

“A Study On Consumer Satisfaction Of Branded Paints With Special Reference To Coimbatore”

JYOTHIKAA J, SUBAKARTHIKEYAN R S, SHALINI R, NAGUL KARTHIKM V
DEPARTMENT OF MANAGEMENT SCIENCE,
SRI KRISHNA COLLEGE OF ARTS AND SCIENCE.

ABSTRACT:

Paint has retained an important place in human life starting from historical era to today's modern world. Paint industry is the contemporary market in a global industry. The history of clothing production can be traced back to the year 2000BC. paint production became one of the large scale economic activities providing significant employment, next to agriculture. The Indian paints and clothing industry provides a valuable wealth of craftsmanship for both skilled and semi-skilled force which is the development of paints units. The field of my research is Customer Satisfaction which focuses on customer's perceptions. Many firms are interested in understanding what their customers thought about their shopping or purchase experience, because finding new customers is generally more costly and difficult than servicing existing or repeat customers.

Such researches provide a wider scope to the firms in the terms of high customer satisfaction.

KEY WORDS: Paint industry, Modern era, Customer satisfaction, Analysis.

1.1. INTRODUCTION:

1.1.1 Customer Satisfaction

“Customer Satisfaction, business term of how the products and the services supplied by the company meet or surpass the customer expectation. It is the key performance indicator within the business

Customer satisfaction can greatly achieve by imparting Customer Relationship Management(CRM) in the company.

1.1.2. Recent method that today's firm adopt to increase the customer satisfaction

In order to stay competitive and remain profitable, businesses have to focus on the quality of their customer service. Companies that invest time, energy and money into developing and

nurturing quality so customers can have a satisfactory experience are going to be more profitable and better likely to experience more sustained growth over the long-term.

1.1.3 Customer care.

Is something which is done even after the product is purchased. Many companies are interested in knowing the reason why consumers have purchased the goods and services or even the goods are not purchased. Managers interested in customer care try to collect a database as to why the customers have purchased the competitor's product and service and what will be the level of satisfaction if it is introduced in our product or service. And also to find the level of expectations and their level of dissatisfaction.

1.1.4. Customer focus.

Is attained when everyone in the organization make efforts to focus the activities towards the satisfaction of the customers right from the stage of new product planning and to product modification to the stage of elimination of the goods and services everything revolves around the customers. All the activities are focused on the customer satisfaction

1.1.5. Customer Service Training

Another strategy to improve customer satisfaction is to invest in customer service training. All employees should be on board with how to treat customers and help them gain a valued experience. The quality of customer service can easily make or break a business. The experience the people have received is the most important aspect in selling pure services or services with tangible goods. Once the customers is satisfied with the service his loyalty towards that product or company is at its peak. Companies today are doing a lot of self-introspection that they are really giving the said services to the customers.

Companies are spending more money and time to see that the services are evaluated and improved as per the expectations of the customers. In fact, the companies globally known for their services are always in the process of finding opportunities to improve on the quality of the services. Better results can be seen when the organizations make use of external, internal, and interactive marketing.

1.1.6. Communication

Communication with customers is also important. It's a good idea to always provide customers with ways they can contact you and offer ways to contact them (if they choose).

Offering e-mail, telephone line, web contact or other ways for customers to offer comments and/or complaints is of value.

1.1.7 Customer Relationship Management Software

Customer Relationship Management is a process of managing detail information about individual customer and carefully managing all the customers touch points with the aim of maximizing customer satisfaction and customer loyalty.

Customer Relationship Management Software. Customer relationship management (CRM) software has become a strategy many companies employ to help increase customer satisfaction. Through using [CRM tools](#) and accompanying philosophy, businesses can examine and analyse what customers want and strive to meet this demand before they even walk in the door.

1.1.8. Benefits

CRM aims at individual customers. It tries to develop customers relationship by looking into his needs and requirements.

CRM helps in two-way communication by understanding the message of the customers and responding to it. Thereby gaining customer loyalty.

CRM helps to customize the products and thereby reducing the rate of customer defection.

CRM tells the company what product or service the customer needs today and what it will need in future

1.1.11 Quality control

Quality is important to customer satisfaction and the level of quality directly plays into a business ability to meet customer expectations. Quality should be monitored for both service and the type of products offered as a part of this guarantees and the willingness to stand behind service and products is necessary

1.2. Need for The Study

The need to undertake this research topic to understand the consumer brand choice towards branded paints to understand elementality of the different students regarding their choice of purchase and also how a brand plays its role in the paint retail sector to satisfy the needs of the customers.

1.3. Objectives of The Study:

1.3.1 Primary Objectives

To study the consumer brand choice for paint among college students in Coimbatore.

1.3.2 Secondary Objectives

- To study the factor that influences the buying behaviour of students for their branded paints.
- To study the effect of pricing on the purchasing power of the consumer for branded paints.
- To study the impact of branded paints to the student.

To study the impact of advertising on consumer brand choice.

1.4 Scope of Study

Being paint business is common this study would help me to understand the consumers brand choice towards the branded paints. In this scope it is important to draw the profile of young adults. In this research, the young adults were identified through their underlying decision-making style.

CHAPTER-2

2. LITERATURE REVIEW

2.1 Theoretical concept

Armed with little knowledge and great determination, Champaklal H. Choksey, Chimanlal N. Choksi, Suryakant C. Dani and Arvind R. Vakil get together to manufacture paint in a garage on Foras Road, Bombay. They name their company 'The Asian Oil & Paint Company', a name that they picked randomly from a telephone directory.

- Asian Paints touches a turnover of Rs. 3,50,000, with an innovative marketing strategy "to reach consumers in the remotest corners of the country with small packs."
- Asian Paints mascot, Gattu, the mischievous kid, is born.
- The family-owned company makes the transition to a professionally managed organisation.
- British company Balmer Lawrie rejects the products of a giant British paint company in favour of Asian Paints.
- Asian Paints embarks on an ambitious grassroots marketing campaign, partnering with thousands of dealers in small towns all over India.
- Asian Paints emerges as India's leading paint company ahead of any international competition.

