

A STUDY ON BRAND LOYALTY TOWARDS DOMESTIC PAINTINGS REFERENCE OF USERS ABOUT NEROLAC PAINTS IN ARNI, THIRUVANNAMALAI DISTRICT

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Abstract

Brand Loyalty is the mantra of any successful business. In today's increasingly global market, where the consumers have enough choice to get confused, brand loyalty is the only thing that can help a company to survive. Fact, it is the ultimate goal of any company. Brand loyalty differs by product, industry, and sector. Since 1980s the past thirty years, brand loyalty has been debated by academics, with the core issue being the dimensionality and measurement of the construct. Brand loyalty appears to be a Complex multidimensional construct during this period; views on brand loyalty have oscillated between one-dimensional and two-dimensional views. This view combined both dimensions in a single measure labeled brand loyalty while later research separated the two proportions again. Attitudes were described as an independent variable influencing loyalty, rather than giving these the label of attitudinal loyalty.

Keywords: Brand, Brand Loyalty, Customer Satisfaction, Customer Choice.

Introduction

Concept of Brand Loyalty

A definition coordinating this multidimensional develop has been given (Oliver, 1999) as: "a profoundly held duty to re-purchase or re-belittle a favored item/administration reliably later on, in this manner causing dull same-brand or same brand-set buying, despite of situational impact and promote activities having the capacity to cause exchanging conduct." Also, e-faithfulness likewise has a few parallels to the "store dependability" idea, for example, building rehash store visiting conduct just as the acquisition of built up brand name things in t social devotion has been characterized regarding continue purchasing conduct.

Brand loyalty has been described as a behavioral response and as a function of psychological processes. That is, brand loyalty is a function of both behavior and attitudes. Its shows the great confidence placed in the effectiveness of branding. In general, the brand chosen at many previous purchases has a high probability of being bought again on subsequent occasions. To attract different market segments and respond to a variety of customer needs and budgets home look extend its product line from financial system. This branding strategy helped paint increase gains and revenue as some of the lodging segments have become saturated.

Importance of Brand Loyalty

Loyal customers are best for hospitality firms because they are easier to serve than non-loyal customers, and they provide higher profitability. Reich held in his book. The advantages of customer loyalty are long-term and cumulative. The longer buyer leftovers reliable, the further profit a business can get from that single customer. The Loyalty Effect explains the advantages of brand loyalty as follows:

Continues profit - Customer loyalty is long-term and cumulative

Reduces marketing cost - Businesses have to invest money to attract new customers, such as advertising.

Factors Determining Brand Loyalty

A product always has a visual appeal, and no one can deny that superior look effects always get preference. The designing and packaging of the product should be excellent. When you write the grab streak of a product or service, it should aim at the consumer's needs. Don't use any tricky line. Use something that will quickly state the benefit of using your product or service. Advertisement or brand marketing plays a vast role, as well. The following paragraphs summarize the factors that create brand loyalty:

- Awareness
- Perceived quality
- Innovation
- Brand extension
- Satisfaction
- Customer background
- Recognize the customer's needs
- Improve customer service

Perceived Quality

A brand should represent a credible guarantee of worth to the consumers. When the shoppers are convinced that the brand offers what they expect, they remain with the brand. Brand names give a representative significance which helps the client in the acknowledgment and basic leadership process. A buyer will pick a recognizable name since brand names convey prevalent saw quality. Brands by and large convey the quality they guaranteed. Clients feel great with brand versus unbranded items. That is the reason brand-driving items reliably order a 10-to-15 percent value premium over their opposition. Clients may likewise consider this to be distinction as a quality recommendation.

Brand Extension

Conveying the brand into new classes that fit well with its idea and picture will assist organizations with expanding client brand reliability. At the point when the brand's

affiliations and saw quality can give a point of separation and preferred position for brand expansion, the augmentation will be fruitful. Notwithstanding, there is a hazard that an augmentation may harm the center brand by debilitating its affiliations or its apparent quality. On the off chance that clients need to purchase another item, they will lean toward a well-known brand. They definitely know the brand and have a similar exhibition desires through the new item. In the event that they don't get what they expect, they may change to the new brand.

Recognize the Customer's Need

Understanding the customers' need lay down the foundation of brand loyalty. If you trace your customer's necessitate and offer exactly what they want, no one can stop you from earning brand loyalty. When you fulfill your customers' need they will see your image in a positive way.

