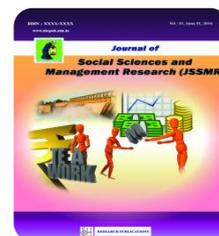




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### A Study on Customer Satisfaction towards Asian Paints in Tirupattur Town of Tirupattur District in Tamil Nadu

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#### Abstract

In today's world paint industry has occupied a predominant position in satisfaction of the individuals and companies in the sphere of accommodation. In every part of the world the construction of buildings and apartments are in raising demand and it gets completed only after painting. Many companies produce different varieties of paints across the globe and people have the option of choosing one as their choice. In India some of the leading paint producing industries are Nerolac, Nippon, Asian, Dulux, etc, and among these Asian paints seems to be more preferred by the individuals and the companies. This company has been marked as Asia's third largest and World's 9<sup>th</sup> largest makeup company. This company was started in the year 1945. Asian paints are used both in urban and rural areas based on the variety and nature of the buildings. An attempt has been made to study the customer satisfaction towards Asian paints used the people living the Tirupattur town of Tirupattur District in Tamil Nadu. Using convenient sampling about 60 respondents were identified using Asian Paints and information was collected from them using a well structures interview schedule. The collected data were analyzed using SPSS software and interpretations were given accordingly. The study focused in the factors influencing customer satisfaction and how the income, cost of paint, and other factors associated with customer satisfaction.

**Keywords:** Asian paints, customer satisfaction, challenges.

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### **Introduction**

The beauty of the homes or houses lies in its painting and other decorations. The outward appearance largely depends on the paint used by the individuals in painting their assets. After the construction of a house or a building the final stage of its finish is painting. There are multiple choices of paints available in the paint industry where the individuals or the companies can choose from the give alternatives. The development of the paint industry in the last ten years has seen a dramatic increase that makes it not always possible to deal with the great interaction of the product portfolio that the company has to offer. India's growing housing sector, large manufacturing industry, high infrastructure spending and increasing household income are the main factors driving the growth.

There is a catchy slogan stating “we don't paint walls, we style them”. The role played by Paints is a remarkable phenomenon in making a house to look attractive. Whether it is in rural area or an urban area the houses are well decorated with the paint emulsion and with other decorative items. The present technology enables the paint industry to flourish and reach to larger section of the people. The social media is one important mediator between the common public and the companies.

### **About Asian Paints**

Asian maquillages Ltd is one of the ancient transnational Indian makeup companies, headquartered in Mumbai, Maharashtra, India. This company has been marked as Asia's third largest and

World's 9<sup>th</sup> largest makeup company. This company was started in the year 1945. During the period of 1965, the company changed its name as Asian Maquillages (India) Pvt Ltd. In the year 1973, the company was elevated as a public limited company.

This company has been engaging in multilevel business Manufacturing, dealing and distribution of maquillages, coatings, products related to home scenery, bath fittings and furnishing of affiliated services. Asian paint in India is a multinational paint company which is strongly driven and focused on customer satisfaction and in an innovative spirit. This company introduces paints used of house decoration, wall rapping, furniture, adhesives and other utilities.

### **Purpose of the study**

The purpose of this study is to understand the market trend of the Asian paints and to understand the consumption pattern of Asian paints Tamil Nadu with special focus on Tirupattur town in Tirupattur district. This study will focus on the buyer's opinion regarding the usage of Asian paints in Tirupattur town. The study further continues to determine the factors influencing the customer satisfaction in the usage of Asian paints in the selected area of the study.

### **Statement of the Problem**

Customer satisfaction is extremely significant phenomena in getting the opinion of the customers in using a particular brand of a commodity. This will enhance any industry or company to manage and improve its business in due course of time. Customer

satisfaction is the best indicator for any industry to move further in this competitive world of business. Paint industry is one such area where the customers have enough number of choices in selecting a particular brand for their houses or buildings. To retain the customers to buy the same brand of commodity is a herculean task and the companies making strenuous effort in maintaining the quality and other standards. An attempt has been made by the researcher to measure the customer satisfaction among the Asian paints' users and also to identify the factors influencing in buying of Asian paints in Tirupattur town in Tamil Nadu.

#### **Objectives**

- To measure the level of satisfaction of the selected respondents in the study area.
- To identify the factors influencing customer's satisfaction in choosing Asian Paints.
- To find the lacunas in the application of Asian paints
- To offer valuable suggestions for the customers in future usage of Asian paints

#### **Formulation of hypotheses**

- The level of cost on painting is closely related to the income of the respondents
- The income of the family largely decides the quantity of paint to be used for painting.

#### **Research Methodology**

The study is carried among the residents living in and around Tirupattur town. People living in different houses located in the core of the town and its adjacent areas.

#### **Period of the study**

The study is conducted during the Month of January 2023 to March 2023.

