

A study on “Managing of Luxury Brands” with reference to “LG”

D. Giridhar¹, Mrs. Ratna Madhuri², Dr. K. Veeraiah(Ph.d.,)³

¹P.G. Scholar, ²Guide, Assistant Professor, ³Head of Department

^{1,2,3}M.B. A., (Marketing)

^{1,2,3}Department of Management Studies

^{1,2,3}Marri Laxman Reddy Institute of Technology and Management

Email: ¹dharmishettigiridhar@gmail.com, ²hodmba@gmail.com

ABSTRACT

Luxury brand the board is a mind boggling process. Celine is a luxury merchandise maker headquartered in Paris, France. It is a prevalent brand and manages an assortment of items extending from satchels, cowhide adornments, shoe, and shades. The brand examination has had the option to detail various factors about the brand, for example, brand character, brand personality, and brand picture. In view of the SWOT investigation, the brand has numerous points of interest and weaknesses in the business. It needs to cosine this variable to stay effective. In such manner, the prescribed technique will include brand expansion and item separation. The proposition for the universal occasion will involve a style occasion to advance the brand and bolster its development. There are assortment of basic achievement factors that must be considered. The brand is looked with a scope of issues inside the business, and these can be with through the achievement factors.

Keywords : Luxury, Brands, SWOT, Media,

INTRODUCTION

Prior to the advancement of the Indian economy, just a couple of organizations like Kelvinator, Godrej, Allwyn, and Voltas were the significant players in the customer durables showcase, representing no under 90% of the market. At that point, after the progression, outside players like LG, Sony, Samsung, Whirlpool, Daewoo, and Aiwa came into the image. Today, these players

control the significant portion of the buyer durables showcase. It is becoming extremely quick in light of ascend in expectations for everyday comforts, simple access to customer money, and wide scope of decision, the same number of remote players are entering in the market

With the expansion in salary levels, simple accessibility of fund, increment in purchaser mindfulness, and presentation of new models, the interest for buyer durables has expanded essentially. Items like clothes washers, climate control systems, microwaves, shading TVs (CTVs) are never again thought about luxury things. In any case, there are still not very many players in classifications like vacuum cleaners, and dishwashers

Buyer durables segment is described by the development of MNCs, trade offers, limits, and extraordinary challenge. The piece of the overall industry of MNCs in shopper durables segment is 65%. MNC's real objective is the developing white collar class of India. MNCs offer better innovation than the Consumers while the Indian organizations contend based on firm handle of the nearby market, their well-recognized brands, and hold over wide conveyance arrange. In any case, the infiltration level of the buyer durables is still low in India.

Classification of consumer durables sector

1. Consumer electronic incorporate vcd/dvd, home theater, music player, shading TV (CTVs), cameras,

- camcorders, versatile sound, Hi-Fi, and so forth
2. White merchandise incorporate dishwashers, climate control systems, warmers, clothes washers, fridges, vacuum cleaners, kitchen apparatuses, non-kitchen machines, microwaves, worked in machines, Tumble dryer, individual consideration item and so on.
 3. Moulded baggage incorporate plastics
 4. Clocks and observes
 5. Mobile telephones
1. In term of obtaining power equality (ppp), India is the fourth biggest economy on the planet and surpass Japan sooner rather than later become the third biggest.
 2. India has the most youthful populace among the real nations. There are parcel of individuals in the diverse salary classifications almost the two third populace is underneath the age of 35 and about half is beneath 25.
 3. There are 56 million individuals in white collar class, who are gaining us\$4,400-US\$21,800 every year. Furthermore, there are 6 million rich family in India. The upper-middle and high-income household in urban areas are expected to grew to 38.2 million in 2007 as against 14.6 million in 2000.

Brands in consumer electronic sector

MNCs		NATIONAL	REGIONAL
LG	)		
SAMSUNG	)	KOREA	ONIDA
HYUNDAI	)		VIDEOCON
			BPL
TCL	)	CHINA	GODREJ
HAIER	)		VOLTAS
			IFB
PHILIPS	)	HOLLAND	BELTAK
			OSKAR
PANASONIC	)		
SHARP	)		
HITACHI	)		
SANSUI	)	JAPAN	
AKAI	)		
AIWA	)		
WHIRLPOOL	)		
ELECTROLUX	)		

TODAY Consumer durables segment is described by the rise of MNCs, trade offers, limits, and extraordinary challenge. The

piece of the overall industry of MNCs in shopper durables segment is 65%. MNC's significant objective is the developing white collar class of India. MNCs offer better innovation than the

LG, SAMSUNG the two Korean organizations has been keeping up the lead in the enterprises with LG being pioneer in practically every one of the classifications.

The organization, having a turnover of Rs 9,500 crore and piece of the pie of 26 percent, is contributing Rs 360 crore on brand-building and other showcasing activities and around Rs 140 crore on innovative work, other than propelling new stages in data innovation and related regions,

NEED FOR THE STUDY

Gather the information of real month to month closeout of the LG item in each shop. Check the accessibility of LG inventory and the POPs in the store. Discover the issues that the seller are confronting while at the same time cruising the LG item. Discover the costumer reaction for the LG item by soliciting the proprietor from the shop. Discover the distributor name from whom they buying their item and furthermore climate they have direct business and which brand. Watch that demo calls are visited or not .

