

A STUDY ON THE EFFECT OF BRAND EXTENSIONS OF DIFFERENT PATTERNS OF PEOPLE WITH REFERENCE TO LG ELECTRONICS

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL-2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Ms. Priya R (39410160) who carried out the project entitled, "**A study on the effect of brand extension of different patterns of people with reference to LG electronics**" under our supervision from December 2020 to February 2021.

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Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I, **PRIYA R, (39410160)** hereby declare that the Project Report entitled, “**A study on the effect of brand extension of different patterns of people with reference to L.G. electronics**” done by me under the guidance of Mr. John Paul M, MBA, MHRM, M.Phil., (Ph.D.) Assistant Professor, school of management studies is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

PRIYA R

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ABSTRACT

Research about brand extensions have increased dramatically since 1990. Therefore, it is especially useful to structure this field of research. The research is about the effect of brand extension of different pattern of consumers. The necessary variables for the research are analyzed and considered the brand extension impact on different category of people are being studied.

The research is proceeded by descriptive approach, through evaluating the major problem of research and finding the solutions required for the research by surveys and describing the population and through sample size.

Here the different pattern of consumers who use to buy the product extended by LG electronics has been researched by data collection and examining through study. Strong companies can branch out into brand extensions. However, these extensions must make sense. If a company does not have leverage in the category it wants to go into, it will likely fail. Brand extension works when the original and new products share a common quality or characteristic that the consumer can immediately identify.

Successful brand extensions allow companies to diversify their offerings and increase market share. They can give the company a competitive advantage over its rivals that do not offer similar products. The existing brand serves as an effective and inexpensive marketing tool for the new product.

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INTRODUCTION

1.1 Brand Extension

Brand extension is when a company use one of its well-established brand names on a new product or a new product category. This is also known as brand stretching. The strategy behind a brand extension is to use the company's already established brand equity to help it launch its newest product. The company rely on its brand loyalty of its current customers, which it hopes will make them more receptive to its new offerings from the same brand.

The brand extensions are the introduction of a new product that relies on the name and the reputation of an established product. Brand extension works when the original and new products share a common quality or a characteristic that the customers could be able to identify easily.

The new products which are being extended by the parent brand tend to affect and influence the brand image of the parent brand product. A brand is a distinguishing symbol, mark, logo, name, word, sentence, or any combination of these, given to a group of products that are made by the same company to distinguish from others. A brand extension is when a company uses its leverage to launch a new product in a different category.

1.2 INDUSTRY PROFILE

1.1.2 Consumer electronics.

Consumer electronics or home electronics equipment intended for everyday use, typically in private homes. Consumer electronics include devices used for entertainment, communications and recreation. In British English, they are often called brown goods by producers and sellers, to distinguish them from "white goods" which are meant for housekeeping tasks, such as washing machines and refrigerators, although nowadays, these would be considered brown goods, some of these being connected to the Internet. In the 2010s, this distinction is absent in large big box consumer electronics stores, which sell both entertainment, communication, and home office devices and kitchen appliances such as refrigerators. Radio broadcasting in the early 20th century brought the first major consumer product, the broadcast receiver.

Later products included telephones, televisions, and calculators, then audio and video recorders and players, game consoles, personal computers and MP3 players. In the 2010s, consumer electronics stores often sell GPS, automotive electronics (car stereos), consoles and games.

Stores also sell smart appliances, digital cameras, camcorders, cell phones, and smartphones. Some of the newer products sold include virtual reality head-mounted display goggles, smart home devices that connect home devices to the Internet and wearable technology.

Consumer electronics attract different set of people with different preferences and purchasing behavior. There are variety of consumer electronics in the market with are developing products with a lot of innovation and new features for the future generation.

In the 2010s, most consumer electronics have become based on digital technologies, and have largely merged with the computer industry in what is increasingly referred to as the consumerization of information technology. Some consumer electronics store have also begun selling office and baby furniture. Consumer electronics stores may be "brick and mortar" physical retail stores, online stores, or combinations of both.

The industry has evolved significantly over the last few years owing to several new technological developments. Technological proliferation and the emergence of smart devices is expected to be the key factor driving growth over the next six years. However, growing adoption of tablets has led to decline in sales of traditional desktop PCs and laptops, which is expected to pose a challenge to growth.

The surge in demand for devices with large screens referred to as 'phablets', offers significant growth opportunities. Furthermore, advancements such as the emergence of IoT across devices such as fitness bracelets, rising consumer disposable income, and growing popularity of smart devices provide avenues for industry growth.

Especially during the pandemic (COVID-19), that disrupted growth in several sectors, the consumer electronics market was resilient, even with the intermittent closure of physical stores worldwide. With people spending a lot more time at home, increased demand for greater comfort and security through smart devices and appliances drove growth in the sector. We look at the winds of change that sweep through this sector through our extensive statistics on the CE industry, from key figures on market leaders like Apple, Sony, or Samsung to the latest trends in segments like wearable technology and connected devices.

Consumer electronics attract different set of people with different preferences and purchasing behavior. There are variety of consumer electronics in the market with are developing products with a lot of innovation and new features for the future generation. Where consumer electronics plays a major role in satisfying the customers.

1.3 COMPANY PROFILE

1.1.3 LG ELECTRONICS

Headquartered in Seoul, LG is a South Korean electronics manufacturer founded as Goldstar by Koo In-hwoi in 1958. The company was set up to manufacture consumer electronics and home appliances for the local market after the Korean War. Therefore, it was the first to produce radio equipment, televisions, refrigerators, washing machines and air conditioners in South Korea. While the company initially operated under the Goldstar branding, it was later merged with Lucky Chemical and LS Cable –other LG group companies – in 1995.

The company's first overseas production facility was set up in the US in 1982. In 1994 Goldstar officially became LG Electronics. To expand its footprint in the US, LG acquired US-based television manufacturer Zenith and launched the world's first CDMA digital mobile phone in 1995. In 1999, the company made a joint venture with Philips, now known as LG Display, to design and develop liquid crystal displays (LCDs).

LG Electronics made a significant contribution to the world's consumer electronics and home appliances industry. In 2005, it became one of the top 100 global brands in consumer electronics. As of 2009, its display manufacturing unit, LG Display, had become the world's largest LCD panel manufacturer. The company started making smartphones in 2010. It was one of the early original equipment manufacturers to adopt Google's Android as default operating system for its smartphones.

In 2014, in partnership with Google, the company also announced the Android Wear-based LG G Watch. The next year, the company launched the LG Watch Urbane, the first LG watch to support smartwatch features such as Wi-Fi.

Today, LG Electronics is a global brand that manufactures and sells consumer electronics, mobile communications, and home appliances. Besides, it also makes devices and products for commercial use — G-, V-, and F-series mobile communication products, in-vehicle infotainment, HVAC and motor, and vehicle engineering components. In addition, the company also makes commercial display solutions, solar solutions, energy storage systems, energy management solutions, membranes, stylers, and lighting products, besides compressors and motors.

LG Electronics is very famously known for its Household Appliances like Refrigerator, Washing Machine, Dryer, Microwave ovens. In the LG Home entertainment category, it has products like television, tablets, projectors, mobile phones. And LG announced a Bluetooth keyboard that folds up along the four rows of keys for portability. The Rolly keyboard is made of solid plastic. Two tiny plastic arms fold out from the end of the keyboard to support a tablet or smartphone and it can toggle between two different Bluetooth-connected devices at a time. Battery life is an expected three months on a single AAA battery.

LG extend its product category which are cost effective and with efficient product features. The brand expands its market over consumer electronics with new product features according to the changing technology and trends prevailing in the electronic market and people preferences towards the product.

1.4 STATEMENT OF PROBLEM

A statement of the problem is used in research work as a claim that outlines the problem addressed by a study. The goal of a statement of the problem is to transform a generalized problem into a targeted, well-defined problem; one that can be resolved through focused research and careful decision-making. It helps to clearly identify the purpose of the research project you will propose. Often, the statement of the problem will also serve as the basis for the introductory section.

- To analyze how a new product introduced from a famous brand tend to affect the people's image about the brand.
- To study about the different elements of brand affect the buying behavior of consumers.
- To examine how a brand add values to its customers.
- To analyze how a product is being developed and introduced by the means of brand extensions.

1.5 NEED FOR STUDY

The vital reasons why most of the brand extend its product category through its parent brand is because of the reasons like

- Marketing the new product
- Brand loyalty and brand trust
- Brand promises and brand image
- Customer satisfaction
- Parent brand quality and service

This study helps to identify the factors that influence a new brand introduced in the market. And the effect of brand extension and their influence on different patterns of consumers and what they perceive from their parent brand and its extended products.

1.6 OBJECTIVES OF STUDY

Research objectives are a specification of the ultimate reason for carrying out research in the first place. They help in developing a specific list of sources of a Research Problem Specific. The problem should be specifically tested Measurable. They summarize the accomplishments a researcher wishes to achieve through the project and provides direction to the study. The two types of objectives of the study are:

1.Primary objective

- To analyze the effect of brand extension of different patterns of people with reference to LG electronics

2.Secondary objective

- To identify the factors that influence brand extension.
- To evaluate brand image of LG
- To examine preferences of people towards LG products
- To study the significance of various products

1.7 LIMITATIONS OF THE STUDY

The limitations of the study are those characteristics of design or methodology that impacted or influenced the interpretation of the findings from your research. They are the constraints on generalizability, applications to practice, and/or utility of findings that are the result of the ways in which you initially chose to design the study, or the method used to establish internal and external validity or the result of unanticipated challenges that emerged during the study.

- Brand Extension in unrelated market may lead to loss of reliability if a brand name is extended too far. An organization must research its product categories in which the established brand name will work.
- There is a risk that the new product may generate implications that damage the image of the core/original brand.
- There are chances of less awareness and trial because the management may not provide enough investment for the introduction of new products assuming that the spin-off effects from the original brand name will compensate.
- The brand extended if has no advantage over the competitive brands in the new category, then it has possibilities that it can fail.

2 REVIEW OF LITERATURE

A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated. Literature reviews are designed to provide an overview of sources you have explored while researching a particular topic and to demonstrate to your readers how your research fits within a larger field of study.

2.1.1 Brand Extension and its relation between the various factors of brand

Rica Joshi: The reciprocal effects of brand extensions on brand equity (2006)

In this review, the reciprocal effects of brand extensions on brand equity are being researched. Here the brand has been defined as a significant term in marketing as the market begin to expand the need to provide label for products start to arise so the increasing market demand can be fulfilled, and the product can be recognised by the buyer. And the brand equity is defined as the set of assets and liabilities and linked to a brand, its name and symbol that adds to or subtracts from the value provided by a product or service to a firm and to firm's customer. The brand extension is said to occur when an established brand name is applied to a new product in a category as causally related or not. The quality of various brand extension has been examined in the research with related to brand equity and its aspects towards brand development and new brand image creation of an existing company.

