

“A STUDY ON ANTECEDENTS OF BRAND ENGAGEMENT WITH REGARD TO LG”

*Dissertation Submitted to Mahatma Gandhi University, Kottayam in Partial
Fulfillment of the Requirement for the Degree of*

MASTER OF COMMERCE

Submitted by

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DECLARATION

I hereby declare that the project work titled “**A STUDY ON ANTECEDENTS OF BRAND ENGAGEMENT WITH REGARD TO LG**” is a bonafide record of the project work done by me under the supervision of Dr. Ajay Joseph, Assistant Professor, Department of Commerce, Bharata Mata College Thrikkakara for the partial fulfillment of the requirement for the award of master of Commerce. This project report has not been submitted previously by me for the award of any degree, diploma, fellowship or other similar titles of any other University or Board.

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A Study on ANTECEDENTS OF BRAND ENGAGEMENT WITH REGARD TO LG

ABSTRACT

In focusing on the function of consumers as brand marketers and going beyond the conventional transactional perspective focused on purchases and consumption, current marketing strategy has broadened its focus from traditional relationship marketing to engagement marketing. The core idea of this new paradigm, which is anchored in the creation and spread of customer-brand connections that go beyond transactions, is brand engagement. Brand Engagement (BE) is referred to as the new brand variable and it entails the voluntary investment of customer resources (time, money, and energy) beyond transactions and exhibition of behaviours, such as creating and joining brand clubs, defending brand image, and providing voluntary support for others in brand-related issues and problems.

Keywords: Brand engagement, Perceived value, Loyalty

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

In focusing on the function of consumers as brand marketers and going beyond the conventional transactional perspective focused on purchases and consumption, current marketing strategy has broadened its focus from traditional relationship marketing to engagement marketing. The core idea of this new paradigm, which is anchored in the creation and spread of customer-brand connections that go beyond transactions, is brand engagement. Brand Engagement (BE) is referred to as the new brand variable and it entails the voluntary investment of customer resources (time, money, and energy) beyond transactions and exhibition of behaviours, such as creating and joining brand clubs, defending brand image, and providing voluntary support for others in brand-related issues and problems.

For brand engagement, an appropriate platform for customer-brand interactions is required, and brand communities offer the ideal environment. A brand community is made up of a compatible group of brand customers who share a common admiration for a brand and are motivated to engage, socialise, and empathise with one another by this shared interest. Brand engagement does not need brand ownership, and engaging behaviours can be shown even when the item (brand) is not personally owned by the participant. Intriguingly, brand engagement builds brand equity for the brand community. Additionally, people's affiliation with a brand community literally extends beyond conventional transactions, necessitating that community members continue to interact with the brand so that their brand relationship is not restricted to conventional purchases.

1.2 STATEMENT OF THE PROBLEM

There are many factors associated with brand engagement. This study attempts to bring forth certain factors that affect brand engagement.

This study was undertaken based on review of available literature which revealed that research has not been conducted to study the factors that influence brand engagement. The

current study therefore is an attempt to establish relationship between factors with brand engagement. The study raises the following research questions for investigation

- What are the antecedents influencing the brand engagement?
- How to measure the impact of these identified factors on brand engagement?

1.3 SIGNIFINACE AND NEED OF THE STUDY

Brand engagement is considered as important in today's world. Revenue of company increase due to brand engagement. For brand engagement, an appropriate platform for customer-brand interactions is required, and brand communities offer the ideal environment. A brand community is made up of a compatible group of brand customers who share a common admiration for a brand and are motivated to engage, socialise, and empathise with one another by this shared interest. Brand engagement does not need brand ownership, and engaging behaviours can be shown even when the item (brand) is not personally owned by the participant. Intriguingly, brand engagement builds brand equity for the brand community

1.4 SCOPE OF THE PROBLEM

Achieving brand Engagement is not an easy task. The success of brand engagement is based on customer satisfaction. The factors that influence brand engagement such as mass advertising, promotional offers, loyalty, perceived value of brand are different from one customer to another. Hence such factors may negatively or positively affect brand engagement.

1.5 OBJECTIV OF THE STUDY

The study on brand engagement is undertaken with the following Specific objectives:

- Explore the antecedent of brand engagement with regard to LG.
- To measure impact of identified factors on brand engagement of LG

1.6 HYPOTHESIS OF THE STUDY

Following is the null hypothesis for the study:

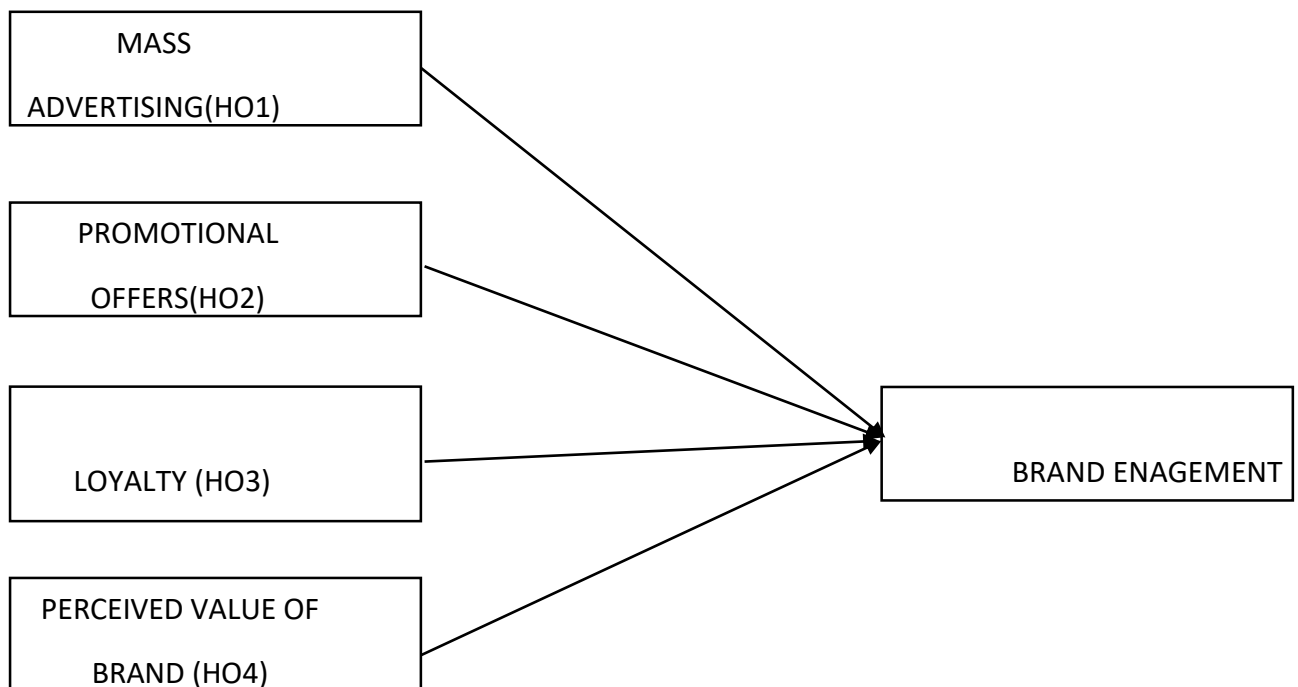
Ho1: There is no significant relationship between Mass Advertising and Brand Engagement.

Ho2: There is no significant relationship between Promotional offers and Brand Engagement.

Ho3: There is no significant relationship between Loyalty and Brand Engagement.

Ho4: There is no significant relationship between Perceived value of brand and Brand Engagement.

Figure 1.1 Hypothesized Model



Source: Compiled by the researcher based on extensive review.

1.7 RESEARCH METHODOLOGY OF THE STUDY

Research methodology is a science of studying how research is carried out. This study tries to look out antecedents of Brand engagement. During this study, four independent variables and one dependent variable are tested. Dependent variable is brand engagement and independent variables are mass advertising, promotional offers, loyalty, and perceived value of brand.

1.7.1 Sample

A sample is a finite subset of population, selected from it with the objective of investigating its properties. A sample of customers who use LG products is taken for the study.

