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A STUDY ON MARKETING OF HOME APPLIANCE WITH SPECIAL REFERENCE TO LG BRAND IN PATTUKKOTTAI TOWN

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Abstract

LG Corporation established as Lak Hui Chemical Industrial Corp. in 1947. In 1952, Lak Hui (Pronounced "Lucky", currently LG Chem) became the first South 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. Both companies Lucky and Gold Star merged and formed Lucky-Gold Star in 1983

Gold Star produced South Korea's first radio. Many consumer electronic were sold under the brand name Gold Star, while some other household product (not available outside South Korea) were sold the brand name of Lucky. The Lucky brand was famous for hygiene products such as soap and Hi Ti laundry detergent, but the brand was mostly associated with its Lucky and period toothpaste. LG continues to manufacture some of these products for the South Korean market, such as laundry detergent.

Koo Bon-moo renamed the company to LG in 1995 the company also associates the letters LG with the company's tagline "Life's Good". LG has owned the owned the domain name LG.com

Keywords: *Gold Star, South Korean, Lucky, LG, Behavior*

1. INTRODUCTION

The project is entitled as "a study on the customer satisfaction towards LG PRODUCTS with special reference to Pattukkottai Town is carried out with the objective to determine the customer satisfaction

OBJECTIVES OF THE STUDY

- ❖ To study the socio-demographic characteristic of the respondents
- ❖ To identify the factors influencing buying behavior of the LG product.

- ❖ To know the reason for choosing the particular brand.
- ❖ To find out the market potential of LG company products

SCOPE OF THE STUDY

The prominent foremost aim of the study is study the buying behavior source of awareness, attitudes towards the price, quality, variety, colour, and the consumption pattern of the LG product at Pattukkottai. The study is undertaken to survey and find out the consumer behavior in terms of their purchasing habit and attitudes towards purchasing of Electronic products

RESERCH METHODOLOGY

Since the objectives of the study are mainly concert with customers behavior, the necessarily data for analysis were from primary and secondary data. Primary data are collected from the customers through questionnaire secondary data regarding the company profile and collected from journals and magazines.

COLLECTION OF DATA

1. Primary data was collected through structured questionnaire
2. Secondary data was also collected through websites, book, journals and magazines.

LIMITATION OF THE STUY

- ❖ The time factors were the major constraints because of which the researcher could not collect more data in a short period.
- ❖ Few respondents took more times to answer the questionnaire
- ❖ The researcher had difficulty with more of the respondents who were not willing to co-operate with the study, as they were busy with their work.
- ❖ More Over the study is restricted to pattukkottai town only due to time and cost factors.

Table 1
Data analysis and interpretation
Classification of respondents on the basis of Gender

S.No	Gender	No.of respondents	Percentage
1	Male	35	47
2	Female	40	53
	Total	75	100

Source: Primary data

Inference:

From the above table shows that gender wise classification of the respondents in terms of Percentage, 47% of respondents are male and the rest 53% of the respondents are female.

Table 2
Classification of Respondents on the Basis of Age

S.No	Age	No. Of Respondents	Percent
1	Below30 Years	22	29
2	31 to 40 Years	24	24
3	41 to 50 Years	20	27
4	Above Years	15	20
	TOTAL	150	100

Source: Primary data

Inference:

The above table shows the 29% of the respondents are in the age group of below 30 years and 20% of respondents are in the age group of above 50 years. The new young generation there is bleow 30 age people are interested in the new technology of home Appliance. So the researcher maximum choose the below 30 age members

Table 3
Classification of Respondents on the
Basis of Marital Status

S.no	Marital status	N0.of respondents	Percent
1	Married	40	53
2	Unmarried	35	47
	Total	75	100

Source: Primary data

Inference:

The above table shows that majority 53% of the respondents are married and the rest 47% of the respondents are Unmarried the home appliance are maximum used by married persons.

FINDINGS

- It is understand from the survey that majority 53% of the respondents is female, category. The home appliances products are maximum used by the female, there maximum respondents are selected in female.
- It is find that majority 29% of the respondents belong to the age below 30. These age group members are dynamic and interested in new technology
- It is revealed majority 53% of the respondents are married. These groups of peoples are maximum users of home appliance, so select maximum respondents are married.

SUGGESTIONS

- ❖ Need better awareness among the customer. The producer should concentrate the quality well as durability of the product
- ❖ Free offers can be gives in an attractive manner in order to catch the consumer

CONCLUSION

Manufactured consumer goods are sold to the consumers for consumption

purpose, specialty enjoy brand loyalty. Manufactures and retailers advertise the product extensively. In the marketing of goods, repairer service, installations etc., are very important. The retailer's reputation also plays on important role. At present LG brand stands in the first place. The consumer is the center of attraction for which marketing is carried out, In dealing with consumer the marketing Manager is dealing with a diverse, complex personality, whose likes, dislike and style of living is hard to determine, hence human personalities are an enigma by themselves, To conclude of good quality and effective after sales service is the satisfaction of consumers will take a head in the market.

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