



ACHARYA INSTITUTE OF TECHNOLOGY

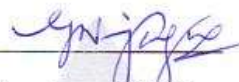
(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 23/05/2018

CERTIFICATE

This is to certify that **Mr. Lakshmi Kanth A** bearing USN **1AY16MBA37** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **“A Study on Advertising and Sales Promotion at Asian Paints” Bangalore** is prepared by him under the guidance of **Dr. Nijaguna G** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.


Signature of Internal Guide


Signature of HOD
Head of the Department
Department of MBA
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Signature of Principal
PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

ACHARYA

asianpaints

10-04-2018

To Whomsoever It May Concern

Dear Sir,

Sub : Completion certificate

This is to state that **Mr. LAKSHMI KANTH.A (1AY16MBA37)** **ACHARYA INSTITUTE OF TECHNOLOGY** has successfully completed his work on an academic project with the title **“A study on Advertisement and Sales Promotion at Asian paints”**. The duration of the project was for 2 months between **15-01-2018 to 24-03-2018**

We wish him success in for his future.


Asian Paints India Ltd.
32/B, Phase 2,
Peenya Industrial Estate,
Peenya Bangalore-560 058
Arun Kumar R.
Marketing Manager
Authorised Signatory

Shop No. 22-B, Behind Graphite India Ltd, Vishweshwaraiah Industrial Area, Doddenakundi, Mahadevapura,
B Narayanapura, Bangalore, Karnataka 560048

ACKNOWLEDGEMENT

It's my pleasure to offer my deep gratitude to AIT Principal **Dr. S.C. Pilli** and our academic dean **Dr. Mahesha K** for their support and this project wouldn't be possible without the constant support and help of them and organizations. I would like to pull out my honest thanks to all of them.

I am very grateful to my internal guide **Dr. Nijaguna G, HOD**, Department of MBA, AIT and followed by **Mr Arun Kumar**, external guide at **ASIAN PAINTS** for their support and timely guidance

I would like to convey my thankfulness towards my parents & group member of **ASIAN PAINTS**, for their kind co-operation and support which help me in finishing point of this project. I would like to convey my special thankfulness and thanks to industry persons for giving me such interest and time.

My thanks and appreciations also go to my colleague in developing the project and people who have eagerly helped me out with their ability. I would like to thank all the people who gave their precious time I am also thankful to classmates who supported me throughout my study.

I wish to extend my genuine thanks to all the **Staff Members** and **Non technical Staff Members** of the **Department of M.B.A, Acharya Institute of Technology** who gave me the moral hold up and

Place: Bangalore

Date:

LAKSHMI KANTH A

(1AY16MBA37)

DECLARATION

I LAKSHMI KANTH A from 4th semester student of MBA in AIT do hereby declare that this project work report titled “A STUDY ON ADVERTISEMENT AND SALES PROMOTION WITH SPECIAL REFERENCE TO ASIAN PAINTS” has been submitted by me in partial fulfilment of the requirement for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum, Karnataka during the academic year 2016-2018.

I have undergone a summer project for a period of 10 weeks, I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place:

LAKSHMI KANTH A

Date:

USN: 1AY16MBA37

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EXECUTIVE SUMMARY

This research was conducted for the period of 10 weeks from January 14 2018 to March 24 2018, by taking “A STUDY ON ADVERTISEMENT AND SALES PROMOTION WITH SPECIAL REFERENCE TO ASIAN PAINTS”. After proper discussion with all customers, external guide and internal guide to work on this research. Sincere effort were made to study about the advertisement and sales promotion for which proper response were received from customers as well as company.

Good services were provided by the company and received proper guidance by the organization. There is a provision for customers to make complaints and feedback which will be considered by the company for its future growth and development.

The research includes introduction about the internship, information about the topic of the research, objectives, scope and literature reviews. The next part includes theoretical background of the study and at end data interpretation and findings, suggestions and conclusion.

The research was conducted with the view to analyse, evaluate and to consider the feedback received by the customers and utilize the best resources for betterment of the organization. The best alternative was chose to increase the sales of the organization and in turn increases the profits.

CHAPTER – 1

Introduction

1.1 INTRODUCTION ABOUT THE INTERSHIP:

As indicated by the educational modules for understudies of VTU is a piece of the temporary position, both the outside and the inside of the guide is to be done.

A few associations offer a stipend, and some will not offer. We solicited the members from the temporary job understudies. Here they can essentially apply their hypothetical learning and they begin working.

Furthermore, keeping the aim in mind to develop the effectiveness of the instructive temporary position is intended to stand up to the difficulties of the pending Corporate. Moreover, they are bringing corporate morals will be required of each individual in an association to get to.

This venture encounters and discoveries all through the report is a rundown of the best of the ten weeks.

1.2 INDUSTRY PROFILE:

The organization for the paint was set in year (1902) with Shalimar paints(Calcutta) and the most manufacturing units of paint was set during and after the world war 2 in India and after that paint industry has made huge growth in India and this industry has recognized as an vital sector in national economy and decorative paints has 70 percent of the coatings and while industrial paints have the balance of 30 percent in total production.

There is huge rivalry among paint companies because most of the paint industries are reached its saturation and have substantial capacity with demand increasing the competition is getting high

the lowering growth rate has made companies to offer their customers more rebates and discounts and many companies are providing huge discounts, flexibility in payments and also with new technology company his producing much more new shades and colors for their customers

The decreasing growth rate has made the paint companies to woo customers

aggressively. The customer is being offered 10% rebate in most products, Unheard in the industry so far. Most companies have increased their discounts to their dealers to unimaginable level dealers are offered higher credit levels, flexibility in payment, foreign trips for selling even low value products and the like. The increasing competition to offer solutions through technology has made all the paint make as offer a large number of shades through computerized color dispensing system.

Decorative significant segments of the outside divider paints, inside divider paints, wood completes and finish and groundwork's, putties, and so on. The general shade of the ornamental paints showcase in India,75% of correlative items. Asian Paints is market pioneer in this fragment. The interest for ornamental paints, painting, design, and other show purposes starts. Contrasted with different periods, the merry season (September-December) sought after, critical. This area is touchy to cost and high edge business when contrasted with the mechanical section.

