A STUDY ON CUSTOMER SATISFACTION OF ASIAN
PAINTS WITH SPECIAL REFERENCE TO OMALUR
TOWN

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Abstract: Customer satisfaction, a business term is a measure of how products and
services supplied by a company meet or surpass customer expectation. It is seen as a key
performance indicator within business and is part of the four of a balanced scorecard.
Increasing competition (whether for-profit or nonprofit) is forcing businesses to pay much
more attention to satisfying customers. In a competitive marketplace where businesses
compete for customers, customer satisfaction is seen as a key differentiator and
increasingly has become a key element of business strategy. Organizations need to retain
existing customers while targeting non-customers. Measuring customer satisfaction
provides an indication of how successful the organization is at providing products and/or
services to the marketplace. Customer satisfaction is an abstract concept and the actual
manifestation of the state of satisfaction will vary from person to person and
product/service to product/service. The state of satisfaction depends on a number of both
psychological and physical variables which correlate with satisfaction behaviors such as
return and recommend rate.

Key words: Customer Satisfaction, Psychological

1. Introduction

Paint is a generic term for a range of chemical substances that help protect surface a
keep them looking good. Paint is defined as a group of emulsion, consisting of pigment
suspended in a liquid medium, for use as decorative or protective coating. Today,
contemporary paints and coatings consist of countless compounds uniquely formulated to
fulfill the varied requirements of hundreds of thousands of application. “paint” ranges
from the broad group of environmentally - sound latex paint that many consumers use to
decorate and protect their homes and the translucent coating that line the interior of food
containers, to the chemically-complex, multi-components finishes that automobile
manufacturers apply on assembly line. Satisfied customers have a positive impact on the
company’s results and that is why it is important and interesting to investigate this impact.
When measuring customer satisfaction it is possible to get useful information of the
company customers and the results can be used to improve the company and its services.
Measuring customer satisfaction should be a continuous process that is carried out
regularly, not just once: if it is done regularly the results will be more beneficial.

Asian paints are the largest player in India, and also the market leader in
decorative paint, with a 41%market share. It has a domestic installed capacity of 1,62,700
TPA for paint. With the government planning thrust in the housing sector, players like Asian paints stand for the benefit, as the demand for decorative paints will grow.

2. Objectives of the study

[2] To know the factors affecting the purchase decision of Asian Paint Company.
[3] To know the level of satisfaction of Asian paints.
[4] To find what are the expectation of customers from Asian paints company.

3. Scope of the study

[1] Its selling process should be studied and improved.
[2] The Customer satisfaction study has to be included.
[4] This study can be extended by any paint manufacturer especially for Asian Paints to launch a new product in the market.

4. Research Methodology

In order to realize the study the objectives a considerably volume of both primary and secondary data is needed. It has been therefore found necessary to conduct an Interview schedule for gathering relevant data from the users.

Primary Data

Primary Data has been collected from the buyer during 2018 with the help of a Questionnaire with 150 respondents have been taken for carrying out the study.

Secondary Data

Secondary Data information regarding the Indian paint industry has been drawn from various published sources. They include Professional business Journals and Magazines, besides the News papers. The data relating to Asian Paints has been collected from company records. This study is necessarily based on the limited knowledge and little practical exposure the constraints of resources and time have further imposed limits to the study boundaries.

5. Limitations of the study

[1] The respondents of the questionnaire are very busy and could not afford more time to answer. The average time to response was 5-6 minutes only.
[2] A limited sample size of 150 customers was considered because of time constraint.
[3] An assumption is made that the sample represents the whole population. It will not carry the total reflection of the copier market. Total sample size is comparatively less to represent the entire population.
[4] A time period is very short. So considering all the consumers for the study was not possible.
[5] The data was primary nature. So the degree biases were relatively high as the sample was randomly selected.
[6] Study restricted to geographical territory of Omalur town only.
6. Review of literature

(GhallaBhansali Stock Brokers Pvt. Ltd. 14th October, (2010). “The Indian paint industry has evolved a lot in recent times, both in terms of industry structure and product portfolio. Not long ago, paints were largely considered to be a luxury item. Such a mindset has changed significantly of late due to the growing awareness on preventing corrosion through paints, by providing a massive fillip to the paint industry. China and India are the major growth drivers in the region with paint drivers in the region with paint demand in these two countries likely to continue growing at more than 10% p.a. in the coming years. Indian paints industry is Rs.15,000 crore market”.