Improve Customer Service

When customers buy your product or service for the first time, they make a trial purchase. If they are satisfied, they will keep coming back to you. Making a excellent product is not the end of the story. Various trade owners make the same mistake. As soon as a product is bought, they forget the customer. If you want to hold back a customer for repeat purchase, you should improve your customer service. Offer immense service to a customer who enclose bought a product or service. They will surely come back to you as everybody wish safe, familiar, and quality product.

How to Maintain Brand Loyalty

Offering fine quality product or service is just the beginning of the story. Don't try to fool the customer. When a customer gets high-quality manufactured goods from you at a reasonable price, he develops convinced anticipation. Now it is your responsibility to fulfill those expectations by maintaining the quality. If they don't get high-quality manufactured goods in the second or third times they will switch to some other brand. Remember that your competitors are there to attract their attention.

How to Create Brand Loyalty

Department to do the market, have their views; make sales department, have their ideas; to do human resources, have their plans; make the Culture Department, have their thoughts; make knowledge management department, have their calculations ; to do after-sales service department, have their recommendations. These can only be regard as ancillary departments, the existence of someone alone cannot create higher brand awareness, they are put together, or failed to achieve the target, because they are a source of water, the absence of a vector, which is Enterprise Products (physical products, services, products) only by real products in order to set up their brand loyalty. NOT directly

associated with consumer products, enterprise more ads as well as high-altitude aircraft, only to hear its sound, cannot see the picture, what is the real value at all; after-sales service, their business be in the right place to their duty, to go out its publicity If their products with problems, questions 100, service no matter how good, consumers do not want to live a day at home after-sales service personnel. Sudan case of McDonald's and KFC fast-food giant impact, DuPont "Teflon," such as case, the source of the various crises are often the problems of enterprise products, the brand loyalty of enterprises cause significant harm.

Scope of the Study

The study has the following opportunity

1. The study offers the Brand loyalty of the paint users in the area of Arni town.
2. It analysis the performance of Nerolac Paint Company
3. It discusses the facilities and benefits to the users and show othe customer service provides by the Nerolac Paint Company to their customers.

Objectives of the Study

1. To examination the Brand Loyalty of clients towards Nerolac paints, Arni Town, Thiruvannamalai Dt.
2. To find out the factors influencing the brand loyalty of the customers in Arni Town, Thiruvannamalai Dt.
3. To Study the attitude of consumers towards the brand loyalty in Arni Town.
4. To offer suggestions and recommendations.

Methodology of the Study

The Methodology of the study is describe hereunder. The nature of the study, the tool of data collection, and the sample frame, method of data collection, tools of analysis, and limitations of the study are to be detailed here.

An Instrument of Data Collection

These variables are behavioral constructs. Therefore, the study has to depend solely on primary data-that is, all the information has to be culled out to ascertain the truth from consumers. For this purpose, questionnaire was considered the best tool for data collection.

Method of Data Collection, Sampling Technique, and Tools of Analysis

The primary data for the study was gathered by a self-administered questionnaire through interview schedule method and research associates to 100 prospective respondents residing in Arni town. The study is to carry on a non-random convenience sampling technique.

The data collected through the interview schedule method were analyzed using averages and weighted averages, including tabulation and percentage computation.

Limitation of the Study

1. The sample groups were restricted in Arni town only.
2. The sample size is limited to only 100 respondents.
3. The instrument develops for data collection is not test for validity and reliability.
4. It is because of the aforementioned constraint, it has to be admit that the findings of this study may not be 100% correct. In any case, the gathered information has been broke down efficiently to present a fair and unbiased picture of the study.

Chapter Arrangement

- The first chapter is introduce in nature, Brand Loyalty, Importance of brand loyalty, Implications of Brand Loyalty, Reason for Developing Brand Loyalty, Factors Determining Brand Loyalty, How to Maintain Brand Loyalty, How to create brand loyalty, set out the objectives, methodology, provides a scope for further researcher and arrangement of chapter.
- The second chapter deals with the review of literature which is relevant to the present study of Brand Loyalty.
- The third chapter sketch with the profile of the organization.
- The fourth chapter deals with the analysis and interpretation of the data.
- Chapter fifth contains a summary of the most important findings and conclusions of the present study.

