

A STUDY ON CUSTOMER SATISFACTION IN RELATION TO ASIAN PAINT

Submitted in partial fulfillment of the requirements for the award of

Bachelor Of Business Administration

By

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39280002



BACHELOR OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600 119

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BONAFIDE CERTIFICARE

This is to certify that this project Report is the bonafide work of **ALAGULAKSHMI.S (39280002)** who have done the project work entitled “**A STUDY ON CUSTOMER SATISFACTION IN RELATION TO ASIAN PAINT**” under the supervision from January 2022 to April 2022.

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Internal Guide

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Submitted for Viva voce Examination held on _____

Internal Examiner

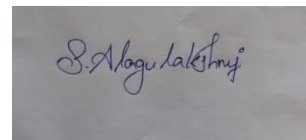
External Examiner

DECLARATION

I ALAGULAKSHMI.S(39280002) hereby declare that the project Report entitled **“A STADY ON CUSTOMER SATISFACTION IN RELATION TO ASIAN PAINT”** done by me under the guidance of **Dr. Shetty Deepa Thangam Geeta, M.Com.;B.Ed;PhD (Internal)** submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration degree.

Date:

Place: Chennai

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'S. Alagulakshmi' written in a cursive style.

SIGNATURE OF THE STUDENT

ACKNOWLEDGMENT

I am pleased to acknowledge my sincere thanks to Board of management of **Sathyabama Institute of Science and Technology** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **DR. Bhuvaneshwari G.,MBA.,PhD, Dean School of Management studies** and **Dr. Palani A,M.com.,MPhil.,MBA.,PhD, Head of the department, School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep gratitude to my Project Training Guide **Dr. Shetty Deepa Thangam Geeta,M.Com.;B.Ed;PhD Assistant professor school of Management studies** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work .

I wish to express my thanks to all teaching and non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project .

ALAGULAKSHMI.S

ABSTRACT

The project highlights on the topic of '**A study on customer satisfaction towards Asian paint's.**

Customer satisfaction is a measure of how products and service supplied by a company expectation. It is seen as a key performance indicator within business. Increasing competition is forcing businesses to pay attention to satisfying customer. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator of business strategy. Organizations need to retain existing customer. While measuring customer satisfaction provides an indication of how successful the organization at providing products 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. Satisfaction depends on both psychological and physical variables which correlate with satisfaction behaviors such as return.

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CHAPTER - 1

1.2 Introduction:

Paint is a chemical substance that protects surface and seems to look good paints defined as a group of emulsion. In a liquid medium, for use as decorative or protective coating, today contemporary paint and consist of countless compounds uniquely formulated to fulfill the varies requirement of thousands of applications paints ranges from the broad group of environmentally sound latex paints that many consumer use to decorate and protect their homes satisfaction of customer have a positive impact on the companies while measuring customer satisfaction we can gather useful information of the company customer and the results can be used to improve the company and its services measuring customer satisfaction.

Consumer buying behavior:

Consumer behavior analysis is based on consumers buying behavior. It aims at improving business performance through an understanding of customer's preferences and desires in today's world of growing competitions where there are numerous brands selling the products consumers have an abundant number of choices and many diverse factors influence their buying behavior.

Consumer attitude:

Consumer are individuals with likes and dislikes. When the preponderance of people in a particular group feels one way or another about a product, service, entity, person, place or thing, it is said to be a generalized. Consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways. Marketers strive to influence consumer attitudes and understanding the prevailing attitude is the first step to changing it if needed.

Consumer preference:

Consumer preferences is the underlying foundation of demand, therefore, is a model of how consumers behave. The individual consumer has a preferences and value whose determinations are outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among a plethora of other factors.

Customer satisfaction:

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer satisfaction is defined as the number of customers, or percentage of total customer, whose reported experience with a firm, its products, or its service exceeds specified satisfaction goals.

Asian paints The company was started in a garage in Gaiwadi, Girgaum, Mumbai by four friends Champaklal Choksey, Chimanlal Choksi, Suryakant Dani and Arvind Vakil. They all belong to Jain families, and founded the company in February 1945. During World War II and the Quit India Movement of 1942, a temporary ban on paint imports left only foreign companies and Shalimar Paints in the market. By 1967, it became the leading paints manufacturer in the country. The company has 14 directors and 3 reported key management personnel. Directors of Asian Paints Limited are Deepak Madhav Satwalekar, Pallavi Shardul Shroff, Manish Mahendra Choksi, Malav Ashwin Dani, Ashwin Suryakant Dani, Abhay Arvind Vakil, Amrita Amar Vakil, Mahendrakumar Sharma, Kanwar Bir Singh Anand, Suresh Narayanan, and Sivaram Swaminathan.