Lead is a toxic element that led the U. S. Centers of Disease control and Prevention (CDC) to consider lead concentrations in blood higher or equal to 10 μg/dl as being elevated. Because of such reasons, the U S Congress lowered the standard for lead in residential paints and paints on products used by children from 0.06 percent to 0.0009 percent (ATSDR, 1990) hey also contribute to the creation of ozone in the lower atmosphere, which is harmful to humans, animals and plants.” (Sustainability in action – July 2009) According to Dr Abhay Kumar’s report, ‘Lead in Decorative Paint’ (2009)13 “Switching from a conventional paint to eco-friendly paint can do more than just help the planet; it can also prevent people from inhaling cancer causing chemicals that are formed when paint is mixed with phenol and formaldehyde. Ideally, eco-friendly paints are natural and contain low or zero-VOC”. According to Mr. Singh (GM, Marketing and Sales, Kansai Nerolac) (2011)14 “There are many benefits of using these eco-friendly paints and stains such as: coating flexibility, better gloss retention, better face resistance, and reduced health risks such as headaches, nausea, respiratory disorders, dizziness, chest congestion, lung irritation, burning sensations in the eyes, nose and throat and the like. Since these paints come with new generation green additives and hence help maintain good indoor air quality but are safer and help make your home a happier and healthier place”.

Chi-Square Analysis - 1

Null hypothesis H0: There is no relationship between level of satisfaction with the factors affecting purchase behaviour.

Alternative hypothesis H1: There is a relationship level of satisfaction with the factors affecting purchase behaviour.

<table>
<thead>
<tr>
<th>Level of satisfaction</th>
<th>Factors</th>
<th>Expected Frequency</th>
<th>Row Total x Column Total</th>
<th>Total Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Highl y</td>
<td>Satisfie d</td>
<td>Modera te</td>
<td>Dissatisfie d</td>
</tr>
<tr>
<td></td>
<td>satisfied</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Quality</td>
<td>9</td>
<td>8</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Understandi ng needs</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Availability</td>
<td>6</td>
<td>7</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>28</td>
<td>25</td>
<td>22</td>
<td>15</td>
</tr>
</tbody>
</table>
Table value: \( \chi^2 = (r-1) (c-1) \) d.f = (4-1) (5-1) d.f = (3) (4) d.f = 12 d.f = 21.0261

Inference: \( \chi^2 \) calculated value is less than the \( \chi^2 \) tabulated value. So we accepted Ho.

Ho: There is no relationship between level of satisfaction with the factors affecting purchase behaviour.

Chi-Square Analysis -2

Null hypothesis H0: There is no relationship between income level of respondents to point of purchase on Asian paints.

Alternative hypothesis H1: There is a relationship between income level of respondents to point of purchase on Asian paints.

\[
\text{Expected Frequency} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Total Frequency}}
\]
Income Level

<table>
<thead>
<tr>
<th>Point of purchase</th>
<th>Below Rs.10,000</th>
<th>Rs.10,000-20,000</th>
<th>Rs.20,000-30,000</th>
<th>Above Rs.30,000</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailers shop</td>
<td>5</td>
<td>10</td>
<td>9</td>
<td>18</td>
<td>42</td>
</tr>
<tr>
<td>Online</td>
<td>1</td>
<td>5</td>
<td>13</td>
<td>16</td>
<td>35</td>
</tr>
<tr>
<td>Whole seller</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>21</td>
<td>28</td>
<td>39</td>
<td>100</td>
</tr>
</tbody>
</table>

Table value: \(\chi^2 = (r-1) \times (c-1) \times d.f = (4-1) \times (4-1) \times d.f = (3) \times d.f = 9 \times d.f = 16.9190\)

Inference: \(\chi^2\) calculated value is less than the \(\chi^2\) tabulated value. So we accepted Ho.

