

PROJECT TITLE

PROJECT REPORT

(A Report Submitted Partial Fulfillment of the Requirements for the award of the Degree of
Master of Business Administration in Pondicherry University)
(2023-2025)

Submitted by

Mr. MOHAMED FAIZUL S

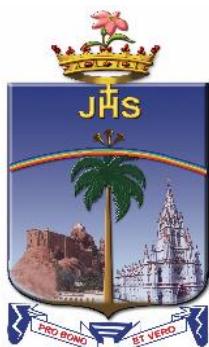
Enrolment No: 6223360001



MBA: MARKETING

**DIRECTORATE OF DISTANCE EDUCATION
PONDICHERRY UNIVERSITY
PONDICHERRY – 605 014**

Under the guidance of
Dr. S. NAJMA



**ST. JOSEPH'S COLLEGE (Autonomous)
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Year-2025**

CERTIFICATIE OF THE GUIDE

This is to certify that the Project Work titled "**PROJECT TITLE**" is a bonafide work of **Mr. MOHAMED FAIZUL S** Enrolment No: **6223360001** Carried out in partial fulfilment of the award of degree of **MBA MARKETING** (Branch) of Pondicherry University under my guidance. This project work is original and not submitted earlier for the award of any degree of any other University / Institution.

Signature of the Guide

Place: Trichy

Date:

DECLARATION

I, Mr. **MOHAMED FAIZUL S** hereby declare that the Project Work titled "**PROJECT TITLE**" is the original work done by me and submitted to the Pondicherry University in partial fulfilment of requirements for the award of Master of Business Administration in **MARKETING** is a record of original work done by me under supervision of **Dr. S. NAJMA Assistant Professor of Holy Cross College (Autonomous) Tiruchirappalli – 620 002.**

Enroll No:

Date:

Signature of candidate

ACKNOWLEDGEMENT

First and foremost, I praise and thank the almighty who has been a promising source or Strength, courage and inspiration for me throughout the completion of this project work.

I acknowledge my gratefulness to **The Director, Centre for Distance Education, Pondicherry University**, for having given me an opportunity to do MBA degree course in this esteemed University.

I am especially indebted to my guide **(Name of the Guide) Assistant Professor of Holy Cross College (Autonomous) Tiruchirappalli - 620 002** for his Valuable advice and in valuable help extended towards me for the completion of my project successfully. She has been a constant source of inspiration to prepare this project effectively.

I owe my sincere thanks to **(Your Project Company Name)** for providing their great Support in the completion of my project. My sincere thanks to all the respondents for sparing their valuable time in filling up the questionnaire.

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Acknowledgements:

This is the place where the students can express thanks to different persons who helped them in carrying out their work.

Executive Summary:

It is preferable to have one page write up about the work, objectives, sample, broad observations made by the candidates in a summarized form. This executive summary should be comprehensive and able to reflect the entire work in a capsule form.

Table of Contents:

Table of contents gives an index of major chapters of the thesis; the introduction, different chapters with sub sections, bibliography and appendices along with their page numbers in the report. The titles of the chapters generally should provide a sequence of logical order of presentation made by the student. While first couple of chapters provides the setting of the problem, the later chapters should concentrate on the analysis carried out to examine the objectives of the study. The initial pages like Acknowledgements, List of tables, List of Figures, Bibliography and Appendices are numbered in lower case Roman letters and the Page numbers of all Chapters are given in regular numbers. It is customary to specify the Chapter numbers with Roman Capitals. A sample of table of contents is given below:

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BODY OF THE REPORT:

The main body of the report is the most important part of the Project Report. This body may be segmented into handful of Chapters arranged in a sequential order. The

project Report generally consists of three main parts, viz., Introductory chapters, Analysis and Interpretation Chapters, Concluding chapters.

Introductory Chapters: First one or two chapters are called Introductory Chapters. The student should provide the setting of the problem of study in these chapters. While first chapter is to give brief background of the problem, review of different studies, objectives and methodology adopted, sample drawn, data sources, tools of analysis, hypothesis formulated for testing and broad limitations of the study, the second chapter concentrates on the brief profile of the sample units / respondents and likely influence of these characteristics on the problem under study.

The third and fourth chapters naturally have to concentrate on data analysis, interpretation of results, discussion based on observations made, results of hypothesis tested.

The last chapter i.e., summary and conclusions is to start with a brief summary of the problem under study, sample and methodology, objectives and then summarize the observations made in earlier analysis chapter. A brief summary of discussion on the basis of results and major implications to be listed out. Then the report should go for making major suggestions for any improvement required in the policies and procedures followed by the enterprise under study.