1.7.2 Sample Design

Sampling design is a design that specifies the sample frame, sample size, sample selection and estimation method in detail. For this study, the 85 samples were selected by using the convenience sampling method from the total population of customers who use LG products.

1.7.3 Method of Data collection

Data was collected from the respondents irrespective of the size, nature, location, and type of business using structured questionnaire prepared digitally in Google Forms. Google Forms Questionnaire were sent to the respondents and response were taken from Google response sheet.

1.7.4 Source of Data

Data are characteristics or information, usually numerical, that are collected through observation. In an exceedingly very more technical sense, data could even be a bunch of values of qualitative and quantitative variables about one or more persons or objects, while a datum (singular of data) could even be one value of one variable. Data is an uninterpreted quite information and its complete only through valid interpretation. There are various methods for interpreting data. Source of information are mainly classified into two:

1.7.4.1 Primary data

Primary data are the first-hand information collected specifically for a purpose through surveys, questionnaires and direct interviews. In this study, the primary data was collected using structured Google Form questionnaire. Out of the responded questionnaire 85 were selected

after sorting the incomplete and incorrect questionnaire forms for conducting the research. Responses on various measures used in the study were obtained on 5-point scale on basis of agreements as strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1).

1.7.4.2 Secondary data

Secondary data are the information that are already collected by and readily available from other sources. Such data are more quickly obtainable than primary data. Secondary data for the study was collected from various books, various articles published in online journals, Magazines and websites.

1.7.5 Tools for analysis

The primary data collected were statistically coded, processed, classified, tabulated and analyzed by using statistical and mathematical tools and techniques like percentages, mean, mode and standard deviation. In this study table and statistical results were derived with the help of the software called Statistical Package for Social Science (SPSS)

1.8 LIMITATIONS OF THE STUDY

- Time and resources factors are the most limiting one for the study.
- Reliability of the study depends on the reliability of the information given by the respondents.
- As the sampling used is convenience sampling, so it might not necessarily be the representation of the actual population of the Kerala.
- As the survey was carried through Google Survey Forms, which require internet connection. So, this study is limited to the internet users only.
- Inherent limitations of sampling have affected the study to a certain extent.

1.9 CHAPTERISATION

For the convenience of the study and the analysis the work is divided into four different chapters.

1st chapter – Introduction

This gives an introduction to the study. It gives details including the statement of problem, relevance, scope, objectives, hypothesis, research methodology, limitations, method of analyzing of data of the study and scheme of chapter presentation.

2nd chapter -Review of literature and Theoretical Framework

It includes various previous studies related to the topic and also includes the concept, definition, meaning of brand engagement which has been obtained from various published sources and act as secondary data for the study.

3rd chapter – Data Analysis and Interpretation

This explains the examination and analysis of the data to obtain objectives of the study. Analysis of the study is carried out with the help of a software called Statistical package for Social Science (SPSS).

4th chapter – Findings, suggestion and conclusion

It is the final chapter which gives findings, suggestions and conclusion derived from the study.

CHAPTER II
REVIEW OF LITERATURE
AND
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK AND REVIEW OF LITERATURE

2.1 THEORETICAL FRAMEWORK

2.1.1 Brand Engagement concept and definition

For brand engagement, an appropriate platform for customer-brand interactions is required, and brand communities offer the ideal environment. A brand community is made up of a compatible group of brand customers who share a common admiration for a brand and are motivated to engage, socialise, and empathise with one another by this shared interest. Brand engagement does not need brand ownership, and engaging behaviours can be shown even when the item (brand) is not personally owned by the participant. Intriguingly, brand engagement builds brand equity for the brand community. Additionally, people's affiliation with a brand community literally extends beyond conventional transactions, necessitating that community members continue to interact with the brand so that their brand relationship is not restricted to conventional purchases.

In focusing on the function of consumers as brand marketers and going beyond the conventional transactional perspective focused on purchases and consumption, current marketing strategy has broadened its focus from traditional relationship marketing to engagement marketing. The core idea of this new paradigm, which is anchored in the creation and spread of customer-brand connections that go beyond transactions, is brand engagement. Brand Engagement (BE) is referred to as the new brand variable and it entails the voluntary investment of customer resources (time, money, and energy) beyond transactions and exhibition of behaviours, such as creating and joining brand clubs, defending brand image, and providing voluntary support for others in brand-related issues and problems.

2.1.2 Definition of Brand Engagement

In order to connect with your customers through both rational and emotional communication, brand engagement is a crucial technique. Brands that go above and beyond simply showcasing

their goods and services engage consumers through interactive advertising, compelling narratives, and all-encompassing experiences. By promoting their brand philosophies and planning events that let people feel and experience what the company has to offer, they give their best. Positive customer feedback and repeat business become a natural result that are given voluntarily rather than being forced or coerced. Higher sales and greater profits are a result of this reciprocal relationship between brand and customer.

2.1.3 Brand Engagement concept and meaning

Brand engagement is the process of forming an emotional or rational attachment between a consumer and a brand. This is one of the most significant marketing objectives for every company. It enables businesses to engage with clients continuously and boost brand loyalty. This is done by interacting with branding in all possible ways, including through advertising, word-of-mouth, social media, store displays, and product use.

Brand awareness vs. brand engagement

According to marketing theory, brand engagement occurs after brand recognition. Increasing brand recognition is the goal at this stage, which is often accomplished by tactics like advertising, content marketing, guest posting, influencer marketing, referral programmes, or collaborations, to name a few. Success in the brand awareness stage involves customers remembering your company name, details about your goods and services, and a general understanding of who you are and what you do.

Brand Engagement vs. Customer engagement

The broad concept of brand engagement takes into account how every individual connects with a brand. These people are frequently consumers or customers, but they can also be other stakeholders, such the staff members of your company.

In either a B2C or B2B environment, customer engagement works specifically with consumers/customers.

2.1.4 Need of Brand Engagement

- Higher customer involvement is what it means. The first and most obvious advantage of increasing brand interaction is this. One may communicate with users on social networks, messaging apps, and through email campaigns with the support of a well-thought-out plan and a collection of powerful tools. You'll therefore create a fantastic community for your brand.
- It enables businesses to improve client loyalty and retention. You will undoubtedly be rewarded if you attend to the demands and preferences of your customers, inquire about their perceptions of your business, and do your best to guarantee a great user experience. Customers' loyalty will be returned to you. As you are aware, selling to an established client is far simpler than doing so to a lead that has just been acquired.
- It increases sales. The preceding point leads to this advantage. The quantity of sales is directly impacted by the degree of client interaction. The objective is to convince a customer that working with this specific brand will enable them to receive the benefits they desire as users do not purchase companies' items but rather solutions to their problems.
- It makes it easier to improve goods and services. In addition to producing high revenue, a company that successfully cultivates relationships with its consumers will also gather insightful customer feedback. Customers love to support the expansion and improvement of the brands they love.

2.1.5 Types of Brand Engagement

There are two types of brand engagement.

1) Engagement with the brand internally

The term "internal brand engagement" describes the bond that customers, partners, suppliers, intermediaries, and other stakeholders have with a particular brand. It assists in maintaining everyone's alignment with the stated mission or business objectives and goes hand in hand with the formation of a company's culture.

2) Engagement with external brands

When most individuals hear the term "brand engagement," they picture external brand involvement. It entails the consumer encounters that promote brand loyalty and emotional attachment.

2.1.6 Best practices for improving brand engagement

Brand management includes brand engagement as a crucial component. Getting it correctly entails expanding your brand, attracting new audiences, and providing your staff or customers with superior services. There are a few things you must do, though. Make certain to:

1. Sketch a journey map for the client or worker. You can optimise your brand by having a comprehensive grasp of the path your users travel when they first discover it. Additionally, you'll notice touchpoints, some of which can be particular to your company.
2. Decide on your measurements in advance. Have an engagement strategy in place and be aware of the metrics you need to track to assess performance.
3. Real-time behaviour observation You'll maintain sensitivity to shifting consumer or market demands by placing a strong emphasis on real-time monitoring. You can quickly improve the experience by doing this.
4. Be just as unique as possible. Additionally, personalization boosts brand engagement by as much as 30%.
5. Boost brand involvement both inside and externally. Keep both in mind when concentrating on one. A successful brand is appealing to work for, and motivated employees will contribute to the success of the company.