Review of Literature

In conventional purchaser advertising, the points of interest appreciated by a brand with solid client faithfulness incorporate capacity to keep up premium valuing, more noteworthy bartering power with channels of appropriation, diminished selling costs, a solid hindrance to potential new passages into the item/administration classification, and synergistic favorable circumstances of brand expansions to related item/administration classes.

Reichheld, F. (1996): *The Loyalty Effect*. Boston: Harvard Business School Press. The appearance and development of "Business to Consumer" (B2C) web based business has minified the significance of building a reliable guest base to an online business site (e-reliability).

Porter, M. (2001) "System and the Internet," Harvard Business Review, 79 Most B2C e-plans of action have depended at first on an escalated endeavor to deliver a huge adequate purchaser base and subsequently on accomplishing benefit dependent on a "lifetime income potential" from each reliable purchaser.

Oliver (1999) Oliver, R. (1999) "When Consumer Loyalty?" Journal of Marketing, 63 (Special Issue): 33-44. Has presented a conceptual framework of trade name reliability that includes the full spectrum of trade name reliability based on a hierarchy of effects model with cognitive, affective, cognitive, and action dimensions.

Baldinger, A. & Rubinson, J. (1996) "Brand Loyalty: The Link Between Attitude and Behavior, "Journal of Advertising Research, 36 (6): 22-35. An approved that profoundly faithful purchasers will in general remain steadfast if their frame of mind towards a brand is sure. Also, the capacity to change over an exchanging purchaser into a steadfast purchaser is a lot higher if the purchaser has an ideal frame of mind toward the brand.

Profile of the Company

Kansai Paints Co. Ltd., the parent company, is the main paint organization in Japan. It is a worldwide innovator in advancement and is known best for its item development, R&D and affectability towards nature, Kansai directions an initiative situation in giving best in class arrangements in style and, in modern applications South East Asia, likewise parts of Africa, Europe and, US.

- It is one of the top paint organizations on the planet.
- It has 39 Joint Ventures, backups, and licensees around the globe and has recorded a turnover of more than 2 billion USD.
- The greatest quality of Kansai obviously is its unquestionable faith in advancement through R&D.

Origin & Evolution of Nerolac

It is the second-biggest covering organization in India and market pioneer in Industrial Coatings. It's Industrial Coatings it has a wide scope of items in the Automotive, Powder, General Industrial and High execution Coatings space. Nerolac paints, as it is famously known, are a set up brand in embellishing paints. Kansai Nerolac Paints Ltd is an auxiliary of Japan based Kansai Paint Company Limited, which is one of the best ten covering organizations on the planet. The mechanical edge of Kansai encourages us always advance and think of items that address shopper issue holes. Kansai Nerolac has consistently accepted that the way in to its business is: Technology, Research & Development, Innovations and Quality.

The Year 1920, we started as Gahagan Paints and Varnish Co. Ltd. in Mumbai. The adventure is set apart by moving from solidarity to quality in each circle of business - be it item presentations through development, esteem building and predominant innovation. 1920: We began our adventure as Gahagan Paints and Varnish Co. Ltd at Lower Parel in Mumbai. 1957: Goodlass Wall Pvt. Ltd became mainstream as Goodlass Nerolac Paints (Pvt) Ltd. Likewise, it opened up to the world in a similar year and built up itself as Goodlass

Nerolac Paints Ltd. 1976: Goodlass Nerolac Paints Ltd. turned into a piece of the Tata Forbes Group on securing of a piece of the remote shareholdings by Forbes Gokak. 1983: Goodlass Nerolac Paints Ltd. Reinforced itself by entering in specialized cooperation concurrences with Kansai Paint Co. Ltd, Japan and Nihon Tokushu Toryo Co. Ltd, Japan. 1999: Kansai Paint Co. Ltd, Japan assumed control over the whole stake of Tata Forbes gathering and accordingly GNP turned out to be entirely possessed auxiliary of Kansai Paint Company Ltd. 2006: On the eleventh of July, Goodlass Paints Ltd. name has been changed to Kansai Nerolac Paints Ltd. Open Door Policy.

Cooperating necessitates that we have an amicable air dependent on trust and regard among us all. At Nerolac we pursue an Open Door arrangement. Any individual is free and invited to share smart thought, recommendation, and uncertainty, issue about occupation or work spot, or vulnerabilities about one's future in the association. An open and straightforward correspondence is valued.