#### **Sampling procedure**

Convenient sampling procedure is adopted for the selection of respondents for this study.

#### **Type of data**

Primary data is being used in analyzing the measurement of customer satisfaction.

#### **Method of data collection**

Interview schedule has been prepared based on the specific objectives and of the formulated hypotheses.

#### **Statistical tools used**

Simple percentages  
One way ANOVA  
Correlation

#### **Review of literature**

The literature review contributes significantly covering broad areas of theoretical concepts, methodological aspects and different economic and econometric models. A systematic review explores synthesis to compare and contrast the results and findings of previous studies. The various studies related to the research topic are presented below in systematic manner.

(Devarajan R, 2019) in their study on "Customer satisfaction of Asian Paints with special reference to Omalur town" has measure how the products and services supplied by a company meet or surpass customer expectation. 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.

(**Varshath B, 2021**) in their study found that the Customer satisfaction, is a measure of how product and service supplied by a company meet or customer expectation. Measuring customer satisfaction provides an indication of how successful the organization at providing products or services to marketplace. Comparing to competitors Asian Paint Company Price is high. 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.

A Study carried out by (**Karuppanasamy M, 2022**) explains the development of the paint industry in the last ten years has seen a dramatic increase that makes it not always possible to deal with the great interaction of the product portfolio that the company has to offer. Divided into formal and formal sectors, the major purpose the study was that to understand the market trend of the Asian photography sector, to determine the seasonality effect on the market, de-seasonalize it and thus try to combine cyclical and random things that are considered real trends.

The case narrates the story of Asian Paints, an Indian organization operating in the paint industry. (**Akanksha Jaiswal, 2019**) The objective of this case is to highlight Asian Paints management's need to professionalize the human resource (HR) processes and strategize towards building the leadership pipeline. The case describes Asian Paints' leadership competency framework (LCF) and examines its purpose of becoming a common language across all HR processes in the organization.

It is tremendous competitive world (**Baidhya, 2022**) the companies have to

keep up the long-term relationship with the customers and essential to span of attention to the customers. The main purpose of this study is to explore the factor influencing brand Asian Paints user in Kathmandu valley.

The research paper explained the role and the importance of customer satisfaction and loyalty in detail (**Pritam, 2019**) and the customers are the link to any level and type of business success. A business organization should focus on a large number of customers, for this customer satisfaction and loyalty should be incorporated along the long-term goals and other strategic dimensions without any failure. In this paper the focus of research is customer satisfaction index as a base for new strategic marketing management implementation level to attain sustainability.

In this paper study has been conducted to analyze the significance of customer satisfaction and factors affecting the purchase of Nippon Paint company (**A.D.Nandhini, 2020**) Introduction of more bright colors is also needed. The customer is highly expecting to the upcoming innovations of the Nippon Paint. Paint has retained an important place in human life starting from historical era to today's modern world. (**Jyothikaa J, 2019**). 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. 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

### Testing of Hypotheses

#### Correlations

		Total income of the family	Total Cost on Painting
Total income of the family	Pearson Correlation	1	.562**
	Sig. (2-tailed)		.000
	N	60	60
Total Cost on Painting	Pearson Correlation	.562**	1
	Sig. (2-tailed)	.000	
	N	60	60

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation between the income of the family and the total expenditure incurred painting of the house exhibits a positive relation and  $r = 0.562$  at 0.01 level of significance. This indicates that about 56 percent of the family income is being spent on paintings. This is because that it takes place occasionally and every customer wants to satisfy to the maximum extent.

#### ANOVA

Total Cost on Painting					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9558656329.365	4	2389664082.341	8.235	.000
Within Groups	15960656170.635	55	290193748.557		
Total	25519312500.000	59			

#### Total Cost on Painting

Duncan				
Quantity of Paint used	N	Subset for alpha = 0.05		
		1	2	3
20 – 40	28	29721.43		
100 – 120	2	38500.00	38500.00	
40 – 60	18	41738.89	41738.89	
60 – 80	8		55062.50	55062.50
80 – 100	4			74375.00
Sig.		.291	.145	.074

Means for groups in homogeneous subsets are displayed.  
a. Uses Harmonic Mean Sample Size = 5.175.  
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Based on the above table it can be interpreted that the ANOVA table shows there is significant influence on the cost of painting and the total quantity of paint used during the painting process. Results reveal that the F value is 8.235 and the p value is 0.01 which is significant at 1 percent level of significance. It can be inferred that the cost incurred on painting and total quantity of paints are statistically significant.

The Duncan test has separated the quantity of paints in terms of the cost incurred on paints into three categories. The first category depicts the total quantity ranging between 20 to 40 litres and 100 to 120 litres. The second category the quantity ranging between 40 to 60 and 60 to 80 litres. The last category ranges between 80 to 100 litres in painting the house.

