

A STUDY ON CUSTOMER SATISFICATION TOWARDS ASIAN PAINTS WITH REFERENCE TO NAMAKKAL

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Abstract

The company has come a long way since its small beginnings in 1942. It was set up as a partnership firm by four friends who were willing to take on the worlds biggest, most famous paint companies operating in India at that time. Over the course of 25 years, Asian Paints became a corporate force and India's leading paints company. Driven by its strong consumer-focus and innovative spirit, the company has been the market leader in paints since 1967. Asian Paints manufactures a wide range of paints for decorative and industrial use and also offers Wall Coverings, water proofing, adhesives and services under its portfolio. The company is also present in the Home Improvement and Decor segment and offers bath and kitchen products. The company also introduced lightings, furnishings and furniture in its portfolio. In the Health and Hygiene segment, Asian Paints offers range of Sanitizers and Surface Disinfectants

Keywords: Asian paints, satisfication,famous paint,

Introduction

This project gives brief study, on what are Customer satisfaction and the techniques of achieving Customer Satisfaction. It also provides significance of the conducting the Customer satisfaction research and how and when to conduct it. Based on the topic, this project analyzes the Customer Satisfaction in Reference to Asian Paints Ltd. To undertake the research the questionnaire is prepared so as to know how much the customers are satisfied after using Asian Paints, are they willing to be a loyal customers or do they prefer other brands. The survey reflects the areas where the company needs to improve and the areas where it from where it has gained its popularity.

RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically. Research Methodology states what procedures were employed to carry out the research study.

2.1 Sample size

The study sample constitutes 80 respondents constituting in the research area.

2.2 Statistical tools

- ☐ Simple Percentage Analysis
- ☐ Chi-Square Test
- ☐ Correlation

2.2.1 Simple Percentage Analysis

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard from which base equal to 100 which fact facility relative comparison.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

2.2.2 CHI-SQUARE TEST

It is one of the most effective and broadly used non parametric take a look at in statistical work. The quantity chi- square describes the significance of the discrepancy among concept and commentary. Which is defined as,

$$\text{Chi-Square} = \frac{\sum (O_i - E_i)^2}{E_i}$$

O_i = Observed frequency, E_i = Expected frequency

In general, the anticipated frequency for any can be calculated from the subsequent equations

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency, CT = Column general

RT = Row total, N = Total quantity of observations

The calculated fee of chi-square is in comparison with the desk value of chi-square given degree of freedom of a positivespecific stage of pride. If on the stated stage the calculated price of X^2 is extra than the desk value of X^2 the difference between principle and remark is considered to be full-size otherwise it's miles insignificant.

2.2.3 CORRELATION

There are several unique correlation strategies. The survey systems non-obligatory records module consists of the maximum common type, called the person or product second correlation. The module also includes a variation in this type known as partial correlation. The latter is beneficial when you need to study the connection between two variables at the sametime as eliminating the impact of none or two other variables. Like all statistical strategies, correlation is best appropriate for sure types of

information. Correlation works for quantifiable records which numbers are meaningful, commonly portions of some type.

$$\frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

DATA ANALYSIS AND INTERPRETATION

GENDE R	NO. OF RESPONDENT S	PERCENTAG E (%)
Male	46	58%
Female	34	42%
TOTAL	80	100%

TABLE NO- 3.1 - GENDER OF THE RESPONDENTS

Source: Primary Data

INTERPRETATION

The above table shows that gender of the respondents, 58% of the respondents are male and 42% of the respondents are female.

TABLE NO – 3.4 -INCOME OF THE RESPONDENTS

INCOM E	NO. OF RESPONDENT S	PERCENTAG E (%)
Below Rs.15,000	14	18%
Rs.15,000 - Rs.20,000	33	41%
Rs.20,000 – Rs.25,000	19	24%
Above Rs.25,000	14	17%
TOTAL	80	100%

Source: Primary Data

INTERPRETATION

The above table shows that 18% of the respondents are earning Below Rs.15,000, 41% of the respondents are earning Rs.15,000 - Rs.20,000, 24% of the respondents are earning Rs.20,000 – Rs.25,000, and 17% of the respondents are earning Above Rs.25,000.