2.1.7 Steps to increase brand engagement

- Deliver value

This point is listed first because we believe it to be the most crucial and because it relates to all the others in some way. It's critical to realise that engagement doesn't just involve selling at every opportunity if engagement is the goal. Although you may occasionally want to engage in sales tactics, the majority of the time, you should focus

on giving your audience genuine value without asking for anything in return. This could entail sharing helpful tips or advice, providing how-to videos that are helpful in solving an issue, or making special memories by having a little fun.

- Events

Events are excellent for engaging an audience, whether they are actual or virtual. There are generally two methods you may employ events to enhance brand engagement:

Observe - Find strategies to draw attendees to your booth by reserving a space at trade exhibitions or conferences. In order to interact with individuals in person and get in front of an interested audience, you might also reserve speaking opportunities at these events.

Own the event - Plan conferences, webinars, workshops, live streaming, or in-person events to impart knowledge to a crowd and establish your authority in your industry or field.

- Create a community.

Building a thriving community around your brand can not only increase engagement but also pave the way for a further change in favour of brand advocacy and loyalty.

A custom-built app, frequent events, social media groups, active forums, regular gatherings, or exclusive access to benefits, deals, material, or product features are some examples of this. Whatever form your community takes, it's important to genuinely nurture it and regularly provide value if you want to raise brand engagement.

PlayStation, Harley-Davidson, and Lego all have fantastic instances of brand communities where customers are invited to offer ideas for upcoming products!

- Request opinions.

Asking for feedback is beneficial for the brand in more ways than just increasing customer involvement. It can also reveal insights to assist you get better at what you do, whether it's increasing customer service or advancing product development.

Everyone knows they aren't perfect in the end. Recognizing this and including your consumers in the process of improvement cannot help but strengthen your relationship.

2.1.8 Advantages of Brand Engagement

- Brand experience is improved via brand involvement.

- Boost confidence and consumer loyalty.
- Offers insightful and useful client feedback.
- Brand engagement boosts client satisfaction.
- Boost the speed of the sales funnel.

2.1.9 Disadvantages of brand engagement

- Brand involvement is a pricey process.

2.1.10 Steps for perfect brand engagement strategy

Step One: Brand Awareness and Identification

The basis of your brand must be established first for both customers and staff. A look and feel, tone, and promise are provided to an employee brand, which is then developed and communicated. Similar to branding, clients are informed about a company's goods or services. They should share similar brand values and are in alignment. According to Ben Clark, Group Head of Talent Acquisition, "Heineken's employer, product, and corporate brands are three sides of the same pyramid."

Step two: Acknowledgement

Strategies are put into place to guarantee that clients recognise your brand and that staff members are aware of its values and how they fit in. Here is where marketing and HR start collaborating effectively. In essence, you're promoting the businesses, being reliable, and gaining traction.

Step three: Engagement

It's all about creating a good relationship here. Now let's see who wants to interact with your brand—employees or clients. It's the beginning of an emotional connection, and shoppers may do this by checking out your website, following you on social media, or asking a friend about your product. Employees could become more actively involved in the business by serving on a committee or organising a social event.

Step four: Selection

Here, that emotional connection is becoming action. The customer chooses to use your product or service. Your employee consciously sees a future in your organisation and starts to plan for that future.

Step five: Loyalty

Both your employees and your customers favour your brand. At this point, it's growing more difficult for rival businesses to entice customers away from you.

Step six: Persistence

Without a doubt, your customers won't steal business from you by switching to competing brands. All of their interactions at work and in public show your staff as global brands.

Step seventh: Commitment

Every chance they get, your clients brag about you. They encourage your friends to use your product. They post about their experience online. Your team members are devoted to the business and their responsibilities. They will demonstrate their loyalty in a variety of ways (like Nike employees proudly getting their Swoosh tattoo).

Your customers and staff are so entirely committed to your business or brand that they are producing actual advantages, which is step seven, brand engagement nirvana. This doesn't imply you should relax, though; every step of the process needs to be actively and continuously managed. Keeping those at Step Seven is crucial; we never want to lose them.

2.1.11 About LG

LG Electronics Incorporated is a South Korean multinational electronics firm with its headquarters in Yeouido-dong, Seoul, South Korea (Korean: RR: Elji Jeonja). In conjunction with LG Chem, the group's chemical and battery branch, LG Electronics is a division of LG Corporation, the fourth-largest chaebol in South Korea. Home entertainment, mobile communications, home appliances & air solutions, and automotive components make up its four business units. Zenith was purchased by LG Electronics in 1995, and LG Display, the largest display business in the world by revenue in 2020, now belongs to LG Electronics. In addition, LG Electronics is the world's second-largest TV producer after Samsung Electronics. With 128 locations across the globe, the corporation employs 83,000 people

History of LG

1958-1960's

As GoldStar (Hangul:), LG Electronics was established in 1958. After the Korean War, it was founded to supply the nation's reconstruction efforts with domestically produced consumer electronics and home appliances. South Korea's first radios, TVs, refrigerators, washing machines, and air conditioners were made by GoldStar thanks to the launch of the nation's national broadcasting, which sparked a burgeoning electronics sector. [4] Lak-Hui Chemical Industrial Corp., also known as Lucky Chemical Industrial Corp. and currently known as LG Chem and LG Households, was a sister company of GoldStar and was one of the LG groups. On February 28, 1995, GoldStar amalgamated with Lucky Chemical and LS Cable, changing its name to Lucky-Goldstar before finally becoming LG Electronics.

1970s–1990s

Goldstar went public for the first time in 1970, and by 1976, it was churning out a million televisions every year. [5] The first plant for Goldstar outside of the United States was established in Huntsville, Alabama, in 1982.

A new company's logo and the LG Electronics name were formally adopted by GoldStar in 1994. Zenith, a US-based maker of televisions, was purchased by LG Electronics in 1995, and four years later it was absorbed. Additionally in that year, LG Electronics produced the LGC-330W digital cellular phone, which was sold by Ameritech and GTE in the US. Additionally, the company received UL certification in the US. The first 60-inch plasma TV was created by LG in 1998, and the company partnered with Philips to launch LG.Philips LCD, which is now known as LG Display, in 1999.

2000s

In 2002, the former LG Electronics was divided into two separate entities in order to become a holding company. The "new" LG Electronics was spun off, and the "old" LG Electronics adopted the moniker LG EI. The organisation that began as GoldStar no longer exists as a result of its 2003 merger with and incorporation into LG CI, which is the legitimate successor to the erstwhile LG Chem.

As the second-largest maker of LCD TVs globally as of 2013, LG Electronics has a significant impact on the global consumer electronics market.

Among the Top 100 worldwide brands by 2005, LG saw brand growth of 14% in 2006. Its display manufacturing subsidiary, LG Display, held the title of largest LCD panel producer in the world as of 2009.

As of December 1, 2021, Bong-seok Kwon will be replaced as CEO of LG Electronics by William Cho, the company's current chief strategy officer.

With a 60% equity purchase of Apple Mango, a South Korean manufacturer of EV chargers, in June 2022, LG acquired the business.

LG products

1)Televisions

One of the new Borderless HDTVs touted for release at IFA Berlin in 2009 was the LG SL9000. In addition to 65-inch and 77-inch models in 2014, LG Electronics introduced an OLED TV in 2013. In 2007, LG Electronics unveiled its first Internet TV, which was formerly known as "NetCast Entertainment Access" equipment. When more interactive television functions were added, allowing viewers to access information from the Internet while viewing traditional TV programming, they later changed the name of the 2011 Internet televisions to "LG Smart TV."

2)Mobile gadgets

LG formally announced in April 2021 that it would terminate its mobile division. There were earlier rumours that LG was considering selling its mobile business, and Vingroup and Volkswagen were mentioned as potential bidders

Mobile devices

On October 27, 2013, LG revealed the G Flex, a curved smartphone in addition to the G3. In November 2013, LG announced releases in North America, Europe, and the rest of Asia after

first releasing it in South Korea. LG declared that the G2 would be released in the US in January 2014 on a number of significant carriers at the Consumer Electronics Show. In late May or early June of 2015, LG released the LG G4 worldwide.

