

Analysing Consumer buying Behavior: A Study on Kansai Nerolac Paints in Retail Stores

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ABSTRACT

Painting enhances the aesthetic beauty, ambience and provides protection to the interior and exterior wall of a house. Over the last 10 years, painting was never a priority during house construction but due to urbanization, industrialization and consumer behavior people became aware about the importance of selecting right quality paints. In the paint industry, there are four key players- Asian Paints, Berger Paints, Dulux and Nerolac. Product differentiation is quite important to sustain in the market. The firms have employed many innovative techniques like color mixing equipments at the dealer shops, consultancy service on colors, free information through brochures on mobile applications, websites etc. They came up with new color combinations, new products like easy clean, eco-friendly and lead free green paints etc.

The study looks forward to understanding the parameters considered by customers in selecting a painting service and to identify the influence of various factors in buying decisions. The study also covers the consumer awareness of advertising messages of paint services.

Chapter 1

Introduction

1.1 Overview

Evolving nature of the retail industry, particularly in the context of today's interconnected digital world. It highlights that consumers are becoming more discerning and value-conscious, which presents both challenges and opportunities for retailers. Understanding a mind satisfying consumer needs have become paramount for retailers to succeed in this competitive landscape.

The overview suggests that retailers must adapt their strategies to cater to the changing preferences and behaviors of consumers. This includes recognizing the importance of factors such as convenience, value, and customer experience

in influencing purchase decisions. Additionally, the paper aims to delve into the key drivers that shape consumer behavior in retail stores, which can vary based on factors like location, demographics, and socio-economic status.

Furthermore, the mention of methodological aspects like questionnaire design, data collection, and analysis underscores the importance of rigorous research in understanding consumer behavior. By employing robust methodologies, retailers can raise important insights into customer preferences and trends, which can inform their strategic decisions and marketing efforts.

Lastly, the reference to the retail industry's significance in India highlights its substantial contribution to economic growth and employment generation. Given the diverse nature of the Indian market and the rapid changes in consumer lifestyles, retailers in India must be particularly attuned to consumer needs and preferences to remain competitive and successful.

1.2 Consumer behavior

Consumer behavior, as defined by Engel, Blackwell, and Mansard, encompasses the actions and decision processes of individuals when purchasing goods and services for personal consumption. It involves understanding consumers' emotions, attitudes, and preferences, and how these factors influence their decisions to satisfy their needs and wants through purchases.

The study of consumer behavior is crucial for improving the profitability of businesses, as it provides insights into why consumers make certain choices and how they can be influenced. This understanding helps businesses develop effective marketing strategies tailored to meet consumer demands.

Consumer behavior encompasses various aspects such as where, when, what, and why consumers buy certain products or services. This knowledge is essential for retailers to effectively meet the demands of their customers and remain competitive in the market.

Observing how customers respond to marketing efforts and initiatives allows retailers to gain valuable insights into consumer behavior. By understanding these responses, retailers can refine their strategies to better satisfy consumer needs and preferences, ultimately leading to improved customer satisfaction and loyalty.

1.3 History of Retail Industries

The history of the retail industry stretches back to ancient times, evolving from simple barter systems to sophisticated retail trade with the use of currencies. Here's a brief overview of key milestones in the history of the retail industry:

The concept of buying and selling goods dates back to ancient civilizations, with barter being the earliest form of trade. This involved the exchange of goods and services without the use of money. Ancient Mesopotamia, Egypt, and Greece were early centers of trade and commerce.

Marketplaces began to emerge in various regions, providing a centralized location for vendors to sell their goods and for consumers to purchase them. These marketplaces facilitated trade and commerce, allowing for the exchange of a wide range of goods and services.

The use of currency gradually replaced barter systems, making transactions more efficient and standardized. This shift enabled the growth of retail trade, as individuals could now buy and sell goods using money.

By the 17th century, permanent shops became more common, offering a more consistent and convenient retail experience for consumers. These shops, often located in market towns, provided a variety of goods and services to local communities.

In the late 19th century, department stores began to emerge as prominent retail establishments. These stores revolutionized the retail industry by offering a wide range of merchandise under one roof, redefining the concept of luxury and service. The first department store is believed to have originated in London, with subsequent department stores opening in the United States, Britain, and Europe.

Department stores of the era often offered additional services beyond retail, such as dining areas, tea rooms, and beauty salons. These amenities enhanced the overall shopping experience and attracted a diverse clientele.

The history of the retail industry is characterized by continuous evolution and innovation, driven by changes in consumer preferences, technological advancements, and economic trends. From humble beginnings in ancient marketplaces to the modern-day retail landscape, the industry has undergone significant transformations, shaping the way goods and services are bought and sold around the world.

1.4 Background of Retail industry in India

Organized and Unorganized Retail: The retail landscape in India is diverse, encompassing both organized and unorganized sectors. Organized retail consists of large retail chains, supermarkets, hypermarkets, department stores, and specialty stores. In contrast, unorganized retail includes small independent retailers, local markets, kirana stores (mom-and-pop shops), and street vendors.

Dominance of Unorganized Retail: Historically, the retail sector in India has been predominantly unorganized, with small-scale retailers catering to the needs of local communities. These neighborhood stores have deep-rooted connections with their customers, offering personalized service, credit facilities, and a wide assortment of products. The unorganized sector accounts for a significant portion of retail trade in India, particularly in rural and semi-urban areas.

Rise of Organized Retail: Over the past few decades, there has been a noticeable shift towards organized retail in India, driven by factors for ex.- urbanization, increasing disposable incomes, changing customer preferences, and the spread of modern retail formats. Organized retail chains offer consumers a more modern and standardized shopping experience, with a wider selection of products, transparent pricing, and enhanced customer service.

Historical Origins: The origins of retailing in India can be traced back to traditional marketplaces and bazaars, where merchants and traders exchanged goods and services. Over time, local kirana stores and mom-and-pop shops

emerged to serve the needs of communities across the country. These small-scale retailers played a crucial role in meeting the daily requirements of consumers, especially in rural and remote areas.