Majority 41% of the respondents are earning Rs.15,000 - Rs.20,000.

CHART NO – 3.4 - INCOME OF THE RESPONDENTS

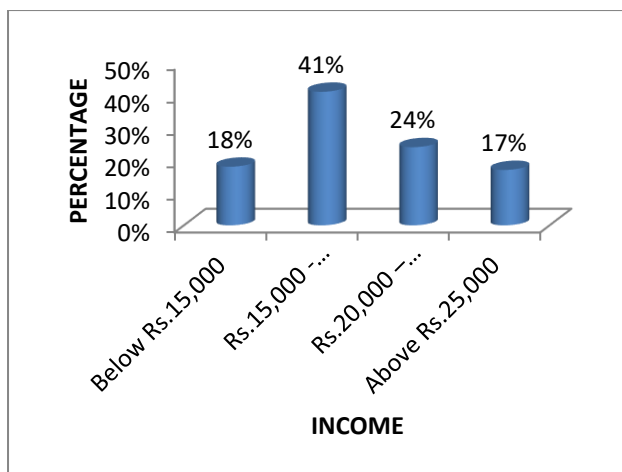


TABLE NO – - FAMILY MEMBERS OF THE RESPONDENTS

FAMILY MEMBER S	NO. OF RESPONDENT S	PERCENTAG E (%)
Below 3 members	20	25%
3-4 members	26	32%
4-5 members	23	29%
Above 5 members	11	14%
TOTAL	80	100%

Source: Primary Data

INTERPRETATION

The above table shows thatfamily of the respondents, 25% of the respondents are having below 3 members, 32% of the respondents are

having 3-4 members, 29% of the respondents are having 4-5 members, and remaining 14% of the respondents are having above 5 members.

Majority 32% of the respondents are having 3-4 members

CHART NO – FAMILY MEMBERS OF THE RESPONDENTS

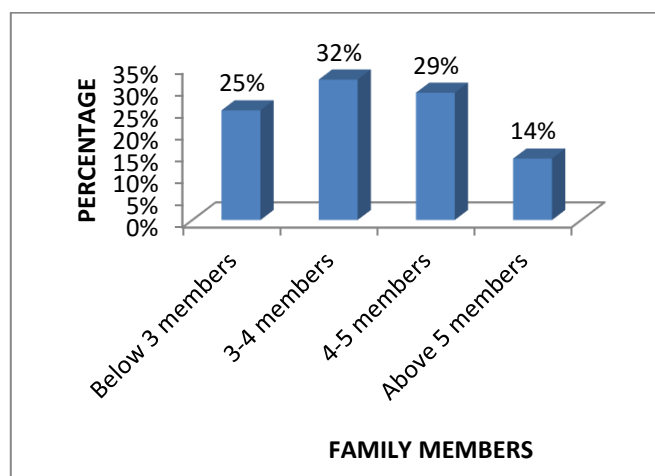


TABLE NO – - KNOW ABOUT THE ASIAN PAINT

KNOW ABOUT	NO. OF RESPONDENT S	PERCENTAG E (%)
TV advertisin g	26	33%
Radio	25	31%
News paper	17	21%
Others	12	15%
TOTAL	80	100%

Source: Primary Data

INTERPRETATION

The above table shows that know about the Asian paints, 33% of the respondents are known about TV advertising, 31% of the respondents are known about radio, 21% of the respondents are known about newspaper and 15% of the respondents are known about others paints.

Majority 33% of the respondents are known through TV advertising.

