

**A STUDY ON THE CONSUMER BRAND PREFERENCE WITH REGARD TO
DECORATIVE PAINTS**

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ABSTRACT

Brand is a powerful differentiator in a highly competitive market place. It provides the company the power to deflect competitive moves. Any break or distribution in belief creates dissonance in the customer's mind. The fact that customers line by brand is amply demonstrated by the habited behavior of the housewife, who continuous to buy the same brands of toiletries, detergent and food products in her shopping cycles. Brand therefore, is an integral part of customer's life. To the company a strong brand provides credibility and respect among to peers. It certainly gives the forging power to the company with its intermediaries, suppliers, internal groups and even govt/ bodies. A strong brand means higher market share and ROI and hence higher shareholder value. It even creates a positive motivational climate in the organization as employee take pride in remaining associate with it. Companies with strong brands attract the best talent and respect among industry professional. No wonder then that HLL has continued to be India's most admired marketing companies in the FMCG Sector and Titan in the durable category.

Branding is must for small scale industries to become global players. Products manufactured by SSIs do not fetch attractive profits mainly because SSI products lack strong brands.

During the last 15years, India has been going through with the process of economic reforms, liberalization, privatization and globalization. The country's economy and workers are getting interacted with the global economy and global markets. The Economic reforms of India and globalization have postulated competitive efficiency as the critical determinant factor in

business. So in order to check the importance of Branding and how different brands have been prepared different group of people the research is being by conducted.

INTRODUCTION

The concept of modern marketing can be seen as far back as in 1776, in the famous work of Adam Smith who is known as the father of modern economics. According to him “Consumption is the sole end and purpose of all production and the and the interest of the product ought to be attended to only so far as it may be necessary for promoting that of the consumer”. According to the modern concept of marketing, the marketing function involves identification of needs among human beings and determining the products, which can satisfy those needs. On these lines, Philip Kotler has defined marketing as, “A human activity directed at satisfying needs and want though exchange process”. The modern philosophy of marketing stress that existence of “Human Needs” is the basis of all marketing activities. These needs may be physiological, psychological and sociological.

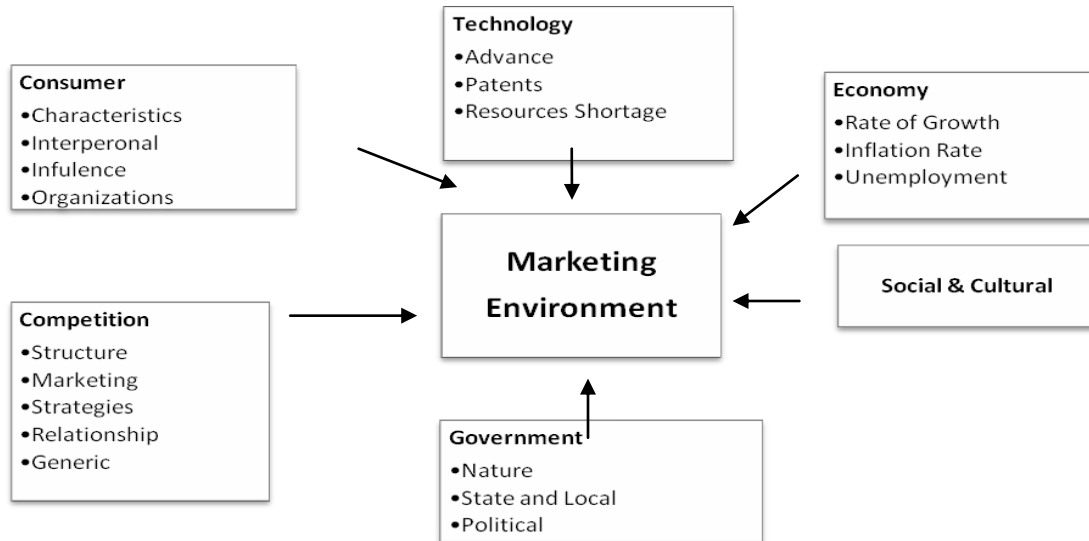
Then the modern marketing is further concerned with the development design and deliver of such products and services, which can satisfy these identified needs.

