

# **CONSUMER BUYING BEHAVIOUR TOWARDS PAINTS**

**Bachelor's Of Business Administration course**

Galgotias University

Submitted by

**ABHINAV GUPTA**

**VAIBHAV GUPTA**

**S.NAVEEN**

Ad No. 18GSOB1010241

Ad No. 18GSOB1010236

Ad No.18GSOB1010250

Under the Guidance and Support of

**Dr. MD Rashid**

Faculty, Galgotias School of Business



**GALGOTIAS**  
UNIVERSITY

August 2020

## **Declaration**

We **ABHINAV GUPTA, VAIBHAV GUPTA, S. NAVEEN**  
Roll

Nos:**18GSOB1010241,18GSOB1010236,18GSOB1010250**

students of BBA of School of Business, Galgotias University,  
Greater Noida, hereby declare that the project report on  
**“COMSUMER BUYING BEHAVIOUR TOWARDS  
PAINT SEGMENT”** at is an original and authenticated work  
done by us.

We further declare that it has not been submitted elsewhere by  
any other person in any of the institutes for the award of any  
degree or diploma.

Name of students:Abhinav Gupta, Vaibhav Gupta, S.Naveen

Date

## **Certificate from Faculty Guide**

This is to certify that the project report “**CONSUMER BUYING BEHAVIOUR TOWARDS PAINT SEGMENT**” has been prepared by Mr. ABHINAV GUPTA , VAIBHAV GUPTA AND S.NAVEEN under my supervision and guidance .The project report is submitted towards the partial fulfillment of 3 year, full time Bachelor of Business Administration.

Name and Signature of Faculty

Date:

## TABLE OF CONTENTS

1. Introduction.....	5
2. Asian Paint India Ltd.....	10
3. Company profile.....	11
4. Consumer buying behavior.....	17
5. Research Methodology.....	28
6.OBJECTIVE OF STUDY.....	30
7.Research Design.....	34
8. Data analysis.....	36
9. Findings.....	40
10. Swot analysis.....	42
11. Statement of the problem.....	47
12. Limitation.....	51
13. Conclusion.....	52
14. Questionnaire.....	54
15. Bibliography.....	56

## **Section .01      Introduction**

Asian Paints Ltd is India's largest, Asia's third largest and World's 9th largest paint company. The company, along with their subsidiaries, has operations in 22 countries globally with 27 paint manufacturing facilities servicing consumers in 65 countries through Berger International, SCIB Paints, Apco Coatings and Taubmans. Asian Paints manufactures a wide range of paints for decorative and industrial use. The products of the company include ancillaries, automotive, decorative paints, and industrial paints. The company has manufacturing plants in Maharashtra, Gujarat, Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Haryana. In Decorative paints, the company is present in all the four segments, namely Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes. They have also introduced many innovative concepts in the Indian paint industry like Colour Worlds (Dealer Tinting Systems), Home Solutions (painting solutions Service), Kids World (painting solutions for kid's room), Colour Next (Prediction of Colour Trends through in depth research) and Royale Play Special Effect Paints, just to name a few.

## THE INDIAN PAINT INDUSTRY

The Indian paint industry did not fall under the protected 'priority' sectors as established by the Indian government. Therefore, this industry was open to foreign players. Strategic groups within the industry were primarily based on cost profiles. Large players, or the 'organized sector' as it is called by analysts, primarily focussed on conformance and performance quality at a reasonable price.

Small local players usually focused on low cost with very little or no concern for quality. Still they made up 30% of the overall market in terms of sales. The rural customer in India buys primarily on price and small local players could supply paint at 50 to 60% of the price of the organized sector. The cost advantage of the small local players was driven by several factors: cash transactions (income and sales tax evasion), excise tax breaks for small scale producers, price based vendor switching for raw materials (such as pigments), and low overhead from skeleton operations and less costly manufacturing processes (such as no effluent treatment and little quality control).

Since the government declared its intention to rationalize taxes (i.e. no advantage to small scale and therefore less evasion) and the environmental movement gathered more momentum (e.g. Meneka Gandhi's, the former prime minister's sister-in-law, lobbying efforts were at a peak when 25% of chemical plants were shut down in Gujarat, a state in western India, due to non-compliance with environmental requirements), cost advantages to the small local players would fade. Industry analysts expected the small-scale market share to dip to 10% by the year 2000.

COMPANY	DECORATIVE	INDUSTRIAL	OVERALL	ESTIMATED PAINT REVENUES
Asian Paints	38%	14%-16%	32.5%	Rs. 6,980 MM
Goodlass Nerolac	7.8%	40%	17.5%	Rs. 3,750 MM
Berger Paints	*14%	*14%	14.0%	Rs. 3,007 MM
ICI India Ltd.	8%-9%	12%	10.5%	Rs. 2,254 MM
Jenson and Nicholson	*6.9%	*6.9%	6.9%	Rs 1,482 MM
Growth Rate	8-9%	18%	11%	
Total (Rs.)	15,033 MM	6,442 M	21,476 MM	

The organized sector was divided as follows:

Based on industry reports some of the trends taking shape in the Indian paint industry were as follows:

- i. Internationally, industrial and decorative paints have 50:50 share of the overall market. In India, the ratio was 30:70 for industrial to decorative paints. This ratio would shift towards the international mix over the next 10 years.

## **ii. INDUSTRIAL SEGMENT:**

- Automotive paints accounted for over 50 percent of the industrial paint market. Goodlass Nerolac (GN) had an alliance with the US based DuPont since 1996 to garner a large share of the automotive paint market. They supplied 90% of the paint requirements of Maruti, the largest car manufacturer in India (83% market share in the Indian car market). The five million liters per year automotive refinishes market was expected to grow at a rate of 25 percent if the automobile sector grew at a rate of 15 percent per year. Jenson & Nicholson (J&N) entered into a 50:50 partnership with Herberts GmbH of Germany to produce automotive refinishes.
- Powder coating paint for white goods (like washing machines and refrigerators) accounted for 10 % market share of the industrial paints segment. In powder coatings, GN was a market leader supplying to consumer durable companies like Godrej, Voltas and Whirlpool. GN had an alliance with Valspar Corporation of the US to manufacture powder coatings.
- Marine paints accounted for 8% of the market. J&N had an alliance with Chogoku Marine Paints of Japan to manufacture bio-friendly marine paints. The market size for marine paints was estimated at Rs 400 M.
- Special purpose paints had a 16 % market share.



iii. **DECORATIVE SEGMENT:** While the decorative segment was growing, the players were aware of its decreasing importance. The latest trend in decorative paints was tinting systems. Tinting systems were *mix and match* assemblies at hardware stores, which had the potential to drastically alter distribution channels with the reduction of inventory. They involved 6-18 basic shades which could be mixed at the store in a small vibro-shaker. An example was Berger's *Color Bank* system or ICI's *Colour Solution*<sup>TM</sup>.

