

An Empirical Study of Brand Awareness and Consumer Brand Preferences in the Tile Market of Chennai

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Abstract - The significance of brand recognition and customer inclination plays a crucial role in consumer choices within the ceramic tile sector. This research delves into the extent of brand recognition and the elements impacting consumer brand preference within Chennai's tile market. It aims to comprehend how various factors such as product excellence, diversity in design, pricing, brand reputation, advertising efficiency, dealer impact, technological advancements, and customer service influence consumer purchasing patterns and brand allegiance.

The research methodology entailed a descriptive approach. Data was obtained from 200 participants through a structured survey utilizing a random sampling method. Additional information was sourced from academic publications, online resources, and industry-specific outlets. The data was assessed utilizing Percentage Analysis, Weighted Average Method, and Kruskal–Wallis H-Test.

The results suggest that customers possess a substantial awareness of tile brands, showcasing strong brand recall and identification. Product quality emerged as the primary factor influencing brand preference, closely followed by appealing design, reasonable pricing, and brand reputation. The outcomes also highlight the positive impact of effective advertising, dealer endorsements, product availability, and technological advancements on consumer perceptions and buying choices. Customer contentment, trust, and past purchase encounters significantly contribute to brand loyalty and repeated purchases.

The study concludes that robust brand recognition, top-notch product quality, innovative product offerings, and efficient marketing tactics are pivotal in enhancing consumer preference and upholding a competitive edge in the ceramic tile market. These findings offer valuable insights for marketers and manufacturers aiming to fortify brand positioning and customer loyalty in Chennai.

Key Words: Brand Awareness, Consumer Preference, Brand Loyalty, Product Quality, Consumer Perception, Marketing Communication, Customer Satisfaction, Ceramic Tile Industry.

I. INTRODUCTION

In today's competitive market, brand recognition and brand liking play a crucial role in shaping consumers' choices. Within the ceramic tile sector, the rise in competition and evolving consumer demands have underscored the importance of branding as a primary method to engage and keep customers. Consumers assess tile brands considering various aspects like the quality of products, range of designs, pricing, brand image, availability, and marketing efforts.

In the Chennai tile market, the presence of numerous brands highlights the significance of consumer awareness and preference in determining market success. A robust brand identity aids customers in identifying, remembering, and trusting a brand, ultimately impacting their buying decisions. Research results reveal that consumers have a strong awareness of brands, with product quality, appealing designs, competitive pricing, brand reputation, and recommendations from dealers significantly influencing brand liking. Recognizing these elements empowers marketers and manufacturers to devise effective strategies to boost customer satisfaction, reinforce brand loyalty, and improve their competitive stance in the ceramic tile industry.

II. OBJECTIVES OF THE STUDY

1. To examine the level of brand awareness among consumers in the tile market of Chennai.
2. To identify the factors influencing consumer brand preference in the ceramic tile industry.
3. To analyze the impact of product quality, design variety, pricing, and brand reputation on consumer brand preference.

4. To evaluate the influence of advertising, dealer recommendations, and product availability on consumer purchase decisions.
5. To assess the relationship between brand awareness and consumer brand preference in the tile market of Chennai.

III. REVIEW OF LITERATURE

Kumar and Singh (2024) investigated the impact of various factors on consumer purchasing behavior within the Indian ceramic tiles industry. Their research revealed that the quality of products, creative designs, and the reputation of brands all play a significant role in shaping consumers' decisions to make a purchase. They emphasized that maintaining high-quality standards and introducing modern designs are crucial for enhancing customer satisfaction and bolstering brand reputation.

Sharma and Patel (2023) delved into the realm of brand recognition and consumer choice within the building materials sector. Their study demonstrated that utilizing digital marketing, promoting through social media, and ensuring online visibility can enhance brand recall, foster customer engagement, and build brand loyalty.

