

Brand Recall of Color coated Roofing Sheets in Bangalore B2B Market

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Abstract— Brand Recall is the extent to which a brand name is recalled as a member of a brand, product or service class, as distinct from brand recognition. Common market research usage is that pure brand recall requires “unaided recall”. Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. It is measured as ratio of niche market that has former knowledge of brand. Brand awareness includes both brand recognition as well as brand recall. Brand recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard. While brand recall is the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned. It is generally easier to recognize a brand rather than recall it from the memory Building brand awareness is essential for building brand equity. It includes use of various renowned channels of promotion such as advertising, word of mouth publicity, social media like blogs, sponsorships, launching events, etc. To create brand awareness, it is important to create reliable brand image, slogans and taglines. The brand message to be communicated should also be consistent. Strong brand awareness leads to high sales and high market share. Brand awareness can be regarded as a means through which consumers become acquainted and familiar with a brand and recognize that brand.

Key words: Loyalty, customer satisfaction, awareness, market share, customer complaints, perceived quality

I. INTRODUCTION

With the intensifying of economic globalization and accelerations of production factor flows between countries, firms produce more diversified products, customers has more power in products choosing, and current market competition has become more competitive. Relying solely on production or product strategy is unable to meet requirements of current market development. Therefore, companies need to find a new way to gain profit. In commercial practices, customer loyalty has become a widespread concern. Fostering and maintaining a loyal group of customers has become an important strategy for winning market. That is why customer loyalty management exists. Customer loyalty management has become an urgent issue in customer relationship management theory development and corporate marketing practice.

II. BRAND AND BRANDING

The last decade marked a elaborate display of the answer to why branding has emerged as a top management priority. Academic researchers have explored a number of different brand-related topics out of the drive from intense industry interest.

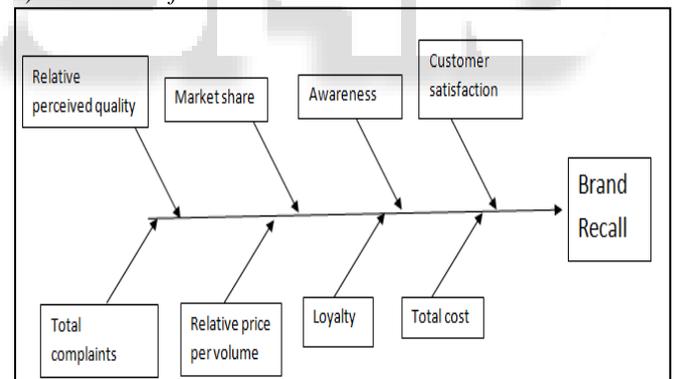
Brands serve several valuable functions. At their most basic level, brands serve as markers for the offerings of a firm. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and/or engender trust. Brands are built on the product itself, the accompanying marketing activity, and the use (or non-use) by customers as well as others.

Brands thus reflect the complete experience that customers have with products. Brands also play an important role in determining the effectiveness of marketing efforts such as advertising and channel placement. Finally, brands are an asset in the financial sense. Thus, brands manifest their impact at three primary levels – customer-market, product-market, and financial-market.

The value accrued by these various benefits is often called brand equity.

A. Brand Recall

1) Elements of brand recall



Brand Recall = Function of (Market share, Relative perceived quality, relative price per volume, total cost, loyalty, total complaints, Awareness and customer satisfaction)

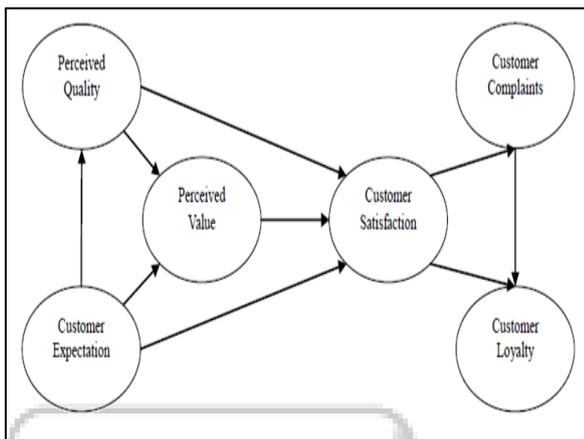
III. RELATIVE PERCEIVED QUALITY

The concept of perceived quality can be defined as the consumer’s judgment about a product’s overall excellence or superiority. There is a distinct consumer trend to become more demanding with regard to quality (e.g., Leonard and Sasser 1982, Takeuchi and Quelch 1983, Sloan et al. 1984, Berry et al. 1985, Folkers 1986). It has been argued that the search for quality is the most important consumer trend of the 1980s (Parasuraman et al. 1985). There is a distinct consumer trend to become more demanding with regard to quality (e.g., Leonard and Sasser 1982, Takeuchi and Quelch 1983, Sloan et al. 1984, Berry et al. 1985, Folkers