Fast-Growing Sector: The retail industry is one of the fastest-growing sectors in India, contributing significantly to the country's economic growth and employment generation. With a compounded annual growth rate (CAGR) of around 5%, the retail sector continues to expand rapidly, driven by factors such as demographic trends, urbanization, infrastructure development, and technological advancements.

Future Outlook: The future of the retail industry in India looks promising, with continued growth expected in both organized and unorganized segments. Organized retail chains are likely to expand their footprint, particularly in urban and semi-urban areas, while traditional retailers will continue to play a vital role in serving local communities. Additionally, the rise of e-commerce platforms and digital retailing is reshaping the retail landscape, offering consumers greater convenience and choice.

The retail industry in India is undergoing significant transformation, with a gradual shift towards organized retail formats alongside the enduring presence of traditional unorganized retailers. This dynamic and diverse retail ecosystem reflects the complex interplay of socio-economic factors, consumer preferences, and technological advancements shaping the retail landscape in India.

1.5 Current scenario of retail market in India

Transition to Organized Retail: Over the past few decades, there has been a significant transition from traditional, unorganized retail to organized retail formats in India. Organized retail chains, including large supermarkets, hypermarkets, specialty stores, and shopping malls, have gained traction, particularly in urban areas. These organized retail formats offer consumers a modern shopping experience with enhanced convenience, wider product assortments, and standardized services.

Factors Driving Growth: Several factors contribute to the rapid growth of the retail industry in India. One key driver is the increase in purchasing power among Indian consumers, fueled by rising incomes, urbanization, and demographic trends. As more consumers migrate to urban centers and adopt Western lifestyles, there is a growing demand for organized retail formats that offer convenience, quality, and variety. Additionally, the proliferation of digital technologies, such as e-commerce platforms and mobile shopping apps, has further accelerated the growth of the retail sector by providing consumers with greater access to products and services.

Fastest-Growing Market: India's retail market is recognized as one of the fastest-growing in the world. According to industry reports and forecasts, the Indian retail industry is expected to continue its upward trajectory, reaching significant milestones in terms of market size and revenue. For example, reports from sources like the India Brand Equity Foundation (IBEF) project that the Indian retail market could surpass Rs. 76.87 lakh crore by 2020, indicating robust growth potential.

Changing Consumption Patterns: The retail landscape in India is also shaped by changing consumption patterns among consumers. There has been a notable shift in consumer preferences towards branded products, premium offerings, and experiential shopping. Indian consumers are increasingly seeking value, quality, and convenience in their shopping experiences, driving demand for organized retail chains that can meet these expectations.

Positive Impact of Organized Retail: Organized retail formats have made significant contributions to the Indian economy and society. These retail chains create employment opportunities, both in terms of direct retail jobs and

ancillary industries such as logistics, marketing, and manufacturing. Organized retail also drives investments in infrastructure development, including the construction of shopping malls, retail outlets, and distribution centers. Moreover, organized retail chains contribute to tax revenues, supply chain efficiencies, and overall economic development.

The current scenario of the retail market in India is characterized by rapid growth, driven by factors for ex.s urbanization, increasing incomes, changing customer preferences, and the expansion of organized retail formats. With continued investments, innovations, and policy support, the Indian retail industry is poised for further expansion and transformation in the coming years, offering exciting opportunities for retailers, consumers, and stakeholders alike.

1.6 Objective of the study

- To know the consumers choice on Kansai Nerolac Paints in indian Market.
- To determine the relative influence that brand image, quality, and price have on Nerolac Paint purchases
- To aware the market size of the No.1 quality, No.2 quality, 3rd quality Automated paints and distemper bonded with enamel.

1.7 Buying Behaviour

- Understanding customers' purchasing behavior is very important for the company. Because companies need to determine their strategies according to purchasing behavior and collect customer information to understand the customer.
- Learn about competing services offered by different coating companies.
- See what customers know about Kansai Nerolac Paints products.

1.8 Research Questions

- Which aspirational brands are the most popular among consumers?
- Connection between Customer Intent to Buy and Purchasing Behavior
- Opinion of the Nerolac Brand
- Retailers' Strategies for Promoting Nerolac
- Helpful Participants/Agents in Offering Suggestions in Paint Purchase Decision
- Awareness of Celebrity Supports in Paint Advertisements

1.9 Limitation in the Study

Every job always comes with limitations. I completed my education in a short time, but I could not understand almost all of the subjects. Everything was analyzed as carefully as possible to reduce the uncontrollability of the work.

Since all important information is collected through Google queries, wrong choices are made because people refuse to provide accurate information and sometimes talk too much. Although I tried to make the people I interviewed say that this study was for research purposes only, some interviewers commented on color characteristics, ignorance, busy schedules, etc. He was not ready to provide additional information

Chapter 2

Literature Review

There are number of studies on customer satisfaction done by authors at different period of time.

1. Dr. Shridhar R.1, Rao P. Prasad [2018]. A Study on the Effectiveness of Sales and Distribution Channel of Kansai Nerolac Paints Ltd. Chhattisgarh

This research paper aims to examine the pipeline, sales and service structure of the paint industry through the analysis of Kansai Nerolac Paint Company. The document was created after a detailed discussion with company employees regarding three parameters: distribution, network service and sales. The research paper also includes information obtained from vendors (retailers) and company employees. Retailers have an important role in this regard.

2. Ubayachandra, E.G.; Mendis, A.S.M.G. [2015]. Consumer Buying Behavior of Decorative Paints Industry in Sri Lanka

Due to the important role of the state in the paint import market, all paint companies now operate as local businesses to offer a variety of products to customers. The demand for decorative materials is increasing rapidly due to the increase in housing, residence and other important and construction projects. Preliminary analysis shows that 7 companies make up 95% of the market. Customers can choose from a variety of brands

3. Kumar A. Ananda, Subramanian V., Karthik P. Kalairasan [July 2017]. Customers purchasing behaviour of paints with reference to asian paints in Coimbatore district-Empirical evidences

Consumer decision making is the choice of action between two or more options. A customer's decision to purchase a product through another channel is called a "customer decision." Marketers need to guide the target audience to make purchasing decisions and purchase products by using different marketing strategies. This study has adopted the research on "Consumer Paint Purchasing Behavior with Reference to Asian Paints in Coimbatore District -

Empirical Evidence" to examine the purchasing behavior of Asian Paints consumers as the influence of many factors.