Mechanical: The modern area is the most critical of the three sections of the vehicle coatings, powder coatings and defensive coatings incorporate. Kansai Nerolac showcase pioneer in this section. Shades of the client businesses in the mechanical designing and shopper durables, including vehicles. The more extraordinary than in the mechanical paints section of favor innovation.

The industry fragments over the Infrastructure and Automotives were quelled request, feeble interest for purchaser durables. The poor storm, higher financing costs and curbed request because of the vulnerability of the variables that added to the geo-political occasions to all. Industry is assessed to be Rs. 39,000crore in March2016.

The cost front, the industry profited from lower unrefined petroleum costs. Item valuing, be that as it may, did not go down an indistinguishable extent from the costs of crude materials for the business and accordingly did not descend altogether.

Not with standing the economy is ready to develop at a rate of 7.5%, accordingly of the expanded interest for purchaser spending hues will get extraordinary support. India's young populace and extra cash accessible to youthful Indians to join the workforce will have increasingly speaks to an incredible open door. Family, and the state of mind of the paint business too forecasts.

The GST, so that strategy choices Infrastructure and Power Sector Reforms wanted to be executed in the close term, with the motivation of changes is relied upon to proceed.

These changes, executed, and the paint business, the economy and give an awesome impulse.

Beautiful paints fragment is required to witness high development going ahead. Government money related impetuses to take an interest in the lodging part has profited from the lodging division. The significant players will profit over the long haul.

However the tepid attention for motorized coats is trusted upon to increment accepted fast. This is by feature of increasing framework speculations. Local and worldwide auto majors like Kansai Nerolac and Asian PPG car paint producers have long haul gets ready for the Indian market, which betoken well. Expanded interest for mechanical paint coatings, particularly powder coatings and elite are likewise in the medium term top line development will impel the paint.

Creation expenses are required to see a progressive ascent judged in FY 16-17. The benefit of this blast in the business longer run, influence both top-line and main concern development can be influenced.

.Significance

- To prevent corrosion paints and coats are applied to protect products.
- To improve looks and to protect food that comes in metal containers

.Types

They are divided into 2 categories

- .Architectural finish paints(Decorative)
- .Industrial Paints

.Architectural finish paints comes in:

- Retail purpose or domestic.
- Emulsions , enamels and distempers.
- Quality: premium ,medium and economy

Industrial Paints: This segment can be classified into.

- .Automobile or automotive paints.
- .Marine Paints.
- .Powder coatings
- .Other industrial finishes.

In our county decorative paint has 75 percent of share in total paints used while other nations which are developed have 50 percent to 70 percent of share.



1.3 COMPANY PROFILE:

ASIAN PAINTS

A small partnership Indian firm founded Asian paints in 1942 when the industry was heavily competitive and 2 marketing breakthrough pushed the firm into decorative segment and the 1st one was introduction of smaller sized paint cans later one was expansion and offering customers quality paints

Today Asian paints is one of the top company in paint industry and sells and produces twice as much as other company in India.

Asian Paints Limited, together with its subsidiaries, manufactures, sells, and distributes paints and coatings for decorative and industrial use in India and internationally. The company operates in Paints and Home Improvement segments.

It provides metal finishes, wall finishes, enamel as well as wall painting tools, such as brushes, rollers, accelerators, and mechanized tools. The company also offers wall covering and stickers, waterproofing solutions, and adhesives.

HISTORY

Today:

Asian Paints ornamental paint organization has the world's tenth biggest paint company. Asian Paints for extra than dual the span of its adjoining competing. It's one of India's most appreciated organizations. With 27 producing destinations in 22 nations in 2500 SKU on Combined STP - ETP and I2 - STM Explanation. BT Hewitt review, the Hindu Business Line is resolved to Best Employer 2000 Bluest Blue Chips; ET BT study, the most appreciated organization in 2000 to work.

In agreement with the suggestions of BoazAllan Hamiilton, Asian Paint's, Development, elaborate & global sphere unit, rebuilding besides the selection of STM and ETP Technology. Asian Paints brightening paint organization supposes to wind awake noticeably the 5thmajor on the globe.

1967:

Asian Paints is India's driving paint organization in the universal rivalry develops.

1957 – 66:

- The family-claimed organization is professionally overseen association will make the move.
- Balmer Lawrie is a British organization Asian Paints for the goliath British-shading rejects the organization's items.
- Asian Paints a great many banding together with merchants in residential communities all over India sets out on a yearning grassroots battle.

1954:

Asian Paints amulet, Gathu insidious child, is conceived.

1945:

Asian Paints traces a income of 350,000 new advertising technique "to achieve purchasers in little packs to the remotest corners of the nation."

1942:

H Champaklall have a little learning and extraordinary assurance Chokesii, Chimanal N Choksa, Suryakanth C. Danii and Arvind R. Vakkil phoras Road, Bombay fabricate of paint on the carport is found. He made his organization's Asian Oil and Paint Company 'She picked a name aimlessly from the phone catalog.

Indian paint industry can be comprehensively partitioned into two portions

- Exterior and inside, wood hues and so forth., required in the enriching paints portion of the divider.
- Automotive paints, and modern paints for the mechanical fragment of a circle.

As a component of the enlivening paint industry is the arrangement of an aggregate of roughly 75% and 44% share of market pioneer Asian Paints. Nerolac advertise pioneer in the mechanical section.

Asian Paints enlivening section is fascinating to perceive how the hues have changed the way toward purchasing the item. Paints are for the most part thought to be a low association item. Previously, the brand's choice to the developer/temporary worker might be held and the basic leadership handle than whatever is left of the house proprietor, house proprietor does not include shading.

Asian Paints has also comprehended the necessity for brand working in the midst of the sixties. However, by then, the association brands/sub-stamps in a wide range. The association's objective of thing advancement and organization orchestrate, and managing the way of the recommendation. Stamp Group and the complement on the provincial market. Asian Paints is a prestigious portray craftsman RK Laskhman, who had made the mascot of Gattu.