In simple terms marketing can be defined as, “The process of ascertaining consumer needs, converting them into product of service and then moving the product and service to the final consumer or user to satisfy certain needs and wants of specific consumer segment or segments with emphasis on profitability, ensuring the optimum use of the resources available to the organization”.

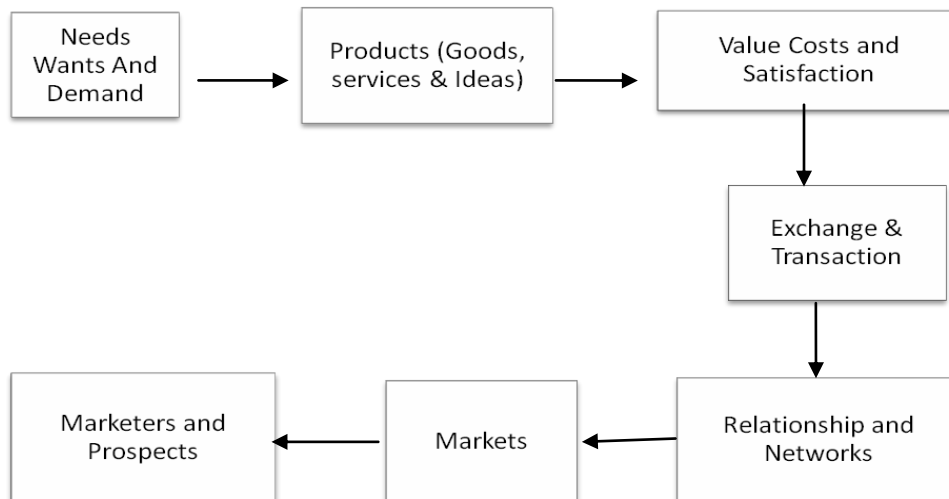
The marketing function often has to complete with other management function in order to obtain the resources it requires to carry out its job. The general marketing environment, therefore, consists of all the factors and forces influencing the marketing function. This includes both internal and external forces i.e., the intra-fire environments are largely within the control of the firm. It is generally uncontrollable forces outside the firm in the macro environment that poses the most important sources of opportunities and threat to the company.

These environments include consumers, socio-cultural environment, and economic environment competitive environment.

Marketing Environment



Core Concept of Marketing



Problem Statement

In this research, a comparative study has been carried out to evaluate the effectiveness of branding in respect of decorative paints. That is why 5 fast moving decorative paints are taken, the present study is an attempt to know the impact of branding consumers decision making process. The focus is on decorative paints. It has surely provided new insights, particularly in the

area of consumer behavior. It is exploratory and it aims to draw new insights and discover new ideas about the phenomenon. The present study has been initiated in the light of the difficulty of predicting as to how consumer takes a buying decision and checking out whether and to what extent the multi-dimensional tool of branding can make its impact on buyers' decision making in the purchase of decorative paints. In the present Study, 5 decorative paints- Goodlas, Nerolac, Lenson & Nicholson, Shalimar and others. Being decorative paints, consumers go through a long process of thinking and buying. Hence, the promotional means like advertising can make a lasting impact over their buying decision. And it is through this promotional means, the marketer can not only inform but also persuade this promotional means, then, marketer can not only inform but also persuade and make them brand loyal towards his brands.

OBJECTIVES OF THE STUDY

- To analyze the demographic profile of sample respondent and linkage between the demographic fact and purchase decisions.
- To investigate in to the usage pattern of decorative paints by different socio economic classes of society.
- To examine the brand awareness of decorative paints among the respondents consumer brand preferences.
- To offer suggestions for informing the levels of consumer satisfaction with regard to decorative paints in the light of finding of the study.

RESEARCH DESIGN

Methodology:

A sample of 100 newly built houses owners of city Panchkula and Baddi is selected for the study of the sample size 100 respondents belong to apartments and others have constructed individual houses during the last six months period. Study has been conducted during this year. A questionnaire has been administered to elicit the brand preferences of customers.

