

# A Study on Brand Awareness on Nippon Paint In Tiruvannamalai

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**Abstract-** This research explores the extent of brand awareness that Nippon Paint has achieved in the Indian market, focusing on consumer perception, brand recall, and recognition. Using both primary and secondary data, the study examines how Nippon Paint is perceived across urban and semi-urban demographics. The results reveal strong urban brand recognition, with areas for improvement in outreach and consumer education. The study highlights the need for targeted marketing strategies, digital outreach, and increased visibility in rural areas to maintain and grow the brand's market share.

**Keywords-** Brand Awareness, Brand Recall, Brand Recognition, Consumer Perception, Nippon Paint, Marketing Strategy, India Paint Industry.

## I. INTRODUCTION

Brand is an assurance or a guarantee that the product will perform as it is expected to. It already sets an image about itself in the minds of the consumers. Brand means that the targeted consumers expectations are met. Brand building is a herculean task for the company. The brand has to consistently perform better than the last time they did in order to set a picture in the minds of their consumers. American Marketing Association defines a brand as -the use of name, term, symbol or design or some combination of these, to identify the production of a certain seller from those of competitors.

Branding creates differentiation between the products. It is a set of marketing and communication methods that help to distinguish a company or products from its competitors: aiming to create a lasting impression in the minds of consumers. The expectation of the consumers can be raised by the companies. In order to meet the expectations of the consumers, the company must create a standard image of the product to be delivered. This will aid the company to build a successful brand. It helps the buyer to differentiate the product from their competitors and take a prompt purchasing decision. Brand name creates a matter of trust and emotional attachment to the company. A strong brand creates a sense of goodwill for the company. Brand name will help the consumers to trust the

company, thereby creating a set of expectation for the company.

It creates a lasting impression and a unique identity in the minds of customers. In today's competitive market, building a strong brand is essential for a company to stand out and succeed. Brand awareness refers to the extent to which consumers recognize and recall a brand and its associated products or services. It plays a crucial role in influencing buying decisions, building trust, and shaping customer loyalty. A high level of brand awareness can give a product a competitive advantage and significantly impact sales and market presence. This study focuses on understanding the concept of brand awareness and its importance in marketing, with special reference to Nippon Paints, to assess how effectively the brand connects with consumers.

## INDUSTRY PROFILE

### Definition of Paint

**Paint** is a coloured liquid or substance that is applied to a surface in order to protect it, decorate it, or give it a specific texture or finish. Once applied, it dries to form a solid coating that enhances appearance and durability.

Typically, paint is composed of pigments suspended in a liquid medium, enabling it to cover surfaces effectively. Its primary applications include enhancing aesthetic appeal, protecting materials from corrosion and weathering, and providing specific performance features like heat resistance or waterproofing.

### Contemporary Applications

- **Latex paints** used widely in households for interior and exterior decoration.
- **Industrial coatings** such as multi-component finishes for automobiles and machinery.

## HISTORICAL DEVELOPMENT OF THE PAINT INDUSTRY

### 30,000 Years Ago – The Origins

The earliest use of paint dates back approximately 30,000 years when cave dwellers used natural materials to create crude paints. These were used for drawings and symbols on cave walls, forming a primitive yet significant form of human expression.

### 1700 – The First Paint Mills in America

The formal history of the paint industry in the United States began in the year 1700, when **Thomas Child** established the first recorded **paint mill** in **Boston, Massachusetts**. This marked the beginning of commercial paint production in America, laying the foundation for what would grow into a major industry over the centuries.

### 1867 – Invention of Ready-Mixed Paint

A major breakthrough occurred in 1867 when D.R. Averill of Ohio patented the first “ready-mixed” paint, revolutionizing how paint was prepared and used in the country.

### Mid to Late 1800s – Industrial Expansion

By the mid-1880s, paint factories began emerging across industrial centers. Due to the heavy weight and high transportation cost of paints, the industry developed in a decentralized manner, with numerous small manufacturers serving regional markets.

### Early 1900s – Rise of Mass Production

Mass production of goods like automobiles, home appliances, and electronics increased the demand for paints and coatings to enhance durability, aesthetics, and functionality.