The brand is a pioneer in the endeavors made amid the late sixties. In any case, the organization's volume pioneer for the brand mind share, less then understood that it was not defended. The brand is the aftereffect of the division embraced by the Group. Around then, the industry mattakkerisuvudu, channel-driven crusades since it was driven by "sound judgment" to do. Amid 1983, the organization has attempted to reposition the brand a top notch mark. Asian Paints is a top player in the business went for the organization's positions in the Corporate and begin the battle. The goal was to redesign the high-edge premium item advertiser.

Corporate battle "Range of Excellence" was gone for expanding the significance of the brand in a peaceful market. However, this advancement neglected to motivate clients and the organization has no enthusiasm for the ware market is moving towards a market where the cost would have thought it was critical qualification.

Along these lines, the crusade "Celebrate with Asian Paints" introduction to the world. There were an assortment of various territories of the creativity and advancement battles. This officer can viably Asian Paints mark value, improved and high-esteem mark itself. More than that, this is a low contribution class in crusades with guaranteeing a passionate association with the brand. The brand likewise has many sub-brands and sub-brands, Asian brands were brought under the umbrella of the paint is being eliminated from the rest.

Toward the finish of the nineties the brand no longer must be rethought in light of the fact that the real piece of the merriments throughout one's life. Many brands have gone to the celebration after two seasons, the situating of the stage has turned out to be jumbled. More on shoppers' buying conduct has changed. In the classification ending up noticeably less regular. Individuals, home stylistic theme and inside is more critical for the relationship began. Shading decision is winding up noticeably greater inclusion in basic leadership. Low-inclusion class, shading, winding up plainly to a greater extent a solid contribution in the classification.

Brand likewise departed for a product redesign. Logo Singapore. The symbol was altered to more costly single is a contemporary planned based Enterprise IG/outline of self-expression, the innovation and the innovation was.

In this way the situating methodology of the introduction of O and M's been astonishing. Mark knowledge about the general population and their homes and the homes which was to portray living individuals. So "Haar Gharr Kucch Kehta Haii" decipher "Each home-based has level to say." This operation laddering and the client as a top priority, the brand is an impeccable case of interfacing with a more elevated amount. Brand is an exceptional brand of enthusiastic crusades reinforced.

Ghar Taking a signal from the achievement of the crusade, the brand shade of Ownership. A knowledge into each shading has a story to tell. Shading mirrors the current crusade and the battle "Har Rang Hai Kuch Kehta" "Each shading has a story to tell," to decipher. The Institute played a part in it and investigate new hues to the shade of the brand is not kidding about direct research on hues.

Asian Paints is an extraordinary marking of the story and the brand is as yet developing investigation

1.4 PROMOTERS:

Members of BOD	DESIGNATION
.Mr..Ashwin Choksi	.Non – Executive Chairman.
.Mr.Ashwin Dani	.Non – Executive Vice Chairman.
.Mr.Abhay Vakil	.Director.
.Mr.KBS Anand	.Managing Director & CEO.
.Mr.Mahendra Choksi	.Director.
.Mr.Amar Vakil	.Director.
.Mrs.Ina Dani	.Director.
.Ms.Tarjani Vakil	.Chairperson of adult committee.

1.5 Asian Paints is India’s leading paint company with a group turnover of Rs 170.85 billion. The group has an enviable reputation in the corporate world for professionalism, fast track growth, and building shareholder equity. Asian Paints operates in 16 countries and has 25 paint manufacturing facilities in the world servicing consumers in over 65 countries. Besides Asian Paints, the group operates around the world through its subsidiaries Berger International, Apco Coatings, SCIB Paints, Taubmans and Kadisco.

Asian Paints manufactures wide range of paints for Decorative and Industrial use.

In Decorative paints, Asian Paints is present in all the four segments v.i.z Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes. It also offers Water proofing, wall coverings and adhesives in its product portfolio.

VISION:

Clear Goals for a Clear Future

Asian Paints expects to land up one of the best five beautifying coatings organizations worldwide by utilizing its mastery in the higher development developing markets.

MISSION:

To give paints according to showcase request, guaranteeing wanted level and nature of client benefit.

QUALITY POLICY:

- We might give items and administrations that meet expressed benchmarks on time, each time
- We might persistently enhance our procedures to comprehend changing client needs and inclinations
- We acknowledge 0 defect in quality supreme and we might arrange our work practices to carry out a vocation right the first run through, each time
- We are focused on nonstop change in quality in all business forms and might track such change through quantifiable markers.

1.6 PRODUCTS AND SERVICES

PRODUCTS:

Product name	Product picture
--------------	-----------------

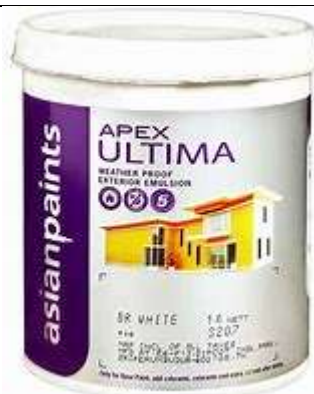
1. Tractor emulsion



2. Royale Play



3. Apex Ultima



4. Tractor Enamel



<p>5. Apcolite</p>	
<p>6. Acrylic Wall Putty</p>	

SERVICES:

- Paint consultancy at home
- Home painting service
- Target schemes
- Involvement retail store
- Color consultancy online

1.7 AREA OF OPERATION

The company operates in nineteen nations.

1.8 COMPETITORS INFORMATION

- Akzo Nobel
- Hardcastle
- Jenson Nicholso
- Kansai Nerolac
- Mitshi India

1.9 SWOT ANALYSIS:

STRENGTH:

- Market leader in overall paint market
- Strong in inventory control
- Pricing policy oriented to all kind of customers
- Brand name with 68 year experience.

