



## A STUDY OF CUSTOMER SATISFACTION TOWARDS ASIAN PAINTS IN COIMBATORE CITY

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### 1. INTRODUCTION:

In Today's business fulfilling the demand and wants of customer is not customer satisfaction. Exceeding the expectation of customers in its products and services is customer satisfaction. Customer satisfaction has been redefined and it is a must for a company to grow and prosper. Parker and Mathew (2001) identify two primary approaches to defining customer satisfaction. In 1983, Westbrook and Reilly introduced the "value-percept theory," which posits that satisfaction is an emotional response arising from a cognitive-evaluative process. This process involves comparing a product or service to one's values rather than expectations. In contrast, Fisk and Young (1985), along with Swan and Oliver (1985), proposed the "equity theory," which suggests that individuals assess their input-output ratios in comparison to others, feeling satisfied when they perceive fairness in the exchange. According to Kumar and Barani (2012), factors such as tangibles, reliability, responsiveness, competence, credibility, accessibility, and customer knowledge all positively influence customer satisfaction. Namkung (2008) also stresses the critical importance of customer satisfaction, noting that it reflects a customer's subjective evaluation of the performance attributes related to their consumption experience.

### 2. Statement of the Problem

In today's competitive market, customer satisfaction plays a crucial role in the success and sustainability of any brand. The paint industry, which significantly contributes to the infrastructure and real estate sectors, is witnessing intense competition with numerous brands striving to capture customer loyalty. **Asian Paints**, being one of the leading paint companies in India, has established a strong presence across the country, including Coimbatore City — a rapidly growing urban centre in Tamil Nadu.

### 3. REVIEW OF LITERATURE

- Mishra (2014) the Indian market has seen vast changes in political, economic and social environment which has a great impact on consumption. Singh (2014) is the view that production-oriented market has been shifting towards consumer-oriented market. Traditional consumption pattern has also been facing large-scale changes.
- According to Gustafson (2016). Customer loyalty aims across a widespread range of product and service groups are strongly positively impacted by this overall satisfaction (Johnson et al. According to (2019), companies must build and draw in a customer base and then satisfy that base to keep it loyal.
- Wheeler (2017) explains "Brand is a promise, the big idea, the reputation and expectations the reside in each customer's mind about the product and are the company. It is powerful yet intangible asset. Brand is about making an emotional connection. People fall in love with brands. They trust them, develop strong loyalties, by them, and believe in their supremacy". Once the importance of brands was realised, many corporations worldwide started to create their brand images.
- Akilesh Chandra Dunne and Narasimhan (2021) say that consumers' perception of the relationship between price and quality is the main factor which influences the brand choice decision between private labels and national brands.
- Pandey (2019) in his research article have registered the prevailing fact that the paint companies are performing at their best this time and influencing factors which make the consumer's intent into purchase decision. While the paint manufacturing companies are putting all efforts to hold the greater market share, it is imperative analyse the brand perception of consumers and their final purchase.
- Rowley (2024) in his research work had commented that consumer buying process offers two useful perspectives: the decision-making process associated with consumer buying and the factors which affect the buying process. The author further stated that the consumers buying process can be divided into personal, psychological and social and cultural factors.

#### 4. OBJECTIVES OF STUDY

- To gain insight into customers' perceptions of paints and their quality.
- To identify the factors that influence customers when selecting paints and making purchase decisions.
- To examine brand awareness regarding Asian Paints and determine which brands customers prefer and use most frequently.
- To explore the different products of Asian Paints that foster consumer loyalty.
- To analyse consumer expectations concerning Asian Paints.

#### 5. RESEARCH METHODOLOGY

The primary data used in this study through questionnaire method. The secondary data were collected from various books, journals, magazines and websites. The sample size has been taken among 150 respondents. The random sampling technique used in this study.

##### *STATISTICAL TOOLS FOR ANALYSIS*

The following statistical tools are used in this study for the purpose of analysis:

- Simple Percentage Analysis
- Rank analysis
- Chi-Square

#### 6. LIMITATIONS OF STUDY

- The results and findings are confined to a limited area.
- The opinions of the respondents may be biased.
- Time and resource constraint.
- Since the data was collected using questionnaire, there is possibility of ambiguous replies or omission of replies altogether to certain items in the questionnaire.

