound, wirelessly. The first documented notion of sending components of pictures over a series of multiple circuits is credited to George Carey. Another inventor, W. E. Sawyer, suggested the possibility of sending an image over a single wire by rapidly scanning parts of the picture in succession.

On December 2, 1922, in Sorbonne, France, Edwin Belin, an Englishman, who held the patent for the transmission of photographs by wire as well as fiber optics and radar, demonstrated a mechanical scanning device that was an early precursor to modern television. Belin’s machine took flashes of light and directed them at a selenium element connected to an electronic device that produced sound waves. These sound waves could be received in another location and Re-modulated into flashes of light on a mirror.

Up until this point, the concept behind television was established, but it wasn't until electronic scanning of imagery (the breaking up of images into tiny points of light for transmission over radio waves), was invented, that modern television received its start. But here is where the controversy really heats up.

The credit as to who was the inventor of modern television really comes down to two different people in two different places both working on the same problem at about the same time: Vladimir Kosma Zworykin, a Russian-born American inventor working for Westinghouse, and Philo Taylor Farnsworth, a privately backed farm boy from the state of Utah.

“Zworykin had a patent, but Farnsworth had a picture...”



Vladimir Zworykin demonstrates electronic television, 1929
Copyright National Museum of Broadcasting

Zworykin is usually credited as being the father of modern television. This was because the patent for the heart of the TV, the electron scanning tube, was first applied for by Zworykin in 1923, under the name of an iconoscope. The iconoscope was an electronic image scanner - essentially a primitive television camera. Farnsworth was the first of the two inventors to successfully demonstrate the transmission of television signals, which he did on September 7, 1927, using a scanning tube of his own design. Farnsworth received a patent for his electron scanning tube in 1930. Zworykin was not able to duplicate Farnsworth's achievements until 1934 and his patent for a scanning tube was not issued until 1938. The truth of the matter is this, that while Zworykin applied for the patent for his iconoscope in 1923, the invention was not functional until some years later and all earlier efforts were of such poor quality that Westinghouse officials ordered him to work on something, it does not pay them," and a 50 million dollar legal battle subsequently ensued.

ANOTHER PLAYER OF THOSE TIMES



John Logie Baird with his mechanical TV
Copyright MZTV

Another player of the times was John Logie Baird, a Scottish engineer and entrepreneur who 'achieved his first transmissions of simple face shapes in 1924 using mechanical television. On March 25, 1925, Baird held his first public demonstration of 'television' at the London department store Selfridges on Oxford Street in London. In this demonstration, he had not yet obtained adequate half-tones in the moving pictures, and only silhouettes were visible.

In the late thirties, when RCA and Zworykin, who was working for RCA, tried to claim rights to the essence of television, it became evident that Farnsworth held the priority patent in the technology. The president of RCA sought to control television the same way that they controlled radio and vowed that, "RCA earns royalties

PHILO Farnsworth's WITH HIS TELEVISION



Philo Farnsworth with his television

In the height of the legal battle for patent priority, Farnsworth's high school science teacher was subpoenaed and traveled to Washington to testify that as a 14 year old, Farnsworth had shared his ideas of his television scanning tube with his teacher. With patent priority status ruled in favor of Farnsworth, RCA for the first time in its history began paying royalties for television in 1939. Philo Farnsworth was recently named one of TIME Magazine's 100 Greatest Scientists and Thinkers of the 20th Century.

HISTORY OF TELEVISION

The earliest practical demonstration of television was given by JOHN LOGIE BAIRD before the royal institution in 1926. In 1928, the BBC experimented with the transmission of still picture using the fultograph and in same year J.L.Baird transmitted a low definition service from the crystal place and in August 1932 the BBC conducted test in conjunction with the Baird company using a 30 line system validated from Bookman's park station. The postmaster general appointed a television advisory committee in 1934 followed by a public service. The first high television service in the world began in November 1936 with the opening of the BBC station at Alexandra palace. The first regular TV's transmission service was started from the Alexandra palace of London on 2nd November 1936.

ENTRY OF TELEVISION IN INDIA

In India, TV transmission service started on the 15th September 1959 in Delhi. Till October 2nd, 1972, there was only one T.V center in India. The Bombay center, which was commissioned on 2nd October 1972, was the beginning of television entry in our communication system. At the end of the decade 1970's as many as 18 high power transmitters has been commissioned covering newly 20% of the population.

During the year 1970 to 1982 almost every part of the Indian subcontinent was covered by Television broadcast. Then finally came the break through in the history of India in the year

1982. The Asian games were held in New Delhi and the Doordarshan took the initiative to broadcast its telecast in colour. Since then the Indian television has evolved into what it is today

INTRODUCTION OF COLOUR TELEVISION IN INDIA.

In November 1982 offered a new era in the history of Indian electronic Industry. The indigenous TV manufacturer could prove their capability of producing 90000 C.T.V sets in a record time of three months and in supplying the same to consumers at fixed as decided by the government.

THE EXPANSION OF TELEVISION

In 1980's in fact the very concept of the special TV expansion plan, accepted by the Government of India is during the Asian games in 1982 added the other dimension. It established that through a communication satellite the large number of L.P.T's (Loco Power Transmitter), the TV programs could be extended to reach any part of the country with much less expenditure than through setting up TV centers.

INTRODUCTION OF TELEVISION IN BANGALORE CITY.

Before 1981, the people in Bangalore who owned T.V tried to catch the programs from Madras and Bombay directly with the aid of boosters. It was in November 1st 1981, a low power transmitter (100 watts) relay station was commercial in Bangalore. The programmers were relayed from Madras and Bombay under the severe pressure of the public, action has been expanded and started producing programmers on its own. This expansion paid way for the spurt in the demand for TV sets.

Consumer as King?

Historically, the consumer is king in both international trade and business management. Preferences play a pivotal role in economic and political arguments for free trade. David Ricardo identified the concept of comparative advantage in the early 19th century, suggesting that free trade can increase total welfare across countries.

The business management literature -

The business management literature has also touted consumer preferences as a driving force in the economy. In the book 'Management Challenges for the 21st Century', Peter Drucker argues that customer values are the foundation of any business decision and that consumer expenditures will determine business survivability. Today's consumers are increasingly vocal and discriminating in demanding specific food-product attributes. Wealthy, educated, and ethnically diverse consumers, who are concerned about food safety and nutrition, have access to food products across the international marketplace. Many consumers seek more personalized attention from retailers. Discriminating consumers lead to discriminating retailers who will impose new demand in the name of Consumers.

If the consumer is king, then why so much controversy? If we truly believe that consumers will vote with their pocketbooks and move the economy towards greater efficiency, why isn't there a rush to provide consumers with the maximum number of choices? What political economy forces are at work? Marketers and advertisers have known for years that consumer preferences can be influenced through a variety of sources. US advertising expenditures were more than \$117 billion in 2002 alone. Consumer advocacy affects the demand for a product through information campaigns. For instance, the "Five a Day" campaign increased US consumer awareness of health benefits from balancing their diets with fruits and vegetables and is credited with increasing consumption of these products.

CONSUMER PREFERENCE

Consumer information campaigns require funding. Influencing the behavior of diffuse consumers is more costly and less certain than lobbying for (or against) a tariff or other border intervention. Each consumer's spending decisions make only marginal impacts on aggregate

trade flows. Yet, firms, industries, or even governments have rich opportunities to determine aggregate ongoing buying trends. Consumer advocacy may have noble goals, but its pursuit can be manipulated and influenced by other political and economic interests. Motives for negative consumer information campaigns are often questionable, especially if supported by protectionist domestic producers.

If consumer preferences become a recognized force in evaluating international trade policies, then motivations arise to influence those preferences. Have consumer information campaigns now moved into the arena of trade-policy discussions? Assessment of technical barriers to trade and issues of multifunctional suggest the answer is yes. Regardless of whether consumer-information campaigns are new or just another policy layer, how to recognize and govern the influence of consumer preferences on trade policy are growing matters of concern.

Consumer is the central figure of all Marketing activities. The ultimate objective of marketing strategy is to provide marketing mix to bring about desired responses from the customer. It is the basis for marketing plans and policies. Potential customer is regarded as a black box as we cannot see what is going on in his mind. The marketer need to understand fully the working of buyer's mind and devise suitable strategies to create negative or favorable orientation in the minds of consumers.

Consumer preference is reflected from awareness right through past purchases evaluation indicating satisfaction and non – satisfaction from purchases. Preference towards a brand is social in nature. Environment plays an important role in shaping buyer behavior.

CHAPTER: 2

RESEARCH DESIGN

TITLE OF THE PROJECT

“A STUDY ON CONSUMER PREFERENCE TOWARDS TELEVISION WITH SPECIAL REFERENCE TO LG”

STATEMENT OF THE PROBLEM

In the changing scenario of modernization and sophistication it is very important and essential to invent and implement new technology in order to improve quality of the product and also to ensure better action oriented results from the product. Thus marketing success largely depends on the ability to anticipate what buyers will do. Presently a great deal of awareness has been created in studying consumer preference, in recent times many popular brands of television are being introduced by India as well as Multinational Companies.

To study the consumer preference for consumer durable good television and analysis of the consumer response for LG televisions, as there are lots of MNC's that produce the same quality product to satisfy customer needs and wants. Further this will lead to help the company to retain customer and to develop market share.

OBJECTIVES OF THE STUDY

1. To ascertain the level of brand preference of the consumer towards LG.
2. To know the degree of awareness among customers of different brands of television
3. To know the brands of television which are currently in demand. This is to know which television is best among the pool.
4. To know which brands of televisions are owned by the consumers.
5. To identify the product attributes influencing brand preference.
6. To know the features with which the consumers most satisfied.

