A Study on Brand Preference among the Paint Users in Dharmapuri Town  
Dr. R. Venkatesh  
Assistant Professor PG Research Department of Commerce Don Bosco College Dharmapuri –636 809

Abstract:

Paint has been in use for time immemorial. The evidence can be found in the Cave paintings. The Chinese are considered to be the pioneers of manufacturing paints is made artificially and is used in many different ways. Paint is a mixture of four elements solvents, binders, pigments and additives. Solvents give the paint a liquid flow while the binder binds it to the surface. Pigments impart color and capacity to the paint and the additives give is special resistance properties.

INTRODUCTION

The Indian paint industry is over 100 years old. Its beginning can be traced back to the setting up of a factory by Shalimar paints in Calcutta (now Kolkata) in 1902. Unit World War II, the industry consisted of small producers and two foreign companies. After the war, the imports stopped, which led to the setting up of manufacturing facilities by local entrepreneurs, still, the foreign companies continued to dominate the market. Initially British paint companies such as Goodlass Walls (now Berger paints), Jenson & Nicholson and Blundell & Emote dominated the market.

Indian Paint market

Indian paint market consists of both organized and unorganized sectors, with 43 percent coming under the latter. So the majority is under the organized sector. Altogether the total turnover of this industry is estimated to the A.11, 200 Cr., and the growth rate was put at 16 percent per annum during 2006-2007.

Specifically speaking, the decorative paint market in India, a highly competitive segment with a few major players at national level and a large number of regional players, enjoyed a total turnover of A. 7880 Cr., during 2006-2007. Its fragmented retail had an exponential growth in the last ten years with an ever increasing “Dealer Tinting Systems”. It is reported there are 16000 companies in this market.
Facets of paint Industry in India

There are various dimensions of paint industry in India. They are as follows.

1. Promotional Bodies.
2. Quality parameters.

1. Promotional and Regulatory Bodies.

CAPEXIL (formerly Chemicals and Allied Products Exports Promotion Council) a non-profit making organization, was set up in March 1958 by the Ministry of commerce and Industry, Government of India over the years has been playing an important role to promote exports of paints from the country.

Established in 1962, the Indian Paint Association is the apex body of the Indian paint industry, which represents both the organized sector and the small scale sector in the paint industry. It is a voluntary non-political and non-profit organization which promotes the interest of the paint industry and the society. The IPA is a unique forum in which even the very small scale manufacturers are members beside all the major paint producers in India. The representative character of the association is amply demonstrated by the fact that more than 80 percent of the total paint production in the country is accounted for by members of IPA.

When paint is manufactured in a factory, because of the ingredients used, it can harm the environment and the workers who work in the factory. In order to void the damage to the environment and humans every country has a regulatory body. Keeps an eye on the procedures used by the companies.

In order to regulate such a huge volume of paint trade inland and abroad, every country has rules and regulations. In India, there are many as follows.

(i) Pollution control Act and Regulations of India is responsive to control and regulate the pollution part of the paint manufacturing process.

(ii) Packing Commodity Rules.


(iv) Industries, Energy and labour Department Act

(v) Factory Act, 1948 lists paints, varnished, lacquers or thinners as flammable solvents so due care has to take.
(vi) MRP Rules under packaged Commodity Act.

(vii) Petroleum Act.

**Bureau of Indian standard has some specifications are**

(i) General requirements.

(ii) Products specific requirements.

**2. Quality parameters:**

Paint manufacturers very careful to produce high quality paints. They normally use different quality control measures. All the ingredients and the paint manufacturing processes are put through very rigorous standard tests and the finished product is once again checked observed for the quality. So the paint is inspected for its.

i) Density,

ii) Dispersion,

iii) Viscosity and

iv) Fineness of grind, then the paint is applied to test the drying time and the texture.

**3. Price Sensitivity Factors**

In accordance to the fluctuating cost of raw materials, the ultimate price level of paints would change correspondingly. So the price level of paints in hypersensitive mainly on account of raw material cost and of course marketers. Various factors that have influenced the pricing of paints are summarized below:

(i) The industry is raw-material intensive of the 300 odd raw materials, nearly half of them are imported petroleum products. Thus, any deficit in oil reserves affects the bottom line of the player.

(ii) The major raw materials titanium dioxide, ophthalmic anhydride and peutarthritisol constitute 50 percent of the total cost. Besides, these there are other raw materials such as castor, linseed soybean oils and turpentine. The costs of raw materials sum up to almost 70 percent. Any increase in the prices of these raw materials could adversely affect prices of paint.

