



Consumer Behavior towards Awareness of Asian Paint in Sonipat District of Haryana

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ABSTRACT: Paints and colors have remained an integral part, throughout the human existence, and the domain has evolved rapidly over a period. The Indian paint industry has come a long way from the days when paints were considered a luxury item. Today the awareness level of preventing corrosion through paints is relatively high, a development that should be a huge boost to the paint industry. The main aim of the paper is to know awareness of Asian paint in Sonipat district of Haryana.

INTRODUCTION:

The Indian paint industry was initiated in 1902 when Shalimar Paints set up its factory in Kolkata. The industry consisted of small producers and two foreign companies then. The aftermath of World War 2nd, saw the uprising of small manufacturing units by the local entrepreneurs. Though the imports ceased, but the foreign dominance still continued. Being restrained by Foreign Exchange Regulations Act and Monopolies & Restrictive Trade Practices Act, most of the players were not allowed to increase production capacities until the nineties. The paint industry has helped grow the India's economy, which has witnessed double-digit growth. Because of this, India has become the fastest growing market for paint in the Asia Pacific.

Consumers Awareness

Customers are informed and remainderd about the products and are requested and persuaded to purchase their products. Such communication may be made there along the product or well in advance of the introduction of products into the market. Such communication becomes necessary when a new product or service is introduced in the market or an old product is improved or it is simply to increase the sales of the products.



“Awareness compasses all the tools in the marketing mix whose major role is persuasive communications.” *Phillip Kotler*

KEYWORDS Brand, Consumer Awareness, Asian Paint, Consumer Behaviour.

REVIEW OF LITERATURE

The reviews presented here are consumer buying behavior, consumer preferences, customer awareness and overview of paint industry in India.

Rowley(1997) commented that the consumer buying process gives two useful views: the decision-making technique associated with consumer buying and the factors which affect the buying process. The writer in addition said that the customers buying technique could be divided into personal, mental and social cultural factors. The ‘social elements, which include client, small companies, family, reference group, social roles and status could affect customer responses and have an effect on their buying behavior. Nonpublic factors inclusive of age, lifestyle, level, profession, training and financial state of affairs and mental elements consisting of motivation, perception, Learning, ideas and attitudes and character, additionally play important roles in the consumer decision-making system.”

Pandey(2009) found that paint companies are performing at their best this time and touching the horizon of success gradually. The present study analyzed the various influencing factors which make the consumer's intent into a purchase decision. While the paint manufacturing companies were putting all efforts to hold the greater market share, it is imperative to analyze the brand perception of consumers and their final purchase. The study revealed that the consumers are important, but at the same time surrogate consumers also influence the decision making process of purchase. The paint industry dealers also played a vital role as a channel partner in the success of paint companies. The study found that Asian paint is the best paint company in India followed by Nerolac paints and Berger paints. There is a cut throat competition among the paint companies. The maximum number of dealers dealt with Asian Paints and Berger paints followed by Nerolac Paints, ICI paints and Shalimar paints respectively, and Asian paint holds the



strongest perception in the minds of consumers and dealers. But Performance and quality are the most influencing factors for the customer while choosing paint.

Soni(2010) aimed to evaluate the customer's 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. Since brands seek to reflect consumer preferences and wants.

Rajagopalan(2013) pointed that in the coming year's urban middle class would always dwarf. Urban affluent consumers with spending power because of their sheer size. The product would proliferate, consumer would complain of excess choice, although would love the excess choices. Consumers would enjoy income levels unmatched by that of previous generations. (ESP in Metros and large towns) Widening income levels, migration (rural to urban) would create new opportunities. Most consumers would continue to embrace traditional and modern values and will be eager for modern products with Indian tastes.”

As the Paint industry Conference report(2013) reported that Indian paint market over the past few years, despite many ups and downs in the recent past India has shown a formidable performance compared to other economies. Changing demographics of the country certainly helped to boost growth rates in all sectors. The paint industry has shown a good growth record in the past and many believe it will continue to do so in coming years as well. Albeit growth drivers, consumers, towns, products would differ from existing ones. The industry was at the threshold and every right step from here on would only bring success. Industry experts believed that time players all get back together and deliberate on all these issues involving Paint manufacturers, Supplier partners, government representatives, Scientist and other Stakeholders of this industry.