SCOPE OF THE STUDY

The study is designed to provide information regarding the consumers' preference of televisions, as on the basis of its attributes, availability, brand awareness, pricing, features, quality and attractiveness of advertisements in Bangalore City with special reference to LG Television.

LIMITATIONS OF THE STUDY

- ◆ The study is limited to Bangalore City only, because of constraints of time.
- ◆ The information furnished by the respondents may or may not be true, because in some cases the respondents may be casual in answering the questions
- ◆ The time period was limited and the study had to be carried out within the limited time. This is one of the main limitations in the presentation of the report.
- ◆ Simple statistics was used for the tabulation of data and the analysis cannot be used for future application as this project report is just a study and not for application in the consumer market.
- ◆ Percentage was rounded of to the nearest round figure in certain calculations.

SAMPLING PLAN

1. SAMPLE UNIT

This answer: who is to be surveyed? The market research must define the target population that will be sampled. Once the unit is determined, a sampling frame must be developed so that every one in the target population has an equal or known chance of being

sampled. The researcher has selected 100 respondents on the basis of convenient sampling. The respondents include both the users of LG TV and non-users of LG TV.

2. SAMPLE SIZE

How many people should be surveyed? The current project deals with a sample size of 100 respondents, out of which 50 of them are non-users of LG TV and the remaining 50 of them are the users of LG TV.

3. SAMPLING PROCEDURE

This answer: How should the respondents be chosen?

The respondents were randomly interviewed. All efforts were made to make this study as a representative survey of the consumers in Bangalore city.

4. FIELD WORK

Field work was carried out to collect the primary data from the respondents through the questionnaire. Data collection is carried out by meeting the television users and non-users personally. Consumers did provide information to the extent they were aware of. The questionnaire was prepared keeping in mind the target group and their areas of interest concerning the particular product.

TOOLS FOR DATA COLLECTION

There are two major sources of the data through which the information will be collected pertaining to the study.

PRIMARY DATA

The primary data were collected from the respondents through the questionnaire method. In addition to that information was collected from the LG dealers through unofficial discussion.

SECONDARY DATA:

Sources of secondary data for the study are published surveys of a market, general library research sources, magazines, websites, News papers, Government publications and reports etc.,

CHAPTER: 3

PROFILE OF THE ORGANISATION

PROFILE OF ORGANISATION

LG Group founder In Hwoi, Koo set LG history in motion with the establishment of the Lak Hui Chemical Industrial Corp. in 1947. During those formative years, the company emphasized the principle of creating harmony among people. The employees believed that mutual trust and responsibility were crucial to accomplishing business objectives.

In 1952, Lak Hui (currently LG Chem) became the first Korean company to enter the plastics industry. As the company expanded its plastics business, it established Gold star Co., Ltd., (currently LG Electronics Inc.) in 1958. In 1959, Gold star produced Korea's first radio, opening a new era for the nation's electronics industry. In the early 1950s, LG had already established the foundation for its two major sectors-the chemical and electronics businesses- thereby leading the development of Korea's industries

About LG Electronics

Comprising four business units-Mobile Communications, Digital Appliance, Digital Display, and Digital Media-LG Electronics is the world's largest producer of CDMA handsets, air conditioners, optical storage products, DVD players and home theater systems. LG Electronics experienced global sales of 38.6 billion USD in 2006.

At LG, we believe that technological innovation is the key to success in the marketplace. Founded in 1958, we've led the way in bringing advanced digital products and applied technologies to our customers. With our commitment to innovation and assertive global business policies we aim to become a worldwide leader in advanced digital technology

Vision

LG Electronics continues to pursue its 21st century vision of becoming a worldwide leader in digital—ensuring customer satisfaction through innovative products and superior service while aiming to rank among the world's top three electronics, information, and telecommunications firms by 2010.

On our way, we hold tight to a philosophy of “Great Company, Great People,” underscoring our belief that only great people can create a great company.



Core Capabilities

Product leadership refers to the ability to develop creative, top-quality products, using specialized new technologies.

Market leadership refers to the ability to achieve top ranking, worldwide, thanks to a formidable market presence in countries across the globe.

People leadership refers to the market dominance achieved by selecting and nurturing talented team players able to internalize and execute innovation across the board.

Growth Strategies

Fast innovation calls for securing a competitive edge over the competition by setting—and meeting—the highest of goals in all realms of innovation, by at least 30%. This applies to new-product development and unveiling, innovation in design and technology—as well as product sales, market share, and corporate value.

Fast growth is the result of implementing strategies designed to swiftly expand market size and earnings, with an eye toward monetary growth.

Corporate Culture

Though a company can boast stellar management strategies and an outstanding and talented pool of employees, it is still necessary to adopt a corporate culture that can fully unleash the power of these capabilities.

No to “No”s

At LG, we try to meet every road block with an alternate route—brainstorming and working harder before saying “no.”

‘We’ not ‘I’

LG’s embraces a code of strong teamwork—encouraging pride in achievement as goals are met by many working together as one.

Fun Workplace

LG’s workplace is one where the individual’s creativity and freedom are respected, and work is made fun.

Brand Identity

LG strives to enhance its customer’s life and lifestyle with intelligent product features, intuitive functionality, and exceptional performance. Choosing LG is a form of self-expression and a promise of satisfaction. Our customers take pride in owning an object of excellence and take comfort in knowing they’ve made a smart, informed purchase, every time.

Brand Platform

The LG brand is comprised of four basic elements: values, promise, benefits, and personality. Click each element for further details.

“LG IS THE BRAND THAT IS DELIGHTFULLY SMART”

The Face of the Future: The meaning and inspiration behind LG's logo design.

The letters "L" and "G" in a circle symbolize the world, future, youth, humanity, and technology. Our philosophy is based on Humanity. Also, it represents LG's efforts to keep close relationships with our customers around the world.

The symbol consists of two elements: the LG logo in LG Grey and the stylized image of a human face in the unique LG Red color. Red, the main color, represents our friendliness, and also gives a strong impression of LG's commitment to deliver the best. Therefore, the shape or the color of this symbol must never be changed.

The Values

"The Values are derived from the heart of
LG Corporate founding principles "

Management Philosophy

- Creating value for customers
- Management based on esteem for human dignity

Values	Innovation
We are honest and responsible. We always keep the promises we make to our customers in our bid to become the world's most trusted brand.	We provide the most innovative products and services. Our innovations are made not for technology's sake, but for our customers' benefit. From the most basic features to the most sophisticated technology, our products are designed to give our customers substantial value.(Technology for customers, not for engineers.)
People	Passion
Respecting and caring for our customers is the driving force behind our philosophy in human-centric product development. Respecting and caring for our employees make this a reality.	We are very passionate about providing products and services that satisfy the unmet needs of customers, as well as those potential needs they have yet to recognize.

Award Name	Awarded By	Year
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Most Admired Company in India	A&M Magazine	1998
Most Admired MNC	A&M Magazine	1999
No.1 Consumer Durable Company	A&M Magazine	
Best Marketing Company	A&M Magazine	
Most Ethical MNC	Business World	
Techies Award Best Flat Screen Monitor	Computer World	2000
3rd Largest Exporter	ESC2001	2001
Best Employer	Business Today/ Hewitt Assts	
Best Employer	Business Today/ Hewitt Assts	2002
Entrepreneur of the year	Ernst & Young	
Gold Rating for Environmental Performance	CII	2003
No. 1 Awareness Award.	Business Today	
Super Achievers Award : MD LGEIL	CETMA	
Green Technology Gold Award	Green Tech Foundation	
Best Designer Award -Art Cool Air Conditioner	Business World & NIT	
VAR India User Choice Award : Monitors	VAR India	2004
Most Admired Product – Microwave	EFY	
Award for IT Innovation	Business Today	
Most Trusted Brand -CD Writers	DIGIT/Jasubhai Digital Media	2005
EFY's Electronics Organization of	Electronics for You	

the Year Award for Television		
Consumer Durable Retailer of the Year	ICICI Bank	
Excellence in Corporate Leadership & Entrepreneurial Spirit	CNBC TV 18	
Most preferred Brand- CTV & WM	CNBC Consumer Vote Awards	
Maximum Imports & Third Highest Exports	CONCOR	
EFY Reader's Choice Award For Microwaves	EFY	
Outstanding Contribution in the field of HR	CETMA	
Outstanding Contribution in the field of HR	MID DAY	
Top Company :CDMA Handsets	V & D	
Top Company : Fixed Phones	V & D	
Best in Recruiting & Staffing	RASBIC	2006
Most Preferred Brand - CTV, WM, Computer & AC	CNBC Awaaz Consumer Awards	
4 P Award : Refrigerator and Air Conditioner	4Ps Power Brand Award	
4P Power Brand	CNBC Consumer Vote Awards	
Most Trusted Brand - LCD TV, Plasma TV, AC, WM, Ref, PC	Reader's Digest	
Maximum Exports-Consumer Electronics	ESC	
Maximum Exports	CONCOR	

First Consumer Awards - CTV, Ref, WM, AC, MWO, PC	Times Group	
Business World Customer Loyalty Survey : Air-conditioner & Refrigerator	Business World & IMRB	2007
Top Newsmaker – Consumer Durables	Business Today & Cirrus	
Most Trusted Brand - TV, AC & HA	Super Brands	
Reader's Digest Trusted Brands: Platinum Awards- Air conditioner. Gold Awards- LCD TV/Plasma TV, Ref, Washing Machine,PC	Reader's Digest	
EFY Reader's Choice Award For IT & MWO	EFY	
India's Most Trusted Brands 2007	Brand Equity	
4 Ps Business & Marketing : India's 100 Most Valuable Awards	Planman Consulting & ICMR Ranking	
Most Preferred Brand -CTVs, ACs, Ref.and Washing Machines	CNBC	
Loyalty Awards - Customer and Brand Loyalty in the Consumer Durables Sector	India Times- Mindscape with Savile-Row	2008
Avaya Global Connect Customer Responsiveness Awards	ET Avaya Awards	
EFY Reader's Choice Awards 2008 – Microwaves	EFY	
Smart Living Awards -TV, AC, Microwave & Washing Machine	360 degrees, Times of India	
Brand for Excellence 2008	VAR India	

Reader's Digest Trusted Brand : Platinum Awards -AC. Gold Awards - LCD TV /Plasma TV,Ref, PC	Reader's Digest	
Most Preferred Brand- Consumer Electronics and Home Appliances	CNBC Awaaz Consumer Awards	
Most Admired MNC in India	4P's Award	

History

The history of LG Electronics has always been surrounded by the company's desire to create a happier, better life.

