

# A Study on Brand Identity at Asian Paints

B. S. Nidhi

*Student, Department of Commerce and Management, Mount Carmel College, Bengaluru, India*

**Abstract:** In the present markets, organizations rival marks as opposed to with items. The procedure of brand building incorporates the development of a visual brand personality, imparted adequately to the outside world. Visual brand personality components -, for example, logos, text styles, hues, symbolism, arrangement and media - are utilized to unmistakably express immaterial included estimations of character, for example, identity attributes, character characteristics and sensations (locate, contact, sound, smell, taste). . It is the manner by which an association tries to distinguish itself. It speaks to how an association needs to be seen in the market. Picture and consistency assume a tremendous job in marking. The notoriety of the item is basic to the marking results. The job of brands is to help guarantee the organization's personality. The identification of a brand is an acknowledgment factor and realizing, which will mean certain shopper conduct. Buyers will together with their past involvement in brand mindfulness, securing brands that address their issues and wants.

**Keywords:** Branding, brand identity, brand value.

## 1. Introduction

Brand personality is the way a business presents itself to, and needs to be seen by, its buyers. Brand personality is unmistakable from brand picture. The previous relates to the expectation behind the marking: the manner in which an organization picks its name; plans its logo; utilizes hues, shapes and other visual components in its items and advancements; makes the language in its promotions and trains representatives to associate with clients — all with the objective of developing a specific picture in buyers' brains. Brand picture is the genuine consequence of these endeavours, effective or unsuccessful.

Brand way of life as the idea states, brand personality is the manner by which an organization is being recognized. The consistency of this brand character is shaped by its highlights like culture, vision, identity, situating, introductions, connections and other importance convictions pursued by the element. Further, brand personality will be changed in at least one of the accompanying parts so as to result the ideal brand picture: logo, attire, signage, stationery, promoting guarantee, messages and activities, items and bundling, feelings and different segments. We additionally prefer to consider these parts as the vehicle that prompts the pointed brand picture. Brand character is the bearing the vehicles must pursue to achieve their goal, to be specific the client's discernment. Usually for organizations to utilize procedures of marking so as to impart their personality and their incentive to potential shoppers and partners. It is the specific offices or outer offices

the ones that must pass on and build up a reasonable brand character technique. All together for a brand to separate itself, it must pursue a perplexing procedure thinking about the parts of a particular significance.

## 2. Review of literature

- *Building Brands Identity by Sabin Mindrut and Adriana Manolica* It is commonly realized that the decisional procedure with respect to pick or not to pick a brand is controlled by recounted proof. Having an extraordinary item without a solid recognizable proof isn't sufficient. In the event that a potential client can identify with past involvement with the character of a brand, he most likely built up a brand picture and is bound to incline toward that particular brand.
- *Brand Image Development by Vilniaus kolegija:* The article investigations the brand picture idea, brand advancement organize, and the brand picture significance. So as to make a solid brand picture, the client must be given the organized data, which is put away in its memory and mindfulness shape and improve the brand affiliations. To make a client enthusiastic connection to the brand, it is important to utilize the trademark passionate boosts. The source working client makes the brand picture: the client experience (item use), companions and colleagues evaluations, data in mass correspondence media and brand publicizing. It is imperative that all the recorded sources to give a similar data and consistently include more clues about the brand.

## 3. Statement of the problem

Competition is very high in today's marketplace. Every organization is therefore determined to differentiate their brands and service offerings compared to their competitors. In effect, everybody is trying to have unique features in their brand and market them. If organizations want to succeed in this space, they need to assess their brands honestly else similar me-too brands are out there in the market which can destroy their entire marketing efforts. Brands suffering from symmetry syndrome will find it difficult to survive in the market after some time. The wide growth of global product affects the sales of domestic products. Promotional activities in less in India.