OBJECTIVES OF THE STUDY

The main objective of the study is to know the customer awareness with respect to Asian paints. The need for this can be explained if one knows the importance of understanding the customer

awareness. A Company having production capabilities may produce a product and price is according and sell through the dealers and retailers by its distribution network. Considering the fact that consumer according to the time need, want and the purchasing power, it depends on the product; therefore, the marketers rely on the marketing mix to cater to the customers efficiently and effectively. So, the following objective is:

- To know the brand awareness of “Asian paints” customers as well as other customers.

RESEARCH METHODOLOGY

For achieving the objectives, Primary data has been collected through a comprehensive questionnaire administered to the customers of paint products. Questionnaire was distributed to 110 respondents out of which 10 respondents questionnaire were found to be incomplete. So, for the study only 100 respondents taken to know the brand awareness of “Asian paints” customers as well as other customers.

DATA ANALYSIS

Product Types	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Asian paints	40	40.0	40.0	40.0
Nerolac paints	20	20.0	20.0	60.0
Shalimar paints	12	12.0	12.0	72.0
Berger paints	21	21.0	21.0	93.0
Other paints	7	7.0	7.0	100.0
Total	100	100.0	100.0	

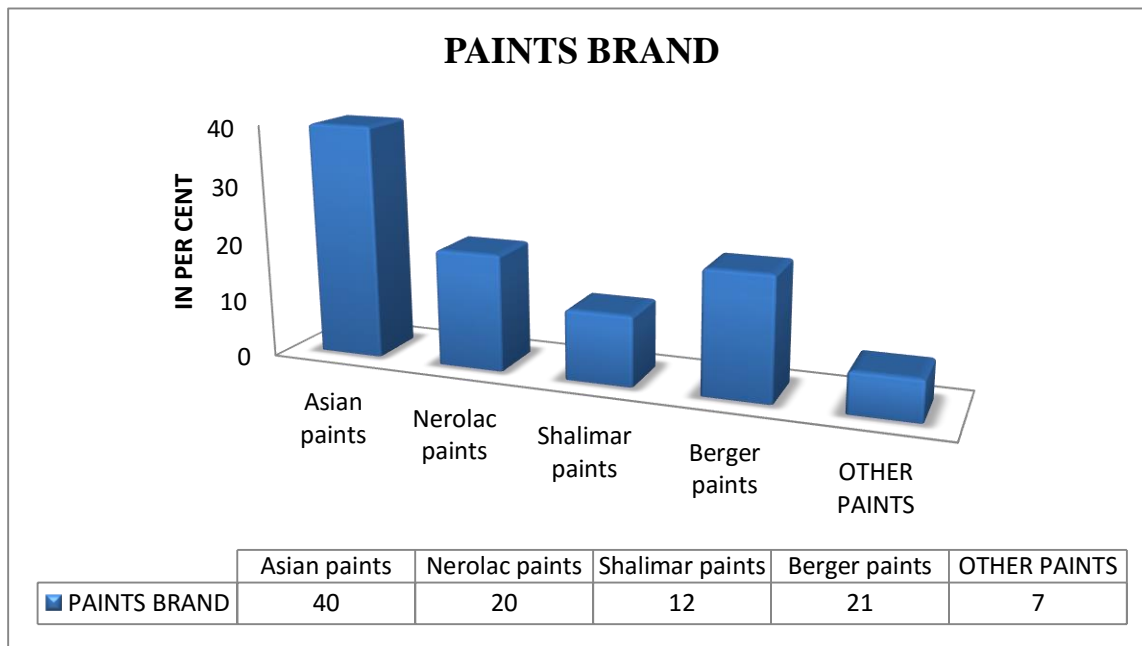
Source: primary data

Table 1

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. The empirical survey results indicate in table no. 1 that 40 per cent of the consumers are well aware of Asian Paints, 20 per cent of the consumers have expressed greater awareness about Nerolac paints and 12 per cent of the household consumers have shown interest towards Shalimar Paints. 21 per cent of the household consumers have a preference to buying Berger paints, 7 per cent of the consumers are aware of other paints brands.