WEAKNESS:

- Individual public sector only 25% of share
- Innovation in developing new product is inadequate.

OPPORTUNITIES:

- It can increase market share in paint industrial sector.
- Reposition of existing brands in mutual funds.

THREATS:

- Disinvestment in new foreign market.
- Competitors under go for hi-tech facilities to attract customers.

1.10 FUTURE GROWTH AND PROSPECTS:

- Asian paints is plotting an international network of technology centers that spread across Australia, Dubai, Fiji, Jamaica, Egypt, and Singapore
- The aim is to become under top 5 paint manufacturing industry in the world in 2 year span.

1.11 FINANCIAL STATEMENT

BALANCE SHEET AS AT 31st Mar 2016 and 31st Mar 2017

(Rs. in Lac)

.PARTICULARS.	31-Mar-2017	A 31-Mar-2016
EQUITY AND LIABILITIES		
Share Holders Funds:		
Share Capital	1349	1349
Reserves and surplus	11432	9724
	12781	11073
Non Current Liabilities:		
Long Term Borrowings	310	477
Long-Term Provisions	1545	1409
	1855	1886
Current Liabilities:		
Short Term Borrowings	429	452
Trade Payables	5866	5530
Other Current Liabilities	2315	2134
ssShort Term Provisions	670	571
	9580	8687
Grand Total	24216	21646
ASSETS		
Non Current Assets		
Fixed Assets		
Tangible Assets	1564	1639
Capital Work-in-Progress	2623	2325
Deferred Tax Assets(Net)	172	120
Long Term Loans and Advances	1123	1076
Other Non Current Assets	1043	724
Total	6525	5884
Current Assets		
Inventories	4576	5051
Trade Receivables	8131	6424
Cash and Bank Balances	4383	3684
Short term Loan and Advances	596	584
Other Current Assets	5	19

Total	17691	15762
Grand Total	24216	21646

CHAPTER – 2

Conceptual Background and Literature Review

2.1 THEORETICAL BACKGROUND OF THE STUDY:

Sales Promotion are activity centered advertising occasions whose design is to directly affect the conduct of the company's customers.

An action intended to help the offers of an item or administration. It might incorporate a publishing effort, free-example battle, offering unconditional presents or exchanging stamps, organizing shows or displays, setting up rivalries with alluring prizes, transitory value diminishments, way to-entryway calling, telemarketing, and individual letters on different techniques". More than some other component of the limited time blend, deals advancement is about "activity". It is tied in with fortifying clients to purchase an item. It isn't intended to be instructive – a part which promoting is vastly improved suited to. Deals advancement is normally alluded to as "Beneath the Line" advancement.

2.2 LITERATURE REVIEW WITH RESEARCH GAP

1. **Vecchio, Del, Devon et.al. (2006)**:in this study, the researcher studied on the consequence of brand preference. and sales promotions
2. **Chiew,Nelson,Oly and Ndubisi (2005)**: in this report the effect of offers special instruments, for example, rebates, coupon, freebies, rewards, and instore show are considered.
3. **Kumar, V. what's more, Swaminathan, Srinivasan (2005)**: here analyst examined the coupon and how its effects diminishes over the life span of the coupon

4. **Michel et.al., Laroche, (2005):** here scientist considered the affect of coupons on the buyer's image classification and decision process in China using fast food.
5. **Lewis, Michel (2004):** here scientist learned around for concurrent estimation of a dynamic reliability program. and conventional advancements. They say coupons value levels all altogether influence customers buying choices
6. **Simester LDuncan and Anderson, T. Eric (2004):** here scientist examined how the present value advancement influence future obtaining clients in view of three vast scale through an immediate male list.
7. **Dawes, John (2004):** here analyst learned about the impact of a greatly effective value advancement in a shopper products classification. Aftereffects of the examination demonstrated that an extremely fruitful advancement notated any more drawn out term impact on the brand (positive or negative), however it expanded the aggregate class for the retailer, however briefly.
8. **Baohong et.al. (2003):** assessed different examinations identifying with the effect of advancement on mark exchanging and found that these investigations utilized decision models, particularly logit. As indicated by these investigations advancement strongly affects mark exchanging.
9. **Swait, Jofie and Erden, Tulin (2002):**this investigation concentrated on a specific part of showcasing blend consistency additional time for every now and again acquired bundled purchaser merchandise, the effect of worldly consistency of store advancements and in addition the accessibility of the item on the rack; on shopper item assessments (utilities) and decisions.
10. **Soman, Dilip and Gourville, T. John (2001):** explored how and why value packaging influence the utilization of an administration based item, for example, a donning occasion or a theater execution.

11. **Smith, F. Michael and Sinha, Indrajit (2000):** here they analyzed the connection between various sorts of advancements (straight value advancement, additional item or volume advancement and blended advancement) crosswise over four store item classifications controlling independently for the impact of two classification based directing variables.
12. **Feame, Andrew et.al. (1999):** examined the effect of advancements on the interest for spirits classification in the UK showcase. Different advancements, for example, cost and blessing offers, bid more to buyers who don't buy spirits so frequently and furthermore draw in individuals who are less brand and store steadfast.
13. **According to Kavitha(2009)** The advantage of tv over the other channels is that it is seen as a amalgamation of sound and video highlights; it gives items with quick legitimacy and significance and offers the highest opportunity for inventive publicizing.
14. **Mela, F. Carl. et.al. (1997):** inspected the long haul impact of advancement and publicizing on customer's image decision conduct. Their outcomes are steady with the theory that shoppers turn out to be more cost and advancement delicate after some time in light of lessened publicizing and expanded advancements.
15. **Gould, W. Overflow (1997):** in his investigation, concentrated on the flow of the shopper buy process and analyzed the impact of coupon-construct value manages respect to entomb buy times. Results proposed that utilization of coupon brings about decreased between buy time for all assortments of cheddar items.
16. **Sethuraman, Raj (1996):** built up a Separate Effect Model that isolates the aggregate rebate impact of contending costly brand estimated marks in markdown impact..
17. **According to Alexander Peko (2011)** This study is on sales promotion and its effects on advertising income of TV. The study efforts on how sales promotion is used to create income, the common sale promotion tools and policies adopted by the company, and to find out if sale promotions growth advertising income. The study is important because, it contributes to new information by satisfying and decreasing the gap that exist in the

understanding of sales promotion by organization and other stakeholders in the media network business.