(iii) Most of the paint majors have to import nearly 30 percent of their raw materials requirements, thus changes in import policies can affect the industry.

(iv) The Prices of packing materials as HDPE, BOPP and tinplate have reduced considerably.
However, the decision of the Central Government to ban import of tinplate waste could lead to a spurt in the prices of the tinplate in the near future.

**NEED FOR THE STUDY**

In India, the demand for paints from new housing would constitute approximately 30 percent of total demand, the rest comes in from repainting, mainly after the monsoon rains and before festive season. Competition is very strong in the Indian paint market. The growing paints market is witnessing a shift from solvent – based paints to water – based paints, like distempers, and this should be viewed by the tiny and SSI sectors as a major opportunity to grow along with the large units.

**Statement of the Problem**

There is a clear indication that the paint industry in India is poised for a growth further, based on changing national and international economic developments, however, such a growth is likely to be affected by certain inherent local specific problems. These problems call for an in depth study so as to bring about suitable corrective mechanism and through which is relieving the industry of such problems of a free and fair growth.

**INDIAN PAINT INDUSTRY – PLAYER**


**OBJECTIVES OF THE STUDY**

(i) To study the position of demand for and supply of all types of paints in India.

(ii) To analyses the strengths or otherwise of the distribution pattern of various paint manufacturers / marketers in Tamil Nadu.

(iii) To study the various sales promotional measures adopted by paint manufacturers / marketers in Tamil Nadu.
(iv) To study the effectiveness or otherwise of the advertisements of paint manufacturers on the consumers in the study area.

(v) To study the factors influencing the strategies of marketing of paints in Tamil Nadu (Pricing, Market Segmentation, Product line) from the user / consumer point of view and

(vi) To offer remedies and suggestions for further improvements.

LIMITATIONS OF THE STUDY

There are certain limitations of the study as stated below:

1. Industrial paint consumers or users are not under the purview of this study, the researcher does not include industrial users as part of the sample respondents.

2. The sample respondents are contacted only once during the period of the study. So their responses may vary the from time to time depending the circumstances and environment. However if may not affect the validity of the findings of the study.

3. Since the study is mostly based on opinion survey, simple statistical tools were used in many places. However the study under taken could accomplish its set goals and objectives.

RESEARCH METHONOLOGY

Introduction:

The methods tried for analyzing the consumer behavior cut presented in this chapter. It deals with the area o study. Selection of sample respondents. Sampling procedure collection of data requirement and tools of analysis.

Research Design:

A research design is purely and simply the basic frame work for a study that guides the collection of data and analysis of data. A good design will make sure that the information gathered is consistent with the study objected and that data collected by accurate and economical procedures.

The present study is descriptive study based on survey method. This study is mainly based on primary data collected from the consumers who are using the paint and the researcher has also used secondary data wherever necessary. The
primary data required for the study were collected with the help of a well-drawn questionnaire.

**Sample Design:**

For the purpose of the study the data has been collected in different places in the study area. 50 consumers were collected to study behavioral pattern regarding the selection of paints among various brand and factors influencing their brand selection.

**a. Sample Unit**

Paint users in Dharmapuri town are the sampling unit for the study. The study area consists of several groups of people. The respondents were grouped into salaried class. Business people self-employed and agriculture. The sample respondents were chosen from all the groups.

**b. Sampling techniques:**

When the field are included in practical life. Considerations of time and cost almost invariably read to the selection of respondents. (i.e.) selection of only few items. The respondents selected should be a representable of the total population. The process of selecting the sample is called sample techniques. In this study the researcher adopted convenient sampling techniques to collecting the data.

**Tools of analysis:**

The data collected from respondents were edited. Classified and analyzed with the statistical tools. Percentage analysis and chi-square analysis were used in this study to analyze the collected data.

**(i).Percentage Analysis:**

The study has used simple percentages. Percentages refuse to a special kind of the ratio. It is used to making compressing with two are more series of data and also used to described relationship.

**(ii).Chi-Square Analysis:**

Chi-Square analysis is the important test among the several test of significance developed by statisticians. Chi-square symbolically written as \( x^2 \) is a statistical measure used in the context of sampling analysis for comparing the variance to theoretical variance. In this study the researcher used chi-square analysis to test the association between attributes.
Hypothesis testing:

1. There is no significant relationship between gender & influence of buying paints.
2. There is no significant relationship between educational qualification and place of buy paint.
3. There is no significant association between income and paint brand using.
4. There is no significant relationship between occupation and place of buying paints.
5. There is no significant relationship between age and brand preferred to buy.

