



## ASSESSING BRAND PREFERENCE AND CUSTOMER SATISFACTION TOWARDS HEAT REFLECTIVE PAINT FOR TERRACE IN SOUTH INDIA

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### **Abstract**

*Business industry today is complex. There are big competitions in every business. That is why many research and study are being conducted for their continuous growth. To be successful, organizations must look into the needs and wants of their customers. A Heat Reflective Paint reflects and emits the sun's heat back to the sky instead of transferring it to the building below. Blocking the heat inside the house during summer and reflects solar heat and keeps the buildings cool and comfortable during hot summer afternoons and prevents leakage of water during monsoon season providing a protective layer and Energy saving during summer and Winter Season. This research paper explores influencing factor, reason for purchasing heat reflective paint, perception and satisfaction level towards heat reflective paint for terrace. This research paper will help paint companies to understand where they are currently and where they are supposed to go with understanding their competitors marketing plan especially in South India.*

**Keywords:** *Customer Satisfaction, Heat reflective paint and Brand preference.*

### **Introduction**

Summer heat is increasing every day and many cities in South India record temperatures above 100-110 °F (37.8-43.3 °C) or even higher. Many people, especially babies and the elderly, suffer from heat-related illnesses like perspiration, exhaustion, fever, difficulty in urination, collapse, and sometimes death due to high heat. Air-conditioners (ACs) may be able to ward off the heat, but the energy use and electricity bills will be going through your roof. With frequent cuts in grid power supply, you cannot even expect the ACs to save you from the summer heat.

Paint industry makes a wide range of products, paints (water based or solvent), varnishes, lacquers and enamels. These products show a classification as a function of their use, industrial (mining, heavy industry, naval construction, industry in general) or decorative (architectural, domestic use). A Heat Reflective Paint reflects and emits the sun's heat back to the sky instead of transferring it to the building below. Blocking the heat inside the house during summer and reflects solar heat and keeps the buildings cool and comfortable during hot summer afternoons and prevents leakage of water during monsoon season providing a protective layer and Energy saving during summer and Winter Season.

Business industry today is complex. There are big competitions in every business. That is why many research and study are being conducted for their continuous growth. To be successful, organizations must look into the needs and wants of their customers. Consumer preference is the study of the attitude of the buyers related with buying and blends elements from psychology, sociology, socio-psychology, anthropology and economics. It studies characteristics of individual consumers such as demographics, psychographics and behavioural in an attempt to understand people's wants. It also tries to assess influences on the consumers from groups. This research paper explores influencing factor, reason for using heat reflective paint, perception and satisfaction level towards heat reflective paint for terrace. This research paper will help paint companies to understand where they are currently and where they are supposed to go with understanding their competitors marketing plan especially in South India.

### **Objective of the Study**

- To identify which brand of Heat reflective paints is mostly preferred by the customer's in South India.
- To study the association between the social status of the respondents and their brand preference towards heat reflective paints.
- To find out the factor influencing brand preference of Heat reflective paints in South India.

### **Literature Review**

Turban et al. (2002) "customer service is a series of activities designed to enhance the level of satisfaction of customer. As per Patterson et al (1997) the research on satisfaction has mostly been carried out in consumer markets, while not so much is known about satisfaction and its antecedents in business-to-business markets. Customer perception is defined as the way that the customers usually view or feel about certain services and products.

However, fundamental basis of consumer's values of a brand is a unique combination of perceived quality and perceived price (Mowen and Minor, 2006) that influence pre-purchase behavior of a customer (Wall et al. 1991). Brand loyalty can be thought of in two ways that is brand loyalty as a behavior and also as an attitude. This means that marketers view brand loyalty as what brands people buy and how they feel about those brands (Sheth & Mittal, 2004). Behavioral brand loyalty is



basically a consistent repurchase of a brand by a customer. Leena Jenefta et al (2015) In their research it was found that customer delight does not differ with gender, place, marital status, monthly income, pre-budgeting but it differs with number earning member in the family, occasion of purchase and shopping companion.

## Research Methodology

### Research Design

Research design is the blue print for empirical research work that guides the researcher in a scientific way towards the achievement of the objectives. Survey method has supported the researcher to find the influencing factor, reason for using heat reflective paint, perception and satisfaction level towards heat reflective paint for terrace.

### Selection of District

The researcher identified the following district in South India .The district like Madurai, Salem Trichy, Tirunelveli, Vellor, Chennai and Nammakal recorded high temperature during the month of March 2017 to May 2017.

### Participants and Settings

Participants of the study are customers of various individuals like Government people, private people, self employed, painters, contractors and others.. The sample size selected for this research purpose constituted of 200 customers though structured questionnaire in the natural environment. Only 190 usable responses were received and the response rate was 95%. In this research, researcher used non-probability sampling by using its category of convenience sampling. The reason behind selecting convenience sampling was that because in this, the most easily accessible customers were chosen as subjects of research and it was the quickest, convenient and less expensive technique used.

### Data Collection

Data was collected from the respondents through self-administered questionnaire with minimal interface in no contrived work settings by considering individuals as unit of analysis. Data was collected by selecting age group (0-25, 26-30, 31-35, 35 & above) and gender (male, female) as nominal scale.