HYPOTHESIS

There is no significance problems between sales and distribution

RESEARCH METHODOLOGY

Data collection methods:

After the exploration issue, we need to distinguish and choose which kind of information is to look into. At this stage; we need to sort out a field overview to gather the information. One of the significant instruments for leading statistical surveying is the accessibility of vital and helpful information.

Essential information: For essential information gathering, we need to design the accompanying four significant perspectives.

Sampling

Research Instrument

Secondary Data - The Company's profile, diaries and different writing studies are significant wellsprings of auxiliary information.

Data examination and understanding

1. Questionnaires

2. Pie graph and Bar diagram

Surveys:

This is the most famous device for the information gathering. A poll contains question that the scientist wishes to ask his respondents which is constantly guided by the target of the study.

Pie diagram:

This is important diagram to address data , which are isolated into different classes. This diagram contains a drift of separated into different territories, which are relating to the characteristics they address. The hard and fast worth is addressed by the full make. The diagram bar framework can make assessment among the various fragments or between an area and a whole of data.

Bar plot:

This is another technique for addressing data graphically. As the name surmises, it include different mumbled bar, which begin from an ordinary example and are proportionate widths. The lengths of the troubadours are with respect to the value they address.

Plan of report:

The report relied upon the assessment and gave the disclosures and proposals. The case of the surveys is united with the report itself.

Examining Methodology:

Nuances of the inspecting reasoning, I have made study. The one is made for the Customer.

No.of request in surveys for customer: 07

No. of request related to LG thing: 03

No. of people met during the assessment :200

No. of respondents during the assessment: 50

Test unit

Specialists, Business man,

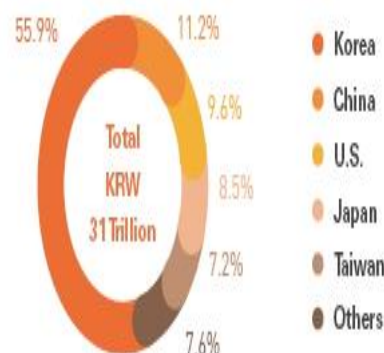
Delegates, House companion,

Working women,

Understudies

COMPANY HISTORY

In 1994 Goldstar picked up sponsorship from The 3DO Company to make the principal 3DO Interactive Multiplayer. In 1995, Goldstar was renamed LG Electronics, and procured Zenith Electronics of the United States. LG Solar Energy is an auxiliary shaped in 2007 to permit LG Chem to supply polysilicon to LG Electronics for creation of sun oriented cells. In 2008, LG brought its first plunge into the sunlight based board assembling pool, as it reported a primer arrangement to frame a joint endeavor with Conergy. Under the arrangement, set to be finished by the end of the year, LG would procure a 75 percent stake in Conergy's Frankfurt sun based board plant. LG has created camcorders called ARTCAM and DSLRs.



ENHANCING COMPETENCE THROUGH WIN-WIN GROWTH

LGE proceeds with its endeavors towards win-win development with providers to verify worldwide ability. The endeavors are driven by "Win-Win Growth" and "Provider Quality Engineering" associations. At present, we are doing ventures under four classifications: instruction, reserves, the executives advancement, and accomplice correspondence, each seeking after innovation advancement, center competency

improvement, the executives development, and quality/efficiency improvement. Every one of these undertakings are performed in parallel with an overview to get providers' input on our methodology and roll out important improvements to boost productivity.

Support Program for Suppliers



MANAGERIAL STABILITY THROUGH FINANCIAL SUPPORT

LGE supports its suppliers' financial stability through various types of financing programs and continuous improvement in payment terms.

- Green Partnership

In December 2010, LGE promised to provide financial support of KRW 40 billion for 5 years to suppliers selected at the Small and Medium Enterprise Technology Fair. Prior to this event, during the agreement for win-win cooperation and fair trade with suppliers in September 2010, we announced a program to support outstanding suppliers in their new growth engine projects, including the research and development in solar energy and water processing.

- Financing for Quality and Productivity Improvement

LGE proposed an enterprise-wide project to conduct a program to fund suppliers' quality enhancement and productivity improvement activities(e.g molding equipment improvement) (2010: KRW 33 billion,

2011: KRW 37 billion).

Supporting program for financial stability

Green Partnership	Financial/Government Agency Connection
- New core technology investment - Yearly 8 billion, a total support of 40 billion from 2011 to 2015	- Network loan support - KRW 133.7 billion (228 suppliers) in 2009 - KRW 110 billion (220 suppliers) in 2010 - Win-Win cooperation funds - LGE KRW 50 billion + KRW /5 billion joint financing
Cash Payment	Direct Financing
100% of subcontractors' payment in cash	- Accumulated funding from 2004 to 2010 - No-Interest financing financing KRW 19.6 billion from 2009 to 2010 - KRW 10 billion funding in 2011 (planned)

- Improvement of Cash Payment Terms

Since September 2010, LGE has improved its procedure to expand money installment rates for subcontractors to 100% to improve the providers' monetary status.

- Launch of Win-Win Cooperation Funds

LGE sponsors the Win-Win Cooperation Funds to help the working capital needs of providers, and offers the least financing cost among the competitors(based on information from the Industrial Bank of Korea). To further help providers as trim organizations framing the premise of the assembling business, we set up the Root Industry Performance Bond program to give stores as a type of extraordinary financing. Also, we keep on offering zero-intrigue assets and system credits to give progressing supports to the providers' monetary solidness.