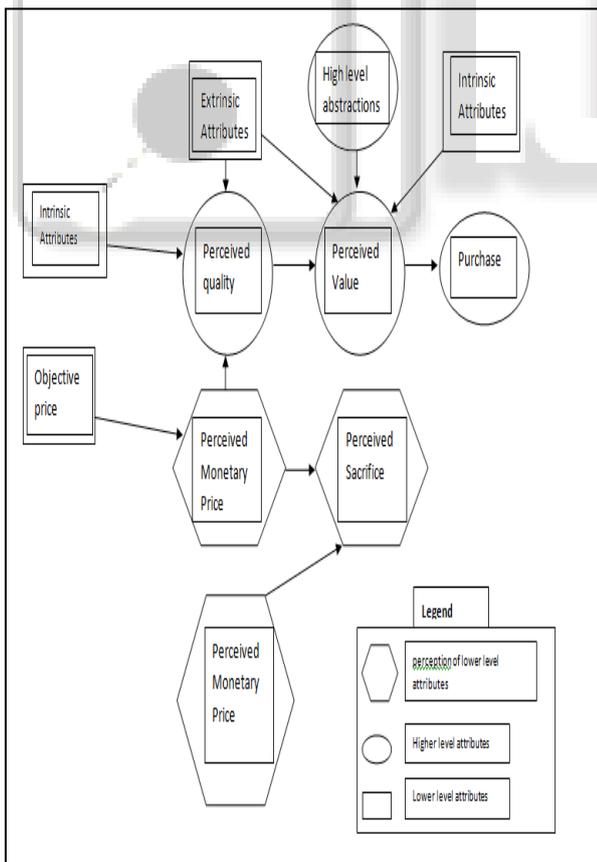
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A. Elements of relative perceived quality

- Performance
- Features
- Conformance with specs,
- Reliability
- Durability
- Serviceability
- Fit and finish



B. ASCI Model



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C. Market share

How does satisfying customers affect profitability and market share? The value of satisfaction rests on its relationship to choice and market share. An empirical analysis indicates that the order of entry of a brand into a consumer product category is inversely related to its market share. Market share is modeled as a log linear function of order of entry, time between entries, advertising, and positioning effectiveness.

Market share is said to be a key indicator of market competitiveness- that is how well a firm is doing against its competitors. “This metric, supplemented by changes in sales revenue, helps managers evaluate both primary and selective demand in their demand in their market. That is , it enables them to judge not only total market growth or decline but also trends in customers selections among competitors. Generally, sales growth resulting from primary demand (total market growth) is less costly and more profitable than that achieved by capturing share from competitors. Conversely, losses in market share can signal serious long-term problems that require strategic adjustments. Firms with market shares below a certain level may not be viable. Similarly, within a firm’s product line, market share trends for individual products are considered early indicators of future problems and opportunities.

D. Customer Satisfaction

1) Elements of Customer Satisfaction

- Perceived value
- Perceived quality
- Customer expectation
- Customer complaints
- Customer loyalty

E. Loyalty

- Cunningham (1956): Consumer loyalty is measured by the number of purchasing certain brand to the number of total purchasing in a certain period. 50% is a criterion to distinguish between loyal and non-loyal.
- Jacoby (1971): Loyalty is a result based on psychological process that leads to customer buying behavior. Customers’ brand preference involves acceptance, neutrality and refuse. Disperse gap or quantity is used to measure consumer loyalty
- Dick & Basu (1994): Customer loyalty is determined by relationship between relative attitude and repeated purchase. Customer loyalty is influenced by attitude and behavior. In addition, social norms and environment will also interfere with strength of this relationship

- James & Sasser (1995): Customer loyalty is a willingness to buy particular products or services in the future. There are two types of customer loyalty: long-term loyalty and short-term loyalty. Long-term loyalty means customer will choose to purchase a product for a long time and this preference is hard to change. Short-term loyalty means that if customer has a better provider or product selection, he will leave at once. We measure customer loyalty in three ways: (1) Repurchase intention. (2) Basic behavior: purchase frequency, purchase quantity, last purchase time. (3) Derivative behavior: reputation publicly, recommended other customers to buy products