Table 1  
 Gender \* strong brand identity Cross tabulation

Count		Strong brand identity					Total
		Discount	Good value added service	Others	Price	Quality	
Gender		0	0	0	0	1	1
	Female	8	8	0	4	29	49
	Male	8	9	1	8	25	51
Total		16	17	1	12	55	101

Table 2  
 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.512 <sup>a</sup>	8	.898
Likelihood Ratio	4.285	8	.831
N of Valid Cases	101		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .01.

**A. Scope of the study**

- To demonstrate value to the customers
- To generate new customers
- To highlight the extent to which the marketing of global product impacts the consumer perception.
- The area of scope is limited to the segment selected within Bangalore further, the scope is narrowed down only to the study of the identified segments.

**B. Objectives of the study**

- The understand the concept Brand Identity and Consumer Behavior.
- To evaluate the present Brand Identity position of the company.
- To analyze the influence of Brand Identity on Consumer Behavior.
- To give suggestions to the Company based on the findings.

**4. Research methodology**

The study is descriptive in nature. The primary data is been collected through personally interviewing with the help of a structured questionnaire. Secondary data is derived from various articles and books written by famous authors which include number of professors of foreign as well as Indian universities.

**A. Limitations of the study**

- Number of respondents are only 100.
- The report fully depended on the secondary data.
- The study covers only limited factors.

**5. Data analysis and interpretation**

**A. Gender wise Representation**

**1) Crosstabs**

- This study involves more number of female

respondents than male.

- This study states that more number of female are more likely opt for quality over other factors.

**B. Relationship between gender of the respondents and their attitude towards brand identity**

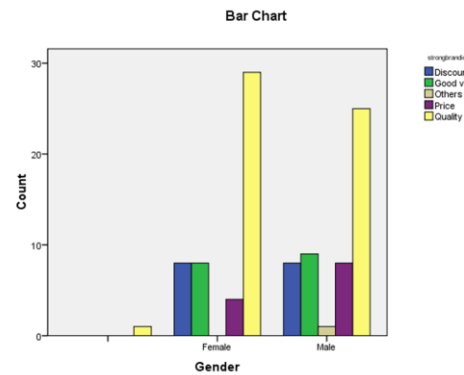


Fig. 1. Bar chart

**6. Findings**

- The first and foremost observation that has made from the study is that "Asian Paints" is the leader in the industry of paints. It has a very high brand equity in the market.
- According to observation of the survey, price is the dominating factors, which influences the purchasing decision of the respondents followed by quality, company, coverage and service. Comparing to competitors Asian Paints company Price is high.

**A. Suggestions**

- Company should maintain the customer records.
- Company must look after there is a close relationship between sales representatives and dealers with the customers.

### **7. Conclusion**

The brand improvement depends on the item uniqueness and unmistakable attributes, important to the client, just as choosing the proper compartment, its shape, shading, brand name, brand character, and so on. On the off chance that the brand in the market is seen well, the organization has results of the brand which can be sold more lavishly than comparative products sold by contenders, while a positive corporate picture assessment takes into consideration progressively proficient execution of the organization's promoting system to get an increasingly good evaluation of the organization's advancement exercises and defeats the emergency and development introduction issues.

### **References**

- [1] <http://www.asianpaints.com/>
- [2] <https://simplicable.com/new/brand-identity>
- [3] [http://cmrindia.com/external/reports/CMR\\_Paints\\_Study\\_IMG\\_Report\\_2016.pdf](http://cmrindia.com/external/reports/CMR_Paints_Study_IMG_Report_2016.pdf)
- [4] [http://shodhganga.inflibnet.ac.in/bitstream/10603/79435/8/08\\_chapter%201.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/79435/8/08_chapter%201.pdf)
- [5] [www.directoryone.com/articles/the-importance-of-brand-name-recognition.html](http://www.directoryone.com/articles/the-importance-of-brand-name-recognition.html)
- [6] <https://www.managementstudyguide.com/brand-identity.htm>