Bibliography:

The Bibliography refers to the reference material consulted by the student in connection with the Project Work. Published studies conducted by different authors, Text books dealing with the subject of study, Industry Reports, Business Magazines, Government Reports and Websites generally constitute the reference material. Students are expected to give the details of all sources referred for conducting the

present study. The presentation of such reference material often referred as Bibliography. It should follow a logical arrangement in alphabetical order. Each reference should give the details regarding the author(s), the title of paper / book, details regarding its year of publication, place of publication, name of the publishers / name of the Journal in case of a research article, etc. Few examples are as follows:

Published Journal Articles: In case of Published Journal article, the logical order of citing a reference is, first authors name, title of the research paper, name of the journal (to be underlined), year of publication, volume number and issue number, year of publication and the pages of the said article in the given Journal. E.g.:

1. Anand, M ., Ajay Arora., “Economic Value Added: Business Performance Measure of Share Holder Value”, *The Management Accountant*, , Vol. 25, No: 4, May 1999, p.25
2. Banerjee, Ashok and Jain S C., “Financial Variables: Measuring Performance”, *Chartered Accountant*, Vol. LX., No: 2, Feb 1999, pp. 65-73

Published Research Books: In case of Published books the logical order is to start with author (s), year of publication, title of the book (to be underlined), name of the publisher, place of publication and page number referred. For example,

1. James R Gregory. (2004), “*The Best of Branding: Best Practices in Corporate Branding*”, Tata Mc Graw Hill Publishing Co Ltd, New Delhi, pp. 24-37
2. Sharma, DD.(2004), “*Total Quality Management : Principles, Practice and Cases*”, Sultan Chand & Sons, New Delhi, pp. 312 – 325

(The students should take utmost care that the citation in the text must match with the citation in the bibliography)

APPENDICES:

Appendices refer to the annexure enclosed to the report. These enclosures help the reader of the report to refer in case of any clarity required on the type of instrument

used by you in eliciting the information from the respondents, etc. Usually, the appendices contain a copy of the questionnaire administered in the study, published raw data collected and used in the study, etc. Some times, large tables and checklists of the study are generally given in appendix to provide greater continuity to the study report for a reader.

SUMMARY OF SOME SELECT STUDIES

In the following pages, the Directorate wishes to provide you couple of studies in a summarized form to enable the students to get the first idea of a Project Work study. In order to help the students of different functional specialization, the topics of these studies cut across subjects like Marketing Management, Financial Management, Human Resource Management and International Business. However, these studies are only suggestive and students are not expected to take the same studies for their Project Work. All the studies below mentioned are published in different professional Journals and minor modifications are made to enable the students to understand them. The studies provided in the following pages are as follows:

Marketing Area:

Consumer Brand Preference with regard to Decorative Paints

Finance Area:

Housing Loans: A Comparative study of Institutions

Human Resources Area:

Executive Problem Solving Behaviour through Various Training Modules

International Business Area:

Competitiveness of Indian Cotton Textile Industry in Global Textile Market: A Perceptual Analysis.

MARKETING STUDY:

CONSUMER BRAND PREFERENCE WITH REGARD TO DECORATIVE PAINTS

Introduction:

The study of consumer brand preferences provides an insight into how consumers arrive at the purchase decisions and the variables which influence their decisions. Once the influencing factors have been identified, the marketers can manipulate them so that they can induce more consumers for purchase decision. There are two categories of Paints, decorative and industrial. Decorative paints consist of paints like distempers, oil paints and plastic emulsions which are used for painting exteriors and interiors of buildings. Industrial paints are made using Red oxide, Zinc, Bitumen, Aluminium and so on and are widely used in coating the white goods, cars, steel, domestic appliances, etc.

Objectives of the Study:

The present study is principally aimed at analyzing the consumer brand preferences. More specifically the study is intended:

- To analyze the demographic profile of sample respondents and linkage between the demographic factors and purchase decisions
- To investigate into the usage pattern of decorative paints by different socio economic classes of society
- To examine the brand awareness of decorative paints among the respondents
- To analyze the factors influencing the consumer brand preferences
- To offer suggestions for improving the levels of consumer satisfaction with regard to decorative paints in the light of findings of the study

Methodology :

In this study the following Methodology have been adopted in drawing the sample respondents. A sample of 150 newly built house owners of twin cities of Andhra Pradesh, i.e., Hyderabad and Secundrabad was selected for the study. Of the sample size 60 respondents belong to apartments and others have constructed individual houses during the last six months period. Study has been conducted during the year 2006. A questionnaire has been administered to elicit the brand preferences of customers.