1) *Elements of loyalty*

- Reciprocity
- Commitment
- Authority
- Social proof
- Liking
- Scarcity
- Recency illusion
- Clustering
- Verbatim

F. *Awareness.*

Rossiter and Percy (1987) describe brand awareness as being essential for the communications process to occur as it precedes all other steps in the process. Without brand awareness occurring, no other communication effects can occur. For a consumer to buy a brand they must first be made aware of it. Brand attitude cannot be formed, and intention to buy cannot occur unless brand awareness has occurred (Rossiter & Percy 1987; Rossiter et al. 1991). In memory theory, brand awareness is positioned as a vital first step in building the “bundle” of associations which are attached to the brand in memory (Stokes 1985). The brand is conceptualized as a node in memory which allows other information about the brand to be “anchored” to it (Aaker 1991b). The conceptualization of a network of brand associations in memory with the brand as a central core has been put forward by many others (eg. Keller 1993; Holden 1993; Holden & Lutz 1992).

Awareness of a product is the ability to bring it to mind and has been considered an important determinant of choice. Practitioners and consumer researchers alike have been interested in indicators of memorability, since brand recall may play an important role in determining whether a product is considered for purchase at all. This notion of the evoked set (Howard and Sheth, 1969), Campbell, 1969; Narayana and Markin 1975,) posits that a set of brands or products are retrieved by consumers and considered for purchase. Various standard measures such as aided and unaided brand name recall and top-of-mind awareness, rest on the assumption that the ability of the consumer to remember a brand or product will strongly affect the profitability of its being considered purchase.

1) *Types of Awareness*

- Not aware
- Aware
- Not Tried

- Tried
- Not repeated,
- Repeated,
- Loyal to other brands,
- Switcher,
- Loyal to brand

G. *No of complaints*

Regardless of the quality policies, manufacturing innovations and sophistications, there always opens up areas of customer grievances and complaints. Complaints arise, and they are classified as:

Goods	Services
Product defects	Service failures
Consumer didn't like product anymore	Billing
Product did not fit	Scheduling
Product damaged in delivery	Slow service
Product not compatible	Pricing
Poor product design	Inappropriate employee behavior
Product was lost in shipping	Poor repair work
Product not delivered when promised	Damaged product while in repair
Billing errors	Lost reservation
Wrong product sent	Consumer no longer needs service

IV. SURVEY RESULTS

The roofing sheet material is made of either galvanized or galvalume. The steel manufacturers prepare the material in form of sheets or coils and distribute the finish products.

Out of the 52 retailers found and approached, 27 were selected as final sample. I sent questionnaires through mail, made survey online and gave hardcopies of survey questionnaire directly to the shops. Data were collected from the sources through combination of phone-in-interviews, face to face interviews, online surveys and mails.

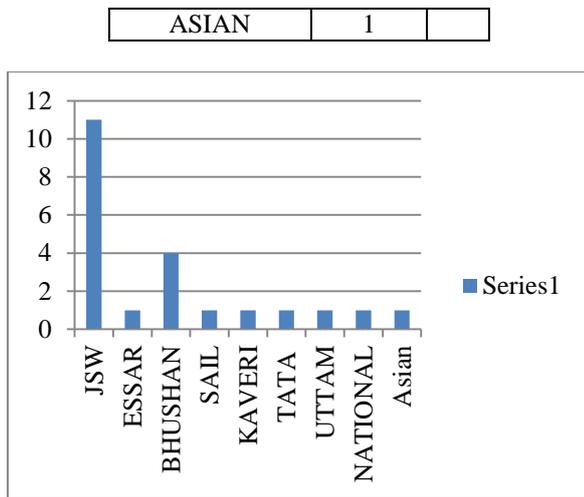
ESSAR Steel stock is collected by retailers from ESSAR hyper mart

Distributor of JSW based on N.R road: Steel Sun Manufacturers identified were Jsw, Tata, Essar, SAIL, Bhushan, Uttam, Kaveri, National and Asian.

Data was collected through different role plays, of a customer, a postgraduate student, JSW intern and combinational role of both intern and VTU researcher. Color coated products comes as sheets and coils. Some retailers sell the stock based on its weight. Most of the sell coated products based on its thickness.

