



A Study on Advertisement and Sales Promotion of LG Company with Reference to HS Enterprises, Tirupati

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ABSTRACT:

Advertising and sales promotion are the tools the marketers used to increase short term sales. Both sales promotions and advertising techniques are used to attract new customers retain existed customers and to build strong relation between consumers and brand .It is considered as urgent tool to attract customers . These tools are mainly used to increase their profits. The main purpose of this study is to examine the policies and procedures followed by LG Electronics in detail and assess its impact on consumers.

Keywords: Sales promotion ,Advertising ,Consumers,Profits.

INTRODUCTION:

Advertising is only one element of the promotion mix, but it often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an important social and economic topic in Indian society. Promotion may be defined as “the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinate with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy.

1. Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.
 2. sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.
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REVIEW OF LITERATURE:

1. Sandhe (2016) studied the impact of advertisements on peoples’ buying behavior. How much belief is there in the advertisements, what is the attitude towards advertisements and overall impact of advertisements? For this purpose a sample size of 500 respondents from across Gujarat was targeted and data was collected through a structured questionnaire.
 2. Ramu (2020) This paper is based on stratified random method of sampling and the sample size is limited to and survey is taken on Chennai only and most importantly the survey was made in an authenticated way for appropriate result and also tries to reveal the effects of advertising on the buyer behaviour
 3. Cobbinah (2021) studied the effects of sales promotion on consumer repurchase intention, and the strength of other factors such as price sensitivity, brand Preference, and perceived usefulness that might impact the association between sales promotion and repurchase intention-in the case of mobile phone consumers.
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NEED FOR THE STUDY

Advertising and sales promotion helps making people aware of the new product so that the customers come and purchase the product. advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age. while advertising presents a reason to buy a product, sales promotion offers a short term incentive to purchase.

SCOPE OF THE STUDY:

- The present study focuses on advertisement and sales promotions adopted by L.G. Company.
- The study is confined to Tirupati zone alone.
- The study is based on perceptions of employees of HS Enterprises.
- The study also given the information about the effectiveness on LG electronics.

LIMITATIONS OF THE STUDY:

The research design, data collection, Sampling & analysis were carried out in an exhaustive manner. Yet, the study suffers from limitations, which are inherited, & also some limitation that are unavoidable. The limitations are listed below:

1. The survey is limited to Tirupati only.
2. The duration of the study is only one month.
3. The study has further been limited incorrect information from respondent due to various factors like time pressure indifference in response & other constraints.

OBJECTIVES OF THE STUDY:

1. To study in detail the policies and procedures followed by LG Electronics in the sense of sales promotion.
2. To find out the incentive tools promoted by the LG Electronics.
3. To find out the strengths and weaknesses of the LG Electronics

RESEARCH METHODOLOGY:

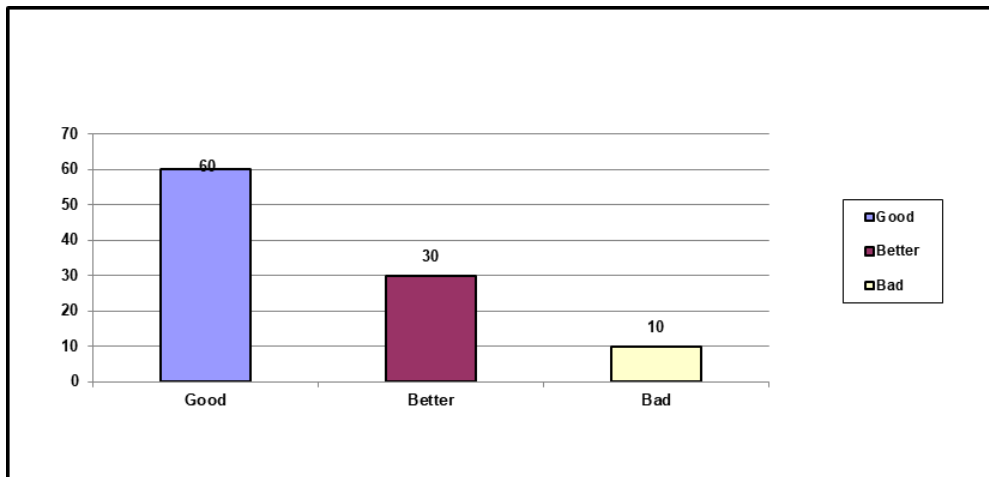
The study is descriptive in nature as it presents the current policies and practices followed by L.G Company. Sample respondents include the employees working at H.S. Enterprises. Sampling technique adopted is simple random sampling method. Sample size is 100.