2.2 Current Status

Asian Paints becomes the 10th largest decorative paint company in the world. Asian Paints is more than twice the size of its nearest competitor. It is one of the most admired companies in India. Present in 22 countries with 27 manufacturing locations, over 2500 SKU's, Integrated SAP - ERP & i2 - SCM solution. Rated Best Employer by BT-Hewitt survey, 2000. Blue chip of the blue chips by Hindu Business Line; Most admired company to work for by ET-BT survey, 2000. On the recommendations of Booz, Allen and Hamilton, Asian Paints restructured itself into Growth, Decorative and International business units and adopted SCM and ERP technology. Asian Paints aims to become the 5th largest decorative paint company in the world.

2.3 Future Plans

Asian Paints to accelerate growth of its non-decorative coatings business. Approves plans to enhance its relationship with PPG, to accelerate growth of the non-decorative coatings businesses in India.

Asian Paints Signs MOU with Maharashtra Government to set up a Mega Project for manufacture of Paints and Intermediates at Kesurdi in Maharashtra.

The Asian Paints Helpline introduced few years ago is a toll-free service where consumers call and ask queries related to painting. The company has now extended this service to ASIAN PAINTS HOME SOLUTIONS, which offers painting services in addition to the paint. This service is available in 10 cities viz - Hyderabad, Bangalore, Kolkata, Delhi, Chennai, Ahmedabad, Mumbai, Pune, Coimbatore & Cochin.

2.4 Product Profiles

Asian Paint has offered brands in all possible applications. For instance:

- Synthetic / Acrylic Washable Distempers: Tractors
- Acrylic Emulsion: Acolyte (Quality I), Royale (premium category)
- Plastic emulsion Paint (Interiors / Exteriors): Decoplast (Quality II), Synthetic Enamel: Acolyte, Gattu
- Packet Distemper: Utsav
- Wooden Surfaces: Touch Wood, Silkwood, Acolyte Natural Wood finish
- Cement Paint (external): Gattu

2.5. LITERATURE REVIEW

- **VERMA, A.P and TIWARI.K (2011)**

Covered medium to high potential that inter nation and national brand can target in the Coimbatore. This study measures the segment value of some brands those have achieve success in the Coimbatore market study shows that people are becoming more branded conscious with the increase in income level brands and individual would do well to understand the finer aspects of these scenario and venture out to capitalize on the opportunities.

- **Yin, H.S. and Susan's. (2012)**

This study examines the purchase preferences towards foreign and domestic branded paints. It was found that preferences towards foreign branded paints are related to the level of purchasing power and is not related to the demographics variables. 58% of the students surveyed preferred foreign branded paint. There is a positive relationship between media influence and preferences towards foreign/domestic branded paints. The more a person is exposed to the media, the stronger will be the influence of the media in “persuading” the individual to purchase the paint

- **Susan's (2012)**

The study examines the purchase preference towards foreign and domestic branded paints. It was found that preference toward foreign branded paints are related to the level of purchasing power and it no related to the demographic variables 58% of the students surveyed preferred foreign branded paints. This is positive relationship between media influenced and choice towards foreign and domestic

- **Rajput and Keshawn. S (2012)**

This article defines that the Modern era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectation and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. The gender differences do exist with respect to build altitude towards fashionable paints and brands. The study gives us the information males are equally interested to go for shopping as females along with they spend excess money during shopping than their female counterparts. Frequency of males going for shopping with their companions

has increased overtimes and has reached almost at par with that of females. Attitude of males towards clothing varies from that of females

- **Mathan (2002)**

The research type was exploratory as it was conducted to develop a concept about the purchasing behaviour of buyers branded choice paints and the impact of advertising on their purchase decision. This study conducted that the most of the time buyer visit branded paints with the purpose of shop.

CHAPTER- 3

3.1 RESEARCH METHODOLOGY

3.1.1 Tools Used for Analysis the Data

Percentage Method

- Time Constrain
- Different Age Group

3.1.2 Method of Sample selection:

The method of sample selection is carried through, the Survey Method. (Questionnaire by Mail). In this method the sample of the respondents are prepared. the questionnaire is then sent by post together with a covering letter explaining the purpose of the study and requesting the respondents to extend his cooperation.

3.1.3 Size of the Sample:

The sampling units are the elements of research, hence the sampling units in my research are the individuals. The sample size is the total number of units in the sample. Hence the total sample size is 100 units

3.1.4 Sample Analysis:

- Itemised rating scale is used with four categories for more reliable ratings of satisfaction on various elements.
- Ratio scale is used for those Elements, where the answers are more of specific in nature. Example Yes or No.
- The data is summarized and compressed into tabulation form.
- Bar - graphs and pie charts are used to interpret the tabulated data and the inferences are drawn.

3.1.5 Blistering of paint:

Blistering paint is identified by small to medium sized bubbles or blisters under the paint film and is most common on wood siding and trim.

3.1.6 Primers:

A primer is a preparatory coating put on materials before [painting](#). Priming ensures better [adhesion](#) of paint to the surface, increases paint durability, and provides additional protection for the material being painted

3.1.7 Ratio Scale:

Ratio is the relationship between the two numbers. Ratio Scale data is a factor which gives the information regarding the relation existing between two or more identical geometrical figures.

3.1.8 Itemised rating scale:

Itemised rating scale is also called as numerical scale. Limited number of categories in terms of their scale position is selected in this rating scale. Scales with five or seven categories are employed for this purpose. The more clearly defined the categories, the more reliable ratings are likely to be.

3.1.9 Firmographic data:

Find all the information you need to target new prospects as well as gain valuable intelligence on your existing customers. By segmenting your marketing list, identify the right product to offer each prospect and ultimately expand your customer base.

3.1.10 Other types of research method:

Observational method: Observation is the method of recognizing and recording the behaviour of the people, objects and events rather than asking for the information.

3.1.11 Experimental method:

This method allows a maximum degree of control and is ranked as relatively high with respect to the data accuracy since the ability to control the variables of interest tend to produce relatively error free data. Experimental method is limited to the collection of the primary data.

3.1.12 Field Investigation method

It is the direct communication between the researcher and the respondents.

3.1.13 Panel research

When the researcher interviews the same sample group two or more times or secures data from them on two or more occasions, it can be said there is panel research.

3.1.14 Sampling

The process of sampling involves any procedure using a small number of items or parts of the whole population to make conclusions regarding the whole population. A sample is a subset or some part of the whole population.

3.1.15 Sampling unit

The sampling unit is the basic unit containing the elements of the population to be sampled. E.g. Individuals, social group.