By Manthana Jarlem & Raluca –international management master thesis on Santa maria brand extension.

In this research, the brand extensions and various elements are being studied. The consumers preferences and interest towards a particular brand is being analysed. The research findings underline that consumers are the one judging the product and its parent brand but still brand managers should manage the brand knowledge of consumers and brand structures and strategy. It is believed that a company adopting statistical techniques, marketers develop and deliver better message more quickly and precisely and how people understand the brand Santa maria and how the brand delivers its attributes and usage to its customers. Here how the new product development happens from the same brand happens are being studied.

Effect of brand extension on parent brand by pooja Rastogi from global commerce management, 2012:29-33

The study is based on the different types of brand extension and customer evaluation of brand extensions. Brand image of the parent brand is being identified properly and its types and effects are being discussed clearly. The effect of brand extension the parent brand is also being analyzed. The parent brand characteristics is also being defined.

Youngseon Kim, Associate professor of Marketing, Central Connecticut State University, USA., April 2016 (The Journal of business management)

The study is based on the effect of power on the evaluations of brand extensions. The development of brand extension is being explained. The present and past brand attitude is being analyzed and correlated with brand extensions. The brand extensions are being associated with parent brand that influences the other product from the parent brand eventually.

2.2 Brand extensions and market situation, consumer preferences is studied in the following thesis

Daniel C. Smith and C. Whan Park, August 1992 (The Journal of marketing Research),

The study on the effect of brand extensions on market share and advertising efficiency. The study examines the effect of brand strategy that is on the brand extensions and the individual brands that are being established in the market. The competitive intensity that is prevailing in the market between different brands is being analyzed.

Isabel Buil , Leslie de Chernatony , Leif E. Hem , 13 November 2009 (European journal of Marketing)

The aim of this paper is to examine the impact of perceived fit, brand type and country's culture on the consumers' attitude towards brand extensions and on the parent brand equity. Brand extensions with high fit receive more favorable consumer evaluations and. Results also reveal that parent brand equity dilution is higher when the brand used to launch the extension has high equity. Finally, findings indicate different consumers' responses to extensions and effects on parent brand equity across countries.

Brand extension and flanker brands by Tina lowery, 15 December 2010 (Wiley Online Library)

The study is based on the role and business objectives of brand extensions. Brand extensions are vastly different from those of flanker brands. Each of them is rooted in a different branding strategy in a company's brand architecture and portfolio. However, they are equally important in terms of protecting the brand equity that the company has achieved by bringing out greater customer share on the condition that they are well designed and implemented.

2.3 The effect of brand extension on consumer market and the various patterns of consumer.

Brand extension a competitive advantage by tarun Kushwaha – associate professor

The study of brand extensions in relation to market strategy. Brand extension is a marketing strategy in which new products are introduced in relation to a successful brand. Various experts have defined brand extensions differently though, these definitions look quite similar. Kotler and Armstrong (2002) defined brand extension as using a successful brand name to launch new or modified products in a new category. Verma (2002) also defined brand extension as using an existing brand name to launch a product in a different category.

Byron M. Sharp, 1 March 1993 (Journal of consumer marketing)

The study examines the inherent risks of brand extension alongside empirical evidence of the success rates of brand extensions compared with brand-name product launches. Concludes that the brand extension is justifiable only when it can be clearly shown to enhance the success of a new product launch and existing brand equity. Puts forward several rules for the appropriate use of brand extension.

Tarun.K, Aug 1 September 2002 (The different types of brand extension and its effect on the parent brand prevailing between consumer market)

This study describes about the different types of brand extensions that affects the brand image of the parent brand. People preferences towards the new products from the parent brand which are completely unrelated to the product that is introduced first from the brand. How the market introduces new product category from the same brand.

2.4 The consumer preferences in the market and the brand extension and the market conditions

Vikram Anand 2007 (The brand extension and the market Competencies between different brands in the market)

This study analyzes the brand extensions and a market competency. It says that a Successful brand extension allow companies to diversify their offerings and increase share. They can give the company a competitive advantage over its rivals that do not offer similar products. The existing brand serves as an effective and inexpensive marketing tool for the new product.

Sandra Milberg, Robert Lawson 1991 (Journal of Consumer Research)

This Study Analyzes the Evaluation of Brand Extensions, The Role of Product Feature Similarity and Brand Concept Consistency. The feature of the product according to the preferences of each consumer is being studied and analyzed. This information is later used to extend a new product category that satisfied the needs of the consumers.

Martin and Pina 2003

According to Martinez and Pina (2003) extension strategy not suitable for all the brands it has both negative and positive impact it may negatively affect the image of parent brand. Although the launch of the new product may be positive negative relations with parent brand it can also harmfully affecting the consumer attitude towards the brand image and extension

Keller and Aaker 1992

According to Keller and Aaker said that if extension is not successful then it is possible that it may not affect the goodwill of brand. They said that it happens when inconsistent in new product and parent brand. They also said that quality impacts positively on parent brand. The extensions usually easier acceptance in the market and have exceptionally low risk of product failure.

CHAPTER-3

RESEARCH METHODOLOGY: Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It is about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN: A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research.’

3.2.1. DESCRIPTIVE RESEARCH DESIGN: Descriptive research aims to describe a population, situation, or phenomenon accurately and systematically. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 RESEARCH APPROACH

The research approach is a plan and procedure that consists of the steps of broad assumptions to detailed methods of data collection, analysis, and interpretation. It is, therefore, based on the nature of the research problem being addressed. The research approach is essentially divided into two categories:

That is based on qualitative research approach and quantitative research approach.

Quantitative basis-

The total number of people buying LG electronics. The number of people categorized on purchasing the LG electronics based on age, gender, and preferences of people.

The quantitative research is concentrating on the idea testing, concept, ads, and the project ability of the results to cover the most important essential elements of the project research.

Qualitative basis –

The total number of people choose LG products based on price, quality, quantity. This research concentrates on the opinion of customers on the product and understanding the customers better in developing the product and expanding the brand of LG and improving the brand elements.

3.4 RESEARCH STRATEGY

Examining the effects of the brand extensions, to find the significance to focus both consumer perspective and those of the company. The research allows the company to examine the relationship of the parent brand and its extension brand personality from the consumer perspective. This research is done to understand how the extension would make its consumers feel and to get the feedback upon the confusion of the consumer. And to find answers which lead to research questions.

The various surveys and opinions of consumers that affects the company's growth and long-term success of the brand extension. And to investigate the perception about the brand in the consumer mind and study the feedback of consumers who use the product and their brand loyalty towards the product and the parent brand.

3.5 SOURCES OF DATA: Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you must utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

3.6 STRUCTURE OF QUESTIONNAIRE: Questionnaires can be classified as both quantitative and qualitative method depending on the nature of questions. The questions can be close ended questions or open-ended questions. It can also be multiple choice questions or rating type questions.

3.7 STATISTICAL TOOLS: Statistical tools are involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation, and reporting of the research findings.

3.8 PERCENTAGE ANALYSIS: Percentage analysis refers to a special kind of ratio. It is used for making comparison between two or more series of data. Percentage analysis is used to describe relationships, it is expressed as, $\text{Percentage} = (\text{No of respondents} / \text{Total no of respondents}) \times 10$

3.9 TOOLS FOR ANALYSIS: After the data has been collected, the analysis is made from the questionnaire and tabulation method is followed. Tables and various charts represent the data. The tables thus analyzed with statistical tools like

- Cross tabs tabulation analysis
- Simple percentage analysis
- Anova Method
- T test

4 DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE NO. 4.1.1
SHOWING THE AGE OF RESPONDENTS

AGE RANGE	NO. OF RESPONDENTS	PERCENTAGE
15-20	4	3.3
20-30	58	48.4
30-40	43	35.8
40-50	13	10.8
Above 50	2	1.7
TOTAL	120	100

Source: Primary data

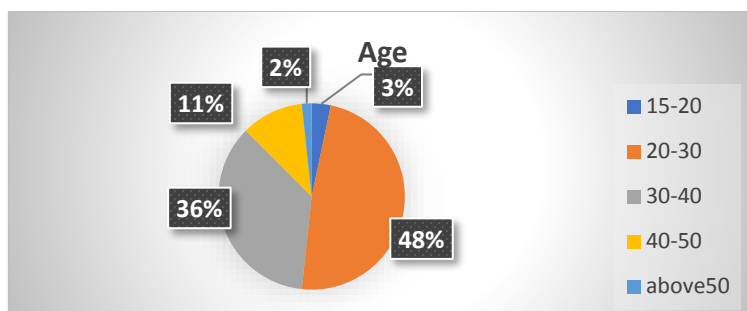


FIGURE NO. 4.1.1
SHOWING THE AGE OF RESPONDENTS

INTERPRETATION: From the above table most of the respondents belong to the age group range of 20-30. Very less respondents of the age group 50 and above.

THE TABLE NO. 4.1.2

SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS.

EDUCATION	NO.OF. RESPONDENTS	PERCENTAGE (%)
Up to high school	8	6.7
Undergraduate	50	41.7
Postgraduate	49	40.8
Professional course	11	9.2
Others	2	1.6
TOTAL	120	100

Source: Primary data

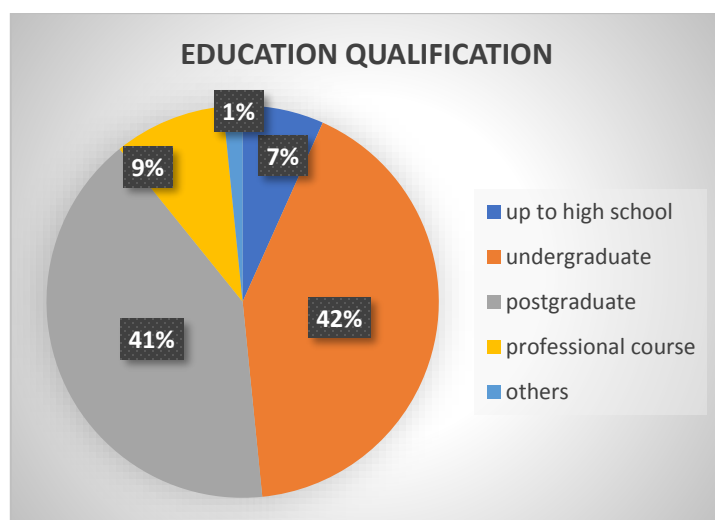


FIGURE NO.4.1.2

SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS.

INTERPRETATION: Most of the respondents are undergraduates and form 42% of the survey. And next 41% of the survey is form by postgraduates. And 9% have are from professional courses. And the least category of respondents is from category up to high school 7% and others category with very few respondents of 1%only.