4. Dr. R Reena | V Jenifer [March 2020]. A Study on Consumer Perception and Brand Preference for purchasing paints in Coimbatore District

Nowadays, people know more about the protection of coatings against corrosion, and this development is expected to make a great contribution to the coating industry. In this article, they discuss the major coatings in industry, their features, business leaders and brand images. India's economic growth has led to increased dispo

sable income, increased urbanization, easy access to credit and simultaneous growth in construction, automobiles and consumer durables, which has become the driver of the current growth in coatings.

5. Dr. Somabhusana Janakiballav Mishra [JULY/2020] A STUDY ON BERGER EXPRESS PAINTING IN BHUBANESWAR

Today, awareness of paint and its use is moderately high, which ought to be an extraordinary impetus for the paint business. This study was conducted to examine the Berger Express Paint in new Era. A sample of 50 people was taken in and around Bhubaneswar using a convenient and random sampling method. The age range varied from 20 to 33 years. A self-made survey on the Berger Express Paint was conducted using surveys available on the Internet.

6. Dr. SNS Rajalakshmi (2022) .CONSUMER'S PERCEPTION TOWARDS MARKETING OF GREEN PERSONAL CARE PRODUCTS WITH REFERENCE TO COIMBATORE CITY

The aim of this study is to determine the factors affecting consumers' decisions to purchase environmentally friendly personal care products. In addition to environmentally friendly advertising, price and environmentally friendly packaging have also been found to be associated with green purchase intention. Global warming has a huge impact on the country and increases the risk of harm to the environment. Due to increasing concerns about global warming and rising energy costs, consumers are increasingly looking for environmentally friendly products.

7. Devang Desai (2011) A Study of Emerging Trends & Challenges in Paints & Coatings Industry in India

Indian Paints and Coatings industry was profoundly disorderly and divided before 1990s because of high extract obligations exacted on paints made by coordinated area players, making their items exorbitant. This was the period during which the chaotic area prospered due to a significant cost contrast between paints made by the sloppy and coordinated players. During the 1990s, helped by a developing economy, the Indian paint industry recorded a sound development of 12-13% every year. This was fundamentally because of an extraordinary decrease in extract from a faltering 40% to 16%. Today, the Indian paint industry is a 11000 crores industry and is developing at the pace of over 15% p.a. The Indian paint industry is separated into two principal market sections modern and enriching paints.

Chapter 3

Company Profile

3.1 Introduction

Kansai Nerolac Paints Ltd (KANSAI NEROLAC PAINTSL) was laid out in 1920. It is an auxiliary of Kansai Paints Japan. KANSAI NEROLAC PAINTSL works in India and furthermore has activities in Nepal and Sri Lanka through Joint Endeavors with Kansai Nepal and Capital Possessions Maharaja Gathering separately. KANSAI NEROLAC PAINTSL has presence in different market portions of the paint market viz. Enlivening, Car, Auto Resurface, Wood Coatings, General Modern, Loop Covering, Floor Covering, Execution Coatings and Powder Coatings.

In 1920, Gahagan Paints and Stain appeared at Lower Parel in Mumbai. After a century, this paint organization keeps on being in a lucky place that of being the second biggest paint organization in India and perhaps of the most confided in name in the business.



Fig No. 1

So what does it take to go from being a generally little paint organization to being a heavyweight like Kansai Nerolac?

It takes difficult work and energy. It takes responsibility and boldness. It implies walking ahead with daring development. It implies facing challenges and praising when they work. Furthermore, returning to the planning phase when they don't. It implies being definitely sensitive to the requirements of the client. Despite everything being put resources into the climate. It requires putting resources into R and D, in innovation, in your labor force. All the more significantly, it requires the enduring faith in the item and fearless assurance.

It is a result of from there, the sky is the limit, that Kansai Nerolac is the second biggest covering organization in India and a market chief in Modern Coatings.

In the Enhancing Paint Market, Nerolac is situated as a naturally cognizant brand which is inseparable from Wellbeing. The slogan of the organization Solid Home Paints accentuates the focal point of the organization on climate cognizance.

KANSAI NEROLAC PAINTS is one the most favored merchants for Modern paints in the country. Throughout the long term the organization has worked eagerly to make an incentive for its clients and is recognized as the market chief in Modern coatings. A significant number of the main players in the Vehicle business trust Nerolac to support their paint necessities. This initiative has been made conceivable through a mix of client experiences, modified Research and development, quality, administration, esteem designing and conveyance. KANSAI NEROLAC PAINTS has 4 industrial facilities situated at Jainpur (UP), Lote (Maharashtra), Bawal (Haryana) and Hosur (Tamil Nadu). Furthermore, another cutting edge office has been charged at Saykha (Gujarat) to cater basically to vehicle clients. These plants furnish clients with an unrivaled reach and adaptability to take care of their prerequisites in the most brief conceivable time.

KANSAI NEROLAC PAINTS has constantly focussed on presenting new innovation for the client consistently. Outstanding presentations this year were items like Enemy of Spray painting coatings, Rebar Covering for Concrete and Very Solid Powder.

KANSAI NEROLAC PAINTS sent off Nerolac Variety Guides - Inside and Outside, during the year, to grandstand most recent variety patterns in the home stylistic layout space. These variety guides were the result of a five months in length research by which KANSAI NEROLAC PAINTS representatives ventured to every part of the length and the expansiveness of the country to plan the changing way of life of present day Indian to grasp decisions. Variety Guides were sent off at the Financial Times Engineering and Configuration Culmination 2017 and at the A&D Highest point at Mumbai and Kolkata. (Kansai Nerolac, 1920)

3.2 History

Kansai Nerolac Paints embarked our trip in 1920 as Gahagan Paints and Stain Co. Ltd at Lower parel in Bombay. In 1930 three English affiliations joined to configuration lead undertakings pack ltd. In 1933, Lead Undertakings Get-together Ltd. Gotten whole recommendation capital of Gahagan paints in 1933 and thus, Kansai wall (India) Ltd. Was envisioned.