18. According to Ciochetto (2008) The promoters development it more compelling to utilize tv (TV)relatively than print media to reach customer, somewhat due to more education rate.

19. According to Baohong (2008) on Reviewing numerous studies relation to the impact of product switch and promotion and create that these studies used alternative model, especially legal. According to these studiesencouragement has a solid effect on brand exchanging.

20. According to Chandok(2008) The tv (TV)intermediate is the foremost appealing and compelling put to promote. Most of the youth individuals stay connected to the tv and appreciate what they see. As a expansive extend of items and administrations are motived or utilized by children, numerous companies slant to target them.

2.3 RESEARCH GAP:

The researcher has undertake the various studies regarding advertisement and sales promotion. From the various literature review, I can observe that none of the study has been done on how advertisement and sales promotion creates customer demand.

Advertisement and sales promotion are different in different companies this serve as a major research gap and this should be taken in account.

CHAPTER – 3

Research Design

3.1 STATEMENT OF PROBLEM:

The study give a clear view regarding the brand awareness, advertisement and sales promotion techniques.

3.2 NEED OF THE STUDY:

The study is to know how the company creates brand awareness, creates customer demand and the customer perception towards Asian paints.

3.3 OBJECTIVES OF THE STUDY:

1. To analyze how advertisement and sales promotion creates brand awareness.
2. To study how advertisement and sales promotion creates customer demand.
3. To study the customer perception towards Asian paints.
4. To suggest few sales promotion techniques to improve the brand awareness amongst customers.

3.4 SCOPE OF STUDY:

The scope of study includes to understand the relationship between customer and the company. The study is helpful for the company to suggest few sales promotion techniques to improve the brand awareness.

3.5 RESEARCH METHODOLOGY:

The study guide is purely and simply a framework for the collection and analysis of information.

The potential to improve the market and are used in scientific research to solve the problem.

This is a possible method of disposal is one of exploration and discovery from the research involves considering the best solution.

RESEARCH DESIGN:

In this project descriptive research design is used. It includes surveys and fact finding enquires of different kinds. The research is descriptive research model used for the study. It's actually research the different types of data storage that exists in the current state of affairs in the detailed description of the invention the main goal of the trial is included. After the data storage function is described in a research problem and research design begins.

DATA COLLECTION:

- Primary data
- Secondary data

Primary data

Preliminary information from study due to a particular inquiry or the investigator (researcher) is collected by the one itself. Such data can be generated by the survey using Questionnaire.

Secondary data

On the other hand secondary data to be collected and someone else has already passed, however, before the statistical process are encountered. Secondary data were obtained from the company's balance sheet and income statements and financial management of the information, text books, periodicals and other information in the annual reports.

RESPONDENT PROFILE:

The sample size is selected for the study is 100 employees. The techniques of sampling unit in this study is convenience sampling.

DATA ANALYSIS STRATEGY:

Analysis of the available data will be based on the financial management and statistics tools and techniques. Mainly MS Office Excel package, test and descriptive statistics to carry on guessing would like to use. The analysis of the companies involved in the selection of a variety of business sectors from the companies' annual results of the comparison of technical and fundamental analysis, which includes both.

STATISTICAL TOOL:

1. Simple percentage analysis
2. Chi square Test

3.6 HYPOTHESES:

H0: Sales promotion method is effective to attract customers.

H1: Sales promotion method is not effective to attract customers.

3.7 LIMITATIONS:

- The study is only restricted to Bangalore city.
- The findings of the study are exclusively based on the information provided by the respondents.
- Some of them were not ready to respond for the questionnaire.

3.8 CHAPTER SCHEME:

Chapter 1:

Introduction , industry profile, company profile, promoters, vision, mission, and quality policy, products / services, infrastructure facilities, competitors, swot analysis, future growth and prospects, financial statement.

Chapter 2:

Theoretical background of the study, literature review with research gap.

Chapter 3:

Statement of problem, need for the study, objectives, scope of the study, research methodology, hypotheses, limitations, chapter scheme.

Chapter 4:

Analysis and interpretation of the data with relevant tables and graphs.

Chapter 5:

Summary of findings, conclusion and suggestion.

CHAPTER – 4

Analysis and Interpretation

TABLE.4.1

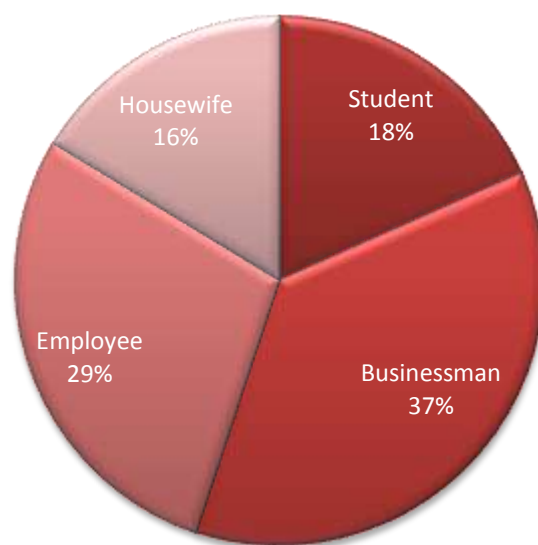
Table showing Profession of Respondents:

Opinion	No of respondents	Percentage
Student	18	18%
Businessman	36	36%
Employee	28	28%
Housewife	16	16%
Total	100	100%

ANALYSIS:

From above chart we see, about 18% said student, about 36% said businessmen, about 28% said employee, about 18% said housewife.

GRAPH.4.1



INTERPRETATION :

From the above graph we can interpret that most of the respondents our survey were businessmen followed by employees trying to build houses.

