



A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS DECORATIVE PAINTS”

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Abstract :

All paint companies today offer complete range of products for consumers as local ventures due to high import tax imposed by the government for importation of paints. On the ground of rapidly increasing demand for the decorative paints in consequence of increase in building, shelter and other governmental and private constructions, the decorative paints industry is competitively growing today. This evidently shows commitment of the decorative paints companies towards better world. Though it is so, to the preliminary survey conducted it was noted that 95% of market share has been captured by seven companies out of the 60 local paints suppliers Thus, the focal problem was why such a situation has come about. Of the four objectives included in the study, key purpose was to examine the relationship between purchase intention and purchase behavior of consumers in respect of paints. Consistent with the objectives the research questions were also set. Additionally, a research gap noted from literature review has also been filled up in this study. The research approach employed here is the deductive method and mix of both qualitative and quantitative perspectives were applied.

IndexTerms –Emotional involvement, Brand image, Product quality, Buyer behavior.

I. INTRODUCTION

Paints industry is mainly categorized as decorative/ architectural paints and industrial paints sectors. Decorative paints are used mainly for painting interior and exterior of houses, office buildings, and factories. Industrial paints include automotive paints, marine paints, protective paints and special purpose coatings.

A variety of paints for ornamental and industrial purposes are produced by Asian Paints. Additionally, it produces intermediate goods like pentaerythritol and phthalic anhydride. The group's chemicals division, which accounts for 5% of total revenues, is run for value. The product line from APIL comprises powder coating, primers, wall puttees, wall paints, metal paints and wood finishes, among other things.

Industrial paints include, for example, automotive paints (both original equipment manufacturers and refinishes), powder coatings, marine paints, high performance coatings, and special purpose finishes. These are technologically advanced; thus, the unorganised sector is seldom ever present. In actuality, the original artwork does not contain the unorganised section. This can be explained by the requirement for collaboration with a reputable multinational paint company in order to get an order from a car manufacturer. Without a doubt, Nerolac dominates the market for industrial paint.

India continues to consume.5 kg of food per person, compared to.26 kg in the United States and 1.2 kg in Thailand.

As was already said, many people still view paints as being a luxury good. They are not valued for their productivity, and they only get painted once every seven to ten years. The Central Electrochemical Research Institute in Karaikad, Tamil Nadu, estimates that the yearly loss from corrosion will be greater than Rs. 5000 crores, and the government's interest in safeguarding all surfaces is similarly negligible.

In 1995, the Indian Paints Association (IPA) coined the slogan "Paint and Protect" to underline the need of providing protection via painting. Numerous modes of communication have helped this slogan become increasingly well-known, but much more work has to be done if it is to effectively reach millions of people.

Growth and Development

The paint business may easily grow at a pace of 12–13% per year in the upcoming years from its current size of Rs 350 billion. When compared to wealthy western countries, India's per-capita paint consumption is slightly more than 4 kilogrammes, which is still relatively low. Thus, as the nation develops and becomes more modern, the amount of paint consumed per person will increase.

About 35% of the paint industry is made up of structured businesses, with the remaining market share going to the unorganised sector. Around 2,000 unorganised areas house small- and medium-sized paint production facilities. The top organised players include Asian Paints, Kansai Nerolac, Berger Paints, and ICI.

Demand for paints comes from two broad categories:

Decoratives:

Exterior wall paints, interior wall paints, wood finishes, enamel, and supplementary items like primers and putties are some of the major decorative market categories. In India, the market for decorative paints represents more than 70% of the total market. The industry leader in this sector is Asian Paints. Household painting, building projects, and other display needs all contribute to the demand for decorative paints. Compared to other times of the year, the holiday season (September to December) has a large increase in demand. This market has a bigger profit margin than the industrial segment and is price-sensitive.

Industrial

Automotive coatings, powder coatings, and protective coatings are the industry's three primary subsectors. The dominant brand in this market is Kansai Nerolac. Automobile engineering and consumer durables are two examples of sectors that use industrial paints. More technology is used in the industrial paints market than in the decorative paints market.

More than 300 basic materials—50% of which are derivatives of petroleum—are used in the manufacture of paints, making it a raw material-intensive industry. Since petroleum is a major component of most raw materials, the sector gains from falling crude prices.