All things considered, by 1946, Kansai Wall Ltd. Was known as Kansai Wall Pvt. Ltd. In 1957, Kansai Wall Pvt. Ltd. Became famous as Kansai Nerolac Paints (Pvt.) Ltd. Moreover it opened up to the world in same year and set out areas of strength for a for itself as Kansai Nerolac Paints Ltd.

In 1976, Kansai Nerolac Paints Ltd. change into a piece of the Goodbye Forbes Get-together on getting of a piece of the new monetary supporter by Forbes Gokak.

In 1983, Kansai Nerolac Paints Ltd. prepared itself by entering in unambiguous worked with effort concurrences with Kansai Paints Co. Ltd., Japan and Nihon Tokushu Toryo Co. Ltd. Japan.

In 1986, Kansai Nerolac Paints Ltd. changed into a joint endeavor of the Goodbye Forbes and the Kansai Paints Co. Ltd., with the last decision getting 36% of its piece capital.

In 1999, Kansai Paints Affiliation Ltd., Japan assumed control of the whole stake of Goodbye Forbes Social event and in this way Kansai Nerolac Paints become a totally had partner of Kansai Paint Affiliation Ltd.

In 2006, On the eleventh of July, Kansai Nerolac Paints Ltd. name has been changed to Kansai Nerolac Paints Ltd.

During the excursion of consistent execution importance, we have gone into different explicit

collaborations with other industry pioneers like E.I. Du-Pont de Nemours and Company Inc., USA besides, Oshima Kogyo Affiliation Ltd., Japan for our various things.

KANSAI NEROLAC PAINTS's unending excursion of accomplishments will go on maintained by our continuous human resource of in excess of 2000 expert and plans turnover of Rs. 1484 Crores.

KANSAI NEROLAC PAINTS are regarded to be a partner of Kansai Paints Affiliation Restricted, which is the best paint making relationship in Japan and among the best ten covering relationship of the world.

KANSAI NEROLAC PAINTS are the second most prominent covering relationship in India with a cut of the pie of more than 20%.

KANSAI NEROLAC PAINTS are the market supervisor in current/vehicle segment giving more than 90% of the OEM necessities.

KANSAI NEROLAC PAINTS are the pioneer in power coatings.

3.3 Culture, Values, and Vision

In the current dynamic business landscape, no subsidiary can effectively carry out its purpose unless it has carefully considered and articulated a vision that communicates all of its guiding principles and corporate goals.

For more than 80 years, KANSAI NEROLAC PAINTS has led the paint industry, transforming people's lives and business realities with the creation of numerous worthwhile goods.

Our goal is to benefit from comprehensive development and offer services to clients globally that incorporate creativity and standards derived from basic materials and projects. aim to first and foremost establish our presence in the coatings industry, both before and during the professional development process. all in the interest of our partners' satisfaction.

While KANSAI NEROLAC PAINTS has stated that this is "no more than a vision of where we want to go, which will lead to the creation of all our events," we really feel that this idea needs to have a solid basis before it can be considered real. business assistance.

- Advancement
- Pioneering
- Responsive
- Effortlessness
- Team Orientation

3.4 Organizational Structure

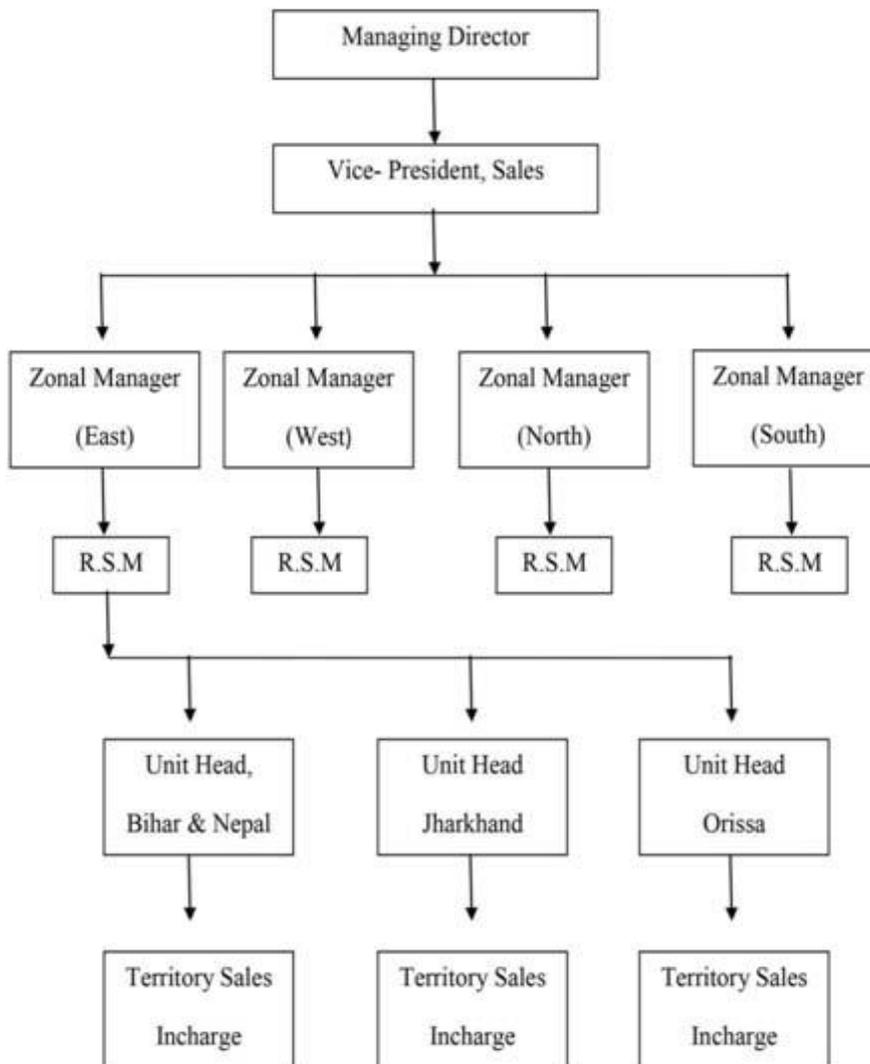


Fig No. 2

Chapter 4

Consumer behavior on Retail store

Consumer behavior in retail stores

Consumer behavior in retail stores is influenced by various factors such as product quality, price, convenience, brand reputation, and personal preferences. Understanding these factors can help retailers create strategies to attract and retain customers. Some common aspects of consumer behavior in retail stores include:

Product Display and Placement: The way products are displayed and arranged in a store can significantly impact consumer purchasing decisions. Eye-catching displays, strategic placement of products, and product bundling can encourage impulse purchases.

Price Sensitivity: Consumers are often sensitive to pricing. Retailers use pricing strategies such as discounts, promotions, and bundling to attract customers. Additionally, the perceived value of a product plays a significant role in determining its price acceptability.

Brand Loyalty: Many consumers develop loyalty to certain brands based on previous experiences, recommendations, or marketing efforts. Brand loyalty influences purchasing decisions and can lead customers to choose one brand over another, even if the prices are similar.

In-Store Experience: The overall shopping experience, including factors such as store layout, ambiance, cleanliness, and customer service, can impact consumer behavior. A positive experience can lead to repeat visits and word-of-mouth recommendations.

Consumer Demographics: Demographic factors such as age, gender, income, and lifestyle also influence consumer behavior in retail stores. Understanding the demographic profile of their target audience helps retailers tailor their offerings and marketing strategies accordingly.

Technology Integration: With the increasing use of technology, consumers expect convenience and seamless experiences in retail stores. Features like mobile payments, self-checkout kiosks, and personalized recommendations based on past purchases can enhance the shopping experience and influence consumer behavior.

Social Influence: Recommendations from friends, family, influencers, and online reviews can sway consumer decisions. Positive word-of-mouth and social proof can significantly impact purchasing behavior.

By analyzing and understanding these aspects of consumer behavior, retailers can implement effective marketing, pricing, and merchandising strategies to attract and retain customers, ultimately driving sales and fostering long-term success.

Chapter 5

Reserch Methodology

5.1 Methodology used in Study

Every step in the project report creation process, particularly in the marketing instance, should be carefully planned out. Given that there are two different kinds of knowledge, there might be some issues with the formulation process.

5.1.1 For Primary Information :

I was use questionnaire method. This survey conduct on 60 response . I used a questionnaire containing some questions for respondents. These records are costly and tedious, yet they are the most significant and solid.

5.1.2 The Secondary Information :

This secondary data i.e Retailers & Distributers details was collect from the inner sources (Corporate Employees) as well as few outside sources (paper, web). The information is divided into categories to make it easier and less complicated.

5.2 RESEARCH DESIGN

The research design serves as the roadmap for collecting, measuring, and analyzing data in a systematic manner. It's essentially a detailed plan that guides the entire research process. This plan addresses questions such as:

5.2.1 Types of Data Required

This refers to the specific information or variables that researchers need to gather to address their research questions or objectives. Data can be quantitative (numerical) or qualitative (non-numerical), and researchers must determine what types of data are most relevant and accurate for their study. For ex. , in a market research study, researchers might need data on consumer preferences, purchasing behavior, demographic information, etc.

5.2.2 Techniques to be Used

I have utilized various strategies and methods that were employed to gather and dissect information. This incorporates reviews, interviews, tests, perceptions, and a blend of these techniques. The selection of procedures relies upon focuses like the idea of the examination questions, the objective populace, asset limitations, and the needed degree of profundity and detail in the information investigation.

5.2.3 Data Sources

Researchers need to identify where they will obtain the necessary data for their study. This could involve primary data collection (data collected specifically for the research study) or secondary data sources (existing data collected by other researchers, organizations, or government agencies). Data sources could include databases, archival records, published literature, online repositories, or fieldwork.

5.2.4 Study Location

Researchers must determine where the study will be conducted. This could be a particular geographical place, for ex. district, states, or country, or it could be a particular setting, such as a laboratory, workplace, or community. The choice of study location may impact factors such as data collection methods, sampling procedures, and the generalizability of the study findings.

5.3 Research Method

The main purpose of this study is to provide a better understanding about consumer behaviour on retail at kansai nerolac paint ltd. To achieve this goal, a survey method has been chosen as the most appropriate approach. A survey will be conducted to gather data and address the objectives of the study.

5.3.1 Data Collection

Primary Data: The primary data was collected through the giving out questionnaires among customers from various cities . These questionnaires will gather direct feedback and insights from consumers regarding their perceptions on nerolac paint.

Data Representation: The collected primary data will be represented using pie charts and bar charts, which will help visualize and analyze the responses effectively.

Secondary Data: Apart from primary data, secondary data was collected from the company's website and other published literature. This secondary data will include information from books, journals, newspapers, research articles, My friends who is the part of nerolac family ,theses, websites, and magazines, providing additional context and insights into the topic.

By combining both primary and secondary data, this research aims to offer a comprehensive consumer behaviour on retail at kansai nerolac paint ltd.

5.3.2 DATA ANALYSIS/RESEARCH INSTRUMENT

The primary instrument used for gathering data in this study was a questionnaire. Responses collected through the questionnaire will be thoroughly evaluated and interpreted to derive meaningful insights.

Data Analysis Approach:

- 1) Evaluation of Responses:** All responses obtained from the questionnaire will be carefully reviewed and analyzed to identify patterns, trends, and correlations.
- 2) Calculation of Sample Percentage:** Sample percentage will be calculated to quantify the distribution of responses across different variables. This will help in understanding the prevalence of certain opinions or viewpoints among the respondents.
- 3) Data Representation:** The analyzed data will be represented using graphs and charts. Visual representations such as bar graphs, pie charts will be utilized to effectively communicate the findings and make comparisons between different response categories.

