

# Hiplaza Co Ltd in Consumer Appliances (South Korea)

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## Abstracts

Being an affiliate of LG Electronics Co Ltd, one of the largest companies in the country, the retailer tries to attain consumer recognition and approval through social services and good deeds. Such acts of social responsibility are highly required for large companies in South Korea, in order to build a healthy brand image. For instance, the retailer holds regular cooking classes and community service for low-income households nearby. The support for on local residents is used as marketing...

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