

# Engineers Preference For Asian Paints In Coimbatore City

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**Abstract-** It gives a brief report on the profile of the Asian paints Co. about its vision, history, status, its achievements as a firm in the paint industry. The project also speaks on its various product profiles and its future plans. It shows what strategies the Asian paints ltd have used for satisfying the Engineers. To undertake the research the questionnaire is prepared so as to know how much the Engineers are satisfied after using Asian paints, are they willing to be a loyal Engineers 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.

## I. INTRODUCTION

Asian Paints Ltd is an Indian multinational paint company, headquartered in Mumbai, Maharashtra, India. Asian Paints Ltd is Asia's third largest and World's 9th largest paint company. Asian Paints Ltd was incorporated in the year 1945. In the year 1965, the name of the company was changed to Asian Paints (India) Pvt Ltd. In the year 1973, the company was converted into a public limited company. 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. The company has come a long way since its small beginnings in 1942.

It was set up as a partnership firm by four friends who were willing to take on the world's biggest, most famous paint companies operating in India at that time. Over the course of 25 years, Asian Paints became a corporate force and India's leading paints company. Asian Paints is India's leading paint company with a group turnover of Rs 217 billion. The group has an enviable reputation in the corporate world for professionalism, fast track growth, and building shareholder equity. Driven by its strong consumer-focus and innovative spirit, the company has been the market leader in paints since 1967.

Today, it is double the size of any other paint company in India. Asian Paints manufactures a wide range of paints for decorative and industrial use and also offers Wall Coverings, adhesives and services under its portfolio. Asian

Paints (International) Ltd (APIL), a wholly– owned subsidiary of India's largest paints company Asian Paints Ltd, hiked its stake in Berger International Ltd (BIL), to around 96.7 per cent.

## OBJECTIVES

- To analyse engineer's satisfaction on Asian Paints.
- To identify the factors influencing engineer's satisfaction on paints.
- To find out the competitive strategies adopted by the competitors.
- To suggest suitable measures to improve customer satisfaction to Asian Paint users.

## II. RESEARCH METHODOLOGY

### Research design

A research design is truly and simply the framework of plan for a study and it guides the collection and analysis of data. It is descriptive in nature.

### Sources of data

The study is based on primary and secondary data. The primary data had been collected from the respondents through questionnaires & secondary data is collected from the magazines, newspaper etc.

### Area of study

The study is taken in Coimbatore city.

### Sampling method

Show ball sampling technique is adopted for one research data collection. The questionnaires are given to 15 engineers who in town collected from 162 engineers out of which 152 questionnaires alone were complete in all sense. For analysis purpose the size is restricted to 150.

### Period of the study

The period for the study is 4 months i.e. January 2020 to March 2021.

### • Tools for Analysis

The tools used for analysis are

- Simple percentage analysis
- Rank analysis
- Weighted average analysis

### III. LIMITATION OF STUDY

- The respondents of the questionnaire are very busy and could not afford more time to answer. The average time to response was 5-6 minutes only.
- A limited sample size of 150 customers was considered because of time constraint.
- An assumption is made that the sample represents the whole population. It will not carry the total reflection of the copier market. Total sample size is comparatively less to represent the entire population.
- A time period is very short. So considering all the consumers for the study was not possible.
- The data was primary nature. So the degree biases were relatively high as the sample was randomly selected.
- This study is restricted to geographical territory of Coimbatore town only.

### IV. REVIEW OF LEITRATURE

**Sheth, Newman and Gross (1991)** 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) 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.

**Dunne and Narasimhan (1999)** 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.

**Hansen (2008)** define image as a perceptual representation of the firm's overall appeal when compared with other rivals. They argue that both benevolence and image are extrinsic faces of the satisfaction object. They conclude that improving customer satisfaction can be achieved by combining good service quality with communicative messages focusing on the firm's positive image as well as focusing on the customer's perception of benevolence signalled by the firm.

**Dr Abhay Kumar's (July 2009)**, 'Lead in Decorative Paint' (2009) "Switching from a conventional paint to eco-friendly paint can do more than just help the planet; it can also prevent people from inhaling cancer causing chemicals that are formed when paint is mixed with phenol and formaldehyde. Ideally, eco-friendly paints are natural and contain low or zero-VOC" Report on Indian Paint Industry (2010) 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 percent 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.