TOOLS AND TECHNIQUES OF ANALYSIS

The data so collected will be analyze through the application of stastical techniques such as bar graph and pie chart.

PLAN OF ACTION

Duration of Study : 2 Months

Chapter 6

Data Analysis

1. Primary data

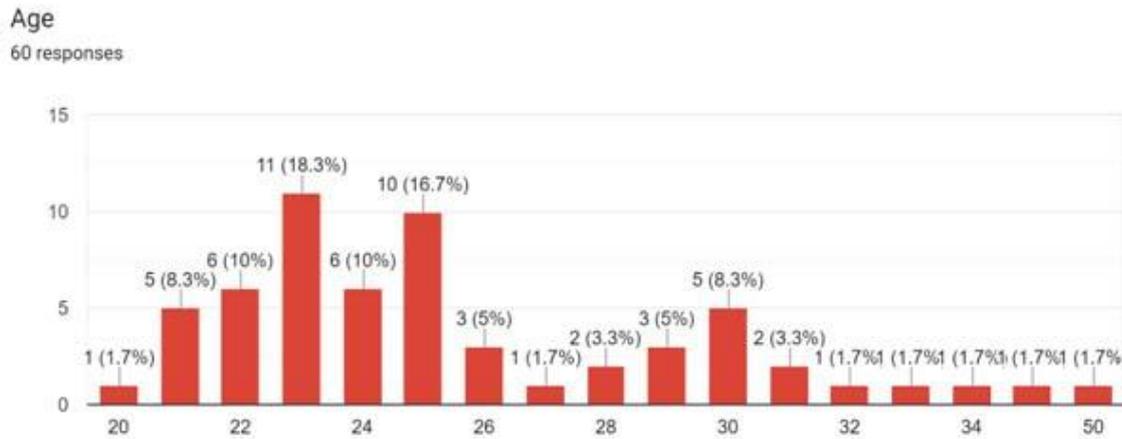


Fig No. 3

From above Bar it is clearly shows

- there was 60 persons responded whose age group between 20 years to 50 years
- Age group 20 years to 30 years consumers mostly responding

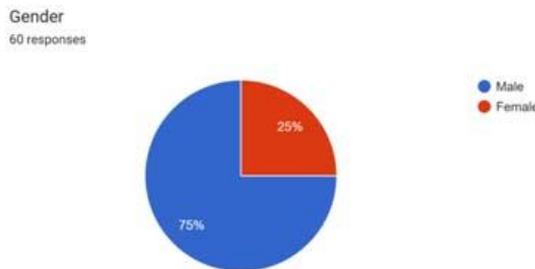


Fig No. 4

From above Pie Chart , it shows clearly

- 25% Female consumers &
- 75 % male consumers

Which aspirational brands are the most popular among consumers?

60 responses

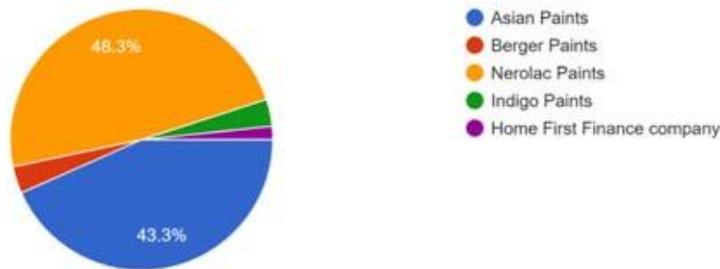


Fig No. 5

The above Pie Chart defines,

- 48.3% Nerolac Paints is Popular brand in consumers
- 43.3% Asian Paints is popular among consumers
- 3.3% Berger Paint & Indigo Paint Popular according to this pie chart
- And rest of others

Connection between Customer Intent to Buy and Purchasing Behavior

60 responses

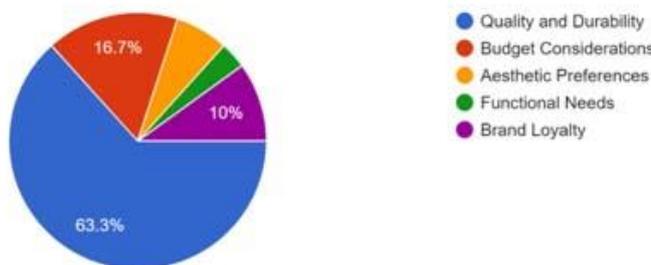


Fig No. 6

According to above survey Pie chart,

- 63.3% customers Purchasing behavior on Quality and Durability,

- 16.7% customers purchasing behavior is based on Budget considerations,
- 10% customers purchasing behavior is based on Brand loyalty

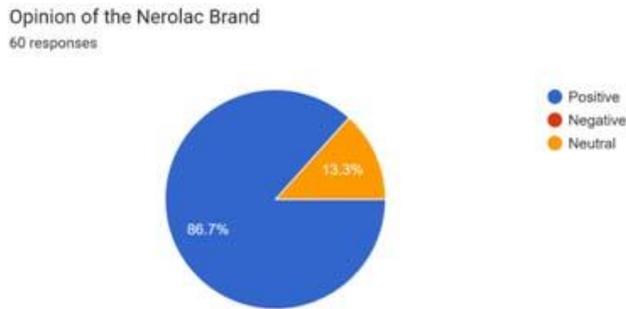


Fig No. 7

Here above Pie chart shows,

- 86.7 % of 60 responded persons are given Positive opinion for Nerolac
- 13.3 % of 60 responded persona are given Neutral Opinion
- No one of 60 responded persons are given Negative opinion for Nerolac