Administrative CAPABILITY THROUGH NON-FINANCIAL SUPPORT

- Management Consulting and Business Advisory Council

Notwithstanding the budgetary help, LGE works a business warning board comprising of resigned acquirement directors to fortify the providers' administrative capacities. The business warning gathering is dispatched on the provider's premises and works a program to improve provider's creation levels upon solicitation. Likewise, an on location counseling movement from the Factory Innovator(FI), sorted out by LGE workers, is given in parallel to improve the efficiency. LGE means to accomplish its creation leveling objective through administration counseling and plans to expand the quantity of supporting staff by half by 2012.

- Establishment of the Supplier Quality Engineering(SQE) gathering
LGE completes a specific program to help providers through quality masters prepared inside the acquirement gathering to verify the nature of the parts and improve specialized backings.

- Vocational Training Consortium
LGE works different consortium with the coordinated effort of in-house and the provincial instructional hubs to upgrade the providers' fitness. In 2010, an aggregate of 2,298 representatives have finished the instructional classes, which is half more than 2009.

Correspondence WITH SUPPLIERS

- Open exchange with providers
Through different correspondence programs, LG Electronics gives support to providers and tunes in to their feelings and difficulties, while additionally ensuring straightforwardness in all business exchange

Programs	Operation Cycle	Details
Supplier Portal	Opened	Convenient online communication with LG Electronics (inquiries and suggestions on procurement transactions) is available with all relevant systems integrated
New Supplier Registration System	Opened	Companies can apply to become a new supplier for LGE using this system, at which time they will be automatically connected to LGE's purchasing personnel after an automatic screening process.
Supplier Suggestion System	Opened	Every supplier's suggestions on work process improvement will be taken into account for R&D, general management activities, and mutual growth.
Suppliers' Satisfaction Survey	1/ Year	Surveys on LGE's overall capabilities in such areas as purchasing, product quality, R&D, and design will reveal any potential problems.
Evaluation & Awards for Existing Suppliers	1/ Year	Incentives and penalties will be imposed by regularly evaluating each existing supplier's business results and transactions.
Global Suppliers Day	1/ Year	LG Electronics will share its vision and achievements with its top 300 suppliers, LG affiliates, and LGE's major executives and purchasing personnel.
Procurement Executive Council	1/ Quarter	As the top organization to make decisions on purchasing, the committee evaluates suppliers, reviews satisfaction surveys, and examines ways to support business partners.

Provider Grievance Process

To further improve correspondence with providers, LGE works the Supplier Grievance Process site(<http://ethics.lg.co.kr>) in every one of its members to comprehend provider sentiments.

- 2010 Global Suppliers' Day

Following 2009, LGE has by and by sorted out its "2010 Global Suppliers' Day" in Seoul with the investment of the main 300 worldwide providers' CEOs and 600 staff by acquisition groups in the headquarter and organizations. During the occasion, the Global Outstanding Supplier Award was given to the victor of each organization. The Green Award, recently settled in 2010, was likewise granted to particular champs. Moreover, a philanthropy closeout of merchandise given by LGE was held, raising a sum of KRW 60 million to help for Good Neighbors.

- Suppliers' Satisfaction Survey

Every year, LGE conducts a fulfillment study for its local and abroad providers. In 2010, LGE directed the review to the main 180 Korea and abroad organizations, contrasted with 122 organizations in 2009, and assessed the general fulfillment level of obtaining gathering and contact point. The outcome was to some degree lower than the earlier year. The general fulfillment level of acquisition scored 73.4 out of 100 out of 2008. The fulfillment level expanded by 1.6 point in 2009, at that point diminished by 1.0 point in 2010, demonstrating little distinction as far as time arrangement investigation. By and large fulfillment level have step by step expanded. Since 2008, with the "will to proceed with business" expanding around one point each year. LGE means to direct the providers' fulfillment reviews normally and use them as base information to fortify organizations with providers.

In the start of the 1970's in the wake of going of the originator/executive In-Hwio Koo, Cha Kyung Koo took over as Chairman. Under his capable authority, in 10 years LG set up more than 20 sister organizations and school, expanded its deals by multiple times, its fare by multiple times and affirmed its place as Korea's driving business gathering. Specifically it opened a R& D focus, the primary Korean Company to do as such, which filled in as spine for fortifying LG's global intensity.

By mid-eighties, LG developed into a main thorough compound organization. It extended its electric and gadgets business, progressed into the data and correspondence part, extended its assets and materials business, advanced the development of the mechanical hardware and segment hardware enterprises reinforce its money, development, conveyance and administration business and extended its none benefit business and sports sponsorship; all of which added to upgrading the picture of LG gathering.

LG's time of first change came and the late 1980's advancement turned into the catchphrase in each part of the executives and LG started to change to a quality – arranged administration, and picked another administration reasoning of 'Making Value for Customer', Management Respecting Human Dignity'. The corporate name was changed to LG Electronics in 1995 as a feature of a push to make the organization a noteworthy player in world markets. "Goldstar" brand item deals in 1996 came to US \$ 9 billion, which positioned one of the top gadgets ventures on the planet. LG is known by buyers in excess of 171 nations for offering items that convey extreme fulfillment.

