

A STUDY OF DEALER PREFERENCE ON ASIAN PAINT IN VADODARA

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ABSTRACT

This study investigates the complexities of dealer preference for Asian Paints in Vadodara, Gujarat. Taking a holistic perspective, it examines many aspects influencing dealer decision-making processes. A varied sample of dealers was surveyed using a mixed-methods approach that included both quantitative surveys and qualitative interviews.

The findings highlight the importance of product quality, price tactics, convenience, brand trust, and reputation in determining dealer preferences. Furthermore, the study finds cultural dynamics and socioeconomic origins as key factors driving dealer decisions and behaviours. Furthermore, it investigates how technological improvements, such as mobile applications and personalised services, affect dealer preferences at Asian Paints in Vadodara.

Keywords: Asian Paints, Vadodara, Dealer Preference, Purchasing Behaviour, Product Quality, Pricing, Convenience, Brand Trust, Reputation, Socioeconomic Backgrounds.

I. INTRODUCTION

The paint industry in India has grown dramatically in recent years, owing to reasons such as rapid urbanisation, rising disposable incomes, and an increased emphasis on aesthetics in residential and commercial settings. Asian Paints has developed as a major force in the market, with a reputation for high-quality products, creative solutions, and a vast distribution network. In this context, this study focuses on understanding the preferences of dealers working in the dynamic city of Vadodara, with the goal of identifying the variables influencing their decisions and deciphering the dynamics of their connection with Asian Paints.

Vadodara, with its rich architectural heritage and thriving building sector, presents an intriguing backdrop for examining paint dealer preferences. The state's mix of classic and contemporary architectural designs, along with an increased need for ornamental and protective coatings, emphasises the importance of understanding the dealer perspective.

The primary goal of this research is to investigate and analyse the dealer preference criteria that influence the choice of Asian Paints as their favourite paint brand. By looking into the motives and obstacles faced by dealers in Vadodara, the research hopes to provide Asian Paints with important insights into how to develop its dealer-centric initiatives and strengthen its market presence in the region.

To attain this goal, a mixed-approaches strategy that combines qualitative and quantitative research methods will be used. Surveys, interviews, and data analysis will be carried out to gain a thorough grasp of dealer preferences. Engaging with a varied sample of paint dealers in Vadodara would allow for the capturing of complex experiences, views, and expectations regarding Asian Paints.

The anticipated outcomes from this study are expected to shed light on the complexities of the dealer-manufacturer relationship in the paint industry. They are also required to make practical recommendations to Asian Paints on how to better connect its goods and services with the changing requirements and aspirations of its Vadodara dealer network. This research is also likely to be useful for stakeholders in the paint business, academics, and politicians, as it provides insights into the dynamics of dealer preferences in a regional context.

Furthermore, the purpose of this study is to provide a detailed awareness of the obstacles and opportunities faced by dealers in Vadodara, as well as to throw insight on the region's distinctive market dynamics and competition. By explaining the factors driving dealer choices, the study aims to provide actionable insights that can inform strategic decision-making not only for Asian Paints, but also for other players in the paint industry looking to prosper in the Vadodara market.

II. LITERATURE REVIEW

Priya Soni (2010) 20 study aimed to evaluate the customer' 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.

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

Shaikh Reeha Vasi (2012) 26 research aims to analyse customers level of satisfaction after using Asian Paints, are they willing to be a loyal customer 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.

Gustafsson (2016) define customer satisfaction as "a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories

Kotler (2018) satisfactions is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations. The satisfaction judgment is related to all the experiences made with a certain business concerning its given products, the sales process, and the after-sale service.

Rajesh Sharma (2015) explored the dynamics of dealer-customer relationships in the paint industry, with a particular focus on Asian Paints. He underscored the significance of understanding the dealer's role as a crucial link between the manufacturer and the end consumer. Sharma identified factors such as dealer loyalty, effective communication, and satisfaction as pivotal in influencing dealer preference, ultimately impacting brand success.

III. RESEARCH METHODOLOGY

For this comprehensive study, we used a mixed-methods strategy that included quantitative and qualitative research methodologies to investigate dealer preference on Asian paint in Vadodara.