3)Computer tablets

The LG Knock Code function, which enables users to unlock devices with a sequence of taps, was included to three new G series tablets that LG unveiled in 2014. The tablets also have Q Pair, which enables real-time call and text message transmission between tablets and smartphones via sync.

4)Rolley keyboard

A portable Bluetooth keyboard that folds up along the four key rows was introduced by LG in 2015. The Rolly keyboard is constructed entirely of plastic. It can support a tablet or smartphone and can switch between two different Bluetooth-connected devices at once thanks to two little plastic arms that pull out from the end of the keyboard. On a single AAA battery, a three-month lifespan is anticipated.

5)HOME APPLIANCES

Home appliances made by LG include microwaves, air conditioners, vacuum cleaners, washing machines, and tumble dryers. The debut of LG Electronics' smart appliances with the HomeChat messaging service in South Korea was announced in June 2014. HomeChat uses LINE, a mobile messaging app from the Korean firm "Naver," to enable users to interact with LG's smart appliances and share content.

2.2 REVIEW OF VARIABLES

2.2.1.1 MASS ADVERTISING

Firm-generated information on products and services plays a significant role in influencing interactions among customers. By making customers aware of brand information relating to features, price and special offers and encouraging customers to share their brand experiences (Wirtz et al., 2019b), firms can motivate customers to engage in SM. Tsimonis and Dimitriadis (2014) remarked that most of the customers are interested in information relating to the product that may include price, advertisements, offers relating to gifts, discounts and the company itself. Besides generic mass advertising, personalized and customized advertising presented to users of SM are equally important to influence SM engagement (Mikalef et al., 2013)

HO1: There is no significant relationship between mass advertising and brand engagement

Table No.2.2.1.1 Measures of Mass advertising

Sl. No	Measures/Items	Reference
1	Satisfied with the company's communication	Hardeep Chahal,
2	The company provide updated and Frequent information.	Fochen Wirtz, Anu Verma, 2019
3	The advertisement of LG are visually appealing and engaging.	

Source: From existing Review of Literature

2.2.1.2 PROMOTIONAL OFFERS

Firm-generated information on products and services plays a significant role in influencing interactions among customers. By making customers aware of brand information relating to features, price and special offers and encouraging customers to share their brand experiences (Wirtz et al., 2019b), firms can motivate customers to engage in SM. Tsimonis and Dimitriadis (2014) remarked that most of the customers are interested in information relating to the product that may include price, advertisements, offers relating to gifts, discounts and the company itself. Besides generic mass advertising, personalized and customized advertising presented to users of SM are equally important to influence SM engagement (Mikalef et al., 2013)

HO2: There is no significant relationship between Promotional offers and brand engagement

Table No.2.2.1.2 Measures of Promotional offers

Sl. No	Measures/Items	Reference
1	The company's communicational offers are effective	Hardeep Chahal, Fochen Wirtz, Anu Verma, 2019
2	The company's offers are reliable	
3	The company's offers are competitive	

Source: From existing Review of Literature

2.2.1.3 LOYALTY

Loyalty is a customers' intention to say positive things about a brand, recommend a brand to other people, and declare to purchase this brand in the future (Zeithmal et al., 1996). Hollebeek argues that BE is a relational construct and the reaserch results indicate that BE causes the formation of psychological bonds with a brand (Hollebeek et al., 2014; Harrigan et al., 2018; Tunca, 2019). Highly engaged consumers invest thoughts, emotions, and behaviours into their preferred brands and according to SET (Emerson,1976), they in turn receive valuable resources from the brands. Consumers are likely to commit to preserving this relationship and loyalty may be the mechanism that regulates it (Dwivedi 2015). Evidence supports that BE is a predictor of loyalty in the Internet and offline context (Dwivedi, 2015; Islam and Rahman, 2016; Harrigan et al ., 2017).

HO3: There is no significant relationship between Loyalty and brand engagement

Table No.2.2.1.3 Measures of Loyalty

Sl. No	Measures/Items	Reference
1	Intend to stay loyal to LG in future	Razmus W, 2021
2	If LG products is not available in one store you will buy it from another store	
3	Prefer LG brand over the other brands	
4	Willing to wait if this brand is not immediately available	

Source: From existing Review of Literature

2.2.1.4 PERCEIVED VALUE OF BRAND

Perceived value is a construct that “encompasses perceptions of quality given price and input vs. output relative to competition” (Johnson et al., 2006.123). In consumer behavior literature, researchers treated perceived value as antecedents of consumer/brand engagement (Chen, 2017; Leckie et al., 2018). Previous empirical studies also demonstrated that perceived value can be treated as a consequence of consumer/brand engagement. This approach is consistent with early theoretical analyses of customer engagement. For example, Vivek et al., (2012, p.134) stressed that “a highly engaged individual will derive both intrinsic and extrinsic value from his or her focus of engagement”. The findings of past empirical research also imply a positive relationship between brand engagement and perceived value. (Marbach et al., 2016).

HO4: There is no significant relationship between Perceived value of brand and brand engagement

Table No.2.2.1.4 Measures of Perceived value of brand

Sl. No	Measures/Items	Reference
1	The products of LG is very good value for money	Razmus W, 2021
2	At the price shown the products is very economical	
3	The products of LG appeals to be bargain	

Source: From existing Review of Literature

2.2.1.5 Brand Engagement

Brand engagement refers to “a consumer's degree of positive brand-related affect in a particular consumer/brand interaction”. Based on the positively valenced nature underlying BE, we selected the term ‘affection,’ rather than the more neutrally valenced term ‘affect.’

Table No.2.2.1.5 Measures of Brand engagement

Sl. No	Measures/Items	Reference
1	I feel positive when I use LG products	Linda D. Hollebeek, Mark S. Glynn, Roderick J. Brodie (2014)
2	Using LG makes me happy	
3	I feel good when I use LG products	
4	I am proud to use LG products	

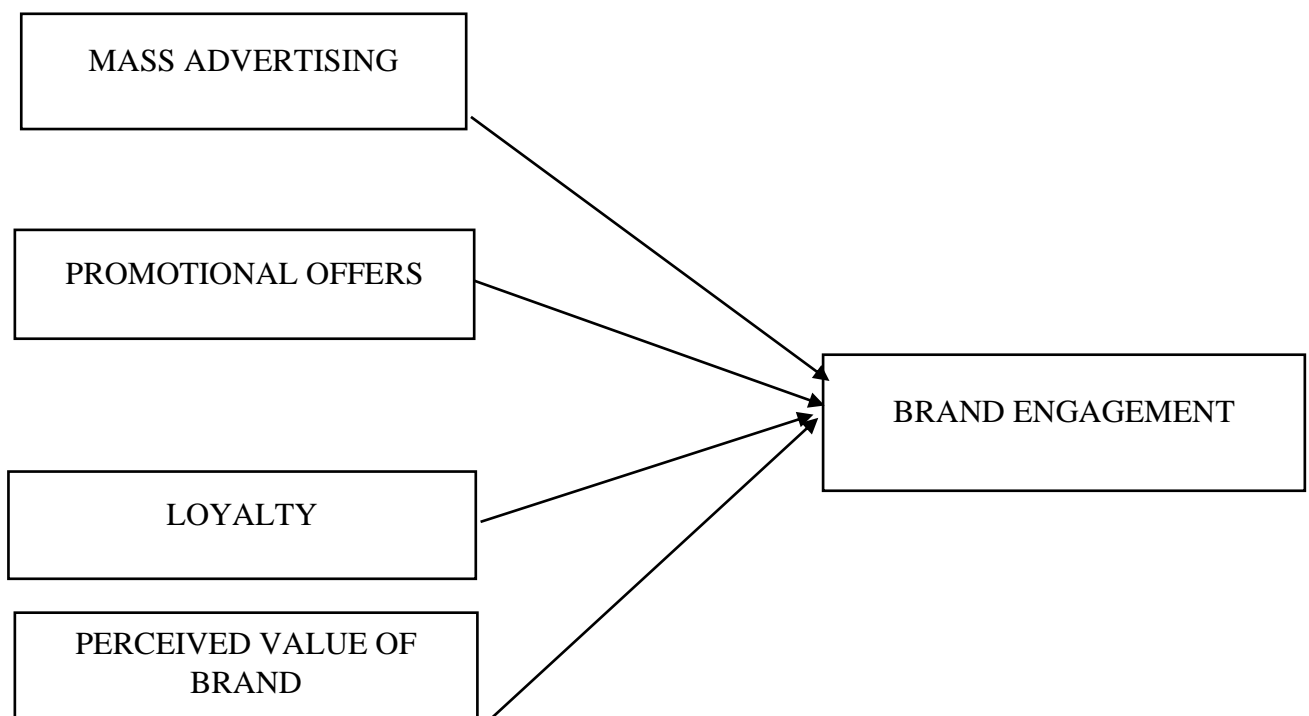
Source: From existing Review of Literature

2.3 Model for validation

Based on the above identified variables and review, the following model was developed for validation.