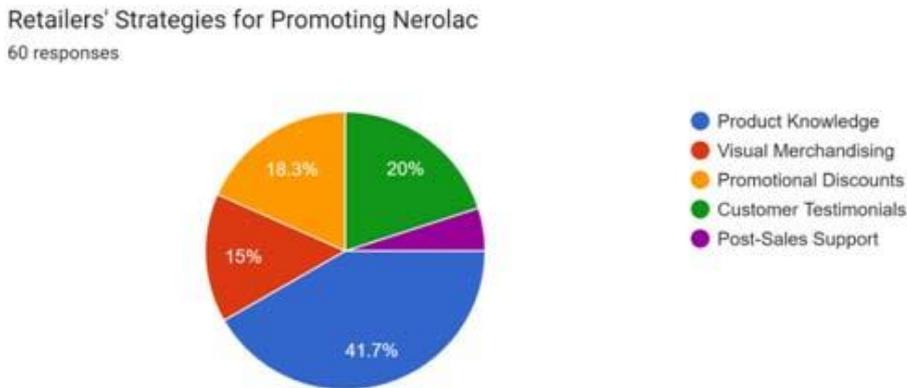


Fig No. 8

The above Pie chart shows the Retailers strategy,

- 41.7 % Retailers are promoting on the basis of Product knowledge
- 20 % Retailers are promoting on the basis of customer testimonials
- 18.3 % Retailers are promoting on the basis of Promotional Discounts
- 15 % Retailers are promoting on the basis of Visual Merchandising
- Rest Retailers are promoting on the basis of Post – sales support

Helpful Participants/Agents in Offering Suggestions in Paint Purchase Decision
60 responses

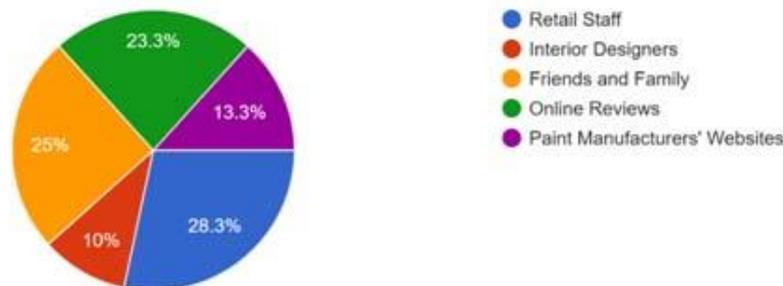


Fig No. 9

This above Pie Chart shows ,

- 28.3 % Customers Purchase Paints on the suggestion of Retail staff
- 25 % Customers Purchase Paints on the suggestion of Friends & family
- 23.3 % Customers Purchase Paints on the suggestion of Online reviews
- 13.3 % Customers Purchase Paints on the suggestion of Paint manufacturers websites
- And rest 10 % Customers Purchase Paints on the suggestion of Interior Designers

Awareness of Celebrity Supports in Paint Advertisements
60 responses

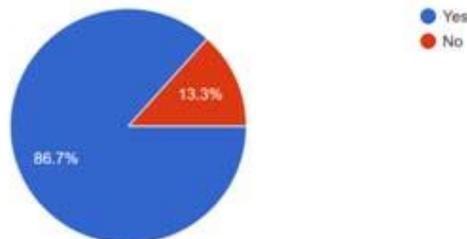


Fig No. 10

Here,

- 86.6 % customers buying due to celebrity doing Advertisement
- 13.3 % not faith on celebrity advertisement

2. Secondary data

1. jai jagannath sanitary house (nitin)
8090072224
Address- chakeri mor GT road kanpur
Machine- mrf vapocure paints
Selling Asian, Berger, MRF vapocure paints
Dealer of MRF vapocure paints

Currently not interested

He takes my number and told me to call you later

2. K.S enterprises (captain singh)
9452745549
Address- shiv nagar chakeri mor kanpur
Machine- Berger
Selling Berger paints as a dealer also selling nerolac but not as a dealer
Not interested to take a dealership
3. Anil hardware and plywood store(Anil)
9450235646
Machine- not available
Address- 2HQH+8HH, Gandhi Chauraha, Bindki, Uttar Pradesh 212635, India
Selling small amount of Berger paints
Owner not available at the time of visit
4. RK hardware (Riyaz Ahmed)
8887573278
Machine- not available
Address- 2PH+7P9, Tehsil Rd, Gandhi Chauraha, Bindki, Uttar Pradesh 212635, India
Selling Berger and asian paints
Owner not available at the time of visit
5. Maa durga traders(Shashank gupta)
8795616606
Machine- not available
Address- 2HFJ+3WM, Bindki, Chaksanttar, Uttar Pradesh 212635, India
Selling Berger, asian but not as a dealer
Call me later
6. Asia tiles store (pranjala gupta)
7052620627
Machine- not available
address- 75, Mughal Rd, Bindki, Uttar Pradesh 212635, India
Selling Asian Berger Dulux, nerolac paints
Call me later
7. Ansari rang mahal (Shahid ansari)
9935169848
Machine- asian
Address- 2HPG+3GV, Mughal Rd, Bindki, Uttar Pradesh 212635, India
Selling Asian paints only
Not interested1) maa vaishno enterprises

8. Nishi traders(Anil singh)
9936107701
Address- plot no 19 chakeri mor kanpur
Machine- Berger
Selling indigo and Berger paints
Currently not interested

9. Ashribad paints (ranjeet)
8272998739
Address - siddh aarshram nagar ahirwan chakeri mor kanpur
Machine- Berger
Selling Berger paints and Asian paints
Not interested

10. Rs traders (Neeraj singh)
9956008005
Address- 16/1 Shiv nagar chakeri mor kanpur
Machine- Berger
Selling only Berger paints
Not interested

11. Awasthi traders (Rudresh)
7668355541
Address- sanjog nagar chakeri mor kanpur
Machine- salimaar paints
Selling Berger and salimaar paints
Not available at the time of visit

12. Umrao sanitary and hardwares
9839728582
Address- sanjog nagar chakeri mor kanpur
Machine- not available
Selling Berger paints but not as a dealer
Small seller of paints
Not interested

13. Guru paints enterprises (Hari Sankar tiwar)
7905880061
Address- birath nagar chakeri mor kanpur
Machine- asian
Selling aisan and Dulux paints
Not available at the time of visit1) Shivam enterprises paint and hardware shop
Address-275 bhabha nagar sanigawan road kanpur
8840689893
Machine- Berger
He is selling all products of all brand but selling Berger paint more than other