Quantitative data was gathered using a structured questionnaire distributed to a stratified random sample of Asian paint dealer, aiming to capture insights into their purchasing patterns, demographic profiles, and buying histories. The questionnaire, administered through Google Forms, yielded responses from approximately 100 plus participants.

Scope of research

The scope of this research includes a thorough examination of dealer preferences in the paint sector, with a particular emphasis on Asian Paints in Vadodara. The study uses a mixed- methods approach, including surveys, interviews, and data analysis, to explore the factors influencing dealer decisions and the dynamics of their relationship with Asian Paints. The study aims to provide significant insights into industry subtleties, difficulties, and possibilities by interviewing a varied sample of Vadodara paint dealers. The findings are expected to help Asian Paints and other stakeholders make more informed strategic decisions, as well as get a better understanding of dealer preferences in the regional paint business.

Study Objectives

To Identify the factors influencing dealer preference.

To study the importance of factors influencing dealer preference. To assess the factor underlying dealer preference.

Hypothesis

H0: There is a significant relationship between the key factors influencing paint dealers' preferences and the brand they choose to stock and promote in Vadodara.

H1: The challenges faced by paint dealers in Vadodara do not significantly affect their preferences and decisions regarding the brands they stock and promote of Asian Paints.

Future Scope of the Study

The study's future scope involves expanding the research to include a greater geographic area outside of Vadodara, resulting in a more comprehensive understanding of dealer preferences across India. Furthermore, longitudinal studies might be done to follow changes in dealer preferences over time and evaluate the efficiency of any initiatives implemented by Asian Paints based on the findings of this study. Furthermore, researching the impact of emerging technologies, market trends, and regulatory changes on dealer preferences could provide significant insights for Asian Paints and other paint industry companies looking to adapt and survive in an ever-changing economy.

Research Design

Primary research and secondary research Primary research will be descriptive survey research through questionnaire. Secondary research will be considering different research papers and articles relevant to research.

Source of Data

The data comes from two sources, which are as follows:

We chose the questionnaire as the primary data collection method for our research study since we needed answers to questions about Factors Influencing dealer preference on Asian paint in Vadodara.

For Secondary sources – we used previously Collected And researched data from past studies and research papers.

Population

The study population size is 123 respondents, who are filing in Vadodara, Gujarat, India.

Sampling Method

The sampling methods used in this study are random and convenience sampling.

Sampling frame

The Sampling frame is a Frame that could be used as a basis for sampling (allows determining Probability of selection) and normally is any list, material or device that defines, identifies, and allows admission to the elements of the Survey population.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Gender wise classification of the consumers

GENDER	FREQUENCY	PERCENTAGE
MALE	123	100%
FEMALE	0	0%

(source: Primary Data form google form)

Table 2; Age wise classification of the consumers

AGE	FREQUENCY	PERCENTAGE
18-24	2	1.6%
25-34	26	21.1%
35-44	60	48.8%
45 - 54	35	28.5%
55 - 64	0	0%
65 or older	0	0%

(source: Primary Data form google form)

Table 3: Which Asian Paint Products Sell Current

TYPES OF PRODUCTS	FREQUENCY	PERCENTAGE
Interior Paints	64	60.2%
Exterior Paints	80	65%
Wood Finishes	69	56.1%
Enamel Paints	67	54.5%
Primers	43	35%
Decorative Coatings	67	54.5%
Others	47	38.2%

(source: Primary Data form google form)

Table 4: Satisfaction of Quality of Asian Paint Product

PARTICULAR	FREQUENCY	PERCENTAGE
Very satisfied	25	21%
Satisfied	52	43.7%
Neutral	38	31.9%
Dissatisfied	2	1.7%
Very dissatisfied	2	1.7%

(source: Primary Data form google form)

Table 5: Relationship With Asian Paint

PARTICULAR	FREQUENCY	PERCENTAGE
Excellent	49	40.2%
Good	46	37.7%
Average	25	20.5%
Poor	2	1.6%

(source: Primary Data form google form)

Table 6: Face Any Challenges While Dealing with Asian Paint

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	90	73.8%
No	32	26.2%

(source: Primary Data form google form)

