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A STUDY ON CUSTOMER SATISFACTION TOWARDS BRANDED PAINTS

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K. Brindha

ABSTRACT

Paints are the basis to fill colors 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. The paints

have many uses and they basically form the fabric of creative and innovative life with the colors of many moods and emotions. The basic aim of the paper is to build the strategic framework for developing the quality paints to give the strength to the infrastructure of the surroundings in a beautiful way.

KEYWORDS : Customer Satisfaction , Branded Paints , human life , strategic framework .

INTRODUCTION AND DESIGN OF THE STUDY

In the 21st century paint, represents a prestigious issue, "Paint is not about covering walls, it is a critical component which reflects the aspiration of the consumer"

Mr. B. RAJAGOPAL, HEAD, ICI PAINTS



Thus the people care for the home to be shaded in a different color which represents the prestige value of the people. Over a period of time every surface be it a wall, metal or wood-is exposed to a number of factors which deface its beauty and weaken its wall crackers and help metal rust. Wood becomes warped and moist. Paint helps to product such surface and keep them looking beautiful.

Color has fascinated culture throughout history, every age and every region has produced dyes and pigment depending on the available resources. Color has been with us for more than 20000 years. Evidence survivors in early cave paintings and the Chinese are considered to have brought its manufacture and use to a state of perfection tens of thousands of years ago.

Color was widely used by the ancient Egyptians and was considered to have magical and healing properties and around this time, 1500 BC, paint making as an art became quite widely established in create and Greece with the Egyptians passing their skills to the Romans. It was between 600 BC-AD 400 that the Greeks and Romans then introduced varnishes. For the Aztec Indians red by was considered more valuable than gold and both the Indians and Chinese practiced color healing. A 2000 year old, Chinese chronicle. The Nei/ching, records color diagnoses.

One of the earliest recorded color discoveries was made by plato who discovered that by mixing two colors, a third is produced, therefore changing the, 'manufacturing', of color forever.

Before the 16th century, pigment color was largely dependent on dyestuffs which could be grown in, or were indigenous to Europe and similar temperature regions. Between 1550 and 1850 only the so-called natural dyestuffs were available but the range was greatly extended with tropical dyestuffs from central America and India and elsewhere.

In the 17th century the Dutch greatly increased availability of white lead and lowered cost by invention of the stack process. All white load paints included chalk in their undercoats, reserving purer white lead for finish coats. In 1856 the first real synthetic dye, 'Mauveine', was discovered by Hentry Perkins. It was then realized that a great many dyes could be made synthetically and cheaply.

PAINTING: WALLS, CEILINGS AND FLOORS

Painting is not the chore it used to be. A professional look is now easier to achieve. Whatever your project, talk to the paint experts where you purchase your paint. They are a valuable resources.

If you are having a hard time visualizing the color, inexpensive computer software programs can allow you to try out different colors. Or, there may be a decorating service where you buy your paint.

Statement of the Problem

The investment in our new homes nowadays is high of which the major part is been spent for decorating our homes. Painting is been given more importance as it represents our attitudes, aspiration, and our preferences.

Over a period of time every surface be it a wall, metal or wood-is exposed to a number of factors which deface its beauty and weaken its wall crackers and chip metal rust. Wood becomes wrapped and moist. Paint helps to protect such surface and keep them looking beautiful.

The study of the customer's needs, satisfaction and their awareness towards various brands of paints has become imperative. This made the researcher to make a study on the consumer's satisfaction towards branded paints.

OBJECTIVES OF THE STUDY

- To study and analyze the level of satisfaction of the consumers towards brands of organized sector.
- To study the factors influencing the consumers in selecting a particular brand.
- To evaluate the awareness level of the consumers towards various brands.
- To find out the problems faced by the consumers.
- To offer fruitful suggestions for the problems faced by the consumers.

RESEARCH METHODOLOGY

Methodology is defined as "the study of methods by which we gain knowledge, it details with the cognitive processes imposed on research by the problems from the nature of its subject matter".

Thus research methodology is a scientific way of solving the research problem.

RESEARCH DESIGN

Research design adopted for the study is exploratory in nature. This research design is adopted as to find out the consumer satisfaction towards paints.

A pilot was conducted in order to have validity, reliability and flexibility of the questionnaire.