Alongside the new corporate mission, LG hardware has been reawakened. The association stays young and lively. Building a superior future for clients is the top need and the organization is going top apparatus to make the "better future" a reality. The new corporate name and character will keep on offering full fulfillment to clients around the globe and will come to symbolize "The substance of things to come". The administration theory – "We make an incentive for our clients through administration dependent on regard for human nobility". The items fabricated universally spread Multimedia players, Video/Audio items, Home Appliances, Information Systems items, Communication gadgets, Display items, Magnetic Recording Media and Electric Electronics parts and segments. Substantial ventures are being made in the people to come and condition inviting products. Continuously 2000 at any rate 8 % of complete incomes will be returned to investigate and advancement (R&D).

In the succeeding years, LG enhanced into hardware, oil-refining, development, biotechnology, semiconductors, fund and even style. LG embraced the new name and corporate character in 1995 from the organization's two chief brands, Lucky and

Goldstar. Today it has 114 backups with in excess of 300 workplaces and 120,000 individuals continually upgrading the LG worldwide family quality. LG conceives carrying the bright face to each home over the globe.

The LG Electronics, Korea parts its business into three divisions. These are,
LG ELECTRONICS (Business Divisions)

<u>DISPLAY DIVISION</u>	<u>MULTIMEDIA DIVISION</u>	<u>HOME APPLIANCE DIVISION</u>
• TV • Digital TV • Monitor • CPT • CDT • PDP • Components (DY, FBT, MGT)	• CD-ROM Drive • DVD-ROM Drive • CD-RW Drive • VCR • DVD Player • Notebook PC • PC camera • Audio • Security system • Banking automatic system	• Air conditioners • Refrigerator • Microwave oven • Washing machine • Dish washer • Vacuum cleaner • Compressor

LG Electronics India (Pvt.) Ltd.:

LG Electronics India Ltd. (LGEIL) is entirely claimed auxiliary of LG Electronics, South Korea. It was built up in January 1997 after leeway from the Foreign Investment Promotion Brand (FIPB). The Indian backup has recorded a combined turnover of Rs 5000 crore in India in a time of four and a half years, as far back as its commencement in May 1997.

LG's Motto: "We put individuals first".

In the previous five years, India has pulled in various global organizations to put resources into the nation, offering a plenty of decisions to the Indian buyers. Along these lines, the shoppers look for International brands that offer an incentive for cash just as an elevated requirement of administration. LGEIL perpetually endeavors to be receptive to customer needs, wants and propensities. Today, LGEIL is viewed as one of the top purchaser electronic organizations in India (ORG-MARG Survey). LGEIL has 18

organization possessed and 40 approved administration focuses the nation over where the administration designers are accessible twenty-four hours consistently.

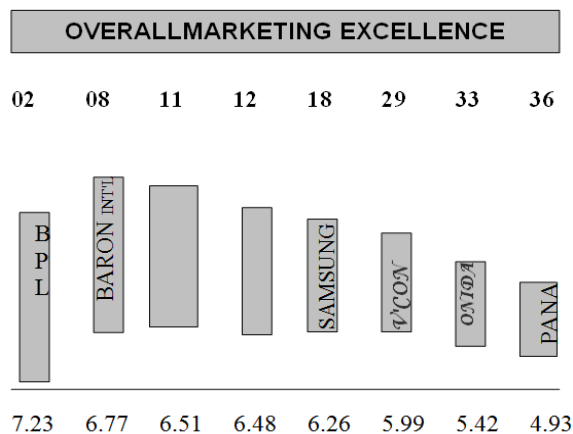
The organization is imagining an all out speculation of US \$ 289 million (Rs.1040 crores) throughout the following 9 years which will give it a noteworthy assembling nearness in India in a scope of white and dark colored merchandise also dole out a scope of gadgets segment by 2005. En route, the organization intends to trade items worth \$ 100 million out of a multi year time span beginning from the initiation of mass item in India to make blowers, fly back transformers, engines and diversion burdens. It additionally has an arrangement to contribute 25 % of its value to the Indian open or to an Indian financial specialist following five years of activity.

Subsequent to setting up of LG Software Center in Bangalore in 1996, LGE additionally will set up an "In house R and D and HRD Center" in India not exclusively to prepare the Indian representatives, yet in addition to serve outside workers of LGE in South East Asia and Northern Africa In an ongoing review of "India's Most Admired Marketing Companies" did by India's most prominent Advertising and Marketing Periodical, A&M, and one of the biggest Market Research Organizations, ORG - MARG, LG Electronics was put at No. 11 in the class of the Most Admired Durable Companies.

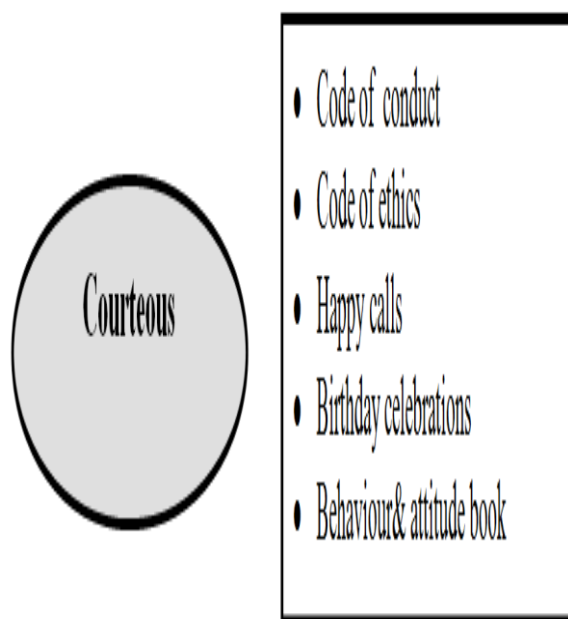
Among the Consumer Durable Companies, LG was set fourth after BPL (No.2), Godrej (No. 7) and Baron International (No.8). It in any case had the top most situating among the Multinational Consumer Durable Companies and has been maybe the best presentation of the year. In the diagram, LG has been acknowledged for its critical things and canny dispatches. LG has had an astounding introduction. LG positions third in Advertising among

Consumer Durable Companies after BPL and Philips.