Reddy and Prakash (2022) examined the factors that impact consumers' decisions when purchasing ceramic tiles. They identified price, durability, aesthetic appeal, and recommendations from dealers as key determinants of consumer preferences. The study underscored the significance of appealing product designs and cultivating strong relationships with dealers.

Khan and Ali (2022) explored how consumers perceive ceramic products and concluded that product quality, timely availability, and after-sales service significantly influence customer satisfaction. They stressed the importance of service quality in fostering long-term customer loyalty.

Gupta and Verma (2021) scrutinized the marketing strategies implemented by ceramic companies and found that establishing robust dealer networks and carrying out effective promotional campaigns can considerably boost brand awareness and expand market reach. The research also underscored the importance of word-of-mouth communication in influencing consumer choices.

Iyer and Rao (2020) focused on assessing the impact of advertising on brand preference within the construction

materials industry. Their findings indicated that advertisements on television, in print, and on social media platforms can enhance brand recognition, build customer trust, and increase purchase intent.

Mehta and Desai (2019) explored customer satisfaction within the ceramic tiles sector and revealed that factors such as product variety, innovative textures, competitive pricing, and prompt delivery have a significant influence on repeat purchase behavior and customer loyalty.

Chatterjee (2018) analyzed the growth and competitiveness of the Indian ceramic industry and concluded that advancements in technology, such as automation and digital printing, can enhance product quality, foster innovation, and improve market competitiveness.

Banerjee and Roy (2017) investigated the factors that impact brand loyalty in durable goods and found that trust, product reliability, and positive customer experiences are crucial drivers of customer retention and long-term brand loyalty.

Srivastava and Kumar (2016) examined consumer awareness in the construction materials market and highlighted the importance of brand knowledge, price sensitivity, dealer influence, and marketing communication in influencing consumer buying decisions and brand awareness.

The collective findings of the reviewed studies suggest that product quality, brand reputation, pricing, advertising efficacy, dealer influence, customer satisfaction, and technological innovation are key factors that influence brand awareness and brand preference. However, there is a lack of research specifically focusing on consumers in the Chennai tile market, indicating the necessity for further investigation in this area.

IV. CONCEPTUAL FRAMEWORK OF THE STUDY



Explanation of the Conceptual Framework

The conceptual framework demonstrates how Brand Awareness impacts Consumer Brand Preference through several crucial elements in the tile industry.

1. Independent Variable: Brand Awareness

Brand Awareness serves as the initial component of the framework. It indicates how well consumers are acquainted with and remember a tile brand. It comprises of:

1. Brand Recognition – Consumers' ability to recognize the brand.
2. Brand Recall – Capacity to remember the brand when purchasing tiles.
3. Familiarity with Product Range – Understanding of the brand's products and variations.
4. Awareness Compared to Competitors – The level of recognition in comparison to other tile brands.

Enhanced brand awareness heightens the chances of consumers considering the brand when making purchase choices.

2. Influencing Factors

These factors function as intermediaries between brand awareness and brand preference:

1. Product Quality
2. Range of Designs
3. Pricing
4. Brand Reputation
5. Effectiveness of Advertising
6. Influence of Dealers
7. Product Availability
8. Technological Advancements and Innovation
9. Customer Confidence
10. Previous Purchase Experience

These factors mold consumers' perceptions and impact their preference for a specific tile brand.

3. Dependent Variable: Consumer Brand Preference

Consumer Brand Preference represents the ultimate result of the framework and encompasses:

1. Purchase Decision – Selecting the brand for purchase.
2. Repeat Purchase Behavior – Repeatedly buying the same brand.
3. Brand Loyalty – Dedication to the brand.
4. Intention to Recommend – Willingness to suggest the brand to others.
5. Confidence in Brand Selection – Trust in picking the brand.

4. Feedback Loop

The feedback loop suggests that positive interactions with the brand enhance customer satisfaction and loyalty, consequently reinforcing future brand awareness and preference. Hence, the connection is continuous and cyclical.