Data Analysis:

Data has been analyzed by using the simple statistical tools. All the respondents have been categorized in four categories i.e. – Business men, Private employees, Govt. Employees

professionals. The response are analyzed across few popular brands of decorative paints, Goodlas Nerolac, Jenson Necholson Shalimar & others. Data has been analyzed by constructing cross tables and %ages have been analyzed by constructing cross tables and %ages have been calculated. Income wise brand preference, Occupation wise brand preferences, age wise brand preferences are worked out by cross tabulations method reasons for brand preferences have been arrived at occurs. Selected reasons like – availability, reasonable prices, high quality, durability status symbol, Adv, etc.

Analytical Tools Used :

For the purpose of analyzing the data, The basic statistical tools used. Frequency distribution has been used to summarize the data. Further, Cross tabs having used to have more detailed reflection and the interpretation of the data.

- (a) Rational Appeal: It appeal to the self-interest of the audience. In this case, the communicator shows that the product will produce the claimed benefit. Here, the main stress in the message will be on demonstrating product's quality, economy, value or performance.
- (b) Emotional Appeal: In emotional appeal, the communicator attempts to stir up negative or positive emotions that will motivate reader/viewer to purchase the advertised products or services. In this case, the communicator, Works with fear, guilt and shame appeal in getting the people to do thing they should or stop doing thing what they should not.
- (c) Moral Appeal: Moral appeal is directed to the sense of audience about what is right and proper. Such Appeals are often use to exhort people to support social causes such as cleaner environment, equal right for women and many other social advertising.

Retaining ability of respondents

The retaining ability is very crucial dimension of and branding that explains the length of time for which the consumers can retain it. Thus, the measuring of memorability of and advertisement becomes important in order to determine the impact of advertisement on the brand preference of consumers. This helps in determining the effectiveness of advertisement. For this purpose, and attempt was made to know the extent of retaining ability of respondents towards various decorative paints.

Reasons of Favorite Brands

An attempt was made to assess the reason, which makes the brands of decorative paints to the favorite one of the respondents. The analysis explain that there are various reasons, which can be attribute for making and advertisement of decorative paints most favorite for the respondents. These reasons may include comparative study of the brands, indicating better use of celebrities stylish presentation and conveying correct information about the product.

Reliability of the Brands

“The reliability is the degree to which a measurement instrument is consistent in what it measure”. Reliability is a measure of the probability that a product will not mal-function or fail within a specified period of time. The brands reliability is based on its honesty in claiming the different product attributes in brands of the products, fairness and responsive claim made in the brands of the product, fairness and responsive claim made in the brands and so on. Keeping this into consideration an attempt was made to assess the mood of the respondents about the reliability of the brands like goodlas, lenson and nicholnson, Salimar and others.

Table No.4.1.1

Duration of time involved with dealing in decorative paints

S.No.	No of Years	No. of respondents	Total %age
A	Less than 1 year	1	1%
B	1-3 Years	2	2%
C	3-7 Years	37	37%
D	More than 7 years	60	60%
	Total	100	

Result : Maximum retail outlets are doing their business from 3-7years and may less %age is of less than one year

Table No.4.1.2
Analysis Preference of Brand used

S.No.	Brand Preference	No. of respondents	%age
A	Goodlas	2	2%
B	Nerolac	32	32%
C	Lenson & Necholson	9	9%
D	Shalimar	25	25%
E	Other	12	12%
F	All	50	50%

Result : The most commonly used brand is Nerolac at 30% then Shalimar at 25% there other Brands at 12% level, Lensons & Nicholson at 9% and goodlas at 12% level

Table No.4.1.3
Display Material used

S.No.	Display Material	No. of respondents	%age
A	Posters	38	38%
B	Hoardings	80	80%
C	Others	82	82%

Results: Maximum shopkeepers are using Hoardings at 80%age and then other means of display material used by them and very less % age of posters are used by the shopkeepers. As customers asks for the particulars Brand, so no.of respondent are high 80% discount & cheaper is piece stands at 10% each. If preference is for one brand then the reasons for stocking.