Ho: There is no relationship between income level of respondents to point of purchase on Asian paints.

7. Findings

[1] 85% of the respondents are male and 15% of the respondents are female.

[2] 10% of the respondents age is below 20 years, 20% of the respondents age is 20-30 years, 28% of the respondents age is 30-40 years, 32% of the respondents age is 40-50 years, and 10% of the respondents age is above 50 years.

[3] 70% of the respondents are married and 30% of the respondents are unmarried.

[4] 25% of the respondents are non-matriculation, 20% of the respondents are matriculation 30% of the respondents are graduates and 25% of the respondents are post graduates.

[5] 35% of the respondents are business man, 30% of the respondents are service people, 22% of the respondents are students and 13% of the respondents are others.

[6] 12% of the respondents income level is Below Rs.10,000, 21% of the respondents income level is Rs.10,000 to Rs.20,000, 28% of the respondents income level is Rs.20,000 to Rs.30,000 and 39% of the respondents income level is above Rs.30,000.

[7] 85% of the respondents like to use Asian paints, whereas 15% of the respondents not like to use Asian paints.

[8] 55% of the respondents say advertisement is the reason for increase the sale of Asian paints, 22% of the respondents say discount is the reason for increase the sale of Asian paints, 15% of the respondents say offers is the reason for increase the sale of Asian paints, and 8% of the respondents say new arrivals is the reason for increase the sale of Asian paints.

[9] 14% of the respondents are purchase below 100 ml of Asian paints, 16% of the respondents are purchase 200 ml of Asian paints, 28% of the respondents are purchase 500 ml of Asian paints, 20% of the respondents are purchase 1 litre ml of Asian paints, and 22% of the respondents are purchase above 1 litre of Asian paints.

[10] 28% of the respondents are highly satisfied on the basis of price, Quality, Needs and availability, 25% of the respondents are satisfied on the basis of the above factors, 22% of the respondents are moderate on the basis of above factors, 15% of the respondents are dissatisfied on the basis of above factors, and 10% of the respondents are highly dissatisfied on the basis of price, Quality, Needs and availability.

[11] 32% of the respondents say they are highly satisfied with online facilities of Asian paints, 30% of the respondents say they are satisfied with online facilities of Asian paints, 25% of the respondents say they are dissatisfied with online facilities of Asian paints.
paints, and 13% of the respondents say they are highly dissatisfied with online facilities of Asian paints.

[12] 35% of the respondents say they are highly satisfied with the price of Asian paints, 33% of the respondents say they are satisfied with the price of Asian paints, 15% of the respondents say they are dissatisfied with the price of Asian paints, and 17% of the respondents say they are highly dissatisfied with the price of Asian paints.

[13] 40% of the respondents say they are highly satisfied with the Quality of Asian paints, 35% of the respondents say they are satisfied with the Quality of Asian paints, 15% of the respondents say they are dissatisfied with the Quality of Asian paints, and 10% of the respondents say they are highly dissatisfied with the Quality of Asian paints.

[14] 39% of the respondents are highly satisfied from smooth wall surface after using Asian paints, 31% of the respondents are satisfied from smooth wall surface after using Asian paints, 19% of the respondents are dissatisfied from smooth wall surface after using Asian paints, and 11% of the respondents are highly dissatisfied from smooth wall surface after using Asian paints.

[15] 32% of the respondents having experience from paint peeling or poor adhesion of Asian paints, whereas 68% of the respondents not having experience from paint peeling or poor adhesion of Asian paints.

[16] 35% of the respondents say they are facing a problem of blistering from Asian paints, whereas 65% of the respondents say they are not facing a problem of blistering from Asian paints.