CHART NO --KNOW ABOUT THE ASIAN PAINT

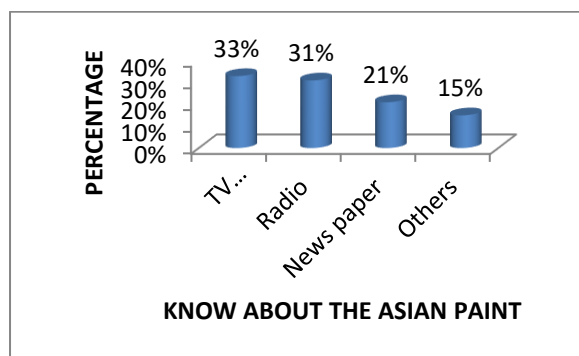


TABLE NO PLACE FOR PURCHASE

PLACE	NO. OF RESPONDENTS	PERCENTAGE (%)
Wholesaler	24	30%
Retailers	22	27%
Dealers	22	28%
Others	12	15%
TOTAL	80	100%

Source: Primary Data

INTERPRETATION

The above table shows that place for purchase, 30% of the respondents are buy the wholesaler, 27% of the respondents are buy the retailers, 28% of the respondents are buy the dealers, and remaining 15% of the respondents are buy the others.

Majority 30% of the respondents are buying the product from wholesaler.

CHART NO PLACE FOR PURCHASE

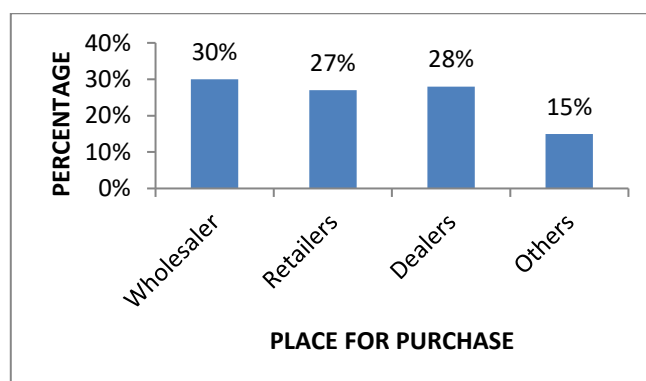


TABLE NO YEARS OF USING THE ASIAN PAINTS

YEARS OF USING	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 2years	21	26%
2-3 years	26	32%

3-5 years	19	24%
Above 5years	14	18%
TOTAL	80	100%

Source: Primary Data

INTERPRETATION

The above table shows that year of using the Asian paints, 26% of the respondents are using Asian paints in below 2years, 32% of the respondents are using Asian paints in 2-3 years, 24% of the respondents are using Asian paints in 3-5 years and remaining 18% of the respondents are using Asian paints in above 5years.

Majority 32% of the respondents are using Asian paints in 2-3years

CHART NO YEARS OF USING THE ASIAN PAINTS

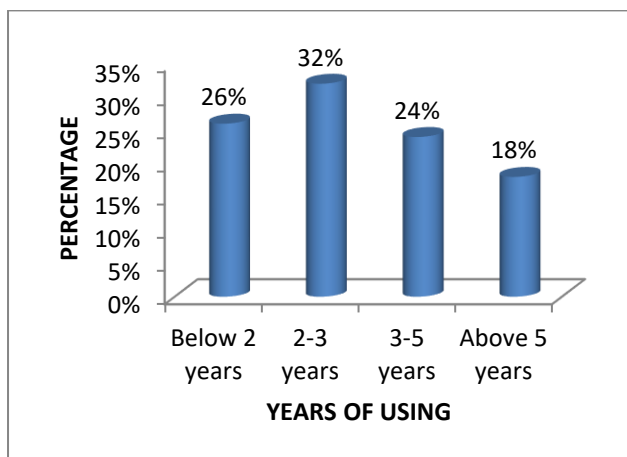


TABLE NO FEEL ABOUT LEVEL OF PRICE

LEVEL OF PRICE	NO. OF RESPONDENTS	PERCENTAGE (%)
Good	21	26%
Excellent	19	24%
Satisfaction	26	32%
Moderate	14	18%
TOTAL	80	100%

Source: Primary Data

INTERPRETATION

The above table shows that price of Asian paints compared with other paints, 26% of the respondents are feel price is good, 24% of the respondents are feel price is excellent, 32% of the respondents are satisfied and 18% of the respondents are feel price is moderate.