THE TABLE NO. 4.1.3
SHOWING THE GENDER OF RESPONDENTS

GENDER	NO.OF. RESPONDENTS	PERCENTAGE (%)
Male	58	48.3
Female	61	50.8
Prefer not to say	1	0.9
Total	120	100

Source: Primary data

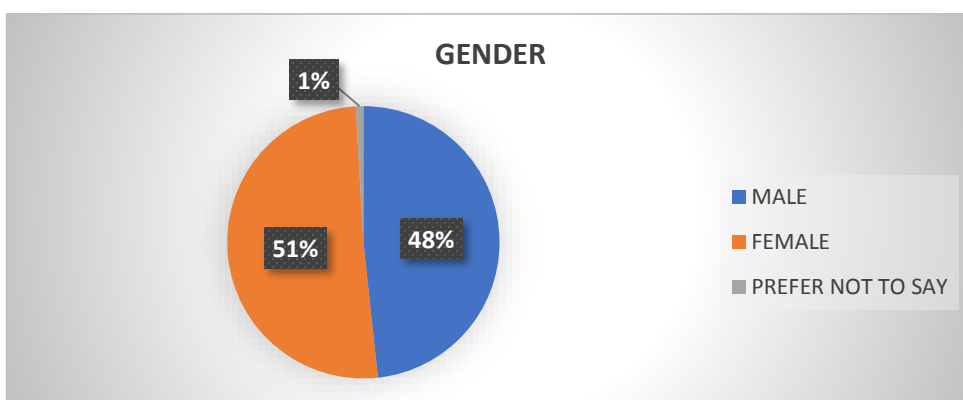


FIGURE NO. 4.1.3
SHOWING THE GENDER OF RESPONDENTS

INTERPRETATION: The high percentage of respondents contain female of 51% similarly, male respondents also equal to that of 48% and very least respondents have opted for prefer not to say.

TABLE NO.4.1.4

SHOWING MARITAL STATUS OF RESPONDENTS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE (%)
Married	74	61.7%
Unmarried	46	38.3%
Total	120	100

Source: Primary data

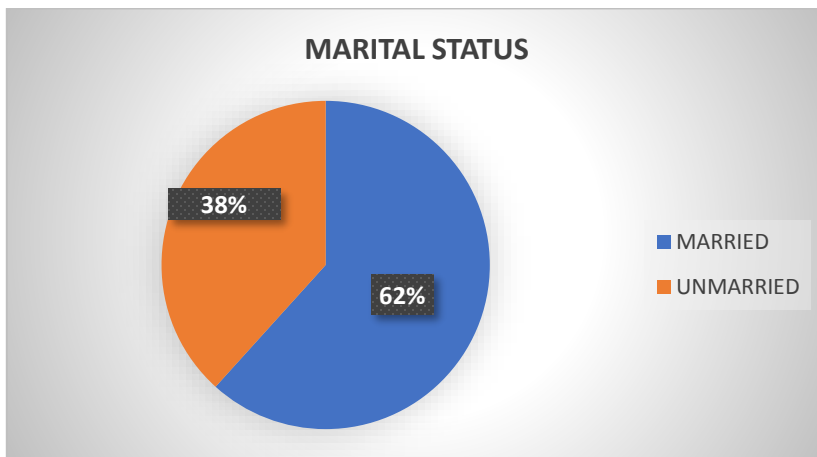


FIGURE 4.1.4

SHOWING MARITAL STATUS OF RESPONDENTS

INTERPRETATION: Most of the respondents are married and of 62% and 38% of the respondents are not married.

TABLE NO.4.1.5

SHOWS RESPONDENTS WHO ARE AWARE OF THE PRODUCTS MARKETED BY LG ELECTRONICS.

RESPONSE	NO.OF. RESPONDENTS	PERCENTAGE
YES	118	98.3%
NO	1	0.8
MAY BE	1	0.8
TOTAL	120	100

Source: Primary data

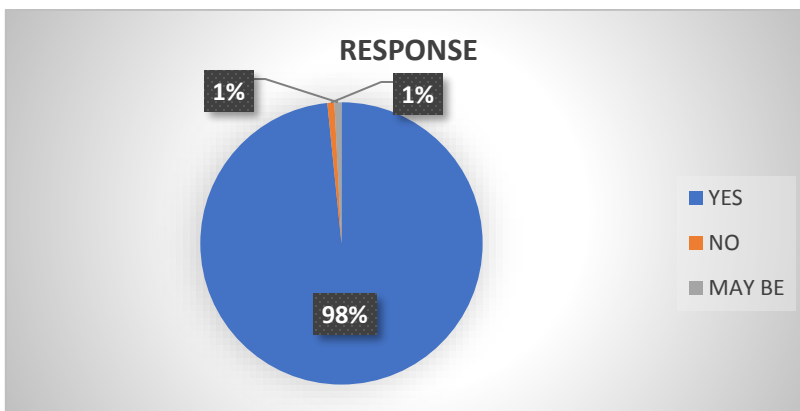


FIGURE 4.1.5

SHOWS RESPONDENTS WHO ARE AWARE OF THE PRODUCTS MARKETED BY LG ELECTRONICS.

INTERPRETATION: Most of the respondents are aware of the products marketed by LG electronics and by this it is known that LG is one of the most renowned brands. Many people are aware about LG .98% of the respondents are known about LG electronics and 1% of people do not know the brand and another 1% of the people are doubtful as such they have used or owned it before but do not know it is LG or not.

TABLE NO.4.1.6

SHOWING RESPONDENTS WHO KNOW THE VARIOUS PRODUCTS BEING MARKETING BY LG ELECTRONICS.

PRODUCTS	NO.OF. RESPONDENTS	PERCENTAGE (%)
TELEVISION	15	12.5
REFRIGERATOR	31	25.8
WASHINGMACHINE	32	26.7
DVD PLAYER	9	7.5
MOBILE PHONES	9	7.5
SOUND BOX	1	0.8
PROJECTOR	18	15
AIR COOLER	5	4.2
TOTAL	120	100

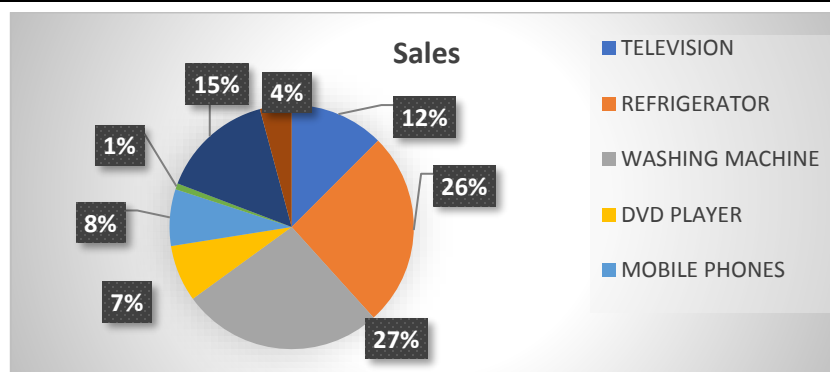


FIGURE NO.4.1.6

SHOWING RESPONDENTS WHO KNOW THE VARIOUS PRODUCTS BEING MARKETING BY LG ELECTRONICS.

INTERPRETATION: Most of the people are known about LG washing machines and it is also known that LG electronics produces best washing machines. Refrigerator is also known by many people. LG electronics is also known for best refrigerators. DVD player and mobile phones are of same percentage. LG projectors are also known by a lot of people. And LG kitchen electronic are not known to many people very few were aware about that.

TABLE NO.4.1.7

SHOWING RESPONDENTS FROM WERE DO THEY GET INFORMATION ABOUT VARIOUS LG ELECTRONICS.

SOURCES OF INFORMATION	NO.OF. RESPONDENTS	PERCENTAGE (%)
ADVERTISEMENT	72	60
RETAIL OUTLETS	34	28.3
FRIENDS&RELATIVES	12	10
PAMPHLETS	2	1.7
TOTAL	120	100

Source: Primary data

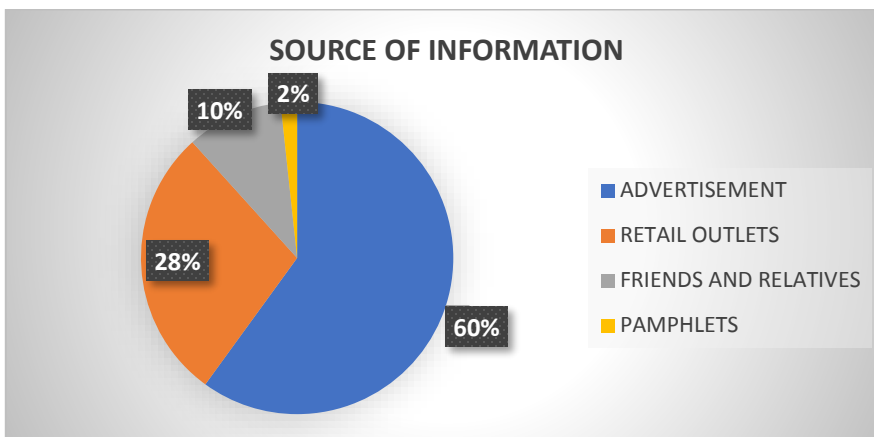


FIGURE No.4.1.7

SHOWING RESPONDENTS FROM WERE DO THEY GET INFORMATION ABOUT VARIOUS LG ELECTRONICS.

INTERPRETATION: Most of the people get to know about LG electronics from advertisement and moderate of the people get information from retail outlets and few people are aware about LG products by getting information from their friends and relatives and very few get to know about LG from pamphlets.

TABLE NO.4.1.8

**SHOWING RESPONDENTS WHO GAVE THEIR VIEWS ON THE RIGHT
COMPETITOR OF LG ELECTRONICS.**

COMPETITORS	NO.OF. RESPONDENTS	PERCENTAGE (%)
WHIRLPOOL	34	28.3
ONIDA	4	3.3
SAMSUNG	29	24.2
PANASONIC	27	22.5
SONY	15	12.5
PHILIPS	11	9.2
TOTAL	120	100

Source: Primary data

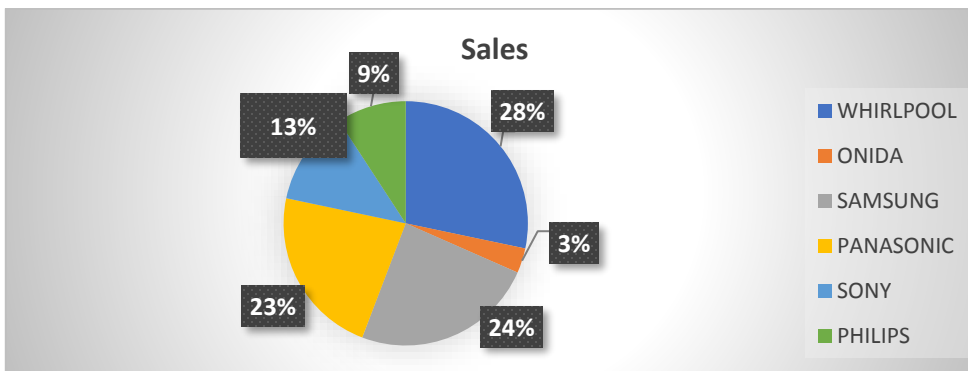


FIGURE NO.4.1.8

**SHOWING RESPONDENTS WHO GAVE THEIR VIEWS ON THE RIGHT
COMPETITOR OF LG ELECTRONICS.**

INTERPRETATION: Most of the respondents choose whirlpool as the best competitor of LG. And Samsung and Panasonic hold the second position as a competitor. Sony and Philips hold the third positions as lg competitor and onida holds the last place according to the respondent's viewpoint.

