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## **A study on Decorative paint in Non-Paint outlet with special reference to Nilgiri district**

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### **Abstract**

The Study On decorative paint in non-paint outlet with special reference to nilgiri district has the objective, to understand the market potential for decorative paint outlets as to find out the perception towards decorative paints in non-paint outlets etc.

The researcher has adopted descriptive research design to describe the importance of the study & it is not new in the fields of research.

The researcher has adopted structured questionnaire method to collect primary data and also taken data from secondary sources like magazines, newspapers, website etc. The sample size decided for this study is 150 through convenience sampling.

Through chi – square analysis it is revealed that there is no significant difference between the educational qualification & product and there is a significant difference between years of staying in the business & product categories.

The study was conducted that there should be sufficient knowledge about decorative paints and to counsel the non – paint outlets that they will give excellent services, sufficient payment terms and credit limit.

**Keywords:** decorative paint, Nilgiri, product

### **Introduction**

Paint is a thick liquid substance used to decorate and protect concrete, wooden, cloth, metallic surfaces and everything you can imagine. The colours make these objects look beautiful while its basic ingredients protect them from corrosion, rust and decay.

As we look around the world we see many beautiful colours around us. Some colours are natural some are man-made. It is used to produce a beautiful work of art, in industrial coating helps to driving as a preventing measure.

### **History**

Paint has been used by mankind since its origin. The evidence can be found in the cave paintings. The Chinese are considered to be the pioneers of manufacturing paints thousands of years ago. In modern times paint is made artificially and is used in many different ways. There are three basic things required to make paint, these are

- Pigment to get the exact colour you want,
- Binder to hold the paint together,
- Thinner so that it can be applied easily.

### **Types of Paints**

There are different types of paints are available today. Till the 19<sup>th</sup> century the word paint was used to describe oil-bound types only. The paints bound with glue were called distemper. The use of farmhouses and cottages an alternative was found, it was called lime wash or colour wash.

Different things need different paints. The interior of the house is painted by different type of paint than the exterior of the house. Automobiles use different type of paint. The industrial paint is different than marine paint. Now colours are made by using different ingredients for specific surfaces.

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Enamel paint, when it dries it becomes especially hard and usually has glossy finish. The term enamel paint means hard surfaced paint and usually it is used in reference to paint floor coatings of a gloss finish or spray paints. It can be used for concrete, stairs, porches and patios. Fast dry enamel is ideal for refrigerators, counters and other industrial finishes. High-temp enamel may be used for engines, brakes and exhaust. Enamel is also used on wood to make it water resistant.

### **The Indian Paint Industry**

In India Paint industry's total market size is US\$1400 million. The organized sector of the industry is 55%. The 45% unorganized sector has about 2500 units. So the organized sectors becomes a market player.

The Indian paint industry has come a long way from the days when paints were considered a luxury item. Today the awareness level on preventing corrosion through paints is relatively high, a development that should be a huge boost to the paint industry.

Sperte information and analysis on the US report \$925.0 million (2000-01) worth Indian paint industry possessed. The Indian paints industry offers lucrative scope for stable revenue streams to manufacturers of both decorative and industrial paints. The report stays focused on all such crucial parameters that make India a favorable proposition. Factors that have been given emphasis include the low per capita consumption of paints (1.0 kilogram), growth in construction sector (it is being offered industry status) and growth in the auto/white goods market respectively spurring demand for decorative and industrial paints. The industry has also witnessed increased activity in the industrial variety of paints with the entry of MNCs in auto, consumer durables etc, which has been gaining steadily over decorative paints in the last one decade.

The report covers both the segments of decorative and industrial varieties of paints along with elaboration on product sub-segments within these two product segments. The typical characteristics of the Indian paints industry have been discussed in depth covering the typical features of the Indian industry viz., raw material intensiveness, working capital intensiveness, seasonality of demand, price elasticity of demand and low entry barriers.

The current global scenario with reference to the paint industry has been covered in the report with special focus on auto-coats market, which is a key growth area in the International market.

The current scenario prevailing in the Indian paint industry has been pictured in detail. The share of the organized and unorganized sector has been dealt with in detail, discussing the impact of recent issues and trends (like excise duty rationalizations, quality consciousness in user segments) on the industry dynamics. The demand-supply scenario existing in the industry has been covered, detailing paint production trends in India, consumption across user segments, the trends in the exports and imports front and factors influencing pricing. Raw material is a major cost-driver in the paint industry, and thus the report provides comprehensive coverage on duty structure applicable for raw materials, the organized sector has been given an in-depth focus detailing major players, their forte, market shares of majors across product mixes and price categories.