Table No. 4.1.4
Other Brands

S. No.	Reasons for stocking other brands	No. of respondents	%age
1	Customers usually ask for this brand	80	80%
2	If comes in fiber containers/tinned	-	-
3	It is Cheaper	10	10%
4	We get a discount	10	10%
5	We have a contact with the manuf	-	-
6	Supply is regular	-	-
7	Better relations with the company salesman	-	-
8	We have had negative experience with other manufacture.		

Analysis: - The main reason for stocking other brands is that customers usually ask for this brand and other reason is that is cheaper & they get discount on it.

Table No.4.1.5
Satisfaction level involved with the present display.

S.No.	Satisfaction Level	No. of respondents	%age
1	Satisfied	95	95%
2	Not Satisfied	5	5%
	Total	100	82%

Result: Maximum retailers & wholesaler are satisfied with the display.

Table No. 4.1.6
Satisfaction level involved with the existing level of advertising

S.No.	Satisfaction Level	No. of respondents	%age
1	Satisfied	93	93%
2	Not Satisfied	7	7%
	Total	100	

Result: Maximum shopkeepers/retailers are satisfied with the existing level of advertisement and only 70% are not satisfied.

Table No. 4.1.7

Likening of a specific brand of customers

S.No.	Brand Name	No. of respondents	%age
1	Goodlas	4	4%
2	Nerolac	38	38%
3	Lenson & Nicholson	4	4%
4	Shalimar	30	30%
5	Others	24	24%
	TOTAL	100	

Nerolac is the most favorite brand of the customers with 38% than Shalimar 30% other 24% Goodlas & Lenson & Nicholson at 4% each at last shows that customers like Nerolac paints.

Table No. 4.1.8

Credit Given to Customers

S.No	Credit to Customers	No. of respondents	%age
1	Yes	20	20%
2	No	80	80%

Result-generally is not given to the credit Customers

Table No. 4.1.9

Home Delivery [Yes/ No]

S.No	Home Delivery	No. of respondent	%age
1	Yes	75	75%
2	No	25	25%
	Total	100	

Result:- Many retails/ wholesales are giving the facility for home delivery

Table No. 4.1.10
No. of Liters purchases at a time

S.No	No. of Liters	No. of respondent	%age
1	% Ltrs.	-	-
2	5-10 Ltrs.	74	74%
3	15 Ltrs.	6	06%
4	More than 15 Ltrs.	20	20%
	Total	100	

Result:-maximum sale / Wholesale of decoration paint is between 5 – 10 Ltrs. At 74% and then More than 15 Ltrs. At 20 % and the sale is very less at 6% of 15 Ltrs.

Table No. 4.1.11
The frequency of ordering and the number of containers ordered per lot

S. No	No. of Lots Ordered	No. of respondent	%age
1	Daily	1	01%
2	Weekly	36	36%
3	Fortnightly	13	13%
4	Monthly	50	50%
	Total	100	

Table No. 4.2.3
Awareness of the brand name

S.No.	Brand name	No. of Respondents	%age
1	Goodlac	12	12%
2	Nerolac	90	90%
3	Lenson & Nicholson	33	33%
4	Shalimar	50	20%
5	Other	9	9%

Results:- Nerolac is the brand with which customers are very much aware at 90% and then Shalimar at 33% and Goodlas at 12% level at lost other brands at 9% level

Table No. 4.2.4
Basis of decision upon which customer generally decide

S.No.	Basis of decision	No. of respondents	%age
1	Your Decision	16	16%
2	Spouse's Decision	1	1%
3	Family Member's Decision	83	83%
4	Total	100	

Result: It is maximum family Member's Decision at 83% level and customers decision is at 16% and last is spouse's decision

Table No. 4.2.5
Most appealing mode of advertisement

S.No.	Description	No. of Respondents	%age
1	Shopping display	4	4%
2	On a trip	2	2%
3	From reading matter	2	2%
4	Advertisement	90	90%
5	Any other	2	2%
6	Total	100	

Result: Most effective/appealing mode is advertisement and then shopping displays, then other modes of felony

Table No. 4.2.6
Use of Decorative paints

S.No.	Purpose	No. of Respondents	%age
1	For houses only	75	75%
2	For Cars	15	15%
3	Other use	10	10%
4	Total	100	

Result: The maximum use of decorative paints is for houses at 75% then for cars at 15% and at last at 10% for other uses.