Sources of data

Primary data

It is the data which is collected for the first time or first hand information. The researcher has used structured questionnaire to collect the information.

Secondary data

It is the data which is collected by someone else and already been passed through the statistical process. Secondary data are collected from the magazines, journals, publications, websites and blocks.

Sampling method

When population elements are selected for inclusion in the sample based on the ease of access, it can be called convenience sampling. The researcher has chosen Coimbatore north for the study. It has around 25000 house holds of which approximately 2000 are using branded paints. As all these 2000 branded paint consumers cannot be approached for want of time and access, the researcher has chosen a sample of 5% (100 consumers) under the convenience method.

Tools used for analysis

The tools used for the analysis are

- Percentage analysis
- Chi-square analysis

Limitations of the study

- The geographical area of the study is confined to Coimbatore-north.
- The study was confined only the organized sector.
- The sample size is restricted to 100 household respondents.
- All the findings and observation made in this study are purely based on the respondent's answers. The response may be due to personal factors.
- The limitations of the tools used for analysis will also be reflected in the findings of the study.

REVIEW OF LITERATURE

Mrs.Meena Seth in an report about the paint industry says the following. "This is the point on most consumers' patience curve, when they give up and choose any old shade or worse, postpone painting".

Mr.B.Rajagopal, Head ICI paints says that "paint is not about covering walls, it is a critical component which reflects the aspiration of the consumers".

Mr.Ashwindani, Asian paints, M.D, says that "We now have no deal with brands, new people and new customers and most importantly bring in complete integration".

Mr.Mathurtari a famous reporter in business world gives report on the paint industry saying "We are not selling paint we are selling desire to paint. This is a very fashionable business".

Mr.Sivakar gives quotes on paints saying "painting is an event that happens much later, as a

consequence of many other choices and decisions. Color choice comes even before painting”.

Business strategy needs to change. We need to arrive into the consumer’s life much before that dealer and the painter, through stimulation, inspiration using color as a tool to sell the very idea of painting ones home”.

Mr.Gautam saying about Indian consumers relating to paint industry “The Indian consumer is different. The Do-it-yourself culture will never take off in India. Painters and dealers are the real influences, besides which labour is so cheap that no consumer is going to want to try all this. It’s a risky proportion”.

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DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computations of certain measures along with searching for patterns of relationship that exists among the data groups. Analysis was a carried out to summarize the data in order to crystallize the out come of the survey. In this manner it enables the researcher to relate critical points with the study objective.

Any research is meaningful only the data obtained is synergized systematically to provide information. The analysis has been done to find out the satisfaction and awareness level of the consumers.

Table No. 5.1
Quantity of paint purchased by the respondents

Quantity of purchase	No. of respondents	Percentage
Small pack	62	49.60
Large tins	63	50.40
Total	125	100

Source: Primary data

It is known from the above table that out of the total respondents taken for study, 50.4% of the respondents purchased paints in large tins and 49.6% of the respondents purchased paints in small packs.

It is concluded that majority (50.4%) of the respondents purchased paints in large tins.