Figure 2.1

Model for validation



Source: Compiled by the Researcher based on extensive review

2.4 Summary

In this chapter we dealt with literature review and theoretical framework. This chapter was mainly divided into three sections as theoretical framework, Literature Review and Model Development. In theoretical framework the theory related to the topic of study were identified from secondary data related to the topic. After that lots of previous study were reviewed from various sources and measures used the study were identified. Then the model development was made according to the review regarding the constructs used in the study. This provides a comprehensive idea and structure to accomplish the objectives of the project. Exploring the

literature has helped in developing the questionnaire in tune with the objectives. The variables or construct mentioned here were measured using items identified in the previous review itself. To conclude, all the available previous studies were reviewed to make a meaning full hypothesized model and to bridge the void in literature.

CHAPTER III
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analyses of the data collected. The data was analyzed in three different Stages. The first section is the profile analysis which includes a brief analysis of the Demographic profile of the sample respondents. In the second section the descriptive analysis and factor analysis of the measures are done. In the third section the hypothesis formed at the outset were tested and model validation.

SECTION 1

3.1 Demographic Profile of the respondents

3.1.1 Gender

Table 3.1.1 Gender

Gender	Frequency	Percentage
Male	25	29.4
Female	60	70.6
Total	85	100.0

Source: Primary Data

Table 3.1.1 presents Gender wise composition of respondents. It can be concluded that from the total of 85 respondents, 29.4 percent are distributed by male and another 70.6 percent by female. Most of the respondents belong to Female category.

3.1.2 Occupation

Table3.1.2 Occupation

Occupation	Frequency	Percentage
Student	57	67.1
Employment	19	22.4
Business	5	5.9
Others	4	4.7
Total	85	100.0

Source: Primary Data

Table 3.1.2 presents the occupation – wise composition of respondents. Out of 85 respondent’s 67.1 percent were students, 22.4 percent were employment, 5.9 percent were business, 4.7 percent were others. From the above table it is clear that more customers are students.

SECTION II

3.2 Reliability Analysis

A Reliability Test was carried out using Cronbach’s Alpha, which measured the internal consistency of research constructs and the result is exhibited in Table 3.2.1. The Alpha Values for all the Five factors are above 0.70, the threshold suggested by Nunnally (1978). Thus, it

can be concluded that the scale has internal consistency and reliability. In others words, the items that are used in it measures what are intended to measure.

Table 3.2.1

Cronbach's-efficient Alpha – MA, PO, L, PV, BE

Factors (Constructs)	Number of Items	Cronbach's Alpha
Mass Advertising	3	.845
Promotional Offers	3	.784
Loyalty	4	.822
Perceived Value of Brand	3	.825
Brand Engagement	4	.792

Source: Author's Calculation

3.3 DESCRIPTIVE ANALYSIS- I

3.3.1 MASS ADVERTISING

Firm-generated information on products and services plays a significant role in influencing interactions among customers. By making customers aware of brand information relating to features, price and special offers and encouraging customers to share their brand experiences (Wirtz et al., 2019b), firms can motivate customers to engage in SM. Tsimonis and Dimitriadis (2014) remarked that most of the customers are interested in information relating to the product that may include price, advertisements, offers relating to gifts, discounts and the company itself. Besides generic mass advertising, personalized and customized advertising presented to users of SM are equally important to influence SM engagement (Mikalef et al., 2013).

Table3.3.1 Mass Advertising

Measures	Item Acronym	Mean	Mode	SD
Satisfied with the company's communication	MA1	3.95	4	.937
The company provide updated and Frequent information.	MA2	3.82	4	.928

The advertisement of LG is visually appealing and engaging.	MA3	3.87	4	.961
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Source: Primary Data

The mean, mode, SD for MA1, MA2, MA3 are given in Table 3.3.1. Mean for MA1 is the highest. Mode for MA1, MA2, MA3 is 4.

3.3.2 PROMOTIONAL OFFERS

Firm-generated information on products and services plays a significant role in influencing interactions among customers. By making customers aware of brand information relating to features, price and special offers and encouraging customers to share their brand experiences (Wirtz et al., 2019b), firms can motivate customers to engage in SM. Tsimonis and Dimitriadis (2014) remarked that most of the customers are interested in information relating to the product that may include price, advertisements, offers relating to gifts, discounts and the company itself. Besides generic mass advertising, personalized and customized advertising presented to users of SM are equally important to influence SM engagement (Mikalef et al., 2013).

Table3.3.2 Measures of Promotional offers

Measures	Item Acronym	Mean	Mode	SD
The company's communicational offers are effective	PO1	3.75	4	.830
The company's offers are reliable	PO2	3.89	4	.845
The company's offers are competitive	PO3	3.81	4	.970

Source: Primary Data

From table 3.3.2 it is understood that majority of respondents disagree towards promotional offers that all measures have a mean of nearing to 4. The highest mean was reported for PO2 which indicate that the respondents are with company's offers. The least mean was found on PO1, respondent disagree that the company's communicational offers are effective. Standard deviation is highest for PO3 hence respondents react vividly to the statement that the company's offers are competitive.

3.3.3 LOYALTY

Loyalty is a customers' intention to say positive things about a brand, recommend a brand to other people, and declare to purchase this brand in the future (Zeithmal et al., 1996). Hollebeek

argues that BE is a relational construct and the reaserch results indicate that BE causes the formation of psychological bonds with a brand (Hollebeek et al., 2014; Harrigan et al., 2018; Tunca, 2019). Highly engaged consumers invest thoughts, emotions, and behaviours into their preferred brands and according to SET (Emerson,1976), they in turn receive valuable resources from the brands. Consumers are likely to commit to preserving this relationship and loyalty may be the mechanism that regulates it (Dwivedi 2015). Evidence supports that BE is a predictor of loyalty in the Internet and offline context (Dwivedi, 2015; Islam and Rahman, 2016; Harrigan et al., 2017).

Table3.3.3 Measures of Loyalty

Measures	Item Acronym	Mean	Mode	SD
Intend to stay loyal to LG in future	L1	3.76	4	.908
If LG products is not available in one store you will buy it from another store	L2	3.79	4	.846
Prefer LG brand over the other brands	L3	3.71	3	.998

Willing to wait if this brand is not immediately available	L4	3.28	3	.921
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Source: Primary Data

Table 3.3.3 portrays the various measures of loyalty. L2 has the highest mean of 3.79 and followed by 3.76 with a slight difference of 0.03 in its mean. It can be concluded that respondents neither agree nor disagree to the performance of loyalty. The least mean is of L4 that the respondents are not willing to wait if this brand is not immediately available.

3.3.4 PERCEIVED VALUE OF BRAND

Perceived value is a construct that “encompasses perceptions of quality given price and input vs. output relative to competition” (Johnson et al., 2006.123). In consumer behavior literature, researchers treated perceived value as antecedents of consumer/brand engagement (Chen, 2017; Leckie et al., 2018). Previous empirical studies also demonstrated that perceived value can be treated as a consequence of consumer/brand engagement. This approach is consistent with early theoretical analyses of customer engagement. For example, Vivek et al., (2012, p.134) stressed that “a highly engaged individual will derive both intrinsic and extrinsic value from his or her focus of engagement”. The findings of past empirical research also imply a positive relationship between brand engagement and perceived value. (Marbach et al., 2016).