Paint companies often sell or introduce or reintroduce their products with improved performance along existing attributes (thereafter enhanced features) or new, unique features (thereafter unique features) to compete with dominant brands in the market. Consumer awareness about these features are considered as the prime request in order to convince them to buy the product. The following data discussion depicts consumers' awareness about paint brands and its variation available in the market.

RESPONDENTS AWARENESS ABOUT PAINTS BRAND



Source: primary data

Figure 1

Here in figure no. 1, out of 100 respondents, 40 per cent respondents are aware about Asian paints. In my research area Asian paints in a leading company in paints industry.

RESPONDENTS PAINT BRAND PREFERENCES

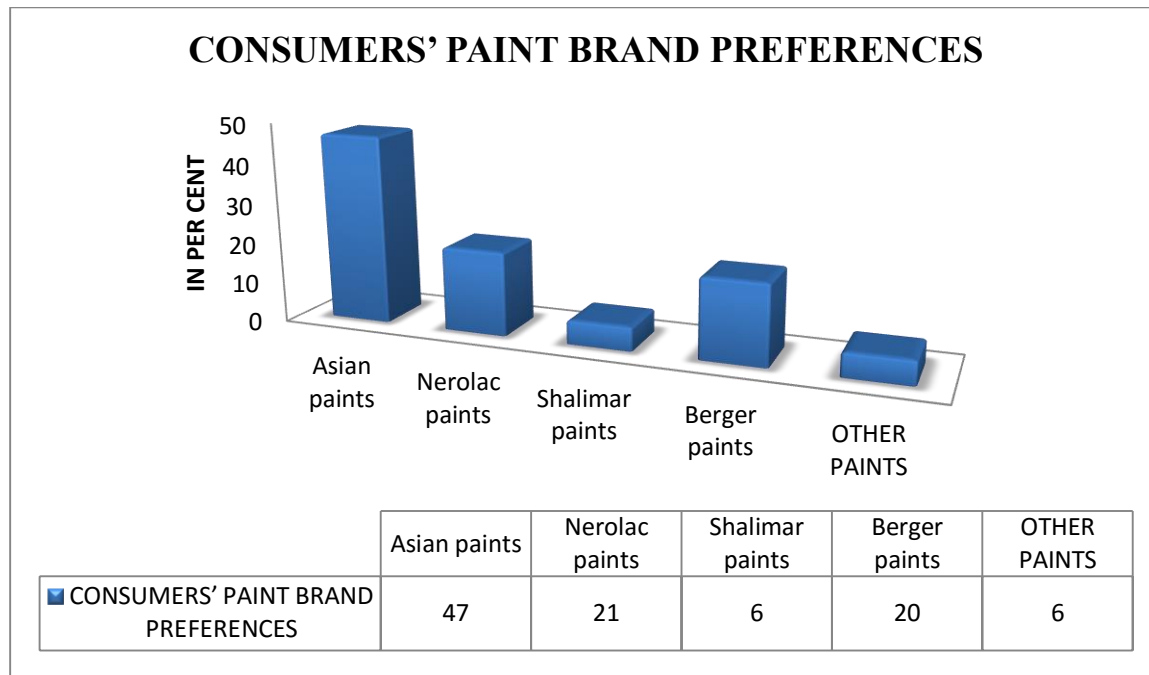
Table 2

Product	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Asian paints	47	47.0	47.0	47.0
Nerolac paints	21	21.0	21.0	68.0
Shalimar paints	6	6.0	6.0	74.0
Berger paints	20	20.0	20.0	94.0
Other Paints	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Source: primary data

The above table indicates the branded paints used by the consumers. It is found that, an impressive majority, i.e., 47 per cent of the respondents have preferred Asian paints, 21 per cent of the respondents' are preferred to Nerolac paints. 6 per cent of the respondents preferred Shalimar paints, 20 per cent of the respondents' have focus to preferred Berger paints and the remaining 6 per cent of the respondents preferred other paints.