V. RESEARCH METHODOLOGY

Research methodology is a structured approach used to collect, analyze, and interpret data in order to achieve the goals of a study. It offers a systematic way to investigate research issues and derive significant conclusions. The current research project, named "A Study on Brand Awareness and Consumer Preferences in the Tile Market of Chennai," aims to evaluate consumer brand awareness levels and determine the factors that impact their brand choices. This study aids in grasping consumer perceptions, purchasing behavior, and the impact of branding on purchase decisions in the ceramic tile sector.

5.1 Research Design

The research employs a descriptive research design, which is suitable for describing and analyzing consumer viewpoints, perceptions, and preferences regarding tile brands. This design assists in understanding respondent characteristics and exploring the factors that affect brand awareness and preference in the Chennai tile market.

5.2 Data Collection

The study utilized both primary and secondary data sources.

Primary Data:

Primary data was directly obtained from consumers through a structured survey questionnaire. 200 participants took part in the survey, providing insights on brand awareness, product quality, pricing, design range, brand reputation, advertising effectiveness, dealer influence, and consumer brand preference.

Secondary Data:

Secondary data was obtained from various sources such as books, academic journals, industry reports, websites, magazines, and other published materials concerning brand awareness, consumer behavior, brand preference, and the ceramic tile sector. These references offered theoretical backing and foundational details for the research.

5.3 Analysis Tools

Analysis involves deriving valuable insights from the gathered data through statistical techniques. The gathered data were assessed utilizing the subsequent methods:

1. Percentage Analysis
2. Method of Weighted Averages
3. H-Test (Kruskal-Wallis Test)

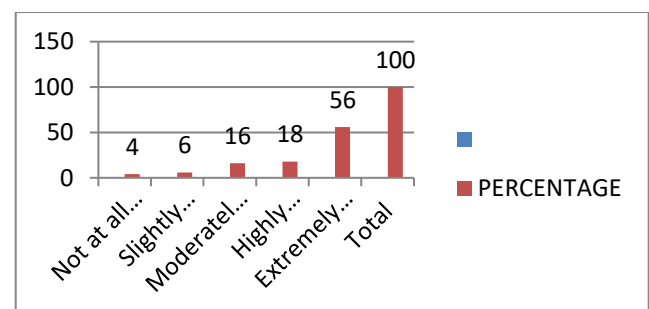
VI. DATA ANALYSIS AND INTERPRETATION

1. SIMPLE PERCENTAGE ANALYSIS:

Table no:6.1 SHOWS THAT THE RESPONDENTS OPINION REGARDING THE PRODUCT QUALITY INFLUENCE YOUR PREFERENCE FOR A TILE BRAND

Sl. No.	OPINION	No. OF RESPONDENTS	PERCENTAGE
1	Not at all influential	8	4
2	Slightly influential	12	6
3	Moderately influential	32	16
4	Highly influential	36	18
5	Extremely influential	112	56
	Total	200	100

Source: Primary Data



Interpretation:

The table and graph demonstrate that 56% of the participants mentioned that the quality of the product greatly impacts their brand choice, with 18% finding it very important and 16% somewhat important. A small number of respondents suggested that product quality plays a minor role in their brand decision. The results illustrate that product quality stands out as the primary factor influencing consumer brand preference in the tile

industry. Hence, upholding high quality standards is crucial for improving customer contentment, bolstering brand allegiance, and gaining a competitive edge.

2. H-TEST ANALYSIS:

$$H = \frac{N(N+1)}{12} \sum \frac{n_i}{R_i^2} - 3(N+1)$$

Kruskal-Wallis Test Ranks

	Age of Respondent	N	Mean Rank
Brand Awareness	20-35	34	20.24
	35-45	40	55.10
	45-55	20	83.00
	55-60	6	83.00
	Total	100	

Test Statistics^{a,b}

	Brand Awareness
Chi-Square	78.444
Df	3
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable:
Age of Respondent

RESULT:

Since the significance value (0.000) is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted.