TABLE NO.4.1.9

SHOWING THE FACTORS THAT COULD AFFECT A RESPONDENT WHILE PURCHASING A BRANDED PRODUCT

FACTORS	NO.OF. RESPONDENTS	PERCENTAGE (%)
BRAND IMAGE	55	45.8
PRICE	68	56.7
QUALITY	76	63.3
GUARANTEED SERVICE	28	23.3
*MULTIPLE FACTORS CHOSED BY120 RESPONDENTS		

Source: Primary data

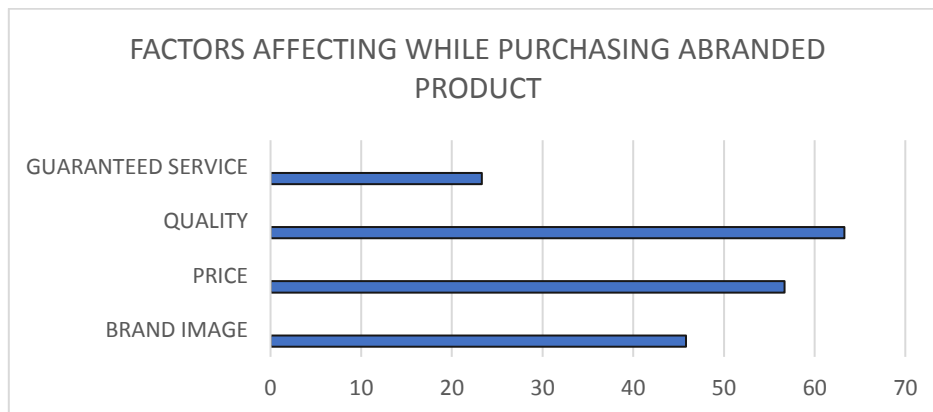


FIGURE NO. 4.1.9

SHOWING THE FACTORS THAT COULD AFFECT A RESPONDENT WHILE PURCHASING A BRANDED PRODUCT

INTERPRETATION: Most of the respondents have choose quality factor which they want the most in a product. Price factor is also one important factor many respondents consider while purchasing a product. Brand image is also a vital factor which influences people. Moderate percent of respondents look for the factor guaranteed service.

TABLE NO. 4.1.10

SHOWING WHICH PRODUCT CATEGORY RESPONDENTS PREFER BUYING A LOT

PRODUCT CATEGORY	NO.OF. RESPONDENTS	PERCENTAGE (%)
HOME ENTERTAINMENT	34	28.3
HOME APPLIANCES	75	62.5
MOBILE COMMUNICATIONS	11	9.2
ENERGY SOLLUTION	0	0
TOTAL	120	100

Source: Primary data

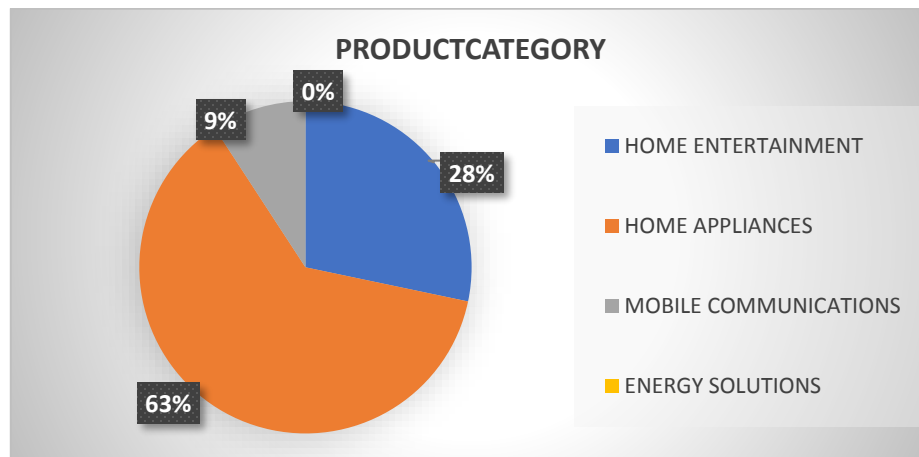


FIGURE NO. 4.1.10

SHOWING WHICH PRODUCT CATEGORY RESPONDENTS PREFER BUYING A LOT

INTERPRETATION: Most of the respondent prefer home appliances category a lot and moderate respondents prefer home entertainment category and few respondents from mobile communication category and no respondents prefer energy solutions category.

TABLE NO.4.1.11

SHOWING RESPONDENTS WHO ARE LOYAL TO A PARTICULAR BRAND OR NOT

RESPONSES	NO.OF. RESPONDENTS	PERCENTAGE (%)
YES	91	75.8
NO	17	14.2
MAYBE	12	10
TOTAL	120	100

Source: Primary data

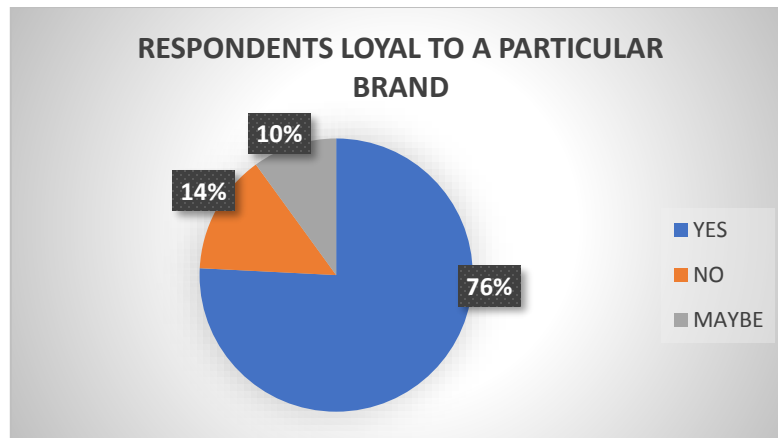


FIGURE NO.4.1.11

SHOWING RESPONDENTS WHO ARE LOYAL TO A PARTICULAR BRAND OR NOT

INTERPRETATION: Most of the respondents are loyal to a particular brand they like or prefer a lot while purchasing a product. Few respondents are not loyal to a particular brand and some have responded “may be” as they are not sure as they may get loyal to a brand in future, or they can get back to a brand when they were loyal before.

TABLE NO.4.1.12

SHOWING HOW MUCH A RESPONDENT CARE ABOUT USING A BRANDED PRODUCT.

RESPONSES	NO.OF. RESPONDENTS	PERCENTAGE (%)
STRONGLY	56	46.7
SLIGHTLY	36	30
NOT MUCH	28	23.3
TOTAL	120	100

Source: Primary data

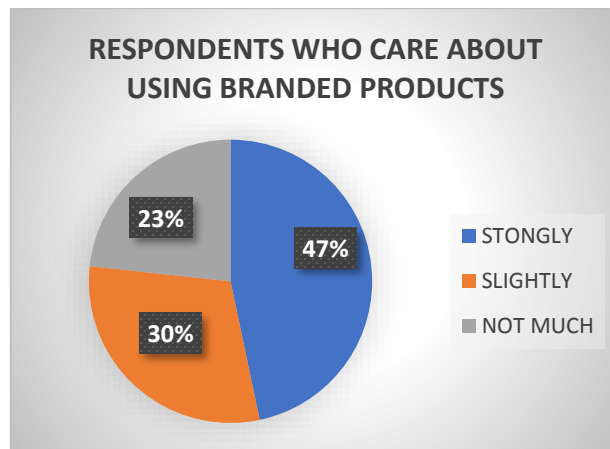


FIGURE NO.4.1.12

SHOWING HOW MUCH A RESPONDENT CARE ABOUT USING A BRANDED PRODUCT.

INTERPRETATION: Most of the respondents strongly care about using branded products. Moderate percent of respondents slightly care about using a branded product. And few respondents do not care much about using a branded product.

TABLE NO.4.1.13

SHOWING RESPONDENTS WHO ARE PRICE SENSITIVE CUSTOMER.

RESPONSES	NO.OF.RESPONDENTS	PERCENTAGE (%)
YES	115	95.8
NO	5	4.2
TOTAL	120	100

Source: Primary data

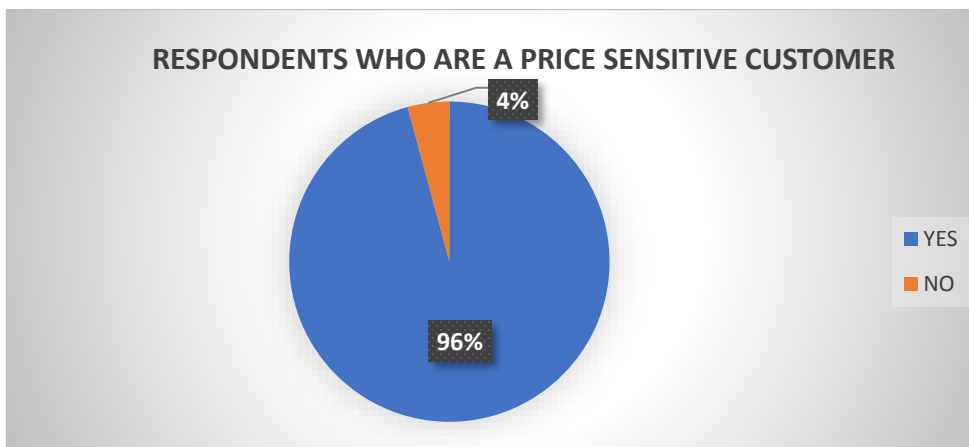


FIGURE NO.4.1.13

SHOWING RESPONDENTS WHO ARE PRICE SENSITIVE CUSTOMER.

INTERPRETATION: Most of the respondents are price sensitive and very few respondents are not price sensitive. It is also observed that price is an important factor that a customer considers while making any purchase.