S.No.	Basis of decision	No. of respondents	%age
1	Availability at nearby shops	12	12%
2	Availability as per requirement	40	40%
3	Commonly used colors	60	60%

Result: For deciding the new brand for the first time attribute which is very common is commonly used colors at 60% and availability as per requirement at 40% and near by that at last at 12

Table No. 4.2.8

Factor responsible for the selection preference of a particular product

S.No.	Factors Responsible	No. of Respondents	% age
1	Quality of paint	66	66%
2	Colors availability	2	2%
3	Price Factor	2	2%
4	Durability	1	1%
5	Brand name	25	25%
6	Gifts	—	—
7	Discount	—	—
8	Visual aids	—	—
9	Celebrity impact	—	—
10	Effect of marketing	—	—

Result: The most common factor which is responsible the selection of a particular product is quality of paint at 66% colors availability as at second No. at 2% level price factor is at 2% level price factor at 2%, Durability at last 2 only.

Table No. 4.2.9

Attributes helpful in the awareness of brand name:

S.No.	Attributes	Great Extent	Good Extent	Little Extent	Not at all
1	Journal			10%	
2	Newspaper			10%	
3	Posters	30%			
4	Celebrities		40%		
5	Any other		10%		

Result: Calibration plays a very powerful attribute at 40% and posters at 30% goods llned position and then journal newspaper and other attributes at 10% each

Table No. 4.2.10

Extent of the Brands of decorative paint prescribed

S.No.	Paints	Great Extent	Good Extent	Some Extent	Little Extent	Not At All
1	Goodlac	√				
2	Nerolac			√		
3	Lenson & Nicholson			√		
4	Shalimar		√			
5	Other					√

Result: The most populously prescribed brand s Goodlas as then Shalimar, tyhan to some extent Nerolac, Lenson & Nicholson

Table No. 4.2.11**Ranking of brand Names based on certain factory**

S.NO.	Factors	Goodlas	Nerolac	Lenson & Nicholson	Shalimar	Others
1	Quality	4 th	1st	2 nd	3 rd	5 th
2	Price	3 rd	1st	4 th	2 nd	5 th
3	Color	3 rd		5th	2 nd	4 th
4	Availability	–				
5	Durability					
6	Brand Name	3 rd	1st	4th	2 nd	5 th
7	Gifts					
8	Discount					
9	Visual Aids	3 rd	1st	4th	2 nd	5 th
10	Effect of Marketing					

Result: Due to incomplete information of all the factors we can't say anything but Quality, Price, color, Brand Name, Visual Aida wise nerolace is at the top and doing will and then comes Shalimar and at Member three goodlas then lenson & Nicholson at last other brand name.

Table No. 4.2.12**Service provided by these brands**

S.No.	Brand Names	Highly satisfied	Satisfied	Unsatisfied
1	Goodlas	12%		
2	Nerolac		63%	
3	Lenson & Nicholson	10%		
4	Shalimar	7%		
5	Others		8%	

Results: Nerolac brand is best in the service provided at second No. Goodlas at 12%, Lenson & Nicholson at 10%, others at 2% and Shalimar is at 7%.

