

A Study on Factors Influencing Customer Purchase Decision of Nerolac Paints, Kadapa.

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Abstract:

Factors Influencing Customer Purchase Decision refer to the various reasons or elements that affect a customer's choice to buy a product or service. These factors include price, quality, brand image, advertising, personal preferences, and recommendations from others. They help determine how, why, and when a customer decides to purchase a product. This study conducted use both primary & secondary data collection methods. Kansai Nerolac Paints Limited is one of the leading paint manufacturers in India. It is a subsidiary of Kansai Paint Co., Ltd. of Japan and was established in 1920. The company produces decorative and industrial paints used for homes, automobiles, and industries. Kansai Nerolac is well known for its quality products and strong presence in the Indian paint market.

Key words:

customer's choice, personal preferences, decorative and industrial paints

INTRODUCTION:

The customer purchase decision is a multi-step process where individuals or organizations recognize a need, search for information, evaluate alternatives, make a purchase, and reflect on the experience. This process is shaped by personal preferences, cultural background, social influences, marketing strategies, and economic conditions. For businesses, understanding this decision-making journey is vital because it directly impacts sales and overall success. Customers may prioritize different factors such as price, quality, brand reputation, or convenience, and companies that align with these priorities gain a competitive edge. A positive purchase experience fosters satisfaction, loyalty, and repeat business, while a poor one can lead to dissatisfaction and lost sales.

Long-term relationships are built when businesses consistently meet customer expectations through reliable products, transparent communication, and excellent service. Purchase decisions also influence broader market trends, as collective consumer choices push industries toward innovation, such as eco-friendly products or digital shopping platforms. Ignoring these shifts can make businesses irrelevant, while adapting quickly opens new opportunities. Psychologically, purchase decisions are tied to emotions and perceptions, as products often carry symbolic meaning beyond their functional use.

REVIEW OF LITERATURE:

1.Manish Kumar Srivastava, A.K. Tiwari, (2017) studies the consumer behaviour for A3 segment vehicles such as Honda City and SX4 in a particular region Jaipur. Data collected from 100 respondents 50 each from Honda City and Maruti SX4. Respondents were considered from various backgrounds like Gender, Occupation, Income class. Also, customer purchase parameters considered for study are Price, Safety, Comfort, Power & Pickup, Mileage, Max Speed, Styling, After Sales Service, Brand Name and Spare Parts Cost.

2.Ramita Verma, Shubh Kamana Rathore, (2016) studied the luxury car segment of India. Researches and studies have revealed that the luxury car market is growing at a steady speed of 25% per annum with more and more numbers

of luxury cars entering Indian car market. Luxury cars are preferred by HNI (High Net Worth Individuals). HNI wants to differentiate themselves from crowd for various reasons. Change in attitude of the customer accounts for the sudden acceleration in the Luxury Car Market in India, as the emphasis has been shifted from price consideration and affordability to design, quality and pleasure. Study also throws light on market drivers of luxury cars.

3. Kalpesh B Prajapati, (2015) The purpose of this paper is to find the factors affecting the choice of young generation toward buying a car in price range up to 8 lakhs in Ahmadabad city. The result indicated that young generation is influenced by product and services related features, strength of car, economy, riding experience, reference group appeal and promotion of the car.

4. Sophia and Sanadi (2013) studied that consumer trust encompasses all consumer information and customer conclusions regarding products, features, and advantages.

5. Abzari et al. (2014) advocate that social media affects customer engagement, brand equity, and brand attitudes Shin and Lee (2014). Presume that one of the many elements influencing consumer purchase decisions through of Mouth (e-WOM), refers to a direct evaluation from someone rather than an advertisement. This includes customer reviews.

6. Abdul-Aziz and Baba (2014). reviewed and recommended Packaging and Labelling on Consumer Attraction, the Importance of Product or Service Quality in Brand Selection, the Significant Changes in Consumer Branding Preferences, and the Lack of Recognition and Popularity of MN's Insurance

7. Brand. Mo et al., (2015). Customer reviews, often known as online customer reviews, are opinions expressed by customers regarding a product they have purchased or about other aspects of the product's quality that can assist other customers in learning more about the product.