Table 7: Satisfaction With Marketing and Promotional by Asian Paint

PRIMARY REASON	FREQUENCY	PERCENTAGE
Convenience	46	15.6%
Product variety	94	32%
Price	85	28.9%
Brand trust	59	20.1%
Other	10	3.4%

(source: Primary Data form google form)

Table 8: Improvement in Product, Service, Support by Asian Paint

PARTICULAR	FREQUENCY	PERCENTAGE
Product	67	54.9%
Service	38	31.1%
Support	17	13.9

(source: Primary Data form google form)

Table 9: Satisfaction of Ordering Asian Paint

PARTICULAR	FREQUENCY	PERCENTAGE
Very satisfied	26	21.3%
Satisfied	54	44.3%
Neutral	34	27.9%
Dissatisfied	8	6.6%
Very dissatisfied	0	0%

(source: Primary Data form google form)

Table 10: Ratings of Product Delivery Service

RATINGS	FREQUENCY	PERCENTAGE
Excellent	59	48%
Good	45	36.6%
Average	16	13%
Poor	3	2.4%

(source: Primary Data form google form)

Table 11: Perceive the Pricing from Asian Paint

PARTICULAR	FREQUENCY	PERCENTAGE
Competitive	48	39.3%
Slightly Higher	52	42.6%
Significantly Higher	22	18%

(source: Primary Data form google form)

Table 12: Profit Margins Offered by Asian Paints

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	43	35.2%
No	46	37.7%
Neutral	33	27%

(source: Primary Data form google form)

Table 13: Offered Better Pricing from Asian Paint

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	43	35.2%
No	46	37.7%
Neutral	33	27%

(source: Primary Data form google form)

Table 14: Have You Received Adequate Training from Asian Paint

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	55	44.7%
No	32	26%
Neutral	36	29.3%

(source: Primary Data form google form)

Table 15: Ratings of Customer Support Services

RATINGS	FREQUENCY	PERCENTAGE
Excellent	37	30.1%
Good	47	38.2%
Average	29	23.6%
Poor	10	8.1%

(source: Primary Data form google form)

V. FINDINGS

The perceived quality of Asian Paints' products is the single most important factor influencing dealer preference in Vadodara. Dealers constantly priorities brands known for their exceptional product performance and durability.

Dealers are price sensitive, even though product quality is of crucial importance. To sustain its attraction with Vadodara dealers, Asian Paints must implement competitive pricing tactics.

Asian Paints' high brand recognition has a considerable influence on dealer preferences. Dealer loyalty is boosted by established trust in the brand's dependability and consistent performance.

The simplicity and effectiveness of Asian Paints' distribution network appear as important variables in determining dealer preferences. Dealer satisfaction is increased by having access to a diverse choice of products and receiving them promptly.

Asian Paints' capacity to respond to changing market circumstances and consumer preferences is critical to dealer preference. Flexible product offers and responsiveness to market trends are critical.

For the statement "I find it easy to remember dealer purchase on Asian paint 80%, a significant 20% were brand on products to purchase.

The age distribution suggests a significant presence of, make decision Dealing with Asian paint.

Positive attitudes, emphasizing convenience to Product & Service provided by Asian Paint. Educational background influences attitudes, with a higher percentage of positive.

Neutral responses highlight potential areas for user age.

VI. CONCLUSION

In conclusion, the study illuminates the robust standing of Asian Paints in Vadodara's paint industry, underscored by positive dealer perceptions and loyalty. Despite challenges related to price sensitivity and local competition, the brand's commitment to quality and extensive marketing support resonates well with dealers. Addressing these challenges presents an opportunity for Asian Paints to fortify its market presence and foster stronger collaborations with dealers in Vadodara.

Furthermore, as Vadodara's paint business evolves in response to changing consumer tastes and market factors, Asian Paints must stay nimble and aggressive in addressing growing problems and opportunities. Asian Paints can strengthen its position as the preferred choice among dealers in Vadodara by prioritizing continuing communication, product innovation, and local-market-specific strategic pricing.

VII. REFERENCES

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