DATA ANALYSIS & INTERPRETATION

1 Table showing the company promotions with the customer

promotions	No. of Respondents	Percentage
Good	60	60.00
Better	30	30.00
Poor	10	10.00
Total	100	100.00

Chart 4.8 Customer Relation

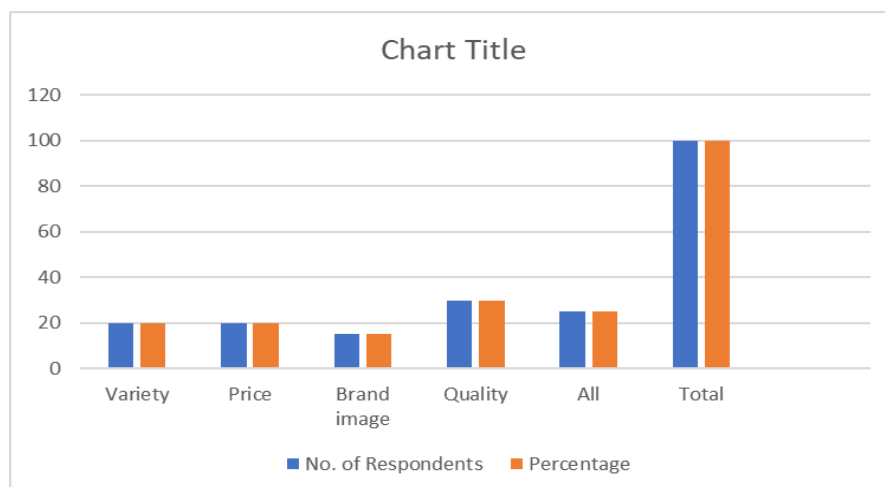


Inferences

Above table shows that the company relation with customers is 60% good, 30% better, 10% bad.

Table showing the factors that are taken into the consideration while purchasing the Electronics

Factors	No. of Respondents	Percentage
Variety	20	20.00
Price	20	20.00
Brand image	15	15.00
Quality	30	30.00
All	25	25.00
Total	100	100.00



Inferences

Above table shows the opinion of customer regarding the quality is 30% good 50% are better 20% are bad.

FINDINGS

- Most of the customers are aware of LG advertisements through television.
- Majority of the customers are satisfied with brand LG.
- Most of the customers opinions on price is fascinated attribute motivate the customers to purchase LG products.
- During festivals they are offering lot of discounts to increase their sales volume.

SUGGESTIONS

- Though the company has considerable market in many areas the realization may not be high in all these areas. So, the company has to choose riches where it enjoys greater realization. On basis, it has to segment its market.
- Instead of concentrating on making a brand presence felt in some areas, the company is advised to identify the favourable market, concentrate on these select areas and to establish leadership in these areas.
- Besides the flow of product and money between company and dealers there should be a communication flow in both the directions. The company should maintain cordial relationship with dealers and sub-dealers to ensure continuous patronage of the product.

CONCLUSION:

The study was done for LG Tirupati. The main objective in this Project Work of study is to know the different activities of market and also mentioned objective followed by LG Tirupati and also know which company is performing well in the market. The study also explained the market shares of the LG Tirupati. This is done by selecting the non-random convenience sampling and then the data according to the structured questionnaire and personal interview. The data so collected are tabulated and analyzed to obtain solutions for the present research objectives. The results are summarized and recommendations are based on the findings

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WEBSITES:

www.lgelectronics.com

www.lg.com

www.google.com