A Study on Marketing Strategy of Berger Paints

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Abstract:

This study explores consumer brand preference and satisfaction levels toward Berger Paints in the Chennai district. The research aims to analyze the impact of various factors such as price, quality, advertisement, and customer perception in influencing consumer behavior. Using a structured questionnaire, data was collected from 108 respondents through convenience sampling. Statistical tools such as Chi-square, ANOVA, and T-tests were employed for analysis. The findings reveal that factors like age, occupation, and area of residence significantly influence satisfaction levels, whereas gender, education, and income do not. Berger Paints emerged as the most preferred brand, with television and advertisements playing a major role in awareness. This research concludes that improving online presence, addressing customer complaints, and focusing on product durability and promotional strategies could enhance customer loyalty and market penetration for Berger Paints.

Keywords: Consumer preference, satisfaction, Berger Paints,influencing factors, statistical analysis, demographic impact, brand awareness, marketing strategies.

INTRODUCTION:

A brand is a "name, term, symbol or design to identify the goods or services and to differentiate them from those of the competitors". American marketing association defines a brand as, "the use of a name, term, symbol or design , or some combination of these, to identify the product of a certain seller from those of competitors".Paints are used to make your residences and commercial complexes look better and eye catchy. India houses many different paint companies in the country. The bottom line is you will never run short of options in choosing paints, varnishes and pigments for your awesome exteriors and interiors. A huge market for decorative paints is seen in India..

The marketing strategy of Berger Paints focuses on innovation, brand engagement, and digital transformation to promote its brand. The company's strategy is to choose the target market and place its product using various techniques like service differentiation, product differentiation and more. The Marketing mix of Berger Paints analyses the 4Ps of Berger Paints' marketing strategy, which includes the Product, Price, Place, and Promotion of Berger Paints.**Interior Paints**: Berger

provides a variety of interior paints, including emulsions, distempers, and designer finishes. These paints come in various colors and finishes, catering to different aesthetic preferences and functional requirements.

➢ **Exterior Paints**: The company offers exterior paints designed to withstand weather elements. These include weatherproof and durable paints that protect buildings from rain, sun, and other environmental factors.

➢ **Wood Coatings**: Berger's product range includes coatings and finishes for wood, such as varnishes, stains, and sealers. These products are designed to enhance the natural beauty of wood while providing protection.

➢ **Metal Coatings**: They also offer a variety of metal coatings, including enamels and primers, suitable for decorative and protective purposes on metal surfaces.

➢ **Undercoats and Primers**: Berger provides a selection of undercoats and primers that prepare surfaces for painting, ensuring better paint adhesion and longevity.

➢ **Waterproofing Solutions**: The company offers products and solutions that protect structures from water damage.

STATEMENT OF THE PROBLEM

There are many paint brands available in the market but customers go only selected brand. This highly depends on the behaviour of customers during the purchase of the paints. The customer preference may vary from each other, depending on the factors like product, price, Quality, brand, and Advertisement. These factors in Paints play a key role in ensuring the brand image and long-term credibility of the company.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To know about the socio economic profile.
- To know the marketing strategy of Berger paint brands.
- To examine the brand preference of Berger paint brands among people.
- To analyze the satisfaction level of customers towards Berger paint products.
- To offer some viable suggestions to Berger paints based on the result of the study.

REVIEW OF LITRETURE

Dr.S.Maheshwari (2024), "A Study on Consumer Preference towards Asian Paints In Virudhunagar". The Objectives of Study to Study the brand preference of consumers towards Asian Paints in Virudhunagar Town. The sample size is 100 by adopting random sampling technique. Statistical techniques like percentage, mean, standard deviation, one sample t-test and multiple regression analysis are used. The study recommended that is mainly due to advertisement and quality consciousness of consumer.

MS. Parinda V. Doshi (2023),"Customer Satisfaction Measurement in Paint Industry: A Case Study of Asian Paints". The main objectives of the study were to examine the level of impact of product feature on satisfaction of the customers of paints supplying companies. Convenience sampling technique was used to collected data from 100 customers of the Asian Paints in Vadodara. The objectives of study, data has been examined and analysed using suitable statistical tools. Measures of central tendency - mean and mode was used. The paper contributes for the development of the instrument which will helps in measuring the impact of product feature, durability, variety, price and services on customer satisfaction.

S.Suhashini and s.mythili (2019), "A Study on Customer Satisfaction towards Asian Paints in Mettur Town". To study the origin, growth and development of the Asian Paint in Mettur Town.To identify the factors influencing the brand preferences of the customer. The study sample constitutes 100 customers residing in Mettur town. Primary data are the data which have been collected by the investigator for the first time. . Statistical tools such as Chi-square Test, Multiple Regression, Discriminant Function Analysis, Analysis of Variance (ANOVA) and T test were used in the study. The conclusion was paint quality is essential for the better management of the customer satisfaction in any society. The desired quality enhances the loyalty and the repurchase intention of the customers.

RESEARCH DESIGN

Research design is generally a pure and simplified framework and certain plan for a study that will guide the collection and analysis of data where information needed. The function of the research design is to ensure that the required data is obtained and collected accurately and economically. Research design is basic framework, which provides guideline for the best of research purpos

SAMPLING SIZE

Sample of 108 people were taken into study, and their data were collected. Samples for the purpose of the study are selected systematicall

SOURCES OF DATA;

PRIMARY DATA - Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents.

