



## Asian Journal of Management and Commerce

E-ISSN: 2708-4523  
P-ISSN: 2708-4515  
AJMC 2020; 1(1): 12-14  
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[www.allcommercejournal.com](http://www.allcommercejournal.com)  
Received: 06-11-2019  
Accepted: 07-12-2019

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# Brand preference and consumer perception towards paint: A Territory study in Coimbatore district

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## Abstract

Paints and colours 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 on preventing corrosion through paints is relatively high, a development that should be a huge boost to the paint industry. In this article, I address the major paint industries and their features, the market leader, their brand image. The economic growth in India has led to higher disposable income, increasing urbanization, easy availability of credit and a concurrent growth in construction, automobiles and consumer durables segment which have emerged as the driving force behind the rise in current consumption of paints. Industry has experienced dynamic changes in the last decade in terms of changing environment and structure which propelled it to a high growth trajectory. In India earlier, it was mostly people above 45 who chose types and shades of paints, but that is changing now with more young people owning apartments and taking such decisions. Demand for premium branded paint products has been increasing as buyers become more aesthetically aware, and realise that the paint on their walls is as vital a feature of their homes as the television set or the couch. Growing demand for paints by both commercial and household consumers has motivated researcher to pursue this study. The researcher believes that the current study will be useful to paint manufactures, marketers and retailers in understanding commercial consumers' preferences, attitude and satisfaction towards selected branded paints marketed in Coimbatore city.

**Keywords:** Paint manufacturer, Marketers, Consumer Preference, Brand Image

## Introduction

The Indian paint industry is segmented into decorative and industrial market. The global players like Akzo Nobel, Sherwin Williams, Nippon and Jotun have set up their shops in India. They are unlikely to affect the domestic players as it would require some time to match the scale, reach the brand equity, distribution network, and brand loyalty that is currently being enjoyed by the existing players. However, serious efforts are being made by them to capture market share through organic growth, Sherwins William has acquired domestic decorative paints company, Netco Paints, while Akzo Nobel has taken over ICI paints. Thus over the long-term the intense competition will take a toll on operating margins of the players thus shifting the focus from price increase to cost optimization.

As a consumer product that is being sold to a young, increasingly more affluent customer, key success factors in decorative paints are as below:

- **Brand:** Paints are becoming a high involvement purchase for the end use consumer, hence the brand plays a key role in determining his choice, both for new construction and repainting activities
- **Product portfolio:** It is essential for paints companies to have a judicious mix of targeted products for its core customer along with a complete product portfolio across product categories and price points for the entire customer universe
- **Distribution:** Sales of decorative paints requires extensive dealer networks, especially in the rural and semi-urban markets; hence a strong supply chain and pan-India distribution presence is essential.

## Literature Review

Dick and Basu (1994) [8] say that loyalty can be examined from the relationship between customer's attitude toward a product, brand, service, supermarket or store, seller and the customer's patronage behavior.

Mowen (2000) <sup>[9]</sup> had identifying the vital attributes that influence consumer decision making and shopping behavior, marketers can refer to important attributes that are relevant to each of the market segments. Attribution theory can also be applied in explaining consumer shopping behavior as future patronage intentions is often influenced by both store and consumer variables.

As per the opinion of Hawkins *et al.* (2001) <sup>[10]</sup> consumers' attitude toward lifestyle merchandising is quoted as "A consumer's opinions and personal relevance that is felt toward products that are promoted by coordinating production, marketing, in-store advertising, display, and sales strategies to reflect the manifestation of one's self-concept or self-identity.

To the similar concept Etzel, Walker and Stanton (2001) <sup>[11]</sup> says that "A consumer's opinions and personal relevance that is felt toward presented references to one's self concept or self-identity via a non-personal, sponsor-identified, paid message.

Kim *et al.* (2002) <sup>[12]</sup> says that as more resources become available, consumers may desire more emotional image attributes in products or brand.

### Objectives

- To Find the Preferences and choices of Consumers regarding the different Paint Brands.
- To Evaluate the performances of the paint companies on the basis of quality management and competitiveness.

### Sample Area, Size and Design

In this study the sampling method was stratified random sampling where data of men and women who aware of paint industries. Both primary and secondary data have been used for the study. This research has taken 150 beneficiaries from all age group and Paint dealers. The study was undertaken in Coimbatore city.

**Table 1: Percentage analysis**

Percentage analysis	Group	Frequency	Percentages (%)
Age group of the Respondent (Years)	less than 25	70	46.7
	26-35	42	28.0
	36-45	37	24.7
	46-above	1	.7
Gender	Male	86	57.3
	Female	54	42.7
Educational Background of the Respondent's	High school	8	5.3
	Bachelor's Degree	61	40.7
	Master's Degree	79	52.7
	Any other	2	1.3
Occupation of the Respondent's	Professional	16	10.7
	Government employee	5	3.3
	Private employee	73	48.7
	Self employee	37	24.7
Family Income of the Respondent's	Any other	19	12.7
	Less than 1,50,000	19	12.7
	1,50,000 to 2,50,000	4	2.7
	2,50,000 to 3,50,000	39	26.0
No of Persons in family	Above 3,50,000	88	58.7
	Single	8	5.3
	two	12	8.0
	Three	56	37.3
Place of Residence	More than Three	74	49.3
	Single	8	5.3
	two	12	8.0
	Asian Paints	30	20.0
Particular usage of certain brand	Akzonobel	111	74.0
	Nippon paints	1	.7
	Nerolac	8	5.3
	6 months - 2 years	26	17.3
Maximum usage of preferable brand	2 - 3 years	23	15.3
	3 - 5 years	85	56.7
	more than 5 years	16	10.7
	Frequently	15	10.0
Change of brand	Occasionally	38	25.3
	Rarely	74	49.3
	Never	23	15.3
	Brand image	104	69.3
Purchase of Particular brand	Company image	16	10.7
	Brand personality	30	20.0
	Friends & colleagues	18	12.0
Influence in the purchase of particular brand	Family & relation	84	56.0
	Neighbour	47	31.3
	Media	1	.7

Recommendation of particular brand	YES	140	93.3
	NO	2	1.3
	Don't know	8	5.3
Preferable Brand Image	very high	121	80.7
	high	26	17.3
	neutral	3	2.0

### Suggestions Offered

Based upon the finding of the study conducted the following suggestions are offered.

- It is recommended that various paint brands should increase their awareness level through increase in advertisement.
- It is also recommended that paint brands should increase their dealer network in the study area.
- Various paint brands should focus on influencing Painters and Dealers because in paint industry Painter's and Dealer are very important to recommend product to customer.
- Paint brands should conduct meetings and training programme for painters and dealers on regular interval.
- Advertisement, sales promotion, positive word of mouth from relatives and neighbours are the major influencing factors in purchase of a paint brand. Sales promotion committee should be formed to formulate and implement new market strategies to compete with competitors and to extend the market share.
- Company sales representatives must maintain relations with construction companies as well as with painting contractors with the help of the dealers.

### Conclusion

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. From this study, it is concluded 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 the study area.

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