LG Electronics was established in 1958 and has since led the way into the advanced digital era thanks to the technological expertise acquired by manufacturing many home appliances such as radios and TVs. LG Electronics has unveiled many new products, applied new technologies in

the form of mobile devices and digital TVs in the 21st century and continues to reinforce its status as a global company.



Major Milestones

1958 - Founded as Gold Star

1960's - Produces Korea's first radios, TVs, refrigerators, washing machines, and air conditioners

1995 - Renamed LG Electronics

Acquires US-based Zenith

1997 - World's first CDMA digital mobile handsets supplied to Ameritech and GTE in U.S.
Achieves UL certification in U.S.

Develops world's first IC set for DTV

1998 - Develops world's first 60-inch plasma TV

1999 - Establishes LG Philips LCD, a joint venture with Philips

2000 - Launches world's first Internet refrigerator

Exports synchronous IMT-2000 to Marconi Wireless of Italy

Significant exports to Verizon Wireless in U.S.

2001 - GSM mobile handset Exports to Russia, Italy, and Indonesia

Establishes market leadership in Australian CDMA market

Launches world's first Internet washing machine, air conditioner, and microwave Owen.

2002 - Under LG Holding Company system, separates into LG Electronics and LG Corporation

Full-scale export of GPRS color mobile phones to Europe

Establishes CDMA handset production line and R&D center in China

2003 - Enters Northern European and Middle East GSM handset market

Achieves monthly export volume above 2.5 million units (July)

Top global CDMA producer

2004 - EVSB, the next-generation DTV transmission technology, chosen to be the U.S./Canada

Industry standard by the US ATSC

Commercializes world's first 55" all-in-one LCD TV

Commercializes world's first 71" plasma TV

Develops world's first Satellite- and Terrestrial-DMB handsets

2005 - Becomes fourth-largest supplier of the mobile handsets market worldwide

Develops world's first 3G UMTS DMB handset, 3G-based DVB-Hand Media FLO

DMB Phone with time-shift function and DMB notebook computer

Establishes LG-Nortel, a network solution joint venture with Nortel

2006 - LG Chocolate, the first model in LG's Black Label series of premium handsets, sells 7.5 million units worldwide

Develops the first single-scan 60" HD PDP module and 100-inch LCD TV

Establishes strategic partnership with UL

Acquires the world's first IPv6 Gold Ready logo

2007 - Launches the industry's first dual-format, high-definition disc player and drive

Launches 120Hz Full HD LCD TV

Demonstrated the world-first MIMO 4G-Enabled technologies with 3G LTE

Won contract for GSMA's 3G campaign

2008 - Introduces new global brand identity: "Stylish design and smart technology, in products that fit our consumer's lives."

Business

LG Electronics, Inc. is a global leader and technology innovator in consumer electronics, home appliances, and mobile communications.

Challenges

- Meeting stringent deep submicron (DSM) defect screening goals
- Reducing the cost of high-quality testing
- Implementing test compression without impacting design schedule

Solution

- DFT MAX compression to reduce test data volume and test time
- TetraMAX® ATPG for DSM test pattern generation
- Primetime® static timing analysis for high-quality at-speed patterns

Benefits

- Higher test quality than previously possible
- Lower cost of defect screening
- No impact on tape out schedules

Overview

The System IC Business Team at LG Electronics, Inc. (LG) produces high-definition television (HDTV) and mobile TV chip sets for LG TV and handheld equipment manufacturers worldwide. Timely delivery of defect-free products to its customers is essential to LG's success in this highly competitive market. Consequently, LG has developed stringent deep submicron (DSM) defect screening goals for its products. One of the company's key challenges is meeting its

product quality objectives while still maintaining tight control of project schedules and testing costs.

To meet LG's strict defect screening goals for the latest HDTV product, engineers in the System IC Business Team needed to generate more types of DSM tests than had been required for the previous generation of designs. The demand for additional DSM tests was driven by the complexity of the design, which consisted of approximately 2.3 million instances and 400,000 scan flops, and the fact that it would be fabricated in a 65-nanometer manufacturing process.

NEW FEATURES OF LG TELEVISION

Stain free viewing

LG televisions are equipped with the revolutionary golden eye technology with gamma correction that automatically adjusts the picture to the ambient light

Next gen innovations

USB plus

This unique function allows you to enjoy music images and movies directly from USB compatible devices

Music mode

Converts your TV into a music system by allowing you to listen to music even after switching off the screen. Music modes save electrically by a whopping 40%

360 DEGREE SURROUND SOUND

Excellent digital surround technology ensures that sound spreads in a wider angle, giving you the ultimate surround sound effect. XDS gives you virtual 360 degree surround sound and thus enjoy a theatre like experience

One touch access to your favorite's channels

X-sort is an easy-to-use on-screen menu that gives you one touch access to sort your 200 favorite channels in 4 categories, that helps you save time and surf easily&instantly.the hot key provision on remote allows you to scroll through each category

Wi-Fi Connectivity

The x-wave technology liberates you form the hassles of wires and lets you TV sound through devices with FM receiver

Strategic Alliances

LG Electronics has made itself an industry leader through decades of consistent technical advances. In the 21st century, the company's continued growth is further advanced by coordinated business opportunities—key associative relationships with highly successful partners that count themselves among the top players in their field, worldwide.



Strategic association between corporate entities—companies with different infrastructures cooperating to advance their mutual interests in the fast-paced global market—can be a vital means of growth in each existing industry, as well as for forging new ones

Management by Principles

The starting point for LG Electronics' business pursuits lies in the company's commitment to society and to developing new ideas. LG Electronics' "Management by Principles" embodies our high ethical standards of doing business in a transparent and honest manner.

As LG continues to develop as a global leader, its strength will continue to be derived through this pursuit of a greater good, while upholding the fundamentals of cooperation, mutual trust, and respect for the free market economy.

The LG Way

"Management by Principle" ("Jeong-do" Management) is the ethical code LG abides in all its affairs-aiming to succeed through fair management practices, and constantly striving to better our business skills.

Sustainability Management System

"Creating value for customers" and "respect-based management" have long been the principles behind LG Electronics' management activities-aiming, in sum, to promote the basics of sustainable corporate management. Moving forward, these two philosophies will continue to provide a framework for our corporate style.

LG Electronics has established four basic methods to achieve corporate sustainable management.

Firstly, LG Electronics continually assesses new ways to develop its organization and systems-and to strengthen its internal competencies-so that the three focal points of sustainable management: economic profitability, eco- friendliness, and social responsibility, can be assured.

Secondly, LG Electronics systematically manages risks by identifying and closely monitoring both financial and non-financial concerns, such as the environmental and social issues of domestic and international businesses.

Thirdly, LG Electronics monitors communication channels with heightened analysis relating to the parties concerned, reflecting their opinions and requests more effectively.

Finally, LG Electronics intends to build global leadership by using its brand strategies in connection with corporate sustainable management activities.

Through such activities, LG Electronics will continue to yield strong results-economic, environmental and social-a company duly trusted and respected by its customers.

Corporate Management System

LG Electronics' advanced corporate governance scheme is centered around its professional management personnel and board of directors, establishing straightforward and transparent management practices while maximizing the company's shareholder and c LG Electronics is a global leader and technology innovator in consumer electronics, home appliances and mobile communications.



Yong Nam

Vice Chairman & CEO, LG Electronics

Yong Nam was appointed Vice Chairman and CEO of LG Electronics on January 1, 2007. His appointment signifies LG's desire to achieve the status of a highly profitable, technological leader with strong brand power.

Slimagic

In the Indian household scenario where space is a major constraint, LG has come up with an innovative solution by way of World's slimmest Flat CRT TV, Slimagic. In India, especially in the metros, there is a major concern of smaller living space, and LG's latest innovation provides a solution to utilize the limited living area / space in the most useful manner.

The technology used for Slimagic is highly advanced with a new picture tube which makes the TV super slim and occupies 30% less space. The unique features of the Slimagic TV is that it a sleek TV, which occupies less space without compromising on picture quality and looks attractive with double tone colors. Slimagic is available in 21" and 29"

The LG X-WAVE TV

X Wave is India's first TV with wireless Audio Transmitter. This new technology will enable consumers to listen TV sound through any audio system with FM receiver. Thus resulting in Home Theatre experience. The X Wave Wireless Sound Television comes with unique chip which transmits the TV sound on FM frequency. The TV sound output can be received by any audio set with FM receivers. This will enable consumer to experience home theatre sound output. The current model is available in 21" category and LG plans to launch 29" Flat X wave shortly

Corporate values.



Code of Ethics

It is the intention of LG, as set forth in its management charter, to abide by key ethical principles of creating value for the customer, and utilizing respect-based management tools to foster an open and responsible managerial style. As such, all LG employees have vowed act, in all their affairs, in accordance with the values and judgments delineated in our ethics code.

