

Attracting customers through brand building strategies

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Abstract

The study aims to analyze the brand building strategies in a furniture company, and to suggest a few activities to improve its brand building strategies. A structured questionnaire has been used to collect primary data. Convenience sampling has been used in the study. The sample size was 130. The findings of the study have implications for branding, positioning decisions, brand equity measurement and marketing communications. The essential ramification of an advancing framework is the presentation toward tending to customer needs those results in extended purchaser dependability. Promoting framework is planned to increment new customers as you build an all the more great reputation. A publicizing methodology has basic ramifications for things such as design and progression.

Keywords: differentiate, positioning, branding, brand equity, marketing, advertising.

INTRODUCTION

Brand Building

Brand Building is a procedure of making an incentive to shoppers. It incorporates everything that buyers know, feel, and experience about your business completely. Following are the steps involved in brand building:

1. **Define Your Brand:** While describing your business image, you should make a motivation of its middle characteristics. On a comparative token, you similarly need to understand what your image stays for and what is basic for your (image regards). Your characteristics should some way or another show that you are adding to environmental, social, and financial success of customers.
2. **Differentiate and Position Your Brand:** To isolate your image, you have to make a noteworthy ideal position in the mind of buyers not just getting thought by mark building shades or logos or other shallow segments.
3. **Build and Expose your Brand:** You can use restricted time channels, web diaries, exchanges, and electronic informal communication (LinkedIn, Twitter and Facebook) to make a voice for your own or business mark. When fabricating your image, you should similarly endeavor to make mark character (what people know, think, and say concerning you). This is the thing that drives or pushes people to identify with and attract with your image.
4. **Personalize Your Brand:** It is basic to give your image an identity. Allow purchasers to see and experience the personality of your image totally. Look at your image as something that a purchaser needs to identify with basically as they would with their most adored automobiles, cell phones, or PCs. When you redo your image, you give purchasers inspiration to take an intrigue and attract with your image for a lifetime.

5. Review Your Brand: As your image name grows, so do the commitments and wants to continue with mark building. The best technique for ensuring brand advancement is looking over your activities and evaluating your triumphs through estimations, for instance, levels of brand care and levels of responsibility. Predictable reviews will empower you to seize and abuse new openings while keeping up your guarantee to remain steady with your vision and brand methodology. It will moreover empower you to manage your image the right way and keep it critical as you move into what's to come.

Nilkamal Limited

Established by original business visionaries, the corporate administration of NILKAMAL LIMITED is youthful and ready to lead the Organization to more noteworthy statures. Keeping up administration in its market fragments through center qualities and diligent work is an essential fundamental driving the Organization.

Nilkamal Plastics LTD is world's No. 1 company in Moulded Furniture. The total consumption of raw material is 55,000 metric tons per annum. In terms of chairs Nilkamal sells close to one crore chairs per annum. Nilkamal came into existence in the year 1950 with a modest beginning of manufacturing plastics buttons. Nilkamal has two divisions:

- Material Handling Crates and
- Moulded Furniture.

The moulded Furniture division was started in the year 1990. Today Nilkamal has a very strong base not only in India but also in Bangladesh and Srilanka. Nilkamal has diversified distribution channels i.e. 550 Distributors, Presence in all major Key accounts like Pepsi, Coke, Big Bazaars etc, CSD and all World Bank sponsored programs. It has 17 manufacturing units in India and 1 each in Bangladesh and Srilanka. Nilkamal is the dominant player in moulded furniture industry; the market is divided into Un-organized and organized sector.

LITERATURE REVIEW

Singh & Ahluwalia (2017) The study investigated consumers' perception of six e-advertising formats (banner ads, pop-ups, keyword search, sponsorships, interstitials, e-mail) in terms of five perceptual measures (information value, entertainment value, trustworthiness, offensiveness, and effect on product price). It was found that consumers' perceptions across e-advertising formats were different and each e-advertising format was perceived differently on each perceptual measure under study. Yang et al (2017) Taking the furniture business as a case, the examination looked at the positive and negative impacts of frail and solid lock-ins of the predominant export-oriented bunch, reflected by the negative effect of fare impose discount approaches and the constructive outcome of the Global Celebrated Furniture Reasonable on furniture firms' endeavor to take advantage of China's local market. Rajesh & Rajan (2018) The results demonstrated that with the exception of in regard of special administrations, for example, stopping offices in every single other angle the nature of administrations is observed to be pretty much same as indicated by the examination. Fulfilment of the client could be gotten just by giving brilliant administrations. For this the staff must be made quality-cognizant in all dealings through efficient preparing by business administration specialists. Singh & Shukla (2018) Indeed, even in an agrarian state like Bihar expanding number of retail locations is making a focused test for retailers and buyers also. In perspective of this, the retailers are concentrating more on offering inventive items, redid administrations, which are appropriate for particular client needs. The retailers should center around understanding client fragments in light of monetary foundation, esteem, assortment and goals of the client. Holding clients through reliability in monetarily bring down strata is another test which they should consider. The socio - monetary foundation of the purchaser restricts the amount and nature of utilization however the yearnings are unbound and should be tended to with particular item plans and inventive administration and money related contributions. Flikkema et al (2019) Organizations prefer using distinctive strategies for branding which have useful implications on the design of new trademarks and the applications of the same. It found that the trademarks for creation of a brand relates to its product innovation.

