

Impact Of Advertising On Paint Industry –A Case Study Of Nippon Paints

Dr.U.Kanaka Rao¹,

Associate Professor, Department of Business Management, Swarna Bharathi Institute of Science & Technology, Khammam.,Telangana, INDIA.

&

D. Udaya Shekhar²,

Assistant professor, Department of Business Management, Madawalabu University, Ethiopia.

ABSTRACT: In this present paper an attempt is made to understand and analyze impact of advertising on paint industry especial with reference to NIPPON paints. Advertising involves the process wherein a message is designed so as to promote a product, a thought, an idea or even a service. The concept of advertising has assumed a dynamic form with the use of the various mediums of communication. From newspapers, magazines, posters, neon and fluorescent signboards, billboards to the commercials on TV, web advertising, laser shows to inflated high rise figures and objects, advertising has come a long way. Individual businesses as well as multinational firms all need to advertise. It is used in different fields for different purposes, while politicians, social organizations, government special groups need to advertise their motto, national airlines, automobile manufacturers, food and consumer goods manufacturers have to reach the consumer. Even the approach taken varies depending on several factors. Advertising, as an effective medium, uses a variety of practices to create effective advertisements. Slogans and product characters are created to catch the attention of the viewers..

PRELIDE

The history of Indian Paint Industry is as old as the history of the Indian people. The earliest examples of Indian painting are cave paintings going back to 10,000 B.C. The tradition of painting in Indian subcontinent grew and developed over time, resulting in a fully developed and finest style, incorporating the culture and faith of the region and religion. Indian paints always embrace rich color and clear symbolism, using specific iconography to make religious figures clearly recognizable. History of Indian Paint has fascinated culture throughout the years. Color has been the major attraction for more than 20,000 years. Two anthropologists conducted a worldwide study of color naming in 1960's. Many languages only contained two color they are the white (light) and black (dark). Today after all the research and finding we have numerous combination colors of : black, white, red, orange, yellow, green, blue, purple, pink, grey and brown. Paint is generally made up of a pigment.

Nippon Paint was founded in 1881. Nippon Paint (Singapore) Co. Pvt. Ltd. is an affiliate of Nippon Paint Japan with experience in paint technology. In 1971, Nippon Paint established a 50/50 joint venture with Bee Chemical which was named Nippon Bee Chemical Co. Ltd. In 2006, it became a wholly owned subsidiary of Nippon Paint. Nippon Paint Singapore was established in 1962. Nippon Paint was established in Tokyo by Mr. Moteki Jujiro in 1881 and is now the largest paint manufacturer in Asia. We pioneered the first paint plant in Japan and have grown as the world's leading international paint manufacturer. We believe that our customers are the reason for our success over the last century. Capturing "Innovation, Service and Leadership" as the three key principles, Nippon Paint visualizes a rewarding future by harmonizing people, nature and society.

Advertising (or advertizing) is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support. In Latin, ad vertere means "to turn toward". The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

RATIONALITY OF THE PAPER

The particular present paper has been chosen because every organization requires advertising which play a key role in today's market. So it is important to know how far these activities create Brand awareness in the minds of customer and influencing them to purchase the product and service and also need to increase the quality, creativity & utilization of technology in the advertisements & sales promotions. As India's painting network is developing at a fast pace, Indian Painting Industry is growing too. Also, the Painting industry has strong backward and forward linkages and hence provides employment to a large section of the population. Thus the role of Advertising in Painting Industry is very essential in Indian economy to create provide information about its products and services to its target customers. The NIPPON PAINT has taken initiative to serve its clients to the fullest possible for extending its service to do study and to get the feedback from customers of NIPPON PAINT. It takes suggestion from the customers and helps the industry to improve its quality based up on the opinions of the customers. In view of this, the present study has been taken up.

REVIEW OF LITERATURE

The sales effect refers to the assessment of the capability of advertising to affect the sales volume and/or the market share, regardless of the possible influence of other variables. For Batra et al. (1995), the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory (Chamberlin, 1948). The advertising is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable, i.e. sales. The aim is to seek the best combination of the determinants of the sales increase.

Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior (Moingeon, 1993). The role of advertising and consumption in the society change is a very fertile topic. Sociology has examined how advertising influences opinions, attitudes and behaviors of individuals and social groups.

There are two opposite sociological perspectives to the advertising function in contemporary society. The first maintains a positive approach to advertising. It is believed that the role advertising is to better organize economic and social relations, to harmonize social behaviors, to make people adhere to common values and to help them to better live together without problems. The second approach is, by contrast, rather critic, because advertising tends to generate a mass consumption. In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values (Friedman, 1979).

OBJECTIVES

- To know the effectiveness of advertisement in increasing the sales of the NIPPON PAINTS.
- To identify the customer priority towards different attributes of advertisements.
- To know the perceptions of customers about NIPPON PAINT advertisement.

METHODOLOGY:

Methodology

The data collected for the preparation present paper is gathered from the sources which includes primary and secondary.

Primary Source

Majority of primary data is gathered by making a sample survey of 77 Respondents consisting of cross section of these societies were selected on a random basis a schedule has been designed and administered among all the 77 Respondents the summary was carried out in Khammam City. For analysis and interpretation of the data percentages were used.

Secondary Source

A part of the data is also gathered through the secondary sources which include company website, previous reports, annual reports, magazines and other published articles.

ANALYTICAL TOOLS FOR STUDY

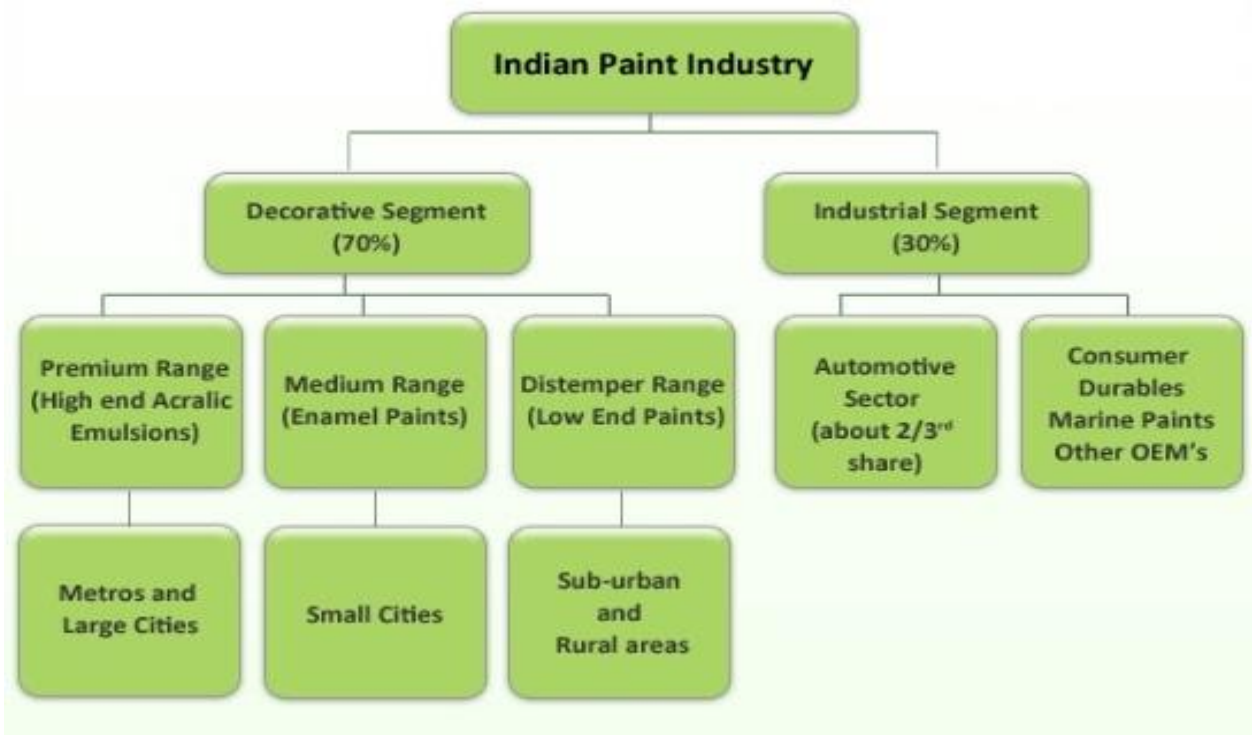
Statistical Tools used for analyzing the study data includes Simple Averages, Percentages, and Totals. But for, it is of descriptive nature and does not establish a casual relationship between characteristics chosen for study. Therefore, it does not involve use of any quantitative methods