TABLE.4.2

Table showing which type of sales promotion method is more effective to attract customers to buy products

Opinion	No. of respondents	Percentage
Price off / discount	40	40%
Extra quantity	10	10%
Contests	20	20%
Premium	20	20%
Others	10	10%
Total	100	100%

ANALYSIS:

From above table we see that 40% of them said price off / discount will effective to attract them, 10% of them said extra quantity, 20% of them said contests, another 20% of them said premium, 10% of them said other methods.

GRAPH4.2



INTERPRETATION:

The chart says that price off / discounts will attract customers to buy the product.

TABLE.4.3

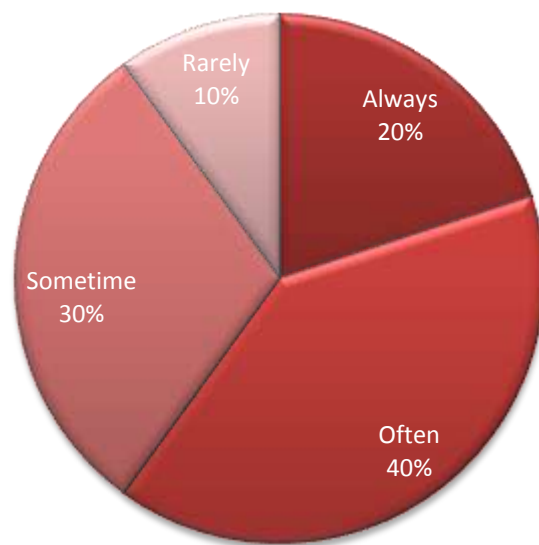
Table showing does customer get timely information of sales promotion method from retailers,/dealers and advertisement

Opinion	No. of respondents	Percentage
Always	20	20%
Often	40	40%
Sometime	30	30%
Rarely	10	10%
Never	0	0
Total	100	100%

ANALYSIS:

The above table shows that 20% of customer will get always timely information of sales promotion, 40% of them get often, 30% said they get sometime, 10% of them said they get information rarely but none of them said never.

GRAPH.4.3



INTERPRETATION:

The chart says that often they get information about sales promotion from dealers, and advertisement.

TABLE.4.4

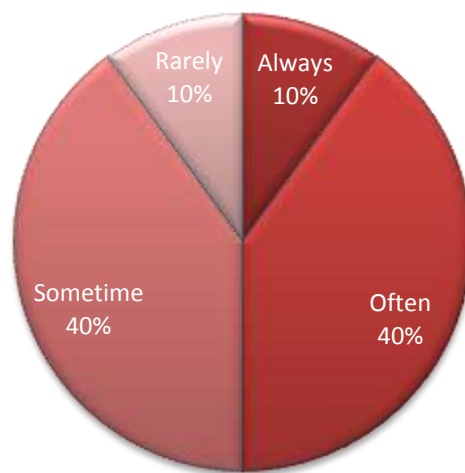
Table showing whether the benefit of sales promotion scheme reach the customer properly

Opinion	No. of respondents	Percentage
Always	10	10%
Often	40	40%
Sometime	40	40%
Rarely	10	10%
Never	0	0
Total	100	100%

ANALYSIS:

The above table show that 10% of customers say the sales promotion scheme reach them always, 40% of them said often, another 40% of them said sometime 10% of them said rarely but none of them said never.

GRAPH.4.4



INTERPRETATION:

The above chart says that the sales promotion scheme reach the customers often

TABLE.4.5

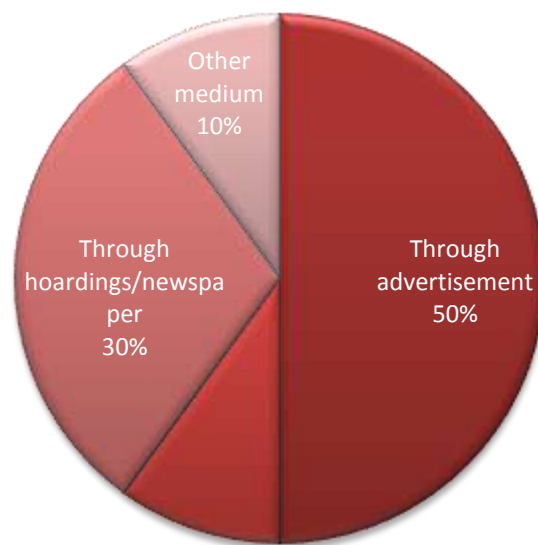
Table showing how customer come to know about Asian paints

Opinion	No. of respondents	Percentage
Through advertisement	50	50%
Through friends/relatives	10	10%
Through hoardings/newspaper	30	30%
Other medium	10	10%
Total	100	100%

ANALYSIS:

The table shows that 50% of customer know Asian paints through advertisement, 10% of them said through friends and relatives, 30% of them said through hoardings/newspaper and 10% of them said through other medium.

GRAPH.4.5



INTERPRETATION:

The chart says that majority of customers know about Asian paints through advertisement so company should concentrate more on advertisement.

TABLE.4.6

Rate the attractiveness of the advertisement of Asian paints

Opinion	No. of respondents	Percentage
Very attractive	60	60%
Less attractive	30	30%
Not at all attractive	10	10%
Total	100	100%

ANALYSIS:

The above table shows that 60% of customers rated that the advertisement of Asian paints are very attractive, 30% of them said less attractive 10% of them said not at all attractive.

GRAPH.4.6



INTERPRETATION:

The chart says that majority of customers said that the advertisement of Asian paints are very attractive so the company should maintain the same.

TABLE.4.7

Does the advertisement of Asian paints attracts you to purchase items?

Opinion	No. of respondents	Percentage
Yes	60	60%
No	40	40%
Total	100	100%

ANALYSIS:

The table shows that 60% of the customers said yes, the advertisement of asian paints attracts them to purchase the items and 40% of them said no.

GRAPH.4.7



INTERPRETATION:

The chart shows that majority of customers said yes the advertisement of Asian paints attracts them to purchase items. By this we can say the advertisement of the Asian paints company are good.