#### The factors influencing the overall satisfaction

Influencing factors	Frequency	Percentage
Appropriate price	4	6.7
Durability and reliability	7	11.7
Goods features and quality	12	20.0
Environmentally friendly	9	15.0
High reputation	7	11.7
Extends after sales and services	7	11.7
Good in nature	8	13.3
Brand trust loyalty	6	10.0
Total	60	100.0

Source: Computed from Primary data

There are numerous factors behind the level of satisfaction of various kinds of activities taking place in and around the society which the individual is living. The life style, expenditure pattern, type of family, type of house, the colour of the house, number of family members, the level of education, etc are highly influential in deciding the happiness index of life. In the same way there are certain factors which influence the level of satisfaction of the

paint which has been used in painting the house. The above table replicates the factors influencing the overall satisfaction of the customers in using Asian paints to their respective houses. The prevailing quality and features of the product largely determines the level of satisfaction for any customer. The Asian paints normally comes with new features and conducive to all weather conditions. When the company offers high quality in its reputation then people will prefer more of that particular product. Next any customer will look into the price of the commodity. When the price of the commodity is quite reasonable and affordable then people will start buying more of that product. Here the researcher found the accessibility and the affordability of Asian paints are quite feasible in the study area and many people prefer to buy more of Asian paints for these reasons. After sale and service is another important factor which customer expects from any company. In this study about 7 of them have revealed this as the prime factor for buying Asian paints. Customers also expect environment friendly in terms of application of paints to their residence. The other factors like good in nature, brand trust and loyalty also influence in choosing Asian paints for their homes.

**Challenges encountered during the painting process**

Challenges	Frequency	Percentage
Less Variety in Rural Areas	2	3.3
Less Number of Dealers	2	3.3
Limited Colour Supply	4	6.7
Moisture Content	5	8.3
Inadequate Surface Preparation	2	3.3
Improper Application of Paints	2	3.3
Sun Exposure	6	10.0
Inappropriate Design	1	1.7
Weathering	4	6.7
Alligatoring	3	5.0
Bleeding	4	6.7
Blistering	2	3.3

Blooming	6	10.0
Peeling	6	10.0
Cracking	2	3.3
Sags And runs	2	3.3
Yellowing of Wall	5	8.3
Microbial Growth	2	3.3
Total	60	100.0

Source: Computed from Primary data

Normally it is said life is full of challenges and every individual has to face it and no one can escape from it. In the same way in choosing the best of a commodity the customer has to face lots of challenges. The same is in case of painting a house where the individual need to analyze quite a lot of things before deciding to buy the paint for their respective houses. Many of the challenges faced by the respondents are listed out in the above table and preferences of the respondents are recorded accordingly. It could be generalized that some of the common challenges faced by every customer in any part of the country. In this study the respondents revealed that the challenges like too much exposure to sun, blooming of wall surface and peeling of paints are found more in the study area. The other immediate challenges are too much of moisture content and yellowing of wall after some days of the painting. In the buying process the following challenges are faced by the customers like a smaller number of varieties, a smaller number of dealers and limited colour supply especially in the rural areas. The other challenges exposed by the sample respondents are microbial growth, sags and runs, blistering, alligatoring, inappropriate surface plastering, improper mixing of paints, weathering, limited supply of design.

**Suggestions to improve the satisfaction level**

Suggestions	Frequency	Percentage
More Popularity Needed	4	6.7
Multi Color Shades	7	11.7
More Compliments	8	13.3
Installment Payments	6	10.0
Latest Updates	5	8.3
Reduction in Price	6	10.0
More Varieties	9	15.0
Service at Low Cost	3	5.0
Easily Accessible	7	11.7
Natural Resistance	5	8.3
Total	60	100.0

Source: Computed from Primary data

During the process of the study the researcher was interested to improve the performance of Asian paints in the study area. To fulfill the criteria an open-ended question was asked in which the respondents were asked to give their valuable suggestion in order to enhance the usage of Asian paints. About 9 of the respondents felt that more varieties of paint could be offered. Secondly the respondents felt that if compliments are given while buying the Asian paints it would attract more of the customers. On the other hand, since many of the respondents were living in and around Tirupattur town the accessibility could have been made much easier. Then about 6 respondents felt that price should be made cheaper and another 6 expected in buying on installment basis. Some of the respondents expected high quality, durability, weather resistance and more colour shades.

**Conclusion**

The study concludes that majority of the families in Tirupattur town are using Asian Paints for painting their houses. Though other paints like Berger, Nippon, Nerolac,

and other such paints are available in the study area still many of the people prefer for Asian Paints. It is found in the study that there are certain challenges faced by the selected respondents in using Asian Paints and they have given valuable suggestions to enhance the performance of Asian Paints in the study area. If proper care and attention is given by the owners of Asian Paints in promoting the sales the usage of Asian Paints will increase in greater amount.

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