SCOPE OF THE STUDY:

The present study covers a brief profile of NIPPON PAINT and Effectiveness of advertisement in increasing the sales of the NIPPON PAINT, and the customer priority towards different attributes of advertisements looks in to the way in which advertisements create awareness in minds of customers. And sort to explore the opinions of correspondents about the advertisement of NIPPON PAINT. To present study was taken only in KHAMMAM city of telangana state. The above study is taken from 77 samples was taken on the basis of convenience sampling.

OVERVIEW OF INDIAN PAINT INDUSTRY

Indian paintings historically revolved around the religious deities and kings. Indian art is a collective term for several different schools of art that existed in the Indian subcontinent. The paintings varied from large frescoes of Ajanta to the intricate Mughal miniature paintings to the metal embellished works from the Tanjore school. The paintings from the Gandhar – Taxila are influenced by the Persian works in the west. The eastern style of painting was mostly developed around the Nalanda school of art. The works are mostly inspired by various scenes from Indian mythology. The earliest Indian paintings were the rock paintings of prehistoric times, the petro glyphs as found in places like the Rock Shelters of Bhimbetka, and some of them are older than 5500 BC. Such works continued and after several millennia, in the 7th century, carved pillars of Ajanta, Maharashtra state present a fine example of Indian paintings, and the colors, mostly various shades of red and orange, were derived from minerals. Ajanta Caves in Maharashtra, India are rock-cut cave monuments dating back to the 2nd century BCE and containing paintings and sculpture considered to be masterpieces of both Buddhist religious art and universal pictorial art.



The types of paints available in the market and their utility are:

- **Acoustic Paint:** specially designed for acoustic tiles
- **Alkyd Resin Paint:** good trim, doors, faux finishes and other maximized use areas
- **Drip less Paint:** This paint is thicker and is most suitable for application on ceilings

- **Latex Paint:** good for applicability and it dries much quickly & easier to wash.
- **One-Coat Paint:** It is the more expensive version of the latex and alkyd paints and is mostly chosen for surfaces that require flawlessness in color.
- **Primers:** paint used in the initiation for all interior paint works.
- **Rubber-Base Paint:** This is best for concrete and bricks.
- **Textured Paint:** If need is to cover any flawed surface in your house get this paint. It works well on ceilings.

OVERVIEW OF NIPPON PAINTS

Relocation of manufacturing facilities overseas progressed rapidly in the latter half of the 20th century and is expected to grow in the 21st century. Nippon Paint took its first step toward globalization when it set up a joint venture in Singapore in 1962. We now have about 30 companies spread throughout Asia, North America and Europe, including production plants and offices, which are driving our overseas expansion. Competition will become ever more intense and global, and an international response will be essential to survive. Based on extensive overseas operations we have built up over the last half-century, we are determined to become a dominant player, operating in a borderless manner as a genuine multinational corporation. "Nippon Paint" will become a household word across the world. Nippon Paint is based in Japan and has over 130 years of experience in the paint industry. The number one paint manufacturer in Asia, and among the leading paint manufacturers of the world

SCENARIO OF ADVERTISING

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC.

In ancient China, the earliest advertising known was oral, as recorded in the Classic of Poetry (11th to 7th centuries BC) of bamboo flutes played to sell candy. Advertisement usually takes in the form of calligraphic signboards and inked papers. A copper printing plate dated back to the Song dynasty used to print posters in the form of a square sheet of paper with a rabbit logo with "Jinan Liu's Fine Needle Shop" and "We buy high quality steel rods and make fine quality needles, to be ready for use at home in no time" written above and below is considered the world's earliest identified printed advertising medium.

