

A Study on Advertising Strategies of LG Electronics with Special Reference to Tiruppur City

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Abstract- Advertisement, which is a crux of any market economy, plays a pivotal role in the economic progress of a nation. Advertising is indeed the only direct method, which helps to reach masses of potential buyers. Advertising, being dynamic, changes with changing methods of distribution and consumption. Advertisements have become the part of life for everyone as a listener through some media or other. In the present era of information explosion and media influence, these advertisements play a major role in changing the settled perception or thinking, which is otherwise called attitude, of the consumer and also the consumption pattern of the society in general. Thus, the impact leads to cultural and social changes to a great extent. Under this situation efficiency of the manufacturers, marketers and advertisers is tested in churning out advertisements, matching the expectation of the consumers, which may gradually bring about desired attitudinal changes in them.

INTRODUCTION

Advertisement plays a major role in every walk of life. The divergent sections of the society may need advertisement for a variety of reason from information sharing to consumer persuasion to decision making.

The paramount reason which may necessitate the use of advertisements may be:

- Advertising is a way of communicating information to the consumer, which enables him or her to compare and choose from the products and services available. Advertisement enables consumer to exercise their right of free choice.
- Advertising is the most economical means by which a manufacturer or an institutional body can communicate to an audience whether to sell a product or promote a cause of social welfare such as a civic drive or an immunization programme.

- Advertising, being a necessary means of communication is an inseparable part of speech. Any restriction on the right to recommended legitimate goods, services or
- The present scenario of the FMCG has witnessed many a great advertisements in its field. The major players hire top advertising agencies to create memorable advertisements for their brands to enhance the sale.

1.1 OBJECTIVES OF THE STUDY:

The main objectives of conducting the project “Advertising Strategy of LG Electronics” are as following:

- To know impact or the effect of advertisement on consumer attitude.
- To know the perception of the consumer towards LG’s advertising.
- To analyze the effectiveness of present advertising strategies of LG.

1.2 SCOPE OF THE STUDY:

The project was undertaken to study the advertising strategies of LG Electronics. As per this study what could be analyzed was: Brand Recall of LG, Effect of Advertising on Consumer Attitude, Consumer Perception about LG, and Present Advertising Strategy of LG.

- Advertising strategy according to the age of final users.
- To analyze the brand recall of other products in the same segment.
- To analyze the perception of consumers related to ads of durables

1.3MARKETING RESEARCH:

Marketing research is the function, which links the consumer, customer and public to the marketer through information.

Information used to identified and define marketing opportunities and problems: generate, refine and evaluate marketing action, monitor marketing performance, and improve understanding of market as a process.

1.4 DATA COLLECTION:

The study was conducted by the means of personal interview with respondents and the information given by them was directly recorded on questionnaires.

For the purpose of analysis, the data is necessary to collect the vital information. There are two types of data, these are:

- PRIMARY DATA.
- SECONDARY DATA.

1.5 LIMITATION OF RESEARCH:

- Due to time limitation, it was not possible to cover all areas of tirupur city.
- Scope of the study is limited, so it cannot be said that it is true representation of whole nation
- On the basis of this data analysis, we cannot assume the final situation of the market.
- Sample size of 200 respondents is not enough to collect accurate information.
- Lack of time allotted for the project
- Convincing customer to spend some time for questionnaire

2. ADVERTISING STRATEGY OF LG

- The strategy of the company can be understood to be need based which recognized the need of maintaining ‘Good Health’ while using the various consumer electronic goods.
- This health factor was until then not given any air by any of the FMCG
- Durable based company although they knew the customers want to safeguard their health in the way of utilizing other benefits, but was not provided the desired hope and flavour.
- On a large scale, the advertisements for LG’s products promote the consciousness of ‘Health Factor’ for various machines including Acs which were until then considered as cooling devices only. And perhaps this is the probable reason that exactly within 2 years of its launch, LG displaced carrier as India’s No. 1 seller for

CCTVs and Acs. Rarely has a new corner unseated the No. 1 so quickly.