### **Objectives of the Study**

- To understand the market potential for decorative paints in non-paint outlets.
- To find out the business proposition of the respondent in non-paint outlets.
- To find out the perception towards decorative paints in non-paint outlets
- To know their interest and involvement towards the decorative paints.
- To provide valuable suggestions to manage outlets effectively.

### **Research Design Methodology**

Research Methodology is a way to systematically solve the research problem. By research methodology not only the research methods are considered but also the logic behind the methods used in the context of the research study and explanations are given on why a particular technique is used

### **Research Design**

The research design that is adopted in this study is Descriptive Research.

### **Descriptive Research**

It is a fact finding investigation, conclusions can be arrived, but it does not establish a cause and effective relationship. This type of research tries to describe the characteristics of the respondent in relation to a particular product

### **Methods of Data Collection**

#### **Sources of Data**

Data were collected through both primary and secondary data.

#### **Primary Data**

A primary data is a data, which is collected afresh and for the first time, and thus happen to be original in character. The primary data with the help of structured questionnaire was distributed collected from various investors.

#### **Secondary Data**

Secondary data are the data which are already collected someone else, i.e., data collected through brochures, catalogues, newspapers, magazines, and web site, etc.,

### **Sampling Design**

#### **Sample**

The most important task in carrying out a survey is to select the sample. Sample selection is undertaken for practical impossibility to survey the population

#### **Sampling Technique**

In this research, the sampling technique adopted was a convenience sampling, the sample units are selected according to the convenience of the investigator.

#### **Sample Size**

The sample size for this study was 150 selected non paint outlets in NILGIRI city.

### **Tools and Technique Used For Analysis**

The data was collected through structured questionnaire it has been tabulated analyzed and applied the following statistical tool.

**Chi – Square Analysis**

**• Chi - Square Test**

Chi-square test statistical measure used in the context of sampling analysis for comparing variance to a theoretical variance. It can be used to determine if categorical data shows dependency or the two classifications are independent and also used to make comparison between theoretical population and actual data when categories are used.

Chi-Square =  $\sum [(O_i - E_i)^2 / E_i]$

O = Observed frequency

E = Expected or theoretical number of respondents

N = Total number of observations

The total value is found at 5% level of significance and for available degree of freedom,

$(R - 1) \times (C - 1)$

Where,

R = Number of rows

C = Number of columns

**Decision criteria's**

If the calculated value is less than the table value then the null hypothesis is accepted and if the calculated value is greater than the table value then the null hypothesis is rejected.

**Scope of the Study**

- This study is useful for identifying the market Potential for decorative paints in non-paint outlets.
- For company, it's helpful to know their opportunity in non-paint outlets to make them deal with paints.
- I was able to apply the academic knowledge in practical.
- This research also helps me in successfully completing research program

**Chi- Square Table 1**

Null Hypothesis Ho there is no significant difference between Educational qualification and product deals with.

Alternate Hypothesis H1 there is significant difference between Educational qualification and product deals with.

Qualification \ Product	12 <sup>th</sup>	Diploma	Degree	Post graduate	Total
Hardware	32	20	20	8	80
Sanitary product	9	3	13	2	27
Electrical	7	1	13	-	21
Others	6	2	12	2	22
Total	54	26	58	12	150

**Calculation**

Chi-square =  $(O_i - E_i)^2 / E_i$

Calculated value = 18.705

$V = (m-1) n-1 = 9$

Level of significance = 15%

Table value = 16.919

Table value is less than the calculated value

**Interpretation**

At 5% level of significance & 9 degree of freedom the computed value of chi-square is 18.705, & the table value is

16.919, the computed value is lesser than the table value, hence the null hypothesis is accepted.

**Inference**

Hence it may be concluded that there is no significant difference between the Educational qualification and product deals with.

**Chi- Square Table 2**

Null Hypothesis Ho there is no significant difference between Sex and Willingness to start selling.

Alternate Hypothesis H1 there is significant difference between Sex and Willingness to start selling.

Sex \ Willingness	Male	Female	Total
Yes	107	11	118
No	26	6	32
Total	133	17	150

**Calculation**

Chi-square =  $(O_i - E_i)^2 / E_i$

Calculated value = 2.24

$V = (m-1) n-1 = 1$

Level of significance = 5%

Table value = 3.891

Table value is greater than the calculated value

**Interpretation**

At 5% level of significance & 1 degree of freedom the computed value of chi-square is 2.24, & the table value is 3.891, the computed value is lesser than the table value, hence the null hypothesis is accepted.