3.1.16 Sampling frame

A sampling frame is a means of representing the elements of the population. A sampling frame may be a telephone directory.

3.1.17 Sample size

It the total number of units in the sample. The size of sample bears a direct relationship to accuracy time, cost and administration of investigation.

3.2 Other types of Business Researches

3.2.1 Product research

Under this research it is necessary to define the product mix, its length and breadth. There is various attribute of the product. Each attribute can be examined by this research.

3.2.2 Price research

Under-price research some of the issues examined are, what price is to be charged? What should be the basis of pricing? Is price rise inevitable? Will it have any effects? Etc.

3.2.3 Distribution research

It studies about two aspects, the structure of the distribution channel and its research.

3.2.4 Promotion research

The research carried on promotional activities to increase sales.

3.2.5 Market research

It studies the physical dimensions of a market - its location, size, competition, channel structure.

3.2.6 Sales research

Sales turnover of different products, in different territories is studied. They also study about the profitability of the different sales groups. Sales trends are also analysed.

3.2.7 Corporate research

Here research scans the environments, conducts analysis, and tries to adopt the strategies, objectives systems and structure to match the environment. The research here is integrated to overall corporate plan.

3.2.8 International marketing research

Here the research is conducted abroad or overseas through an outside agency preferably native to that country. It gives to boost to export sales and gives an idea as to how to adopt the product to a different marketing environment. It is conducted in local language.

3.2.9 Marketing research on services

The research conducted for the service sector. The service sector includes banking, insurance, road transport, rail transport, etc.

3.2.10 Industrial marketing research

Research carried for the industrial products like capital tools and machineries.

CHAPTER- 4**ANALYSIS AND DISCUSSION:****4.1 Percentage Analysis****4.1.1 Gender of the Respondents****Table 4.1.1 Gender of the Respondents**

Sl. No.	Particulars	No. of Respondents	Percent
1	M a l e	30	30
2	F e m a l e	70	100
T O T A L		100	

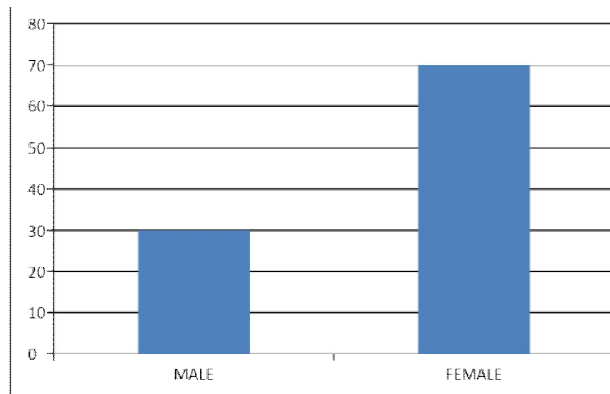
Inference: The above chart shows that 70 per cent of the respondents are female

Table 4.1.1
Gender of the Respondents

Sl. No.	Particulars	No. of Respondents	Percent
1	Male	30	30
2	Female	70	100
Total		100	

Inference: The above chart shows that 70 per cent of the respondents are female.

Chart No:4.1.1 Gender of the Respondents



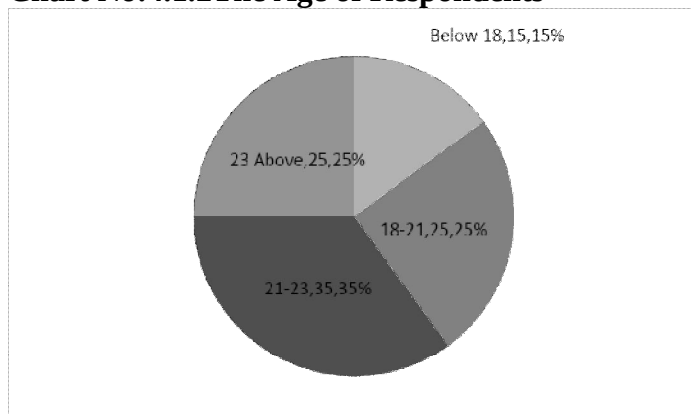
Interpretation: The above table shows that 30 per cent of the respondents are male, 70 per cent of the respondents are female.

Table no:4.1.2
The Age of Respondents

S.No	Particulars	No.Of Respondents	Percent
1	Below 18	15	15
2	18-21	25	25
3	21-23	35	35
4	23 Above	25	25

Inference: The above chart shows that 35 per cent of the respondents are 21-23

Chart No:4.1.2 The Age of Respondents



Interpretation: The above table that shows that 15 per cent of the respondents are having below 18, 25 per cent of the respondents are having 18-21, 35 percent of the respondents are 21-23, 25 per cent of the respondents are 23 above

Table No:4.1.3
Table Showing the Family Income

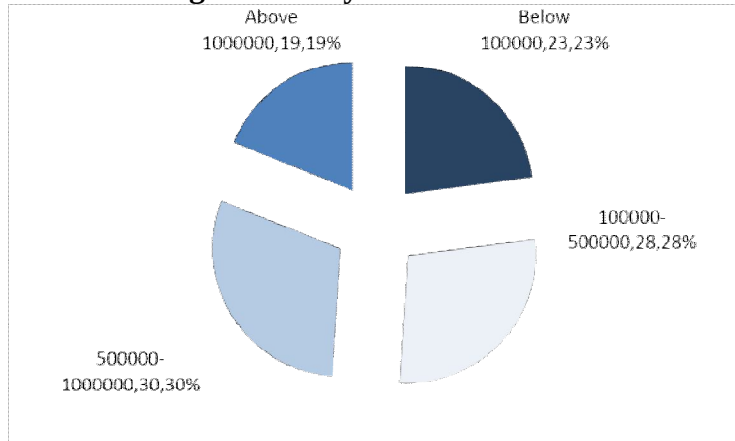
S. No	Particulars	No.Of Respondents	Percent
1	Below 100000	23	23
2	100000-500000	28	28
3	500000-1000000	30	30

4	Above 1000000	19	19
	Total	100	100

Inference:The above chart shows that 30percentof the respondents are between 500000-1000000

Chart No:4.1.3

Table Showing the Family Income



Interpretation:The above table shows that 23 per cent of the respondents are below 100000,28 per cent of the respondents are 100000-500000,30 per cent of the respondents are 500000-1000000,19 per cent of the respondents are above 1000000.