Quality

It is the way of thinking of Kansai Nerolac Paints Ltd., and its partners to accomplish total consumer loyalty by giving items and administrations that reliably meet or surpass the client needs and desires, in accordance with concurred determinations, conveyance plans and focused costs. It is the way of thinking of the organization to methodically work its assembling offices by teaching pledge to add up to quality administration at all levels and consistently with the end goal of accomplishing "First Time Right" brings about production, administrations and different activities.

In continuation of our endeavors to accomplish best models we the Kansai Nerolac Paints Ltd have effectively actualized different Quality Managements Systems in our association. All assembling areas of KNPL have been affirmed for ISO 9001-2008. Being major Industrial paint maker and provider to OEM clients KNPL has likewise actualized QMS as indicated by ISO/TS 16949 standard .Our modern paint producing areas are confirmed for ISO/TS 16949 - 2009. The Japanese 5-S and TPM (absolute beneficial support) ideas have been actualized in association.

Quality Policy & Safety

We are resolved to give absolute consumer loyalty by providing Quality items and administrations to meet or surpass client necessities. The Company takes the best conceivable consideration to guarantee the security, wellbeing and welfare of its staff and the networks living around its offices. All assembling areas are OHSAS-18001 guaranteed. Wellbeing is given principal significance over the association. Security and word related wellbeing program are set up to guarantee the prosperity of representatives and offices at all areas. The security the executives framework is in accordance with rules set by the British Safety Council.

- Products / Automotive / General Industrial Coating / High Performance Coating/ Powder Coatings/ Specialty Coating / Decorative Paints

Awards and Achievements

While we look to the future, it is essential to lounge in past magnificence. Nerolac has won numerous honors for its fantastic work in item advancement, natural cognizance and in being a mindful corporate resident.

- 'Brilliant Peacock Environment Management Award 2005' for condition the executives of Jaipur processing plant and DSIR National Award - ACED for adjustment of innovation to suit neighborhood needs.
- Shortlisted for the 'Best Managed Company' grant from Business Today and A.T. Kearney 2005.
- Best Vendor Award from clients like Toyota Kirloskar Motors (TKML) for Cost and from Maruti Udyog (MUL) on overall commendation.
- Awards for Marketing activities like Cannes2007 Bronze for press Ad.
- Movies 2007 Gold and Silver for Best Media development, Best contextual analysis Media innovation(Impression Rang Zamade), Best Integrated Campaign, Best Media system and People's Choice Award.
- Reader's Digest Trusted Brands Gold Award for 2008.
- Frost and Sullivan Market Leadership Award in Indian Industrial Paints and Coating Market.
- 'Hall of Fame' from CTO Forum, PC Quest and Best Implementation-APO in IT.
- Excellence in Corporate Governance from ICSI.
- Greentech Environment Excellence Gold and Silver for Bawal and Chennai units.
- Association of Business Communicators of India, Silver for Annual Environment Report.
- Environmental Excellence Gold Award by Greentech Foundation for the Lote Plant for the year 08-09.
- Nerolac Beauty Flexi won Product of the year grant (2008-09) in the paint class.
- Asia Manufacturing Excellence Award (AMEA) led by Frost and Sullivan for Lote and Jaipur Factories November 2009.
- Consolation prize in the Energy Conservation Awards by Tata Power November 2009
- Our Technical Partners (NIPA Chemical Chennai), was granted TKML's Best conveyance execution grant. April 2009.
- Golden Peacock Innovative Product/Service Award for the year 2011 for Nerolac Impression Ecoclean ultra Luxury Emulsion.
- Award for the "Most Proactive Contribution through New Developments" in Powder Coatings by Godrej Appliances Ltd April 2010.

- Product of the Year Award 2010 for Nerolac Excel - April 2010.
- Product of the Year 2011 for Nerolac Excel Total with Heat-monitor Technology April 2011).
- SAP Ace Award 2011 for the Best run Business in customer and Trade Industry 2011.
- Sustainability Award for extraordinary commitment" by Mahindra and Mahindra - October 2011.
- Kansai Nerolac Paints evaluated at level 4 out of 5 in the Karmayogi appraisals for the Corporate Social Responsibility activities 2011.
- Best seller PERFORMANCE AWARD in Paint Supplier's Category by Honda Motor cycles and bikes at their yearly gathering Jan 2012.

