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“A STUDY ON CUSTOMER PERCEPTION TOWARDS ASIAN PAINTS PRODUCTS IN VADODARA”

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ABSTRACT

Consumer perception is the study of the attitude of the buyers related with buying. It studies characteristics of individual consumers. Paints are the basis to fill colours in the human life. The quality of paints impacts the life to give the beauty and imagination to live a life of better standards. The paints in the market are used in the houses to give the imagination, beauty and creativity to design the life for living with peace and progress.

KEYWORDS: consumer perception, buyer attitude

INTRODUCTION

Consumer perception 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. The study and knowledge of consumers behaviour on firms and organizations to improve their marketing strategies and product offerings.

ABOUT INDUSTRY

Asian Paints Limited, is an Indian multinational paint company headquartered in Mumbai, Maharashtra. The company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home decor, bath fittings and providing of related services. Asian Paints is India's largest and Asia's third largest paints corporation. As of 2015, it has the largest market share with 54.1% in the Indian paint industry. Asian Paints is the holding company of Berger International.

OBJECTIVES

- To study the customer perception towards Asian paints in vadodara city.
- To suggest few sales promotion techniques to improve the brand awareness amongst customers.
- To Study the brand preference of consumers towards Asian Paints.
- To give suggestions and recommendations on the preference of the consumers towards Asian paints.

STATEMENT OF THE PROBLEM

Consumer Preference towards Asian Paints” in attempt made to study the consumer preference for Asian Paints among consumers. These actions can play a great role in future market potentials of paint.

- To get a general overview of the Indian paint industry
- To identify the major players.
- To ascertain the reasons for the industry not picking up.

LITERATURE REVIEW

- As per an interview with Manish Choksi (2012) conducted by Capgemini consulting it has been mentioned that Asian Paints is the largest paint manufacturer in India, with US \$1.6 billion in turnover. Around 80 per cent of our business is in India and the remaining 20 per cent is located internationally, distributed across 20 emerging and fast-developing countries. In India, which is the fastest growing coatings market in the world, Asian Paints currently have a 40 per cent market share in the decorative paints business. Asian Paints also address the Industrial and the Project markets. In India, the company has about 120 warehouses and 10 coatings manufacturing plants. The aim of Asian Paints is to be in the top five global decorative coating companies.
- Priya Soni (2010) 20 study aimed to evaluate the customer’ perception towards the purchase of branded products. She says that there is prevailing high competition among various brands in India. In every product category, customers have more choices and higher expectations. The success of the strategy depends heavily on the marketer’s understanding of the preference building and bonding process.
- As per the Indian Paint Association report (2007) there is a shift in the consumer behavior with the paint buying and painting process evolving. The consumer is upgrading from buying distempers to emulsions and from buying paints to buying premium services, unlocking a completely new value chain. What it would mean for the industry is that it will have to serve the consumer now in newer innovative ways. The consumer is ready to pay the price and would be the key factor driving this change.
- According to Mishra (2007) 18 the Indian market has seen vast changes in political, economic and social environment which has a great impact on consumption. Singh (2007) 19 is of the view that production oriented market has been shifting towards consumer oriented market. Traditional consumption pattern has also been facing large-scale changes.

- Dunne and Narasimhan (1999) 17 say that consumers' perception of the relationship between price and quality is the main factor which influences the brand choice decision between private labels and national brands.
- Shaikh Reeha Vasi (2012) 26 research aims to analyse customers level of satisfaction after using Asian Paints, are they willing to be a loyal customers or do they prefer other brands. The survey reflects the areas where the company needs to improve and the areas where it from where it has gained its popularity.
- Sheth, Newman and Gross (1991) 15 opine that in general, the Indian consumers were indifferent in choosing the brand, since a lot of close substitutes were available in the market. Due to technological and knowledge up-gradation, today's customers prefer to opt for branded product. This is because of an urge for getting proper value against payments made. Aaker (1996) 16 has mentioned that brand of a particular product plays a fundamental function in consumer's perception of a product. It helps in developing a market position, prestige and image of the product and for these reasons the brand constitutes a mechanism of risk reduction. Hence, selection of brand is another major constituent of consumer behaviour.
- Rowley (1997) 1 in his research work had commented that consumer buying process offers two useful perspectives: the decision-making process associated with consumer buying and the factors which affect the buying process. The author further stated that the consumers buying process can be divided into personal, psychological and social and cultural factors. The 'social factors', such as consumer's small groups, family, reference group, social roles and status can affect consumer responses and influence their buying behavior. 'Personal factors' such as age, lifecycle stage, occupation, education and economic situation, and 'Psychological factors' such as, motivation, perception, learning, beliefs and attitudes and personality, also play major roles in consumer decision-making process.
- Report on Indian Paint Industry (2010) 39 it has revealed that the growth of the domestic paint industry is attributed to the boom in the housing sector and the strong growth in the automobile sector. Around 70 per cent of the domestic paint industry revenues come from the decorative segment, whereas the industrial segment constitutes around 30 per cent. In 2005, the manufacturing sector has shown good activity with new projects in roads, ports and industrial segments. The Indian paint industry has a huge potential, as the per capita consumption of paint in India is 800-900 grams compared to 15-25 kg in the developed countries.

