

A STUDY ON EFFECTIVENESS OF BRAND IMAGE AMONG RETAILER PREFERENCE TOWARDS RK METAL ROOFING AT TRICHY

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Abstract—The problem study consists of motor is one of the major resource for roofing sheets damage problem in our country then the reduction motor is the major resources of the lifelong and save the lorry accident. Most of the roofing sheets industry is becoming loads for heavy and oversize of the transport, but all types of automobile vehicles like that the lifelong spares and service. The problem analysis how the roofing sheets industries avoid the major problem with utilizing the motor utilizes the resource.

INTRODUCTION

Brand image means the image of a particular brand in market and in eyes of people. Brand image decides the popularity of a brand in market. A brand having good brand image is considered more popular than a brand with low image. Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character.

It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is a consumer's interpretation of your company and its products and services. It takes form inside the consumer's mind based on their experiences and interactions, as well as their perception of your company's mission and values.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc. Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have.

IMPORTANCE OF THE STUDY

The important of the study mainly ponders to understand that, whether dependent or independent on Quality of products. The study tries to focus upon various Qualities of products provided by RK Metal Roofing's industry and to understand the satisfaction to its employees through it. The researcher spare no effort to find out whether the employees are satisfied with the existing Quality of products and working condition which are the attributes of satisfaction and to find out the response of employees' to the given Quality of products. The particular study also tries its level best to list out the problems of existing Quality of products esteem prevailing in the organization and to suggest whether any improvements are needed for the existing Quality of products which will endorse management and employee relationship.

STATEMENT OF THE PROBLEM

The problem study consists of motor is one of the major resource for roofing sheets damage problem in our country then the reduction motor is the major resources of the lifelong and save the lorry accident. Most of the roofing sheets industry is becoming loads for heavy and oversize of the transport, but all types of automobile vehicles like that the lifelong spares and service. The problem analysis how the roofing sheets industries avoid the major problem with utilizing the motor utilizes the resource.

OBJECTIVES OF THE STUDY

Primary Objectives

- To determine the Effectiveness of Brand Image among Retailer Preference towards RK Metal Roofing's at Trichy

Secondary Objectives

- To present conclusion and necessary suggestions regarding consumer awareness relating to motor products.
- To explore the market of betterment of its sale.
- To describe the unique characteristics of auto parts in comparison to others.
- To collect the information and their attitude from roofing sheets customers.
- To know the awareness level of customers of specially.
- To collect their ideas about future purchasing
- To develop sound inter personal relation to get maximum output both customer and producer
- To know the latest grievance of customers.

SCOPE OF THE STUDY

- This study covers how customers are motivated with sales promotion techniques follows by RK Metal Roofing's on the basis of the areas in Trichy.
- It aims to know the consumer view about the price, quality and availability of the product especially brand image.
- This study also helps to know the factors which influence the consumer to buy this product and also helps to know the schemes, offers, premium etc. this study is helpful to know stimulating customers are purchasing the roofing's product.

LIMITATIONS OF THE STUDY

- The study was conducted only in Trichy city. This may not give a generalized conclusion.
- There may be personal bias of the respondent, which affects the result of the study.
- Some of the respondents were very casual, which poses a bias on the date collected.
- Respondents collect for Trichy District only so don't enough for the data.

REVIEW OF LITERATURE

S. Ramarad et al (2017) "Predicting Consumers' Behavioral Intentions with Perceptions of Brand Personality: A Study in Cell Phone Markets". *International Journal of Business and Management*, 6(6), 193-205, 2011. All consumers go to the market for purchasing their wants and needs, and before buying, they often take the process of choice of the brands preferred. Brand equity plays an important role to influence consumer choice process. The increasing competition in the market has resulted in marketers' shift toward the application of some strategies to attract competitive advantage in marketplace. Many organizations have already realized the value of their current customers and try to find ways of improving their lasting loyalty.