Table 3.3.4 Measures of Perceived value of brand

Measures	Item Acronym	Mean	Mode	SD
The products of LG is very good value for money	PV1	3.76	4	.895
At the price shown the products is very economical	PV2	3.80	4	.910
The products of LG appeals to be bargain	PV3	3.34	3	.880

Source: Primary Data

While analyzing table it can be found that all measures have a mean of above 3 and the mode is 3 and 4 which indicate that most of the respondents agree to the perceived value of brand. The highest mean is for PV2, it shows that the price of products is very economical.

3.3.5 BRAND ENGAGEMENT

Brand engagement refers to “a consumer's degree of positive brand-related affect in a particular consumer/brand interaction”. Based on the positively valenced nature underlying BE, we selected the term ‘affection,’ rather than the more neutrally valenced term ‘affect.’

Table 3.3.5 Measures of brand engagement

Measures	Item Acronym	Mean	Mode	SD
I feel positive when I use LG products	BE1	3.85	4	.852
Using LG makes me happy	BE2	3.81	4	.919
I feel good when I use LG products	BE3	3.78	4	.918
I am proud to use LG products	BE4	3.72	4	.983

Source: Primary Data

Table 3.3.5 point out the various measures of Brand engagement. BE1 has the highest mean of 3.85. It indicates that the respondents feel positive when they use LG products. The mode is 4 for all measures which conveys positive brand engagement.

Table3.3.6 Measures of variables

Measures	Item Acronym	Mean	SD
Mass Advertising	MA	3.8824	.76239
Promotional offers	PO	3.8196	.73383
Loyalty	L	3.6353	.73553
Perceived value of brand	PV	3.6453	.70076
Brand engagement	BE	3.7882	.79386

Source: Primary Data

The mean and standard deviation of independent and dependent variables are given in table 3.3.6. Mean is highest for Mass Advertising (MA) which is 3.8824 followed by Promotional offers (PO) with mean of 3.8196. The mean of Loyalty is lowest with 2.6353. Similarly, the standard deviation is lowest for perceived value of brand with .70076

3.4 DESCRIPTIVE ANALYSIS II

3.4.1 ONE SAMPLE T TEST FOR INDEPENDENT AND DEPENDENT VARIABLES

The mean score of the 5 main variables is calculated and compared with the second quartile (i.e., Central Value or Q2). The opinion of the respondents is treated as poor or very poor when the mean score is less than the second quartile. It is treated as average when the mean score is equal to the second quartile. The responses of the respondents are treated as good or very good

when the mean score is above the second quartile (J0j0, 2008). The below table shows the criteria fixed in this regard.

Table 3.4.1 Criteria for comparison – Mean Score and Central Value

Mean Score	Opinion
Less than Q1(>2)	Very low
Between Q1 and Q2(2-3)	Low
Equal to Q2 (=3)	Medium
Between Q2 and Q3 (3-4)	High
More than Q3(>4)	Very high

To check whether the response of the respondents significantly differ from the moderate or neutral state of responses, one sample T test were carried out (Second Quartile)

Table 3.4.2 One sample T Test

Measures	Item Acronym	Mean Value	Q2	T value	P value	Inference
Mass Advertising	MA	3.8824	3	10.670	.000**	High
Promotional offers	PO	3.8196	3	10.297	.011*	High

Loyalty	L	3.6353	3	7.963	.264	High
Perceived value of brand	PV	3.6453	3	8.358	.000**	High
Brand Engagement	BE	3.7882	3	9.154	.000**	High

Source: Field Survey

- Based on the above table the mean score of mass advertising is 3.8824. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3 (3 -4). The value denoted as high. There exists a high level of mass advertising among the respondents regarding the aspects of brand engagement.
- From the above table, the mean score of the Promotional offers is 3.8196. It is statistically significant from Q2 (3). Based on the developed scale, the value lies between Q2 and Q3 (3-4). The value denoted as high. Promotional offers have a low impact on brand engagement.
- In the above table the mean score of Loyalty is 3.6353. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3 (3-4). The resembles high. This indicates that there exists a high level of loyalty among the respondents towards the loyalty of brand engagement.
- The above table reveals the mean score of perceived value of brand is 3.6453. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3 (3 -4). These states Perceived value of brand has high impact on brand engagement.
- From the above table, the mean score of brand engagement is 3.7882. It is statistically significant from Q2 (3). Based on the developed scale, the value lies between Q2 and Q3 (3-4). The value denoted as high. There exists a high level of brand engagement.

SECTION IV

3.5 HYPOTHESIS TESTING AND MODEL VALIDATION

3.5.1 Correlation Analysis

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between the variables. It tests the linear relationship between the variables. Each correlation appears twice: above and below the main diagonal. The correlation on the main diagonal are the correlations between each variable itself.

Table 3.5.1: Correlation between independent and dependent variable

Variable	MA	PO	L	PV	BE
Mass Advertising	1				
Promotional Offers	.657**	1			
Loyalty	.230*	.540**	1		
Perceived value of brand	.419**	.467**	.624**	1	
Brand engagement	.478**	.708**	.628**	.482**	1

Source: Compiled by the researcher

** Correlation is significant at the 0.01 level

*Correlation is significant at the 0.05 level

The correlation coefficient between the independent variables like Mass Advertising, Promotional offers, Loyalty, Perceived value of brand and dependent variable Brand engagement are reported in the table 3.5.1. The correlation coefficient should always be in the range -1 to 1. A correlation is statistically significant if its P value <0.05 and P value <0.01 . From the above table we can understand that there exists a high positive correlation between all variables

The correlation between variables are follows:

- The correlation between mass advertising and promotional offers is -65.7 percent
- The correlation between mass advertising and loyalty is – .23 percent
- The correlation between mass advertising and perceived value of brand is – 41.9 percent
- The correlation between mass advertising and brand engagement is – 47.8 percent
- The correlation between promotional offers and loyalty is – .54 percent
- The correlation between promotional offers and perceived value of brand is – 46.7 percent
- The correlation between promotional offers and brand engagement is – 70.8 percent
- The correlation between loyalty and perceived value of brand is – 62.4 percent
- The correlation between loyalty and brand engagement is – 62.8 percent
- The correlation between perceived value and brand engagement is – 48.2 percent

3.5.2 Regression Analysis

Regression analysis was conducted to measure the influence of MA, PO, L, PV on BE. The independent variables are MA, PO, L, PV and dependent variable is BE. The main objective of regression analysis is to explain the variation on variable (called dependent variable) based on the variations in one or more other variables (independent variables). If multiple independent variables are used to explain variation in a dependent variable, it is called a multiple regression model. The output of linear regression analysis was used to test the hypothesis.

3.5.2 Regression analysis between MA, PO, L, PV and BE

3.5.2 Model Summary

Model	R	R Square	Adjusted R square	Standard error of the estimate	Durbin Watson
1	.770	.593	.572	.51913	2.433

a. Predictors: (Constant) MA, PO, L, PV

R square is the percent of the variance in the dependent explained uniquely or jointly by the independents. The R square and adjusted R square will be same when used for the case of few independents. The R square and adjusted R square shown in table 3.5.3 is almost the same. Hence, adjusted R square value is used for interpreting the results.

Table 3.5.2 shows that 51.913 percent variation in BE is explained by MA, PO, L, PV. The Durbin Watson statistic teste for autocorrelation. As rule of thumb, the value should be between 1.5 and 2.5 to indicate independence of observations (Garson 2010). The value of test is 2.433, which indicates independences of observations.

Table 3.5.3 ANOVA of regression model

Model		Sum of Square	df	Mean square	F	Sig.
1	Regression	31.379	4	7.845	2.109	.012*
	Residual	21.560	80	.269		
	Total	52.938	84			

a. Predictors: (Constant), MA, PO, L, PV

b. Dependent Variable: BE

* Denotes significant at 5 percent level.