OBJECTIVES OF THE STUDY:

- To identify the key factors that influence customers to buy Nerolac paints.
- To assess customer preferences and priorities.
- To assess customer satisfaction with Nerolac paints and their overall buying experience.
- To provide suggestions for improving marketing strategies and product offerings based on customer feedback.

NEED FOR THE STUDY:

Nerolac paints is one of the major players in paints market. It has good brand awareness and reputation. Customers satisfied with its quality and performance though Nerolac paints position in the market is good, market studies to be conducted to maintain as market leader. So, there is a continuous need for evaluation of customer satisfaction. This study was focused on customer satisfaction to know the customer opinions, feelings and problems.

SCOPE OF THE STUDY:

The sample under study is limited to the consumers in Kadapa Market. The collection of data is limited to only Nerolac Paints users at present and does not include non-users or pre-users. The study had been carried out in various parts of the Kadapa Market.

METHODOLOGY OF THE STUDY:

RESEARCH DESIGN: Descriptive Research

Data Source:

A. Primary data:

The primary data is gathered when the researcher employing questionnaire surveys, personal interview and observation investigation a particular problem at hand.

Secondary data:

The secondary data refers to those data, which were gathered for some other purpose and are applicable or usable in the study research presently under taken.

Sampling Method: Convenience Sampling method

Sample size: 115

$$Z = \frac{N}{1 + N(e)^2}$$

$$N = 20000$$

$$e = 0.10$$

$$Z = \frac{20000}{1 + 20000(0.10)^2}$$

$$Z = 99.50$$

I take Z 115 for research

Limitations of the study:

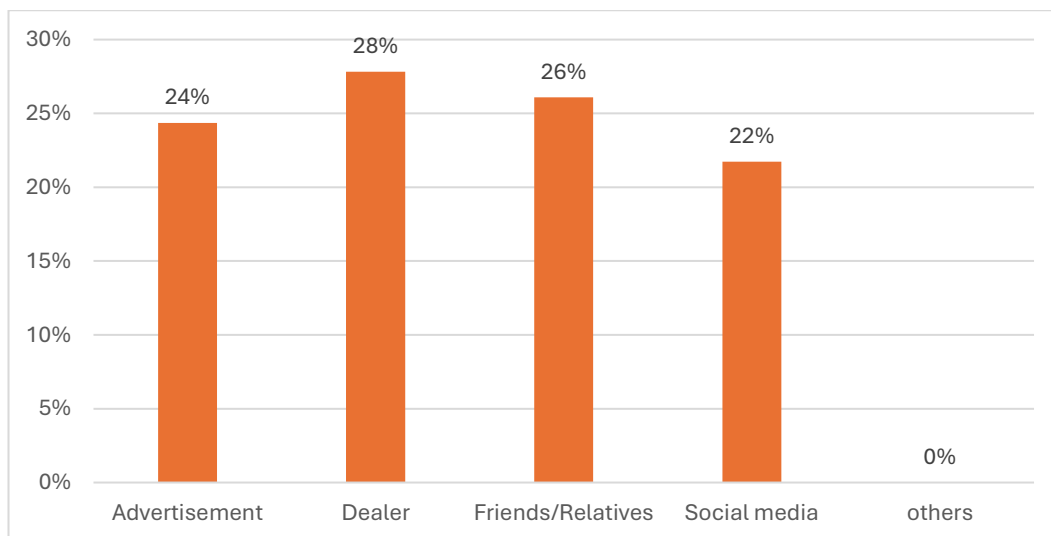
- The study is restricted to Kadapa Market only.
- The project was completed in 1 months. So, times was the major constraint.
- The research was done with a sample size of 115 only.