RESEARCH METHODOLOGY

The data needed for the study is collected from the consumers, dealers and employees of the company by using descriptive methodology (i.e., questionnaire). Analysis has been done by applying Hypothetical factors.

RESEARCH DESIGN

Descriptive research design

DATA SOURCE

For the research the data was collected from both the sources.

Primary Data:

- Data is made available through questionnaires. Questionnaires were prepared for customers to know the customer satisfaction.

Secondary Data:

- Data were collected from various articles, and Internet

SAMPLING FRAME

Our sample frame will be limited to the Vadodara region in which we will include direct consumers, dealers and employees of Asian paints.

SAMPLE SIZE

The sample size will include a minimum of 100 responses.

DATA COLLECTION METHOD

- Questionnaire
- Direct Interview

LIMITATIONS OF THE STUDY

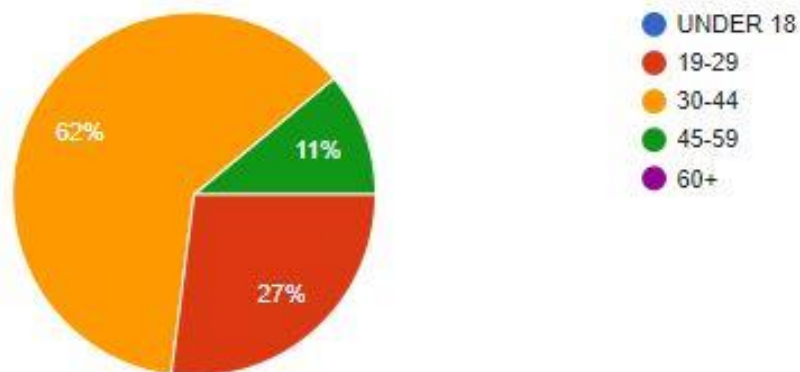
- Limited resource available to collect the information about the company.
- The time available to conduct the study in short time being a wide topic, we had a limited time.
- The Data provide by Consumers and dealers can not be assume as 100 % correct.
- Most of the consumer were ignorent and were not willing to respond that leads inaccuracy in data collection.
- As the data was based on consumer persaption, it might be biased to certain extent.

DATA ANALYSIS AND INTERPRETATION

INTERPRETATION: 1

Age

100 responses

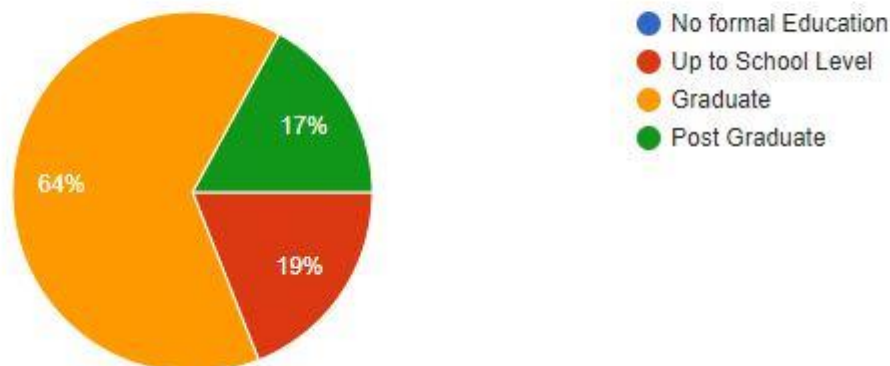


We analyzed the data and we got some interesting figure and fact based on age group were 62 % of people are 30-44 age and 27 % people are from 19-29 and other 11 % people from Above 45 – 59.