TABLE NO.4.1.14

SHOWING WHAT THE RESPONDENTS THINK ABOUT THE RANKINGS OF A PRODUCT OF A PARTICULAR BRAND.

RANKINGS OF A PARTICULAR BRAND	NO.OF. RESPONDENTS	PERCENTAGE (%)
FAIR AND GIVE TRUE PICTURE	75	62.5
BIASED AND INFLUENCED	22	18.3
NOT FULLY RELIABLE	23	19.2
TOTAL	120	100

Source: Primary data

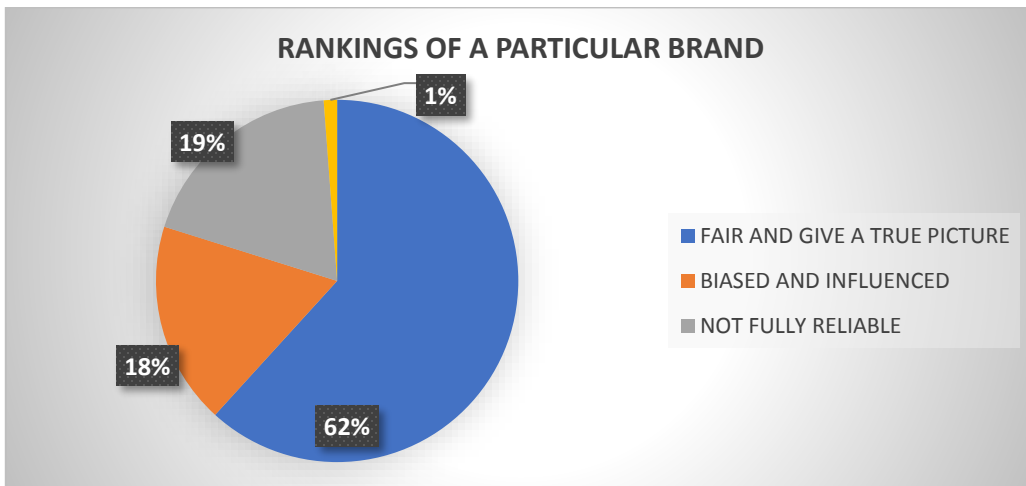


FIGURE NO.4.1.14

SHOWING WHAT THE RESPONDENTS THINK ABOUT THE RANKINGS OF A PRODUCT OF PARTICULAR BRAND.

INTERPRETATION: Most of the respondents think that rankings of a product does give a fair and true picture of a particular brand. Equal percent of people think that it may give a biased or influenced ranking and the rankings are not fully reliable.

TABLE NO.4.1.15

SHOWING THE FACTORS EXPECTED BY RESPONDENTS IN A PRODUCT WHICH MAKES THEIR LIVES BETTER.

FACTORS	RATINGS OF THE FACTORS FROM 1-5 POINTS				
	1	2	3	4	5
CONVEINEINT USAGE	-	-	20%	30%	25%
PROLONGED LIFE	-	-	10%	20%	35%
BETTER QUALITY	-	-	5%	15%	45%
EFFICIENT PERFORMANCE	-	-	10%	15%	40%
TIMESAVING			10%	20%	30%

Source: Primary data

Respondents choosing multiple options and provided rating for each specific features. most of respondents gave high rating to better quality.

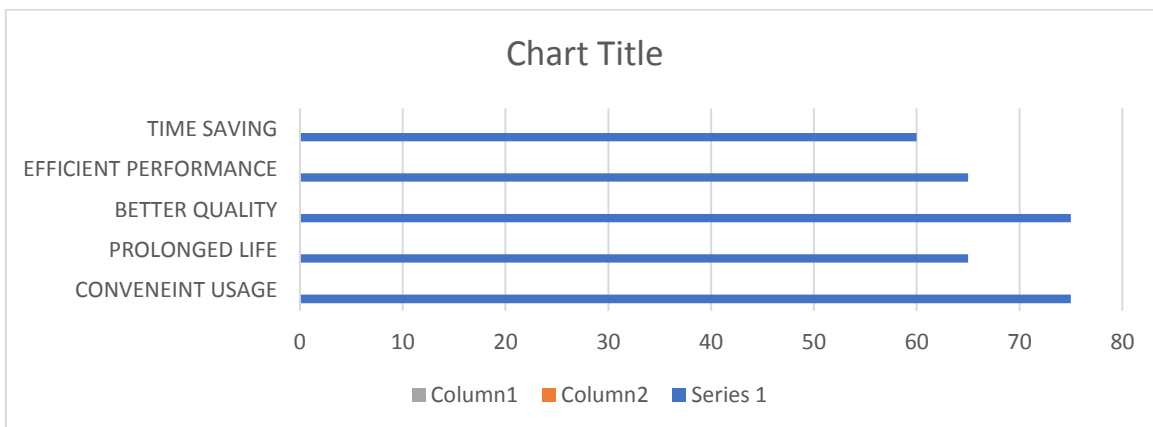


FIGURE NO.4.1.15

INTERPRETATION: Most of the respondents prefer products with better quality, convenient usage. Moderate of the respondents prefer time saving and efficient performance as the expected factors to be in their product. And moderate of the respondents expect prolonged life as an expected feature in their product.

TABLE NO.4.1.16

SHOWING THE FACTORS THAT INFLUENCE A BRAND IMAGE.

RESPONSE	NO.OF. RESPONDENTS	PERCENTAGE (%)
QUALITY	105	87.5
INNOVATION	74	61.7
NEW TECHNOLOGY	57	47.5
UNIQUE PRODUCT FEATURES	40	33.3
GOOD SERVICE	63	52.5
* MULTIPLE RESPONSES FOR EACH FIELD		

Source: Primary data

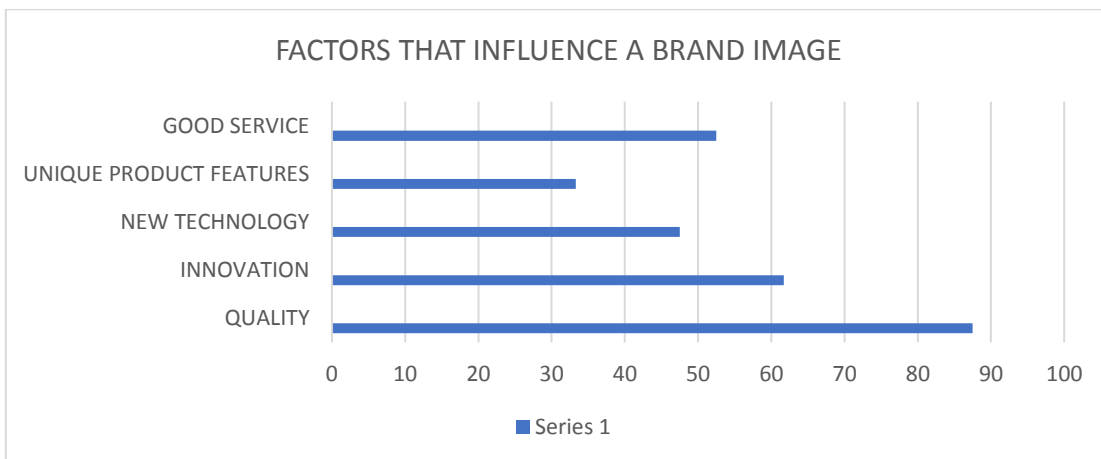


FIGURE NO.4.1.16

SHOWING THE FACTORS THAT INFLUENCE A BRAND IMAGE.

INTERPRETATION: Most respondents prefer quality, innovation, good service. Moderate of the respondents choose new technology and good service and few people choose unique product features.

TABLE NO.4.1.17

SHOWING NEW FEATURES, A RESPONDENT EXPECT FROM A BRAND INTRODUCING A NEW PRODUCT.

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE (%)
ARTIFICIAL INTELLIGENCE	50	41.7
ENERGY EFFICIENT	74	61.7
TECHNOLOGY PROOF	53	44.2
RESPONSIVE CONTROLS	42	35
USER CONVIENCE	78	65

Source: Primary data

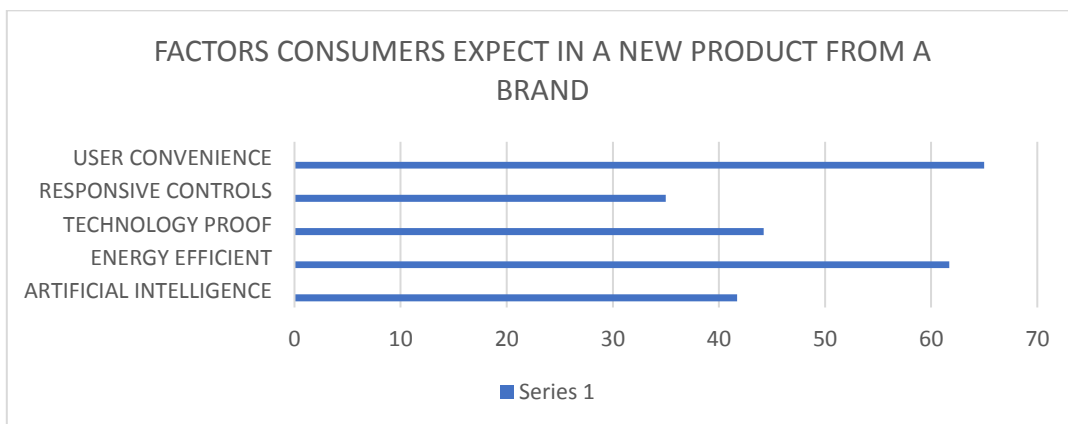


FIGURE NO.4.1.17

SHOWING NEW FEATURES, A RESPONDENT EXPECT FROM A BRAND INTRODUCING A NEW PRODUCT

INTERPRETATION: Most of the people want an energy efficient and use convenient product. moderate of the respondents expect features like artificial intelligence and technology proof and very few expect responsive controls.

TABLE NO.4.1.18

SHOWING RESPONDENTS WHO BELIEVE IN COST EFFECTIVE PRODUCT WITH INNOVATIVE FEATURES.

