



A Study on Consumer Preference Towards Asian Paints In Virudhunagar

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ABSTRACT

Consumer preference is the study of the attitude of the buyers related with buying. . It studies characteristics of individual consumers. 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.

KEYWORDS

consumer preference, buyer attitude

Introduction

Consumer preference is the study of the attitude of the buyers related with buying and blends elements from psychology, sociology, socio-psychology, anthropology and economics. It studies characteristics of individual consumers such as demographics, psychographics and behavioural in an attempt to understand people's wants. It also tries to assess influences on the consumers from groups. The study and knowledge of consumer behaviour on firms and organizations to improve their marketing strategies and product offerings.

REVIEW OF LITERATURE

Sheth, Newman and Gross (1991) ¹⁵ 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)¹⁶ 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) ¹⁷say 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.

According to Mishra (2007) ¹⁸the Indian market has seen vast changes in political, economic and social environment which has a great impact on consumption. Singh (2007)¹⁹is of the view that production oriented market has been shifting towards consumer oriented market. Traditional consumption pattern has also been facing large-scale changes.

Priya Soni (2010) ²⁰ study 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 reflecting consumer preferences and wants.

STATEMENT OF THE PROBLEM

"Consumer Preference Towards Asian Paints In Virudhunagar" is an attempt made to study the consumer preference for Asian Paints in Virudhunagar area among consumers. These actions can play a great role in future market potentials of paint.

OBJECTIVES OF THE STUDY

- To Study the brand preference of consumers towards Asian Paints in Virudhunagar Town.
- To give suggestions and recommendations on the preference of the consumers towards Asian paints.

HYPOTHESES

H₀(i)There is no significant relationship between age the opinion about Asian paint.

HO(ii)There is no significant relationship between gender and the opinion about Asian paint.

HO(iii)There is no significant relationship between the qualification and the opinion about Asian paint.

1.Age of respondents and their opinion about Asian paints

Table 1 shows the working of the chi-square test.

TABLE 1

Respondent's age and their opinion about Asian paint – chi-square test

Factor	D. F	Table value	Calculated value	Result
Respondents age and their opinion about Asian paint – Chi square Test	(3.2)	12.592	3.8225	Accepted

Since the calculated value 3.8225 is less than the table value at the 5 per cent level of significance, the hypothesis is accepted. This shows that there is a significant relationship between age of respondents and their opinion in the reasons for the selection of the product.

2. Gender of the respondents and their opinion about Asian paint

An attempt has been made to analyze whether there is any significant relationship between the gender of the respondents and their opinion in the reasons for the selection of the product. Table 2 shows the gender of the respondents and their opinion about Asian paint.

TABLE 2

Gender of the Respondents and their opinion about Asian paint- Chi - Square

Factor	D. F.	Table value	Calculated value	Result
Gender of the respondents and their opinion about Asian paint-chi square test	(1,2)	5.991	2.6254	Accepted

Since the calculated value (2.6254) is than the table value at the 5 per cent level of significance, the hypothesis is accepted.

This shows that there is a significant relationship between the gender of the respondents and their opinion in the reason for the selection of the product.

3. Educational qualification level and the Respondents and their opinion about Asian paint

An attempt has been made to analyze whether there is any significant relationship between the educational level of the respondents and their opinion about Asian paint.

Table 3 shows the calculation connected with it.

TABLE 3
Educational Level of the Respondents and their opinion about Asian paint- chi-square test

Factor	Degrees of freedom	Table value	Calculated value	Result
Educational Level of Respondents and their opinion about Asian paint; chi - square test	(5,2)	18.307	4.2082	Accepted

Since the calculated value (4.2082) is less than the table value at the 5 per cent level of significance, the hypothesis is accepted. This shows that there is significant relationship between the educational level of the respondents and their opinion in the reasons to buy the Asian paint.

ANALYSIS OF VARIANCE

The analysis of variance is applied to test the significance of the variance between the gender groups and satisfied the price of Asian paints and their opinion about market satisfaction in the reasons for the selections of particular brand. The following hypotheses are framed for the purpose of analyzes.

HYPOTHESES

1.The opinion with regard to price does not vary with the gender at 5 per cent.

2.The opinion with regard to the age groups does not vary with the level of market satisfaction at 5 per cent.

1. Gender of the respondents and their opinion about price of Asian paint

The opinion of respondents about price vary depending on their gender. Hence an attempt has been made to analyze whether there is any significant variances between the gender of the consumers and their opinion about price of Asian paint.

In order to ascertain whether there is any significant variation between the gender of respondents and their opinion about price of Asian paint, a total of analysis of variance is calculated.

TABLE4
ANALYSIS OF VARIANCE TABLE

S.NO	Sources Of Variations	Sum of Squares	Degrees of Freedom	Mean Squares	F-Ratio	Result
1.	Between Samples	576	1	576	0.2759	Accept
2.	Within samples	4176	2	2088		

The table value of 'F' (1,2) at 5 per cent level of significance = 18.51

The calculated value of 'F' (0.2759) is less than the table value (18.51). Hence it was accepted that there is no significant variation between the gender of the respondents and their opinion about price of Asian paints.

2 Age group of the Respondents and opinion about level of Market Satisfaction

The opinions of respondents vary depending on their age group. Hence an attempt has been made to analyze whether there is any significant variations between the age group of the consumers and their opinion about level of market satisfaction. In order to ascertain whether there is any significant variation between the age group of the respondents and their opinion about market satisfaction a test of analysis of variance is calculated.

TABLE5
ANALYSIS OF VARIANCE TABLE

S. No.	Sources of variance	Sum of squares	Degrees of freedom	Mean squares	'F'-ratio	Result
1.	Between sample	81.5	2	40.75	0.0953	Accepted
2.	Within sample	384.5	9	427.17		

Table value of F (2,9) at 5 per cent level of significance = 4.26

The calculated value of 'F' (0.0953) is less than the table value (4.26). Hence it was accepted that there is no significant variation between the age group of respondents and the preferable quantity available in market satisfactory.

Paints are the basis to fill colours in human life. The quality of paint impacts the life to give the beauty and imagination to live a life of better standards.

Many consumers prefer to buy Asian paint through agent. The researcher to analyze and interpretation of the brand preference of Asian paints in Virudhunagar Town.

SUGGESTIONS

Based upon the study conducted the following are the suggestions:

Since quality is considered as most essential element the quality should be proud and positioned in the minds of consumer. A companies may select reputed retail outlets who can develop the brand.

A television advertisement is an important influencing factor in taking purchase decision. So improve that section.

The advertisements should be given through the real users and popularized cine stars then only it will be more effective.

A company should frame frequent sales promotion activities in such a way to attract consumer.

The promotion should be done by building the awareness in the minds of the customers.

This could include:

Providing incentive and discounts.

To foster good advertisement

To give the products at reasonable with good quality, packaging and value for the money invited.

Fostering the continuous improvement bring the latest designs and impacts.

Building the technological aids to foster good applications.

To build good communication with the customers.

Some manufactures put higher amount of maximum retail price on their product by that the consumers are forced to give that price to the retailers. So that the manufactures can fix their MRP according to their selling price.

A company should also conduct social welfare programs to enhance the image of their brands.

Efforts should be taken to standardize the quality of paints by the Government by establishing standards.

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.

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, we conclude 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 Virudhunagar market. It is well understood from the survey that consumers prefer Asian paints for the reason of quality and reasonable price. Consumer use paints mainly for protecting their building. Most of the respondents feel TV as the best media for advertising the Asian paints.

References

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