Data Analysis & Interpretation:

Table-1 SOURCES OF KNOWING NEROLAC PAINTS

OPINION	NO. OF RESPONSES	% OF RESPONSES
Advertisement	28	24%
Dealer	32	28%
Friends/Relatives	30	26%
Social media	25	22%
Others	0	0%
Total	115	100

Graph: sources of knowing Nerolac paints



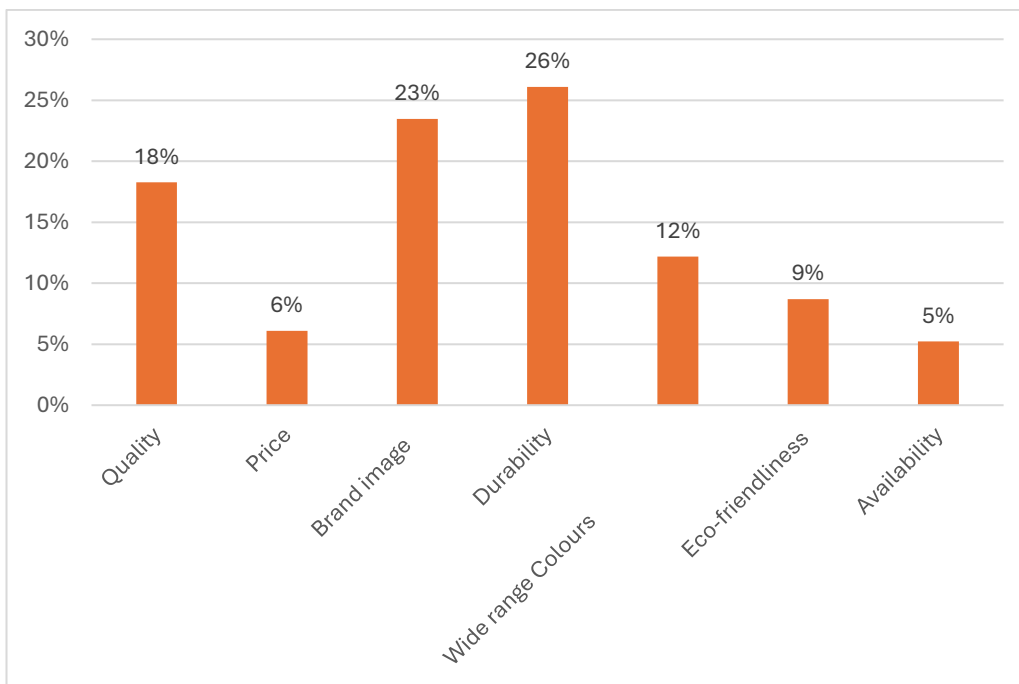
INTERPRATATION:

24% of customers source of known Nerolac paints for advertisement, 28% are dealer, 26% are friends/ relatives and social media 22%.

TABLE 2: - main reason for choosing Nerolac paints

OPINION	NO. OF RESPONSES	% OF RESPONSES
Quality	21	18%
Price	7	6%
Brand image	27	23%
Durability	30	26%
Wide range Colours	14	12%
Eco-friendliness	10	9%
Availability	6	5%
Total	115	100

Graph: main reason for choosing Nerolac paints.



INTREPRETATION:

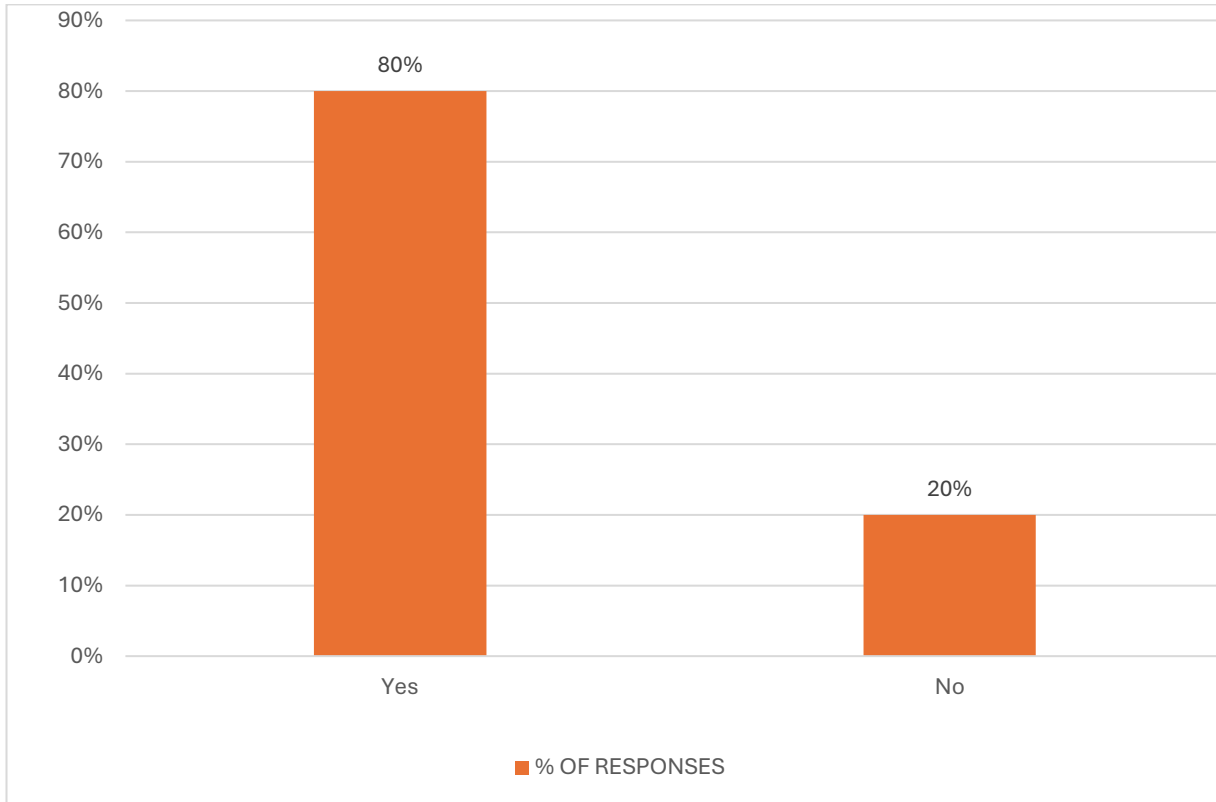
18% of customers and choosing Nerolac paints for quality, 6% are price, 23% are brand image, 26% durability, wide range colours 12%, eco-friendliness 9%the and availability 5% less.

TABLE 3: painter/dealer recommendation influences your purchase.

OPINION	NO. OF RESPONSES	% OF RESPONSES
Yes	92	80%
No	23	20%

Total	115	100
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Graph: painter/dealer recommendation influences your purchase