## ➤ **ASIAN PAINTS PVT . LIMITED**

### **Section .01      COMPANY PROFILE**

#### **BACKGROUND**

Champaklal H Choksey, Chimanlal Choksi, SC Dani and A Vakil set up APIL, in 1942 as a partnership firm .In 1945, it was converted into a private limited company, under the name of Asian Oil and Paint Co Pvt. Ltd. In 1965, the name was change to Asian Paints (India) Pvt. Ltd. In 1973, it was converted into a public limited company.

APIL's first plant came up in Bhandup in 1957 .It has three other plants located at Ankeleshwar (1981), Patancheru (1985) and Kasna (1990) .All the plants have captive resin manufacturing faculties and are capable of producing the entire range of paints. APIL also manufactures a key raw material Phthalic Anhydride, at its Ankleshwar plant, 30 % of which is costively consumed. Earlier APIL used to also manufacture another raw material, vinyl pyridine latex, which was later hived off onto a separate company, under the name of Apcotex Lattices Ltd.

Capacity expansions have come in a phased manner. Productivity at the Bhandup plant has been lackluster. Through a AVS scheme introduced in 1993, APIL was able to cut back workforce. Investment in information technology, especially in the areas of production and

distribution logistics has helped APIL improve its operating efficiency .In FY96 APIL's  
ailing subsidiary Pentasia Chemicals Ltd. was merged with APIL.

## Section .02      Locations

APIL has 4 paints manufacturing plants .The oldest plant is at Bhandup in Mumbai .The other plants are at Ankleshwar in Gujarat , Patancheru in Andhra Pradesh and Kasna in Uttar Pradesh .The Phthalic anhydride plant is located at Ankleshwar in Gujarat. Penta plant (result of PCL merger) is located at Cuddalore in Tamil Nadu .The installed Capacity of each manufacturing facilities are:

<b>Manufacturing facilities</b>	<b>Installed capacity (TAP)</b>
Bhandaup, Mumbai	20,000
Ankleshwar	50,000
Patancheru Andhra Pradesh	50,000
Kasna ,Uttar Pradesh	42,700
Total	162,700

APIL ,India's largest Paints Company , is the market leader in decorative paints .It has remained focused on core business and has consistently improved operating efficiencies .The company has registered a net profile of Rs 1064mn in Fy 01 as compared to Rs 973 mn in the previous year.

Paints sector can be segmented application wise , as decorative paints and industrial paints . While both are characterized by low capital costs and high working capital intensive, ht latter requires special technology. Capacities are normally set up close to

markets, so as to be able to offer multitude of shades and colors to customers. Brand building and dealer network act as effective entry barriers. Demand is seasonal in nature – low during monsoon, high during festivals.

Domestic paints sector , dominated by decorative paints (70%) is expected to undergo a structural shift towards industrial paints , as cross –border tie-ups in industrial paints are becoming order of the day. Most organized sector players are established with well-entrenched distribution network and established brands. Threat of global competition in is minimal. The underdeveloped industrial paints market hold maximum growth potential, albeit competition, product innovations and a fight for superior distribution network.

Focussed on decorative paints segment, APIL is set gain the maximum amongst the peer members from the uptrend in the housing sector .The company is restructuring its operations into three SBUs and has set target to be amongst the top ten decorative manufactures in the world by 2003. APIL is investing heavily in dealer tinting machine -Colour World and IT technologies to keep ahead of competition .APIL has set target of Gross sales of Rs21bn by 2003and earning growth of above 20% . It also has set a vision to be among the top five paint companies worldwide by 2005.On export front , the company is looking out for alliances/ takeover in the emerging markets of Asia.

**Section .03 SALES BREAKUP**

<b>Period ended</b>	03/08	03/09	03/10	03/11
<b>No. of months</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>
<b>Sales values (Rs mn)</b>				
Formaldehyde	0.4	0.2	-	-
Miscellaneous	165.4	125.7	121.0	145.7
Penta erythritol	280.1	251.1	22237	216.7
Phathalic anhydride	618.6	485.7	695.2	792.0
Paints , varnishes , enamels& oils	9,111.9	10,339.9	12,212.2	13,7396
Sodium formate	14.3	14.1	15.0	20.7
Others	-	237.	79.2	21.3
<b>Sales volume (unit)</b>				
Formaldehyde(Ton	31.0	10.0	-	-
Miscellaneous(Ton)	3,146.0	2,573.0	2,518.0	2,712.0
Penta erythritol(Ton)	2,829.0	2,831.0	2,867.0	2,839.0
Phathalic	17,376.0	16,688.0	19,060.0	20,195.0

anhydride(Ton)				
Paints , varnishes , enamels & oils (Ton)	116,9420	131,2840	162,110.0	181,271.0
Sodiumformate(Ton)	971.0	1,414.0	1,156.0	1,366.0

## **FUTURE PLANS**

It is well known that Modi Paint and Varnish Company has been manufacturing paints and varnishes over last 60 years according to the Govt. Std. . The company also fulfill the Std. Of Association of Paint and Varnishes.

According to the CEO. Mr. Anuj Pasricha & Mr. D.K. Pandey (Manager Sales & Marketing) of Modi Paint and Varnish Company is going to enter into the Refined Market in the current year Mr. Modi signed Code of conduct of Association of Paint and Varnish Manufactures.

According to the company officials the company makes product with keeping the following Schedule

For Government Concerns

For General Public

For Automobiles etc.



## ➤ CONSUMER'S BUYING BEHAVIOR

Understanding the buying behavior of the target market is the essential task of marketing management under the marketing concept.

The consumer market consists of all the individuals and households who buy or acquire goods and services for personal consumption.

Consumers vary tremendously in age, income, educational level, mobility patterns and taste.

### MODEL OF CONSUMER BEHAVIOR

Due to the growth in the size of firms and markets, marketing decision makers have been removed from direct contact with their customers. Managers have had to turn to consumer research. They spend more money in trying to learn : Who buys? How do they buy? When do they buy? Where do they buy? Why do they buy?

How do consumers respond to various marketing stimuli, arranged by the company, is main question. Therefore, business & academic researchers have invested much energy in researching the relationship between marketing stimuli and consumer response.