Clifton et al., (2017) “Brand Management in Small to Medium-Sized Enterprises”. Journal of Small Business Management, 46(1), 27-45, 2008. Brand image could be defined as a brand that is brought to the consumer’s mind by the brand association. Brand attachment is so meting far more than a mere attitudinal construct; such a concept is able to explain more complicated behaviors of consumers in relation to brand commitment. Hence, we can say that brand attachment is one of the features of consumer-brand relationship that ends in “automatic preservation of their thoughts and feelings about the brand”

Park et al. (2018) “ Brands and Branding”. London: Profile Books Ltd. pp. 13-14, 2003. the construction and maintenance of the brand image is a prerequisite to brand management. Throughout prior literature, researchers define brand image mainly from four perspectives: blanket definitions, meanings and messages, personification, cognitive or psychological elements. Having a brand image, it’s likely to act as a barrier to your rivals and again you could split your rivals into two types. Those rivals that already exist your current rivals and those rivals that could potentially exist. They could be a coming arrives at a future when businesses decide to enter the market.

Park and colleagues (2018) Application of Brand Equity Measures in Service Markets”. Journal of Services Marketing, 15, 3, 210-221, 2001b. defined brand attachment as the strength of the link connecting the self to the brand. They express that brand-self connection and brand prominence are two vital factors emergence of which point to the conceptual characteristics of brand attachment. When consumers feel a mutual understanding toward a brand, they try to make them consistent with their own images. The degree of the ease and frequency of brand-related thoughts retrieval is defined as brand prominence. Branding is used to attract and keep the consumers through the promotion of values, prestige, and life style.

Lovreta & Petković (2019)“Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers”. Journal of Marketing. American Marketing association. 2010. The word “brand” comes from the Old Norse brand, meaning to burn. As such, these origins made its way into Anglo Saxon. It was through the use of the method of burning that the early man stamped ownership on his livestock. In addition, trade buyers would use brands as a means of distinguishing between the cattle of one farmer from another. Most of the time, there is a meddling of concepts between brand and trademark. Therefore, brand is a wider concept that will be elaborated below. It is a trademark which is used to exclusively identify a product or service with a specific company.

Dick & Basu (2019) Dick & Basu (2019) “The Influence of Brand Recognition on Retail Store Image. Journal of Product & Brand Management”, 6(6), 373-387. 1997. The formation of brand loyalty offers advantages in terms of businesses such as reducing marketing expenditures, being more dominant at retailer points, attracting new customers and allowing time for competing for activities. The brand loyalty, which causes positive communication among the consumers and reduces the consumers’ resistance to the competitive strategies, contributes to the process that enables companies to reach more consumers.

Berthon et al (2020) “The Impact of Brand Image and Corporate Branding on Consumer’s Choice: The Role of Brand Equity”, International Journal of Marketing Studies, Vol. 8, No. 1, 2016. Branding is a method used for building a substantial differential advantage by figuring out peoples’ nature and psychology. More especially, it should be taken into consideration that consumer’ needs and requirements are a dynamic and variable phenomenon. Therefore, they are not data which can be given once and last forever. Since branding in big companies is well organized, this research aims to focus on branding in Small and Medium Enterprises (SMEs). It also focuses on the way they are used. Also, there is a big difference between the small and medium enterprises and big enterprises regarding their branding activities. This is because in SMEs, the owner plays a vital role in the decision-making of the business processes without taking into consideration the operational or managerial situation.

Li & Zhang (2020) Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. Journal of Business Research 48(1), 5-15 Mooij, M. (1998). Global marketing and advertising: Understanding cultural paradoxes. London: SAGE Publications. Branding is usually considered as a field of big businesses. The brands and big businesses names, banks, fashion houses and cosmetics, as well as the auto-industry are common names and words that are well-known and familiar to people. Furthermore, a study on the quality of trademarks was conducted in a 2009 blind study. Consumers were blindfolded and they were asked to assess the quality of producer’s brands and trademarks. The consumers evaluated the trademarks to be of the same quality level or better compared to the brands of the producers.

Rooney (2021) Rooney (2021) The role of brand experience and affective commitment in determining brand loyalty. Journal of Brand Management, 18(8), 570-582. brand represents the consumers' perceptions and the sentiments about a product and its performance. When a consumer becomes familiar with a well-known brand, he does not want to accept substitutes. Therefore, this means that through the development of a brand, the image and the identity of the brand have an important role to the consumers. It is a well-known fact that brands are crucial for influencing consumers' loyalty and their purchasing behaviour in the marketing process. Businesses benefit from the power of brands to establish a strong bond with their consumers. The consumer-side can obtain information about both the product and the company simply by looking at the brand. Brands reflect a personality and image towards the product they represent.

