

## **A STUDY ON PROMOTIONAL STRATEGIES OF ASIAN PAINTS BANGALORE**

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### **ABSTRACT**

The Indian Paint Industry is only segment of the Indian chemical industry that has been sharing a consistent double digit growth rate in the last five years. The research is conducted to study the concept marketing strategies with respect to paint and paint products. This study is of significance of the, consumer satisfaction, brand images, brand reputation and behavior loyal of the paint products. The findings of the study will provide valuable insights to marketing professionals in the paint product industry by identifying the significant dimensions of image attributes and benefits that affect customer satisfaction and consumer interest to repurchase and recommend the brand to others. This study should help marketing managers gain an insight into the important factors that contribute to the formation of brand loyalty.

**Key words:** Marketing strategies, Advertisements, Indian paint industry

### **1. INTRODUCTION**

Today producers among India infrequently back anybody chance outdoors about the overseas players. Most concerning in conformity with them hold offers alongside international players among phrases upstairs modern technology then want accessibility. A giant range about Paint door or retail shops bear automated/manual dealer tinting systems. Today India has increased than 20,000 outlets within operation, perchance the Faithful because somebody country. There are entirely about 7,000 tinting buildings among China because a assert couple yet in part instances regarding India's size. 30% among consequence about the fire enterprise income inside India is gathered beside Industrial Paints. The altar as regards the Indian Paint Industry is around 940 cluster liters afterwards is precious at about \$2 billion. The geared-on place entails 54% of the volume amount yet 65% in regard to the value. In the finish people years, the Indian Paint Industry has full-aged at a complex each year boom rate (CAGR) regarding 12-13%.

### **FUNCTIONS OF PAINT:**

Paint is a thinned so much dries in accordance with form a non-stop consolidated film when thoroughness above a surface then substrate. Depending on its type yet properties, brand execute operate basically pair kinds over functions. They are so follow:

- Protection against oxidation, corrosion and degradation on materials.
- Decoration and toilet regarding materials yet surfaces.

### **2. LITERATURE REVIEW**

#### **Mendez then Bendixen (January 2015) , -**

the researchers examined the have an effect on of distinctive types over monetary and non-monetary promotions of brand loyalty yet its relationship after manufacture involvement. This study discover so much each excessive or mean involvement products. This discipline results shows up to expectation both economic and non-monetary merchandising do decorate brand loyalty.

#### **Barney & Rahman (2015) -**

among their lookup bear expressed so the impact regarding sales promotional formats along either excessive or mean surface values regarding buyer attitudes toward the arrangement yet the apparent product quality or purchase expectations.

This study finds to that amount so is no massive difference in the influences of promoting type so the retailer has a negative reputation. This study consequences shows that, the manager knows into the type and addition regarding the sales promotion in imitation of offer in consider concerning purchaser perceptions about the retailer's reputation of the market.

**Lourduinitha and Govindaraju (2012) -**

looked among in conformity with the problems and potentialities regarding sales advertising among bucolic markets of Fast Moving Consumer Goods. The middleman Force these schemes to extend the trafficking on the products. The sector holds a fascicle about word but again that affair is of prescribe outset to the economic growth about the country. Each structure on sales promoting is back after encourage quick pace of merchandise alongside the trough concerning distribution. However, the cut neck competitions of Fast Moving Consumer Goods Sector pleasure eke out severe strain of the margins.

**Sukhmani then Neha (2012)** examines about promotional mix of influencing the bucolic consumer. Consumers were requested in accordance with term the nearly large component over the promotional mix. Public family members had been adjudged as like the near vital factor who expanded the sales over an organization. Public family members have been rated namely a vital factor who is then observed via advertising, prescribe marketing, income promotion and personalselling.

### **3. STATEMENT OF THE PROBLEM**

There is a huge market for Asian Paints. In the current scenario, there is a great demand. Many companies have been in business with Asian Paints, even researcher found competitions between different companies which are engaging in the business of different types of paints. A lot of research has been done on Asian Paints and also several work have been done under individual sales promotion strategies like brand awareness, brand loyalty, perceived quality, brand equity, price promotion and promotional mix, etc., but very less research activities has been done on total aspects of sales promotion strategies, therefore it is essential to study in depth sales promotion strategies of Asian Paints.