Table No:4.1.4

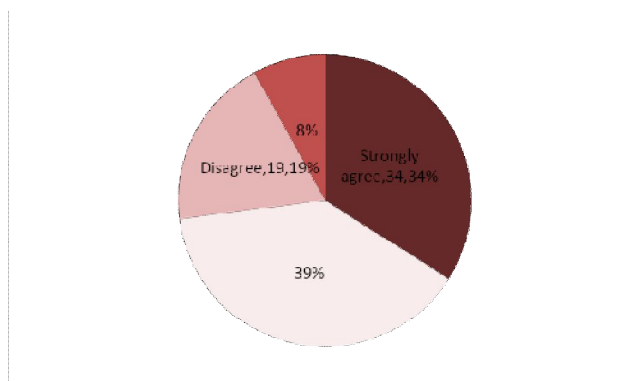
Table Showing the Choice for Branded and Non Branded paints

S. No	Particulars	No.Of Respondents	Percent
1	Strongly Agree	34	34
2	Agree	39	39
3	Disagree	19	19
4	Strongly Disagree	8	8
	Total	100	100

Inference:The above chart shows that 39 per cent of the respondents are between agree

Chart No:4.1.4

Branded and Non-Branded paints



Interpretation:The above table shows that 34 per cent of the respondents are strongly agree,39 per cent of the respondents are agree,19 percentof the respondents are disagreeing,8 per cent of the respondents are strongly disagree.

Table No:4.1.5**Table Showing the Choice for a Specific brand of paints**

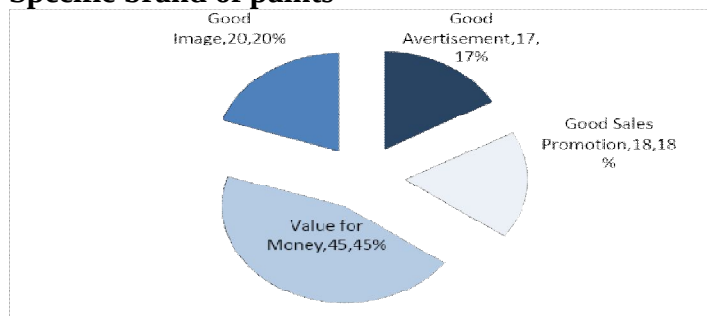
S.No	Particulars	No of Respondent	Percent
1	Strongly Agree	28	28
2	Agree	43	43
3	Disagree	21	21
4	Strongly Disagree	8	8
	Total	100	100

Inference:The above chart shows that 43 per cent of the respondents are Agree

Table No:4.1.6**Table Showing the reason for the brand of choice**

S. No	Particulars	No.Of Respondents	Percent
1	Good Advertisement	17	17
2	Good Sales Promotion	18	18
3	Value for Money	45	45
4	Good Image	20	20
	Total	100	100

Inference:The above chart shows that 45 per cent of the respondents are between value for money

Table no:4.1.7**Specific brand of paints**

Interpretation:The above table shows that 18 per cent of the respondents are good advertisement,18 percentof the respondents are good sales promotion,45 per cent of the respondents are value for money,20 per cent of the respondents are good image

Table No: 4.1.7**Table Showing the choice by Advertising appeal**

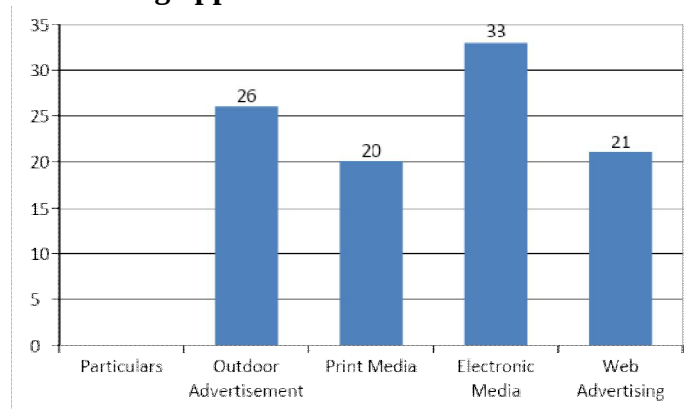
S.No	Particulars	No.of Respondents	Percent
1	Outdoor Advertisement	26	26
2	Print Media	20	20

3	Electronic Media	33	33
4	Web Advertising	21	21
	Total	100	100

Inference: The above chart shows that 33 per cent of the respondents are electronic media

Chart No:4.1.7

Advertising appeal



Interpretation: The above table shows that 21 per cent of the respondents are web advertising, 33 per cent of the respondents are electronic media, 20 per cent of the respondents are print media, 26 per cent of the respondents are outdoor advertisement.

Table No:4.1.8

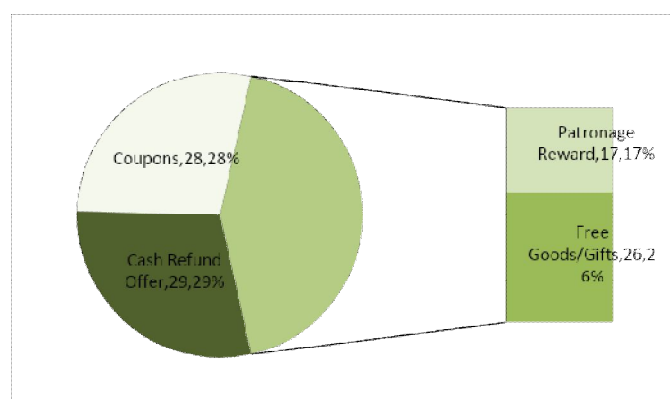
Table showing the choice b Following techniques of Sales Promotion

S.No	Particulars	No.Of Respondents	Percent
1	Cash Refund Offer	29	29
2	Coupons	28	28
3	Patronage Reward	17	17
4	Free Goods/Gifts	26	26
	Total	100	100

Inference: The above chart shows that 29 per cent of the respondents are between cash refund offer