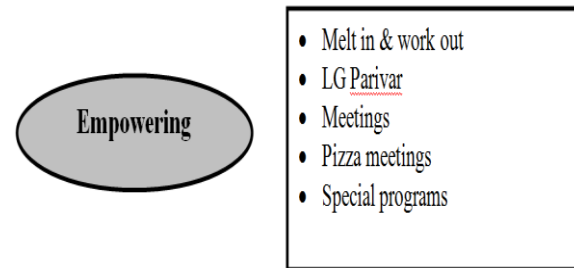
On the parameter of Product Differentiation, LG positions second (after BPL) in light of the way that all of its things are solely redone proposed to meet express customer necessities/tendencies. The intra - industry assessment exhibits that Samsung, the Korean contender of LG, has situated lower than LG in for all intents and purposes all groupings/parameters - publicizing, thing advancement. Thing division, course and after-bargains organization.



Unique Culture Build up:

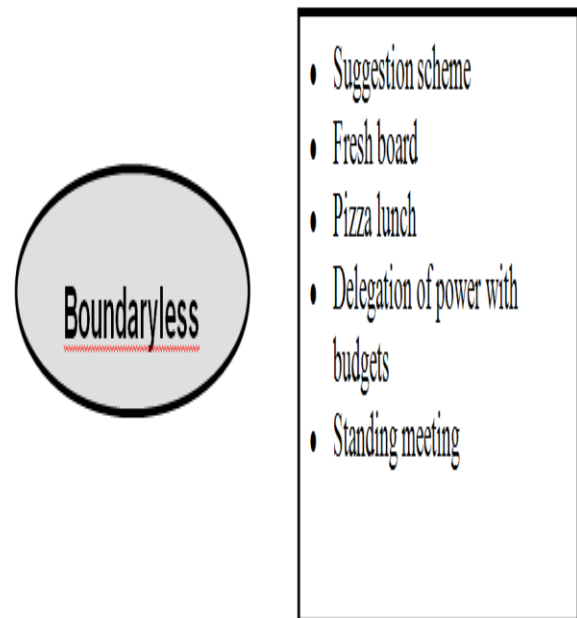


To become a winner organization, LG believes into have a unique culture.



Tools for Building Culture:

- Exit interviews
- Customer satisfaction survey
- Organizational Diagnosis



Plant Location and Capacities:

In the principal period of speculation, from 1998 to 2001, the organization has contributed US \$ 100 million (RS. 500 Crores) to set up assembling offices in Greater Noida. The office has begun creation since April 1998. LGEIL would accomplish advertise authority through interests in inventive innovation and a solid information base. LGEIL plans to set up a "cutting edge " R&D and HRD Center" in India to continually improve the learning and aptitudes of the Indian and Overseas representatives. The generation limit of its plant is given beneath:

PRODUCTS	UNITS (PER YEAR)
COLOUR TELEVISIONS	6.5 lakh
SEMI-AUTOMATIC WASHING MACHINES	2,00,000
AIR CONDITIONERS	1,00,000
REFRIGERATORS	EXTERNALLY SOURCED

From its generation base in India, the organization intends to send out items worth \$100 million out of a multi year time frame beginning from the initiation of large scale manufacturing in India, making India a fare base for the area.

Under the primary period of its venture program, the organization has so far put in \$ 60 million for setting up offices to deliver seven lakhs colour TVs, four lakhs fridges, two lakhs clothes washers, one lakh forced air systems and five lakhs microwaves for every annum. The organization will put roughly \$ 15 million so as to set up creation offices for completely programmed clothes washers and coolers at its plant.

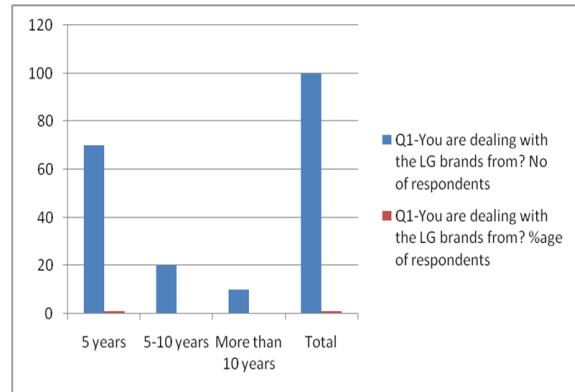
DATA ANALYSIS & INTERPRETATION

Q1-You are dealing with the LG brands from?

TABLE:1

No of years	No of LG Customers	%age of LG Customers
5 years	70	70%
5-10 years	20	20%
More than 10 years	10	10%
Total	100	100%

GRAPH:1



INTERPRETATION: -

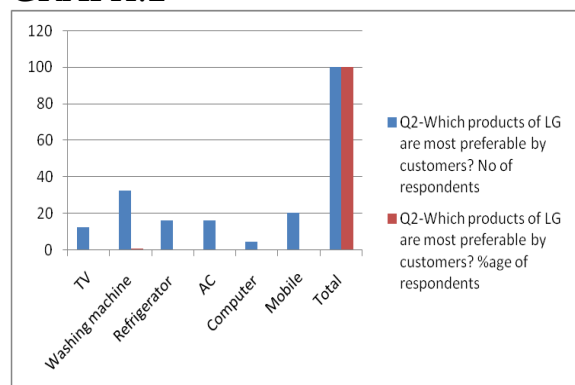
From the above examination the diagram demonstrates that half of the vendors selling from 5 years and rest of them over 5 years that implies they are happy with organization. So they are doing normally.