[17] 25% of the respondents having experience from sags and runs of Asian paints, whereas 75% of the respondents not having experience from sags and runs of Asian paints.

[18] 28% of the respondents having experience after using Asian paints the wall colour comes yellowing, whereas 72% of the respondents not having experience after using Asian paints the wall colour comes yellowing.

[19] 20% of the respondents having experience of microbial growth on the wall after using Asian paints, whereas 80% of the respondents not having experience of microbial growth on the wall after using Asian paints.

[20] 85% of the respondents used Asian paint primers, whereas 15% of the respondents not used Asian paint primers.

[21] 33% of the respondents are highly satisfied with Asian paint primers, 35% of the respondents are satisfied with Asian paint primers, 20% of the respondents are dissatisfied with Asian paint primers, and 12% of the respondents are highly dissatisfied with Asian paint primers.

[22] 22% of the respondents use Decorative paints, 28% of the respondents use Exterior wall paints, 17% of the respondents use Interior walls paints, 20% of the respondents use Metal surfaces paints, and 13% of the respondents use Wood surfaces paints.

[23] 42% of the respondents purchase Asian paints from retailer paint shop, 35% of the respondents purchase Asian paints from online, 16% of the respondents purchase Asian paints from whole seller, and 7% of the respondents purchase Asian paints from others.

[24] 32% of the respondents motivated to purchase Asian paints from media advertisement, 21% of the respondents motivated from friends, 27% of the respondents motivated from relatives, and 20% of the respondents motivated from media neighbours to purchase Asian paints.

[25] 41% of the respondents are highly satisfied for after sale service of Asian paints, 36% of the respondents are satisfied for after sale service of Asian paints, 13% of the respondents are dissatisfied for after sale service of Asian paints, and 10% of the respondents are highly dissatisfied for after sale service of Asian paints.

[26] 75% of the respondents compare to Asian paints with other company paints whereas 25% of the respondents not compare it.
8. Suggestions

[1] 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.

[2] Sales promotion committee should be formed to formulate and implement new market strategies to compete with competitors and to extend the market share.

[3] Asian paint company sales representatives must maintain relations with construction companies as well as with painting contractors with the help of the dealers.

[4] Asian Paint Company should conduct meetings, at least to make the customers to know about the latest development in the paint industry and their products.

[5] Asian Paint Company should even concentrate on Exterior Paints as its market share is very low.

[6] Advertisement should be increased to update the image of Asian Paints in the changing environment.

[7] Asian Paint Company must look after; there is a close relationship between sales representatives and dealers with the customers.

[8] Asian Paint Company should maintain the customer records.

[9] There are complaints by the customers regarding the carefree behavior of the team leaders, resulting in poor customer satisfaction. To avoid this management must try to change the behavior of the officers as well as team leaders. This can be done by bringing change management.

[10] Asian paints co must treat its printers, in its research laboratories to avoid the inhalation of the harmful fumes and make the products eco-friendly.

[11] Asian paints is one of the best paints, but certain weaknesses still persist, regarding its colour fadedness, adhesion & smoothness. Therefore to avoid this company must have a regular check on its production department and quality department and every activity related to the development of the product. They can do this on regular intervals by adopting techniques like kaizen technique and total quality management.

[12] The customers feel that the advertisements are misleading and fraud. Therefore to remove this negative attitude of the customers the company can demonstrate how to use a particular product and how to utilize and maintain it at its maximum level. At last how to obtain an advertisement look.

9. Conclusion

The First and foremost observation that has been made from the study is that “Asian Paints” is the leader in the industry of paints. It has very high brand equity in the market. According to observations of the survey, price is the dominating factors, which influences the purchasing decision of the respondents followed by quality, company name, coverage and service. Comparing to competitors Asian Paint Company Prices is high. From the analysis point of view, when compared to interior paints, company exterior paints are not preferred by some of the customers, who prefer Asian Paints interior product. 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 products.

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