Majority 32% of the respondents are satisfied with the price of the product

CHART NO FEEL ABOUT LEVEL OF PRICE

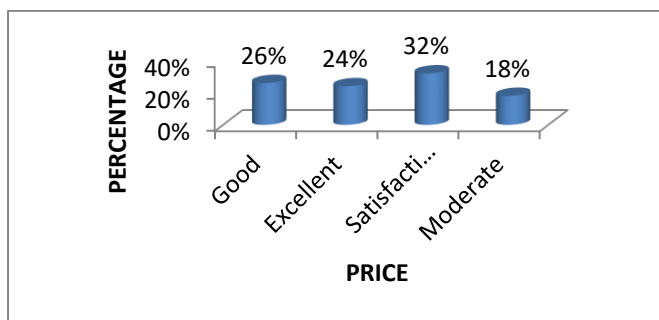


TABLE NO SUGGEST THIS PAINTS TO HOUSE

SUGGEST	NO. OF RESPONDENTS	PERCENTAGE (%)
Engineers	26	33%
Painters	23	29%
Dealers & Retailers	14	17%
Friends & Relatives	17	21%
TOTAL	80	100%

Source: Primary Data

INTERPRETATION

The above table shows that suggest this paints to house, 33% of the respondents are suggested by Engineers 29% of the respondents are suggested by Painters, 17% of the respondents are suggested by Dealers & Retailers, and remaining 11% of the respondents are suggested by Friends & Relatives.

Majority 33% of the respondents are suggested by Engineer.

CHART NO SUGGEST THIS PAINTS TO HOUSE

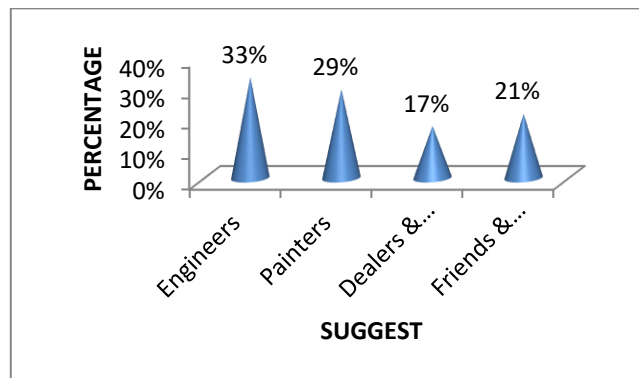


TABLE NO

CHI-SQUARE TEST

The table shows the analysis of relationship between years of using the Asian paints and feel about Asian paints is long lasting.

Year of using / Quality	Excellent	Good	Mode rate	Poor	Total
Below 2 years	6	8	5	2	21
2-3 years	7	8	6	5	26
3-5 years	5	6	4	4	19
Above 5 years	4	4	3	3	14
TOTAL	22	26	18	14	80

Source: Primary Data

NULL HYPOTHESIS

H_0 : There is no significance relationship between years of using the Asian paints and feel about Asian paints is long lasting

ALTERNATIVE HYPOTHESIS

H_1 : There is a significance relationship between years of using the Asian paints and feel about Asian paints is long lasting

Particulars	Observed Frequency	Expected Frequency	(O-E) ²	(O-E) ² /E
R ₁ C ₁	6	5.7	0.09	0.015
R ₁ C ₂	7	6.6	0.16	0.024
R ₁ C ₃	5	4.7	0.09	0.019
R ₁ C ₄	4	3.6	0.16	0.044
R ₂ C ₁	7	7.0	0	0
R ₂ C ₂	8	8.4	0.16	0.019
R ₂ C ₃	6	5.6	0.16	0.028
R ₂ C ₄	4	4.5	0.25	0.055
R ₃ C ₁	5	5.0	0	0
R ₃ C ₂	6	6.0	0	0
R ₃ C ₃	4	4.0	0	0
R ₃ C ₄	3	3.3	0.09	0.027
R ₄ C ₁	4	3.8	0.04	0.010
R ₄ C ₂	4	4.5	0.25	0.055