Outside Stimuli		Buyers Black box		Buyer responses
Marketing	Other			

Product	Economic	Buyer	Buyer	Product choice
Price	Technological	Characteristics	Decision	Brand choice
Place	Political		Process	Dealer choice
Promotion	Cultural			Purchase choice

				Purchase amount
--	--	--	--	-----------------

### MODEL OF BUYER BEHAVIOR

Their starting point is the stimuli-response model. Above figure shows marketing and other stimuli entering the buyer's —black box and producing certain responses. The stimuli are of two types. Marketing stimuli consists of the 4 Ps : Product, Price, Place and Promotions. Other stimuli consist of major forces and events in the buyer's environment economic, technological, political and cultural. All these stimuli pass through the buyer's black box and produce the set of buyer responses : Product choice, brand choice, dealer choice, purchase timing and purchase amount.

➤ **MAJOR FACTORS INFLUENCING  
CONSUMER  
BEHAVIOR**

Cultural				
Culture	Social			
Subculture	Reference groups	Personal		
	Family	Age and life Cycle stage Occupation	Psychological	
Social class		Roles and status	Motivation Perception Learning belief & attitude	Buyer

DETAILED MODEL OF FACTORS INFLUENCING BEHAVIOR

## **(A) CULTURAL FACTORS : 7**

Cultural factors exert the broadest and deepest influence on consumer behavior.

### **Section .01 CULTURE:**

Culture is the most fundamental determinant of a person's wants and behavior. The child growing up in a society learns a basic set of values, perception, preference & behavior through a process of specialization involving the family & other key institutions.

### **Section .02 SUBCULTURE:**

Each culture contains smaller groups of subcultures that provide more specific identification & socialization for its members. Four types of sub culture can be distinguished.

(i) Nationality groups.

(ii) Religious groups.

(iii) Racial groups

(iv) Geographical areas.

### **Section .03      SOCIAL CLASS:**

Virtually all human societies exhibit social stratification. More frequently, stratification takes the form of social classes. Social classes are relatively homogeneously and enduring divisions in a society, which are hierarchy ordered and whose members share similar values, interests, and behavior.

#### **(B) SOCIAL FACTORS: 7**

A consumer's behavior is also influenced by social factors, such as the consumer's reference groups, family, and social roles and statuses.

##### **(i) REFERENCE GROUPS:**

A person's reference groups are those groups that have a direct or indirect influence on the person's attitudes or behaviors. Group influence will be stronger for products that will be visible to others whom the buyer respects.

##### **(ii) FAMILY:**

Members of the buyer's family can exercise a strong influence on the buyer's behavior.

The family of orientation consists of one's parents. From parents a person acquires an orientation toward religion, politics, & economics and a sense of personal ambition, self-worth & love. The following products and services fall under such.

- Husband-dominant : Life insurance, automobiles
- Wife-dominant : Mixer, Washing Machine, and Kitchenware
- Equal : Housing, Entertainment, and Housing Furniture

**(iii) ROLES AND STATUSES:**

Participating of buyer in the different groups as clubs, organization influence his/her buying behavior. His/her position in the different groups can be termed as roles & status.

A role consists of the activities that a person is expected to perform according to the persons around him/her. Each role carries a status reflecting the general esteem : accorded to it by society.

## **Section .04 ( C ) PERSONAL FACTORS:→**

Personal factors a buyer's decisions by his/her personal characteristics, occupation, economic circumstances, life style, and personality & self- concept.

### **(i) AGE & LIFE CYCLE STAGE:**

People change the goods and services; they buy over their life time. They eat baby food in childhood, most foods in the young age and special diets in the later year.

### **(ii) OCCUPATION:**

A person's consumption pattern is also influenced by his or her occupation. A blue-chip worker will purchase good clothes, care etc.

### **(iii) ECONOMIC CIRCUMSTANCES:**

A person's economic circumstances will greatly affect product choice. His economics circumstances consists of their spend able income, saving & assets, borrowing power.

### **(iv) LIFE-STYLE:**

A person's life style is that person's pattern of living in the world as expressed in the person's activities, interests & opinions.



#### **(d) PSYCHOLOGICAL FACTORS: 7**

A person's buying choices are also influenced by four major psychological factors-

(1) Motivation

(2) Perception

(3) Learning

(4) Beliefs and Attitudes

#### **Section .05 ( E) BUYING ROLE:→**

For many products, it is easy to identify the buyer. Men buy shaving Cream, Razor, Cigarette etc. While cosmetic, pantyhose etc.

Thus, we can distinguish several roles people may play in a buying decision.

**Initiator** : One who first suggests or thinks of the idea of buying the particular product or service.

**Influencers** : One whose views or advice carries some weight in making the final decision.

**Decider** : One who ultimately determines any part of, or the entire buying decision whether to buy, what to buy, or where to Buy.

## ➤ TYPES OF BUYING BEHAVIOR

There are four types of consumer buying behavior based on the degree of buyer involvement in the purchase and the degree of differences among brands.

	High involvement	Low involvement
Significant Differences Between brand	Complex buying Behavior	Variety seeking buying behavior
Few difference between brand	Dissonance reducing buying behavior	Habitual buying behavior

### (a) COMPLEX BUYING BEHAVIOR

Consumers go through complex buying behavior when they are involved in a purchase and aware of significant difference existing among brands. Consumers are highly involved in purchase when it is expensive, risky and highly expressive.

### **(b) DISSONANCE - REDUCING BUYING BEHAVIOR**

When the consumers are highly involved in a purchase but see little differences in the brands. It is based on the fact that the purchase is expensive, infrequent & risky. For example, shopping for carpet.

### **(c) HABITUAL BUYING BEHAVIOR**

Many products are bought under conditions of low consumer involvement and absence of significant brand differences. A good example is the purchase of salt.