Chart No. 5.1
Quantity of paint purchased by the respondents

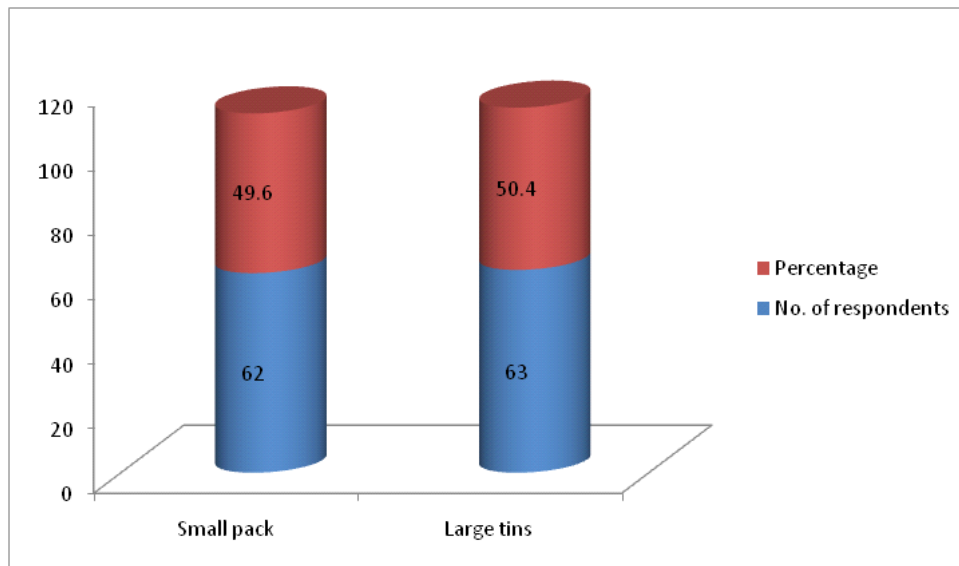


Table No. 5.2
The type of paint preferred by the respondents

Type of shades preferred	No. of respondents	Percentage
Ready made shades	61	48.80
Dealers shades	64	51.20
Total	125	100

Source: Primary data

It is known from the above table that out of the total respondents taken for study, 51.2% of the respondents preferred dealer shades and 48.8% of the respondents preferred ready made shades. It is concluded that majority (51.2%) of the respondents preferred dealer shades.

Chart No. 5.2
The type of paint preferred by the respondents

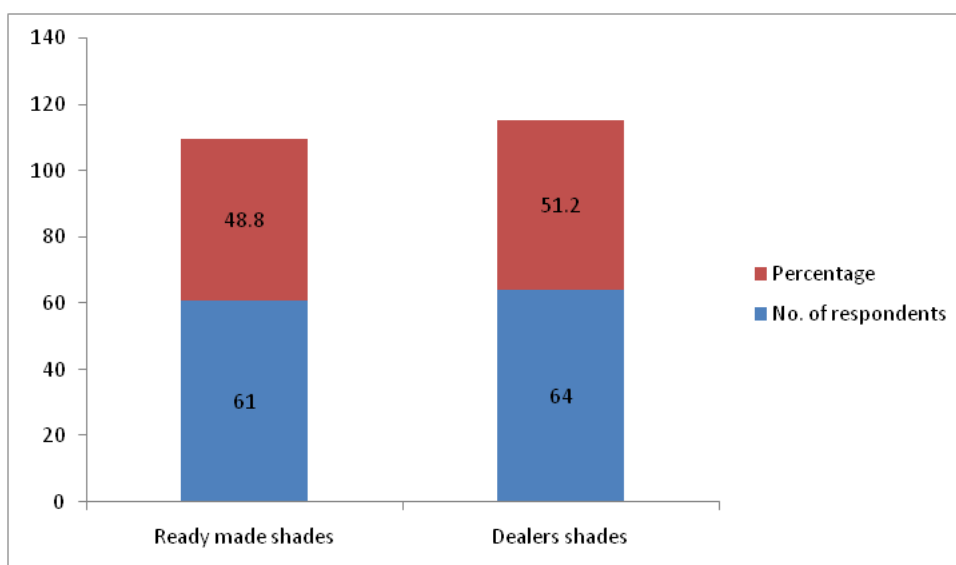


Table No. 5.3
Type of paint used by the respondents

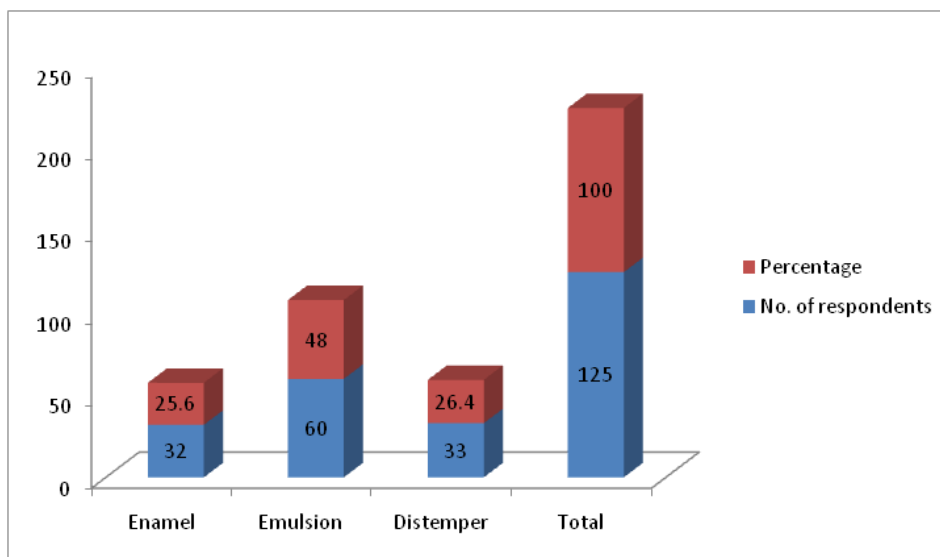
Type of paint used	No. of respondents	Percentage
Enamel	32	25.60
Emulsion	60	48.00
Distemper	33	26.40
Total	125	100