In conclusion, the age of the participants greatly impacts brand awareness levels. As a result, the company might consider tailoring distinct marketing approaches for various age brackets to enhance awareness among younger clients.

3. WEIGHTED AVERAGE ANALYSIS:

Weighted average analysis involves assigning weights to responses on a five-point scale to gauge the collective viewpoint of respondents. This method aids in gauging the significance or consensus on factors impacting brand recognition and preference. The research applies weighted average analysis to assess how respondents view aspects like product quality, design, brand reputation, customer service, and other relevant factors. A higher average score suggests a greater level of agreement or positive sentiment among respondents.

Formula:

Weighted Average = Total Weighted Score / Total Respondents

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Quality Influences Preference	100	1.00	5.00	4.1400	1.19781
Valid N (listwise)	100				

RESULT:

The average rating of 4.14 indicates that participants believe that product quality affects their preference. Consequently, the quality of a product plays a crucial role in customer choice.

INTERPRETATION:

The mean score of 4.14 suggests that the majority of participants concur that the quality of significantly impacts their preference. The standard deviation of 1.19781 demonstrates a moderate level of diversity in participants' viewpoints.

VII. DISCUSSION OF RESULTS

The research shows that in Chennai, consumer choice of tile brands is mainly affected by the quality of the

product, the reputation of the brand, the price, the design, and customer contentment. The most crucial aspect is the quality of the product, showing that buyers value durability and performance when choosing tiles. The reputation of the brand is also vital in establishing trust with customers and impacting their purchasing decisions. Appealing designs and a wide range of products additionally boost consumer interest. Moreover, fair pricing and effective marketing efforts help in creating brand preference. In conclusion, the results indicate that upholding high quality, creative designs, and customer satisfaction is crucial for gaining a competitive edge and long-lasting success.

VIII. CONCLUSION, IMPLICATIONS:

8.1. CONCLUSION:

The research indicates that in Chennai, consumer choice of tile brands is shaped by various aspects like the quality of the product, the reputation of the brand, pricing, design, and customer happiness. The primary factor impacting buying choices is the quality of the product, as consumers desire long-lasting and dependable items. Brand reputation and appealing designs additionally boost consumer favor and confidence. Competitive pricing and successful marketing tactics also have a significant impact on purchasing behavior. The results underscore that customer contentment results in greater brand allegiance and favorable referrals. Hence, tile producers should concentrate on enhancing quality, introducing new ideas, and strategies centered on customers to achieve sustainable development.

8.2. MANAGERIAL AND PRACTICAL CONSIDERATIONS

The results of this research offer valuable insights for companies that produce, promote, and sell tiles to create successful business plans. Leaders need to give importance to enhancing the quality of products, as quality is the most significant factor influencing what consumers prefer. Businesses should allocate resources to research and development to introduce fresh styles, improve durability, and adapt to changing customer desires. Building a strong brand reputation through effective marketing efforts and keeping competitive pricing strategies can additionally draw in and keep customers. Retailers must guarantee product availability and deliver exceptional customer service to boost customer contentment. Looking at it practically, comprehending consumer tastes aids organizations in making well-informed choices about product

advancement, advertising, distribution, and managing customer relations, thereby boosting market competitiveness and achieving sustainable business expansion.

IX. FUTURE AREAS FOR RESEARCH

1. Geographical Spread: Subsequent investigations could be carried out in various urban areas, states, or territories to contrast consumer inclinations towards tile labels in different markets.

2. Comparative Assessment of Brands: Scholars could conduct comparative research on different tile brands to pinpoint the distinguishing elements between leading brands and their rivals.

3. Addition of Extra Factors: Prospective studies could explore how variables like eco-friendliness, digital advertising, online feedback, and technological advancements influence consumer choice.

4. Long-term Studies: Additional research could span an extended duration to scrutinize alterations in consumer preferences and buying habits in reaction to shifting market trends and economic circumstances.

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