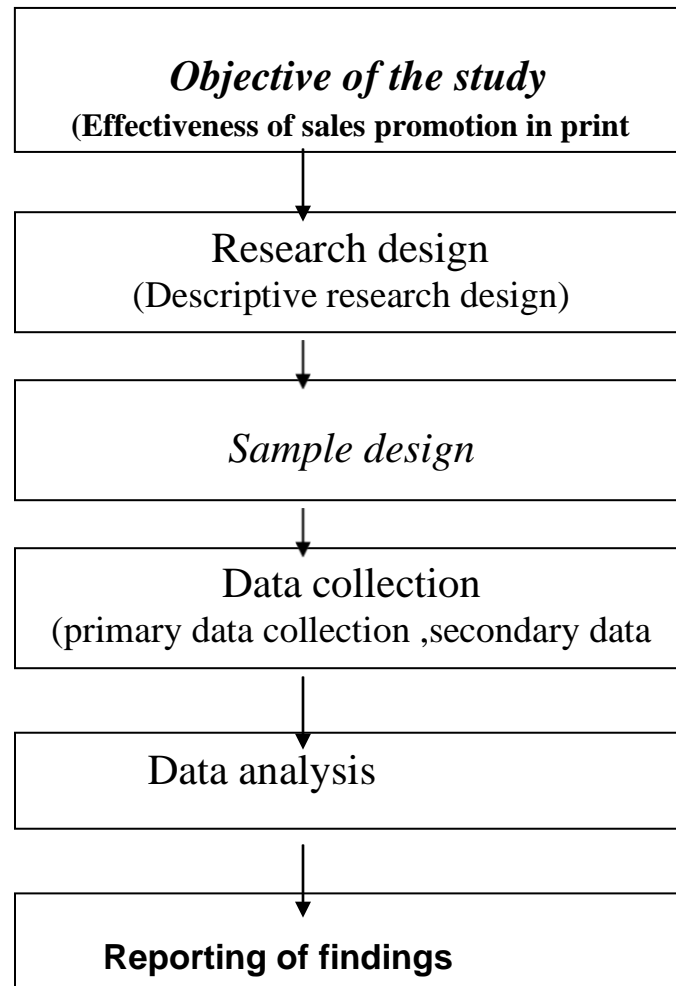
### **(d) VARIETY-SEEKING BUYING BEHAVIOR**

Some buying situations are characterized by low consumer involvement but significant brand difference e.g. in purchasing cookies

## ➤ **RESEARCH METHODOLOGY**

Research methodology is a systematic way, which consists of series of action or steps necessary to effectively carry out research and the desired sequencing of these steps. The marketing research is a process of involves a number of interrelated activities which overlap and do rigidly follow a particular sequence. It consists of the following steps.

1. Formulating the objectives of the study
2. Designing the methods of data collection
3. Selecting sample plan
4. Collecting the data
5. Processing and analyzing the data
6. Reporting the findings



## ➤ **OBJECTIVE OF THE STUDY**

The main objectives of conducting research on -To study the consumer behavior among urbanites for paints| are following—

- Awareness of paints products.
- To study the purchasing behavior of urban people.
- Preference of consumer buying paints.
- Loyalty of customer towards paint products.

## ➤ **AREA COVERED**

These are the places where I have collected data related my research project report

- Pratapgarh :-
1. balipur
  2. Azad nagar
  3. Vikas bhavan

### **Section .01 DATA COLLECTION**

<b>Sample</b>	<b>No. of respondent</b>
<b>Consumer</b>	<b>22</b>

# **DATA COLLECTION**

## **PRIMARY DATA**

**(i) The primary data are those data which are collected afresh and for the first time and happen to be original in character. The primary data to be collected for the study are ---**

- By interviewing to the Marketing people.
- By structured questionnaire.

## **Section .02      SECONDARY DATA:-**

**(i) Secondary data are those data have already been collected by someone else and which already had been passed through the statistically process. The secondary data to be collected for the study are ---**

- Annual reports of each news paper company.
- Newspapers, magazines, journals, books.
- By internet websites



## ➤ RESEARCH INSTRUMENTS

### **Section .01      STRUCTURED QUESTIONNAIRE**

A questionnaire consists of a number of questions printed or typed in a definite order or set of forms. It is the set of questions presented to the respondents for their answer. In my study I'll be used structured questionnaire because sequence or series are required to ask the question to respondent.

### **Section .02      DATA ANALYSIS**

Data analysis refers to the computation of certain measures along with searching for patterns of relationship that exist along data groups, as the objective of study is already divided in to two main parts, thus the data analysis of collected data is primary divide in to two divisions as the field is completed and questionnaire have been received the task is to prepare the ---

Consumer Behavior

•

## ➤ **RESEARCH DESIGN**

In my study, Descriptive research design are used because it provides information in a described manner which is relevant to a research project . in this research design the objective of the study is clearly defined and have accurate method of measurement with a clear cut definition.

### **Section .01      SAMPLING DESIGN**

A Sample design is a definite plan for obtaining a sample from a given population . it refers to the technique or the procedure adopted

In selecting items for the sample. The main constituents of the sampling design below-

- Sampling unit
- Sample size
- Sampling procedures



## DATA ANALYSIS

### Who Influences You To Buy Particular Paints

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4.5	4.5	4.5
Advertisement	6	27.3	27.3	31.8
Family	6	27.3	27.3	59.1
Friends	5	22.7	22.7	81.8
Others	4	18.2	18.2	100.0
Total	22	100.0	100.0	

### Which Particular Paints Brand Do You Prefer

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4.5	4.5	4.5
Asian paints	13	59.1	59.1	63.6
Berger	4	18.2	18.2	81.8
Can't say	3	13.6	13.6	95.5
Nerolac	1	4.5	4.5	100.0
Total	22	100.0	100.0	

### Which Brand Is Most Effective

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4.5	4.5	4.5
Asian paints	15	68.2	68.2	72.7
Berger	5	22.7	22.7	95.5
Others	1	4.5	4.5	100.0
Total	22	100.0	100.0	

### Name of the paint you buy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian paints	13	59.1	59.1	59.1
	Berger	3	13.6	13.6	72.7
	Nerolac	4	18.2	18.2	90.9
	Other	2	9.1	9.1	100.0
	Total	22	100.0	100.0	

### Are you aware from all type of paints

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	4.5	4.5	4.5
	Can't say	5	22.7	22.7	27.3
	No	3	13.6	13.6	40.9
	Yes	13	59.1	59.1	100.0
	Total	22	100.0	100.0	

### Through which platform you know about paints

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	4.5	4.5	4.5
	Advertisement	15	68.2	68.2	72.7
	Magazine	1	4.5	4.5	77.3
	Others	5	22.7	22.7	100.0
	Total	22	100.0	100.0	

### Where do you buy paint from

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	4.5	4.5	4.5
	Market	9	40.9	40.9	45.5
	Shop	6	27.3	27.3	72.7
	Super market	2	9.1	9.1	81.8
	Supplier	4	18.2	18.2	100.0
	Total	22	100.0	100.0	