### V. PROFILE OF THE COMPANY

**Asian Paints Ltd** is an Indian multinational paint company, head quartered in Mumbai, Maharashtra, India. The company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home décor, bath fittings and providing of related services. Asian Paints is India's largest and Asia's second largest paints corporation. Asian Paints is the holding company of Berger International. The company's manufacturing operations encompass 15 countries of the world including India, with considerable presence in the Indian subcontinent and the Middle East.



The company was started in a garage in Gaiwadi, Girgaon, Mumbai by four friends Champaklal Choksey, Chimanlal Choksi, Suryakant Dani and Arvind Vakil. They all belong to Jain families, and founded the company in February 1942. During World and the Movement of 1942, a temporary ban on paint imports left

only foreign companies and Shalimar in the market. Asian Paints took up the market and reported an annual turnover of ₹23crore in 1952 but with only 2% PBT margin. By 1967, it became the leading paints manufacturer in the country.

The four families together held the majority shares of the company. But disputes started over the global rights in 1990s when the company expanded beyond India. The disputes resulted in Choksey selling their 13.7% shares and exiting in 1997. Champaklal died in July 1997 and his son Atul took over. After failed collaboration talks with the British company Imperial Chemical Choksey's shares were mutually bought by the remaining three families and Unit Trust of India. As of 2008, the Choksi, Dani and Vakil families hold a share of 47.81%.

<b>Type</b>	Public
<b>Traded as</b>	BSE:50082 NSE:ASIANPAINT BSE SENSEX Constituent NSE NIFTY 50 Constituent
<b>ISIN</b>	INE021A01026
<b>Industry</b>	Chemicals
<b>Founded</b>	1 February 1942; 81 years ago
<b>Founders</b>	Champaklal Choksey Chimanlal Choksi Suryakant Dani Arvind Vakil
<b>Headquarters</b>	Mumbai, Maharashtra, India
<b>Area served</b>	Worldwide
<b>Key people</b>	Ashwin Dani (Chairman) Manish Choksi (Vice Chairman) Amit Syngle (CEO) Abhay Vakil (Non-Executive Director)
<b>Products</b>	Chemicals Decorative paints Industrial finishing products Coatings
<b>Website</b>	asianpaints.com

## VISION

We want to be an innovative, agile, and responsive world class research and technology organisation that's

aligned to future customer needs and catalyses the growth of the company across existing and future businesses.

## VI. FINDINGS, SUGGESTION, CONCLUSION

### FINDINGS –

- Majority 78.3% of the respondents are male.
- Most of the respondent are 41.67% under the age group of 36 - 45 years. The following pie chart shows distribution of respondents based on their age.
- Majority 39.17% of the respondents are belonging to 50001-60000.
- Majority 34.17% of the respondents are belonging to 3-4 years.
- Majority 51.67% of the respondents Agree that they are satisfied with quality of Asian paints.
- Majority 45% of the respondents are Both.
- Majority 40.83% of the respondents are Hardware shop.
- Majority 77.5% of the respondents are Yes.
- Majority 60.83% of the respondents are Medium.
- Majority 54.17% of the respondents are Quality.
- Majority 34.17% of the respondents are Ultima.
- Majority 44.17% of the respondents are 1-2 years.
- Majority 35.83% of the respondents are Durability.
- Majority 43.33% of the respondents are 4.
- Majority 26.67% of the respondents are Agree.
- Majority 58.33% of the respondents are Yes.

### SUGGESTION

- Quality is considered as most essential element in the minds of consumer. A companies may select reputed retail outlets who can develop the brand.
- 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.
- Companies should even concentrate on exterior paints as its market share is very low

### CONCLUSION

It is concluded from the study that Asian paints which has successfully faced the challenges and reversed this trend. it has done so by substantially strengthening their brands and building capabilities. The company's marketing campaigns strike the right note with viewers and keep them interested in what they have to offer.

The result of the study says that to the engineer's preference and level of satisfaction towards the Asian paints in

Coimbatore city. Majority of the respondents are satisfied with the quality, duration of paints and both interior and exterior paints, So overall the engineers satisfied with Asian paints.

### REFERENCES

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- [5] <http://www.slideshare.net/muthep>