ANOVA table showing the regression model fit presented in table 3.5.3 shows that the model is statistically significant at 5 percent significance level (F=2.109).

Table 3.5.4 Coefficients of Regression Analysis

Factors(constructs)	Item Acronym	Standardized Beta coefficient (β)	Sig. (P value)
Mass Advertising	MA	.245	.033*
Promotional offers	PO	.445	.018*
Loyalty	L	.360	.022*
Perceived value of brand	PV	.116	.043*

Source: Compiled by the Researcher

* Denotes significance at 5 percent level

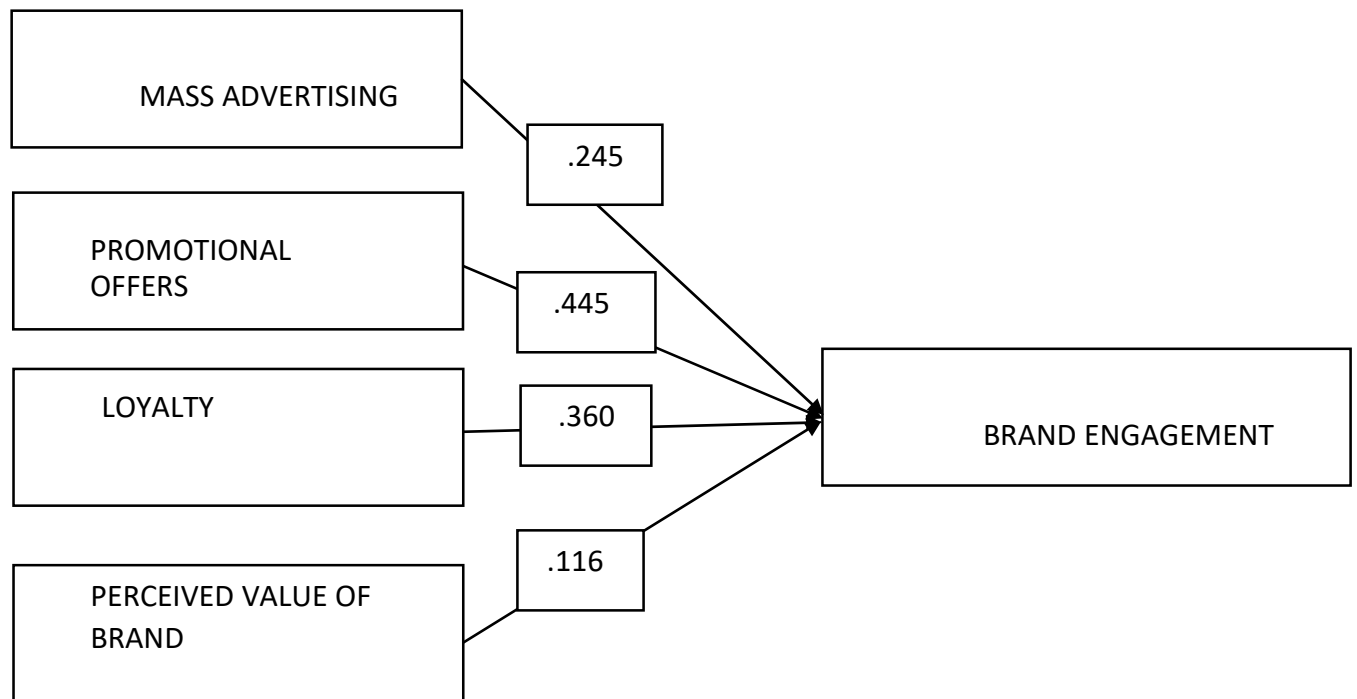
Table 3.5.4 presents the standardized Beta values and the significant values of independent variables mass advertising, promotional offers, loyalty, perceived value of brand. The independent variables Mass advertising, Promotional offers, Loyalty, Perceived value of brand are statistically significant at 5 percent significance level. Therefore, it is clear that these four independent variables have significant effect on Brand engagement. Hence HO1, HO2, HO3, HO4 are rejected.

From the standard Beta Co-efficient values of the independent variables, we can understand that variables independent variables mass advertising, promotional offers, loyalty, perceived value of brand has positive effect on brand engagement.

The beta coefficients give a measure of the contribution of each variable to the model. Higher the beta value, greater is the effect of independent variable on the dependent variable. Among the independent variables Promotional offers (PO) has the greatest effect followed by Loyalty (L), Mass advertising (MA), Perceived value of brand (PV).

3.5.5 Validation Model

Figure 3.1: Validated Model



Source: Compiled by the Researcher based on Hypothesis tested.

Empirically validated model is portrayed in figure 3.1. Promotional offer ($\beta=.445$) has the highest beta coefficient followed by Loyalty($\beta=.360$), Mass advertising ($\beta=.245$), Perceived value of brand ($\beta=.116$). The beta coefficient of Mass advertising, Promotional offers, Perceived value of brand are statistically significant at 5 percent significance level ($p<0.05$). Based on the above model it is understood that the 3 null hypotheses are rejected and their

strong relation between variables. Based on the Standardized beta co-efficient given in the above table following interpretation can be made:

- ✓ HO1: Mass Advertising – Brand Engagement: Since the P value is .033, the beta coefficient of the variable is significant and the coefficient (.245) being positive proves there exist positive relation between mass advertising and brand engagement. In short mass advertising has positive relationship of 24.5 percent over brand engagement.
- ✓ HO2: Promotional offers – Brand Engagement: Since the P value is .018, the beta coefficient of the variable is significant and the coefficient (.445) being positive proves there exist positive relation between promotional offers and brand engagement. In short promotional offers has positive relationship of 44.5 percent over brand engagement.
- ✓ HO3: Loyalty– Brand Engagement: Since the P value is .022, the beta coefficient of the variable is significant and the coefficient (.360) being positive proves there exist positive relation between loyalty and brand engagement. In short loyalty has positive relationship of 36 percent over brand engagement.
- ✓ HO4: Perceived value of brand – Brand Engagement: Since the P value is .043, the beta coefficient of the variable is significant and the coefficient (.116) being positive proves there exist positive relation between promotional offers and brand engagement. In short promotional offers has positive relationship of 11.6 percent over brand engagement.

3.6 Summary

This chapter deals with the analyses of the data collected. The data was analyzed in three different stages. The first section displays the profile analysis which includes a brief analysis of the Demographic profile of the respondents. In the second section the reliability of the measure was tested and found satisfactory. Descriptive analysis of the measure was done as two sections: Descriptive analysis I and Descriptive analysis II. Descriptive analysis I includes analysis of each measure belong to the particular variable where as in Descriptive analysis II one sample T test were carried to check whether the responses of the respondents significantly differ from the moderate or neutral state of responses. The Linear regression analysis of the measure was done in the third section and hypothesis formed at the outset were tested.

The variables that affect brand engagement is mass advertising, promotional offers, loyalty, perceived value of brand.

CHAPTER IV
FINDINGS, SUGGESTIONS AND
CONCLUSION

4.1 INTRODUCTION

For brand engagement, an appropriate platform for customer-brand interactions is required, and brand communities offer the ideal environment. A brand community is made up of a compatible group of brand customers who share a common admiration for a brand and are motivated to engage, socialise, and empathise with one another by this shared interest. Brand engagement does not need brand ownership, and engaging behaviours can be shown even when the item (brand) is not personally owned by the participant. Intriguingly, brand engagement builds brand equity for the brand community. Additionally, people's affiliation with a brand community literally extends beyond conventional transactions, necessitating that community members continue to interact with the brand so that their brand relationship is not restricted to conventional purchases.

In focusing on the function of consumers as brand marketers and going beyond the conventional transactional perspective focused on purchases and consumption, current marketing strategy has broadened its focus from traditional relationship marketing to engagement marketing. The core idea of this new paradigm, which is anchored in the creation and spread of customer-brand connections that go beyond transactions, is brand engagement. Brand Engagement (BE) is referred to as the new brand variable and it entails the voluntary investment of customer resources (time, money, and energy) beyond transactions and exhibition of behaviours, such as creating and joining brand clubs, defending brand image, and providing voluntary support for others in brand-related issues and problems.