A. *From Which Supplier Do You Collect Color Coated Roofing Sheets?*

Manufacturers	Total dealers
JSW	11
ESSAR	1
BHUSHAN	4
SAIL	1
KAVERI	1
TATA	1
UTTAM	1
NATIONAL	1



BHUSHAN	7
SAIL	2
KAVERI	1
TATA	1
UTTAM	1
NATIONAL	0

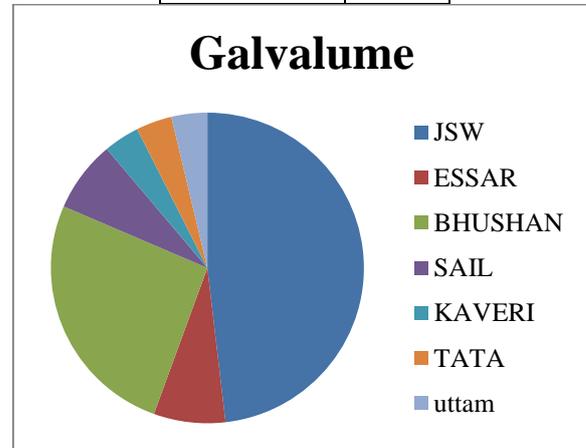


Fig. 4.3: Market share galvalume

B. Share of galvanized and galvalume products

1) Galvanized

Manufacturers	dealers
JSW	15
ESSAR	2
BHUSHAN	6
SAIL	1
KAVERI	0
TATA	1
UTTAM	3
NATIONAL	1

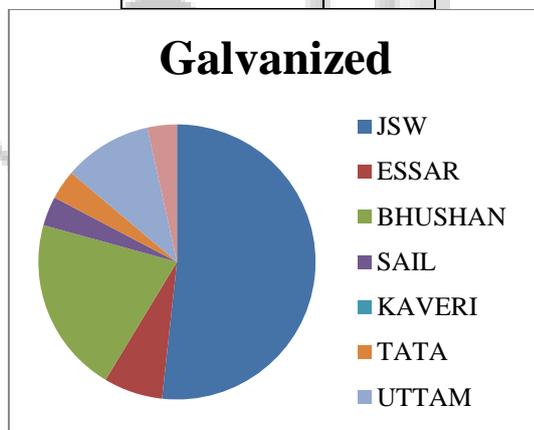


Fig 4.2 : market share galvanized

C. Market share (Galvanized color coated)

JSW	52%
ESSAR	7%
BHUSHAN	21%
SAIL	3%
KAVERI	3%
TATA	3%
UTTAM	10%
NATIONAL	3%

1) Galvalume

Manufacturers	dealers
JSW	13
ESSAR	2

D. Market share (Galvalume color coated)

JSW	48%
ESSAR	7%
BHUSHAN	26%
SAIL	7%
KAVERI	4%
TATA	4%
UTTAM	4%
	3%

Table 4.1: Market share percentage

E. Profitability and overall

Number of traders who opined about the brand quality, profitability and performance in scales of “excellent, average and poor”.

	Excellent	Average	Poor
Jsw	12	2	
Tata			2
Uttam	2	1	
Sail			
Bhushan	3		
Kaveri		1	
Asian			

Table 4.2: Profitability and overall

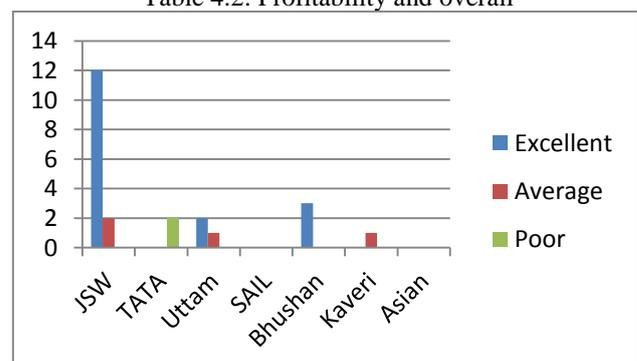
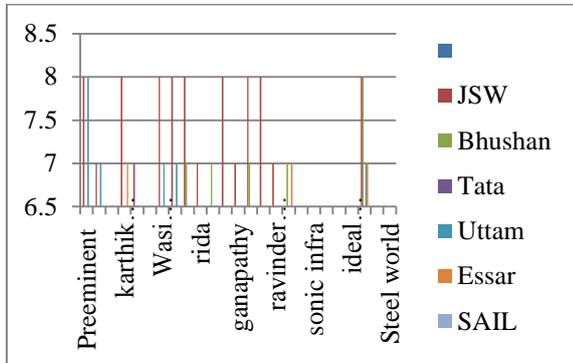


Fig 4.4: Profitability and overall

F. Brand Ratings by retailers

Brand	Ten	Nine	Eight	Seven	Six
JSW			9	10	
BHUSHAN			1	4	
ESSAR			1	3	
UTTAM			1	4	
TATA					

Table 4.3: Brand ratings



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