Already a dealer but He is selling least number of Nerolac product

14. Om gyatri traders (gaurav singh)
7355109739
30A KR puram sanigawan road kanpur
Machine- Berger
He is new in market
Selling only Berger now
Not interested now
15. soni hardware and paints(RK Mishra)
9453891091
Address- plot no. 2 kR puram sanigawan road kanpur
Machine- Berger
Selling only Berger now
Intrested to take a dealership but after December he will take
16. RG traders (Gupta ji)
9839226322
Machine- asian
Address- MIG 26 Sanigawan road kanpur
He is selling Berger and asian paints
Not intrested
17. satguru hardware and paints(Kapil Sharma)
9235613563
Address-MIG 3 sanigawan road kanpur
Machine- Berger
Not interested
Selling Berger paints, jk paints, asian paints
18. kavya hardware and paints
7007972445
Address- 209/13 KR puram sanigawan road kanpur
Dealer - asian paints
Closed today
19. Sumit enterprises(Sumit Shashank)
9956276233
Address- 88/4 60 feet road sanigawan road kanpur
Machine- Berger
Not interested
Selling only Berger paints1) Vishwakarma traders
9305103468
Not interested now
He is a dealer of Asian paint and Nippon

- Machine- asian and nippon
Address- 60 feet road Anna chauharaha sanigawan road
20. uttam hardwares paint and sanatory(Arvu uttam)
7007063002
Address- 3A mangla bihar 2nd 60 feet road saigawan road
He told me to visit after diwali
Machine - not available
Selling Berger paints only
21. New baba sanitary and hardware(Jitendra pandey)
Address-plot no. 300 mangla bihar 2nd
9506633888
Machine- Dulux
He is selling Berger and Dulux paint as a dealer
Visit after diwali
22. Arpit hardwares and paints(Rk pal)
6394971750
Address- 1842/3 sanigawan road kanpur
Machine- Berger
Selling only Berger paints
Currently not interested to take a dealership
23. Gyan hardware and paint store
9696916741
Address-
C92M+QJG, Sanigawan Rd, Savitri Nagar, Gyatri Nagar, Daheli Sujampur, Kanpur,
Machine- no
Not interested
Selling Berger paints but not as a dealer
24. Ravi hardware (sahil Khanna)
7651913999
Address- 34/8 HL Township ramadevi
Machine - No
New in market, intrested to become the dealer but STILL GST is not available
25. Akash hardware and sanitary (Akash)
9936203038
Address- maharjpur road kanpur highway side
Machine- not available due to electricity connection
Selling Berger paints as a dealer
He told me to visit after few days

Chapter 7

Finding

Findings

- 48.3% Nerolac Paints is Popular brand in consumers , total 60 consumers responded but approx 29 say nerolac is popular another 31 likes another different brands
- 63.3% customers Purchasing behavior on Quality and Durability of product, it means 38 customers buy it on its quality and durability
- 86.7 % of 60 responded persons are given Positive opinion for Nerolac
- 41.7 % Retailers are promoting on the basis of Product knowledge, here the retailers having the good knowledge about the products , so they promoted it make awareness to customers about nerolac paints
- 28.3 % Customers Purchase Paints on the suggestion of Retail staff, the retailers gives good presentation to customers , then the customers faith on them and buy the product on the suggestion of them
- 86.6 % customers buying due to celebrity doing Advertisement, maximum customers buying any products , due to there favorate film stars , cricketers , celebrities are doing advertisement of products
- According to secondary data , when the retail staff reach to distributers , then find maximums distributers selling nerolac paints
- Many distributers takes dealership of nerolac
- Many distributers not intrested in taking dealership but sells the products
- Many distributers having multi brand dealership
- Some of them not interested fir dealership , they only sells the products of multi brands

Chapter 8

Conclusion and Suggestion

Conclusion

Kanpur industry was analyzed to understand the prospects in the region. KANSAI NEROLAC PAINTS' direct competitors in this market are Asia, Berger and ICI. This study begins by preparing a survey that includes questions to collect information from stores of different colors. Researchers collect data from stores and retailers in a variety of ways. The researchers wrote some important points of the study below.

1. In the urban market, Orange Blossom has become the best-selling product due to its product awareness and good marketing. Asian Paints is the second best-selling paint company in the city, while Berger is the third best-selling paint company in the region due to lack of proper advertising and distribution.
2. In the Kanpur market, when researchers asked second-hand sellers about their best-selling products, 35% of respondents said Nerolac, 30% said Asia, 15% said Berger and 10% said others.
3. When researchers asked why the product was a bestseller, 30% said yes, 205% said it was because of the good price, 15% said it was because of advertising, and 25% said it was because of the products.

4. When researchers asked them why they bought paint from these vendors, they said it was because of good practices, good service, and a wide range of products.
5. When the investigator asks you if you want to work with this company? Most people say "no" because selling paint is a big investment.
6. When researchers asked what your expectations are for generating sales, about 36% of respondents said they need easy delivery and percentage of revenue.
7. According to my research, 70% of business owners are satisfied with Nerolac services.

Suggestions

I have given the following suggestions, I believe that if accepted, the management of suppliers, dealers and second-hand dealers will be strengthened.

1. The price mechanism should be controlled by allowing special discounts to ensure the unity of sellers.
2. The school should be visited regularly to understand the master plan.
3. The company should not focus only on big business, which will cause dissatisfaction among business owners and sales people.
4. The company should pay attention to its equipment.
5. The company should try to maintain a good relationship between suppliers and vendors.
6. The company should use banners and boards regarding product quality, price and other slogans in public places.
7. Besides business, there is one thing that can lead to good public relations, and that is character, and that should be good relationship and love.
8. Must visit institutions frequently and communicate with them. Promote this section more tightly.
9. Nerolac should try to persuade retailers to devote more space to Nerolac products on their shelves.
10. The seller's price must be competitive with other companies' products.
11. Places reserved during the festival should be provided throughout the year, vendors, if any, will be encouraged and sales will increase.

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