RESPONDENT, S PREFERANCE ABOUT PAINTS BRANDS



Source: primary data

Figure 2

From the above figure , out of 100 respondents, 47 per cent of the respondents have preferred Asian paints over other paints.

While 53 per cent of them gives preference to other paint company like Nerolac, Shalimar and Berger paints etc.

BRAND OF PAINTS USED BY RESPONDENTS

Table 3

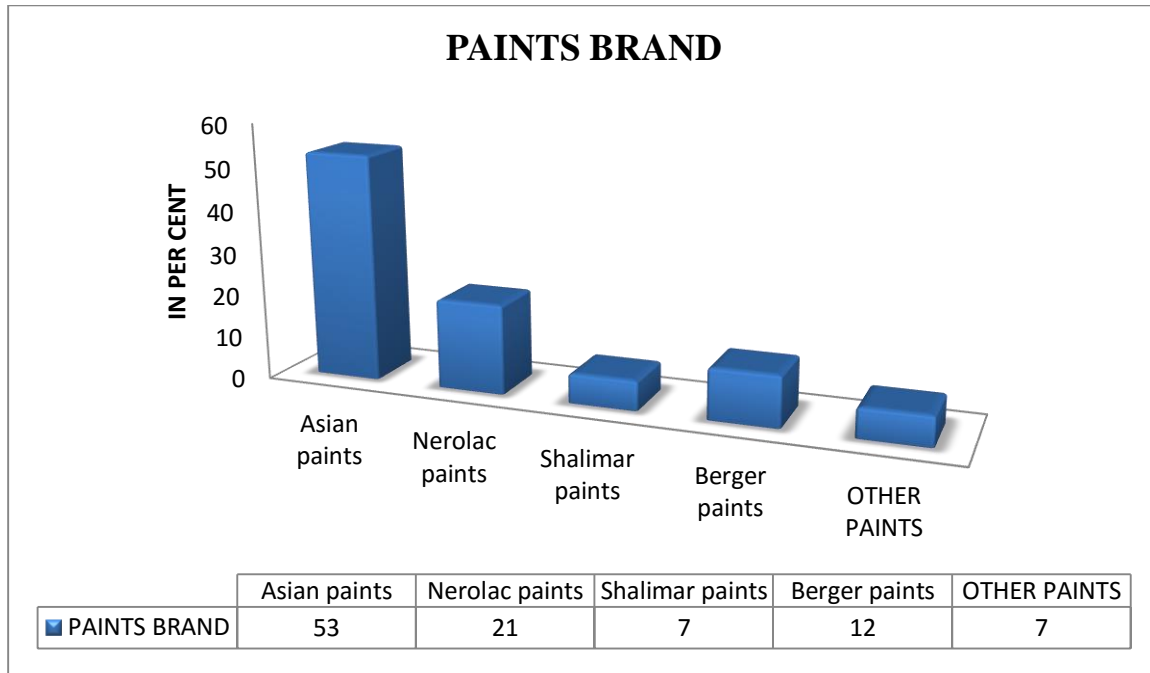
Product	Consumed	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian paints	53	53.0	53.0	53.0

Nerolac paints	21	21.0	21.0	74.0
Shalimar paints	7	7.0	7.0	81.0
Berger paints	12	12.0	12.0	93.0
Other paints	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Source: primary data

The above table indicates the branded paints consumed by the respondents. It has been found that 53 percent of the respondents used Asian paints, 21 per cent of the respondents are consumer of Nerolac paints, 7 per cent of the respondents bought Shalimar paints, 12 per cent of the respondents used to buy Berger paints and the remaining 7 per cent of the respondents used to buy another brand paints.

PAINTS BRANDED CONSUMED BY THE RESPONDENTS



Source: primary data

Figure 3

From the above figure, in this area of the study, a larger share in paints industry in Asian paints. Which in more than total of all other paint companies. This shows a positive response towards Asian paints .