### Finding and Discussion

The purpose of the study was to analyze and logically present the data collected by the researcher in the light of the objective. The data of the study was gathered by use of questionnaire as the research instruments.

**Table 1: Demographic Characteristics of the Respondents**

Demographic Profile	Frequency	Percentage
<b>Gender</b>	Male	55
	Female	45
	<b>Total</b>	190
<b>Age</b>	0-25	8.42
	26-30	40
	31-35	42.63
	35 and above	8.95
	<b>Total</b>	190
<b>Marital status</b>	Married	51
	Un Married	49
	<b>Total</b>	190
<b>Educational Qualification</b>	Illiterate	6.31
	Higher secondary	8.95
	Graduate	40
	Professional	44.74
	<b>Total</b>	190
<b>Occupation</b>	Government employee	37.37
	Private employee	43.72
	Painters	7.89
	Contractors	5.26
	Self employed	5.26
	Others	0.5
	<b>Total</b>	190

Source :Primary Data

Majority i.e., 55 per cent of customers' surveyed were male and the rests of 45 per cent of respondents' were female. Out of 190 respondents' surveyed, 79.60 per cent of customers' have opined that they were highly satisfied with heat reflective paint. From the table above indicated that ,majority of 51 per cent of the respondents were married.42.6% of the respondents indicated they were between 31 – 35 years old, 44.7 per cent of the respondents indicated their academic level were professional.43.7 per cent of the respondents belongs to private employee.

**Table 2: Brand Preference towards Heat Reflective paint on Terrace**

Brand Name	No of Respondent	Percentage
Weather Coat Kool	81	42.76
Terrace-AP	69	36.45
X excel cool coat	30	15.79
Cool roof	1	0.5
Heat/solar reflective coating	2	1
Star shield	3	1.5
Others	4	2

Source: Primary Data

Majority of the respondents 42.76 per cent preferred weather coat kool, followed by 36.45 per cent of the respondent preferred Terrace AP, 15.79 percent of the respondents preferred X excel cool coat.

**Table 3: Sources of awareness to purchase Heat Reflective paint on Terrace**

Sources	No of Respondent	Percentage
Friends	71	37.4
Advertisements	31	16.32
Online resources	62	32.64
Dealers Representative	16	8.4
Relatives	10	5.24

Source :Primary Data

Out of the responses obtained from 190 customers 37.4 per cent said that they became aware of the heat reflective paint through Friends. 16.32 per cent of the customers were aware from the advisements. 32.64 per cent were aware through online resources.8.4 percent of the respondents through dealers and remaining 5.24 per cent through relatives.

**Table 4: Influencing factor to Purchase Heat Reflective paint on Terrace**

Influencing factor	I	II	III	IV	V	VI
Quality	106	30	14	21	13	6
Price	89	94	3	2	1	1
Brand Image	78	61	31	11	6	3
Availability	101	40	15	14	12	8
Warranty	76	65	15	10	14	10
Product description	97	67	16	2	5	3

Source :Primary data

Every business needs satisfaction for doing their business. The satisfaction may be due to increase in public awareness about the product/service description, quality, price, brand image availability of the paint and warranty given to their customer. So it is important to analyse the influencing factor that leads customer satisfaction of heat reflective paint using Garrett Ranking and it is projected in the table 4.

**Table 5: Garrett Ranking**

Influencing factor	Total score	Average Score	Rank
Quality	14630	77	I
Price	11970	63	II
Brand Image	10260	54	III
Availability	8740	46	IV
Warranty	6270	33	V
Product description	4370	23	VI

Source :Computed value

The above table 5 ,shows the average Garrett score and the rank assigned for each influencing factor. The first rank to “quality”, the second rank to “price’, third rank goes to “brand image”, fourth rank goes to “availability”, the fifth rank goes to “warranty’ and sixth rank goes to “product description”.

### Hypotheses Framed

**H0:** There is no significant relationship between the age and the brand preference towards heat reflective paint.

**H0:** There is no significant relationship between gender and the brand preference towards heat reflective paint.

**H0:** There is no significant relationship between the education and the brand preference towards heat reflective paint.

**H0:** There is no significant relationship between the occupation and the brand preference towards heat reflective paint.

**Table 6: Chi Square Test**  
**Relationship between respondent’s social statuses and Brand preference towards Heat Reflective paint**

Factor	Chi-Square	Table Value	Remark
Age	17.76	21	Accepted
Gender	8.09	9.49	Accepted
Education	12.95	21	Accepted
Occupation	3.86	21	Accepted

Level of Significance: 5 per cent

The above empirical data analysis indicates that the calculated chi-square are less than the table value at 5 per cent level of significance. Hence it has been inferred that there exists no association between age, gender, education and occupation

### Conclusion

Managing customer satisfaction as a key performance indicator is paramount to any contemporary services business. The customer expectations and perceptions of product/service must understand properly by the retailer. From this research paper it clearly confirmed that the quality played important role towards customer satisfaction of heat reflective paint in south India. The Findings in the paper show that there are many significant factors that together make up the buying decision of the product. Customers’ perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. The satisfaction brings in the retention of customer.

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