### YourAge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	2	9.1	9.1	9.1
	19	2	9.1	9.1	18.2
	20	4	18.2	18.2	36.4
	21	7	31.8	31.8	68.2
	22	2	9.1	9.1	77.3
	23	1	4.5	4.5	81.8
	25 year	1	4.5	4.5	86.4
	29	1	4.5	4.5	90.9
	37	1	4.5	4.5	95.5
	Et	1	4.5	4.5	100.0
	Total	22	100.0	100.0	

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	2	9.1	9.1	9.1
	Male	20	90.9	90.9	100.0
	Total	22	100.0	100.0	

### Whoisthedecideratyourhome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Father	16	72.7	72.7	72.7
	Mother	3	13.6	13.6	86.4
	Other	3	13.6	13.6	100.0
	Total	22	100.0	100.0	

### Statistics

		YourAge	Gender	Whoisthedecide ratyourhome	Nameofthepaint youbuy	Areyouawarefro malltypeofpaint s
N	Valid	22	22	22	22	22
	Missing	0	0	0	0	0

### Statistics

		Throughwhichpl atforyouknow aboutpaints	Wheredoyoubu ypaintfrom	Whoinfluencese sYouToBuyPart icularPaints	WhichParticular Paintsbranddoy ouprefer	WhichBrandism osteffective
N	Valid	22	22	22	22	22
	Missing	0	0	0	0	0

## ➤ **FINDINGS**

1. Asianpaint is leading paint company in the area of Ghaziabad reason.
2. Nerolac products are the main competitor in the market.
3. Advertising of paint is very supporting to increase the sell of paints.
4. Paint products has competitor price in Indian market.
5. Paint has competitor price in Indian market.
6. Sales promotion is another reason for increasing the sell of paints.
7. The consumer believes in the quality of paints rather than their price.
8. All, the consumer who use the paint they are fully satisfied of this reseach



## SWOT - ANALYSIS

### Section .01      **STRENGTHS**

1. A major change in the consumption pattern within the decorative segment is the preference for water based paints. In India the most widely –used paints , till recently , were the solvent – based paint even when water – based paints are more eco-friendly and easy to use .The government regarded water based paints as a luxury item and consequently taxes on input as well the finished products were kept high thus making them unaffordable to the middle class .While the western world was moving away from solvent based paints for environment reasons ,India was India was in a way primitive the use of these paints .But with duties rationalized and cost and price coming down the most preferred ones are for decorative purposes.
2. Industrial paints ate growing at a much healthiesr5 rate then decorative segment .The main reason could be the entry of worlds major in the Indian automobile sector .Till recently the only foreign players on the Indian passenger car market was the Japanese giant , Suzuki Motors .However , today there are at least six global cat major operating in India. Korean major , Daewoo ; French car manufactures , Peugeot ; the German auto giant ; Mercedes and Opel and the American Ford , are here to stay having set up base despite some initial wrangles over export obligation .And , this setting up of bases necessarily implicates towards their needs for industrial paint which they will be procuring from domestic marker , because otherwise it will be that much costlier for them to export it from anywhere else.

3. The way companies operation have also under gone a drastic change – more choice for the customer .The shade card game started by Paints some eight years ago with its slogan -Mera Wala green, is now being played by mostly all major players.
4. While the customer gets a wide choice and better service the company benefits in two ways .One as stock has to be maintained only in one colour (the base colour , white ) the company saves inventory carrying costs .Second , as the missing is done only on orders the company does not take the risk of stocking pre-mixed colour shads with the dealer which might not get sold at all .All this means financial saving .Also the tends to the most preferred shade can be determined by the company and the production can be carried on accordingly.

## ➤ WEAKNESSES

- A. People would love to have colorful walls , but definitely not dusty floors and oily odorous .Sadly the former is not possible without the latter and it is the paint industry which stand to suffer.
- B. It may seem implausible , yet it is true .The inconvenience of painting alone is not the cause for a slowdown in the paints industry .But it certainly adds on to the following socioeconomic factors :

**1. Imbalanced consumption pattern-** The per capita consumption of paints in India is low 0.32 kg as against 25 kg in the US. Further , the imbalance in consumption takes two forms. First the ratio of paints consumed for decorative and industrial purpose in India is 70 :30 Elsewhere the ratio is diametrically the opposite , s it should be .Thus due to neglect of industrial protective use of paints , India loses over Rs. 4,000 crore on account of corrosion .(Industrial paint are made using red oxide, aluminum , zinc chrome ,bitumen etc. They possess properties like water and electricity resistance and rust prevention and hence are widely used of protection of steel concrete and wood )

Then there is also rural –urban imbalance .Paint being dubbed a luxury continue to be increasingly sold in the metropolitan cities and big towns .though paint companies have start to reach out to village a vast rural market still remains untapped .

**2. Primitive technology-** The making of paint primarily involve the blending of 300 different item in various proportions .In most varieties of pains the technology level is not very high .The capital cost per tonne is Fairly low at Rs. 12 crore for 25,000 tonnes . This has enables 2,000 small unit to set up manufacturing facilities and peck away at 50 % of total Indian pains market ,the other 50% is accounted for by 24 units in the organised sector .

**3. High cost structure** – The paints industry is raw material intensive .Nearly 70% of the raw materials are perto base (white spirit, xylene, toluene , butanol etc. ) Another major raw material titanium dioxide , has to be imported in large q2uantities .To top it all is the nearly 36% excise levy (a 6% rise in the latest budget ).The irony is that the government account for nearly 40% of the total paints sold in the country .So industry source argue that every increase in excise means a corresponding higher government outlay on paints. The excise structure reflects the luxury image of paints.

**4. Other factors-** These include the monsoons and the growth in the housing sector .In fact , monsoons have a dual effect on the industry .On the one hand there is vary little painting work done during the monsoon s. But at the same time, a Good monsoon increases the purchasing power of the framers paving the way for higher sales .

## ➤ OPPORTUNITIES

1. Unlike the decorative paints segment which is expected to grow at a slow rate of 3-4% the demand for industrial paints is rising at an average rate of 10% .Industrial paints have fairly high value addition and require a level of technology which cannot be easily matched by the small sector ,The market leader seem to have taken cognisance of this fact. For instance ,. paints has tie up with Devoe Marine Coating of Us for marine painting .It has also tie up with Nippon paints of Japan for a coil coating and powdered coating .Like wise ,Goodlass Nerolac has allied with Kansai Paint for Sophisticated automotive sector paints s.
2. Stagnant demand combined with intense competition has taken its toll on some small units .A similar shake up is expected in the organized sector too .Hence , the fitter unit would be better off eyeing takeover targets for expansion rather than going for fresh capacities .
3. India has been a continuous importer of titanium dioxide in spite of enormous reserves of the raw material , ilmenite. Deposits of ilmenite found along the coasts of Kerala ,Tamil Nadu and orissa , are estimated to be around 160 million tones or 12 % of World resources ,.The quality is also reported to be of a higher grade .Thus sooner or later world leaders of titanium dioxide technology (like Du Pont ) will find it viable to enter into joint ventures with Indian companies .That should reduce cost and selling price and lead to higher sales and profits.
4. Finally , there is immense scope for product innovation liked , in March 1991 ,MRK introduced ‘\_Vapocure’, an industrial process for product abroad is paint s-cement .

