

# Comparative analysis of lcds marketing essay



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A liquid crystal display (LCD) is a thin, flat panel used for electronically displaying information such as text, images, and moving pictures. Its uses include monitors for computers, televisions, instrument panels, and other devices ranging from aircraft cockpit displays, to every-day consumer devices such as video players, gaming devices, clocks, watches, calculators, and telephones. Among its major features are its lightweight construction, its portability, and its ability to be produced in much larger screen sizes than are practical for the construction of cathode ray tube (CRT) display technology. Its low electrical power consumption enables it to be used in battery-powered electronic equipment. It is an electronically-modulated optical device made up of any number of pixels filled with liquid crystals and arrayed in front of a light source (backlight) or reflector to produce images in color or monochrome. The earliest discovery leading to the development of LCD technology, the discovery of liquid crystals, dates from 1888. By 2008, worldwide sales of televisions with LCD screens had surpassed the sale of CRT units.

## **AN INTRODUCTION TO LCD TVs**

Like popular LCD monitors you commonly see used with computers, LCD TVs have a slim design and a flat viewing surface, but have been fine tuned for video display. Recent advances in flat panel LCD technology now allow for larger screens, wider viewing angles, and higher-quality video images. LCD Televisions are also competition for trendy plasma TV technology. They are several times lighter than comparably sized plasmas, and are far more durable.

## **Features galore**

All LCD TVs offer progressive scan support and pleasingly flat screens by design. They also provide users with a bevy of input options, adding to their versatility. Most LCD televisions double as computer displays by allowing standard analog VGA (PC) input, a great option if you need your display to pull double duty as a PC monitor to save money and space. Nearly all LCD TVs offer the option to mount on a wall or under a cabinet.

While many support “HDTV compatibility” and “progressive scan” as features prominently displayed on the box, don’t forget that 99 percent of regular NTSC TV broadcasts and the typical DVD player won’t let you take advantage of these features.

## **LG LCD TV Vs Samsung LCD TV : A Comparative Study**

The days of the old CRT monitors are gone now. The LCD TVs are now ruling the roost. The prices also have come to an affordable range and they have some advantages such as no burn in for static displays, low power consumption, lower price tags for display sizes less than 40 inches etc.

The LED TVs have better picture quality but their prices are a real barrier which means the LCD TVs are the best options for now. But choosing a good LCD TV can be a hectic task. I have listed some of the best LCD TVs in my article on top 10 LCD TVs and Top 10 HDTVs, but the list could not accommodate all of the models from different manufacturers as expected. This is why I have done a general comparison between the two big guns of the display industry LG and Samsung. Then I did compare the two brands with the leading brand that is Sony which has sky high price tag. Let’s take a look at the comparison.

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## **1. Sales Position**

Samsung is currently the top seller of the LCD TVs and LG is at the 3rd position. Clearly Samsung LCD TVs are selling more than the LG TVs.

## **2. Malfunctioning Reports**

Samsung LCD TV malfunctioning reports are greatly being seen over the web. Although this might be due to the fact that their TVs are selling more, so the probability that the number of Samsung LCD TVs' malfunctioning are more than the LG TVs.

## **3. Picture Quality**

I am really puzzled here. The quality of the images varied greatly from model to model of these two manufacturers and it also depends on the settings which you are using on the TV. However, personally I like the overall better picture quality of Samsung LCD TVs.

## **4. Audio Quality**

This is also a confusing topic to discuss if not referred to a particular model but generally I found that LG had better speakers and their overall sound quality was better than those of Samsung's.

## **5. Features**

I found Samsung TVs to be studded with better features than the LG TVs.

## **6. After Sales Services**

I found many complaints from the Samsung LCD TV owners that their customer services are a crap and it too months to get them repaired which

were under the warranty. But there were no such complaints about the LG products.

## **Five Reasons why Sony Bravia LCD TV series rules over Samsung and LG**

It seems that there is a real war to capture the market of LCD HDTVs with competitors like Sony, Samsung, LG and others. But the prize seems to be going to Sony. Its Bravia series of LCD TVs are really making a business. Lets discover the reasons behind this

### **1. Brand Reputation**

Over the years Sony has built a brand value by continuously delivering the best performers. This factor seems to take Sony one leap ahead of others in this competition. It is a fact that people can blindly rely on Sony about the quality.