INTERPRETATION: 2

Education

100 responses

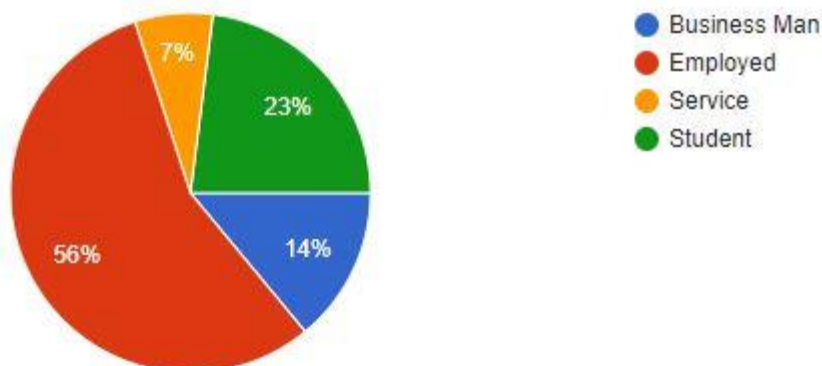


We analyzed the data and we got some interesting figure and fact based on education were highest Clients are Educated.

INTERPRETATION: 3

Occupation

100 responses

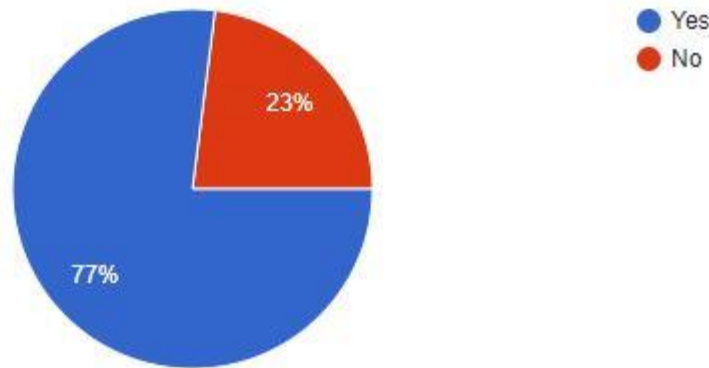


In this data we analyzed majority of the people are Employed and from minority are from Students and Business man.

INTERPRETATION: 4

Have you ever used Asian paints products ?

100 responses

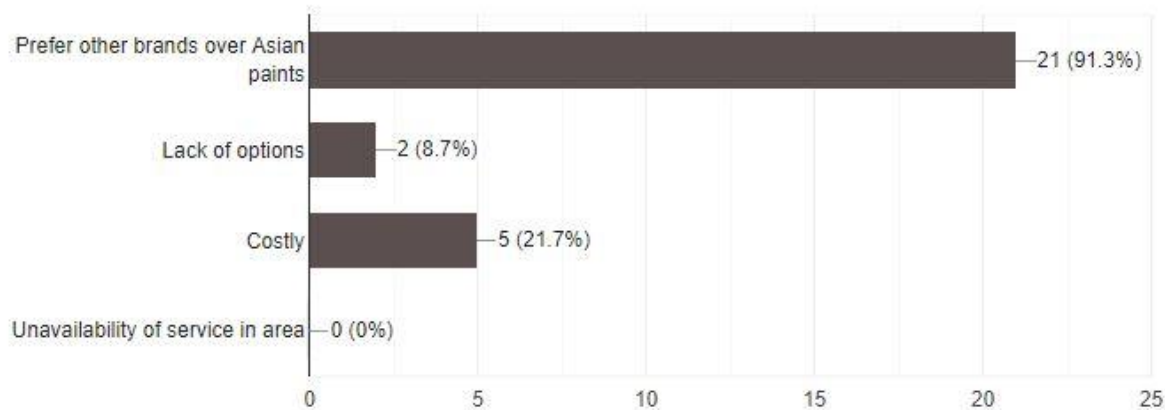


In this figure 77 % of the respondents have used Asian paint products. Whereas 23 % do not use Asian paints.

INTERPRETATION: 5

If you have not used asian paints products, tell us the Reason.