Gordon Wyner (2021) The role of brand experience and affective commitment in determining brand loyalty. Journal of Brand Management, 18(8), 570-582. Discusses that pricing is the marketing pedal with the utmost immediate effect and influential effect to businesses. Branding strategy to management decision making will translate the change prices into revenue building and ultimately to profits. Pricing is considered as the vital element of basic brand strategies. There have been many high-level trends over the last decade in context developing to pricing that are the key cores to marketing decision and planning. For successful marketing managers they should focus on all behavioural aspect of consumers with respect to price, as not all are the same. Managers need to understand their niche consumers' with respect to shopping orientation to price, along with needs related to the brand.

Hsieh, Pan, and Setiono (2022) The role of brand image, product involvement and knowledge in explaining consumer purchase behavior: European Journal of Marketing. Vol. 45 (1/2), 191-216."a successful brand image allows consumers to recognize the needs that the brand satisfies and to distinguish the brand from its competitors, and increases the probability that consumers will purchase the brand" (p. 252). A company's product or services can gain a better position in the market, sustainable competitive advantage, and increase market share.

Reynolds (2022) Brands personality traits, personality psychology: Journal of Marketing Research. Vol.34 (3), 347-356. noted that "an image is the psychological concept established by the consumer on the basis of a few particular impressions among the total impressions; it comes into being through an innovative process in which these selected impressions are expanded, exaggerated, and systematic". He Defined image as "the set of impressions, beliefs and ideas that a person holds about an object". On the other hand, considered brand image as "a set of perceptions related with brand associations in consumer's memory". Proposed a similar definition to Keller; brand image is referred to as "a set of associations which are generally systematized in some meaningful way".

Wright and Lynch (2023) An exploration of the brand identity-brand image linkage communications perspective. Journal of Brand Management, 12(4): 264-278. Brand image also related with the prestige and non-prestige of product. stated that the general knowledge of consumers about the product and their buying decision put great impact on brand image because brand image is directly related with the product and is very essential element of product also they said" image always define the reality of product". He argued that a brand can sustain for a long time if its image help consumer in his buying decision for the first time. Brand image plays an important role in customer's perception about overall quality of a product or service.

Keller (2023) Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity, Kogan Page, 2 Sub edition, London. Brand serves a fundamental role for differentiating goods and services from those of the competitors. The development of brand equity underlies the importance of brand in marketing strategies and hence provides clear understandings for managers and further research. He defined brand image as "a cluster of associations and attributes that consumers associate to the brand name"

RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

RESEARCH DESIGN

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure.

Sample Design

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e.) the size of the sample

Sampling Method: Here the researcher used the convenience sampling method.

The sampling technique used in this study is “convenience sampling” when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience.

Convenience sampling: This method is also called as chunk method a chunk refers to the fraction of the population to be investigated. This chunk is not selected by probability but select by judgment or convenience.

Sampling Size: A part of the population selected for the study is called sample, here the researcher took 120 as a sample size.

Data Collection

Data is collected from the customer buying the product of RK Metal roofing. The researcher had prepared a well-structured questionnaire to study the customer satisfaction.

Primary Data: The primary data is collected directly from the customers i.e. data collected with the help of questionnaire.

Secondary Data: The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc... The researcher also collected information through primary data as well as secondary data. The research instrument used for the study is interview schedule which contain both closed and open ended questions.

Statistical Tools Applied

1. Simple percentage analysis
2. Chi-square analysis
3. Correlation

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

NULL HYPOTHESIS H₀: There is no significance relationship between Occupation of the respondents and Types of products

ALTERNATIVE HYPOTHESIS H₁: There is a significance relationship between Occupation of the respondents and Types of products

Occupation * Types of products Cross tabulation						
		Types of products				Total
		Fibre cement sheets	Fibre board	Yarn	V board	
Occupation	Employee	9	0	0	0	9
	Business	18	0	0	0	18
	Industry Purpose	35	49	0	0	84
	Engineers & Others	0	17	12	10	39
Total		62	66	12	10	150

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.170E2 ^a	9	.000
Likelihood Ratio	134.858	9	.000
N of Valid Cases	150		
a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .60.			

Directional Measures						
			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Somers' d	Symmetric	.699	.022	15.464	.000
		Occupation Dependent	.686	.031	15.464	.000
		Types of products Dependent	.713	.026	15.464	.000
a. Not assuming the null hypothesis.						
b. Using the asymptotic standard error assuming the null hypothesis.						

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.699	.022	15.464	.000
	Kendall's tau-c	.571	.037	15.464	.000
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					

RESULT: Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant relationship between Occupation and types of product.