### **2. HD Capability**

Most of the Sony Bravia LCD TVs are Full HD capable with 1920X1080 pixel resolution. This is a must for modern viewing trends. Ask everyone, they will respond that in Bravia you will never miss a corner of the HD Movie you are viewing.

### **3. Color Accuracy**

With its accurate color reproduction by 10 bit processing in 10bit panel, the Bravia produces real clear, crisp and stronger vibrant colors without being over saturated. Also the X. V color technology, ensures that there is smooth color to color transition.

#### **4. No blur on Moving objects**

Generally LCD TVs show blurriness when producing moving pictures. But Bravia's Motion flow technology recreates the pictures such a way that you won't feel the blurriness when viewing Games, DVD's or TV.

#### **5. Contrast Ratio, Response time and other factors**

Bravia with its super fast response time and a high contrast ratio is a real treat to watch. The power requirements are also the lowest among the other competing brands. Though almost everyone buy a home theatre system with their LCD TV, Bravias are equipped with not only good but great sound reproduction mechanism, so that you don't need to Buy a home theatre in addition.

### **Some of the Models of Differents Brands**

#### **Samsung Luxia LED TV**

Model: Samsung UN55B8000

Description: 1080p LED backlit LCD Television (ultra thin)

Reviewer: Robert Wiley, Jack Burden

Date: Summer 2009

This super thin 1. 2" deep TV has non-localized LED backlighting in the sides of the panel. It is loaded with features - some pretty good and some not very useful. It's attractive and has some surprising picture attributes regarding light reception and contrast. Read the following review in depth to get a sense about whether this TV is right for you as you'll be paying a lot for extra features if not.

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## **Picture Quality Rating: 91/100**

Test and Optimum Viewing Distance: 15 feet

HQV Benchmark: The TV tested very well in when we ran it through a Series of processor video board testing.

## **Worlds largest Elliptical and Circular LCD from LG**

Probably circular LCD screens aren't new thing but this circle shaped LCD seems to be largest in the world. When talking about sizes 6-inch for elliptical and 1.4-inch (35.5) diameter for circular is a record. Non traditional shape LCD technology is different than regular rectangular. Processing algorithms of displaying screen information are also unique and more complicated. Despite technological issues These LCDs can represent 262k colors and have ~160 degree viewing angle. Circular LCD displays may be used in many areas like digital photo framing, instrument panels for automobiles, home electronics (Circular LCD would look cool on digital oscilloscope, wouldn't it?).

Actually circular LCDs will give more freedom for designers of various gadgets, mobile phones, watches.

## **2 New Xcanvas LCDs from LG in Korea with Wireless Support**

### **Rate this News:**

LG Korea announced two new LCDs for the Xcanvas LH70 Series with a 47" (40.9mm thick) and 42" (39.7mm thick). Both feature a nice 10 000: 1 contrast ratio with a 120Hz panel (2ms), LG's Color Decanting, and EYEQ Green.

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The most interesting features are Bluetooth support, enabling you connect a Bluetooth headphone to your TV, mobile phone, or PC for direct streaming of videos and photos.

## **Research Design and Methodology**

Primary data source: my research was totally based on the primary data source. All the people from different professions were personally visited and interviewed. They were the main source of Primary data. The method of collection of primary data was direct personal interview through a structured questionnaire.

### **SAMPLING PLAN:**

Since it is not possible to study whole universe, it becomes necessary to take sample from the universe to know about its characteristics.

Sampling Units: Customers

Sample Technique: Random Sampling.

Research Instrument: Structured Questionnaire.

Contact Method: Personal Interview

### **SAMPLE SIZE:**

My sample size for this project was 40 respondents. Since it was not possible to cover the whole universe in the available time period, it was necessary for me to take a sample size of 40 respondents.

## **QUESTIONNAIRE**

Do you have LCD TV at your home?

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(a)Yes (b) No

Responses

No. of Respondents

YES

16

NO

24

Analysis

From the above graph it is clear that majority of the people are not having LCD's but they are still satisfied with the CRT displays. 60% of people said that they do not have LCD's and rest 40% respondents responses were yes.