23 responses

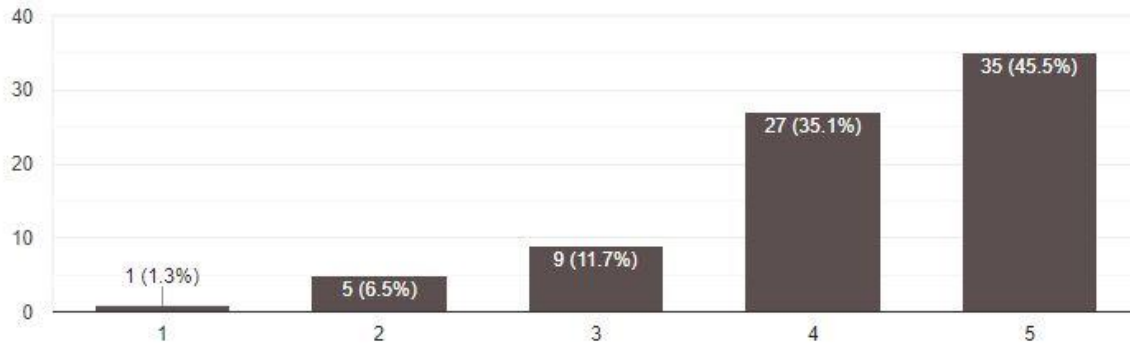


According to our research some people don't use Asian paint products due to following reasons showed in graph.

INTERPRETATION: 6

What is your overall satisfaction rating with Asian Paints ?

77 responses

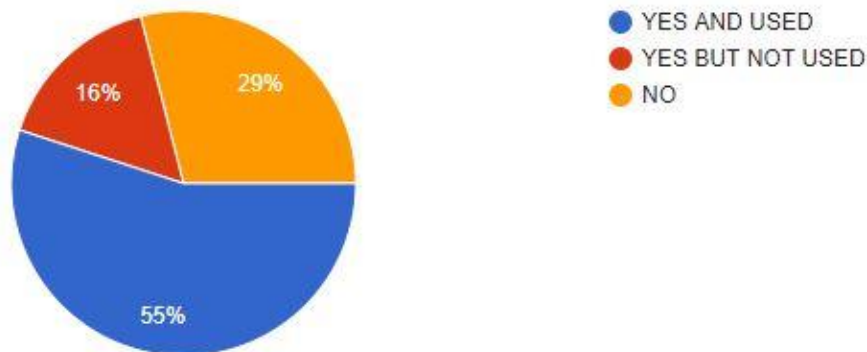


We analyzed the data and we got some interesting figure and facts based on level of satisfaction majority of the people are highly satisfied and some people are somewhat satisfied with Asian paint products.

INTERPRETATION: 7

Do you know about online facilities provided by Asian Paints?

100 responses



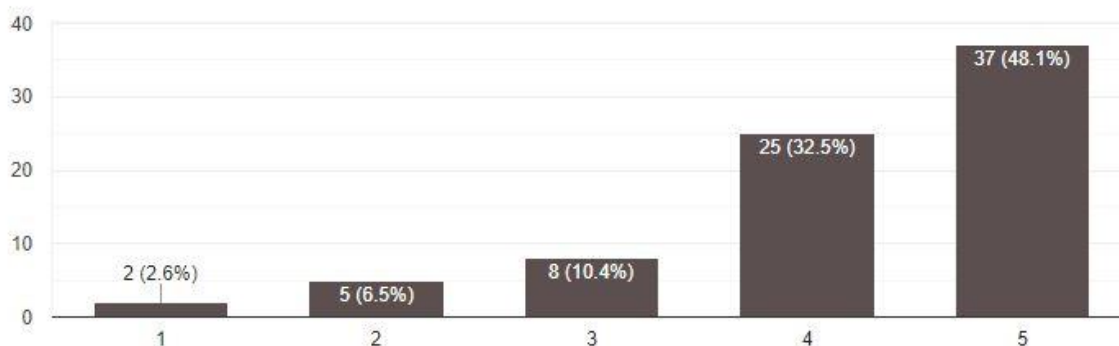
Majority of the respondents are aware about online facilities but have not used them.

INTERPRETATION: 8

Regarding the price level fixed by Asian Paints did you find it satisfactory?

