

Research Paper

A PROJECT REPORT ON “ANALYZING LEVELS OF CUSTOMERS SATISFACTION” AT LG ELECTRONICS

M. ANUSHA ¹, SWATHI UMMENTHALLA ²

Student¹, Guide²

GLOBAL INSTITUTE OF ENGINEERING AND TECHNOLOGY AN AUTONOMOUS INSTITUTION

Chilkur (v). Moinabad (M). RR. District. Telangana

ABSTRACT

Employee satisfaction plays a crucial role in enhancing productivity, organizational commitment, employee retention, and overall performance. In today's competitive global market, organizations like LG Electronics must continuously evaluate workforce satisfaction to maintain operational efficiency and sustain competitive advantage. This study examines the levels of employee satisfaction at LG Electronics and identifies the key factors influencing employees' attitudes toward their work and organization.

The research adopts a descriptive research design using both primary and secondary data. Primary data is collected through structured questionnaires distributed among employees across various departments such as production, marketing, administration, and technical divisions. The study measures satisfaction levels across dimensions including compensation and benefits, working conditions, leadership style, career growth opportunities, work-life balance, recognition, and job security. Statistical tools such as percentage analysis, mean scores, and correlation techniques are used to interpret the data.

The findings aim to determine the overall satisfaction level of employees and identify areas requiring improvement. The study also provides practical recommendations to enhance employee engagement, motivation, and organizational effectiveness.

KEYWORDS

Employee Satisfaction, Job Satisfaction, Organizational Commitment, Work Environment, Human Resource Management, Organizational Performance, Motivation, Retention, LG Electronics.

I. INTRODUCTION

Modern organizational management relies on training and development to improve staff skills, efficiency, and competitiveness. Through fast technology breakthroughs, globalization, and changing market dynamics, companies require a trained and flexible staff like never before. Training systematically improves workers' job skills, whereas development prepares them for future difficulties and responsibilities. These activities are crucial to company success and employee engagement.

Companies realize their most precious asset is their people in today's fast-paced climate. Talented workers accomplish their duties effectively and contribute to creativity, problem-solving, and organizational development. Training and development programmes fill skill shortages, encourage learning, and connect employee skills with organisational goals. Leadership, communication, emotional intelligence, diversity and inclusion, and other soft skills that make a well-rounded professional are now part of these curricula.

Customer and employee satisfaction at LG Electronics are closely linked, since a motivated and well-trained workforce directly influences service quality and product experience. Satisfaction is therefore treated in this study as a measurable outcome of organizational practice rather than a matter of individual sentiment alone. By assessing satisfaction across departments, the study seeks to identify the structural and managerial factors that sustain commitment and performance within the organization.

II. NEED FOR THE STUDY

The organization must invest in staff skills to remain competitive in the fast developing retail and consumer electronics business. Training and development programs may boost employee performance, customer happiness, and company growth. Without a comprehensive assessment of existing programs and their effect, the organization may face challenges in optimizing its training activities. The research aims to identify gaps in training programs, evaluate their efficacy, and provide actionable insights for change, thereby enhancing the organization's performance and competitiveness in the market.

III. STATEMENT OF THE PROBLEM

Despite substantial investment in employee welfare and training initiatives, organizations such as LG Electronics continue to face difficulty in accurately measuring the satisfaction levels of their employees and customers. Satisfaction is influenced by a wide range of factors, including compensation, working conditions, leadership style, recognition, career growth, and work-life balance, and the relative weight of these factors is not always clearly understood by management.

In the absence of systematic evaluation, dissatisfaction may remain undetected until it manifests as reduced productivity, higher attrition, or declining service quality. The problem, therefore, lies in identifying which dimensions of the work environment contribute most significantly to satisfaction, and in determining whether the existing training and development framework adequately addresses the expectations of the workforce. This study attempts to address that gap through structured primary data collection and analysis.

IV. SCOPE OF THE STUDY

The study is confined to employees of the organization who are surveyed regarding their satisfaction with pay, working conditions, and training opportunities. The research examines how employee compensation affects performance, and how compensation schemes influence employee behavior, motivation, and organizational performance. Compensation policies, employee satisfaction and retention, and corporate objectives are studied together. It assesses remuneration packages, employee perceptions, and how these help the organization accomplish its goals.