CORRELATION TEST

The table shows the relationship between the effect payments to the roofing sheets and feels about the level of preference roofing industries

A Study on Effectiveness of Brand Image among Retailer Preference towards RK Metal Roofing at Trichy

Descriptive Statistics			
	Mean	Std. Deviation	N
Payment of industries	1.84	1.069	150
Level of satisfaction	1.56	0.945	150

Correlations			
		Payment of industries	Level of satisfaction
Payment of industries	Pearson Correlation	1	.907**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	170.160	136.440
	Covariance	1.142	.916
	N	150	150
Level of satisfaction	Pearson Correlation	.907**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	136.440	132.960
	Covariance	.916	.892
	N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).			

NONPARAMETRIC CORRELATIONS

Correlations				
			Payment of industries	Level of satisfaction
Kendall's tau_b	Payment of industries	Correlation Coefficient	1.000	.833**
		Sig. (2-tailed)	.	.000
		N	150	150
	Level of satisfaction	Correlation Coefficient	.833**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
Spearman's rho	Payment of industries	Correlation Coefficient	1.000	.885**
		Sig. (2-tailed)	.	.000
		N	150	150
	Level of satisfaction	Correlation Coefficient	.885**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).				

RESULT: This is positive correlation. There is relationship between effect payments to the roofing sheets and feels about the level of preference roofing industries

FINDINGS

- Majority 86.7% of the retailers are in the gender of male.
- 60.7% of the retailers are in the age group of 31 - 40 years.

- 56% of the retailers are the occupation is industry purpose.
- 86.7% of the retailers to known that the product.
- 65.3% of the retailers are select T.V.
- Majority 44% retailers are selecting Fibre board.
- 70% of the retailers are select Yes for the reason purchased in the product.
- Majority 44% of the retailers like Lifelong.
- Majority 40% of the retailers are select Cement industries.
- The 42% of retailer's preference to secondary choice is Ramco.
- Majority 36% of the retailers prefer to Fiber roofing sheets.
- Majority 60% of the retailers said the industry does not provide any offers.
- Majority 76% of the retailers said the industry provide discount for bulk purchase.
- 56% of the retailers are paid cash.
- 70% of the retailers are satisfied about the firm.
- 58% of the respondents are said it was company response.
- Majority 44% of the respondents are said it was Normal.
- Thus the majority 64% of the respondents are said level of satisfaction is very satisfied.
- Thus the majority 90% of the retailers are satisfied to the products.
- Thus the majority 90% of the respondents are recommending to others.

CHI-SQUARE TEST

RESULT: Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant relationship between Occupation and types of product.

CORRELATION TEST

RESULT: This is positive correlation. There is relationship between effect payments to the roofing sheets and feels about the level of preference roofing industries

SUGGESTION

- The quality, need for better and specialization of various brands. Then, suggestion by the retailers preference to convenient of the infrastructure building business etc.,
- With that of the recommendations it is also recommendable to introduce fiber cement products that would make it easy on be used in rural and urban areas with understanding of their income level and products
- It suggested with the various recommendations of importance and strongly agreement preference by regular retailers and company should maintain good relationship with retailers.
- The company should provide some more margins to retailers because if it happens then the retailers will be initiated to sell more and motivated.
- There should be a maintain gap between retailers in the same region.

CONCLUSION

Understanding retailer behavior in the present scenario is extremely important as it is no longer a simple task. Now the retailer is considered to be the King. He is the price-maker and not price-taker. Earlier, there used to be a few fiber cement sheets manufacturers who held a monopoly. However, this situation has changed with the entry of other competitors,

A Study on Effectiveness of Brand Image among Retailer Preference towards RK Metal Roofing at Trichy

especially after sales promotion to various industries and others. Finally the Retailers satisfaction to comfortable for all the manufacturing and household level of multiple usages of RK Metal roofing products very effectively

Retailers are satisfied about the price, quality, channel of distribution, retailer sales support etc., but focus needs to be placed on credit period, advertising and promotional activities and to some extent on brand availability. The attitude of the retailer's and the expectations they had on the company and its distributors were studied. This would help the company to motivate its retailer's, alter its media plans and sales promotional activities. The satisfactory levels of the retailers were found out. Whether they got any difficulties in selling cement sheets were also found out. Advertisement in mass media will increase more sales.

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