## ➤ THREATS

When it comes to technology , the paints industry presents a strange case .The manufacturing process of the final product is so primitive that every that every Tom ,Dick and Harry has mastered its! And , even the technology for only Tom ,Dick knows the major raw material Titanium dioxide(TiO<sub>2</sub>) and Harry!

In other words, manufacture of TiO<sub>2</sub> is a closely guarded secret of only a handful of players worldwide .The include Du Pont(USA) ,British Titanium Products Ishihara (Japan) and Kronos (Australia).TiO<sub>2</sub> forms the base white , for all paints .It comes in two varieties rutile (used for exteriors ) and anatase (preferred for paints used in interiors )

In India there are two units both in the public sector manufacturing titanium dioxide – Kerala Minerals and metals (KMML) and Tavancore Titanium products (TTPL)

.Domestic production however is stagnating around 16,500 tonne against capacity of 37,000 tonne ,Further ,the quality too leaves a lot to be desired .Hence , imports of TiO<sub>2</sub> continue at an increasing rate .

Nearly 70% of TiO<sub>2</sub> produced /imported in India goes to the paints industry .Major paint manufacturers have tried to go in for backward integration into some of the raw material (phthalic anhydride , co-polymers for plastic emulsions etc.) But all efforts to make a foray of TiO<sub>2</sub> have not met the success. World rather than pass on technology to others i.e. whopping 25 parties hold licenses /letter of intent for TiO<sub>2</sub> but none have so far materialized .

So as import bills of companies remain on the upbeat , thanks to the huge import billings for TiO<sub>2</sub> , the margins continue to take a beating.

## ➤ **STATEMENT OF THE PROBLEM**

### **Section .01      WHY THIS STUDY**

- To get a general overview of the Indian paint industry.
- To identify the major players.
- To ascertain the reasons for the industry not picking up.

### **Section .02      Question Unanswered (Some recent Facts about the industry).**

- Overall industry growth rate declined to 9%-10% in the current year from 12%. The industry received a major setback in the fourth quarter due to the recent earthquake in Gujarat. Though Paints, Goodlass Nerolac and Berger combined reported a 15% growth in sales in the first half of the current year, growth waned in the second half, notably in the fourth quarter.
- The construction activity was subdued in the current year due to a less than average monsoon and natural calamities in some of the key Eastern and Southern states. As a result the decorative paint demand also declined. The Gujarat earthquake in the fourth quarter was more pressing for paints companies.
- Industrial paint demand in the current year dropped due to a 7% decline in passenger car sales and a fall in commercial vehicle volumes in the current year. One of the key factors was the lower agricultural output, which affected the purchasing power of the consumer, notably in the semi-urban and the rural markets. Despite interest rate cuts and increase in depreciation rates, automobile demand did not show any sharp uptrend in the fourth quarter also.

- Rutile titanium dioxide prices moved up from US\$ 1,800 per tonne last year to more than US\$ 1,950 per tonne, an increase of more than 11%. Since this account for almost 50% of the raw material costs of paint companies, margins were strained. Apart from this, prices of other raw material like mineral spind and tarriyl also by 20% and 18% respectively. Paint companies resorted to an increase in prices during the current year, though not commensurate with the rise in input costs.
- Operating margins declined in the current year due to a rise in both raw materials was sharp for the industrial paint segment, as these companies could not pass on the rise in costs to their customers, primarily the auto companies (as these companies were also witnessing declining sales).
- Exterior paint segment continued to grow at a fast rate compared with other segments. The segment is estimated to be growing at CAGR of 15% per annum. New productions from almost all the major paint companies in the exterior segment performed well in the current year.



## ➤ **SCOPE**

The project under taken was to study dealer's perception regarding present trends in the Paint industry market potential, consumer perception and various factors affecting the buyers behavior.

Our study was restricted to the area of Ghaziabad and it includes the product varieties, thinner, decorative and industrial paints.

The study gave a clear view regarding the factors influencing, The purchase decision like price, quality, advertising promotional schemes, packaging, the finish of the product etc. and the distribution policy followed by paints vis-à-vis its competitors. The company's policies regarding profit margin, services, replacement etc. were given sufficient thought. We looked in to the matter and found different factors where Paints could improve upon and those places where paints was a quite ahead than it's competitors.

## ➤ **RECOMMENDATIONS**

1. The company should popularize the brand through massive advertising campaign so that the people are well aware of its products.
2. The company should increase the dealer's margin so that they will be motivated and make an effort to push this products first to the customers.
3. The company should offer the various schemes for the customers so that customer attract towards their products.
4. Management should make aware their employees about sales volume and export volume through meetings, seminars or through annual report.
5. Some incentive should be provided to motivate the employers on the basis of good work done.
6. To motivate dealers, painter's and customers schemes should be updated from time to time.
7. There must be an improvement in the quality of all brands.
8. The budget of advertisement should be increased in comparison to competitors. If we want to compete with our competitors we have to spread our advertising channel. We should do through various media, as audio, video press /print and hoarding.
9. The company should strengthen the distribution channel so that as its products is made available at every length and breadth of the city.
10. I have also observed that there is no proper service in some areas. There fore search must be improved

## ➤ **LIMITATION**

1. Time constraint:
  - a. The time duration of conducting the research was less. So lots of other factors were ignored.
  - b. A large sample could not be taken due to same reason.
2. It was only possible to conduct the survey during free hours. The dealers did not respond when contacted during peak hrs.
3. As the areas covered in the survey were off the route and the any convenient mode of transport was not available. The investigator faced a lot of problem
4. Most of the consumer were ignorant and were not willing to respond that leads inaccuracy in the data collected.
5. As the data was based on consumer perception, it might be biased to certain extend

## ➤ **CONCLUSION**

Investor, interested in any form of investing, should carefully look at the structure of the paint industry. It has a large unorganized sector, which constitute approximately 40% of the total production of paints. The organised sector comprises of handful of large units. The categorization is important because of the differential in excise duties faced by these two sectors. The differential, however, has narrowing since 1993 and the excise duties between the organized sector is now at 18% (from the highest of 40.25%). With the narrowing of the differential in excise duties between the organised and unorganised sector, the market share of the organised sector is expected to grow in the future. The small sector will probable start contact manufacturing for the large units or may develop niche markets based on location.