Innovation

LG Electronics is a company that thrives on innovation. Our products and technologies enhance lives and introduce our customers to a whole new world of creative designs. We are committed to finding new ways to make your life better and easier-through simple user interfaces, stylish designs and intelligent, state-of-the-art technology.

Technology Strategy

LG Electronics focuses on acquiring advanced technologies to drive you forward. The company's vigorous commitment to R&D always embraces challenge, as demonstrated by our creation of the world's first Blue-ray disc and the next-generation flat-panel display.



Smart Technology for Smart Customers

LG Electronics is increasing its focus on "Smart Technology" - technology that adds convenience and joy to customers' lives. Smart Technology is a development philosophy that embraces sensitive communication with customers in order to provide products that everybody wants to use, and easily can. This customer-oriented principle has become the most important development philosophy for LG, a result of collecting customer feedback and applying it to our products

CHAPTER: 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

The marketing information collected is required to be analyzed and interpreted for the benefit of marketing organization. One of the steps involved in marketing research process is to extract pertinent findings from the collected data. And after collection of data is over the data is tabulated. Analysis and interpretation of information refers to analysis, classification or tabulation of information and drawing logical conclusions for the solution of marketing problems for which market information is collected.

Keeping in mind the brand outlook of the process of understanding the brand awareness, customer preference about different brands of television as on the basis of its attributes, brand loyalty, availability and attractiveness of advertisement, the Questionnaire was framed in such a way as to get the actual reflection of the minds of the consumers in Bangalore city.

The data collected was grouped into categories. This task is statistically known as data tabulation. These processes were done under different headings, represented in the form of tables which have been carefully analyzed arriving at the correct conclusion. The table shows the count or occurrence of individual categories among the sample.

The analysis consists of two important areas

- A. Data related to Non users
- B. Data related to LG users

A. Data related to Non-users of LG TV

TABLE – 1

Table showing percentage in Age Group (Non-User of LG)

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
20 – 30 Years	15	30
30- 40 Years	25	50
40 and above	10	20
TOTAL	50	100

INTERPRETATION

From the above Table, it is observed that 30% of the respondents are in the age group of 20 to 30 years, followed by 50% who are in the age group of 30 to 40 years and the remaining 20% are in the age group of 40 and above.

GRAPH: 1

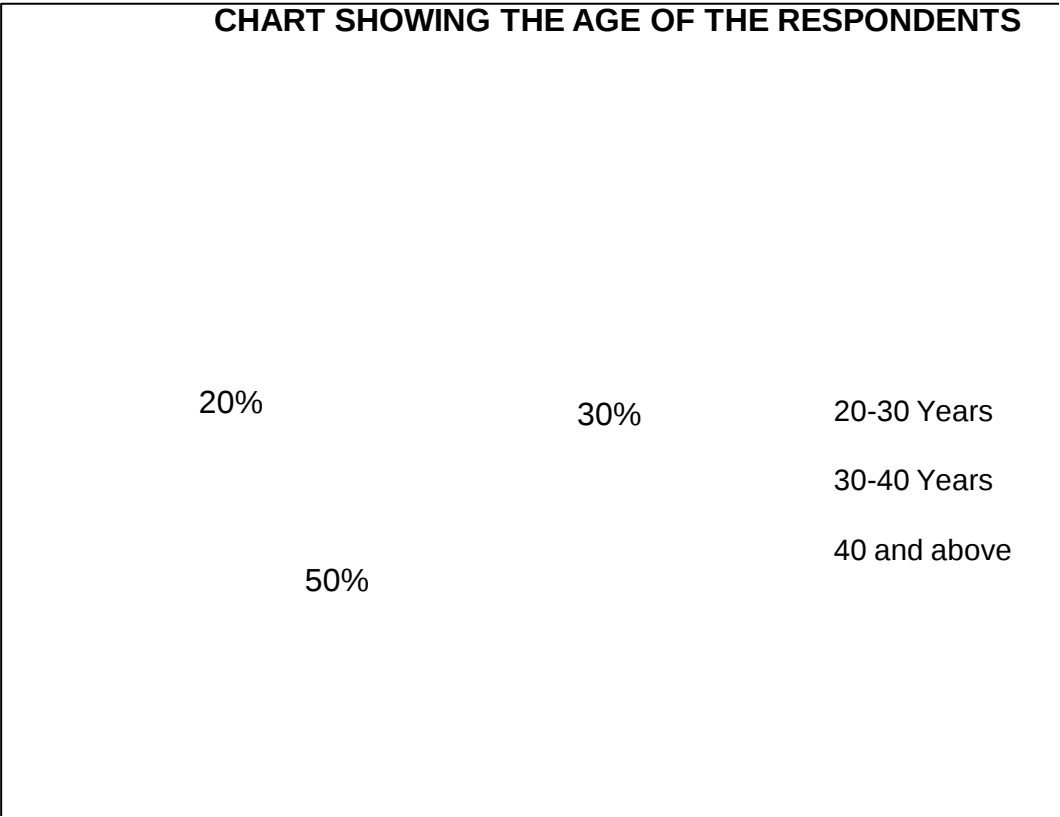


TABLE – 2

**TABLE SHOWING PERCENTAGE IN OCCUPATION
(Non – Users of LG)**

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Business	20	40
Service	13	26
Professional	10	20
Others	7	14
TOTAL	50	100

INTERPRETATION

The above Table shows the distribution of respondents according to their occupation. 40% of the respondents were business class followed by 26% of respondents were servicemen and 20% of respondents were professional and the remaining 14% belonged to different occupation like self employed, land lords, house wives etc. All of them are included under one heading i.e. others.

GRAPH: 2

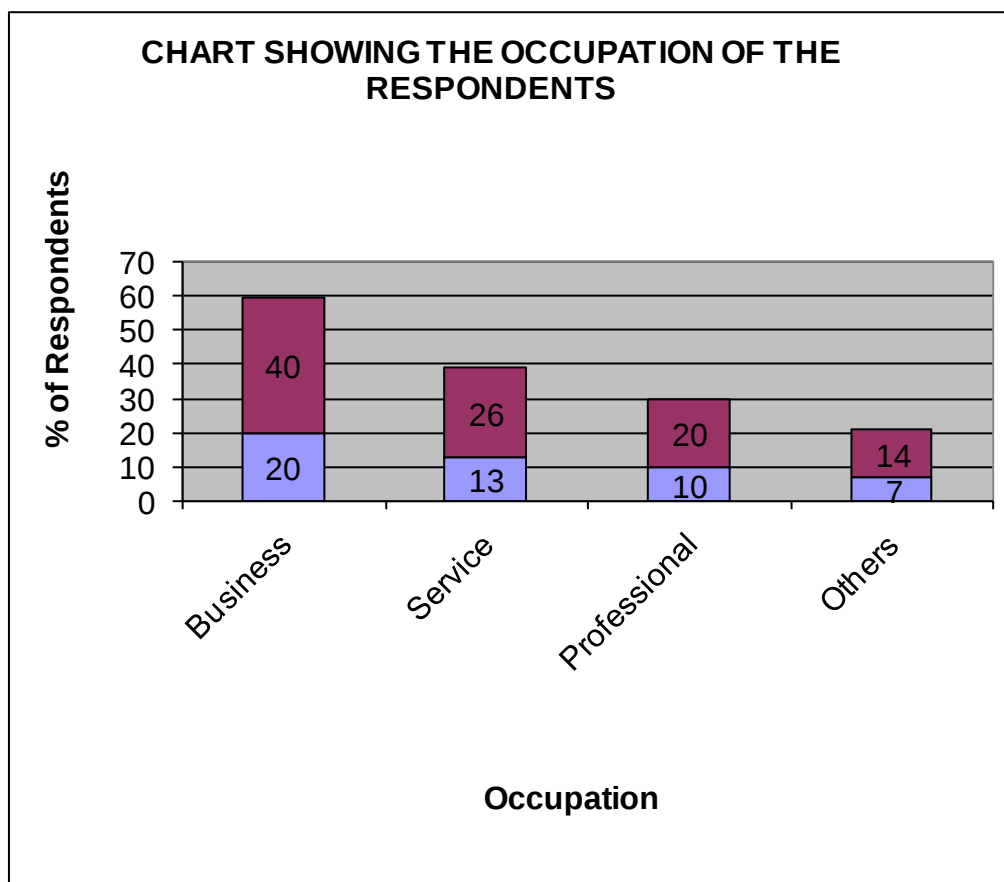


TABLE –3

TOTAL FAMILY INCOME OF THE RESPONDENTS (Non-Users)

TOTAL FAMILY INCOME	NO.OF RESPONDENTS	PERCENTAGE
Less than Rs.10000	15	30
Rs. 10000 – 20000	22	44
More than Rs. 20000	13	26
TOTAL	50	100

INTERPRETATION

From the above table it is observed that 30% of the respondents are in the income group of less than Rs.10,000 and the 44% of the respondents are in the income group of Rs.10,000-20,000 and 26% of the respondents are in the income group of more than Rs.20,000.