RESPONDENTS EXPERIENCE WITH ASIAN PAINTS

Table 4

Age group		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 YEARS	13	13.0	13.0	13.0
	2-5 YEARS	39	39.0	39.0	52.0
	5-10 YEARS	35	35.0	35.0	87.0

Above 10 years	13	13.0	13.0	100.0
Total	100	100.0	100.0	

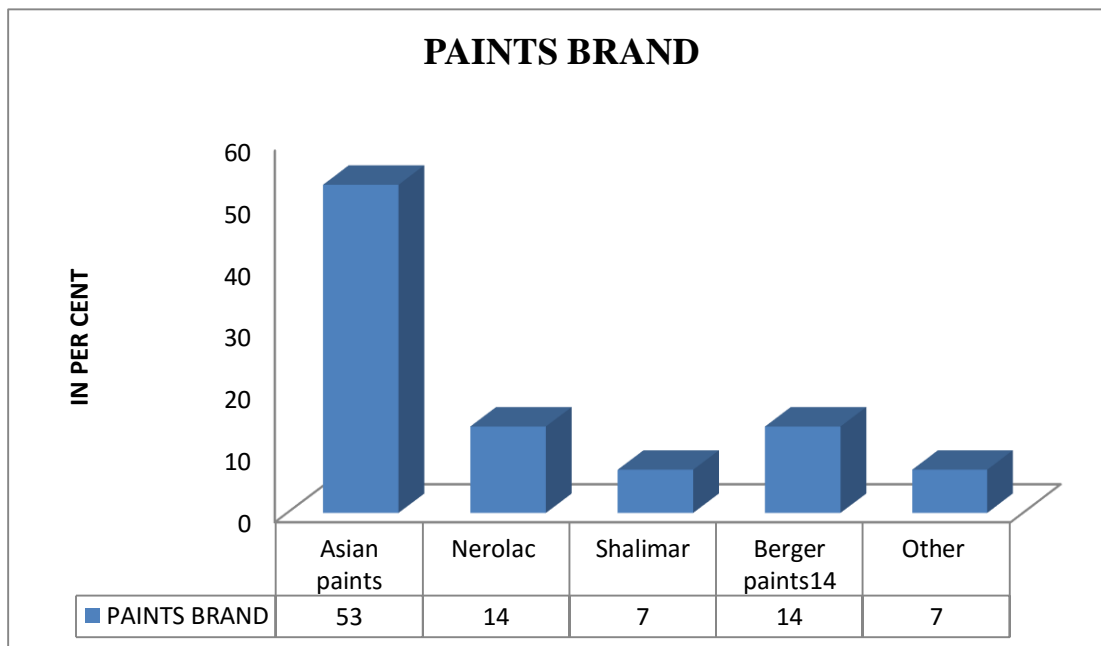
Source: primary data

It has been clearly inferred that, 13 per cent of the respondents are using paints from 0-2 years and 39 percent of respondents who have 2-5 years experience with paints. 35per cent of the respondents have 5-10 years experience with paints, remaining 13 per cent are those respondents who have more than 10 years experience with paints.

Best Paints Product of The Respondents:-

In the below figure no. 4, it's understood that 53 per cent of the respondents with highly majority choose Asian paint as a best paint brand, 14 per cent of the respondents who choose Nerolac as the best paint brand, 7 percent choose Shalimar paints and other 14 per cent of the respondents choose Berger paints. There are only 7 per cent respondents, who choose any other brand which is not specified here.

SELECTION OF BEST PAINTS PRODUCT BY THE RESPONDENTS



Source : primary data

Figure 4

FINDINGS OF THE STUDY

Important findings are concerning from the customers, have resulted from the survey. The middle income population with the above stated demographic status believes that painting is used to protect the environment. It is proved 40 per cent of the consumers are well aware of Asian Paints. In my research area Asian paints in a leading company in paints industry. Asian paints Ltd. is a qualitative company with strict rules and regulations. The company has a good advertisement network, which is the prime reason for its success followed by marketing plans.

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