Chart No:4.1.8

Sales Promotion



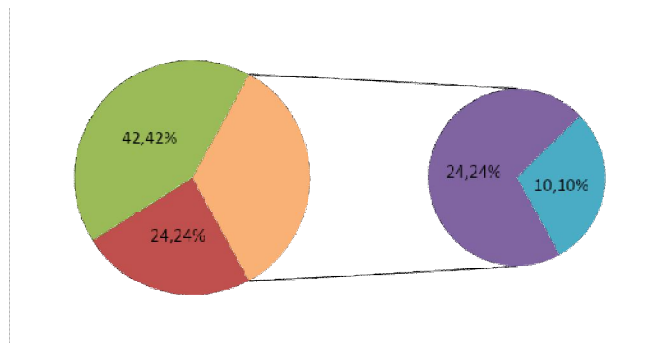
Interpretation:The above table shows that 17 per cent of the respondents are patronage,26 per cent of the respondent's goods/gifts,43 per cent of the respondents,29 per cent of the respondents are cash refund offer,28 per cent of the respondents are coupons

Table No:4.1.9Table Showing the Choice is Affectedby Brand Mall/Market

S. No	Particulars	No.Of Respondents	Percent
1	Strongly Agree	24	24
2	Agree	42	42
3	Neither Agree nor Disagree	24	24
4	Disagree	10	10
	Total	100	100

Inference:The above chart shows that 42 per cent of the respondents are between agree

Chart No:4.1.9Brand Mall/Market



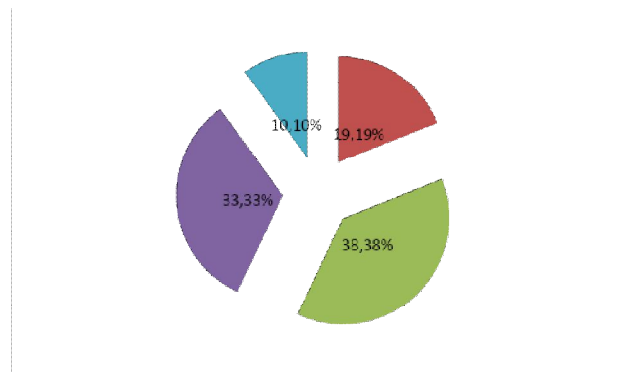
Interpretation:The above table shows that 24per cent of the respondents are strongly agree,42 percentof the respondents are agreeing,24 per cent of the respondents are neither agree nor disagree,10 per cent of the respondents are disagree

Table No:4.1.10Table Showing the choice is affected by value for Money

S.No	Particulars	No.Of Respondents	Percent
1	Extremely Effective	19	19
2	Very Effective	38	38
3	Effective	33	33
4	Somewhat Effective	10	10
	Total	100	100

Inference:The above chart shows that 38 per cent of the respondents are very effective

Chart no:4.1.10value for Money



Interpretation:The above table shows that 19 per cent of the respondents are extremely effective,38 per cent of the respondents are very effective,33 per cent of the respondents are effective,10 per cent of the respondents are somewhat effective

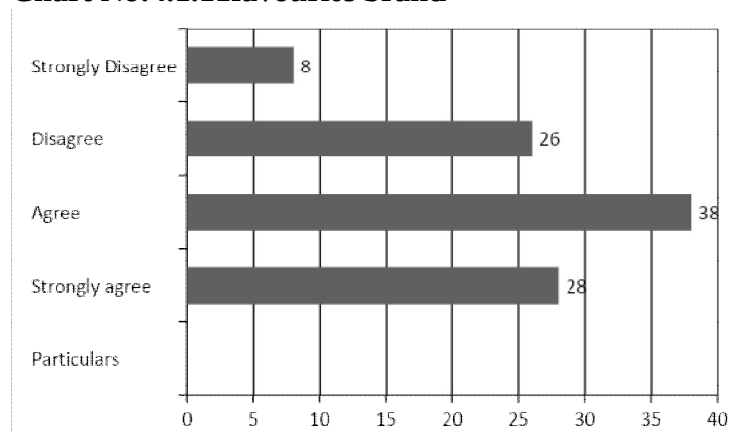
Table No:4.1.11

Table showing the choice is affected by increase in price offavourite brand

S. No	Particulars	No. Of Respondents	Percent
1	Strongly Agree	28	28
2	Agree	38	38
3	Disagree	26	26
4	Strongly Disagree	8	8
	Total	100	100

Inference:The above chart shows that 38 per cent of the respondents are agree

Chart No:4.1.11favourite brand



Interpretation:The above table shows that 8 per cent of the respondents are strongly disagree,26 per cent of the respondents are disagree,38 percentof the respondents are agreed,28 per cent of the respondents are strongly agree

Table No:4.1.12

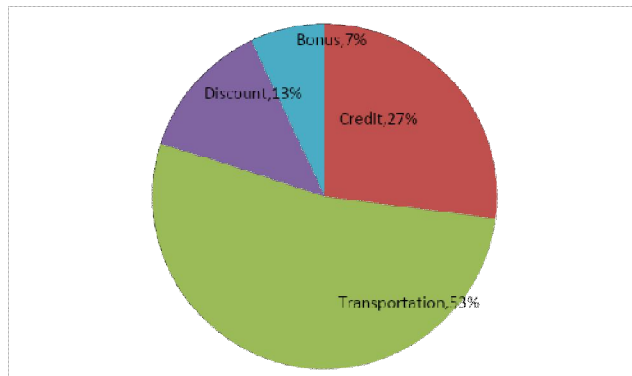
Table Showing the Choice of Facilities You Get

S. No	Particulars	No. Of Respondents	Percent
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1	Credit	27	27
2	Transportation	53	53
3	Discount	13	13
4	Bonus	7	7
	Total	100	100

Inference:The above chart shows that 53 per cent of the respondents are between transportation

Chart No:4.1.12Facilities You Get



Interpretation:The above table shows that 27percentof the respondents are credit,7 percentof the respondents are bonus,13 per cent of the respondents are discount,53 per cent of the respondents are transportation

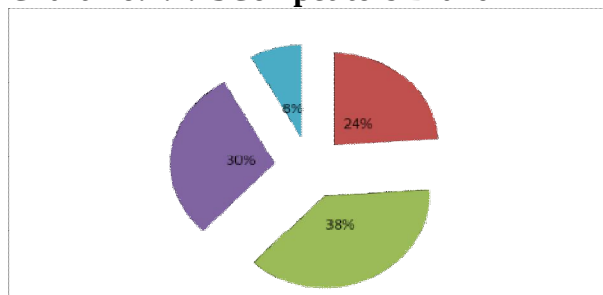
Table No:4.1.13

Table Showing the Choice Is Affectedby Decrease in Price of Competitors Brand

S. No	Particulars	No. Of Respondents	Percent
1	Strongly Agree	24	24
2	Agree	38	38
3	Disagree	30	30
4	Strongly Disagree	8	8
	Total	100	100