Which brand of LCD's do you have?

(a)LG (b) Samsung (c)Sony (d)Others

Brands

NO. of Respondents

LG

12

Samsung

18

Sony

6

Others

4

Analysis

When this question was asked to the respondents majority of the responses were in favor of Samsung. 45% people were found having Samsung LCD's, 30% having LG, 15% were possessing Sony's and the rest 10% were having LCD's of other Brands.

Why do you prefer that Brand?

(a) Price (b) configuration (c) easy availability (d) services

Attributes

No. of Respondents

price

18

configuration

4

easy availability

12

services

6

Analysis

From the above graph it is clear that preference to different brands is given on different attributes i. e taking price as an attribute there were 18 respondents whose response was that they bought the respective brand because of price and 4, 16 & 12 respondents because of configuration, easy availability& services respectively.

On the basis of after sale service which Brand is best?

(a)LG (b) Samsung (c) Sony (d) Others

Brands

No. of Respondents

LG

16

Samsung

14

Sony

6

Others

4

Analysis

It is clear from the above data that 40% of the people were satisfied with the after sale service of the LG, 35% with the Samsung, 15% with the Sony and rest 10% with the other brands present in the market.

On the basis of variety which Brand would you prefer?

(a) LG (b) Samsung (c) Sony (d) Others

Brands

No. of Respondents

LG

20

Samsung

14

Sony

4

Others

2

### Analysis

From the above pie chart it is clear that 50% of respondents i. e 20 persons response that LG has more varieties than other brands. 35% response in favor of Samsung, 10% in favor of Sony and 5% in favor of other local Brands.

Which Brand is providing the best quality?

(a) LG (b) Samsung (c) Sony (d) Others

Brands

No. of Respondents

LG

8

Samsung

12

Sony

18

Others

2

## Analysis

From the above chart it is clear that 45% people says that Sony is providing the best quality after that 30% were in favor of Samsung 8% in favor of LG and rest 2% says that other local brands provide the best quality.

Which Brand has the least customer lead time?

a)LG (b)Samsung (c)Sony (d)Others

Brands

No. of Respondents

LG

16

Samsung

14

Sony

6

Others

4

Analysis

From the above graph it is clear that 40% of respondents says that LG responds to the orders of customers very quickly while 35% were in favor of Samsung and 15% were in the side of Sony and the rest 10% says that other local brands reach the customer orders very quickly.

How do you come to know about the companies of which products or product are you going to buy?

(a)Friends (b)Advertisement (c)Hoardings

Friends

Advertisement

Hoardings

12

20

8

Analysis

From the above data it is clear that 30% of people says that they came to know about the product through their friends, 50% says through Advertisements and rest 20% through Hoardings.

9. Does price range affect your buying behavior while buying these products?

(a)Yes (b)No

Responses

No. of Respondents

YES

12

NO

28

Analysis

The above graph reflects that 70% of people are not price sensitive regarding the above brands as all brands have a good image in the minds of people and so they do not bother what ever the price is and rest 30% says that price affects their buying behavior to a great extent.

Does Service center location affect your purchase decision?

(a)Yes (b)No

Responses

No. of Respondents

YES

24

NO



16

## Analysis

The above data depicts that 60% respondents says that location of service does effect their buying decision , they will purchase that product whose service centre is easy to reach. 40% people says that it has no effect on their buying decision.

## Conclusion

At the end of the day, I must say that the comparison between these two leading manufacturers is something like comparing a lion and a tiger. Deciding which one is better seems to be much more of a personal preference than anything else. They both have a similar price offerings, similar picture quality in same price range and similar in almost every other respects. Whichever brand you purchase, you are going to get a good TV. But the best features are provided by SONY rather than these two Brands. If you want my advice, when you are puzzled with the same or nearly same configuration and features when choosing from various Brands, choose Bravia. They have the best overall image quality - and that's what you want - not the hectic terms like contrast ratio or response time!

## Recommendations

In order to reach more and more people these Brands should start Home delivery of products.

Online services should be started.

More and more service stations should be opened for the convenience of people.