TABLE- 4.8

Have you ever seen the advertisement of Asian company

Opinion	No. of respondents	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

ANALYSIS:

The table shows that 90% of the customers saw the advertisement of Asain paints company and 10% dint saw the advertisement.

GRAPH.4.8



INTERPRETATION:

The chart shows that majority of customers saw the advertisement of Asian paints company.

TABLE.4.9

How do you rate the sales promotion efforts of the company

Opinion	No. of respondents	Percentage
Excellent	45	45%
Very good	10	15%
Good	30	30%
Average	10	10%
Poor	0	0%
Total	100	100%

ANALYSIS:

The table shows that 45% of customers rate the sales promotion efforts of company are excellent, 15% of them said very good, 30% of them said good, 10% of them said average, another 10% of them said poor.

GRAPH.4.9



INTERPRETATION:

The chart shows majority of customers said that sales promotion efforts of the company are excellent so the company should continue to maintain the same sales promotion efforts.

TABLE.4.10

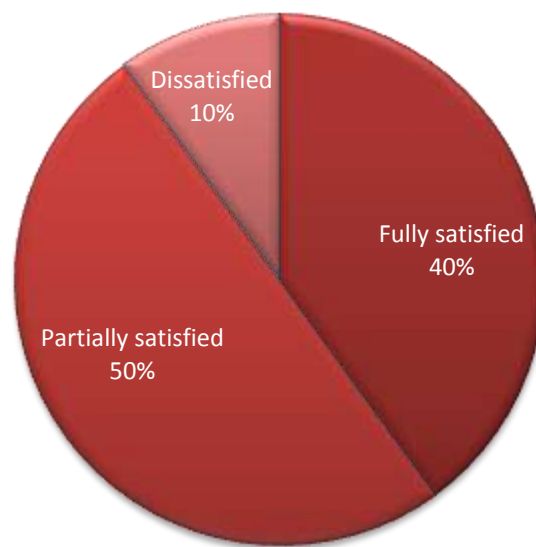
Have you satisfied with the products of Asian paints

Opinion	No. of respondents	Percentage
Fully satisfied	40	40%
Partially satisfied	50	50%
Dissatisfied	10	10%
Total	100	100%

ANALYSIS:

The table shows that 40% of the customers are fully satisfied by the products of Asian paints, 50% of them partially satisfied and 10% of them are dissatisfied.

GRAPH.4.10



INTERPRETATION:

The chart shows that majority of customers are partially satisfied by the products of Asian paints so the company should improve the quality of products.

TABLE.4.11

Do you think Asian paints are more satisfactory than other paints.

Opinion	No. of respondents	Percentage
Yes	60	60%
No	40	40%
Total	100	100%

ANALYSIS:

The table shows that 60% of customers said yes Asian paints are more satisfactory than other paints and 40% of them said no.

GRAPH.4.11



INTERPRETATION:

The chart shows that majority of customers said that Asian paints are more satisfactory than other paints. By this we can know that Asian paints have more brand loyalty than other paints.

TABLE.4.12

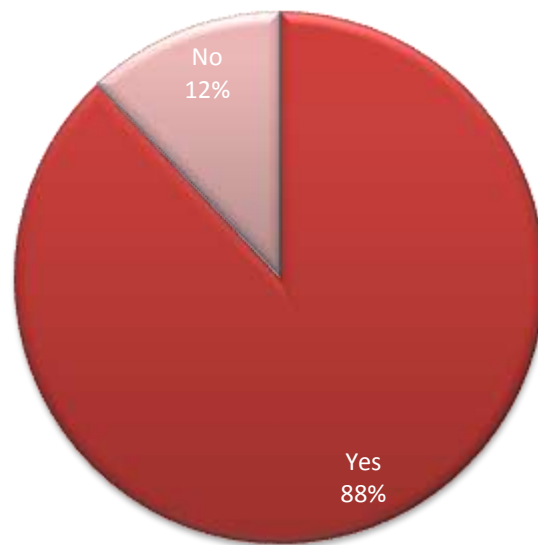
Table showing about does the advertisement is believable

Opinion	No. of respondents	Percentage (%)
Yes	88	88 %
No	12	12 %
Total	100	100

ANALYSIS:

From above chart we see, about 88% said yes and about 12% said no.

GRAPH.4.12



INTERPRETATION:

From the above graph we can see that most of the customers said that the message is believable that has been delivered to them.

TABLE.4.13

Table showing does the advertisement given by the company is understable

Opinion	No. of respondents	Percentage (%)
Yes	76	76 %
No	24	24 %
Total	100	100

ANALYSIS:

From the above table we can see that 76% said yes and about 24% said no.

GRAPH.4.13



INTERPRETATION:

From the above graph we can see that most of the customers said that the message delivered through the advertisement is understandable to the audience.

TABLE.4.14

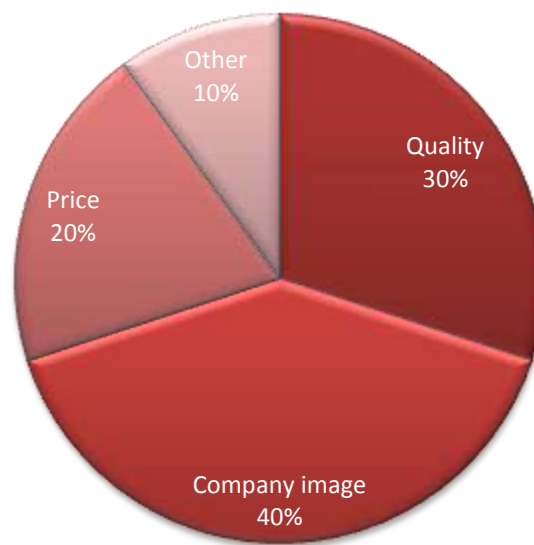
Which factor do you consider while purchasing a product of Asian paints?