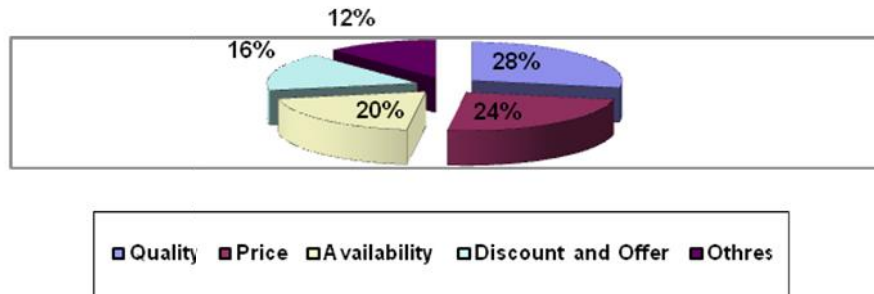
Analysis and Interpretation of Data

The whole scientific procedures that have been done in this exploration are present in this chapter. The aim of this chapter is to current detailed discussion on the identification and analysis of various factors that determines consumer preference and satisfaction. It also measures the satisfactory level of the respondent customers with concerning to these determinants and the variance in suitable level on some select fundamental such as Gender, Age, Income, and Occupation, and Educational background. Therefore this chapter has been designed to present the interpretations made out of the analytical process on the above lines. The following are the aforementioned surmising and elucidations. The main portions of this study have been collected through primary data by using questionnaires. The collected data are tested, analyzed, and interpreted.

Table & Figure Showing the Respondent Preferred the Nerolac Bran Paints for the Reasons

Reason	Frequency	Percentage
Quality	28	28%
Price	24	24%
Availability	20	20%
Discount and Offers	16	16%
Others	12	12%
Total	100	100%

The Respondent Preferred the Nerolac Brand Paints for the Reasons



Findings, Suggestion, and Conclusion

Findings

- 28% of the respondents specialty for their brand is more Colours, 32% of the respondent specialty for their brand is less price 28% of the respondent specialty for their brand is Discount and Offers, 12% of the respondent specialty for their brand is others.
- 84% of the respondents state their brand loyalty only prefers to buying to Nerolac paint is Yes, 16% of the respondents state they are the brand loyalty only prefers to buying to Nerolac paint is No.
- 28 % of the respondents state their recognize the brand loyalty is Strongly Agree, 16% of the respondents state their recognize the brand loyalty is Agree, 20% of the respondents condition their identify the brand loyalty is Neutral, 24% of the respondents condition their identify the brand loyalty is Disagree, 8% of the respondents condition their identify the brand loyalty is Strongly Disagree.
- 32% of the respondents are Strongly Agree with the factors of their trust their brand, 28 % of the respondents are Agree with the factors of their trust their brand, 28 % of the respondents are Neutral with the factors of their trust their brand, 8% of the respondents are Disagree with the factors of their trust their brand, 4% of the respondents are Strongly Disagree with the factors of their trust their brand.
- 28% of the respondents are Strongly Agree with the factors of their favorite brand is an honest brand, 28% of the respondents are Agree with the factors of their favorite brand is an honest brand, 24% of the respondents are Neutral with the factors of their favorite brand is an honest brand, 12% of the respondents are Disagree with the factors of their favorite brand is an honest brand, 8% of the respondents are Strongly Disagree with the factors of their favorite brand is an honest brand.

Suggestion

Brand loyalty has been described as a behavioral response and as a function of psychological processes. That is, brand loyalty is a function of both behavior and attitudes. It shows the huge confidence placed in the effectiveness of branding. In general, the brand chosen at many previous purchases has a high probability of being buy another time on subsequent occasions.

A consumer can buy a product manufactured by the same company, repetitively, however this does not imply brand loyalty. There can be various other reasons (situational constrain) for such consumer behavior. Brand loyalty implies consumer's successful emotional attachment and long term commitment to a brand. When a customer develops loyalty for a brand, he will undoubtedly do word of mouth promotion for that brand.

Conclusion

A product always has a visual appeal and, no one can deny to good looking things always get preference. The designing and packaging of the product should be excellent. When you write the desire of a product or service it should aim at the consumers' needs. Don't use any tricky line. Use something that will quickly state the benefit of using your product or service. Advertisement or brand marketing plays a vast role, as well.

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