3. DATA ANALYSIS AND FINDINGS

TABLE -1 GENDER CLASSIFICATION OF RESPONDENTS:

GENDER	RESPONDENTS	PERCENTAGE
MALE	136	68%
FEMALE	64	32%
TOTAL	200	100%

TABLE-2 USER/NON-USER OF LG PRODUCT’S:

CATEGORY	RESPONDENTS	PERCENTAGE
USER	44	22%
NON-USER	156	78%
TOTAL	200	100%

TABLE-3 SOURCES INFORMATIONS:

SOURCES	RESPONDENTS	PERCENTAGE
ADVERTISMENT	158	76%
FAMILY MEMBER	14	7%
FRIENDS/RELATIVE/NEIGHBOR	28	14%
TOTAL	200	100%

TABLE-4 MOST INFLUENCING FEATURES OF ADS:

FEATURES	RESPONDENTS	PERCENTAGE
MESSAGE/CONCEPT	12	6%
LOGO/SLOGAN	36	18%
PICTURISATION	28	14%
OVERALL	124	62%
TOTAL	200	100%

TABLE-5 AWARENESS OF LG ADS:

CATEGORY	RESPONDENTS	PERCENTAGE
AWARE	184	92%
NON-AWARE	16	8%
TOTAL	200	100%

TABLE-6 RECALL OF LG:

RECALL FACTORE	RESPONDENTS	PERCENTAGE
LOGO/SLOGAN	44	22%
MESSAGE	74	37%
PRESENTATION OF AD	70	35%
MODEL/CELEBRITY	12	6%
TOTAL	200	100%

TABLE-7 IMPACT OF LG'S AD:

CATEGORY	RESPONDENTS	PERCENTAGE
IMPRESSIVE	36	18%
SATISFACTION	112	56%
UNSATISFACTION	52	26%
TOTAL	200	100%

TABLE-8 EFFECTIVE MEDIA TO GIVING AN AD:

SOURCE OF MEDIA	RESPONDENTS	PERCENTAGE
TELEVISION	134	67%
RADIO	30	15%
NEWSPAPER	16	8%
MAGAZINE	18	9%
BANNER/HOARDING	2	1%
TOTAL	200	100%

TABLE-9 PERCEPTION ABOUT LG'S AD STRATEGY:

CATEGORY	RESPONDENTS	PERCENTAGE
VERY GOOD PROMISING	16	8%
GOOD & PROMISING	46	23%
GOOD BUT NEED ALTERATION	84	42%
NEED COMPLETE ALTERATION	54	27%
TOTAL	200	100%

4. FINDINGS

- On the basis of primary data, it can be said that 22% products of LG are being used in the houses.
- Most of the household are using the LG's color televisions. Television is the most striking media for Advertising.
- Logo/slogan is the main part, which makes an effective advertisement. The slogan of LG is not so remind able by the consumers.
- If we measure the awareness of LG' ad, it is 92% (according to survey).
- The advertisement of LG needs some modification in it.
- According to report 32% respondents think that LG's brands are costly.
- Samsung and Videocon are the best competitors in the same segment.

4.1 SUGGESTIONS:

- Advertisements are made intended to accomplish the task of communicating effectively and properly, by communicating to the right person, by communicating the right message; put across through appearing and persuasive language, to positively
- After the purchase behavior of the target audience. The role of advertisement is to provide the maximum economic returns to the company and fulfilling other social and informational objectives as well.
- When seen in the light of above, the advertising campaign of the company broadly seems to achieve the objectives. When examined more closely, here and there some points need to be considered with more attention.

5. CONCLUSION

1. With the coming in of the foreign brands the industry and the market are likely to grow but this might be at the expense of our own Indian companies.
2. Competition is increasing day by day due to increase in new players in this field
3. LG electronics today has more than survived in the market within these three years with its marketing strategy and technologically superior range of products.
4. Substitute products are available in the market.
5. Bargaining power of buyers: The consumer enjoys little buying power. Although the consumer is the most important entity for the organization the bargaining power by them is looked down upon since prices etc are fixed the companies which are not negotiable.
6. Bargaining power of suppliers: At times these suppliers make profit through delaying the consignment or by increasing the rate of goods.