Q2-Which results of LG are most ideal by clients?

TABLE:2

Product	No of LG Customers	%age of LG Customers
TV	12	12%
Washing machine	32	32%
Refrigerator	16	16%
AC	16	16%
Computer	4	4%
Mobile	20	20%
Total	100	100

GRAPH:2



INTERPRETATION:-

From the above examination the graph demonstrates that period of offers of Washing machine is 32% which is more than that of others. It implies the selling of

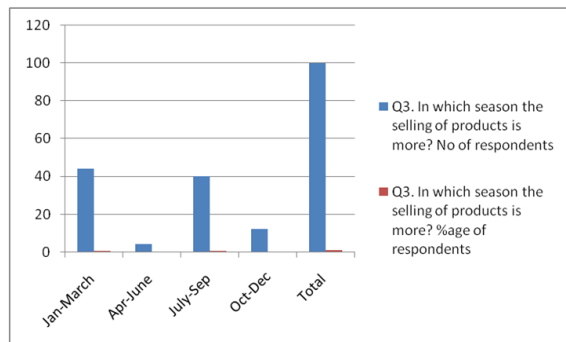
Washing machine is more than that of other LG items

Q3. In which season the selling of products is more?

TABLE:3

Months	No of LG Customers	%age of LG Customers
Jan-March	44	44%
Apr-June	4	4%
July-Sep	40	40%
Oct-Dec	12	12%
Total	100	100%

GRAPH:3



INTERPRETATION:

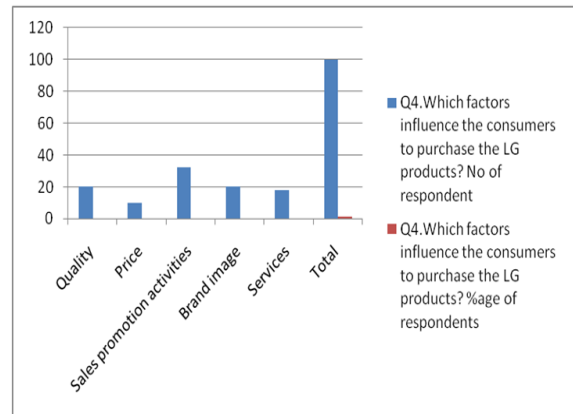
From the above examination the diagram is demonstrates that in the long stretch of April to June the offers of LG items is high than that of other which is 4%.it mean it might after that in the period of October to December the offers of LG item is additionally more.

Q4.Which factors influence the consumers to purchase the LG products?

TABLE:4

Factors	No of respondent	%age of LG Customers
Quality	20	20%
Price	10	10%
Sales promotion activities	32	32%
Brand image	20	20%
Services	18	18%
Total	100	100%

GRAPH:4



INTERPRETATION:-

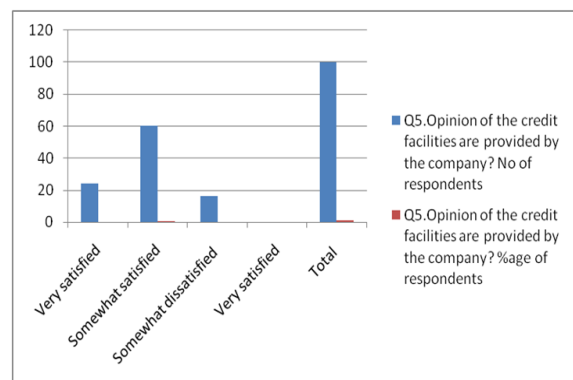
From the above examination the Brand picture is affected the vast majority of the individuals to buy the purchaser tough.

Q5.Opinion of the credit facilities are provided by the company?

TABLE:5

Level of satisfaction	No of LG Customers	%age of LG Customers
Very satisfied	24	24%
Somewhat satisfied	60	60%
Somewhat dissatisfied	16	16%
Very satisfied	0	0%
Total	100	100%

GRAPH:5



INTERPRETATION:

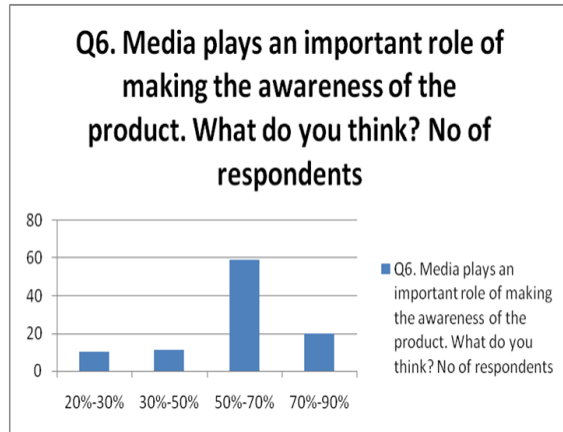
From the above analysis dealers are not getting the credit facility by the LG which make them more dissatisfied.

Q6. Media plays an important role of making the awareness of the product. What do you think?