Data Analysis:

Data has been analysed by using the simple statistical tools. All the respondents have been categorized into four categories i.e., Business Men, Private employees, Government Employees, Professionals. The responses are analysed across five popular brands of decorative paints, viz., Asian Paints, Berger Paints, Goodlas Nerolac, Jenson & Nicholson, Shalimar and others. Data has been analyzed by constructing cross tables and percentages have been calculated. Income wise brand preferences, occupation wise brand preferences, age-wise brand preferences are worked out by Cross Tabulation Method. Reasons for Brand Preferences have been arrived at across select reasons like availability, reasonable prices, high quality, durability, status symbol, advertising, etc.

Major Findings of study:

The following are the major observations made in the present study:

- Best brands convey a warranty of quality. Most respondents (37.8%) preferred Asian Paints, followed by Goodlas Nerolac (27.20%). All the others are found equally preferred
- While income wise classification of data does not show any serious differences in brand preferences by high income groups compared to other

groups, the occupation wise classification indicated that the more business men (51%) are preferring Asian Paints.

- Among major reasons considered by the respondents with regard to their brand preferences, it is observed that factors like Reasonable Prices (21%), High Quality (23.5%) and Durability (21.8%) have dominated the other factors like Availability of variety of shares (only 9.24%), advertising (8.40%), etc.

Conclusions:

There is no single reason that is responsible for high brand preferences in Decorative Paints among the respondents. The demographic, socio-economic factors have not shown any major impact on this product. Only the Quality and Price seems to dominate the customer's preferences in this regard.

A Finance Study:

HOUSING LOANS: A COMPARATIVE STUDY OF INSTITUTIONS

Introduction:

Traditionally, most people used to depend on the GPF or gratuity received after retirement for constructing or buying a house. The emergence of housing finance, has enabled many to go constructing own houses during the last decade. While number of housing loan options are now available, the present study is an attempt to provide a comparative picture of these loan products using the opinions of respondents in respect of interest, repayment schedules, etc. Such a study not only useful to the institutions to identify the factors but also provide a picture to the potential borrowers.

Objectives of the Study:

The present study is primarily intended:

- To examine the opinions of customers regarding housing loan offered by the institutions in the state of Punjab
- To suggest suitable marketing strategies and product design to the institutions engaged in housing loan products

Methodology:

Study has considered five major institutions involved in providing housing loans, viz., HDFC, LIC Housing Finance, PNB Housing Finance, SBI housing Finance and HOUSEFED in four districts of Punjab. About 250 respondents have been selected and opinions have been elicited by administering a questionnaire.

Data Analysis:

The opinions of the respondents has been analysed across different Institutions involved in the housing finance in the study area. Cross tables are arranged in terms of purpose of loan, tenure of loan, cost of loan, repayment schedule, awareness about interest rates, Time taken for processing the application, procedural formalities, security provided for getting the loan, difficulties faced and satisfaction level of customers. These opinions have been arranged and percentages have been calculated to make a comparative presentation.

Major Findings:

The study observes the following based on the opinions of the borrowers of housing loans from select financial institutions:

- While a majority of the respondents (56.4%) have taken the loan for house construction, about 1/4th of the respondents (28%) have drawn the loan for purchase of a ready flat / house. While HDFC loans are used for purchase of flat, the loans of LIC, SBI are mostly used only for construction of house by the respondents

- Tenure of the loan in most cases ranged between 7 to 10 years. Cost of loan from the point of processing charges is found highest in case of HDFC compared to LIC Housing finance schemes. The repayment schedule in case of all the loans are EMIs
- Awareness of Rate of Interest is high in case of HDFC Loan (78%), the borrowers of LIC Housing Finance are not that clear as to the effective cost of interest. While a few knew about the floating interest rates, majority of the borrowers have borrowed only on fixed interest terms
- The time taken for processing and sanctioning the loans seems to be around 7 days in HDFC compared to 21 days in case of LIC housing loan. The security requirements of other bank based housing schemes is large compared to only an insurance policy in case LIC housing loan, only 18 percent of customers have provided other guarantees for getting loan from HDFC in addition to the mortgaging of the land

Conclusions:

Study observed that among different Housing Loan institutions, respondents had fewer difficulties with HDFC loans. However, majority opined that these housing loan organizations should not charge for processing, administration, conversion fees and other charges for pre payment penalty. Further, many opined that interest charges should be on daily reducing basis and should provide a flexibility to convert from fixed to floating or floating to fixed interest schedules.