Source: Primary data

It is known from the above table that out of the total respondents taken for study, 48% of the respondents used Emulsion paints, 26.4% of the respondents used distemper and 25.6% of the respondents used Enamel paints.

It is concluded that majority (48%) of the respondents have used Emulsion paints.

Chart No. 5.3
Type of paint used by the respondents



CHI-SQUARE ANALYSIS

Personal factor versus factors influencing brand purchase

Table 5.1 shows the chi-square value and hypothesis testing for personal factors and factors influencing brand purchase.

Hypothesis: There is no significant relationship between the personal factors gender, age, educational qualification and occupation of the respondents and factors that influence purchase of paints.

Table No: 5.1 Personal factor versus factors influencing brand purchase

Personal factors	Chi-square value	P value	Significant/Not significant
Gender	0.166	0.983	Not significant
Age	12.754	0.174	Not significant
Educational qualification	5.640	0.775	Not significant
Occupation	14.895	0.094	Not significant

Significant p value < 0.05

It is known from the above table that there is no significant relationship between the personal factors gender, age, educational qualification and occupation of the respondents and the factors that influence the purchase of paints.

It is concluded that the hypothesis is accepted, i.e., there is no significant relationship between the personal factors of the respondents and factors that influence the purchase of paints.

PERSONAL FACTOR VERSUS SOURCE OF INFORMATION

Table 5.2 shows the chi-square value and hypothesis testing for personal factors and source of information.

Hypothesis: There is no significant relationship between the personal factors gender, age, educational qualification and occupation of the respondents and source of information.

Table No. 5.2 Personal factor versus source of information

Personal factors	Chi-square value	P value	Significant/Not significant
Gender	0.814	0.846	Not significant
Age	5.044	0.830	Not significant
Educational Qualification	9.878	0.360	Not significant
Occupation	10.264	0.330	Not significant

Significant p value < 0.05

It is known from the above table that there is no significant relationship between the personal factors i.e., gender, age, educational qualification and occupation of the respondents and source of information.

It is concluded that there is no significant relationship between the personal factors and source of information obtained by the respondents.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS

- + Majority (56%) of the respondents taken for study were Male.
- + Majority (51.2%) of the respondents preferred dealer shades.
- + Majority (48%) of the respondents have used Emulsion paints.
- + Majority (28.8%) of the respondents were influenced by brand image while purchasing paints.
- + Majority (44.44%) of the respondents came to know about the brand by way of radio.

SUGGESTIONS

- + The level of awareness can be improved through advertisement campaigns, advertisements in powerful media such as television and radio.
- + The companies shall increase the advertisements, presented both in radio and internet to create awareness about their brands even in rural area.
- + The instructions for painting shall be given by the companies with the product.
- + The awareness of the help Line facility should be improved in such a way it reaches the ultimate

consumers.

- + The Help Line facility should be implemented in all places.

CONCLUSION

The World has become a smaller place but a bigger market. Globalization has exposed the Indian consumers to global trends and technology is seen to be the critical edge for competitiveness and survival.

Our Indian consumers are different. The Do-it-yourself culture will never take off in India. Thus our business strategy needs to change. We need to arrive in to Consumer's life much before the dealers and the painter, through stimulation, aspiration using color as a tool to sell the very idea of painting one's home.

As far as the study is concerned Asian paints is preferred by majority of the consumers and they are also satisfied with the brand. The major factor influencing the consumer's satisfaction is quality apart from all other factors.

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