GRAPH: 3

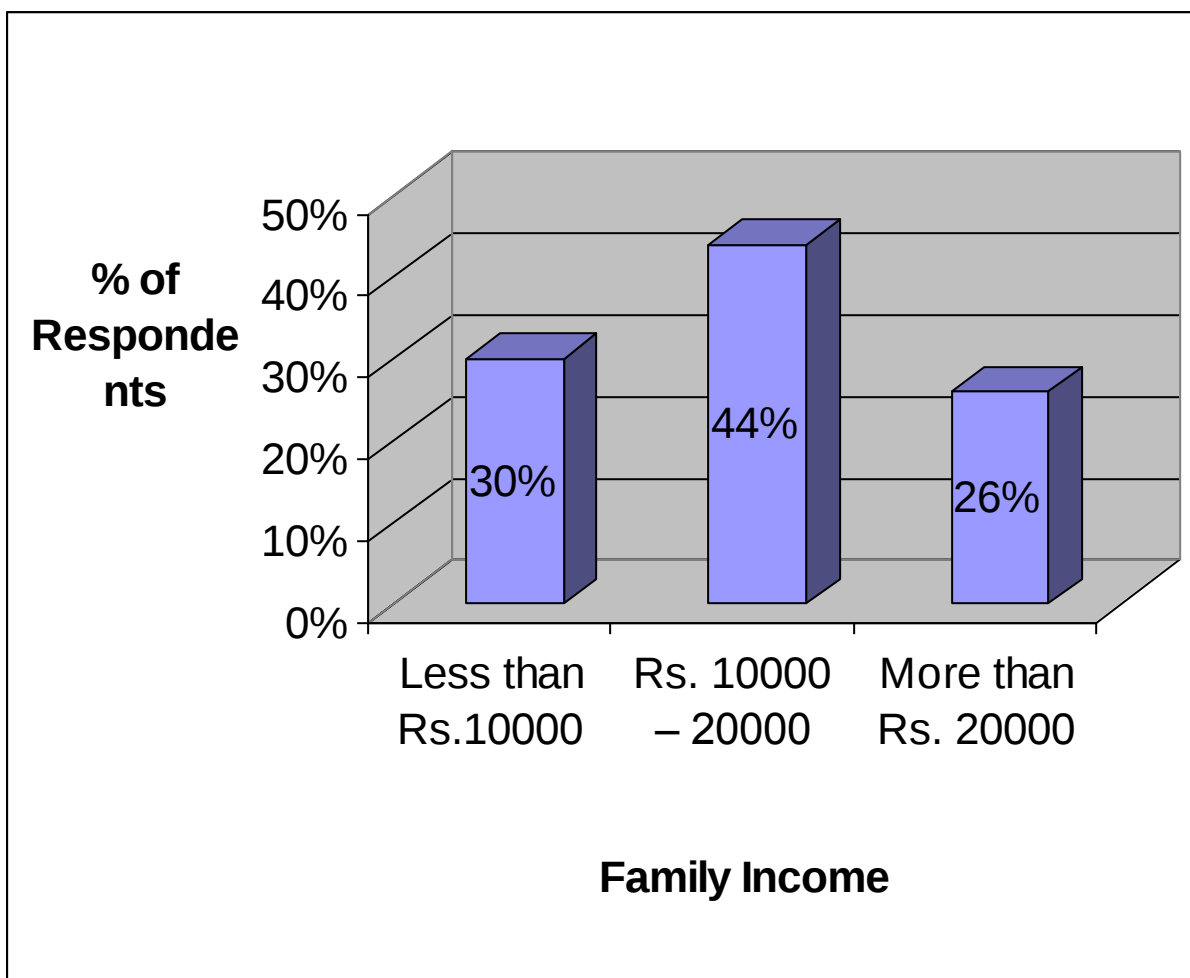


TABLE – 4

Table showing percentages of Televisions owned by the Respondents (Non-Users)

Sl. No	BRANDS	NO.OF	PERCENTAGE
--------	--------	-------	------------

		RESPONDENTS	
1	BPL	7	14
2	Videocon	6	12
3	Onida	9	18
4	Samsung	4	8
5	Philips	5	10
6	Sony	6	12
7	Panasonic	4	8
8	Thomson	2	4
9	Akai	3	6
10	Sansui	2	4
11	Others	2	4
	TOTAL	50	100

INTERPRETATION

From the above Table we can infer that out of 50 respondents who are non users of LG, 18% of respondents are owing Onida, followed by BPL with 14%, 12% of them are using Videocon and Sony, 10% of them are using Philips, 6% of them are using Akai, 8% of them are using Samsung and Panasonic and 4% of them are using Thomson and Sansui and so on.

GRAPH: 4

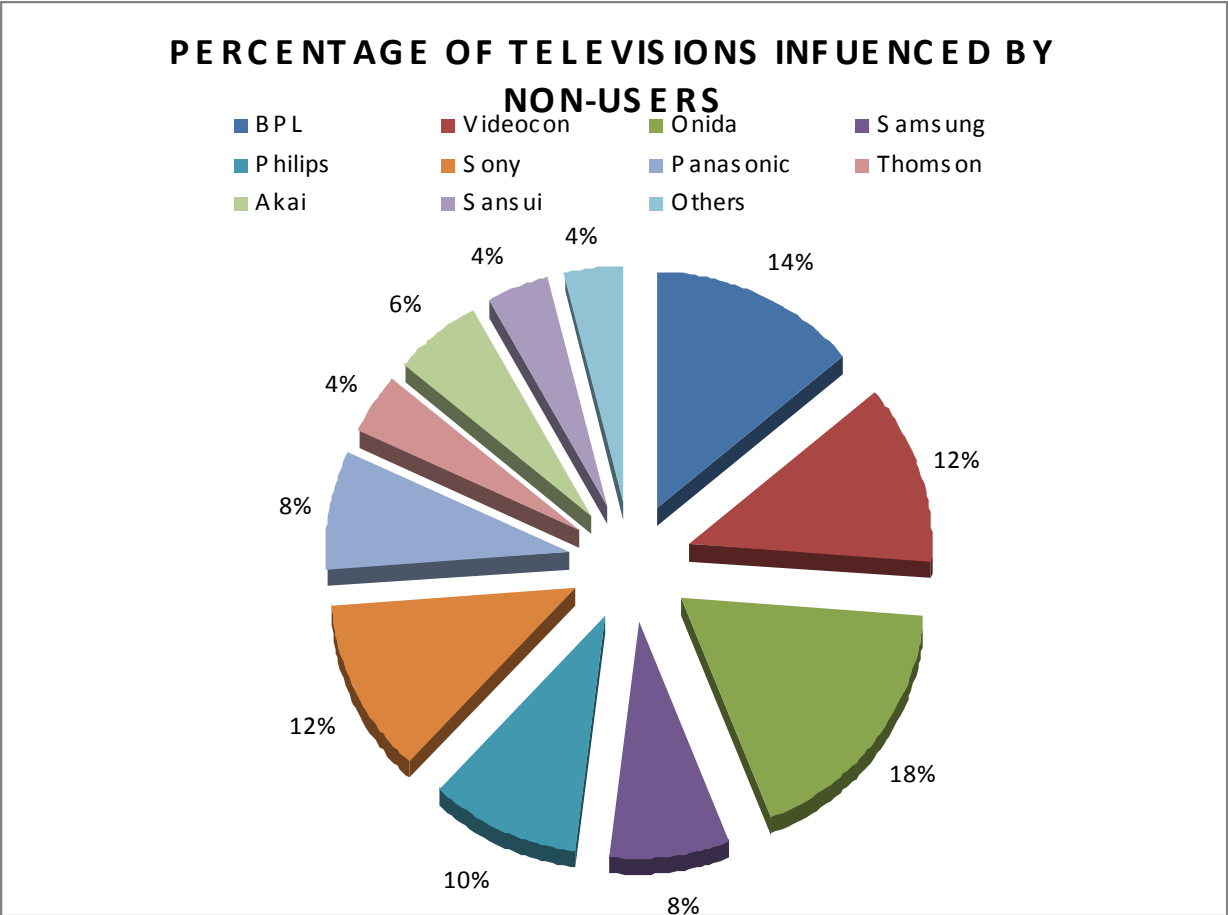


TABLE – 5

Table showing the respondents degree of importance given to each Attribute in a colour television

Sl.No	Attributes	No. of Respondents	Percentage	Rank
1	Technology	47	15.1	I
2	Performance	45	14.4	II
3	Brand Name	41	13.1	III
4	Appearance	39	12.6	IV
5	Features	36	11.5	V
6	Price	32	10.3	VI
7	Guarantee Period	28	8.9	VII
8	After sales service	25	8.0	VIII
9	Availability	19	6.1	IX
	TOTAL		100	

INTERPRETATION

The above table shows that technology has been given first rank by respondents followed by performance, brand name, appearance, features, price, Guarantee period, sales service, Availability and so on.

GRAPH: 5

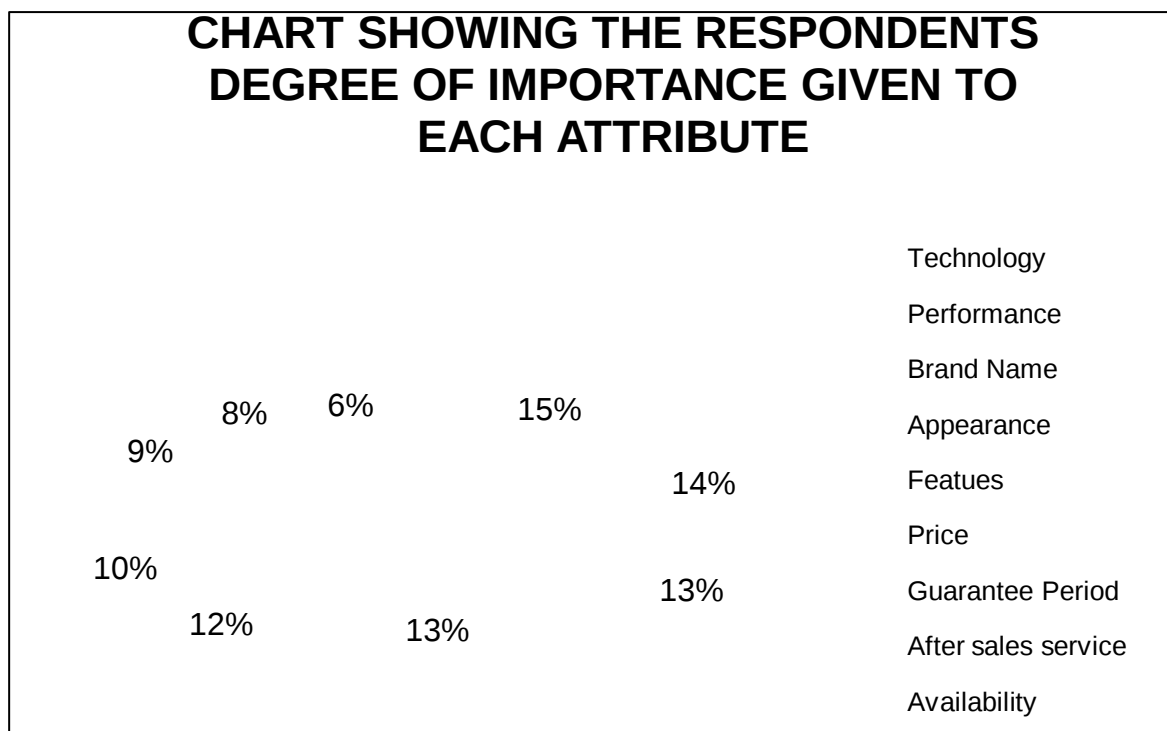


TABLE – 6

Table showing Respondents expectation out of a complete colour Television.

