

A Study on Influence of Brand Positioning in Consumer Satisfaction of Asian Paints PVT. LTD, Coimbatore

JAYANAND M¹, Mrs.N.GAYATHRI²

¹Department of Management Studies, Karpagam College of Engineering,
Coimbatore, India

²Assistant professor, School of Management Studies,
Karpagam College of Engineering, Coimbatore, India

ABSTRACT

The paint industry has evolved significantly from a luxury segment to a necessity due to economic growth, urbanization, and rising disposable income in India. Increased demand from construction, automobiles, and consumer durables has driven industry growth. Consumers are becoming more brand-conscious and aesthetically aware, leading to higher demand for premium paints. This study focuses on understanding commercial consumers' preferences, attitudes, and satisfaction towards branded paints in Coimbatore city. The findings will help manufacturers, marketers, and retailers improve their strategies and meet consumer expectations.

Keywords: Paint Industry, Consumer Preference, Brand Image, Marketing Strategies

INTRODUCTION OF THE STUDY

A brand can be the most potent asset a business possesses, but this doesn't necessarily make it easy to define. Perhaps this is because in the digital age, the definition has broadened in scope to include not only a company and its mainstay product but also people. The brand according to the business dictionary can be defined as unique design, sign, symbol, words or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality and satisfaction in the consumer's mind. Thus, brands help harried consumers in a crowded and complex marketplace by standing for certain benefits and value." In this article we are going to define the effects of brand positioning and strategies on consumer satisfaction.

Consumers must identify with a brand, a concept it calls "brand alignment." It helps explain how branding can influence customers' perception of an organization. Consumers who identify with a brand are likely to "give it twice as much share of wallet as those who are not aligned with that same brand. Brand alignment builds trust — and trust is a necessary precursor to any company's long-term success."

BRAND POSITIONING

Positioning as a way of emphasizing the distinctive characteristics of a brand that make it different from its competitors and appealing to the public; brand positioning is a way of demonstrating a brand's advantage over and differentiating it from its competition. Brand positioning is a rather functional affair, with an emphasis on product and service features, benefits, usage, value and ability to solve problems for consumers. It is a part of a brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands..

IMPORTANCE OF BRAND POSITIONING

By shaping consumer preferences, brand positioning strategies are directly linked to consumer loyalty, consumer-based brand equity, and the willingness to purchase the brand. Effective brand positioning can be referred as the extent to which a brand is perceived as favourable, different and credible in consumers' minds.

BRAND POSITIONING STRATEGIES

A brand positioning strategy involves creating brand associations in customers' minds to make them perceive the brand in a specific way. An effective brand positioning strategy will maximize customer relevancy and competitive distinctiveness, in maximizing brand value.

STATEMENT OF THE PROBLEM

The study of dealers' perception will help the company to understand and take necessary actions to improve the satisfaction level of dealers to get maximum sales. Dealer is one of those catalyst factors that boost the growth of the company. So it is very important to satisfy the dealers so as to attain increasing sales. Eventually it becomes vital to know those critical factors that determine dealers' perception.

OBJECTIVES OF THE STUDY

- To study the impact of brand positioning in the brand image of paint industry.
- To understand the efficiency of the organization from an operational standpoint.
- To find out the factors influencing for selection of paint products among other brands.
- To find out opinion of dealers regarding the quality, distribution and services of the company.
- To recommend suitable measures to be taken by the paint industry to further improve its brand perception and loyalty among its customers.

SIGNIFICANCE OF THE STUDY

It helps to know about the impact of brand positioning in the brand image of the company. This study would give an overview of the existing services and solutions offered by Paint industry. Since Brand positioning facilitates easy purchase decisions it helps in clearly defining the brand's products and services and how they benefit the customer. To research, it will throw light on how well the company had positioned its brand and the various strategies used by the organization to attract the customers.

SCOPE OF THE STUDY

- The study has been done for the paint company so more or less it helps in understanding the improve performance towards the cement market dealer.
- The study can help in analysing certain weak point, improving on which a company can overcome the low sales of its paint
- It also helps to understand the sales patterns of the product and to know the factors influencing the sales.
- It will help the company to increase the promotional strategies in future.
- Being paint business is common this study would help me to understand the retailer brand choice towards the branded paints.

LIMITATIONS OF THE STUDY

- The study conducted for the products of paint products only.
- Limited period is an important drawback of the study
- Being it is time constraint the sample size is restricted to 202.
- The satisfaction of the dealer may not be always accurate. It have a wide area of marketing Dealers are scattered all over the district
- Most of the data is collected through questionnaire and interviews. So there is a chance of personal bias

REVIEW OF LITERATURE

Yin, H.S. and Susan's. (2020) This study examines the dealer preferences towards foreign and domestic branded paints. It was found that preferences towards foreign branded paints are related to the level of purchasing power and is

not related to the demographics variables. 58% of the students surveyed preferred foreign branded paint. There is a positive relationship between media influence and preferences towards foreign/domestic branded paints. The more a person is exposed to the media, the stronger will be the influence of the media in “persuading” the individual to purchase the paint