Performance and Other Statistical Data

Since their beginnings, high performance additives have been a key component in the development of paint formulas to meet new performance standards. Due to their capacity to satisfy the wide range of paint performance requirements that exist today, high performance additives are widely utilised in modern paint technology.

About 121 billion dollars were spent on the worldwide paints market in 2012, and 38 million metric tonnes (MT) of paint were manufactured. The volume split between architectural paints and performance coatings is around 50/50 worldwide. 44 percent of the world market for paints and coatings comes from the APAC area. India makes up 15% of the APAC market in terms of volume, while China makes up 57%. In APAC, 65 percent of the market for architectural paints is made up of water-based products. The value of the Indian paint industry, which produces 2.28 million MT annually, is \$5.6 billion.

67 percent of the entire value and 72 percent of the total volume are accounted for by the Indian decorative paints category. Whereas 60–65 percent of decorative paints by volume are water-based (latex/architectural paints) from India. The average amount of paint used per person in India is 2.40 kg. Kerala has the highest consumption per person at 4 kilogramme, mostly from latex-based architectural paints and coatings. The growth rate of the Indian paint industry is 1.5 to 2 times that of the GDP. There are over 1500 producers of architectural paint in India. With a 62 percent market share in architectural paints, Asian Paints, AkzoNobel, Berger Paints, and Kansai Nerolac Paints are the industry leaders in the organised sector.

Rising demand for novelty

Manufacturers of coatings and paints are continually reformulating their products as environmental regulations continue to put pressure on the paint and coatings industry. As a result, there is a growing need for cutting-edge additives. Recent years have seen a spike in industrial activity and architectural building in the majority of emerging economies, which has increased demand for paints and additives. The need for paint additives has increased as a result. In 2016, it is predicted that more than 40% of the world's demand for paint additives would come from the Asia-Pacific region.

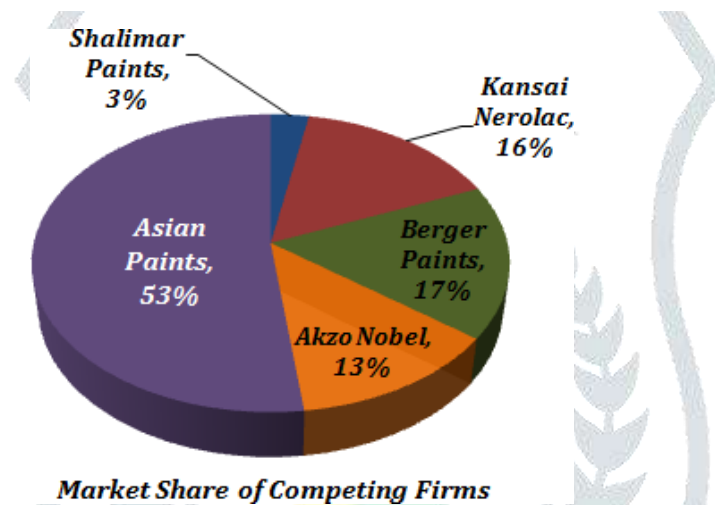
China has emerged as the second largest market (after the US) in the global paint additives industry, already expanding more quickly than the major industrialised nations (albeit at the moment at a somewhat slower pace). India is also developing into a significant market.

Indian market dynamics

High quality exterior paint has conceptually expanded at a very high growth rate of 25% during the previous 5-7 years, compared to other paints and coatings, which have seen growth rates of 10-12%. Additionally, the premium paints and innovative finishes markets have expanded more quickly, by 15% to 20%. Additionally, this evolution has made it necessary to apply high-performance additives.

Market Players in The Industry

Asian Paints, with a market share of over 50%, Shalimar Paints, with 3%, Kansai Nerolac, with 16%, Berger Paints, with 17%, and AkzoNobel, with 13%, are the market leaders in India's organised paint sector.



Kansai Nerolac is the industry leader in the industrial and automotive sectors, whereas Asian Paints is the market leader in the decorative sector. When compared to international norms, the proportion of industrial paints in the total use of paint is quite low. It represents 25% of the paint market, with 75% of paints supplied in India being used for ornamental reasons.

All of the major competitors in the Indian paint business are currently expanding. The capacity of Asian Paints' facilities in Himachal Pradesh (for powder coatings) and Maharashtra (for industrial coatings) has been increased, while Berger's plant in Jammu has begun to contribute to its top-line performance, albeit little. In addition to expanding its Lote Parshuram and Bawal factories, Kansai Nerolac is building a new green field factory at Hosur in Tamil Nadu.