### 1950s to 1970s – Environmental Awareness

During this period, the industry began taking steps toward safer production practices. In the 1950s, manufacturers voluntarily began phasing out lead from house paints. By 1978, the Consumer Product Safety Commission officially banned the use of lead in consumer paints, marking a major regulatory milestone.

### OBJECTIVES OF THE STUDY

- To know the awareness level! of customer about Brand Awareness of Nippon Paints.

- To know the effectiveness of Brand Awareness of Nippon Paints.
- To suggest the Ideas for improvement of Brand Awareness of Nippon Paints.
- To understand the brand awareness and brand perception of Nippon paints.

## II. REVIEW OF LITERATURE

**Renu Rajaram (2022)** However, as the industry has grown and brand recognition has improved, leading players have established exclusive outlets or showrooms. These exclusive stores allow consumers to focus more on product choice rather than comparing brands, thus enhancing the shopping experience and reinforcing brand quality.

**Paint Industry Conference Report (2021)** highlighted the robust performance of the Indian paint market, even amidst economic fluctuations. Favourable demographic shifts have driven growth across all sectors, including paints.

**Singh (2016)** defined brand awareness as the provision of customer satisfaction, rooted in belief and trust toward a specific brand, especially when alternative brands and services are available.

**Aaker (2003)** aker noted that brand awareness consists of various levels, from complete unawareness to top-of-mind recall, each requiring specific types of marketing strategies.

**Chaudhuri & Holbrook (2011)** stated that brand-loyal customers are often willing to pay more due to the unique value they associate with the brand, stemming from increased trust and emotional satisfaction.

**Stephen & Toubia (2010)** highlighted the power of social media in building brand awareness. As users engage with platforms, brand names become more visible, aiding in brand recognition and recall across wide networks.

## III. RESEARCH METHODOLOGY

Research methodology refers to the scientific process used to carry out research in a systematic way. It helps ensure that the research is valid and reliable by utilizing appropriate methods and tools (Punch, 2009). A well-structured research methodology is essential because an incorrect approach may lead to inaccurate or misleading results.

## RESEARCH DESIGN

Descriptive research is used to systematically describe the characteristics of a population or a particular phenomenon being studied. It focuses on answering the questions of who, what, when, where, and how, but not necessarily why.

In this study, descriptive research is employed to identify and understand the demographic characteristics of consumers and their level of brand awareness towards Nippon Paints. This design is particularly useful for determining the frequency of occurrences, measuring relationships between variables, and gaining insights into consumer behaviour patterns within a specific group.

## SAMPLE DESIGN

A sample design is a definite plan determined prior to data collection for obtaining a sample from a given population. It specifies the technique and procedure used to select the sample units that represent the entire population.

In this study, the convenience sampling method was employed. Convenience sampling is a non-probability sampling technique where samples are selected based on their ease of accessibility and proximity to the researcher. This method is often used when the research requires quick data collection and when the population is large and diverse.

## SAMPLE SIZE

Due to time constraint the sample size was decided as 100 and the same has been used for research.

## QUESTIONNAIRE

In this study the researcher Have used a questionnaire consisting of multiple choice-based questions.

## TOOLS FOR ANALYSIS

**Simple Percentage Analysis:** Used to summarize and present demographic and categorical data.

$$\frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

**Chi-Square Analysis:** Applied to determine the association between categorical variables like audience segmentation and engagement.

Chi-square  $\chi^2_{test} =$

Chi-square  $\chi^2_{test} =$

## SIMPLE BAR DIAGRAM

A simple bar diagram can be drawn vertical and horizontal bar. A bar diagram is simple.

## Pie Charts

The pie diagram ranks high in understanding just as we divide a bar or a rectangle to show its compensation a circle can also the divide into sectors. to draw and easy to understand in business and economics its commonly used.