SECONDARY DATA - Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

DATA ANALYSIS AND INTERPRETATION

4.1 Data Analysis of the Study

Table no – 4.1.1 Gender of the respondents

Gender	No of respondents	Percentage
Male	23	21.3%
Female	85	78.7%
Total	**108**	**100.0%**
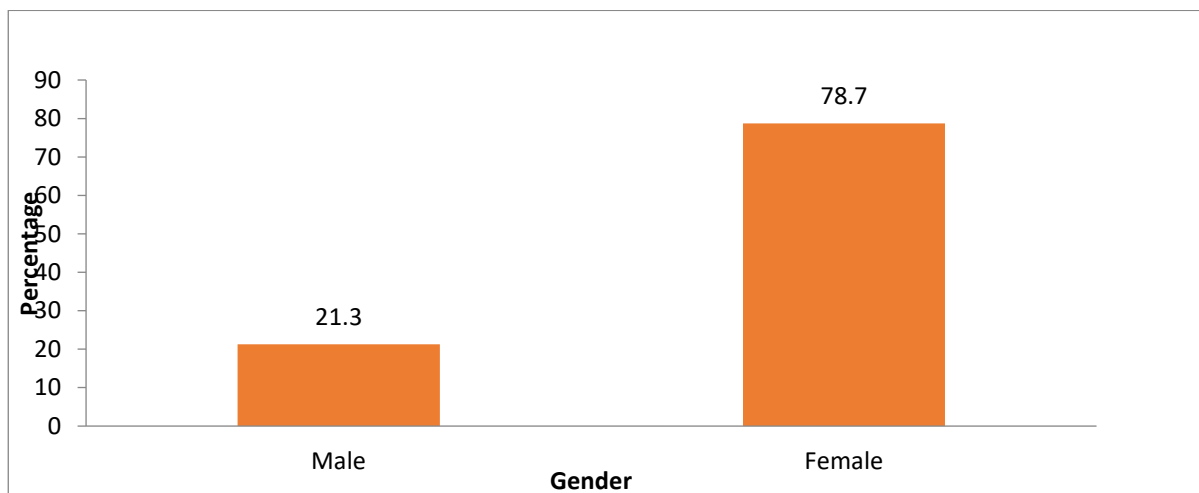
Figure

INTERPRETATION

The above table reveals that out of 100 respondents, 21.3% of the respondents are male and the remaining 78.7% of the respondents are female.

Thus, it could be inferred that most 85% of the respondents are female.

CHI – SQUARE

INTRODUCTION

The chi square test is an important test among the several tests of signification developed by satisfaction. Chi-square, symbolically written x^2 is a statistical measure used in the contexts of sampling analysis for comparing a variance to a

theoretical variance. It can also be used to make comparison between theoretical population and actual data when categories as used.

Table - Gender and Level of Satisfaction

H_0: There is no significant relationship between the two categories that are gender of the respondents and level of satisfaction towards Berger paints.

H_1: There is significant relationship between gender of the respondents and level of satisfaction towards Berger paints.

Gender	Level of Satisfaction			Total
	High	**Moderate**	**Low**	
Male	7	14	2	23
Female	23	48	14	85
Total	**30**	**62**	**16**	**108**

Figure

Calculated χ^2 Value: 0.874

Degree of freedom: 2

Table Value: Five per cent level: 5.991

INTERPRETATION

Since the calculated χ^2 value (0.874) is less than the table value (5.991). Therefore it is concluded that there is no significant association between gender of the respondents and their level of satisfaction towards Berger paints. Hence, Null hypothesis is accepted.

FINDINGS

1) Most 85% of the respondents are female.

2) Majority 71.3% of the respondents belong to the age group of upto 30 years.

3) Majority 47.2% of the respondents are under graduate holders.

4) Maximum 52% of the respondents are married.

5) Majority 49.1% of the respondents are private employed.

6) Majority 58.3% of the respondents belongs to nuclear family.

7) Majority 76% of the respondent are residing in urban area.

8) Majority 50.9% of the respondents monthly family income is upto Rs.15000.

9) The majority 51.9% of the respondents said between 3 to 5 members are earned in their family.

10) The majority 58% of the respondents have preferred Berger paints.

11)   The majority 41.7% of the respondents have know about paint through television.

12)   The majority 100% of the respondents considered advertisement while purchasing a paint brand.

13)   The majority 88% of the respondents have self decision to purchase a specific brands.

14)   The majority 86% of the respondents have purchased paint shop.

SUGGESTION

The following are the suggestions and recommendations based on the findings from the study

The company shall provide the offer and context to the customers also but the company provides the schemes and offers to the painters alone.

The company may take proper evaluation regarding the product complaints given by the customers.

The company can improve the online facilities given for the customers, because they expect more accuracy in the online facilities.

The company can improve the advertisement aspect because; the concept of the product is not reaching the customers properly.

The company can concentrate in the durability for all the products produced by the Asian Paints, as they provide the guarantee for luxury products alone.

CONCLUSION

The paint quality is essential for the better management of the customer satisfaction in any society. The desired quality enhances the loyalty and the repurchase intention of the customers. The company has provided quality and innovative courses to attract the customers and manage their customer satisfaction. The impact of globalization has given new challenges to the industry with better exposure to the modern trends. The company should give the value to customers by building the relationship based on trust and faith. The long term relationship can manage by the personalized communication process by better providing the honest information through the websites and the brochures.

This study helps to understand the exact purchase behavior of the customers based on various factors influences. From the study the researcher found that based on the various factors, the customer purchases their product and depending upon the quality of the product, the price may also vary. Most of the customers expect the durability from the Berger Paints.