Different Paint Companies in India

Asian Paints

Every home in the nation favours Asian paints. It may be the most widely used paint on the market. The Choksi brothers and Suryakant Dani launched the business in 1942. They are one of the top small businesses in India, according to Forbes.

Revenue: \$1.6 billion to \$2 billion and Profit over \$150 million

Products and Services: Wall priming, acrylic wall putty exterior, interior, and exterior wall paints, as well as decorative paints, industrial coatings, and ancillaries.

Berger Paints India Limited

Berger Paints India is the second-most popular paint brand among Indian buyers. Louis Steinberger launched the business in 1923. The company's managing director at the moment is Abhijit Roy.

Revenue: \$460 million to \$500 million and the profit is \$27 million

Services and Goods: chemicals and paints. Products including interior and exterior wall coatings, metal and wood paints, living green, undercoats, etc. are marketed to both industrial and professional users.

Dulux Paints

Dulux Paints is the third paint business on our list. AkzoNobel India is essentially the owner of Dulux Paints, a painting business. The business, which was established in 1932, provides a huge selection of goods for both domestic and commercial purposes.

Revenue: \$25 billion to \$30 billion of AkzoNobel

Industrial chemicals, ornamental paints, refinishing tools, coatings, exterior and interior paints, wood and metal paints, etc. are among the goods and services offered.

Jenson & Nicholson Ltd

The second-oldest business in India was established in 1922 and is named Jenson & Nicholson

(I) Ltd. These businesses were started by Wilfred Nicholson and John Jenson. Under the name Robbialac, the business was the first to introduce plastic emulsion paint.

Revenue: \$500 million to \$750 million

Product and service names include Fantasy Pearl Metallic, Special Effects Natura, Safeguard Optima, Pearl Lustre Finish, etc.

Shalimar Paints

Shalimar Paints is the sixth business on our list. The earliest paint business in India was established in 1902 by AN Turner and AC Wright. Over 54 branches and depots are spread out over the nation.

Revenue: \$56 million to \$80 million

Industrial chemicals, ornamental paints, refinishing items, coating, exterior and interior paints, wood and metal paints, visualise, distemper, enamel, etc. are among the goods and services offered.

British Paints

1919 saw the founding of a British paint company, which moved to India in 1947. In reality, British paints made a comeback in India in 2009 under the brand Berger paints. It has about 12000 channels and a network of 45 branches throughout India.

Revenue: \$300 million to \$500 million

Product and service names include Glo, Singer, British, Expo Cool, Acri- Silk, among others.

Kansai Nerolac Paints Ltd

Kansai Nerolac Paints Ltd. is the sixth paint company on our ranking list. This paint firm was established in Mumbai in the year 1920. There are around 5 manufacturing facilities in India.

Revenue: \$360 million to \$400 million

Products and Services: Coatings for cars, wood and metal products for the inside and exterior, etc.

Nippon Paints

Originally from Japan, Nippon Paints is a well-known brand in India. It has been around for more than 5 years in India. Even though it is India's top paint firm, it is not the top paint company in Asia.

Revenue: \$300 million to \$500 million in Indian markets

Industrial chemicals, ornamental paints, refinishing supplies, coating, exterior and interior paints, and wood and metal paints are among the goods and services offered.

Background of the study

By studying "the process or set of processes that connects producers, customers, and end users to marketers via data used to identify problem areas and issues, generate, refine, and evaluate marketing actions, monitor marketing performance, and improve understanding of marketing as a process," marketing research is the term used to describe this type of research. The information required to solve these difficulties is defined by marketing research, which also plans, coordinates, and implements the process of gathering data, analyses the collected data, and communicates the results and their implications.

The Buying Process

A customer goes through a purchasing decision process when they purchase a product. It may be viewed as a particular kind of cost-benefit analysis. The purchase choice model has been assessed by academics in a number of different ways. Although the theories differ, there is a tendency towards five steps in the decision-making process.

In order to decide on market transactions before, during, and after they purchase an item or service, consumers use the buyer choice process. In a broader sense, decision-making refers to the cognitive process of selecting a plan of action from a list of alternatives.