4.2 OBJECTIVES OF THE STUDY

The study “A STUDY ON ANTECEDENT OF BRAND ENGAGEMENT WITH REGARD TO LG” is carried out with the following objectives:

- Explore the antecedent of brand engagement with regard to LG.
- To measure impact of identified factors on brand engagement of LG

4.3 METHODOLOGY OF THE STUDY

The project “A STUDY ON ANTECEDENT OF BRAND ENGAGEMENT WITH REGARD TO LG” is a study based on the information collected from both primary and secondary data. Google form questionnaire were sent to the respondents, out of these only responded back and after sorting the incomplete and incorrect questionnaire form were selected for conducting research.

4.4 SUMMARIZED FINDINGS

- i. Mass advertising plays an important role in brand engagement as it has a positive relationship with brand engagement.
- ii. Promotional offers plays an important role in brand engagement as it has a positive relationship with brand engagement.
- iii. Loyalty plays an important role in brand engagement as it has a positive relationship with brand engagement.
- iv. Perceived value of brand plays an important role in brand engagement as it has a positive relationship with brand engagement.

4.4.1 Demographic Findings

- i. Most of respondents are female.
- ii. Most of the respondents were students whereas only a minority belonged to others.
- iii. Reliability Test were carried out shows the Alpha values for all five factors and it can be concluded that the scale has internal consistency and reliability.

4.4.2 Mass Advertising

- i. Most of the respondents agree that they are satisfied with company’s communication as it has highest mean.
- ii. They also opinioned that the advertisements of LG are visually and appealing.

iii. All the mean scores are above three shows their high perception regarding the variable mass advertising.

4.4.3 Promotional offers

i. The highest mean was reported for PO2 which indicated that the company's offers are not reliable.

ii. All the mean scores are above three shows their high perception regarding the variable promotional offers.

4.4.4 Loyalty

i. All the mean scores are above three shows their high perception regarding the variable loyalty.

ii. Most of the respondents agree that the if LG products is not available in one store they will buy it from another store.

4.4.5 Perceived value of brand

i. Most of the respondents agree that the price of products is very economical.

ii. All the mean scores are above three shows their high perception regarding the variable perceived value of brand.

4.4.6 Brand engagement

i. The respondents agree that they feel happy when they use LG products.

4.4.7 T test

This section deals with the following relating to the T test carried out:

i. It was found that there exists very high effect of mass advertising in brand engagement.

- ii. Promotional offers has high effect on brand engagement.
- iii. Loyalty, perceived value of brand and brand engagement also has mean above second quartile shows good response from respondents.

4.4.8 Regression Analysis

Linear Regression Analysis was conducted to measure the influence of independent variables Mass Advertising, Promotional offers, Loyalty and perceived value of brand-on-Brand engagement. Following are the results and findings:

- i. The correlation coefficient between the independent variable and dependent variable exhibits a positive correlation.
- ii. The R square and adjusted R square were almost the same. The adjusted R square shows that 57.2 percent variation in compliance is explained by Mass Advertising, Promotional offers, Loyalty and perceived value of brand.
- iii. The Durbin – Watson statistic is 2.433 in the analysis between various factors and compliance which indicates independence of observations.
- iv. The model is statistically significant at 5 percent significance level with F value at 2.109.
- v. The beta coefficient of Mass Advertising, Promotional offers, Loyalty and perceived value of brand are statistically significant at 5 percent significance level($p < 0.05$).
- vi. There exists a positive effect of mass advertising over brand engagement with its beta coefficient 24.5 percentage.

4.5 THEORETICAL CONTRIBUTION

This study examines the factors influencing brand engagement and its proper compliance through the validation of theoretical model. For further research, there is a need to search for additional measures and constructs to improve the validity of the model. Findings of the study might be useful for studies and academicians as an input for doing similar nature of research in academic field in future.

4.6 SUGGESTIONS (Practical contribution or managerial Implications)

Following are the suggestions to be considered:

- i. Sufficient measures should be taken by the department and authorities to increase supply turnover and product category.
- ii. Departments should give special and individual attention towards the needs of customers.
- iii. More discounts should be given to products of LG to retain customers.

4.7 SCOPE OF FURTHER STUDY

The research study is limited to a few factors. It explores only five factors on brand engagement. The scale of experiment can be further enlarged. Some extraneous variables which ignored in the present study can be further controlled and the experiment can be strengthened as a standardized research tool. There are various factors that affect brand engagement other than those mentioned in the study.

4.8 CONCLUSION

Brand engagement increases the turnover of the company. So, it is the duty to increase brand engagement. There are lot of factors that affect brand engagement. "A STUDY ON ANTECEDENT OF BRAND ENGAGEMENT WITH REGARD TO LG" had its objective to study how certain factors affect brand engagement.

The study is mainly conducted as four chapters namely Introduction, Theoretical Framework and Literature Review, Analysis and finally Findings, suggestion and conclusion. First chapter is the introduction part which mainly dealt with overall view of the topic of the study and it includes objectives of the study, statement of the problem, scope, methodology, hypothesis and Chapterisation.

The second chapter is divided into three sections as Theoretical Framework, literature Review and Model Development. Theoretical Framework mainly includes the concerned theory of the

subject which is under the study. Theories were framed and collected from various secondary sources. From the theory portion one can simply get the subject very clearly. The second section of the chapter contains various review of past studies connected with the areas of our topic. And it also includes review of variables which is used for conducting this research. All this literature review is been framed by reading and searching various articles published in journals. Third section of the chapter contains Model Development of the research. Model Development is done from the extensive literature review.

Third chapter is mainly divided into three as Analysis of Demographic profile, Descriptive analysis and Regression Analysis, Model validation and Hypothesis testing. In analysis of demographic profile various demographic measures used in the study were analyzed. And for that frequencies were framed out to show the number of respondents belongs to each demographic feature. Reliability analysis was carried out using Cronbach's Alpha which proved the internal consistency of the research constructs. The Descriptive analysis includes the analysis of the variables used in the study. It is carried with identifying the mean, mode and standard deviation.

A one sample T test were conducted to check whether the responses of the respondents significantly differ from the moderate or neutral state. And a one-way Anova test were carried out to determine whether there are any statistically difference between the means of two or more independent groups. In the final section we conducted Correlation analysis to quantify the strength of relationships between all variables. And from the analysis we understood that there exists a high positive correlation between all variables. Then regression analysis is done to measure the influence of independent variables with dependent variables. From the regression analysis it was proved that four independent variables have significant relationships. As the result of all these analyses all hypotheses is rejected.

The fourth chapter of the study denotes Findings, Suggestions and Conclusions. It includes the demographic findings, descriptive findings and regression analysis findings. The study makes significant contribution to the existing literature by examining the measures of brand engagement. In this context the present study attempts to unearth the answers to the research questions problems faced while filing returns is affecting the compliance. It was found that brand engagement is dependent on various measures such as mass advertising, promotional offers, loyalty and perceived value of brand. Hence, the study is quite relevant and timely from the view of both academics and authorities.

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APPENDIX

A STUDY ON ANTECEDENTS OF BRAND ENGAGEMENT WITH REGARD TO LG

I DEMOGRAPHIC PROFILE

1. Gender

- Male
- Female

2. Occupation

- Business
- Student
- Employment
- Others

3. Please tick your degree of agreement or disagreement

a) Mass Advertising

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Satisfied with the company's communication					
The company provide updated and Frequent information.					
The advertisement of LG is visually appealing and engaging					

b) Promotional offers

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The company's communicational offers are effective					
The company's offers are reliable					
The company's offers are competitive					

c) Loyalty

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Intend to stay loyal to LG in future					
If LG products is not available in one store you will buy it from another store					

Prefer LG brand over the other brands					
Willing to wait if this brand is not immediately available					

d) Perceived value of brand

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The products of LG is very good value for money					
At the price shown the products is very economical					
The products of LG appeals to be bargain					

e) Brand Engagement

Measure	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel positive when I use LG products					
Using LG makes me happy					
I feel good when I use LG products					
I am proud to use LG products					