An HR Study:

EXECUTIVE PROBLEM SOLVING BEHAVIOUR THROUGH VARIOUS TRAINING MODULES

Introduction:

Human Resources Development is one of the most important functions for organizational growth and development as well as for the benefit of individuals in an organization. Training and development play an important role in improving the skills related to job performance of employees. The present study is about the potential areas where training and development is required for executives and supervisory staff to achieve the organizational goals through proper motivation and guidance of their subordinates. It has often quoted that training improves the job knowledge and skills at all level of the organization, it helps in preparing guidelines for work, helps employees to adjust to changes in the organization and eliminate fear in attempting new tasks. Further, training also increases the job satisfaction and recognition of employees.

Objectives of the study:

The present study is intended:

- To study the technical and administrative skills required for executives and supervisors in a public sector undertaking
- To study the training needs required by executives and supervisors in various potential functional area of their jobs
- To suggest suitable methods to improve the effectiveness of training programmes

Methodology:

This study was carried out at BHEL, Trichy, a public sector undertaking. The study has considered a total sample of 120 employees comprising 46 executives (both middle and operational levels) and 74 supervisors. A questionnaire was administered to the respondents to identify the skills needed and training requirements of them. Delphi Technique and Brainstorming sessions are held to arrive at the consensus on different variables.

Data Analysis:

The data on the opinions from select sample executives and supervisors has been analysed by working out mean scores for 15 item questionnaire with seven point scale. While the skills and training needs constitute the framework, the study tried to explore into the areas of training required for the respondents. Ranks have been assigned based on the mean score value to indicate about their importance

Major findings:

The study observes the following

- A majority of the respondents express that the area of problem analysis and decision making as the prime areas of concern calling for immediate steps for focused training
- The data reveals that 45% of the respondents are looking for training in the areas of Planning, 49% of respondents requiring training in the areas of motivation and human behaviour, while 40% are looking for Leadership
- Motivational dimensions have drawn the attention of respondents. Vertical location of managerial position, job evaluation, performance appraisal, time management are some of the areas of major concern

Conclusions:

The present study identified that training needs are continuous process. The study suggests various training methods like case studies, business games, brain storming, Delphi techniques, work designs, flexi time strategies. While training is likely to improve the skills and impart knowledge, the study looks for areas of effectiveness of decision making through training modules

An International Business Study:

COMPETITIVENESS OF INDIAN COTTON TEXTILE INDUSTRY IN GLOBAL TEXTILE MARKET: A PERCEPTUAL ANALYSIS

Introduction:

Globalization has brought vast market opportunities foot the Indian Cotton Textile Industry. At the same time, the industry is exposed to the threats of fierce competition from China, Vietnam, Thailand and Indonesia after the abolition of Multi-fibre Arrangement (MFA). Global competitiveness has become a driving force assuring survival and growth in this rapidly changing environment. The organizations must strive for ways and means for achieving it. The present study explores into the components of competitiveness of Indian Cotton Textile industry and identifies the challenges in the post MFA regime.

Objectives of the study:

The present study is primarily focused

- To explore the competitiveness of Indian cotton textile industry in terms of input factors

- To identify the competing nations who can pose challenge to Indian Cotton Textile industry from 2005, when WTO provisions would become globally applicable.

Methodology:

The study has collected the primary data from Personal Interviews from 242 respondents holding top and middle level executive positions in 81 textile manufacturing companies through a structured questionnaire. Most of questions are on five point scale. The sample is drawn from the all India population of 315 units whose addresses are available in All India Textile Directory, 2001. Firms participated in Tex Style 2004 exhibition at New Delhi are drawn as sample units

Data Analysis:

The study has carried out the data analysis on aspects like cost – competitiveness of input factors, competitiveness in terms of finance, competitiveness in terms of raw materials, labour, technology, power availability, transportation, etc. Percentages are worked out for each category of responses in five point scale for different dimensions of each of the above factors considered by the study.

Findings of the Study:

The study reports the following observations based on the opinions of large size number of functionaries involved in the management of the Textile Industry. The following are the major observations:

- 90% of respondents are of the opinion that India enjoys competitiveness in respect of labour cost, 86% with respect to transportation cost, 76% in case of raw material cost

- 65% of respondents agree the easy availability of finance in India, however, access to global technology is just around 2 per cent in India. Countries like China, Malaysia, Taiwan and even Pakistan found to have more sophisticated looms than in India.
- Study observes that the globalization posed many threats to Indian industry in terms of raising protectionism, discriminatory government policies, off set requirements, forced technology transfer, local content requirements. It is observed that countries like China, Taiwan, South Korea are emerging out as potential threats to India

Conclusions:

The study observes that the Indian Cotton Textile Industry is globally competitive on all input factors excepting the technology. The hiccups are in the areas of finance, power and in the area of technology.