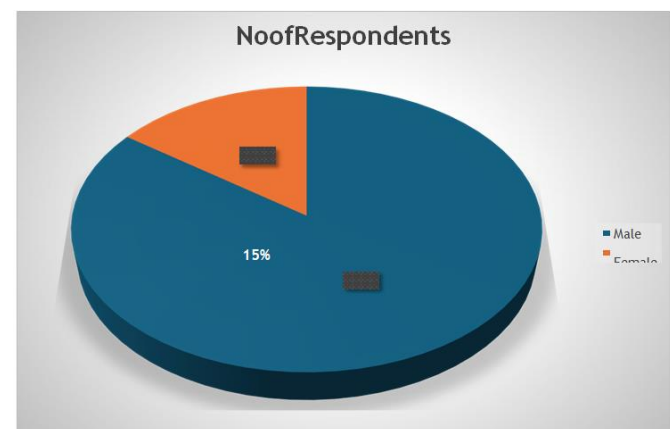
## IV. ANALYSIS AND INTERPRETATION

**Table:4.1 Gender of the respondents**

Gender	No of Respondents	PERCENTAGE
Male	85	85
Female	15	15
Total	100	100

## Interpretation

Gender profile of respondents the sample consisted of 85% male respondents and 15 % female respondents and the majority is male.



**CHART:4.1 Gender category of the respondents**

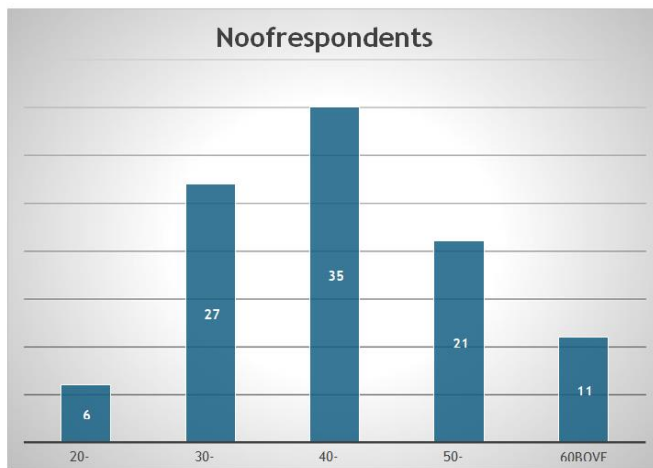


CHART:4.2 Gender of the respondents

Age	No of respondents	Percentage
20-30	6	6
30-40	27	27
40-50	35	35
50-60	21	21
60 above	11	11
Total	100	100

### Interpretation

The sample has majority of the respondents between the age of 31 to 50 their percentage is 62 and the least age group is above 60 their percentage is 11

### Chi- Square Test,

$$X^2 = \sum (O - E)^2 / E = 70.67$$

Calculated Value-70.67

### Level of Significance,

$$\alpha = 5\% \text{ or } 0.05$$

$$\begin{aligned} \text{Degrees of Freedom (DF)} &= V = (C-1)(R-1) \\ &= (5-1)(5-1) \\ &= 4 \times 4 \\ &= 16 \end{aligned}$$

Table value of x for 16 at 5% of level of significance is 26.30

### Result:

Hence the Calculated value is greater than the table so,  $H_0$  is rejected and  $H_1$  is accepted. Therefore, there is a relationship between age and performance.

## V. FINDINGS

1. In this study 85% of respondents are male and 15 of respondents are female
2. In this study 27% of the respondents are working in Private sector.
3. In this study 86% of I respondents are satisfied familiar about Nippon Paint.
4. In this study majority of the respondents are come across Nippon paint in their day-to-day activities
5. In this study 86 of the respondents are very confident about the quality of Nippon paint.
6. In this study 71% of the respondents recommend Nippon paint to others.

## VI. SUGGESTIONS

The study noticed that whenever the customer think about the paint, they remember Nippon paint, The brand have adequate awareness among consumers its shows positive sign. Majority of the People are sourced information through Television. So other marketing media promotions will create sales growth to other brands and products available in Nippon.

## VII. CONCLUSION

Based on the study, it can be concluded that Nippon Paints has a high level of brand awareness among its customers. The survey results indicate that customers have a high level of brand recall and recognition. The evaluation of market trends suggests that the increasing demand for eco-friendly and sustainable products can be an opportunity for Nippon Paints to improve its brand awareness. Based on the research consumers have brand loyalty even though they know the premium price of the Nippon paint. Overall, Nippon Paints has a strong brand presence and can leverage it to increase its market share and customer loyalty.

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