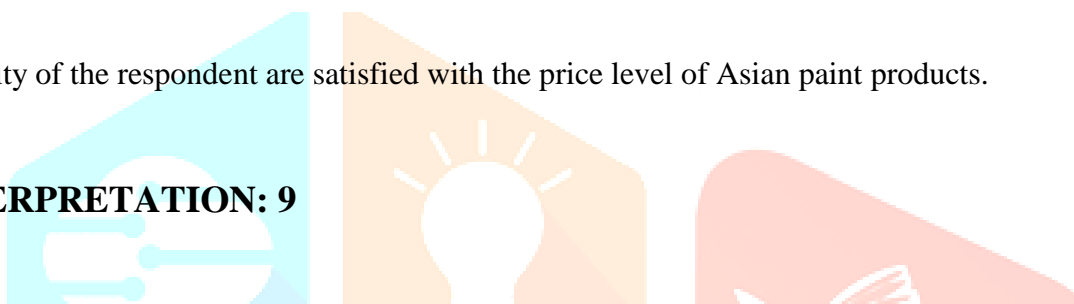


77 responses



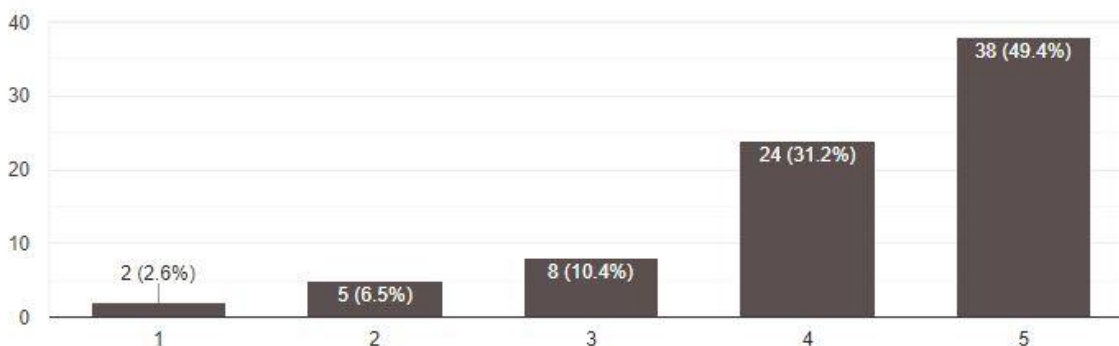
Majority of the respondent are satisfied with the price level of Asian paint products.

INTERPRETATION: 9



Are you satisfied by the quality of the Asian paints in the terms of smell, shine, texture, and colour?

77 responses

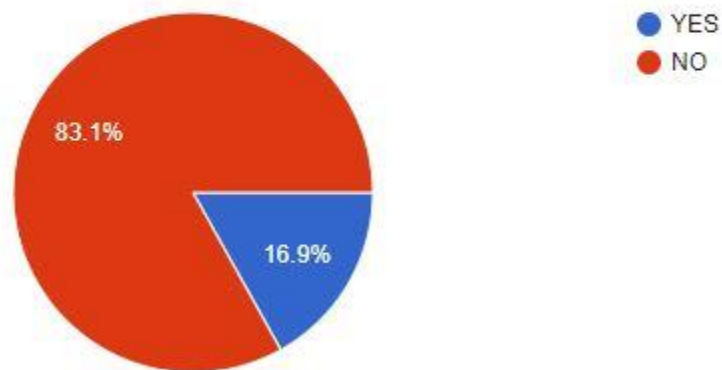


Majority of the respondent are satisfied with the quality of Asian paint products.

INTERPRETATION: 10

Do you experience paint peeling or poor adhesion?

77 responses

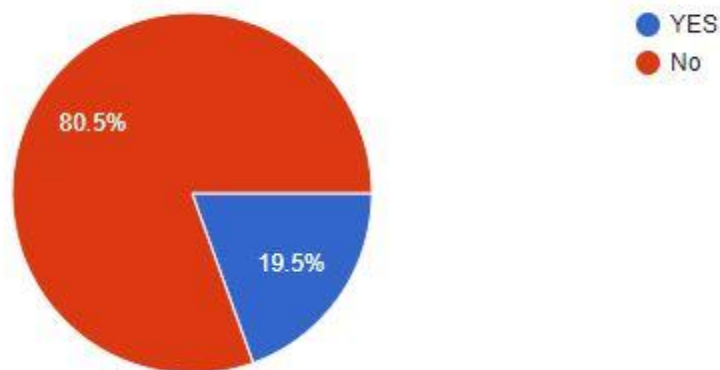


16.9 % of the respondents have faced peeling and poor adhesion after painting.