Table:6

Percentage	No of LG Customers
20%-30%	10
30%-50%	11
50%-70%	59
70%-90%	20

GRAPH:6



INTERPRETATION:-

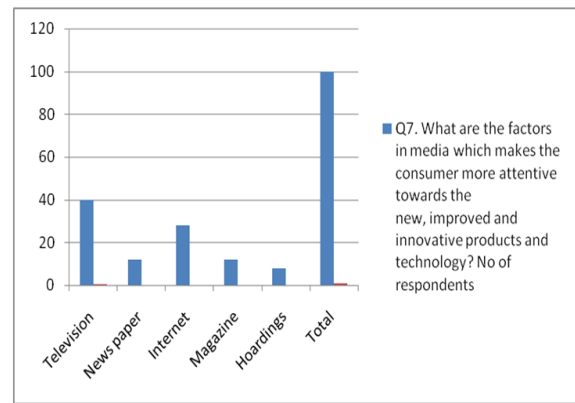
From the above analysis it shows 60%to 70% of the people get aware from media.

Q7. What are the factors in media which makes the consumer more attentive towards the new, improved and innovative products and technology?

TABLE:7

GRAPH:7

Factors of media	No of LG Customers	%age of LG Customers
Television	40	40%
News paper	12	12%
Internet	28	28%
Magazine	12	12%
Hoardings	8	8%
Total	100	100%



Understanding:

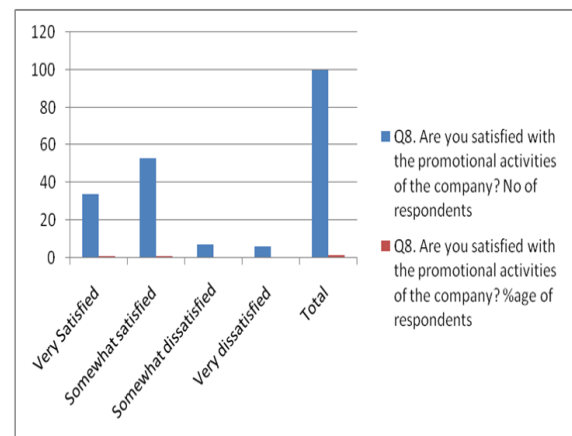
From the above investigation factor in media which makes the shopper increasingly mindful towards the new, improved and imaginative items and innovation is Television which assumes significant job in commercial in contrast with others.

Q8. Are you satisfied with the promotional activities of the company?

TABLE:8

Level of satisfaction	No of LG Customers	%age of LG Customers
Very Satisfied	34	34%
Somewhat satisfied	53	53%
Somewhat dissatisfied	7	7%
Very dissatisfied	6	6%
Total	100	100%

GRAPH:8



INTERPRETATION:-

From the above examination the diagram demonstrates that the majority of the sellers are to some degree happy with the special

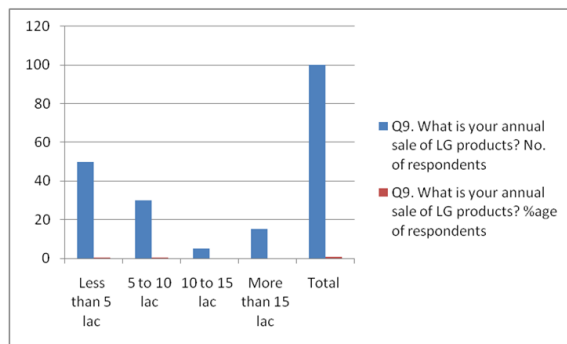
exercises of the organization on the grounds that the 7%age of to some degree fulfilled is more than that of other which is 34 % and 53% vendors are to some degree disappointed too.

Q9. What is your annual sale of LG products?

TABLE:9

Income level	No. of LG Customers	%age of LG Customers
Less than 5 lac	50	50%
5 to 10 lac	30	30%
10 to 15 lac	5	5%
More than 15 lac	15	15%
Total	100	100%

GRAPH:9



INTERPRETATION:-

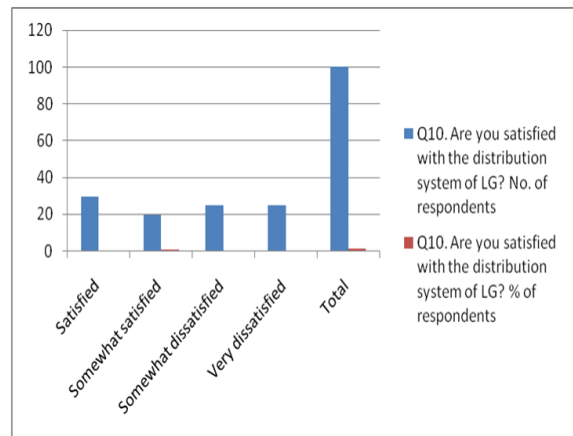
From the above outline we have come to realize that the territory where we have done study the %age of yearly pay of sellers is more inside the cutoff of 5 to 10 lac and after that the %age of 10 to 15 lac happens.

Q10. Are you satisfied with the distribution system of LG?