Susan’s (2020) The study examines the dealer preference towards foreign and domestic branded paints. It was found that preference toward foreign branded paints are related to the level of purchasing power and it no related to the demographic variables 58% of the students surveyed preferred foreign branded paints. This is positive relationship between media influenced and choice towards foreign and domestic paints

Amadi (2022), brand positioning keeps the brand at the forefront of buyers' minds. Brand positioning must differentiate it from competitors, satisfy customer purchasing criteria, and capture essential brand characteristics. He asserts that brand image reflects the opinions of consumers and businesses regarding a company and its products. Brand images distinguish goods from rivals. He defines price as the monetary value of a product. Production costs, corporate profits, and consumer preferences all affect prices. Pricing is the cost of various goods and services. He defines a purchasing decision as a mental process in which a person evaluates multiple alternatives and chooses a product.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled “A Study on Influence of Brand Positioning in Consumer Satisfaction Of Asian Paints Pvt. Ltd, Coimbatore

RESEARCH DESIGN

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design. The research had adopted descriptive research design for the study.

SAMPLE DESIGN

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample.

POPULATION FRAME: This includes the list of 202 respondents (refer to the analysis of data).

SAMPLING METHOD: Sampling method utilized was convenience sampling was adopted.

SOURCES OF DATA:

Primary Data

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analysed and the finding has been drawn accordingly.

Secondary Data

It refers to a special kind of ratio, it is used to make comparison between two or more series of data, since the percentage reduce everything to a common base and there by allow meaningful comparison be made.

TOOLS USED FOR RESEARCH

- Simple Percentage Method
- Chi-Square
- Correlation
- Anova

DATA ANALYSIS AND INTERPRETATION

ELEMENTS OF BRAND POSITIONING

ELEMENTS OF BRAND POSITIONING	NO OF RESPONDENTS	PERCENTAGE (%)
Brand Position	60	29.7%
Brand Promise	32	15.8%
Brand Personality	39	19.3%
Brand Story	39	19.3%
Brand Associations	32	15.8%
Total	202	100.0%

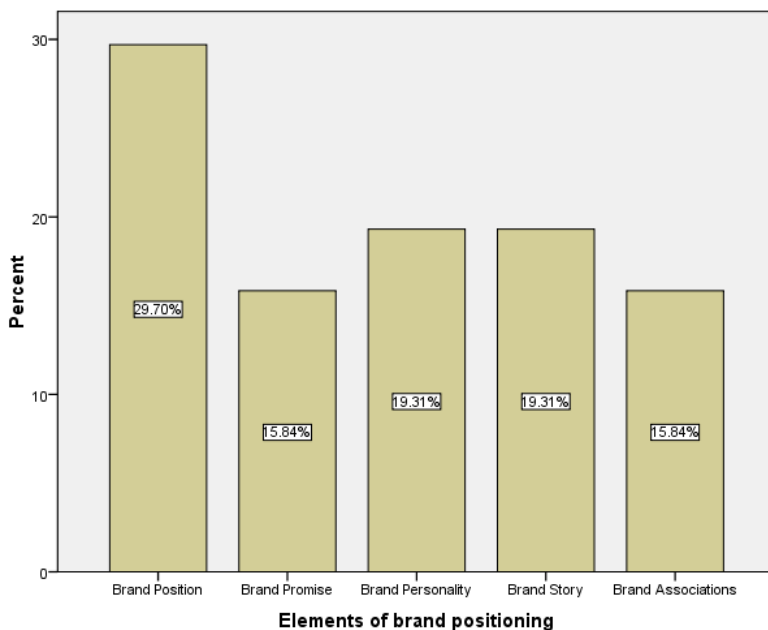
Source: Primary Data

INTERPRETATION

The above table shows that, 29.7% of the respondents prefer the elements of Brand Position, 15.8% of the respondents prefer the elements of Brand Promise, 19.3% of the respondents prefer the elements of Brand Personality, 19.3% of the respondents prefer the elements of Brand Story and remaining 15.8% of the respondents prefer the elements of Brand Associations.

Mostly 29.7% of the respondents prefer the elements of Brand Position.

ELEMENTS OF BRAND POSITIONING



BENEFITS OF BRAND POSITIONING FOR CONSUMER SATISFACTION

BENEFITS	NO OF RESPONDENTS	PERCENTAGE (%)
Brand recall	54	26.7%
Emotional appeal	62	30.7%
Brand loyalty	44	21.8%
Value-based marketing	42	20.8%
Total	202	100.0%