Inference:The above chart shows that 38 per cent of the respondents are agree

Chart No:4.1.13Competitors Brand



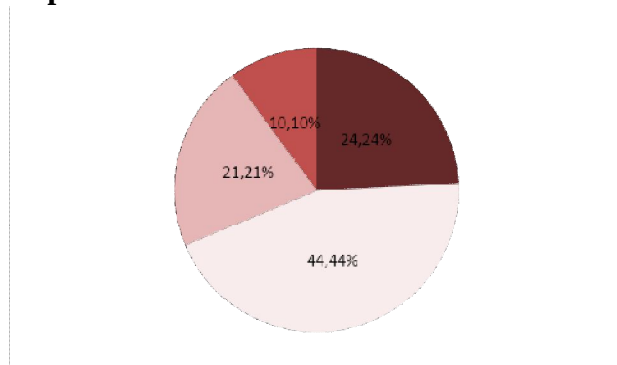
Interpretation:The above table shows that 24 per cent of the respondents are strongly agree, 38 per cent of the respondents are agree,30 percentof the respondents are disagreeing, 8 percentof the respondents are strongly disagreeing.

Table No:4.1.14

Table Showing While Shopping of a Particular Product First Time, Price of Competing Brands Is the Important Factors

S. No	Particulars	No. Of Respondents	Percent
1	Strongly Agree	24	24
2	Agree	45	45
3	Disagree	21	21
4	Strongly Disagree	10	10
	Total	100	100

Inference: The above table shows that 45 per cent of the respondents are between Agree and disagree.

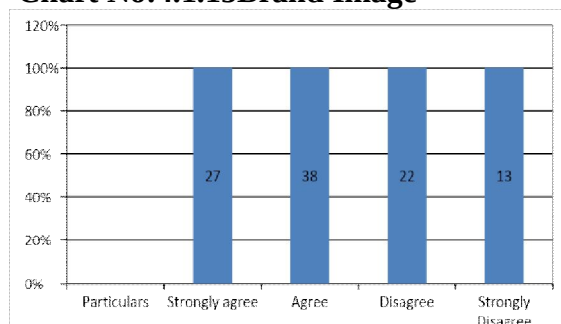
**Chart No:4.1.14
Important Factors**

Interpretation: The above table shows that 24 per cent of the respondents are strongly agree, 45 percent of the respondents are agreeing, 21 percent of the respondents are disagreeing, 10 per cent of the respondents are strongly disagree.

Table No:4.1.15**Table Showing the Expensiveness of The Brand Increases the Brand Image**

S. No	Particulars	No. of respondents	Percent
1	Strongly Agree	27	27
2	Agree	38	38
3	Disagree	22	22
4	Strongly Agree	13	13
	Total	100	100

Inference: The above tables show that 38 per cent of the respondents are agree.

Chart No:4.1.15 Brand Image

Interpretation: The above table shows that 27 per cent of the respondents are strongly agree, 38 per cent respondents are agree, 22 per cent of the respondents are disagree, 13 per cent of the respondents are agree.

Table No:4.1.16

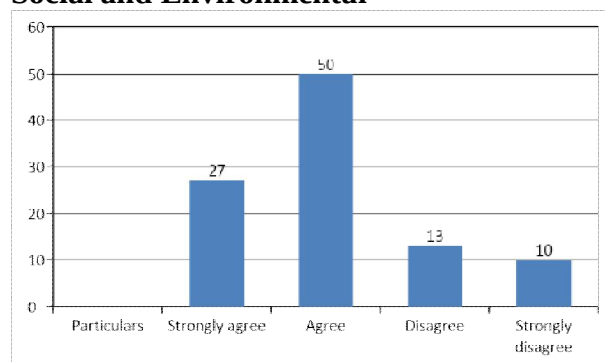
Table Showing the Choice Is Affected by Social and Environmental Sensitiveness Of The Brand Will Increase The Brand Image Of Its Products

S. No	Particulars	No. of respondents	Percent
1	Strongly Agree	27	27
2	Agree	50	50
3	Disagree	13	13
4	Strongly Agree	10	10
	Total	100	

Interpretation: The Above Table Shows That 50 per cent of The Respondents Are Agree.

Chart No:4.1.16

Social and Environmental



Interpretation: The above table shows that 27 per cent of the respondents strongly agree 50 per cent of the agree, 30 per cent of the respondents disagree and 10 per cent of the respondents are agree.

Table No:4.1.17

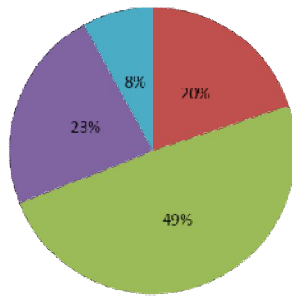
Table Showing the Choice Is Affected by Tele-Marketing And E-Marketing

S. No	Particulars	No. of Respondents	Percent
1	Strongly Agree	20	20
2	Agree	49	49
3	Disagree	23	23
4	Strongly Disagree	8	8
	Total	100	100

Inference: The above table how that 49 per cent of the respondents are agree.

Chart No:4.1.17

Marketing And E-Marketing



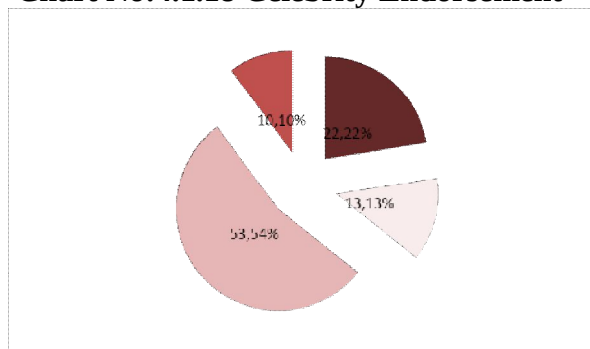
Interpretation: The above table shows that 20 percent of the respondents are strongly agree, 49 percent of the respondents are agree, 23 percent of the respondents are disagreeing, 8 percent of the respondents are strongly disagree.