RESPONSES	NO.OF.RESPONDENTS	PERCENTAGE (%)
YES	117	97.5
NO	3	2.5
TOTAL	120	100

Source: Primary data

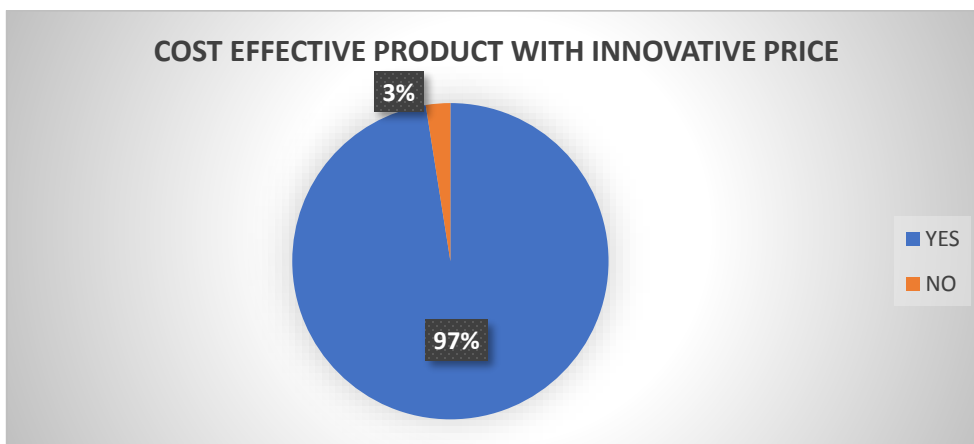


FIGURE NO.4.1.18

SHOWING RESPONDENTS WHO BELIEVE IN COST EFFECTIVE PRODUCT WITH INNOVATIVE FEATURES.

INTERPRETATION: Most of the respondents that is 97% of them believe in cost effective products with innovative features. Very few of the do not believe in cost effective products with innovative features.

TABLE NO.4.1.19

SHOWING THE VALUE, A RESPONDENT EXPECT FROM A BRAND AND ITS PRODUCTS.

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE (%)
GOODWILL	72	60
TRUST	84	70
HONESTY	55	45.8
WARMTH	37	30.8
OPENESS	43	35.8
*multiple responses are chosen by respondents		

Source: Primary data

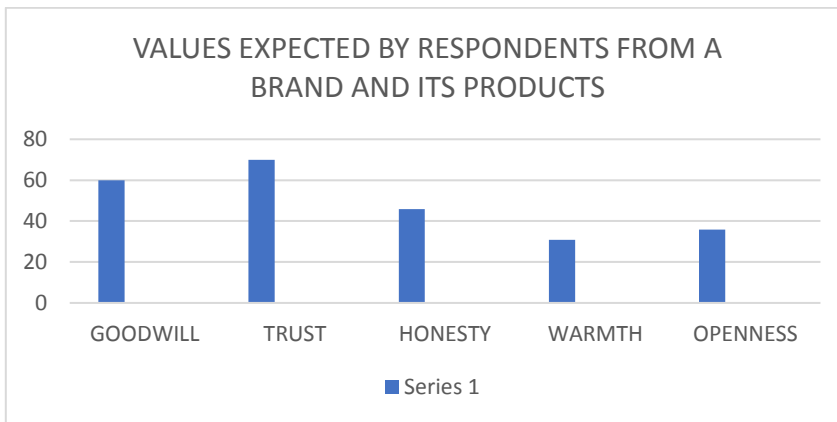


FIGURE NO.4.1.19

SHOWING THE VALUE, A RESPONDENT EXPECT FROM A BRAND AND ITS PRODUCTS.

INTERPRETATION: Most of the respondents expects trust as the important value for the brand in which they rely upon first when they buy the product. And goodwill and honest also being the most expected values by moderate of respondents.

TABLE NO.4.1.20

SHOWING RESPONDENTS WHO WOULD BUY A BRAND 'S PRODUCT IF THEIR FAVOURITE CELEBRITY IS ENDORSING IT.

RESPONSES	NO.OF.RESPONDENTS	PERCENTAGE (%)
YES	85	70.8
NO	35	29.2
TOTAL	120	100

Source: Primary data

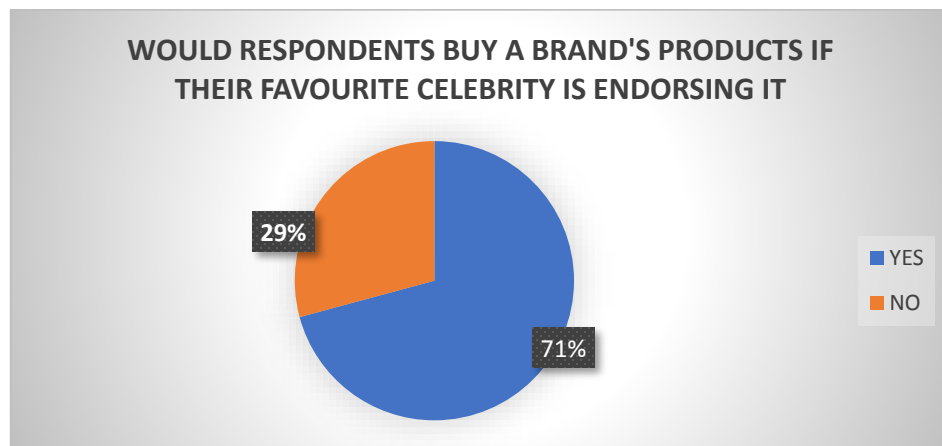


FIGURE NO.4.1.20

SHOWING RESPONDENTS WHO WOULD BUY A BRAND 'S PRODUCT IF THEIR FAVOURITE CELEBRITY IS ENDORSING IT.

INTERPRETATION: Maximum no. of respondents would buy a brand's products if their favorite celebrity is endorsing it . few respondents do not buy a brand's products even if their favorite celebrity endorses it.

TABLE NO.4.1.21

SHOWING ELEMENTS THAT ARE MOST IMPORTANT FOR THE RESPONDENTS WHEN BUYING ELECTRONICS.

ELEMENTS	NO.OF.RESPONDENTS	PERCENTAGE (%)
BRAND	79	65.8
PRICE	81	67.5
SAFETY&RELIABILITY	89	74.2
DESIGN&PERSONALITY	53	53
MAINTANENCE COST	39	39
AFTER SALES SERVICE	46	46
PRODUCT QUALITY	61	61

Source: Primary data

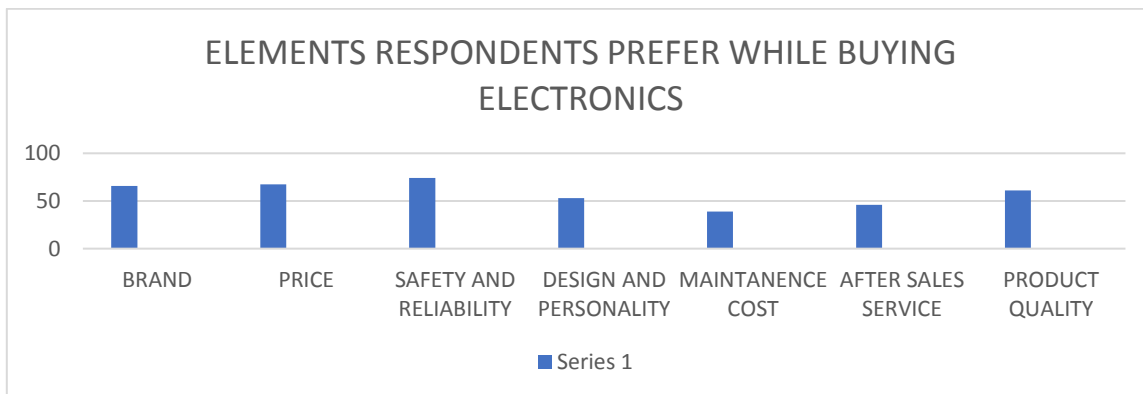


FIGURE NO.4.1.21

SHOWING ELEMENTS THAT ARE MOST IMPORTANT FOR THE RESPONDENTS WHEN BUYING ELECTRONICS.

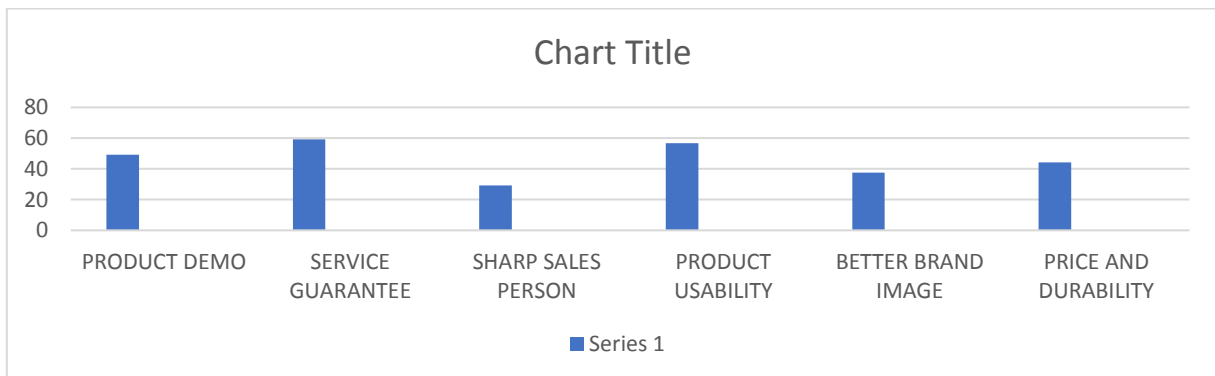
INTERPRETATION: Most of the respondents expect elements such as brand, price, safety and reliability while buying an electronic product. Moderate percent of the respondent expect elements such as product quality, design, and personality. And a few respondents expect elements such as maintenance cost, after sales service.

TABLE NO.4.1.22

SHOWING IMPORTANT FACTORS THAT INFLUENCE THE PURCHASING DECISIONS OF RESPONDENTS.

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE (%)
PRODUCT DEMO	59	49.2
SERVICE GUARANTEE	71	59.2
SHARP SALESPERSON	35	29.2
PRODUCT USABILITY	68	56.7
BETTER BRAND IMAGE	45	37.5
PRICE AND DURABILITY	53	44.2
Multiple options are being chose by respondents		

Source: Primary data



4.1.22 CHART

SHOWING IMPORTANT FACTORS THAT INFLUENCE THE PURCHASING DECISIONS OF RESPONDENTS.

INTERPRETATION: Most of the respondents expect service guarantee, product usability, product demo. Moderate of the respondents expect price and durability and better brand image. Less respondents expect sharp salesperson.

5.DATA ANALYSIS USING SPSS

5.5.1Are you aware of the products that are being marketed by LG electronics? * Your Gender Crosstabulation

		Your Gender			Total
		Female	Male	Prefer not to say	
Are you aware of the products that are being marketed by LG electronics?		32	7	2	41
	Maybe	0	1	0	1
	No	0	1	0	1
	Yes	9	59	64	133
Total		41	68	66	176

Source: Primary data

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	93.547 ^a	9	.000
Likelihood Ratio	88.123	9	.000
N of Valid Cases	176		

Source: Primary data

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .01.

INFERENCE

In the above table the question is Are you aware of the products that are being marketed by LG electronics are being compared with the gender elements which helps to analyze how many female and male individually prefer LG electronics. And chi-square is also being calculated for the product.