Table No. 4.2.13**Satisfaction level with the fulfillment of commitments the Brands**

S.No.	Brand Names	Highly satisfied	Satisfied	Unsatisfied
1	Goodlas	14%		
2	Nerolac		52%	
3	Lenson & Nicholson		10%	
4	Shalimar	12%		
5	Others		2%	

Results: The most committed brand is nerolac at 52% and then goodlas at 14% and then Shalimar at 12%, then lenson & Nicholson at 10% then others at 2% level

Table No. 4.2.14**Regularly prescribed Brand since last 3 year**

S.No.	Brand Name	No. of respondents	%age
1	Goodlac	14	14%
2	Nerolac	76	76%
3	Lenson & Nicholson	4	4%
4	Shalimar	5	5%
5	Other	1	1%
6	Total	100	

Results: The most regularly prescribed Brand since last 3 years is Nerolac at 76% after this goodlas at 14% level, then comes Shalimar, Then Lenson & Nicholson at 4% than others brands at 01% level.

MAJOR FINDINGS OF THE STUDY

- Best brands convey a warranty of quality. Most respondents preferred Asian Paints, followed by Goodlac, Nerolac All the other are found equally preferred.
- While income wise classification of data doesn't show any serious differences in brand preference by high income groups compares to others groups, the occupation wise classification indicated that the more businessmen are preferring Asian Paints.
- Among major reasons considered by the respondents with regard to their brand preference, it is observed that factors like reasonable prices high quality and durability have dominated the factors like availability of variety of shares only advert. etc.

SUGGESTION OF THE STUDY

- It is suggested that consultation should be given to the quality of the product and maximum colors should be available in the market so that the consumer can choose it comeineetly without changing the decision of brand name.
- The study indicate that sale of branded decorative paints is maximum an monthly basic and containers of 5-10 it's are commonly used so it is suggested that monthly frequency of ordering and the number of complains order should be 5-10 its far lot.
- The study reveal that the impact of advertisement and hoarding is more on choosing the brand main and maximum retail/wholesale outlast are running their business from more than types and are satisfied with the existing mode of display material used so it is suggested that display maternal used should we continued. And those who are running their business for more them types should get some motivational encourage event for better result advertising more effective, opinion of general public retarding the benefits derived from the products must be incorporated in the advertising of the products.
- The analysis projects that sample is dominated by the respondents who one dependent on family members decision which signified that they purchase the decorative paints after confirming the usefulness of the products from their friends and relatives. It is also notices that in comparison ti the other demographic variable and education qualification of the respondents are closely associated with the nature of purchase of the products. Hence it is

suggested that income and education qualification of the respondent must be given due consideration in designing branding strategy for such products.

- It is suggested that while selection the branding strategy for different products attributes the occupation of the target consumer must be given due consideration in order to increase its effectiveness.
- The study reveals that branding is having a bring future prospect in the Indian context. It is also noticed that almost all respondents are of the opinion of positive effects of branding so it is suggested that a company must incorporate certain social issues while designing the brand strategies for any produced.
- Perception about the qualities, price and discount of a products by the consumer players a crucial role. In the marketing milieu. It is on the basis of perceived qualities, price and discount that the consumer takes initial and important steps regarding the ultimate purchase, by making further enquiries. It is especially in case of consumer fast moving goods because of certain reasons such as price, quality and discount. So the branding should lay stress on the quality of the fast moving goods and consumer should informed properly about it. The procedure, if followed, provides long- term profit earning to the manufacturers and the satisfaction to the consumer.

CONCLUSION AND FUTURE PROJECTION

The present study indicates that the Branding not only affects the business sector but it also effects the all aspects of our life i.e. political, social, economic. The role of branding is increasing day by day. The position of the marketer without branding is just like twinkling to a girl in the dark.

- No aspects of life is untouched without branding is aware the people towards various commercial, political, social, economic change in the society. It predicts that branding is a “Brahamastra” for Bringing social changes in the society.
- There are so many factors, which bring social change in the society, but branding has joined share .In bringing social change. We cannot ignore the effectiveness of the branding in the future eras. It is a never – ending concept, which remained in the universe unless, until, up to the last heart beat if The last heart beat of the last survival person.

- Some years back, only two or three companies enjoying the special status in the market but due to the advent awareness created by the branding of companies, market is going to be very competitive. Now there is no monopoly. There is no undisputed king; all are enjoying similar status in the market due to the very effective role of advertisement.

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