Opinion	No. of respondents	Percentage
Quality	30	30%
Company image	40	40%
Price	20	20%
Other	10	10%
Total	100	100%

ANALYSIS:

The above table shows that 30% of the respondents said they purchase products depending on quality, 40% of them said company image, 20% of them said price, 10% of them said other factors.

GRAPH.4.14



INTERPRETATION:

Most of the respondents said that the factor they consider while purchasing the products is company image, so the company should maintain the same reputation.

TABLE.4.15

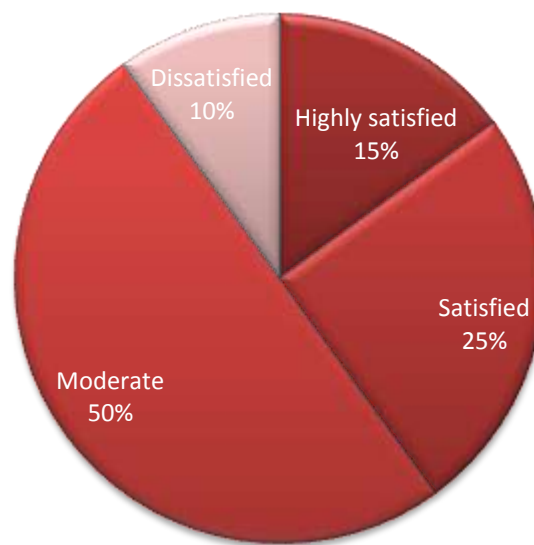
What do you think about the price of the product?

Opinion	No. of respondents	Percentage
Highly satisfied	15	15
Satisfied	25	25
Moderate	50	50
Highly dissatisfied	0	0
Dissatisfied	10	10
Total	100	100%

ANALYSIS:

The above table shows 15% of them said highly satisfied, 25% of them said satisfied, 50% of them said moderate, 10% of them said dissatisfied but none of them said highly dissatisfied.

GRAPH.4.15



INTERPRETATION:

The above graph shows that most of the respondents said the price of the company is moderate by this we can know the sales promotion strategy used by the company.

CHAPTER – 5

Findings, Conclusions and Summary

5.1 FINDINGS:

- Consumers believe in the quality of product.
- Majority of customers are satisfied by the products of Asian paints.
- Asian paints have brand loyalty
- customers are attracted by discounts if we consider promotion activity which is offered by Asian paints
- majority of them choose Asian paints because of the quality
- majority of the respondents know Asian paints
- Asian paints marketing schemes are reaching people and advertisements are the primary one
- customers are convinced with sales promotion of Asian paints
- consumers are happy with the prices
- company products are same as shown like in advertisements

5.2 CONCLUSION:

From this study it is concluded that both advertising and sales promotion activities play a vital role. But we must determine which advertisement strategies should be adopted to attract customers.

5.3 SUGGESTIONS:

- The company should strengthen the distribution channel.
- Much margin should be given to retailers
- Apart from advertisements it should concentrate on other promotional activities
- Asian paints should reduce the price of premium products
- The services must be improved.
- More benefits should be given to customers
- Paint Brushes and rollers should be given like a complete package
- Should concentrate on dust proof paints and should be made available for everyone
- Network in the rural must be improved

- Diy(Do it yourself) in paint category if introduced by company it will gain huge fan base

ANNEXURE

1. Profession of respondents
 - a. Student
 - b. Businessman
 - c. Employee
 - d. Housewife

2. Which type of sales promotion method is more effective to attract customers to buy?
 - a. Price off or Discount
 - b. Extra Quantity
 - c. Contests
 - d. Premium
 - e. Others

3. Do you get timely information of sales promotion method from retailers,/dealers and advertisement?
 - a. Always
 - b. Often
 - c. Sometime
 - d. Rarely
 - e. Never

4. Does the benefit of sales promotion scheme reach to you properly?
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Rarely
 - e. Never

5. How do you come to know about Asian paints?
 - a. Through advertisement
 - b. Through friends and relatives
 - c. Through hoardings/newspaper
 - d. Other medium

6. Rate the attractiveness of the advertisement of Asian paints?
 - a. Very attractive
 - b. Less attractive
 - c. Not at all attractive

7. Does the advertisement of Asian paints attracts you to purchase items?
 - a. Yes
 - b. No

8. Have you ever seen the advertisement of Asian company?
 - a. Yes
 - b. No

9. How do you rate the sales promotion efforts of the company?
 - a. Excellent
 - b. Very good
 - c. Good
 - d. Average
 - e. Poor

10. Have you satisfied with the products of Asian paints?
 - a. Fully satisfied
 - b. Partially satisfied
 - c. Dissatisfied

11. Do you think Asian paints are more satisfactory than other paints?

a. Yes

b. No

12. Does the advertisement of asian paints is believable?

a. Yes

b. No

13. Does the advertisement given by the Asian paint company is understandable?

a. Yes

b. No

14. Which factor do you consider while purchasing a product of Asian paints?

a. Quality

b. Company image

c. Price

d. Other

15. What do you think about the price of the product?

a. Highly satisfied

b. Satisfied

c. Moderate

d. Highly dissatisfied

e. Dissatisfied



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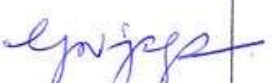




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Specialization: Finance And Marketing

Title of the project: " A Study on Advertising And Sales promotion at Asian Paints"

Week	Work undertaken	External guide signature	Internal guide signature
15-1-2018 to 20-1-2018	Introduction about Asian paints and its operations		
21-1-2018 to 27-1-2018	Knowing about Asian paints and discount format operation		
29-1-2018 to 3-2-2018	Collection of information about development of company		
4-2-2018 to 10-2-2018	Learning about different operation of company		
12-2-2018 to 17-2-2018	Collection of customer feedback on Asian paints		
19-2-2018 to 24-2-2018	Studying about innovative ideas of the product		
26-2-2018 to 3-3-2018	Working on different scheme of the company		

5-3-2018 to 10-3-2018	Interpretation of the data collected during the period		
12-302018 to 24-3-2018	Working with customer service of the company		




Internal Guide


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