**Inference**

Hence it may be concluded that there is no significant difference between the Sex and willingness to start selling.

**Chi- Square Table 3**

Null Hypothesis Ho there is no significant difference between years staying in business and product categories.

Alternate Hypothesis H1 there is significant difference between years staying in business and product categories.

Year of Business \ Product category	1-10 years	10-20 years	30-40 years	40-50 years	Total
Exteriors	18	20	10	-	48
Interiors	33	26	7	1	67
Enamels	12	7	3	-	22
Wood finished	2	11	-	-	13
Total	75	54	20	12	150

**Calculation**

Chi-square =  $(O_i - E_i)^2 / E_i$

Calculated value = 18.868

$V = (m-1) n-1 = 9$

Level of significance = 15%

Table value = 16.919

Table value is less than the calculated value

**Interpretation**

At 5% level of significance & 9 degree of freedom the computed value of chi-square is 18.868, & the table value is 16.919, the computed value is greater than the table value, hence the null hypothesis is rejected.

**Inference**

Hence it may be concluded that there is significant difference between years staying in business and product categories.

**Chi-Square Table 4**

Null Hypothesis Ho there is no significant difference between educational qualification and parameters consider. Alternate Hypothesis H1 there is significant difference between educational qualification and parameters consider.

Qualification Parameters	12 <sup>th</sup>	Diploma	Degree	Post graduate	Total
Quality	26	2	19	2	49
Brand name	12	17	18	5	52
Profit margin	13	5	17	4	39
Huge product line	3	2	4	1	10
Total	54	26	54	12	150

**Calculation**

**Chi-square =  $(O_i - E_i)^2 / E_i$**

Calculated value = 20.98

$V = (m-1) (n-1) = 9$

Level of significance = 5%

Table value = 16.919

Table value is less than the calculated value

**Interpretation**

At 5% level of significance & 9 degree of freedom the computed value of chi-square is 20.98, & the table value is 16.919, the computed value is greater than the table value, hence the null hypothesis is rejected.

**Inference**

Hence it may be concluded that there is significant difference between educational qualification and parameters consider.

**Chi-Square Table 5**

Null Hypothesis Ho there is no significant difference between marital status and capacity. Alternate Hypothesis H1 there is significant difference between marital status and capacity.

Marital status Capacity	Married	Un married	Total
Yes	70	34	104
No	35	11	46
Total	105	45	150

**Chi-square =  $(O_i - E_i)^2 / E_i$**

Calculated value = 3.557

$V = (m-1) (n-1) = 1$

Level of significance = 5%

Table value = 3.841

Table value is greater than the calculated value

**Interpretation**

At 5% level of significance & 1 degree of freedom the computed value of chi-square is 3.557, & the table value is 3.841, the computed value is lesser than the table value, hence the null hypothesis is accepted.

**Inference**

Hence it may be concluded that there is no significant difference between marital status and capacity.

**Chi Square Analysis**

- Hence it may be concluded that there is no significant difference between the Educational qualification and product.
- Hence it may be concluded that there is no significant difference between the Sex and willingness to start selling.
- Hence it may be concluded that there is significant difference between years staying in business and product categories.
- Hence it may be concluded that there is significant difference between educational qualification and parameters consider.
- Hence it may be concluded that there is no significant difference between marital status and capacity.

**Suggestion**

- To provide adequate knowledge to the non paint outlets about decorative paints through advertisements.
- Counseling with the non paint outlets to let them know about the decorative paints.
- Providing them sufficient knowledge about the decorative paint industries.
- Make them to know that paints have more potential among the customers so there will be more transactions (money being rotated continuously).
- Counsel the non paint outlets that we will give you excellent service, sufficient payment terms and credit limit.
- Highly target the hardware and electrical outlets as they are more in numbers and have more customers.
- Majority of the outlets say they wanted sufficient credit limit and payment terms if they look in to add paints in their product line.

**Conclusion**

In the present scenario there are many outlets which they are specialists for particular products alone. In my research I have found that the most of the non paint outlets are not interested to deal with paints as because they are not aware of the paint industries, this is the major reason why the non paint outlets are not interested to deal with paint. So this is the reason why there is no potential for paints in non-paint outlets, but now most of the respondents said they are willing to start decorative paint business in future.

From this I conclude that the potential for decorative paints is low and if the suggestions are followed then there is chances for the potential for paints in non-paint outlets.

If the non paint outlets are provided with sufficient knowledge then there will be a high potential for decorative paints in the non paint outlets.

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