V. OBJECTIVES OF THE STUDY

- To examine the employee training procedures followed in the organization.
- To examine employee perceptions of corporate training and development.
- To identify successful training and development initiatives that contribute to staff motivation.
- To assess the overall levels of satisfaction among employees and suggest measures for improvement.

VI. LIMITATIONS OF THE STUDY

- The interpretation, being based on the percentage method, is not definite.
- The report is subject to changes with the fast changing scenario.
- Since names are mentioned in most of the questionnaires, most of the employees answered favourably to the company. This might have led to wrong findings in the study.

VII. REVIEW OF LITERATURE

Logasakthi K. and Rajagopal K. (2018) found that most respondents are aware of the company's training and development facilities, as well as welfare facilities such as medical, canteen, and safety measures. Most workers like the company's welfare programs.

Goldstein and Ford (2018) state that training is a process that improves employees' knowledge, skills, and abilities (KSAs) to improve their performance and effectiveness in their roles at an organization. Their work stresses that training should be based on a rigorous needs assessment, adapted to the organization's goals, and evaluated to assure intended results.

Noe (2019) describes employee training and development as a company-planned endeavor to teach job-related competences, such as knowledge, skills, and behaviors, to workers. Training is purposeful and aims to help individuals use what they have learned in their present or future jobs to increase performance and organizational success.

Aguinis and Kraiger (2019) define training as a method for enhancing the knowledge, skills, and abilities of individuals or teams in organizations. They underline that training improves individual performance, team effectiveness, corporate development, and social benefits.

Salas et al. (2020) describe training as an organized process that improves an individual's skills, knowledge, and competencies for better performance in present or future activities. The authors emphasize evidence-based training approaches including establishing goals, giving feedback, and applying learning in the workplace.

VIII. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It examines the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them. Methodology gives the blueprint of activities to be carried out systematically in order to complete the study successfully.

Research Design

The study employs a descriptive research design to analyze the effectiveness of training and development programs and their impact on employee performance and organizational success.

Data Collection

To produce a reliable questionnaire, both primary and secondary information was used. The questionnaire was prepared under the guidance of the mentor, wherein a Likert five-point scale and closed-ended questions were used for measuring the attitudes of the employees. The questionnaire comprised 20 questions which covered all the aspects of measuring the effectiveness of training and development.

- Primary Data: Data collected directly from employees and managers through surveys, interviews, and questionnaires to understand their perspectives on training and development.
- Secondary Data: Data gathered from organizational reports, previous studies, journals, and online resources to analyze trends and existing knowledge in the field.

Sampling Method

A stratified random sampling technique is used to ensure representation across various departments, job levels, and functions.

Sample Size

The study includes 55 respondents, comprising employees and managers from different organizational levels.

Data Analysis

Both qualitative and quantitative methods, including statistical tools and thematic analysis, are used to interpret the data and derive meaningful insights. The percentage method is used in making comparison between two or more series of data, and is expressed as the number of respondents divided by the total respondents, multiplied by one hundred.

Sampling Procedure

The sampling procedure involves selecting a representative group of employees based on factors such as job role, skill level, and experience. This ensures that the study addresses the specific needs of diverse participants within the organization.

IX. DATA ANALYSIS & INTERPRETATION

Table 1: Preference of Training Method

Particulars	No. of Respondents	Percentage (%)
On the job training methods	24	44%
Off the job training methods	11	20%
Both	20	36%
Total	55	100%

INTERPRETATION: 44% of the employees say that they prefer on the job training. 20% of the employees say that they prefer off the job training, and 36% say that they prefer both types of training methods.

INFERENCE: The analysis shows that the majority of the respondents prefer on the job training, as they have better training faculty.

Table 2: Training for Present Employees or New Employees

Particulars	No. of Respondents	Percentage (%)
Present employees	13	24%
New employees	25	45%
Both	17	31%
Total	55	100%

INTERPRETATION: 24% of the employees say that the company gives training to the present employees, 45% say that the company gives training to the new employees, and 31% say that the company gives training to both categories of employees.

INFERENCE: The company provides training to the new employees in order to increase their efficiency and productivity, and training is also provided to the existing employees to update their knowledge and skills.