INTERPRETATION: 11

Have you facing problems of blistering after paint?

77 responses

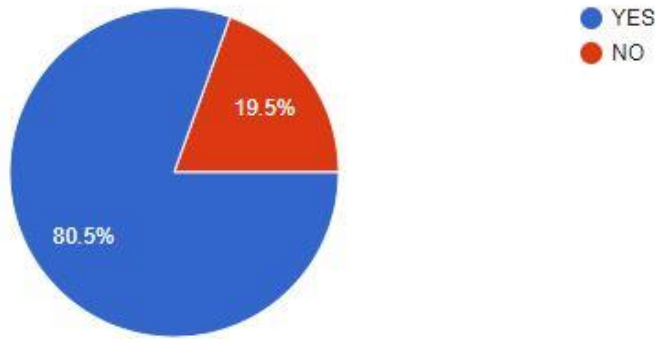


19.5 % of our respondent have faced blistering after painting asian paint products.

INTERPRETATION: 12

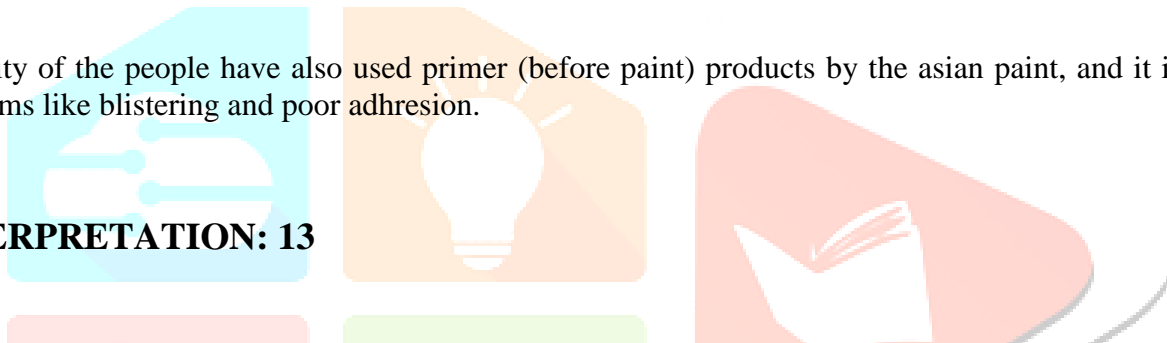
Have you used Asian Paint Primers ?(Asian Paints Acrylic Wall Putty, Primer ST, Primer WT, etc)

77 responses



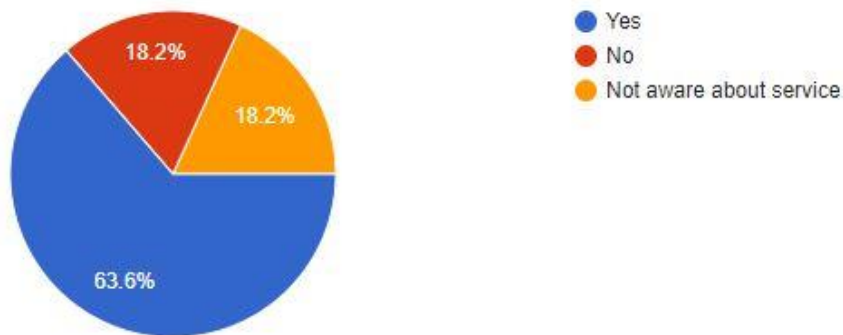
Majority of the people have also used primer (before paint) products by the asian paint, and it is helpful for problems like blistering and poor adhesion.

INTERPRETATION: 13



Asian Paints provide expert help in makeovers and decorative ideas. Did you find it useful?

77 responses

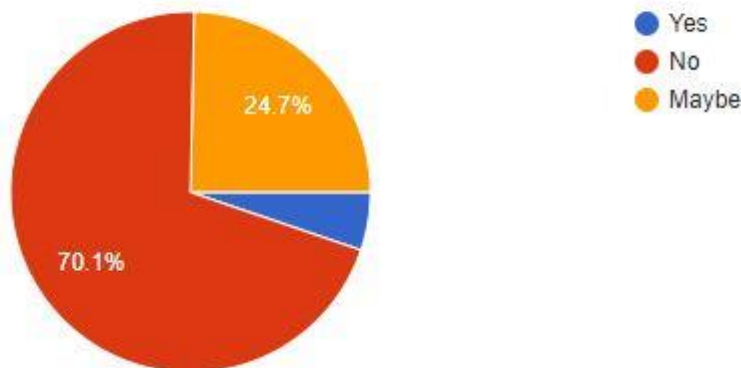


When we asked our respondent that ‘are they aware about asian paint provides creative ideas of painting?’ majority of our respondent responded positive and found it useful.