SOCIO – ECONOMIC PROFILE

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Age of the respondents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 25 Years</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>25 Years – 35 Years</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>35 Years – 45 Years</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>Below 45 Years</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Above 55 Years</td>
<td>23</td>
<td>46%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variables</th>
<th>Years</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Marital Status</td>
<td>Married</td>
<td>30</td>
</tr>
<tr>
<td>Unmarried</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td>3. Educational qualification</td>
<td>Non formal education</td>
<td>6</td>
</tr>
<tr>
<td>Upto 12th Std</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>ITI / Diploma</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Under graduation</td>
<td>15</td>
<td>30%</td>
</tr>
<tr>
<td>Post-graduation</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>4. Occupation of the respondents</td>
<td>Salaried Class</td>
<td>19</td>
</tr>
<tr>
<td>Business</td>
<td>15</td>
<td>30%</td>
</tr>
<tr>
<td>Agricultura l</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>Self employment</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>5. Monthly Income</td>
<td>Below Rs 5000</td>
<td>5</td>
</tr>
<tr>
<td>Rs 5001 To Rs 10000</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>Rs 10001 To Rs 15000</td>
<td>14</td>
<td>28%</td>
</tr>
<tr>
<td>Rs 15001 To Rs 20000</td>
<td>21</td>
<td>42%</td>
</tr>
</tbody>
</table>
### 6. Area of living

<table>
<thead>
<tr>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>40%</td>
<td>60%</td>
</tr>
</tbody>
</table>

### 7. Preferred Brand

<table>
<thead>
<tr>
<th>Brand</th>
<th>28</th>
<th>5</th>
<th>13</th>
<th>3</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian paint</td>
<td>28</td>
<td>5</td>
<td>13</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Nerolac paint</td>
<td>5</td>
<td>10%</td>
<td></td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Venlac Paint</td>
<td>13</td>
<td>16%</td>
<td></td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Dulex paint</td>
<td>3</td>
<td></td>
<td></td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>and Others</td>
<td>1</td>
<td></td>
<td></td>
<td>6%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### 1. Age of the respondent

```
<table>
<thead>
<tr>
<th>Age Group</th>
<th>12</th>
<th>6</th>
<th>4</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upto 25 years</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>25 to 35</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>35 to 45</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>45 to 55</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Above 55</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>
```

### 2. Marital Status

```
<table>
<thead>
<tr>
<th>Status</th>
<th>23</th>
<th>46%</th>
<th>14</th>
<th>14%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>8</td>
<td>16%</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>Unmarried</td>
<td>4</td>
<td>8%</td>
<td>7</td>
<td>14%</td>
</tr>
</tbody>
</table>
```

### 3. Educational Qualifications

```
<table>
<thead>
<tr>
<th>Education Level</th>
<th>17</th>
<th>34%</th>
<th>17</th>
<th>34%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal formal</td>
<td>2</td>
<td>4%</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>Upto12th std</td>
<td>6</td>
<td>12%</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>ITI/diploma</td>
<td>6</td>
<td>12%</td>
<td>4</td>
<td>8%</td>
</tr>
</tbody>
</table>
```

### 4. Occupation of the respondent
5. Monthly Income

6. Area of living

FINDING

- 50% of the respondents belong to the age group of 45 years to 55 years.
- 60% of the respondents having married people.
- 30% of the respondents come under graduation category.
- 38% of the respondents are under salaried class.
- The tables shows the respondents on the basic of their monthly income 42% of the respondents come under the come level of 15001 – 20000.
- 60% of the respondents are under living in urban area.
- 56% of the respondents are preferred brand of Asian paint.
- 36% of the respondents from the source of information collecting through TV.
SUGGESTION

 From the study I have offered some suggestion to improve marketability of the products as well as brand preference toward paints.
 It is necessary to advertise attractively through television that is the most effect in media. It is influence the housewives who are the main purchase decision maker.
 To improve the quality of paints.
 To boost the sales percentage it is necessary to introduce cash discounts to attract more customers.

Conclusion

The company has created great awareness about the product through by giving different in prices. It will boost up the sale of the paints. Color quality and availability are the main reason of the success of its. The study concludes that the fast moving product in Dharmapuri town is the paints.

REFERENCE