Table No:4.1.18 Table Showing the Choice Is Affected by Celebrity Endorsement

S. No	Particulars	No. of Respondents	Percent
1	Strongly Agree	23	23
2	Agree	13	13
3	Disagree	54	54
4	Strongly Disagree	10	10
	Total	100	100

Inference: From the above table shows that 54 per cent of the respondents are Disagree.

Chart No:4.1.18 Celebrity Endorsement



Interpretation: The above table shows that 23 per cent of the respondents are strongly agree, 13 percent of the respondents are agreeing, 54 per cent of the respondents are disagree, 10 per cent of the respondents are strongly disagree.

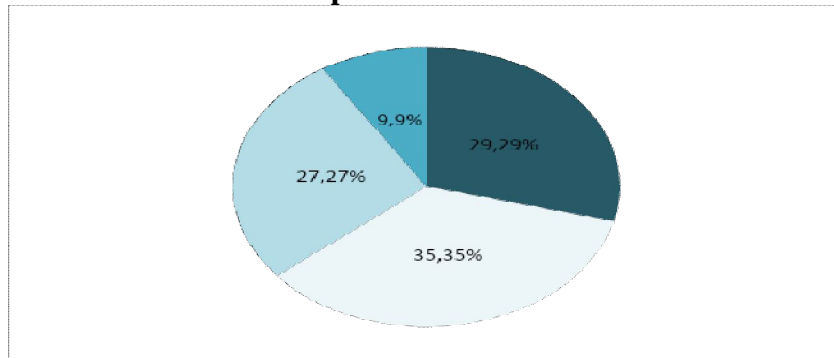
Table No:4.1.19

Table Showing That the Types of Problems You Faced During Your Last Experience

S. No	Particulars	No. of Respondents	Percent
1	Durability	29	29
2	Quality	35	35
3	Availability	27	27
4	Mixing	9	9
	Total	100	100

Inference:From the above table shows that 35 per cent of the respondents are Quality.

Chart No.4.1.19Last Experience



Interpretation:The above table shows that 29 per cent of the respondents are durability,35 per cent of the respondents are quality,27 per cent of the respondents are availability,9 per cent of the respondents are mixing.

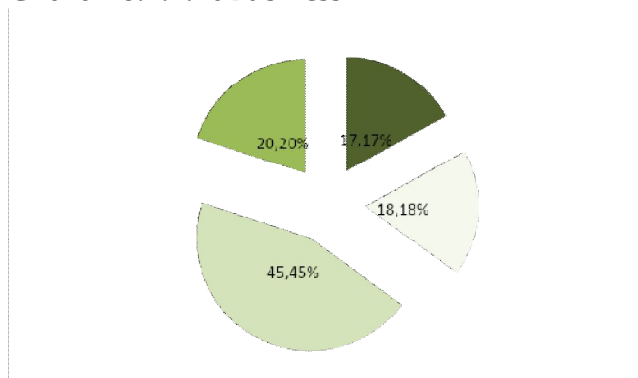
Table No:4.1.20

Table Showing That How Many Years Have You Been Conducting Your Business

S. No	Particulars	No. of Respondents	Percent
1	2 Years	17	17
2	5 Years	18	18
3	Above 10	45	45
4	Others	20	20
	Total	100	100

Inference:The above table shows that 45 per cent of the respondents are above 10.

Chart No.4.1.20Business



Interpretation:The above table shows that 17 per cent of the respondents are 2 years,18 per cent of the respondents are 5 years,45 per cent of the respondents are above 10,20 percent of the respondents are others.

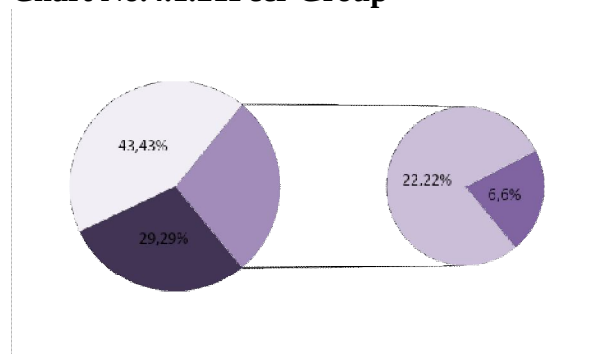
Table No:4.1.21 Table Showing That Choice by Peer Group

S. No	Particulars	No. of Respondents	Percent
1	Strongly Agree	29	29
2	Neither Agree nor Disagree	43	43
3	Agree	22	22

4	Disagree	6	6
	Total	100	100

Inference:From the above table shows that 43per cent of the are Neither agree nor disagree.

Chart No.4.1.21Peer Group



Interpretation:The above table shows that 29 per cent of the respondents are strongly agree,43 per cent of the respondents are neither agree nor disagree,22 per cent of the respondents are agree, 6 percent of the respondents are disagreeing.

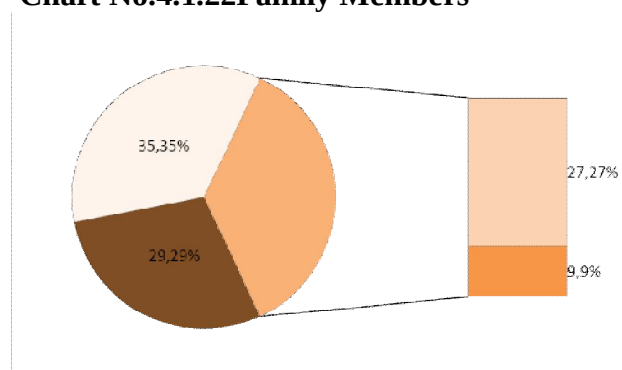
Table No:4.1.22

Table Showing the Choice Is Influenced by Self Opinion Rather Than the Opinion of Family Members

S. No	Particulars	No. of Respondents	Percent
1	Agree	29	29
2	Disagree	35	35
3	Strongly Disagree	27	27
4	Nil	9	9
	Total	100	100

Inference:The above table shows that 35 per cent of the respondents are disagree.

Chart No.4.1.22Family Members



Interpretation:The above table shows that 29 percent of the respondents are agree,35 per cent of the respondents are disagree,27 per cent of the respondents are strongly disagree, 9 per cent of the respondents are nil.