The industry can further be divided into two broad segment – decorative (architectural) paints and industrial paints. The decorative segment is the dominant segment, in terms of sheer volume, in contrast to the developed economies where industrial paints normally have half the market. The decorative paints market can be further be subsumed into emulsions, synthetic enamels, distemper and cement paints. The essence of the small sector is in the easier to evaluate lower-end products such as distempers and cement paints whereas the middle range enamels and the premium range emulsions are the terrain of the large players.

The industrial paints segment comprises of the industrial coating the automotive coating segment .The main growth for the industrial paints market has been the high growth in automotive coating , with the entry of the auto majors (multinationals) resulting in a literal boom in this sector.

There are more than 300 input going into the manufacturing process of paints of which 70% are petroleum based .The raw material are Pigment

## QUESTIONNAIRE

(i) NAME:-

(ii) ADDRESS:-

(iii) TELEPHONE NO:-

**Name of the paints you buy?**

a. paints [ ]    b. Nerolac paints [ ]    c. Berger paints [ ]

d. other [ ]

**Are you aware from all type of paints?**

a. yes [ ]    b. can't say [ ]    c. no [ ]

**Who is the decider at your home?**

a. father [ ]    b. mother [ ]    c. wife [ ]    d. other [ ]

**through which platform you know about paints?**

a. for advertisement [ ]    b. for magazine [ ]    c. other sources [ ]

**where do you buy paints from ?**

a. Market [ ]    b. Supermarket [ ]    c. shop [ ]    d. supplier [ ]

**Who influence you to buy particular paints?**

a. Friend [ ]    b. family [ ]    c. Advertisement [ ]    d. others [ ]

**Which particular paints brand do you prefer?**

**a. Paint [ ]      b. Nerolac[ ]      c. Berger[ ]      d. can't say[ ]**

**Which brand is most effective?**

**a. Paints[ ]                      b. Nerolac[ ]      c. Berger[ ]      d. others**

## **BIBLIOGRAPHY**

- Business world —growth of Paint — Page 35 Feb. 2020.
- Business Today —paint industry|| Page 25 March 2019.
- Donald S. Tull, Dell I. Hawkins —Marketing Research|| Sixth Edition, Published by Ashok K. Ghosh, Prentice-Hall Of India Pvt. Ltd.
- C. R. Kothari —Research Methodology|| Second Edition, Wishwa Prakashan.
  
- [www.paints.com](http://www.paints.com)
- [www.google.com](http://www.google.com)
- [www.wikipedia.com](http://www.wikipedia.com)
- [www.scribd.com](http://www.scribd.com)
- [www.Linkedin.com](http://www.Linkedin.com)
- [Www.info.com](http://Www.info.com)
- [Www.ask.com](http://Www.ask.com)
- [Www.paintsindia.com](http://Www.paintsindia.com)
- [www.customerin.com](http://www.customerin.com)
- [Www.marketing23.com](http://Www.marketing23.com)





# PLAGIARISM SCAN REPORT

Report Generation Date: June 09,2021

Words: 1088

Characters: 7654

Excluded URL :



## Content Checked for Plagiarism

---

SYNOPSIS FOR INDUSTRIAL PROJECT REPORT

CONSUMER BUYING BEHAVIOUR OF ASIAN PAINTS

Bachelor's Of Business Administration course or  
Galgotias University

Submitted by

ABHINAV GUPTA  
VAIBHAV GUPTA  
S NAVEEN

Admission No. - 18GSOB1010241  
18GSOB1010236  
18GSOB1010250

Under the Guidance and Support of Dr.MD.CHAND RASHID

Faculty, Galgotias School of Business

---

GALGOTIAS  
UNIVERSITY

February 2021

## INTRODUCTION

Asian Paints Ltd is India's largest, Asia's third largest and World's 9th largest paint company. The company, along with their subsidiaries, has operations in 22 countries globally with 27 paint manufacturing facilities servicing consumers in 65 countries through Berger International, SCIB Paints, Apco Coatings and Taubmans. Asian paint making paint for kids preference the is very depth search and finalize what kid want and what type of paints colour and to many things that's why asian paints is one of the leading paint company in all over asia .

The main objectives of conducting research on —To study the consumer behavior among urbanites for paints—are following— Page 3

1. Awareness of paints products.
2. To study the purchasing behavior of urban people.
3. Preference of consumer buying paints
4. Loyalty of customer towards paint products.

#### RESEARCH METHODOLOGY

It consists of the following steps.

1. Formulating the objectives of the study
2. Designing the methods of data collection
3. Selecting sample plan
4. Collecting the data
5. Processing and analyzing the data
6. Reporting the findings

#### PROBLEM STATEMENT

If evidence indicates people are concerned about the environment and are changing their behaviour As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Thus, the growing awareness among the consumers all over the world and in India regarding protection of the environment in which they live is very important. Not only that we can see that most of the consumers in world are becoming more concerned about environment friendly products.

## LITERATURE REVIEW

A literature review is a systematic, explicit, and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars and practitioners (Fink 2005)

Pandya (2016) assessed the potential of green marketing and studied consumer purchasing behaviour. The study was conducted on sample size of 400 people on various cities of Almadabad, Gujarat. The findings showed that majority of respondents are aware of climate change and global warming effect and their adverse consequences to our environment. They also understand the environment at risk due to such threats. The consuming failure to interpret their concerns beyond the environment in their behaviour. It was also noted that customers are very much in favour of investment in eco-friendly products.

Sen (2014) investigated the impact of green marketing practices on consumer buying behaviour. The study has been conducted on 100 respondents in various retailer stores in Kolkata. The findings reported that consumer purchasing decisions are not influenced by the green marketing undertaken by the company. It was also noted that consumers agree to the fact that a company must undertake green marketing. Moreover, the majority of buyers were noted willing to pay an extra amount for the green product. It was noted that respondents have various opinions on green environment. The study concluded that green marketing is still in its infancy in India and more research needs to be undertaken on different aspects of green marketing to explore its potential to the maximum possible extent. When companies adopt green marketing activities, they should ensure that the economic aspect of marketing is not neglected. Thorough understanding of the implications of green marketing activities must be undertaken by the companies so as to ensure that they achieve competitive advantage in the markets.