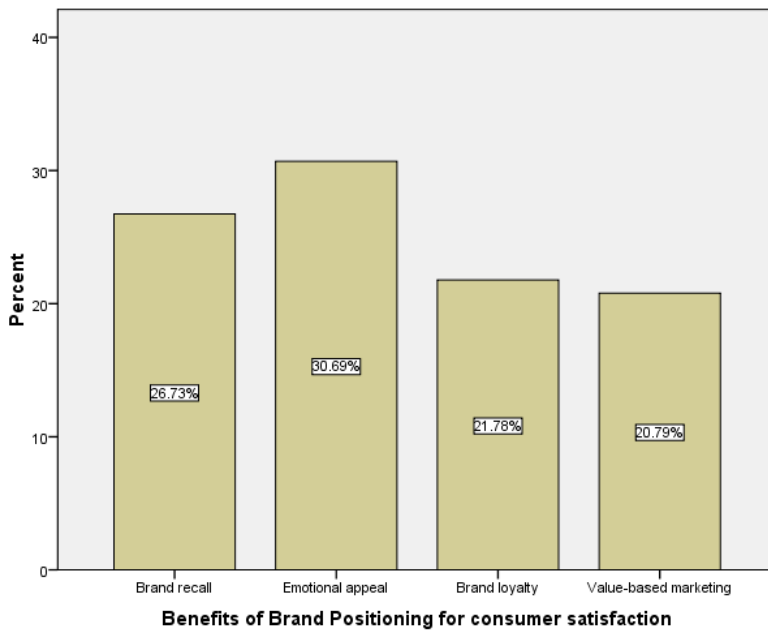
Source: Primary Data

INTERPRETATION

The above table shows that, 26.7% of the respondents are suggest to the benefits of Brand recall, 30.7% of the respondents are suggest to the benefits of Emotional appeal, 21.8% of the respondents are suggest to the benefits of Brand loyalty and remaining 20.8% of the respondents are suggest to the benefits of Value-based marketing.

Mostly 30.7% of the respondents are suggesting to the benefits of Emotional appeal for consumer satisfaction.

BENEFITS OF BRAND POSITIONING FOR CONSUMER SATISFACTION



CORRELATION

The table shows that the relationship between age and Measure the success of brand’s positioning

Correlations

		Age	Measure the success of brand’s positioning
Age	Pearson Correlation	1	.884**
	Sig. (2-tailed)		.000
	N	202	202

Measure the success of brand's positioning	Pearson Correlation	.884**	1
	Sig. (2-tailed)	.000	
	N	202	202

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is a positive correlation. There are relationships between age and Measure the success of brand's positioning

ANOVA

NULL HYPOTHESIS

H₀: There is no significant relationship between occupation and stages of brand positioning in consumer preference

ALTERNATIVE HYPOTHESIS

H₁: There is a significant relationship between occupation and stages of brand positioning in consumer preference

ANOVA

Occupation						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	233.348	2	116.674	396.530	.000
	Linear	228.877	1	228.877	777.866	.000
	Term	229.183	1	229.183	778.905	.000
	Weighted	4.165	1	4.165	14.155	.000
	Deviation	58.553	199	.294		
Within Groups		291.901	201			
Total						

RESULT

From the above analysis, we find that calculated value of the F-value is a positive 326.739 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between occupation and stages of brand positioning in consumer preference. The results are significant at 4% level.

SUGGESTIONS

Based upon the finding of the study conducted the following suggestions are offered.

- Paint brands should increase awareness through effective advertising and promotional activities. This helps in attracting more customers and improving brand recognition in the market.
- Expanding the dealer network is essential to enhance product availability and market coverage. A strong distribution system ensures better reach in the study area.
- Painters and dealers play a key role in influencing customer decisions, so regular training and meetings should be conducted. This will improve product knowledge and recommendation quality.
- Companies should strengthen relationships with construction firms and contractors while focusing on sales promotions and word-of-mouth marketing. This helps in increasing market share and sustaining competitiveness.

CONCLUSION

Paints are the basis to fill colours in the human life. The quality of paints impacts the life to give the beauty and imagination to live a life of better standards. The paints in the market are used in the houses to give the imagination, beauty and creativity to design the life for living with peace and progress. From this study, it is concluded that the usage of paint is growing at a very rapid rate. This is mainly due to advertisement and quality consciousness of consumer. Marketing of paint is enjoying a good reputation and share in the study area.

REFERENCES

1. Srivastava RK. Measuring brand strategy: can brand equity and brand score be a tool to measure the effectiveness of strategy? *Journal of Strategic marketing*. 2019; 17:487-497
2. Subhash Jha. The Role of Dealers in the Indian Paint Industry, *Marketing Mastermind Magazine*, IUP Publications Online, August, 2018.
3. Sunanda K Chavan. Demand-Supply Scenario of the Paint Industry, 2021. <http://www.managementparadise.com/forums/servicesectormangement/201374-demand-supply-scenariopaint-industry.html>
4. Sundaram Rajagopalan. Changing Consumer Behaviour Patterns of Indian Middle Class, 2018. <http://www.iesingapore.gov.sg/wps/wcm/connect>
5. Swar BN. Challenges and Opportunities of Organized Retailing in India, *Journal of IMS group*. 2017; 4(2):53- 61.
6. Upshaw LB. *Building Brand Identity* New York: John Willy and Sons, 2019.
7. Weiner B. Attributional thoughts about consumer behavior, *Journal of Consumer Research*. 2020; 27(3):382-387. <http://www.jstor.org/stabe/10.1086/317592>

WEBSITES

<https://colourideas-dealers-nearme.asianpaints.com/location/tamil-nadu/coimbatore>