Chi-Square Test-1

$$\text{Chi-square} = \sum \frac{(O - E)^2}{E}$$

Where, O – Observed Value
E – Expected Value

Case processing Summary

	Cases					
	valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age*Brand	100	100.0%	0	0%	100	100%

Age*Brand Cross tabulation

	Brand				total
	Good advertisement	Good sales promotion	Value for money	Good image	
Age below 18	3	8	4	3	18
18-21	7	9	9	6	31
21-23	4	8	8	8	28
Above 23	5	6	6	5	22
41	1	1	0	0	1
Total	20	31	27	22	100

Table no:4.1.23

Null hypothesis: There is no significant relationship between age and brand of products

Chi Square Tests

	value	df	Asp. Sig(2-sided)
Pearson chi-square	7.094	12	.851
Likelihood ratio	6.230	12	.904
N of valid Cases	100		

Table no:4.1.24

A .9 cell (45.0%) have expected count less than 5. The minimum expected count is 20

Interpretation:

The calculated value is 0.904 is higher than 0.851. hence, null hypothesis is accepted and that there is no significant relationship between age and brand.

Inference:

The test has been proved and that there is no significance in relationship between age and brand

Chi Square test-2**Case Processing Summary**

	cases					
	valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Promotion*Advertising	100	100.0%	0	.0%	100	100.0%

Promotion*Advertising cross tabulation

	Advertising				
	Outdoor advertisement	Print media	Electronic media	Web advertising	total
Promotion cash refund offer	5	9	3	6	23
Coupons	8	5	10	7	30
Patronage	7	8	8	6	29
Free goods /gifts	5	5	5	3	18
total	25	27	26	22	100

Chi square tests

	value	df	Asymp. Sig (2- sided)
Pearson chi square	5.253	9	.812
Likelihood	5.585	9	.781
N of valid cases	100		

Table No:4.1.25

a.4 cells (25.0%) have expectedcount less than 5. The minimum expected count is 3.96.

Interpretation:

The value is calculated 0.781 greater than 0.812. hence null hypothesis is accepted and that there is no significant relationship between advertising and sales promotion

Inference:

The test has been proved and that there is no significance relationship between advertising and sales promotion

CHAPTER-V**FINDINGS AND SUGGESTIONS****5.1 Findings**

5.1.1. **Gender wise classification** reveals that 30 per cent of the respondents are male; 70 per cent of the respondents are female.

5.1.2. **Age wise classification** reveals that 15 per cent of the respondents are below 18; 25 per cent of the respondents are 18-21; 35 per cent of the respondents are 21-23; 25 per cent of the respondents are 23 Above

5.1.3. **Income wise** reveals that 23 per cent of the respondents are below 100000; 28 per cent of the respondents are 100000-500000; 30 per cent of the respondents are 500000-1000000; 19 per cent of the respondents are above 1000000

5.1.4. **Non-branded paints** reveal that 34 per cent of the respondents are strongly agree; 39 per cent of the respondents are agree; 19 per cent of the respondents are disagree; 8 per cent of the respondents are strongly disagree

5.1.5. **Specific brand** of paints wise classification reveals that 28 per cent of the respondents are strongly agree; 43 per cent of the respondents are agree; 21 per cent of the respondents are disagree; 8 per cent of the respondents are strongly disagree

5.1.6. **Brand of choice** wise reveals that 17 per cent of the respondents are good advertisement; 18 per cent of the respondents are good sales promotion; 45 per cent of the respondents are value for money; 20 per cent of the respondents are good image.

5.1.7. **Advertising appeal wise** reveals that 26 per cent of the respondents are outdoor advertisement; 20 per cent of the respondents are print media; 33 per cent of the respondents are electronic media; 21 per cent of the respondents are web advertising.

5.1.8. **Sales promotion wise** reveals that 29 per cent of the respondents are cash refund offer; 28 per cent of the respondents are coupons; 17 per cent of the respondents are patronage reward; 26 per cent of the respondents are free gifts/goods.

5.1.9. **Brand mall/market wise classification** reveals that 24 per cent of the respondents are strongly agree; 42 per cent of the respondents are agree; 24 per cent of the respondents are neither agree nor disagree; 10 per cent of the respondents are disagree

5.1.10. **Value for money wise classification** reveals that 19 per cent of the respondents are extremely effective; 38 per cent of the respondents are very effective; 33 per cent of the respondents are effective; 10 per cent of the respondents are somewhat effective

5.1.11. **Favourite brand wise classification** reveals that 28 per cent of the respondents are strongly agree; 38 per cent of the respondents are agree; 26 per cent of the respondents are disagree; 8 per cent of the respondents are strongly disagree

5.1.12. **Facilities wise** reveals that 27 per cent of the respondents are credit; 53 per cent of the respondents are transportation; 13 per cent of the respondents are discount; 7 per cent of the respondents are bonus.

5.1.13. **Competitors wise** reveals that 24 per cent of the respondents are strongly agree; 38 per cent of the respondents are agree; 30 per cent of the respondents are disagree; 8 per cent of the respondents are strongly disagree.

5.1.14. **Important factors wise classification** reveals that 24 per cent of the respondents are strongly agree; 45 per cent of the respondents are agree; 21 per cent of the respondents are disagree; 10 per cent of the respondents are strongly disagree.

5.2 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.

There are complaints by the customers regarding the care-free behaviour of the team leaders, resulting in poor customer satisfaction. To avoid this the management must try to change the behaviour of the officers as well as team leaders. This can be done by bringing Change Management.

Asian Paints Co. must re-treat its primers, in its research laboratories to avoid the inhalation of the harmful fumes and make the products eco-friendly.

Asian Paints is one of the best paints, but certain weaknesses still persist, regarding its colour fadedness, adhesion & smoothness. Therefore, to avoid this the 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.

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 looks.

CONCLUSION

The first and foremost observation that has been made from the studies 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 factor, which influences the purchasing decision of the respondents followed by quality, company name, coverage and service. Comparing to competitor's Asian paint company prices are 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, but at the same time they require guidance regarding the recent development of the products.

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- 1) Best Techniques to create Customer Satisfaction

By, Berlin Asong and Glenn Magas

Additional Information on this article can found at

<http://www.helium.com/items/1649585best-techniques-to-create-customer-satisfaction>

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By, Doc Pratt More info at: <http://www.helium.com/items/1524563-business-strategies-that-improve-customer-satisfaction>