Maheshwari (2014) conducted a study on belief and attitude of green marketing and its influence on buying behaviour of consumers. The study also addresses the influence of marketing efforts put by marketers with reference to consumers. The study was conducted on 120 women consumers with an age ranging from 21-45 years in various cities of Madhya Pradesh. This study confirms the existence of an environmental concern. It has highlighted various aspects of consumer behaviour and shown that consumer preference for greener goods could be influenced by marketing. The study concluded that Indian manufacturers have yet to embrace the green imperative, and investing in green initiatives and consumer education, Indian brands can break this vicious cycle.

Makhdoomi and Nazir (2016) conducted a study of green marketing consumer purchasing behaviour. The study was conducted on 80 people at various places in India. The findings reported that purchasing behaviour of consumers depends on their level of satisfaction towards the product. Thus, organisations need to focus more on improving the quality of green products and also need to provide high quality green products.

Maheshwari (2014) conducted a study on belief and attitude of green marketing and its influence on buying behaviour of consumer. The study also addresses the influence of marketing efforts put by marketer with reference to consumers. The study was conducted on 120 women consumers with an age ranging from 21-45 years in various cities in Madhya Pradesh. This study confirms the existence of an environmental . It has highlighted various aspects of consumer behaviour and shown that consumer preference for greener goods could be influenced by marketing. The study concluded that Indian manufacturers have yet to embrace the green imperative, and investing in green initiatives and consumer education, Indian brands can break this vicious cycle.

Makhdoomi and Nazir (2016) conducted a study of green marketing consumer purchasing behaviour. The study was conducted on 80 people at various places in India. The findings reported that purchasing behaviour of consumer depends on their level of satisfaction towards the product, thus organisations need to focus more on improving the quality of green products and also need to provide high quality green products.

## DATA ANALYSIS

### PAINTS

NO.OF RESPONDENT

PERCENTAGE OF RESPONDENT

Asian paints

13

13%

Nerolac paints

4

4%

Berger paints

4

4%

others

1

1%

## LIMITATION

### 1. Time constraint:

A. The time duration of conducting the research was less. So lots of other factors were ignored.

B. A large sample could not be taken due to same reason.

2. It was only possible to conduct the survey during free hours. The dealers did not respond when contacted during peak hrs.

3. As the areas covered in the survey were off the route and the any convenient available. The investigator faced a lot of problem

4. Most of the consumer were ignorant and were not willing to respond that leads inaccuracy in the data collected.

5. As the data was based on consumer perception, it might be biased certain extent.

## SUGGESTIONS

Investor, Interested in any form of investing, should carefully look at the structure of the paint industry. It has a large unorganized sector, which come approximately 40% of the total production of paties. The categorization is important because of the differential excise duties faced by these two sectors. The differential however has narrowing since 1993 and the excise duties between the organized sector is now at 18% (from the highest of 40.25%): With the narrowing of he differential in excise duties between the organised and organised sector, the market share of the organised sector expected to grow in the future.

## REFERENCES

- Business world —growth of Paint — Page 35 Feb. 2020.
- Business Today —paint industry| Page 25 March 2019.
- 
- C. R. Kothari —Research Methodology| Second Edition, Wishwa Prakashan.
  
- [www.paints.com](http://www.paints.com)
- [www.google.com](http://www.google.com)
- [www.wikipedia.com](http://www.wikipedia.com)
- [www.scribd.com](http://www.scribd.com)
- [www.Linkedin.com](http://www.Linkedin.com)
- [Www.info.com](http://Www.info.com)
- [Www.ask.com](http://Www.ask.com)
- [Www.paintsindia.com](http://Www.paintsindia.com)
- [www.customerin.com](http://www.customerin.com)
- [Www.marketing23.com](http://Www.marketing23.com)





## Matched Sources :

---

### Asian Paints - Share/Stock Price Live Today, NSE/BSE Live ...

· Asian Paints Ltd is India`s largest, Asia`s third largest and World`s 9th largest paint company. The company, along with their subsidiaries, has opera...

**50%**

<https://www.icicidirect.com/equity/stockpricequote/nse/asian-paints-ltd/34> (<https://www.icicidirect.com/equity/stockpricequote/nse/asian-paints-ltd/34>)

---

### ASIAN PAINTS LIMITED

company. The company along with their subsidiaries has operations in 22 countries globally with 27 paint manufacturing facilities servicing consumers in 65 countries through Berger International SCIB Paints Apco Coatings and Taubmans. Asian Paints manufactures a wide range of paints for decorative and industrial use.

**34%**

<https://ampleia.com/wp-content/uploads/2020/11/Buy-Asian-Paints.pdf> (<https://ampleia.com/wp-content/uploads/2020/11/Buy-Asian-Paints.pdf>)

---

### asian\_paints - SlideShare

· 2. It was only possible to conduct the survey during free hours. The dealers did not respond when contacted during peak hrs. 3. As the areas covered in the survey were off the route and the any convenient mode of transport was not available. The investigator faced a lot of problem 4. Most of the consumer were ignorant and were not willing to respond that leads inaccuracy in the data ...

**7%**

<https://www.slideshare.net/sushilguleria123/asianpaints> (<https://www.slideshare.net/sushilguleria123/asianpaints>)

---

### manisha.doc | Concrete | Consumer Behaviour

3. As the areas covered in the survey were off the route and the any convenient mode of transport was not available. The investigator faced a lot of problem 4. Most of the consumer were ignorant and were not willing to respond that leads inaccuracy in the data collected. 5.

**4%**

<https://www.scribd.com/document/286022414/manisha-doc> (<https://www.scribd.com/document/286022414/manisha-doc>)

---



---

## Acknowledgement of submitted manuscript id: H113031

1 message

---

**IOSR JBM** <jbm@iosrmail.org>  
To: abhinavgupta1602@gmail.com

Sat, Jun 12, 2021 at 10:54

Dear Researcher,  
Received your article.

Thank you for contributing your article for publication in **IOSR Journals**. We appreciate your contribution.

We have forwarded your Paper titled “**CONSUMER BUYING BEHAVIOUR TOWARDS PAINTS**” for peer review.

We will be informed about the status of your paper within 5-7 days, after peer review process.

Your manuscript id is **H113031**. Please use this id for further information about this article.

We will let you know if you have to make any modification as per the editor's comments. If the corrections are minor we will make it at our end only. Editorial decision will be intimated to you soon.

You can check your paper status through following link <http://www.iosrjournals.org/iosr-jbm/pages/check-paper-status.html>

--

With Warm Regards,  
Editorial Board,  
IOSR Journal of Business and Management