INTERPRETATION: 14

Do you feel the T.V. commercials of Asian Paints Company are misleading?

77 responses



When we asked our respondent about TV commercial of Asian paint are misleading, majority of our respondent weren't agreed to our question.

Why Customer prefers Asian paints?

CUSTOMER ANALYSIS:

Asian paint with its natural competitive advantage of size, Strong brand equity & largest distribution Network has acquired the number one position in Decorative segment in India.

There are few reasons due to which the customers in the decorative segment has been choosing Asian Paint as their brand –

- As we know brand name has its own value & Asian paint is the number one in decorative segment so a purchaser automatically leans in purchasing it.
- For example, we have two different types of paints, namely Apolite glass Acnamel & Apolite care Emulsion, which are from Asian Paints, Nerolac paints, Berger paints & ICI paints. Again due to the competitive market the price is very closed for all the companies. But due to the Brand awareness of common people they mostly tend to purchase the products from Asian paints.
- Company have provided with different varieties of product for different income groups. For e.g. "UTSAV" which is a low value paint, is growing at a faster rates & penetrating with high speed at the lower income group. This policy is helping the company to move from metros to small towns for branded products
- In India frequency of painting has still not increased, which is once is 5 years only, So consumers are normally changing over to the better quantity & branded paints
- In 2001 Asian Paint launched a new product "Tractor Emukon" which pulled the customer who used distemper to move to emulsion paints.

FINDINGS

- Asian paint is the leader in area of vadodara.
- Berger paint is the main competitor of asian paint
- Advertising of paint is very supporting to increase the sell of asian paint.
- Asian paint has competitor price in indian market.
- Sales promotion is another reason for increasing the sell of paint.
- The consumer belives in quality of asian paint.
- All the consumer who use the paint they are satisfied of the result.
- All the consumer are also satisfied with the services provided by asian paints like home painting etc.
- Consumer have trust in the product quality of asian paint.

CONCLUSION

Paints are the basis to fill colors in the human life. The quality of paints impacts the life to give the beauty and imagination to live a life of better standards. The paints in the market are used in the houses to give the imagination, beauty and creativity to design the life for living with peace and progress.

From this study, we conclude that the usage of paint is growing at a very rapid rate. This is mainly due to advertisement and quality consciousness of consumer. Marketing of paint is enjoying a good reputation and share in market. It is well understood from the survey that consumers prefer Asian paints for the reason of quality and reasonable price. Consumer use paints mainly for protecting their building. Most of the respondents feel TV as the best media for advertising the Asian paints.

SUGGESTIONS

Based upon the study conducted the following are the suggestions:

- To give the products at reasonable with good quality, packaging and value for the money invited. Ex. (Product :emporio gold, made by Ranner Company)
- Quality is considered as most essential element in the minds of consumer. A companies may select reputed retail outlets who can develop the brand.
- A television advertisement is an important influencing factor in taking purchase decision. So improve that section.
- The advertisements should be given through the real users and popularized cine stars then only it will be more effective.

- A company should frame frequent sales promotion activities in such a way to attract consumer.
- The promotion should be done by building the awareness in the minds of the customers.
This could include:
 - Providing incentive and discounts. To foster good advertisement
 - Fostering the continuous improvement bring the latest designs and impacts.
 - Building the technological aids to foster good applications. To build good communication with the customers.
 - Some manufactures put higher amount of maximum retail price on their product by that the consumers are forced to give that price to the retailers. So that the manufactures can fix their MRP according to their selling price.
 - A company should also conduct social welfare programs to enhance the image of their brands.
 - Efforts should be taken to standardize the quality of paints by the Government by establishing standards.
 - Price should be minimized. The price is the important criteria while selecting the particular brand.
 - The paint companies should launch the innovative to enhance the customer satisfaction.

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➤ www.asianpaints.com

➤ www.google.com