#### 7. ANALYSIS& INTERPRETATION OF DATA

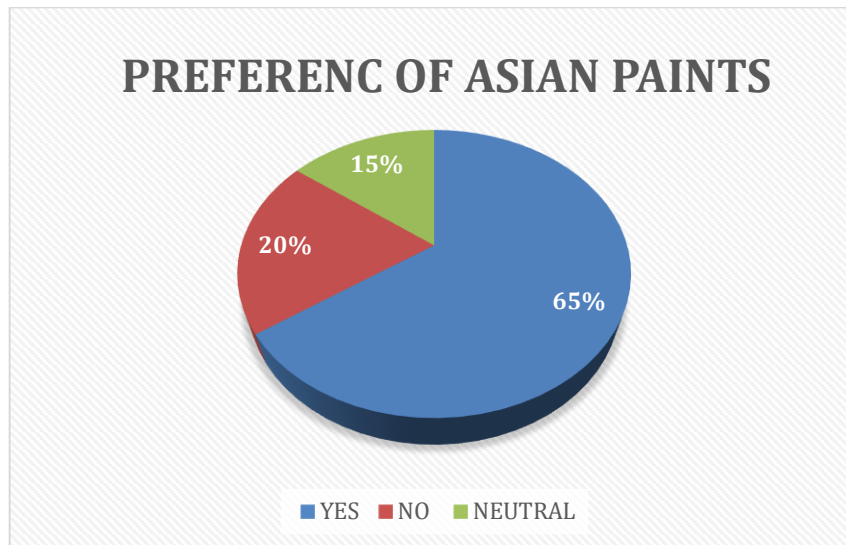
##### *7.1 SIMPLE PERCENTAGE METHOD*

TABLE SHOWING THE PREFERENCE OF ASIAN PAINTS OVER OTHER PAINTS BY THE RESPONDENTS

PREFERENCES OF ASIAN PAINTS	FREQUENCY	PERCENTAGE
YES	98	65%
NO	30	20%
NEUTRAL	22	15%
TOTAL	150	100%

##### *INTERPRETATION :*

The above table indicates 65% of respondents were agreed with the statements,20% of the respondents were disagreed the statement and the 15% of the respondents remained neutral.



## 7.2 RANK ANALYSIS

TABLE SHOWING THE RANKING OF ASIAN PAINTS FACTORS BY THE RESPONDENTS

FACTORS	4	3	2	1	TOTAL	RANK
COLOR	122	14	3	11	547	1
PRICE	8	110	27	5	421	2
QUALITY	13	18	112	7	337	3
PACKAGE	12	5	7	126	203	4

INTERPRETATION:

The above table represents the among the respondents the colour stands the highest ranking, followed by price, quality, package be in the lowest ranking.

## 7.3 CHI-SQUARE

TABLE SHOWING THE RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENT AND HOW THEY KNOW ABOUT THE ASIAN PAINTS

AGE	KNOWN ABOUT ASIAN PAINTS				TOTAL
	AS A BRAND	THROUGH TELEVISION	THROUGH PRINT MEDIA	WORD OF MOUTH	
BELOW 20 YEARS	29	27	8	3	65
21-31 YEARS	18	21	5	3	49
31-41 YEARS	5	12	3	2	22
41-51 YEARS	3	6	3	2	14
TOTAL	55	66	19	10	150

CALCULATION OF  $\chi^2$

O	E	O - E	(O-E) <sup>2</sup>
29	23.83	5.17	26.72
18	17.96	0.04	0.0016
5	8.06	-3.06	-9.3636
3	5.13	-2.13	-5.29
27	11.7	15.3	234.09
21	21.56	-0.56	-0.3136
12	9.68	2.32	5.3824
6	6.16	-0.16	-0.0256
8	8.36	-0.36	-0.1296
5	6.20	-1.20	-1.44
3	4.33	-1.33	-1.7686
3	3.26	-0.26	-0.0676
2	1.46	0.54	0.2916
2	0.93	1.07	1.1449
150	5141.04	16.83	250.7929

CHI-SQUARE VALUE ( )

(OBSERVED VALUE-EXPECTED VALUE)<sup>2</sup>

—————  
EXPECTED VALUE

**EXPECTED VALUE**

= 5141.04 / 250.7929

= 0.048782

**DEGREE OF FREEDOM = (ROW-1) \* (COLUMN-1)**

= (4-1) \* (4-1)

= 3\*3

=9

**CALCULATED VALUE X = 0.048782      TABLE VALUE = 16.9**

**HYPOTHESIS:**

**H<sub>0</sub>:** There is no significant relationship between the age of the respondents and how they know about the Asian paints.

**H<sub>1</sub>:** There is a significant relationship between the age of the respondents and how they know about the Asian paints.

Level of significance :5% or 0.05

Degree of freedom = 9

Chi-square value X = 0.048782

Table value = 16.919

**INTERPRETATION:**

In the above analysis, the calculated value (0.048782) is the less than the value (16.919) at the level of 5% of significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between the age of the respondents and how they know about the Asian paints.

## 8. SUGGESTION

To give the products at reasonable with good quality, packaging and value for the money invited. Ex. (Product: Emporio gold, made by Renner Some manufactures put higher amount of maximum retail price on their product by that the consumers are forced to give that price to the retailers. So that the manufactures can fix their MRP according to their selling price. Company)

- Quality is considered as most essential element in the minds of consumer. A companies may select reputed retail outlets who can develop the brand.

- A television advertisement is an important influencing factor in taking purchase decision. So, improve that section. The advertisements should be given through the real users and popularized cine stars then only it will be more effective.

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## 9. CONCLUSION

Paints are the basis to fill colours in the human life. The quality of paints impacts the life to give the beauty and imagination to live a life of better standards. The paints in the market are used in the houses to give the imagination, beauty and creativity to design the life for living with peace and progress. From this study, we conclude that the usage of paint is growing at a very rapid rate. This is mainly due to advertisement and quality consciousness of consumer. Marketing of paint is enjoying a good reputation and share in market. It is well understood from the survey that consumers prefer Asian paints for the reason of quality and reasonable price. Consumer use paints mainly for protecting their building. Most of the respondents feel TV as the best media for advertising the Asian paints.

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## WEBSITES

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