TABLE:10

Levels	No. of LG Customers	% of LG Customers
Satisfied	30	15%
Somewhat satisfied	20	60%
Somewhat dissatisfied	25	25%
Very dissatisfied	25	0%
Total	100	100%

GRAPH:10



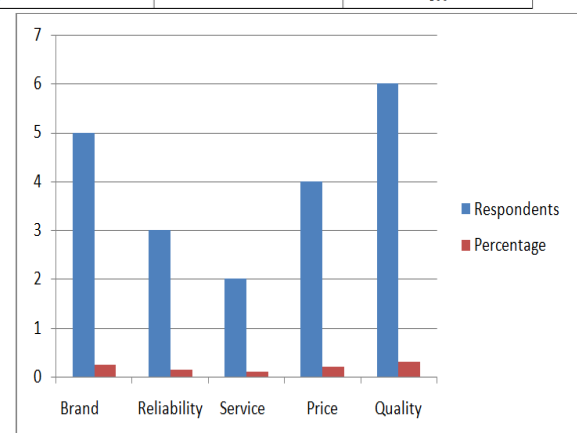
INTERPRETATION:-

By this graph we have come to realize that 60%of sellers are some what happy with the circulation arrangement of LG Company however 25% individuals are to some degree disappointed likewise and just 15% vendors are happy with the dissemination arrangement of organization.

TEST OF HYPOTHESIS:

HO: There is no significance difference between Sales and preference brand

Criteria	LG Customers	Percentage
Brand	25	25%
Reliability	25	25%
Service	20	20%
Price	14	14%
Quality	16	16%
Total	100	100



INTERPRETATION:

The above examination centered that brand (25%), Reliability (25%), Service (20%), Price (14%), Quality (16%) . The business inclination most relies upon Brand and Reliability, So Null Hypothesis Rejected.

FINDINGS

1. 50% of the LG ELECTRONICS clients are representatives and 32% of the clients are private workers.
2. Most of the LG Customers have a place with the age gathering of 18-50 years.
3. LG ELECTRONICS is the most favored shop in the market.
4. Most of the LG Customers getting data through the Media and companions before acquiring the items.
5. Most of the LG Customers are roused by their loved ones.
6. Most of the LG Customers have great fulfillment with the exhibition of their quality.
7. 64% of the LG Customers are happy with the nature of their items.
8. Most of the LG Customers felt that the cost is sensible.
9. Cent percent of the LG Customers happy with the reaction of the business official from the start visit.
10. 60% of the LG ELECTRONICS clients have great fulfillment with the exhibition given b the organization.
11. Most of the LG Customers are happy with the reaction of the organization to the grievances given by the clients.
12. Most of the LG Customers are happy with the satisfaction of guarantees by the organization.

SUGGESTIONS

1. The items as of late presented by LG ELECTRONICS are for the most part worried about command post.
2. Thus, they ought to likewise think about business individuals while producing. Indian market is a value delicate market's the Products ought to be at Minimum cost with greatest quality.
3. The standard of valuing ought to be improved. Advertisements in Televisions, offers ought to be expanded to draw in the People.
4. On the off chance that LG ELECTRONICS can improve in

Performance and brand picture it will be the best in the various challenge brands.

CONCLUSIONS

45% of the respondents are LG Electronics clients and henceforth it is most favored brand out of different brands. LG ELECTRONICS is the most favored brand out all things considered. 60% of the respondents are thinking about LG ELECTRONICS brand before acquiring there for use. Most of the respondents are getting data through companions before obtaining the products. Most of the respondents are needing great fulfillment with seller Service contrasting with other brands. Most of the respondents are giving more inclination to quality. 60% of the respondents are influencing by their companions and relatives.

**ANNEXURE
QUESTIONNAIRE**

Q1- You are dealing with the LG brands from..

- (1) 5 years (2) 5-10 years
(3) More than 10 years

Q2-How many products of LG you sale?
Please mention their names also.

- (1).....
(2).....
(3).....
(4).....
(5).....
(6).....

Q3-Which products of LG is most preferable by customers? (Please specify

Q4-In which season the selling of products is more?

- (1) Jan-march (2) April-June
(3) July-sep. (4) Oct-Dec

Q5-Which factors influence the consumers to purchase the LG products?

- (1). Quality (2) Price
(3). Sales promotion activities
(4) Brand image (5). Services

Q6-Opinion on the availability of credit facilities provided by the company?

- (1)Very satisfied (2) Somewhat satisfied
(3) Somewhat dissatisfied
(4) Very dissatisfied

Q7-Media plays an important role of making the awareness of the product. What do you think?

- (1) 20% to 30% (2) 30% to 50%
(3)50%to70% (4) 70% to 90%

Q8- What are the factors in media which makes the consumer more attentive towards the new, improved and innovative products and technology?

- (1)Television (2) News paper
(3)Internet (4) Magazines
(5)Hoardings (6) specify if any.....

Q9-Are you satisfied with the promotional activities of the company?

- (1) Very satisfied.
(2) Somewhat satisfied.
(3) Somewhat dissatisfied.
(4) Very dissatisfied.

Q10- Opinion of dealers on the regular supply of goods?

.....
Q11- What is your annual sale of LG products?

- (1) Less than 5 Lac (2) 5Lac to 10 Lac
(3) 10 Lac to 15 Lac (4) More than 15 Lac

Q12-Are you satisfied with the distribution system of LG?

- (1) Very satisfied. (2) Somewhat satisfied
(3) Somewhat dissatisfied.
(4) Very dissatisfied.

Q13-what is your suggestion to the company for improving the performance of sales?

- (1) By improving the advertisement
(2) By providing the discount
(3) By improving the quality
(4) By increasing the margin

Q14- Apart from the above options if any other suggestion you have then please specify

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