Table 3: The Induction Training is a Well-Planned Exercise in the Organization

Particulars	No. of Respondents	Percentage (%)
Strongly agree	21	38%
Agree	25	45%
Disagree	09	17%
Total	55	100%

INTERPRETATION: 38% of employees strongly agree that induction is a well-planned exercise in the organization. 45% of employees agree and 17% of the employees disagree that training is a well-planned exercise in the organization.

INFERENCE: The company provides induction training to the new employees.

Table 4: The Organization Provides Training to the Employees

Particulars	No. of Respondents	Percentage (%)
On the job training methods	18	33%
Off the job training methods	09	16%
Lectures	11	20%
Audio visuals	10	18%
All the above	07	13%
Total	55	100%

INTERPRETATION: 33% of employees say that the company provides the on the job training method. 16% say that the company provides the off the job training method. 20% say that the company provides lectures, 18% say that it provides audio visuals, and 13% say that the company provides all the above methods.

INFERENCE: The company gives priority to on the job training methods.

Table 5: Present Method of Selection of Candidates for Training

Particulars	No. of Respondents	Percentage (%)
Yes	46	84%
No	09	16%
Total	55	100%

INTERPRETATION: 84% of the employees say that they are satisfied with the present method of selection of candidates. 16% say that they are not satisfied with the present method of selection.

INFERENCE: Most of the employees in the company are satisfied with the adopted method of selection of candidates for training.

Table 6: Soft Skills Such as Communication Skills, Leadership and Team Building

Particulars	No. of Respondents	Percentage (%)
To a great extent	24	44%
To some extent	19	35%
Very little extent	07	13%
Not at all	03	08%
Total	55	100%

INTERPRETATION: 44% of the employees agreed to a great extent, 35% of employees agree to some extent, 13% say very little extent, and 8% say not at all, that training helps to upgrade soft skills such as communication skills, leadership, and team building.

INFERENCE: The training in the company helps to upgrade the soft skills of the employees.

X. FINDINGS

- The study has brought to light the total picture of the employees' attitude towards training and development in the organization.
- Most of the respondents have expressed that they are interested in the on-the-job method.
- Most respondents expressed that feedback is collected from all the participants in the programme.
- The employees in the organization participate well in the training programme.
- The training is being given to the employees at regular intervals.
- Most of the employees are very much satisfied with the selection of the candidates for training.

- Most of the employees expressed that the training programme is imparting the latest technology in the market.
- Most of the employees agree that the training programme meets pre-specified objectives.
- Most of the employees responded positively with regard to the training programme conducted in the organization.
- It is found that some of the employees are not aware of the training policy, and hence they are made to be aware.
- Most of the employees agree that the training helps to upgrade soft skills such as communication skills, leadership, and team building.
- Most of the employees agree that the organization provides training for both present and new employees.

XI. SUGGESTIONS

- Learned and expert personalities from outside should be invited in the relevant subject and they should give important demonstrations.
- The training should be result oriented and people oriented.
- Pre-scheduled training programmes should be planned at all levels on a continuous basis.
- The training should be beneficial for the employee as well as for the organization.
- The aim of the company should be to ensure that all employees apply the techniques learnt in the training programme on the job; hence, at each level, skill-based training should be given.
- The management should bring the most efficient trainers to the training programmes. Trainers can be selected on the basis of their rating in the corporate world.
- While evaluating the training programmes, feedback should be collected each and every day during the training period, and feedback forms may be distributed to the employees during the lunch break.

XII. CONCLUSION

The study reveals that there is a healthy relationship between the peers, subordinates, and superiors in the organization. A maximum number of employees agree that the management considers their ideas and suggestions, though on some occasions only. Training programmes help the employees in achieving both individual goals and organizational goals, and a maximum number of employees are satisfied with the training programme conducted by the organization.

Employees have gained knowledge at the workplace after attending the training programme. For new joiners in the organization, training methods such as coaching and orientation programmes are conducted. Training is very useful to employees in their present job and helps them to take on new challenges and new roles in the organization. Most of the employees are using new skills in their present job, and with the help of the training programme they have increased their productivity.

After attending the training programme, employees are performing their jobs more confidently. The training programme has brought a positive impact on employee behaviour, and thereby contributed to the overall levels of satisfaction within the organization.

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