### **4. SCOPE OF THE STUDY**

This education is referring to in imitation of promotional blending factors out on amount demand efforts. This study considers generally of sales promotion, strategies because of income promotion, parties worried because sales promotion, combination concerning promotion strategies including sales promotion, sales promoting techniques or theirs associated concepts. This study covers Asian paints. Leading groups are elected about the foundation regarding their demand part because the research study. This discipline analyzes the assessment of promotional strategies in Asian paints of Bangalore city among theirs consumers, retailers/wholesalers, dealers.

### **5. OBJECTIVES OF THE STUDY**

- To analyze the various types of promotional strategies used by Asian Paints.
- To analyze the effectiveness of Brand awareness promotional strategies of Asian Paints.
- To evaluate the consumer opinion on sales promotional strategies of Asian Paints.

### **6. DATA ANALYSIS AND INTERPRETATION**

**Table 1**

Gender	Respondents	Percentage
Male	55	55
Female	45	45
Total	100	100

**Analysis:**

The table showing gender of respondents in that 55% of respondents was male and 45% of respondents was females.

**Table 2**

Year	Number of respondents	Percentage
Less than 1 year	25	25%
1-2 years	50	50%
More than 2 years	25	25%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Analysis-**

From the above table, it is clear that 25% of customer using Asian Paint from less than 1 years, 50% of customer using 1-2 years and rest of the 25% of respondents using Asian Paint more than 2 years.

**Table 3**

Particulars	No of respondents	Percentage
Relatives and Friends	30	30%
Magazines and News Papers	16	16%
Advertising	14	14%
Any other	40	40%
<b>Total</b>	<b>100</b>	<b>100%</b>

#### **Analysis**

The above table indicates that, 30 of respondents have came to know about Asian Paints through Relatives and friends, 16 of respondents have came to know through Magazines and News Papers, 14 of respondents have came to know through advertising and remaining 40% of respondents have came to know through other like television.

**Table 4**

Particulars	No of respondents	Percentage
Best Brand	18	18%
Good Price	36	36%
Good quality	40	40%
Several outlet	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

#### **Analysis**

The above table indicates that opinion about Asian Paints, 18 of respondents opinions best brand, 36 respondents are opinion good price, 40 respondents said that good quality and rest of the 6% of respondents said several outlet.

### **7. FINDINGS**

- Majority on the 55% of respondents was person or only 45% of the respondents are female.
- Majority regarding the 50% of respondents used to be broad yet solely 15% of the respondents are divorced.
- Majority regarding the respondents are between the age team concerning 31- 40 years then only 10% concerning the respondents youth is 41-50 years.
- Majority on the 60% respondents earnings level is beneath 20000 and solely 6% over the respondents profits degree is rs 60000.
- Majority concerning the 40% about respondents bear got here in imitation of understand as regards some others as television.

### **8. SUGGESTIONS**

- While doing metering respondents complained as regards Asian Paints to that amount half times the cost is high. It is necessary after identify the motives for this reason and receive vital quadrant according to prevent.
- Better promote into local newspapers, provincial cable networks yet additionally in state so nicely as like between country wide newspaper.
- It is higher in imitation of point out incomplete advantages as characteristic regarding on the boards.
- Company ought to decrease the price postulate volume brands toughness is altogether highpriced then center type people are not observed in conformity with buy such brands, condition decrease the price, organization will enlarge its turn in whole the areas.
- Advertisement need to keep elevated in the area of Bangalore , clients are pursuing more. This intention assist in conformity with create a better brand image and enhance its marketshare.

### **9. CONCLUSION**

consumer serves namely a task pressure of the embrace over data as regards brand or serves so a powerful tool as influences customers after switch to the company's brands government in conformity with higher sales. Again supplying charge environment friendly possibility to organization to complement its advertising and marketing

campaign. From the findings, the average overall performance regarding branding on the companies advertising overall performance used to be entirely advantageous through the usage concerning emblem then jingle. This godsend should not bear been accomplished except the company's amount manufacturer equity. It executes stay past that advertising mixture is concerning massive honor into identifying the function regarding employer of target market and tilling customers. Therefore, each and every thing about advertising and marketing composition need to remain well matched together with some every other then including the a range of wishes on goal markets regarding business.

## **10. REFERENCE**

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