X	Y	X ²	Y ²	XY
3	26	9	676	78
40	28	1600	784	1120
18	14	324	196	252
19	12	361	144	228
$\sum X$ = 80	$\sum Y$ = 80	$\sum X^2$ = 2294	$\sum Y^2$ = 1800	$\sum XY$ = 1678
R ₄ C ₃	3	3.0	0	0
R ₄ C ₄	2	2.4	0.1	0.06
			6	6
Calculated value				0.36
				2

Degree of freedom : $(r - 1)(c - 1) = (4 - 1)(4 - 1)$
= 9

Level of significance : 5%

Table value : 5.657

Calculated value : 0.362

RESULT

Since the calculated value is less than the table value. So we accept the null hypothesis. There is no relationship between years of using the Asian paints and feel about Asian paints is long lasting

TABLE NO – 3.12

CORRELATION

The table shows that the relationship between the age of the respondents and satisfied with Asian paint color

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

$$r = \frac{1678}{\sqrt{(2294)(1800)}}$$

$$r = r = 0.82$$

RESULT

This is a positive correlation. There are relationships between age of the respondents and satisfied with Asian paint color.

4. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

1. Majority 58% of the respondents are male.
2. Majority 50% of the respondents are the age group is 25 – 30 years.
3. Majority 41% of the respondents are government employee
4. Majority 41% of the respondents are earning Rs.15,000 - Rs.20,000
5. Majority 32% of the respondents are having 3-4 members
6. Majority 33% of the respondents are known through TV advertising

7. Majority 30% of the respondents are buying the product from wholesaler.
8. Majority 32% of the respondents are using Asian paints in 2-3 years
9. Majority 32% of the respondents are satisfied with the price of the product
10. Majority 33% of the respondents are suggested by Engineer.
11. Majority 29% of the respondents prefer Asian paints for Lifelong.
12. Majority 39% of the respondents are feeling good with availability of the paint
13. Majority 80% of the respondents said Asian paint provides more variety of products
14. Majority 33% of the respondents are feeling good with long lasting of the paint
15. Majority 35% of the respondents are satisfied with Asian paint color
16. Majority 31% of the respondents are like apple white color.
17. Majority 37% of the respondents are satisfied with quality of the Asian paints
18. Majority 31% of the respondents said they create awareness of Asian paints.
19. Majority 40% of the respondents are feeling excellent about brand image of the product
20. Majority 51% of the respondents are agree with advertisement effectiveness of the product

SUGGESTIONS

- ✚ Asian paints must improve its service sector. If there are any complaints regarding the product of the Asian paints, the line officers must follow up with calls or emails, if

required they must send their workers to repair the damaged caused due to the company's product.

- ✚ Asian paint companies' sales representatives must maintain relationship with construction companies as well as with painting contractors with the help of the dealers. Asian Paint Company should conduct meetings, to make the customers to know about the latest development in the paint industry and their products. Asian Paint Company should concentrate on Exterior Paints because market share is too low.

- ✚ Advertisement should be increased to update the image of Asian Paints in the changing environment. Asian Paint Company must have a close relationship between sales representatives and dealers with the customers.

- ✚ Asian Paint Company should maintain the customer records. The complaint by the customers regarding the care free behavior of the team leaders, resulting in poor customer satisfaction. To avoid this management must try to change the behavior of the officers and team leaders.

- ✚ This can be done by bringing change management. Asian paints is one of the best paints, but certain weaknesses still persist, regarding its color fadedness, adhesion & smoothness.

✚ To avoid this they must have a regular check on its production department and quality department they can do this on regular intervals by adopting techniques like kaizen technique and total quality management.

4.3 CONCLUSION

The First and foremost observation that has been made from the study is that “Asian Paints” is no.1 in the paint industry. It has high brand quality in the market. According to the survey, price is the dominating factors, which influences the purchasing decision of the customers. Comparing to competitors Asian Paint Company Prices is high. From the analysis point of view, most of the customer prefer both interior and exterior paints in Asian paints .At last, most of the customers are satisfied with Asian Paint products, but at the same time they require guidance regarding the recent development of the product

5. REFERENCES

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