Sl.No	Features	No. of Respondents	Percentage
-------	----------	--------------------	------------

1	Picture	15	30
2	Durability/ Reliability	11	22
3	Sound	7	14
4	Special Features	13	26
5	Any other	4	8
	TOTAL	50	100

INTERPRETATION

From the above table we can infer that out of 100 respondents interviewed, 30% of the respondents expected the colour Television to have proper picture facility, which includes no. of channels, screen flatness, plug and play, LC/VCD compatible etc. 26% of the respondents prefer special features which include zoom, picture in picture, child lock, auto voltage etc, 22% of the respondents expect the colour television to be durable and reliable, and 14% of the respondents preferred sound which includes woofers, wattage, clarity, bars, surround sound, digital stereo etc.

GRAPH: 6

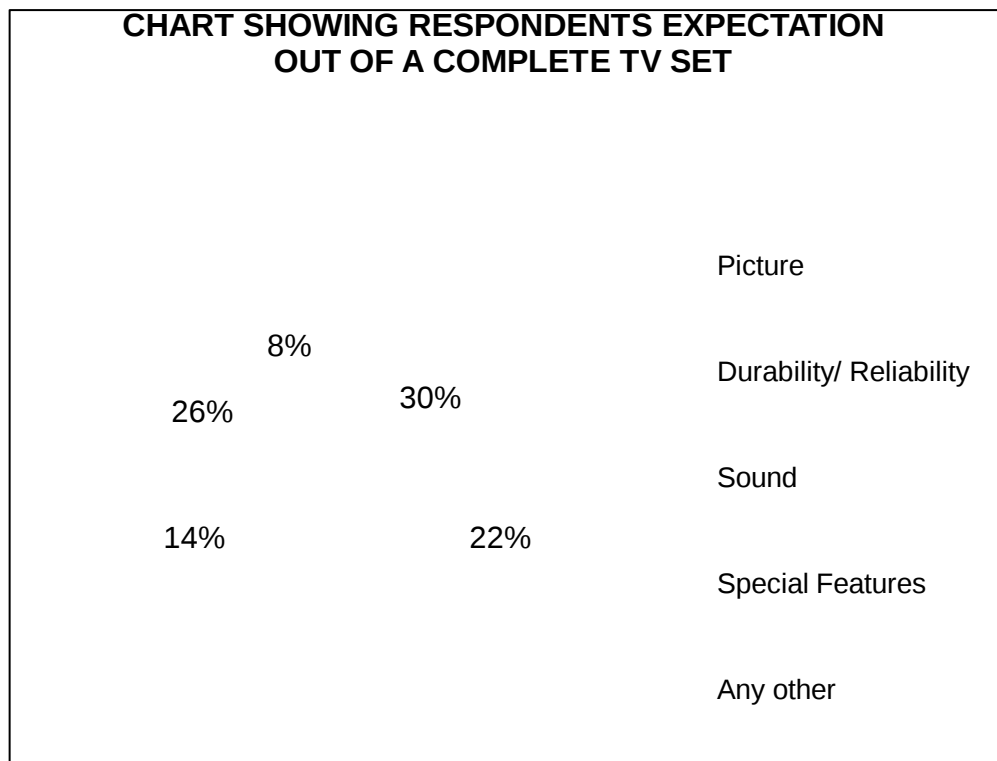


TABLE – 7

Table showing the future intention of Respondents towards the purchase of LG television.

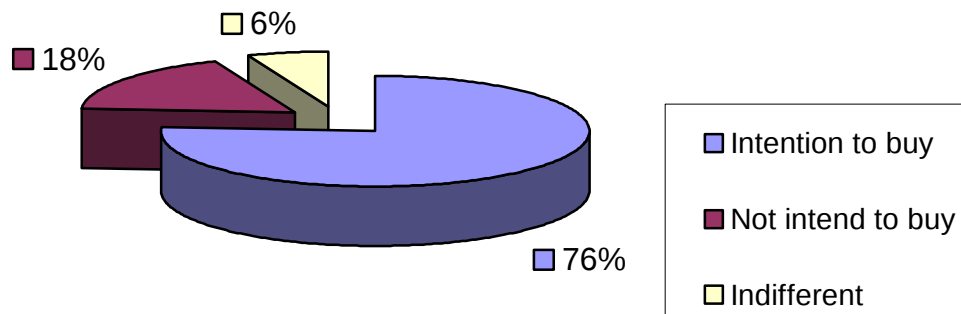
Intention of the Respondents	No. of Respondents	Percentage
Intention to buy	38	76
Not intend to buy	9	18
Indifferent	3	6
TOTAL	50	100

INTERPRETATION

This table shows that almost 76% of the respondents were intending to buy the television, however, 18% of the respondents did not intend to buy, and some 6% of the respondents were indifferent about it i.e. they were not in the position to answer whether to buy or not to buy.

GRAPH:7

**CHART SHOWING INTENTION OF
RESPONDENTS TO BUY LG TV**



B. USERS OF LG TV

The researcher has taken 50 respondents those who are using LG TV; the following analyses consists of information about the LG TV users opinion regarding the special features and the reasons for the preference of LG TV

TABLE - 8

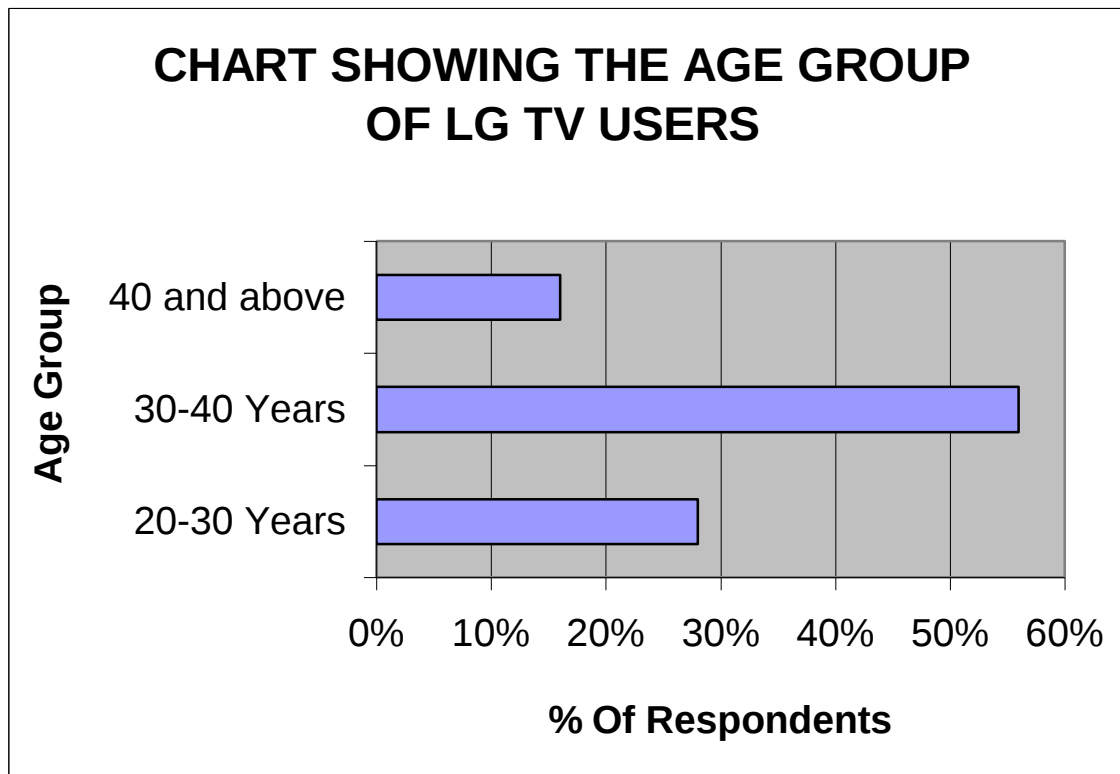
Table showing percentage in Age Group of LG TV users

AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE
20-30 Years	14	28
30-40 Years	28	56
40 and above	8	16
TOTAL	50	100

INTERPRETATION

This table shows that 28% of the owners of LG are in the age group of 20 to 30 years, followed by 56% who are in the age group of 30 to 40 years and the remaining are 40 and above.