In Europe, as the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, instead of signs that read "cobbler", "miller", "tailor", or "blacksmith" would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers.

STUDY OF ANALYSIS

Table 1. Age of the Respondents

S. no	Options	No. of Respondents	% of Respondents
1	Below 30	24	31
2	31 – 40	21	27
3	41 – 50	26	34
4	51 & Above	6	8
5	Total	77	100

Source: primary data

Table 2. Gender of the Respondents

S. no	Option	No. of Respondents	% of Respondents
1	Male	68	88
2	Female	9	12
3	Total	77	100

Source: primary data

Table 3. Respondents place of living

S. no	Option	No. of Respondents	% of Respondents
1	Rural	32	42
2	Urban	45	58
3	Total	77	100

Source: primary data

Table 4. Income per month of the Respondents

S. no	Option	No. of Respondents	% of Respondents
1	Below 5000	8	10
2	5000 - 10000	22	29
3	10000 – 20000	33	43
4	20000 & above	14	18
5	Total	77	100

Source: primary data

Table 5. Occupation of the Respondents

S. no	Option	No. of Respondents	% of Respondents
1	Student	7	9
2	Employee	26	34
3	Business Man	20	26
4	Others	24	31
5	Total	77	100

Source: primary data

Table 6. Have you ever seen the advertisement of NIPPON PAINT

S. no	Option	No. of Respondents	% of Respondents
1	Yes	61	79
2	No	16	21
3	Total	77	100

Source: primary data

Table 7. Which factors influenced you to purchase the NIPPON PAINT

S. no	Option	No. of Respondents	% of Respondents
1	Company Goodwill	25	33
2	Technology Innovation	34	44
3	More Shades	10	13
4	Prices & References	8	10
5	Total	77	100

Source: primary data

Table 8. How did you come to know about the NIPPON PAINT

S. no	Option	No. of Respondents	% of Respondents
1	Outdoor Media	11	14
2	Family & Friends	49	64
3	Advertising	16	21
4	Others	1	1
5	Total	77	100

Source: primary data

Table 9. What factors makes you to prefer the NIPPON PAINT

S. no	Options	No. of Respondents	% of Respondents
1	Reasonable Price	16	21
2	Performance	21	27
3	Durability	30	39
4	Others	10	13
5	Total	77	100

Source: primary data

Table 10. Which types of channels makes you remember the more about NIPPON PAINT

S. no	Options	No. of Respondents	% of Respondents
1	Television	48	63
2	Newspaper	16	21
3	Internet	5	6
4	If other specify	8	10
5	Total	77	100

Source: primary data

Table 11. How do you rate the advertisement of NIPPON PAINT when compared with other competitors?

S. no	Options	No. of Respondents	% of Respondents
1	Excellent	8	10
2	Good	19	25
3	Average	40	52
4	Poor	10	13
5	Total	77	100

Source: primary data

Table 12. Does the impact of advertisement plays role in increasing the seals of NIPPON PAINTS

S. no	Option	No. of Respondents	% of Respondents
1	Yes	77	100
2	No	0	0
3	Total	77	100

Source: primary data

Table 13. Does the NIPPON PAINT's advertisement convey you enough information

S. no	Option	No. of Respondents	% of Respondents
1	Yes	43	56

2	No	34	44
3	Total	77	100

Source: primary data

Table 14. Which element in the advertisements will influence you more

S. no	Options	No. of Respondents	% of Respondents
1	Personality	8	10
2	Music	15	20
3	Message	19	25
4	Picturization	35	45
5	Total	77	100

Source: primary data

Table 15. On what basis you remember the advertisement

S. no	Option	No. of Respondents	% of Respondents
1	Creativity	17	22
2	Celebrity	10	13
3	Frequent Appearance	41	53
4	Slogans	9	12
5	Total	77	100