5.1.2 The Descriptive analysis used in this thesis is done comparing two factors and chi-square analysis is also being carried out.

**Your occupation * According to you who will be the right competitor to LG electronics?
Crosstabulation**

		According to you who will be the right competitor to LG electronics?									Total
			LG	Onida	Other	Panasonic	Philips	Samsung	Sony	Whirlpool	
Your occupation		33	0	0	1	1	0	4	2	0	41
	Business	1	1	0	1	0	0	4	2	6	15
	Housewife	2	5	0	0	0	1	6	0	12	26
	Other	0	0	0	0	0	0	0	0	1	1
	Profession	3	7	3	4	4	0	8	8	12	49
	Student	2	10	2	4	5	2	7	3	9	44
Total		41	23	5	10	10	3	29	15	40	176

Source: Primary data

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	134.525 ^a	40	.000
Likelihood Ratio	138.965	40	.000
N of Valid Cases	176		

Source: Primary data

- a. 40 cells (74.1%) have expected count less than 5. The minimum expected count is .02.

ONE WAY ANNOVA.

The factors age and important product features are being analyzed.

ANOVA

AGE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.059	4	8.265	15.615	.000
Within Groups	60.866	115	.529		
Total	93.925	119			

Source: Primary data

Post Hoc Tests

Homogeneous Subsets

AGE

Tukey B^{a,b}

Important product factors	N	Subset for alpha = 0.05		
		1	2	3
PRODUCT DEMO	47	2.04		
SERVICE GUARANTEE	22	2.36	2.36	
PRICE AND DURABILITY	11		2.73	
BETTER BRAND IMAGE	28		2.86	
SHARP SALESPERSON	12			3.75

Source: Primary data

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18.071.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

The factors age and products feature for a new product are compared.

Report

AGE

features expected	Mean	N	Std. Deviation
ARTIFICIAL INTELLIGENCE	1.97	40	.158
ENERGY EFFICIENT	3.10	48	.555
TECHNOLOGY PROOF	4.00	12	.000
RESPONSIVE CONTROLS	2.00	8	.000
USER CONVENIENCE	2.00	12	.000
Total	2.63	120	.788

Source: Primary data

ANOVA

AGE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.412	4	14.603	108.667	.000
Within Groups	15.454	115	.134		
Total	73.867	119			

Source: Primary data

INFERENCE: Most of the people prefer products with quality factors like energy efficient and convenient usage. And in future, young population group expect artificial intelligence and technology proof factors in their product.

FINDINGS OF THE STUDY

The findings of my study are based on the research conducted by the means of the questionnaire. The questions are asked to the respondents, to analyze the objectives of the research.

The study is conducted on the effect of brand extension of different patterns of people with reference to lg electronics.

It is found that most of the respondents are known about the brand LG electronics. the people are price sensitive towards a product and most of the people prefer the category home appliances.

Brand, quality, and price are the most important factors they seek in a new product introduced.

- Most of the respondents of the survey research are females, and males are also nearly equal to females in ratio.
- Most of the respondents are students and are of a profession.
- The respondents are all aware of the products being marketed by LG electronics.
- Home appliances is the most preferred category by most of the respondents. The next most preferred category is home entertainment. The least category of electronics preferred by the people are energy solutions.
- The most purchased or selling product of LG electronics are Refrigerator, Washing Machine.
- The respondents get information about LG electronics from advertisements the most and through their nearby retail outlets.
- According to the respondents the competitor of LG electronics are whirlpool and Samsung.

- The respondents while purchasing a product prefer brand image a lot and price and quality are the important factors which influence them while purchasing a product.
- The respondents (98%) are price sensitive and always care about a product's price and compare it with competitor while choosing a product.
- The respondent (90%) cares a lot while using a particular brand and its products.
- The respondents (75%) want convenient usage feature as their product feature.
- The respondents (95%) buy a product if their favorite celebrity is endorsing a particular brand.
- The respondents (85%) expect futuristic features with technology upliftment.
- The respondents (97%) believe cost effective products with efficient product features exist.
- The respondents (28%) believe Samsung to be their competitor and (30%) believe whirlpool also to be one of the top competitors of LG electronics.
- The respondents are most affected by the factors like brand image, product quality, price to be the important, while taking purchasing decisions.
- The mobile communications and air conditioners are the least preferred category from the brand LG electronics.
- The respondents (75.8%) are very much loyal to a particular brands products and services.
- The respondents (70%) care a lot about using a particular brand for its brand image and quality assurance. Therefore, brand image of a product is very important and necessary to attract trust from the customers.
- The respondents (68.5%) believe that the rankings of a product give a fair and true picture about the brand in which they trust the brand for its service and operations.

SUGGESTIONS OF THE STUDY

The suggestions for the study are based on the respondent's views on the brand LG electronics and the different patterns of people and preferences towards the brand and its product and the product features of the brand. The suggestions are in the broader sense which helps in the brands development towards its new product features and attracting customers for new product segments or brand extensions and improving likeliness towards the new products.

- The brand should know always ensure to create awareness about all its product category.
- The new features that are to be introduced in an existing product are to be tested through people and get to know about their preferences and success of the product.
- As most of the respondents are known about LG electronics through advertisements and respondents have an interest in buying a product and trust the brand when their favorite celebrity is endorsing it. LG electronics can also make advertisements with the most popular celebrity in the trend.
- The brand should insist on more services attached with the product in which they can attract a lot of customers.
- The brand should provide with new features in a market and convenient features in the marketplace.
- LG can focus on creating consumer electronics for all kinds of people with convenient usage and cost effective at the same time.
- The brand can initiate effective marketing techniques which helps in reaching a lot more people.
- The LG electronics can also concentrate to expand its product category from consumer electronics to other category to attract people with different requirements.
- The brand should concentrate on expanding more products in the home entertainment category as people are buying more products now and in future for their entertainment.

- The brand should concentrate on improving the prolonged life of the electronic gadget.
- The respondents (58%) expect unique product features in their new product as LG can introduce unique product features in their upcoming product for these categories of people.
- The brand can improve its after sales service that they provide along with the product.
- The brand can improve its product elements like design and personality, Maintenance cost which is most preferred by the consumers.
- The brand can concentrate on the important factors like sharp salesperson, product durability which the consumers expect in their purchasing decisions.
- The brand while extending its product category can include its product features which is most expected by the people the most like responsive controls, artificial intelligence, technology proof.
- The LG electronics should improve its lowest preferred product category like mobiles and air conditions and energy applications.

CONCLUSIONS OF THE STUDY

The research on the study of brand extensions of different patterns of people with reference to LG electronics is being analyzed through the whole project. From the research it is observed that the consumer electronics is a growing industry which creates need for all sectors of people for now and in future. The image and the value that is being created by the parent brand is especially important for a successful launch of its new product.

The parent brand needs to study the products requirements of different patterns of people and should initiate in the product development stage. This research helps to know about people's preferences towards a new product from an established brand. This research helps in finding the consumers requirements and brands ways to improves its product category which helps in establishing a better brand image.

This research helps to know about people's preferences towards a new product from an established brand. This research helps in finding the consumers requirements and brands ways to improves its product category which helps in establishing a better brand image. From the research it is observed that the consumer electronics is a growing industry which creates need for all sectors of people for now and in future development.

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QUESTIONNAIRE

1. Your name

2. Your location

3. your age range

a. 15-20

b. 20- 30

c. 30-40

d. Above 50

4. Your gender

a. Male

b. female

c. other

d. prefers not to say.

5. Your Education qualification

- a. Up to high school
- b. Undergraduate
- c. Postgraduate

6. Your occupation

- a. Profession
- b. Business
- c. Housewife
- d. Student

7. Do you aware of the products that has been marketed by LG?

- a. Yes
- b. No

8. From where you get information about LG electronics.

- a. Advertisement
- b. Retail outlets
- c. Friends and relatives

9. according to you who will be the right competitor to lg

- a. LG
- b. Whirlpool
- c. Onida
- d. Panasonic
- e. Sony
- f. Philips

10. Which factor affects you the more while purchasing a branded product?
- a. Brand image
 - b. Quality
 - c. Price
11. Which product category you prefer buying a lot?
- a. Home entertainment
 - b. Home appliances
 - c. Mobile communications
 - d. Air conditioner and energy solutions
12. Are you a person who is loyal to a particular brand and its products and services?
- a. yes
 - b. no
13. How much you care about using a brand?
- a. Slightly
 - b. Strongly
 - c. Not much
 - d. Never
14. Are you a price sensitive customer?
- a. yes
 - b. no
15. What do you think about rankings of a product of a particular brand?
- a. Biased and influenced.
 - b. Fair and give true picture.
 - c. Not fully reliable

16. What factors as a consumer you expect in a product which makes your life better?
- a. Convenient usage
 - b. Prolonged life
 - c. Better quality
 - d. Efficient performance
 - e. Time saving
17. Do you believe in cost effective product with innovative features?
- a. Yes
 - b. No
18. What are the factors that influence a brand image?
- a. Quality
 - b. Innovation
 - c. New technology
 - d. Unique product features
 - e. Good service
19. As a consumer what value do you expect from a brand and its products?
- a. Goodwill
 - b. Trust
 - c. Honesty
 - d. Warmth
 - e. Openness
20. Would you buy a brand if your favorite celebrity is endorsing it?
- a. yes
 - b. no

21. What elements do you think are most important when you are buying electronics?

- a. Brand
- b. Price
- c. Safety and reliability
- d. Design and personality

22. could you specify the important factor that influence purchasing decisions.

- a. Product demo
- b. Service guarantee
- c. Sharp salesperson
- d. Product usability
- e. better brand image
- f. price and durability

23. What new features do you expect from a brand introducing a new product?

- a. Artificial intelligence
- b. Energy efficient
- c. Technology proof
- d. User convenience
- e. Responsive controls

THE STUDY ON THE EFFECT OF BRAND EXTENSION OF DIFFERENT PATTERNS OF PEOPLE WITH REFERENCE TO LG ELECTRONICS

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ABSTRACT

This research paper summarizes the effect of brand extension of different patterns of people with reference to LG electronics. The main project describes about the new product category introduced from the parent brand and the different preferences of people towards the brand and its extended product category. The review of literature highlights the areas like the brand extensions, brand image, brand equity and the brand extension effect on the parent brand. The research survey is being done to analyze the people preference towards consumer electronics and the product features and services as a consumer they expect from a brand to satisfy their needs. The brand LG is being analyzed from people's perspective and brand image of parent brand.