Stages

These stages were first introduced by Engel, Blackwell and Kollat in (1968). The stages are:

Problem/Need recognition

Information search

Evaluation of alternatives

Purchase decision

Post-purchase Behavior

Review of Literature

PAREEK P., (2016) A Study on Perception of End-Users Towards Various Paint Brands in Ahmadabad and North Gujarat. Elk Asia Pacific Journal of Marketing and Retail Management, 7(1) 1-15

400 homes in the Gujarati cities of Ahmedabad, Kalol, and Mehsana participated in this study. The research was conducted using an observational approach and a questionnaire survey. Closed-ended, open-ended, and scale questions were used to create the questionnaire. The primary goal of this study is to identify the many aspects that buyers of paint take into account.

Mathur A. (2011). *An Empirical Study of Quality of Paints: A Case Study of Impact of Asian Paints on Customer Satisfaction in The City of Jodhpur.*

IJMT, 19(2).84-98

The foundation for adding colour to human life is paint. The beauty and creativity that painters bring to life influences how we might live lives of higher standards. Market-available paints are utilised in homes to provide beauty, inventiveness, and originality to designs that promote peace and growth. With the hues representing a variety of moods and feelings, paints serve a variety of purposes and are essentially the foundation of creative and imaginative living. The primary goal of the paper is to create a strategy plan for creating high-quality paints that will support the environment's infrastructure while looking stunning.

Statement of Problem

Due to their busy schedules, the survey's respondents could not afford to take extra time to reply. Only 5–6 minutes were required on average for a response.

Due to scheduling restrictions, a small sample size of 100 clients was evaluated. It is assumed that the sample is representative of the entire population. To accurately reflect the overall population, the total sample size is relatively less.

This product's completion was limited to a 45-day window of time. Therefore, it was impossible to consider all of the study's customers. The information was first-hand. As a result of the sample's random selection, biases were of a quite high degree. Only the geographical area of Himatnagar city is under study.

Objectives of study

In support of getting solutions for the predetermined problem, two types of objectives namely primary objective and secondary objectives were taken in this research report.

Primary objective

To examine the relationship between purchase intention and purchase behavior of consumers in respect of decorative paints.

Secondary objectives

- To find out relative influence made by price, quality, and brand image to purchase of decorative paints.
- To examine the degree of consumer buying behavior varying with the demographic factors.
- To provide recommendations for further actions to be taken to get the buyer behavior successful.

RESEARCH METHODOLOGY

Research design

The exploratory research method was used to gather information about consumer behaviour in the local market, and the descriptive research design was used to write a project report for a college course.

Sampling Method

We chose simple random sampling to generate a representative sample, and We randomly gathered data from different parts of the Palanpur city.

Sample Size

For accurate findings, it is not essential to poll the whole target population or even a sizable fraction of them. Given a reliable sampling technique, samples of less than 1% of the population can frequently provide acceptable dependability.

So, we have decided to take the sample size of 80 from Palanpur City.

Source of Data

Primary Data:

Primary Data of the research report is collected by questionnaire and fill it out by people in local market of Palanpur city.

Secondary Data:

I have used secondary data to get information about company's history, growth and development, market value, etc. from internet.

Data Collection Method

For collection of data, I use following methods:

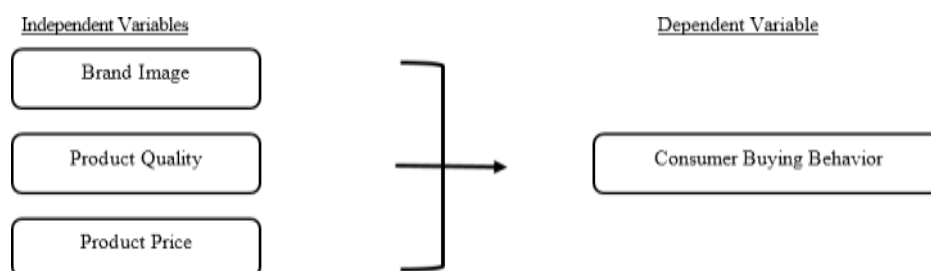
- Questionnaire
- Survey
- Observation
- Documentation

Research gap

Under the literature review made especially the most closed studies related to considering topic were associated. Here, performance and quality are more important in customer's point of view. According to Achilles Chandra pander, performance and quality are the most influencing factors for the customers when they choose paints. Apart from this, kohli and Thakor (1997) have pointed out brand name is highly considered by the customers in purchasing paints. Kothleen and Gage (2004) have stressed service is the most important factor considered by the consumers in choosing products. Jennifer potter, (1990) was bias to above idea. But they have forgotten other factors that affect the choice of paints. In point of fact, the researchers got at there is a research gap to be filled up. It was able to fill up that gap by this study.