Source: primary data

Table 16. To whom you like as an Ambassador in NIPPON PAINT's advertisement

S. no	Option	No. of Respondents	% of Respondents
1	Sports Person	30	39
2	Film Star	25	32
3	Models	13	17
4	Others	9	12
5	Total	77	100

Source: primary data

Table 17. How happy you are with the services provided by the NIPPON PAINT's

S. no	Options	No. of Respondents	% of Respondents
1	Very Happy	12	16
2	Happy	38	49
3	Unhappy	27	35
4	Total	77	100

Source: primary data

Table 18. How excited you are with NIPPON PAINT's advertising

S. no	Options	No. of Respondents	% of Respondents
1	Very Excited	27	35
2	Excited	30	39
3	Not Excited	20	26
4	None of the above	0	0
5	Total	77	100

Source: primary data

SUMMARY OF FINDINGS

- 34% of respondents are belongs to the age group of 41 – 50 years and majority of respondents belongs to male category.
- Majority of respondents from the urban and 43% of respondent's income in between the Rs. 10000 – 20000, very few percentage respondents' income is below Rs. 5000.
- 34% of respondents are employees, 26% of respondents are businessman and 79% of respondents seen the advertisement of NIPPON PAINT.
- 44% of respondents are influenced by the technology innovation, 33% of respondents are influenced by the goodwill and 64% of respondents known about the NIPPON PAINT through the family & friends.
- 33% of respondents said that durability made them to prefer the NIPPON PAINT and 63% of respondents said that television make them remember the more about NIPPON PAINT.
- 52% of respondents rated NIPPON PAINT advertisement is average when compared with other competitors, very few respondents said it is excellent and all respondent's thinks that impact of advertisement plays role in increasing the seals of NIPPON PAINT.
- Majority of respondents said that NIPPON PAINT advertisements convey enough information and also 45% of respondents are influenced by the picturization in NIPPON PAINT advertisement.
- 53% of respondents said that frequent appearance is for recalling the NIPPON PAINT advertisement and 39% of respondents liked sports persons in NIPPON PAINT advertisement as ambassador.
- 49% of respondents happy with the service provided by the NIPPON PAINT and 39% of respondents excited with NIPPON PAINT advertisement.

SUGGETIONS: Keeping in view of the above findings the following suggestions are offered to Nippon paints to improve its advertisement efficiency to increase its market share.

- It is advised the company to focus on all age groups and also try to attract female category of people.
- It is advised the company to focus on the rural people and design the products for the low range people.
- It is advised the company also focus on other occupation of people and improve the advertisement to increase the seals.
- It is advised the company introduce the more shades and low price products and improve the advertisement activates and outdoor media to know about the NIPPON PAINT.
- It is advised the company focus on the paint performance and focus on the newspaper and internet channels to remember the NIPPON PAINT.
- It is advised the company care about the advertisement to convey enough information and focused on the other factors in advertisement.
- It is advised the company improve the creativity and slogans in advertisement for the recalling the advertisement and company introduce the sport person as the ambassador in NIPPON PAINT advertisement.
- It is advised the company improve the service till customer felt very happy and improve the advertisement as the customer excitement.

CONCLUSION:

In India the last decade of the 20th century was witnessed a phenomenal growth in Advertising business. The growth rapidly increased from 17.1% to 49.5% in 1995 this was due to the first major economic boom in the country. Since The growth Rate has been slowing down and has settled at most 21% in 2004-2014 Analysis believe that the Growth figure of 49.5% was the outcome of an irrational Response to Economic Liberalization. Companies are responding positively to the challenges are



taking advantage of New opportunities some Business are readjusting and some other proactive in The New business and Economic Environment.

For many it has become a matter of survival Advertising and other forms Of Promotional have now become an integral part of our Social and Economic system. The Ability of Advertising to deliver The carefully Prepared messages to target Audience has Accorded them a major Role in marketing Efforts by Domestic and Foreign Business House Are Increasing The Emergence and Growth of New Technologies availability of New media and Media vehicles and increase in middle class income and Aspirations have contributed to the Phenomenal increase in the level of Advertising the race is on to Attract, create, offer more Value to retain customers.

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