Luo & Xu (2016) The reusing of wood assets had the vital useful centrality given the substances of deficiency of wood assets. Utilized furniture is recyclable optional asset with colossal amount however never got compelling use, which brings about an enormous waste. The reusing of waste furniture materials in furniture industry is basic. Through the investigating and condensing of the current circumstance and the current reusing innovation of waste

furniture at home and abroad, the reutilization of utilized furniture was constrained underway of fuel or wood based board from a material research point while disregarding its recorded and social centrality. The remanufacturing of furniture joined with utilized wooden furniture and iron craftsmanship has a specific down to earth criticalness in view of the investigating of vintage-style furniture design. Lee et al (2018) findings suggested that there are advantages to content building that consolidates educational qualities that assistance in getting prompt leads (by means of enhanced snap throughs) with mark personality– related substance that aides in keeping up future reach and marking on the internet based life website (by means of enhanced commitment). Banerjee & Mandal (2018) The results indicated the efficiency of spending on core societal issues towards profit contribution in comparison to advertisement expenditure. The results helped to conclude the complementary role of societal spending along with advertisement spending on strategic brand building. Kaur & Sharma (2018) As far as dissemination behaviour of the respondents is concerned, 'perceived quality of products in the video' and 'multimedia effect' were found as the two main factors (ranked 1st and 2nd, respectively) inducing the participants to forward the video of Amway products.

Sreejith & Suresh (2017) The findings indicated that experiential branding seems to be a more powerful indicator of trending behavior regarding product purchase of Patanjali consumers than brand personality, leading to better consumer satisfaction. Guitart et al (2018) the outcomes showed that publicizing up expands (diminishes) here and now promoting flexibility for non-premium items with a low (high) piece of the pie. The outcomes likewise demonstrate that an escalated utilization of promoting up after some time prompts long haul upgrades (diminishments) in mark value for costly (shabby) non-premium items. Moreover, a conflicting utilization of promoting up prompts decreases in mark value. The outcomes suggest that administrators of non-premium items with a low piece of the overall industry can utilize publicizing up to expand promoting adequacy in the short run. Be that as it may, publicizing up will just create long haul upgrades in mark value for costly non-premium items. At last, to maintain a strategic distance from long haul decreases in mark value, publicizing up ought to be reliably utilized after some time. Xiong et al (2017) Subsequent to examining the item mark development and market rivalry, industry cost, client request and purchaser security, industrialization and data mixes, asset and ecological difficulties, the investigation gave a point by point understanding of another state and test that the Chinese furniture industry will meet later on. It likewise recommends a few measures, including advancing the advancement of mechanical bunches and change of the entire business chain, innovative substance, and included estimation of furniture generation. Kumari (2013) given the extent of unequivocal showcasing advances made to purchasers consistently, intuitive trigger which claim to the fundamental faculties might be a more productive approach to draw in buyers. The comprehension of these tangible triggers infers a comprehension of sensation and recognition as it applies to customer conduct—this is the exploration point of view of tactile advertising.

RESEARCH METHODOLOGY

Objectives of the study:

- To study the brand building strategies at Nilkamal.
- To suggest a few activities to improve Nilkamal's branding.

Time Period of the Study: It was conducted from June 2018 to October 2019.

Research Design: Data has been gathered from both the primary and secondary sources. Primary data has been gathered through a structured questionnaire which was filled up by the respondents. Secondary data sources include websites, journals, and research papers.

Sample Design: Convenience Sampling was carried out for the study. The sample consisted of customers who have bought products from the furniture industry. The sample size was 130.

BRANDING AND BRAND EQUITY

Brand Asset Evaluator:

Brand Asset Valuator (BAV) model of brand equity was framed by Ad agency Y&R. According to BAV following are the five key ingredients of brand equity:

- a) Differentiation- It measures the degree to which a brand is seen as different to others.
- b) Energy- It measures the brand's sense of momentum.
- c) Relevance- It measures the breadth of a brand's appeal.
- d) Esteem- It measures how well the brand is regarded and respected.
- e) Knowledge- It measures how familiar and intimate consumers are with the brand.