RESEARCH MODEL

Based on the literature and the factor analysis made the following research model was constructed.



DATA ANALYSIS AND INTERPRETATION

What is the size of your House?

In this survey, as a researcher I find out that most of people lives in 2bhk house (41.2%). And 50 respondents are lives in 3bhk (22.7%) then 17 respondents are lives in More than 3bhk (14.3%).

What type of house do you own?

In this survey, as a researcher I find out that most of people lives in normal house (31.9%). And 27 respondents are lives in Tenement (20.2%) then 28 respondents are lives in Bungalow (22.7%).

When did you paint your house last time?

In this survey, I find out that majority of people painted their house recently (26.9%) and in more than 3 years (32.8%). Remaining 35 respondents paints their house in last more than 5 year ago and 14 respondents never painted or new construction their house.

What type of paint was used last time?

In this survey, as a researcher I find out that most of people used cement paint (26.1%) previously. And 42 respondents used Distemper paint (35.3%) then followed by 22 respondents used emulsion paint (17.6%) last time.

Which brand of paint did you use last time?

In this survey, I find out that majority of people used Asian paints (47.1%) as most trusted brand in paint industry. Followed by Berger and Dulux at 18.5% and 13.4% market share respectively. And remaining respondents goes with brand like Shalimar, Nerolac and some other local brands.

At last time did you give your paint work to contractor/painter on which basis?

In this research, 73 respondents gave paint work or paint job to contractor/painter on Material + Labour basis and remaining 47 respondents gave paint work on only labour basis.

How did you choose shades of paints last time?

In this research, 39 respondents choose shades of paints by their own. Followed by 34 respondents choosing paint shades given by shop and 31 respondents choosing paint shades by reference from another house. Then 16 remaining respondents choosing paint shades as their contractor/painter told.

How was your experience during last time?

In this survey, 61 respondents feel satisfy or very good experience from their paint brands. And remaining 44 respondents share their experience which was 'ok'. It shows that people are mostly satisfy by their paint's brands in Himatnagar city.

Are you planning to paint your house?

In this survey, I find out that majority of people are not planning to paint their house. Remaining 57 respondents planning to paint their house in future.

Which brand of paint will you use next time?

In this survey, I find out that 57 respondents want to paint their house with Asian paints in next time. 22 respondents want to get their house painted with the same brand as last time. Remaining 28 respondents want to paint their house with Nerolac paints and 13 respondents want to paint their house with Berger paints in future.

RESULTS AND FINDINGS

- People generally prefer to use cement paint and distemper when panting their house.
- Majority to the respondents prefer Asian paints to paints their house followed by Berger Paints and Dulux Paints.
- I find out that most of people gives paint work on Labour plus material basis to the painter or contractor.

- Majority of respondents choose the shades of paints and by themselves.
- 47.5% of respondents planning to paint their house in future, which shows that, the market of Asian paints can be capered more.
- For the future preference of selection of the paint work people will hire professional painter and taking advice from the expert to paint their house.

CONCLUSION & SUGGESTION

Conclusion:

After the all the survey of the Asian paints. The all the product of the Asian paints are better than offer. That is also said by the people opinion. The interior and exterior product is best in a different-different quality. Asian paints quality is best them compare to the other.

As per the test results, it was proven that there is a relationship between the price factors and buying behavior for selection of decorative paints. But compared to brand image and product quality the influence made by the prices is somewhat low. It is understood that consumers concern the quality of the paints.

In this practical study report is teach me a lot of things. In that the how can be survey done and which method is suitable for survey that all are experience by me.

The advertisement of the Asian paints that should be a very effective it is benefited to the company. The company can use a better media for aware about the Asian paints.

The promotional activities are done by the company it is nice but they give more offer & scheme to the customer.

Suggestion:

The following suggestions are giving to the Asian paints that all are,

- More advertisement should be done in order to create the awareness of new product of Asian Paints.
- More offer & scheme should be offered to the customers.
- Asian paints should get in rural market near Palanpur city.
- Asian Paints should also provide an expert advice while selection paint shades to their customers.

II. ACKNOWLEDGMENT

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