Key Words: *Brand image, Parent Brand, Consumer Preferences*

INTRODUCTION

Brand extensions helps in extending its product category. The new category of products could be extended from the parent brand with its existing brand image and brand perceptions towards people. A well-established brand could introduce a new segment of products from its positive brand image that it gained from its previous products. The reputation of the original brand helps in positive brand stretching. Brand extension helps to extend its growth in the market and helps in reaching out different patterns of consumers with various product requirements. Brand extension is an easy way of promotion for its new segment of products. The existing brand capitalize the consumers trust and loyalty towards the brand, this helps in introducing a new product segment to the consumers reach by projecting the good image of the parent brand.

NEED FOR STUDY

The vital reasons why most of the brand extend its product category through its parent brand is because of the reasons like

- Marketing the new product
- Brand loyalty and brand trust
- Brand promises and brand image
- Customer satisfaction
- Parent brand quality and service

This study helps to identify the factors that influence a new brand introduced in the market. And the effect of brand extension and their influence on different patterns of consumers and what they perceive from their parent brand and its extended products.

OBJECTIVES OF THE STUDY

The objectives of the study help to find the vital aspects of the research study. These help in reaching out the major goals of the study. The objective of the study helps to analyze the major reasons for the research work. These can be general or specific. The objectives of the research help to provide with the directions of the study and able to analyze the research in proper way. The objectives of the study are basically categorized into two types of objective that is primary objective and secondary objective. The primary objective concentrate on the primary goal of the study and paves way for the purpose of the study. The primary objective of this research project is to analyze the effect of brand extension of different patterns of people with reference to LG electronics. The secondary objective of the study are the objectives that contribute to the primary objective of the study. It helps in contributing the primary objective and help in major finding of the research study. The secondary objectives of this study are to identify the factors that influence brand extension, to evaluate brand image of LG electronics, to examine preferences of people towards LG products and at last to study the significance of various products. These objectives paves way find the solutions for the research problem.

THE REVIEW OF LITERATURE

The review of literature gives an overview about the project work. This gives the needed information to analyze the need and scope of the research. It helps in giving answers for the research from the previous journal, newspapers, books, and articles. This gives a description about the research study and helps in summarizing the needed data and clarification for the research.

Pooja Rastogi, the global commerce management ,2012, describes that the study is based on the different types of brand extension and customer evaluation of brand extensions. Brand image of the parent brand is being identified properly and its types and effects are being discussed clearly. The effect of brand extension the parent brand is also being analyzed. The parent brand characteristics is also being defined. The existing brand influence on the new products prevailing in the marketplace along with consumer preferences are identified clearly.

Tarun.K, Aug 1 September 2002, says that this study describes about the different types of brand extensions that affects the brand image of the parent brand. People preferences towards the new products from the parent brand which are completely unrelated to the product that is introduced first from the brand. How the market introduces new product category from the same brand. This describes the study of the different types of brand extension and its effect on the parent brand prevailing between consumer market.

Young seon Kim, Associate professor of Marketing, Central Connecticut State University, USA., April 2016 (The Journal of business management), says that This study is based on the effect of power on the evaluations of brand extensions. The development of brand extension is being explained. The present and past brand attitude is being analyzed and correlated with brand extensions. Brand extensions and market situation, consumer preferences are studied in this thesis.

RESEARCH METHODOLOGY

These are the techniques and tools used in the research work for analyzing the research study. The various of conducting the research is analyzed.

RESEARCH DESIGN

It is the manner of collecting and analyzing the data for the research work.

STRUCTURE OF QUESTIONNAIRE: Questionnaires can be classified as both quantitative and qualitative method depending on the nature of questions. The questions can be close ended questions or open-ended questions. It can also be multiple choice questions or rating type questions.

DATA ANALYSIS AND INTERPRETATION

The data that s been collected from the questionnaire are being analyzed using percentage analysis and represented through charts.

TABLE SHOWING WHICH PRODUCT CATEGORY RESPONDENTS PREFER BUYING A LOT

PRODUCT CATEGORY	NO.OF. RESPONDENTS	PERCENTAGE (%)
HOME ENTERTAINMENT	34	28.3
HOME APPLIANCES	75	62.5
MOBILE COMMUNICATIONS	11	9.2
ENERGY SOLLUTION	0	0
TOTAL	120	100

Source: Primary data

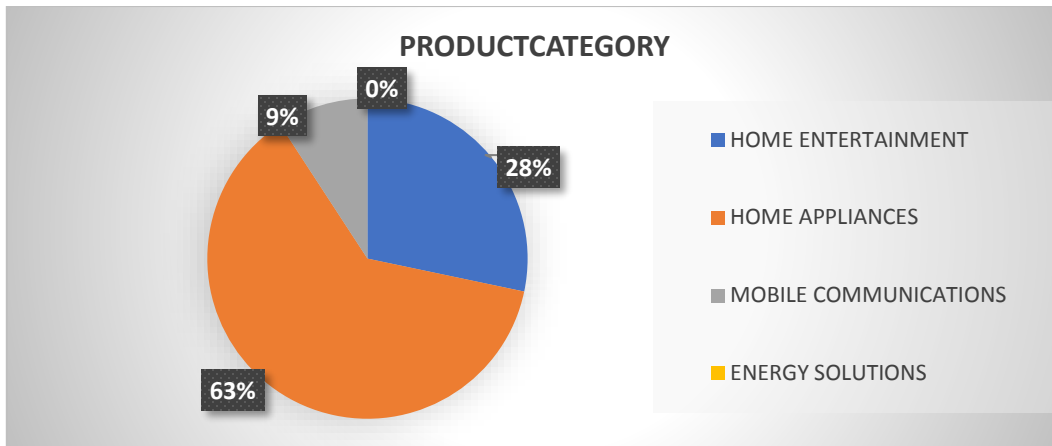


FIGURE SHOWING WHICH PRODUCT CATEGORY RESPONDENTS PREFER BUYING A LOT

INTERPRETATION: Most of the respondent prefer home appliances category a lot and moderate respondents prefer home entertainment category and few respondents from mobile communication category and no respondents prefer energy solutions category. LG electronics has a strong customer base for home appliances category where it can expand its product line and achieve success.

TABLE SHOWING ELEMENTS THAT ARE MOST IMPORTANT FOR THE RESPONDENTS WHEN BUYING ELECTRONICS.

ELEMENTS	NO.OF. RESPONDENTS	PERCENTAGE (%)
BRAND	79	65.8
PRICE	81	67.5
SAFETY&RELIABILITY	89	74.2
DESIGN&PERSONALITY	53	53
MAINTANENCE COST	39	39
AFTER SALES SERVICE	46	46
PRODUCT QUALITY	61	61

Source: Primary data

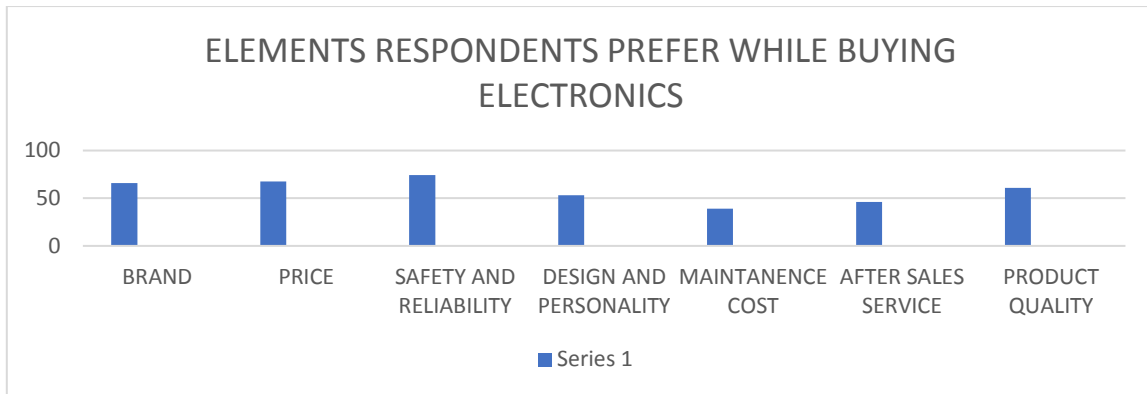


FIGURE SHOWING ELEMENTS THAT ARE MOST IMPORTANT FOR THE RESPONDENTS WHEN BUYING ELECTRONICS.

INTERPRETATION: Most of the respondents expect elements such as brand, price, safety and reliability while buying an electronic product. Moderate percent of the respondent expect elements such as product quality, design, and personality. And a few respondents expect elements such as maintenance cost, after sales service.

DATA ANALYSIS USING SPSS

The factors age and products feature for a new product are being compared.

Report

AGE

features expected	Mean	N	Std. Deviation
ARTIFICIAL INTELLIGENCE	1.97	40	.158
ENERGY EFFICIENT	3.10	48	.555
TECHNOLOGY PROOF	4.00	12	.000
RESPONSIVE CONTROLS	2.00	8	.000
USER CONVENIENCE	2.00	12	.000
Total	2.63	120	.788

ANOVA

AGE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.412	4	14.603	108.667	.000
Within Groups	15.454	115	.134		
Total	73.867	119			

INFERENCE: Most of the respondents prefer energy efficient products and responsive controls and moderate of people want artificial intelligence as a feature.

FINDINGS OF THE STUDY

- Most of the respondents of the survey research are females, and males are also nearly equal to females in ratio.
- Most of the respondents are students and are of a profession.
- The respondents are all aware of the products being marketed by LG electronics.
- Home appliances is the most preferred category by most of the respondents.
- The most purchased or selling product of LG electronics are Refrigerator, Washing Machine.
- The respondents (70%) get information about LG electronics from advertisements the most and through their nearby retail outlets.
- According to the respondents the competitor of LG electronics are whirlpool and Samsung.
- The respondents while purchasing a product prefer brand image a lot and price and quality are the important factors which influence them while purchasing a product.
- The respondents (97%) are price sensitive and always care about a product's price and compare it with competitor while choosing a product.
- The respondent (98%) cares a lot while using a particular brand and its products.

SUGGESTIONS OF THE STUDY

The brand should know always ensure to create awareness about all its product category. The new features that are to be introduced in an existing product are to be tested through people and get to know about their preferences and success of the product. As most of the respondents are known about LG electronics through advertisements and respondents have an interest in buying a product and trust the brand when their favorite celebrity is endorsing it. LG electronics can also make advertisements with the most popular celebrity in the trend. The brand should insist on more services attached with the product in which they can attract a lot of customers. The brand should provide with new features in a market and convenient features in the marketplace.

CONCLUSIONS OF THE STUDY

The research on the study of brand extensions of different patterns of people with reference to LG electronics is being analyzed through the whole project. The parent brand needs to study the products requirements of different patterns of people and should initiate in the product development stage. This research helps to know about people's preferences towards a new product from an established brand. This research helps in finding the consumers requirements and brands ways to improves its product category which helps in establishing a better brand image.

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