GRAPH: 8



. TABLE – 9

Table showing percentage in occupation – LG TV users

Occupation	No. of Respondents	Percentage
------------	--------------------	------------

Business	16	32
Service	20	40
Professional	9	18
Others	5	10
TOTAL	50	100

INTERPRETATION

The above drawn table shows the distribution of owners according to their occupation. 32% of owners were businessmen, 40% of owners were servicemen and it constitutes the largest segment of the sample size. 18% of owners belong to professional categories and the remaining 10% were others. Others refer to self – employed, housewives, landlords etc.

GRAPH: 9

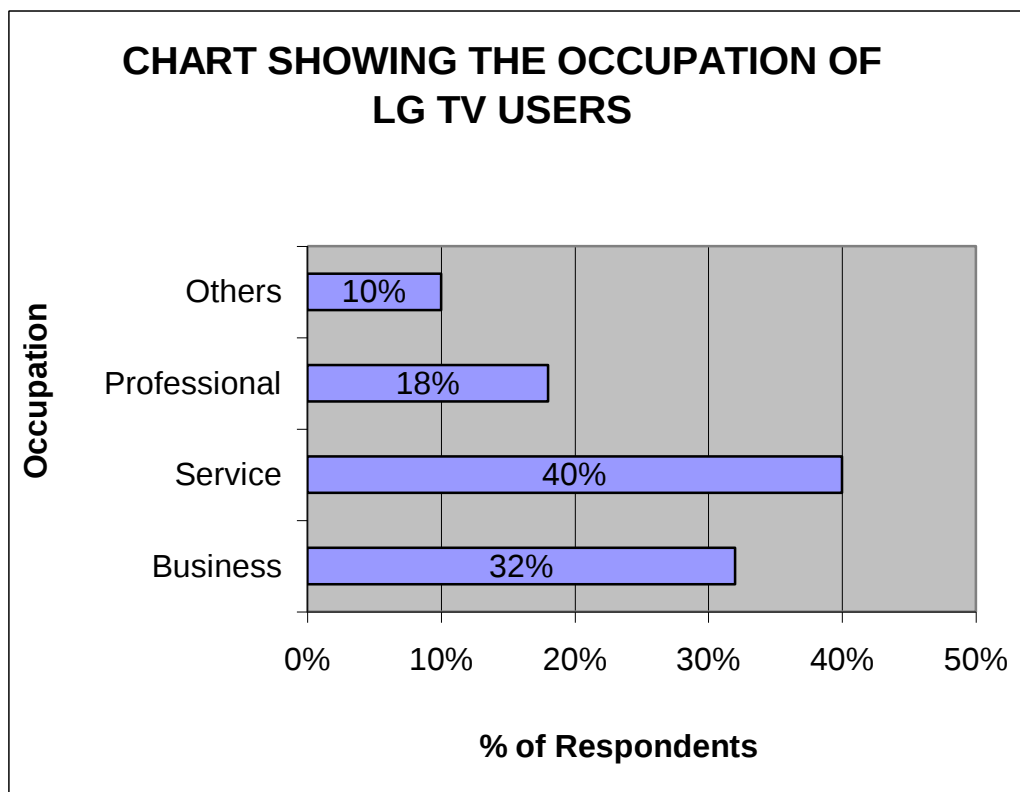


TABLE – 10

Table showing the total family income of LG users

Total Family Income	No. Of Respondents	Percentage
Less than Rs.10000	10	20
Rs.10000 – 20000	26	52
More than Rs. 20000	14	28
TOTAL	50	100

INTERPRETATION

This table shows that 20% of the owners belong to the Income group of less than Rs. 10,000 and the 52% of the owners are in the income group of Rs.10, 000 to Rs. 20,000 and remaining 28% of the owners are in the income group of more than Rs.20, 000.

GRAPH: 10

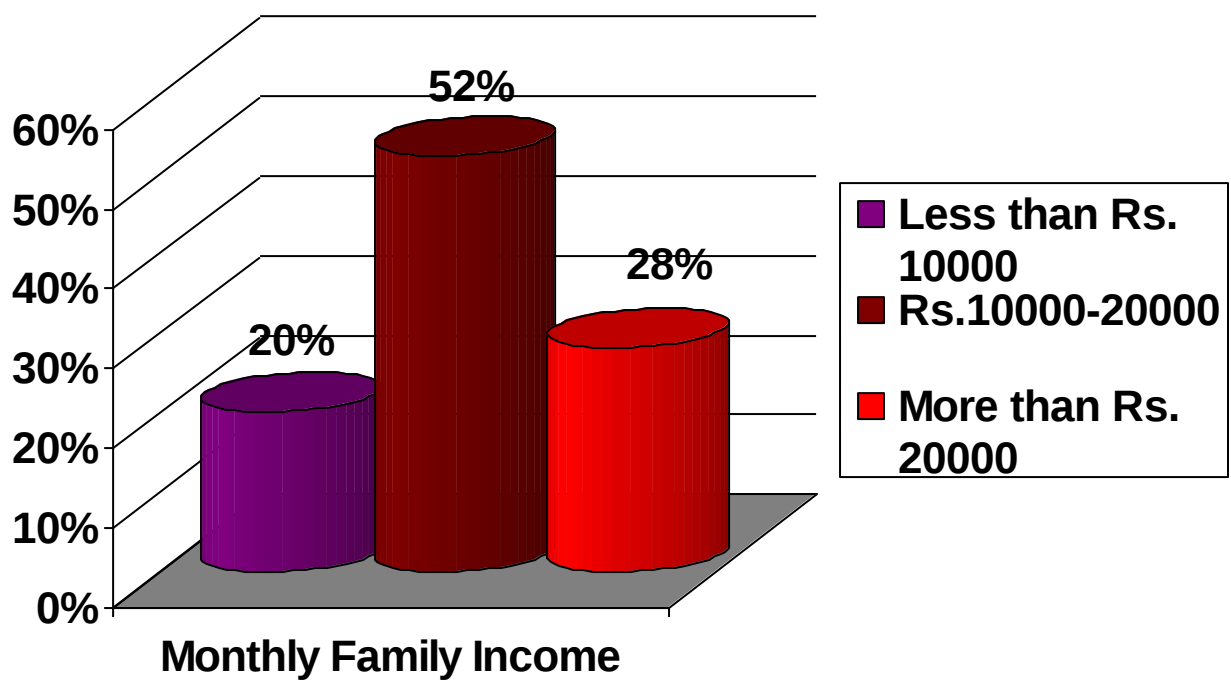


TABLE – 11

Table showing Media influence of LG users.

Media	No. of Respondents	Percentage
Television	13	26
Newspaper	7	14
Magazines	9	18
Relatives and Friends	15	30
Consumer Fair	6	12
TOTAL	50	100

INTERPRETATION

From the above table, it is observed that almost 30% of the respondent's decision is influenced by their Relatives and Friends, 26% of them were influenced through Television, 18% of them through Magazines, 14% of them through Newspapers and 12% of them through Consumer Fair.

GRAPH: 11

**CHART SHOWING THE REACH OF MEDIA TO LG
USERS**

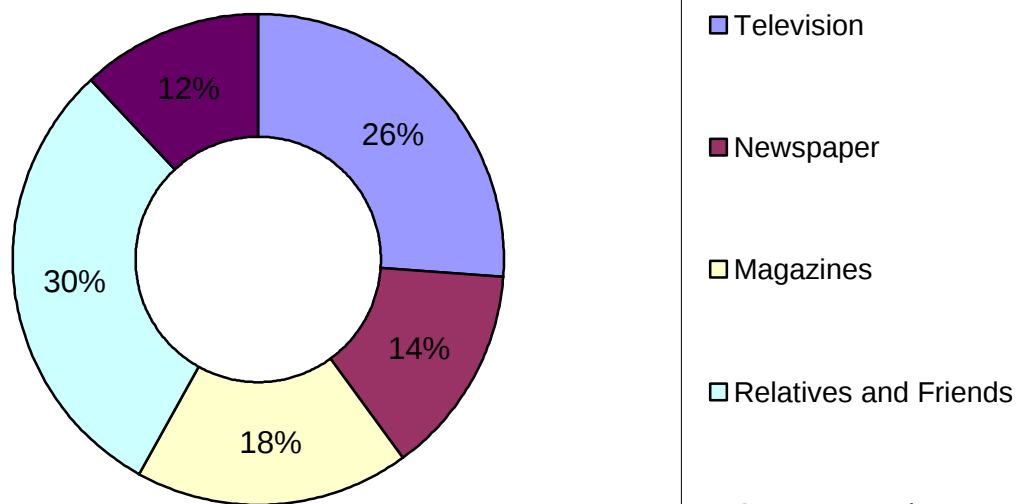


TABLE – 12

Table showing how the Television has met the Expectations of Users.

Options	No. of Respondents	Percentage
Excellent	11	22
Good	32	64
Satisfactory	7	14
TOTAL	50	100

INTERPRETATION

From the above table we can infer that out of the 50 respondents 22% of the respondents ranked the performance of LG Television as excellent, 64% of them, a majority of the LG owners have ranked the performance of LG television as good and 14% of the respondents ranked as satisfactory about LG Television.