A market survey conducted by the group to evaluate the effectiveness of branding by the market leaders in the Indian moulded plastic furniture industry revealed several facts. The questions employed and the customer segments targeted are provided below:

Exhibited is the tool that was used for the survey. This modified logo of Nilkamal furniture was shown to sections of people and they were asked to identify the same.

Profile of target customers:

- a) Annual income < Rs. 2,00,00
- b) Rs. 2,00,000 <= Annual Income <= 5,00,000
- c) Annual income > Rs. 5,00,000

Table 1: Respondents' responses based on their profile

Profile	Identified (%)	Seen earlier but could not identify (%)	Never seen before (%)
Annual Income < 2,00,000	7	27	66
2,00,000 <= A.I. <= 5,00,000	15	33	52
Annual Income > 5,00,000	11	50	39

Source: self made

From the table no. 1 responses it is quite clear that Nilkamal furniture has not been able to score high on the visibility and evoking response parameters. In the lowest income group surveyed, which typically contains people with less education, the visibility of the company is quite low. It gradually improves with improving socio-economic conditions, but even in the group with the highest annual income among those surveyed, the recall index was low.

Another survey was conducted to find out how the brand Nilkamal fares on DEREK parameters. The questions asked were:

1. Differentiation: To the people who successfully recognized the brand in the earlier exercise, another modified picture was shown, this time that of Nilkamal's greatest rival, Supreme. Then they were asked to identify the logo.

Table 2: Respondents' responses for differentiation

Profile	Identified (%)	Could not identify (%)
Annual Income < 2,00,000	15	85
2,00,000 <= A.I. <= 5,00,000	22	78
Annual Income > 5,00,000	37	63

Source: self made

2. Energy: To those people who identified the Nilkamal logo, four pictures were shown to them

- a) Tiger
- b) Hare
- c) Elephant
- d) Turtle

Respondents were requested to choose any one of the four pictures as a way of associating Nilkamal with the picture. The results are as follows:

Table 3: Respondents' responses for Energy

Animal	Association (%)
Tiger	1
Hare	12
Elephant	7
Turtle	33
No association	47

Source: self made

From table no. 3 it is clear that in most of the respondents' minds, Nilkamal did not garner a very dynamic image. In fact, maximum number of respondents said that they could not relate to any of the given animals when they thought of the brand.

3. Relevance: From the study provided in the beginning of this analysis, which was done keeping in mind the importance of the spread of a brand in the social consciousness of the masses, it can be inferred that Nilkamal as a brand does not have a very high spread score. As we move up the socio-economic ladder, consciousness about the brand improves, but there is still scope for much improvement.

4. Esteem: To come to a conclusion regarding this parameter, a questionnaire consisting of four questions was used. The respondents who could successfully identify the logo of Nilkamal were asked to answer each question with a "Yes" or a "No". The questions were as follows:

- a) If you needed to buy plastic furniture, would you consider any particular brand?
- b) If your home had any plastic furniture, would you prefer them to be Nilkamal?
- c) If Nilkamal decided to come up with wooden furnishings and furniture, would you consider buying them for your home?
- d) If someone asked your advice about plastic furniture, would you recommend Nilkamal to him or her?

Responses to the given questions were as follows:

Table 4: Respondents' responses for Esteem

Question No.	Yes (%)	No (%)
a	34	66
b	26	74
c	15	85
d	30	70

Source: self made

The table no. 4 responses clearly show that Nilkamal as a brand commands scant respect among consumers. The first question was a general one to gauge the acceptance of consumers for the moulded furniture industry in general. The next question was aimed at basic brand respect determination. The next question judges the consumers' attitude towards the brand name specifically, disregarding the product. The last question was the most important one as far as gauging respect is concerned, because in Indian society, when opinion is sought from someone, he or she tends to take it very seriously and come up with a response that he or she thinks is genuinely the best.

5. Knowledge: The original exercise suffices to obtain data regarding this parameter.

Taking the results of the above survey, a graph is constructed to show the overall DEREK score of Nilkamal as a brand (refer figure no. 1).

Differentiation: In this aspect, Nilkamal fares quite well compared to its closest competitor, Supreme Furniture and Designs. Calculation leads us to the conclusion that for every 5 consumers who recognized the logo of Nilkamal successfully, only 1 consumer was successful in recognizing the logo of SFD.

Score: 5

Energy: In the mind of the consumer, Nilkamal as a brand does not have a very dynamic picture. Almost half the people surveyed said that they did not have any perception of the brand whatsoever. Recognizing was the most they could do. 1 in every 3 people said that they perceived of the brand as a slow moving one. 12% people were of the opinion that Nilkamal was a dynamic brand that foretold industry trends and adapted itself accordingly. Calculations based on the results help us to come to a conclusion regarding a final score for this parameter.

