A Comparative Study of SK International, Luker Electronics and Havells

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Abstract: This study focuses on a comparative analysis of SK International, Luker Electronics and Havells in order to understand their performance, market presence, product strategies and customer perception in the electrical and electronics sector. The objective of the study is to evaluate the strengths and weaknesses of these companies and to identify the factors that influence their competitiveness in the market. The research is based on both primary and secondary data. Primary data were collected through questionnaires and customer feedback, while secondary data were gathered from company reports, websites, journals and other relevant sources. The study compares the companies on various parameters such as product quality, pricing strategy, brand image, customer satisfaction, distribution network and technological innovation. The findings of the study highlight the differences in operational strategies and market positioning among the three companies. While some firms focus on brand reputations and product innovation, others emphasize pricing and distribution efficiency to attract customers. The comparative evaluation helps in identifying best practices and areas where each company can improve its performance.

Keywords: Comparative study, Electrical Industry, Customer Satisfaction, Market Performance, and Brand Strategy.

I. INTRODUCTION

The electrical and electronics industry plays an important role in the growth of modern economics. With rapid technological advancement and increasing demand for efficient electrical products, many companies are competing to provide high-quality and innovative solutions to consumers. In this competitive environment, organizations must continuously improve their products, pricing strategies and customer services to maintain a strong position in the market. A comparative study helps to analyze and evaluate the performance of different companies operating in the same industry. It enables researchers to identify similarities and differences in business strategies, product quality, customer satisfaction and market performance. Such studies provide valuable insights into how companies compete and adapt to changing market conditions. This research focuses on comparing three companies: SK International, Luker Electric Technologies and Havells India Limited. These companies are involved in the production and distribution of electrical and electronic products such as lighting systems, switches and other electrical appliances. Each company follows different strategies in terms of product development, pricing, distribution and customer service. The purpose of this study is to analyze the competitive position of these companies and understand the factors that influence consumer preference.

II. OBJECTIVES

1) To analyze the current logistics and supply chain management practices of SF International, Luker Electronics, and Havells.
2) To compare the efficiency, cost-effectiveness, and technological integration in their supply chain operations.
3) To evaluate the impact of emerging trends such as AI, automation, and sustainability on their logistics strategies.
4) To identify key challenges and opportunities these companies face in adapting to future supply chain advancements.
5) To provide recommendations for optimizing their logistics management in alignment with evolving market demands.

III. RESEARCH METHODOLOGY

This study uses a descriptive research design to compare the performance of SK International, Luker Electric Technologies and Havells India Limited. Both primary and secondary data were used for the research. Primary data were collected through questionnaires from customers and dealers, while secondary data were gathered from company websites, journals, and articles. The collected data were anlayzed using simple percentage method to understand customer preference and compare the companies.

The systematic approach ensures that the study provides clear insights into the competitive position of the companies in the electrical and electronics market.

IV. ANALYSIS

CHI-SQUARE

Chi-SquareTest1:AssociationBetweenAutomationLevelwithCostReductionvia Automation

- NullHypothesis(H_0):Thereisnosignificantassociationbetween AutomationLevelwith Cost Reduction via Automation
- AlternateHypothesis(H_1):Thereisasignificantassociationbetween AutomationLevel with Cost Reduction via Automation

	Value	df	Asymptotic Significance (2-sided)
PearsonChi-Square	6.158[a]	9	.724
LikelihoodRatio	6.581	9	.681
Linear-by-LinearAssociation	.455	1	.500
NofValidCases	100		

INTERPRETATION:

The Pearson Chi-Square value is 6.158 with df = 9 and a p-value of 0.724. Since the p-value is greater than 0.05, we fail to reject the null hypothesis. This means there is no statistically significant association between the two tested variables. A high p-value like 0.724 suggests that any observed differences in the data are likely due to random variation rather than a meaningful relationship. This indicates that these two variables do not influence each other significantly.

CORRELATION:

Thetableshowsthedifferencebetweensustainabilityimportanceandmostinnovative

		Sustainability Importance	Most Innovative
Sustainability Importance	Pearson Correlation	1	.038
	Sig.(2-tailed)		.706
	N	100	100
MostInnovative	Pearson Correlation	.038	1
	Sig.(2-tailed)	.706	
	N	100	100

SustainabilityImportancevs.MostInnovative

- Pearsoncorrelation: 0.038
- p-value:0.706

INTERPRETATION:

Sincethe p-value is greaterthan0.05, wefailto reject the nullhypothesis. This means thereis no significant correlation between the importance of sustainability and being considered the most innovative. A correlation value of 0.038 indicates a very weak positive relationship, but it is not statisticallysignificant.Thissuggeststhatsustainabilityimportanceandinnovationperceptionare largely independent of each other in this dataset

V. FINDINGS

1) TechnologyAdoption:AI(43%)andIoT(42%)arethe most widelyusedtechnologies, but 28% of companies report no digital transformation.
2) AutomationLevels:Only17%ofcompanieshavefullyautomatedsupplychains,while 28% operate without automation, showing uneven progress.

3) CostReductionviaAutomation:36%ofrespondentsobservedmoderatecostreductions, while 22% saw no significant savings.
4) SustainabilityImportance:32%ofcompaniesconsidersustainabilityextremelyimportant, but 24% still do not prioritize it.
5) MajorSustainabilityInitiatives:Ethicalsourcing (53%)andgreenlogistics(52%)are the top initiatives, while sustainable packaging (45%) lags.
6) SustainabilityChallenges:Highcosts(43%)andlackofinfrastructure(41%)remainkey barriers to sustainable practices.

VI. SUGGESTIONS

1) InvestinTechnology:CompaniesshouldintegrateAI,IoT,andblockchaintooptimize logistics and decision-making.
2) Enhance Automation:Increaseinvestmentinroboticsandwarehouseautomationto improve efficiency.
3) StrengthenSustainabilityPractices:Adoptgreenertechnologiesandseekgovernment incentives to offset high implementation costs.
4) ImproveSupplyChainResilience:Implementriskmanagementstrategiestohandle disruptions.
5) DevelopWorkforceSkills:Providetrainingprogramstoaddresstheskillgap indigital supply chain management.

VII. CONCLUSION

This study highlights the growing significance of digital transformation in logistics and supply chain management. SF International, Luker Electronics, and Havells each employ structured supply chain strategies, but their levels of technological integration, cost optimization, and sustainabilityeffortsvary.Havellsemergesasaleaderinautomationand AI-drivenlogistics,while SF International and Luker Electronics have opportunities to enhance efficiency through greater digital adoption.

VIII. REFERENCES

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