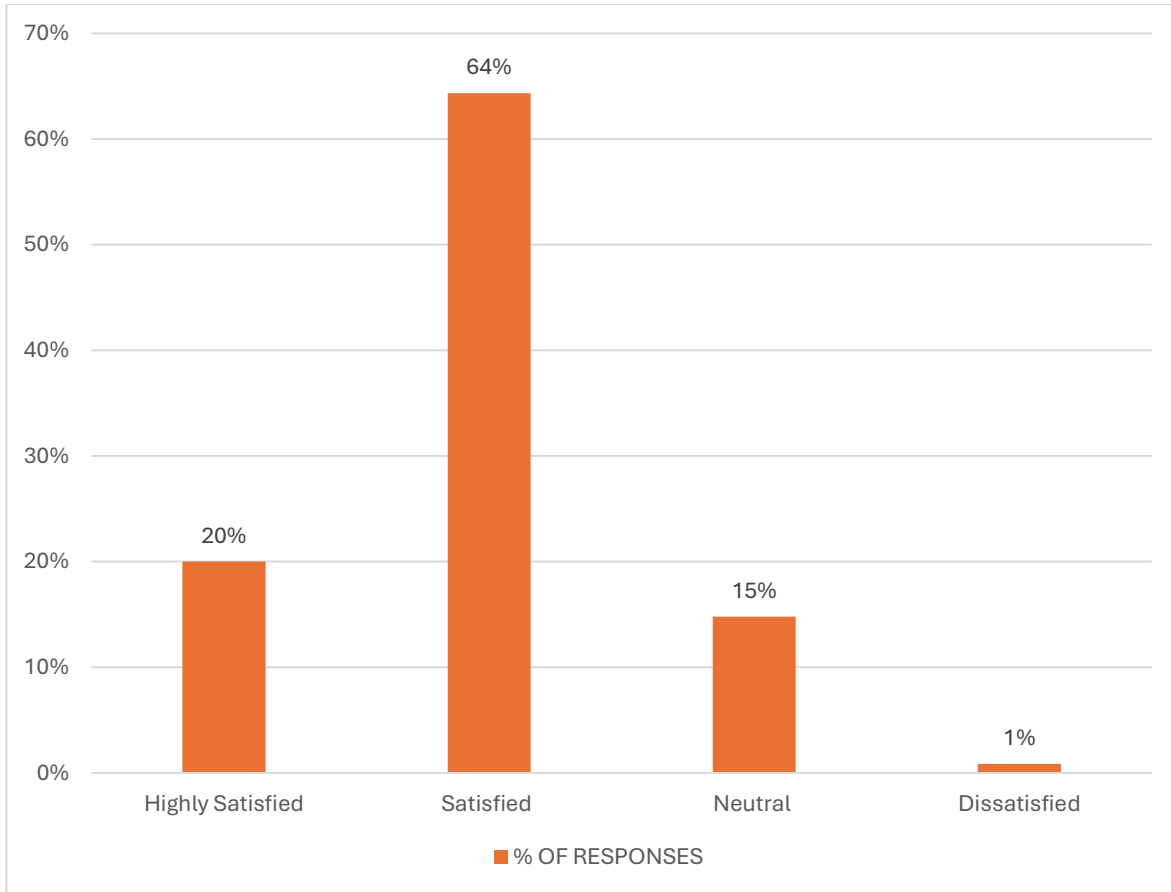
INTERPRETATION:

80% of customers painter /dealer recommendation influence to purchase Nerolac paints and 20% of respondents not recommended.

TABLE 4: -overall product performance of Nerolac paints.

OPINION	NO. OF RESPONSES	% OF RESPONSES
Highly Satisfied	23	20%
Satisfied	74	64%
Neutral	17	15%
Dissatisfied	1	1%
Total	115	100

Graph: overall product performance of Nerolac paints



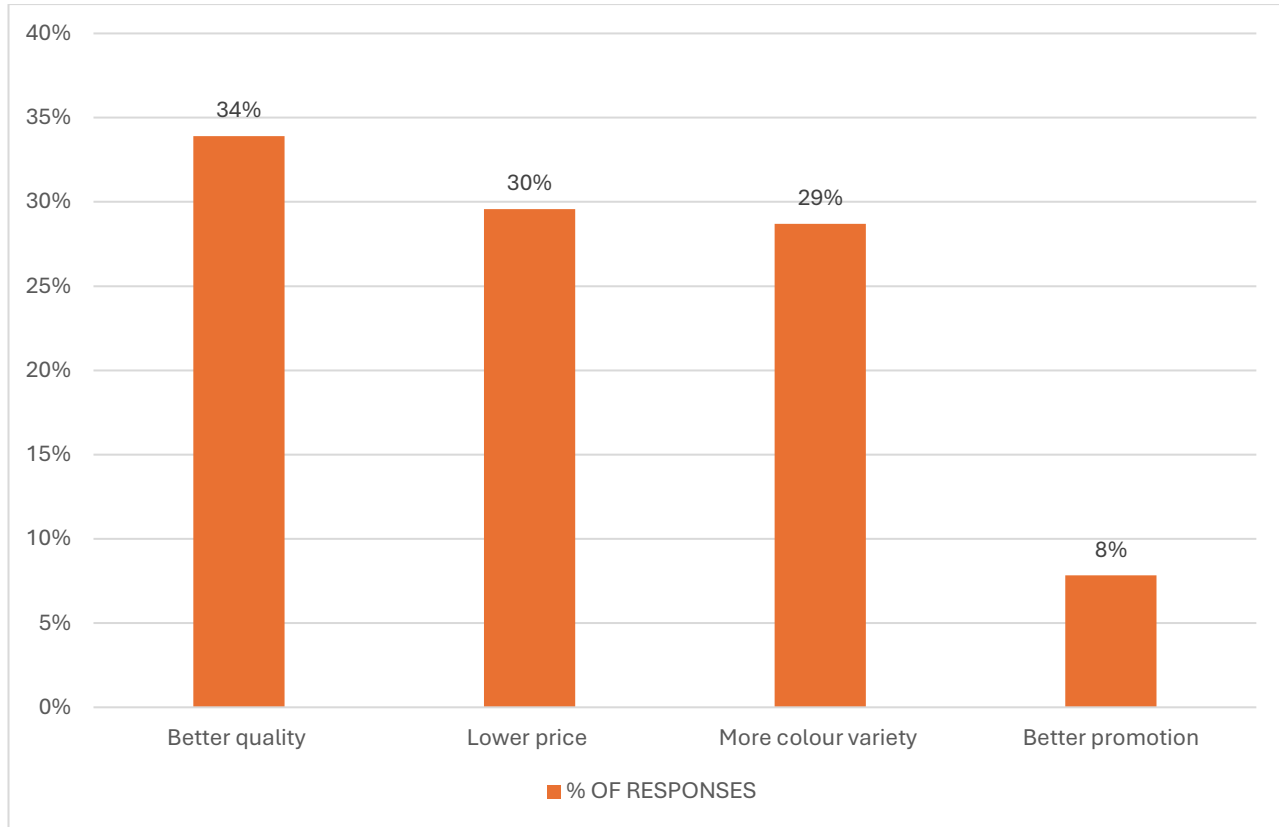
INTERPRETATION:

20% of customers are highly satisfied, 64 % are satisfied, 15% neutral and 1% are dis satisfied on the overall performance of Nerolac Paints.

TABLE 5: Expected improvements for Nerolac paints

OPINION	NO. OF RESPONSES	% OF RESPONSES
Better quality	39	34%
Lower price	34	30%
More colour variety	33	29%
Better promotion	9	8%
Total	115	100

Graph:4 Expected improvements for Nerolac paints



INTERPRETATION:

34% of respondents prioritized quality improvement of Nerolac paints, 30% lower price, colour variety 29%, and 8% are customers better promotion

Findings:

1. Awareness of Nerolac Paints is driven mainly by dealers 28% followed closely by friends and relatives 26%, advertisements 24% and social media 22%.
2. 49% of customers purchase preference on durability of Nerolac paints.
3. 67% of customers high rated on the quality of Nerolac Paints 67% while 29% remain neutral and only 4% are dissatisfied.
4. The Nerolac Paints’ durability shows that 79% good and 21% are consider it poor.
5. Painter and dealer recommendations strongly influence customer 80% and 20% are customers no influence.
6. Overall performance of Nerolac Paints, with 84% of customers satisfied and 16% dissatisfied.
7. 87% customers expressed satisfaction with nerolac products and services while 13% customers are dis-satisfied.
8. 34% of respondents prioritized quality improvement of Nerolac paints, 30% lower price, colour variety 29%, and 8% are customers better promotion.

Suggestions:

- Customers are totally satisfied with quality and durability of Nerolac paints but increase price of Nerolac paints is high. So, it is better to reduce the price sacrificing the quality of paints.
- Present generations of rural people are using Nerolac Paints. so, it will be good, if the company plans training programs and awareness campaigns in rural areas.

- More advertisement should be given in given in electronic and outdoor media.
- Encourage salesmen and arrange good training programs and also provide them satisfactory allowances and salaries.

Conclusion:

Nerolac Paints is well known for high performance paints for decades. Its position in the market is strong. Customer are delighted with quality, durability and performance of Nerolac Paints. This study revealed the same thing again. But company has to improve its marketing strategies for further strengthening of its position. Outdoor advertisement like wall paints etc., may be given in rural areas where Nerolac paints are used for decorative purpose. Same measures may be taken to reduce the price of Nerolac paints. Promotional measures may be taken to improve its market share.

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