Score: 2.5

Relevance: From the initial study, it can be inferred that the score of Nilkamal in this parameter is as follows:

Score: 1.1

Esteem: In this parameter, each “Yes” gets the brand a score of 1 and a “No” means a score of 0. Going by this theory, the score of Nilkamal in the esteem segment can be computed.

Score: 2.6

Knowledge: In this case, the score in this parameter will be the same as that in relevance.

Score: 1.1

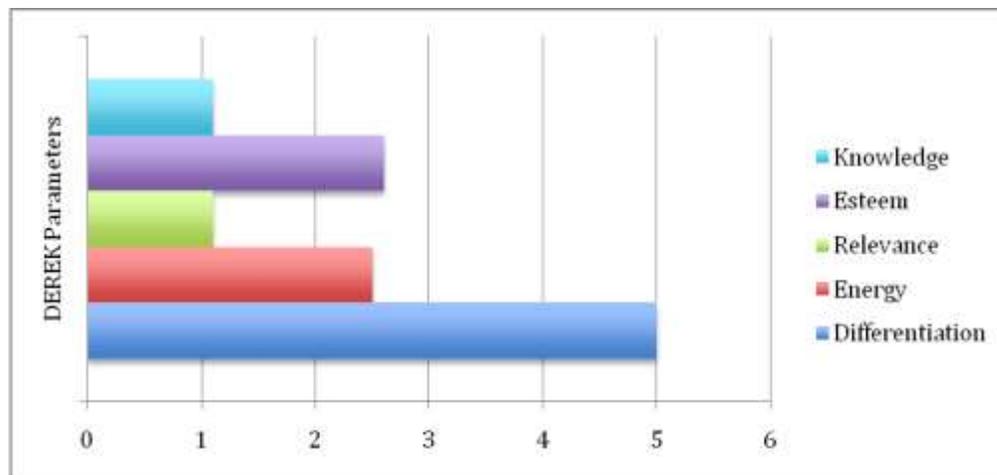


Figure 1: DEREK score of Nilkamal Furniture.

Source: self made

From the figure no. 1, it is evident that Nilkamal has a bit of catching up to do as far as branding and brand equity are concerned. It has achieved a certain amount of sizeable differentiation, but still it lags far behind in parameters like relevance and knowledge. To improve its score in these parameters, Nilkamal must choose to do some of the activities as mentioned in the recommendations.

FINDINGS

- Nilkamal furniture has not been able to score high on the visibility and evoking response parameters.
- In most of the respondents' minds, Nilkamal did not garner a very dynamic image.
- Nilkamal as a brand does not have a very high spread score. As we move up the socio-economic ladder, consciousness about the brand improves, but there is still scope for much improvement.
- Nilkamal as a brand commands scant respect among consumers.
- For every 5 consumers who recognized the logo of Nilkamal successfully, only 1 consumer was successful in recognizing the logo of SFD.
- In the mind of the consumer, Nilkamal as a brand does not have a very dynamic picture. Recognizing was the most they could do.

MANAGERIAL IMPLICATIONS

The findings of the study have implications for branding, positioning decisions, brand equity measurement and marketing communications.

The essential ramification of an advancing framework is the presentation toward tending to customer needs those results in extended purchaser dependability. Promoting framework is planned to increment new customers as you build an all the more great reputation.

A publicizing methodology has basic ramifications for things such as design and progression.

RECOMMENDATIONS

- Design a distinctive identity, for example in colour. The logo might be improvised upon to give it the image of a dynamic, market-aware company.
- Come up with innovative service modules, like post sale purchase, which would go a long way in improving customer loyalty.
- Linking it to others, well known brands or events.
- Designing holistic marketing activities which would provide customers with memorable, long-term experiences. That, in turn, would help customers relate easily to the brand in the future.

CONCLUSION

It is intriguing to lead another examination inside a similar zone of research, with the joining of more businesses, which will give more coordinated outcome to the point and better utility to the administration. It could bear some significance with lead an examination on more territories of promoting and including the distinctive focused on clients which would give more exhaustive understanding and outline of the point. Nilkamal has a bit of catching up to do as far as branding and brand equity are concerned. It has achieved a certain amount of sizeable differentiation, but still it lags far behind in parameters like relevance and knowledge. To improve its score in these parameters, Nilkamal must choose to do some of the activities as mentioned in the recommendations. Advertising directors must distinguish the wellsprings of brand value, and comprehend the significance of fusing nation of root into their brand value estimation.

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