GRAPH: 12

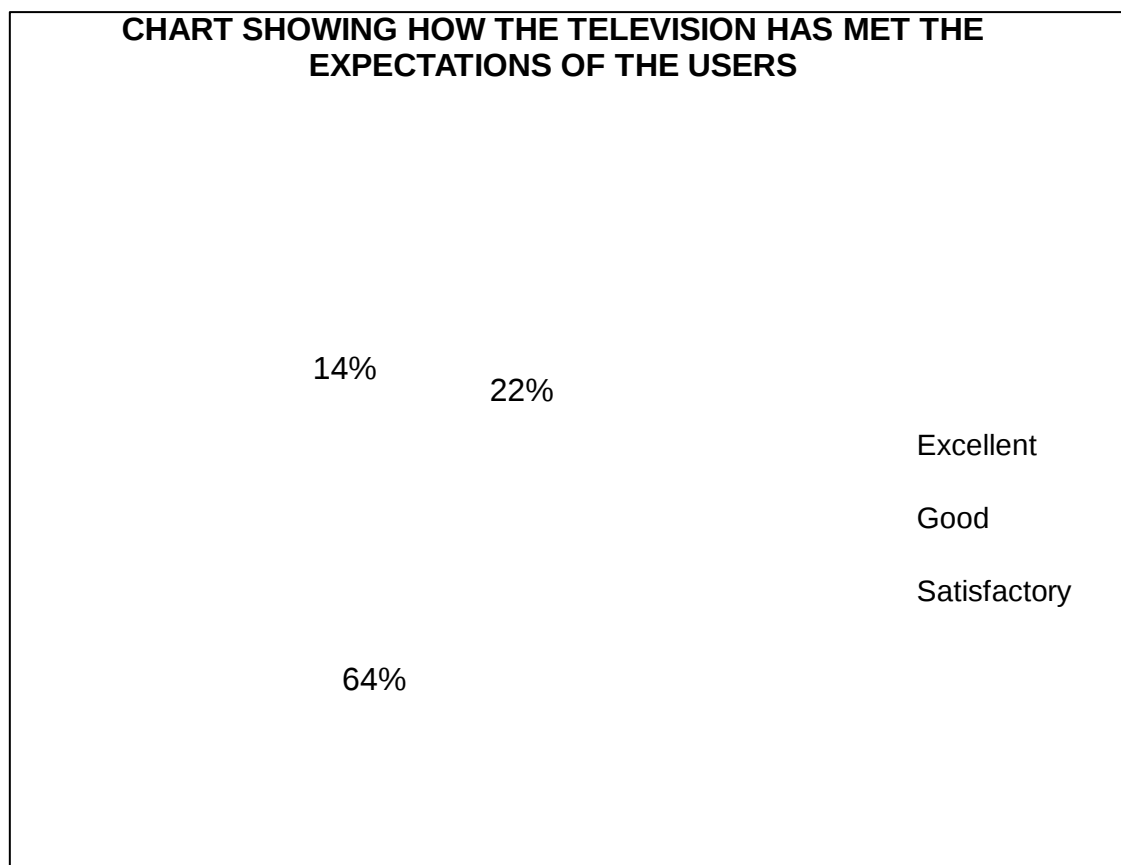


TABLE – 13

Table showing respondent's opinion regarding the Future Prospects of LG C.T.V's.

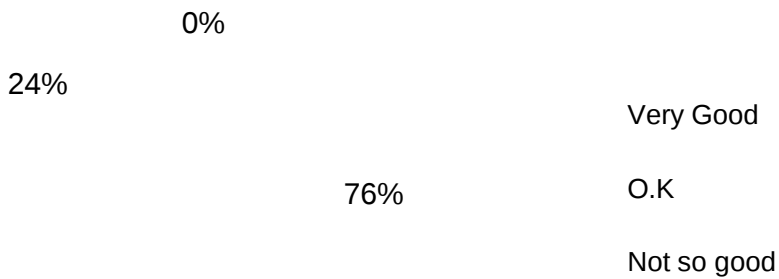
Opinion	No. of Respondents	Percentage
Very Good	38	76
O.K	12	24
Not so good	-	-
TOTAL	50	100

INTERPRETATION

From the above table it is observed that 76% of the respondents considered the future prospects of LG Television to be very good, where as the remaining 24% of the respondents considered the future prospects of LG Television to be O.K

GRAPH: 13

**CHART SHOWING THE RESPONDENTS OPINION
REGARDING FUTURE PROSPECTS OF LG**



CHAPTER: 5

SUMMARY OF FINDINGS AND CONCLUSION

SUMMARY OF FINDINGS

This chapter gives a Summary of the Findings of the data analyzed in the previous chapter and on the basis of these findings, appropriate suggestions are given.

FINDINGS

The project “A **STUDY ON CONSUMER PREFERENCE TOWARDS TELEVISION WITH SPECIAL REFERENCE TO LG.**” has brought forth the following findings:-

It was seen that the respondents ranked technology as the most important attribute followed by performance, brand name. Most of the owners of LG Television were in the age group of 30-40 years and were servicemen. Reach of the media for a LG owner was mainly through Relatives and friends and television.

LG Television was mainly preferred for its technology, Performance, features and brand name. Awareness among the consumers about the LG Television is also high.

Thus the respondents had a good opinion regarding LG television and considered the future prospects of LG television to be very good.

LG television was found to be doing well in the market and found to be fastest moving brand of television in the market. Thus it can be inferred that LG is emerging as one of the most preferred television and hence has a very good market in the near future also.

SUGGESTIONS

After analyzing the response received from the respondents of LG Television with great care and thoroughness, the following suggestions have been drawn. Implementation of the same would lead greater satisfaction of the needs and wants of the consumers as well as large market share and profitable results to the manufacturer.

Therefore the following suggestions are made which will plug the loopholes in its strategy and increase the sales of its television.

- ❖ The awareness of LG Television is mainly through television and relatives and friends. By concentrating more on other forms of media in advertising, the company may improve sales. Stronger distribution and promotion network to cover all the uncovered areas.
- ❖ It is noticed that most of the Television companies offer exchange schemes. It could be beneficial for LG to introduce such schemes.
- ❖ Advertising can be made more effective so that it appeals to more and more people in order to persuade them to buy the product. Thus future frequency of advertising should be more.
- ❖ The price of the LG Television could be reduced; this would certainly increase their sales especially in the middle and lower income group.
- ❖ Can come up with Televisions with more features and varying models. A few technical features according to the respondents need improvement such as sound system and the remote control.
- ❖ Ensure regular and assumed supply to all the dealers for easy availability and arrange for regular dealers meet.

CONCLUSION

The present research titled as CONSUMER PREFERENCE TOWARDS TELEVISION WITH SPECIAL REFERENCE TO LG”was worthwhile as a researcher got the opportunity to learn a lot about the television market, consumer preference, brand choices, especially LG television. It was a wonderful experience interacting with respondents, teachers, friends, and public simultaneously enhancing the research knowledge and skills. Preparing this project report was a learning experience. In nutshell the research work observed the consumers prefer the LG TV and also they expect some additional features, if the LG Company provides this changes it can occupy the market.

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BIBLIOGRAPHY

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- **Leon G. Schiff man**
- **Leslie Lazer Kanuk**

ENCYCLOPEDIA

MAGAZINES REFERRED

- **Business Today**
- **Marketing Master Mind.**

WEBSITES

- **www.lgindia.com**
- **www.lge.com**

ANNEXURE

“A STUDY ON CONSUMER PREFERENCE TOWARDS TELEVISION WITH SPECIAL
REFERENCE TO LG”

Dear Respondents,

I SANILA P NASSER, a student of M.B.A, Al – Ameen Institute of Management Studies, Bangalore University, conducting the above survey as my project study. I request you to kindly fill in this questionnaire and help me in achieving my objective.

1. Name : _____

2. E – Mail : _____

3. Age

a) 20 – 30 years []

b) 30 – 40 years []

c) 40 and above []

4. Occupation :

a) Business []

b) Services []

c) Professional []

d) Any other specify _____

5. Total Family Income :

a) Less than 10000 []

b) 10000 – 20000 []

c) More than 20000 []

6. Which brands of Television do you own?

- a) BPL ☐ f) Samsung ☐
- b) Philips ☐ g) Sony ☐
- c) Onida ☐ h) Thomson ☐
- d) Panasonic ☐ I) Videocon ☐
- e) LG ☐

j) Any other specify _____

7. How much importance do you give to the following parameters/attributes

In a colour television.

- a) Appearance ☐ f) Brand Name ☐
- b) Availability ☐ g) Technology ☐
- c) Features ☐ h) After Sales Service ☐
- d) Price ☐ I) Guarantee period ☐
- e) Performance ☐

8. What are the expectations out of a complete CTV set? Please tick against

The appropriate box based on your preference.

- a) Picture ☐
(No. of channels, screen flatness, plug and play, (CD, VCD, and Compatible)
- b) Durability / Reliability ☐
- c) Sound ☐
(Woofers, Wattage, Clarity, Surround sound, Bass, Digital screen)
- d) Special Features ☐
(Zoom, Picture in picture, child lock, volume lock, Auto voltage)
- e) An other specify _____

9. Have you ever thought of purchasing a LG Television?

- a) Intention to buy ☐
- b) Not intend to buy ☐
- c) Indifferent ☐

10. If No, why?

B. LG users

11. Age

- d) 20 – 30 years []
- e) 30 – 40 years []
- f) 40 and above []

12. Occupation:

- a) Business []
- b) Services []
- c) Professional []
- d) Any other specify _____

13. Total Family Income:

- a) Less than 10000 []
- b) 10000 – 20000 []
- c) More than 20000 []

14. How did you come to know about LG Television?

- a) Television [] d) Relatives/Friends []
- b) Newspaper [] e) Consumer Fair []
- c) Magazines []
- f) If any other specify _____

15. After buying how has the T.V met your expectations?

- | | | | |
|--------------|-------|---------------------|-------|
| a) Excellent | [] | c) Satisfactory | [] |
| b) Good | [] | d) Not satisfactory | [] |

16. What is your opinion regarding the future prospects of LG

C.T.V's?

- | | | | |
|--------------|-------|----------------|-------|
| a) Very Good | [] | c) Not so good | [] |
| b) O.K | [] | | |