1.2 Industry profile:

Asian paints are India's largest and Asia paints third largest paint corporation Asian paints is the holding company of the Berger international.

Asian paints

Type : public

Industry : chemical

Founded. : 1 February 1942

Founded. : Chapaklal choksey , chimanlal Choksi , suryakant dani, Aravind vakil

Headquarters : Mumbai , Maharashtra India.....

Area served : World wide

Key people : Aswine Dani (chairman) , Abhay vakil (non executive director)

Products ; Chemical, Decorative paint Industry finishing products coating

Number of employees ; 7600+ (2021)

Website ; asianpaints.com

1.3 COMPANY PROFILE:

Asian paints are India's leading paints company with a group turnover of Rs 217 billion... Asian paint manufactures and range of paints for Decorative and industrial use in decorative paints, Asian paints present in all the four segments viz interior wall finishes, exterior wall finishes Enamels and wood finishes.

- ☐ Asian paints company incorporated in 1942
- ☐ Asian paints was established on February 1
- ☐ Asina paints has come a long way to become India's largest and Asian third largest paints company, with a turnover of 217 billion
- ☐ Asian paint operates in 17 countries and has 25 paints manufacturing facilities in the world servicing consumer in over 65 countries.

1.4 PRODUCT PROFILE

Asian paints manufacture wide range of paints for decorative and industrial use in decorative paints, Asian paint is present in all the four segments viz interior wall

finishes, exterior wall finishes, enamels and wood finishes, it also offers water proofing wall covering and adhesives in its products portfolio

Choose from about 2200 shades from the Asian paints color palette, there is multiple Asian paints product offered by Asian paints.

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

1.5 NEED OF THE STUDY :

- ☐ To know the significance of customer satisfaction of Asian paint company.
- ☐ To know the factors affecting the purchase decision of Asian paint company.
- ☐ To know the level of satisfaction of Asian paint .
- ☐ To find what are the expectation of customer from Asian paints company.

1.6 SCOPE OF THE STUDY :

Being paint business is common this study would help me to understand the consumers brand choice towards the branded paints.

- ☐ Selling process should be studied and improved.
- ☐ The customer satisfaction study has to be included.
- ☐ The product quality study should be done

- This study can be extended by any paints manufacturer and specially for Asian paints to launch new product in the market.

1.7 STATEMENT OF PROBLEM:

- **Consumer satisfaction towards asian paints** this particular topic is chosen because consumer satisfaction plays a dominant role in determining the success of any industry some companies don't provide offers and doesn't satisfy the customer the customers not ready to buy. If those companies provide offers the customers ready to switch in any time. this type of satisfaction results in high customer loyalty. It also increases the sales, profits and reputation of the company. the purpose of this project is to know the consumers expectations and satisfaction when they want to buy from Asian paints.

CHAPTER- 2

Review of literature:

A detailed review of literature has been made to find out the research gap and to identify the relevant researchable issues for the study it is essential for a research scholar review the related literature study to have clear knowledge about the subject and understand the research gap in order to draw the scope for the study. The reviews presented in this chapter are grouped under the sub- topics like consumer buying behavior, consumer attitude, consumer preferences, customer satisfaction and overview of paint industry in India.

Theoretical concept:

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.

- 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 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) they also contribute to the creation of ozone in the lower atmosphere, which is harmful to humans, animals and plants.

- According to Renu Rajaram (2012)⁴³ in India, paints have traditionally been sold in hardware stores. Most paint brands have followed the retail route of multi-brand stores. However, with the growth of the Indian paint industry, and the recognition of individual brands, prominent players have recognized the need for exclusive outlets/showrooms. The success of these outlets lies in the fact that the consumer can negate the time taken to choose between brands, and instead focus on product choice without having to worry about quality.

- Sonawane (2016) "A Study of Impact of Competition on Marketing Strategies" Electronic retailing, whether on TV or the Internet, is about motivation. How do companies influence someone to do something - to pick up the phone or log on to a Web site and then make a purchase? Consumers will buy a product or service through an electronic retailing campaign because they perceive its value or because it makes them look better or feel better about themselves. They do this even though they cannot

examine the product in person and may have to wait four to six weeks to receive the product.

- 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 part with that of females. Attitude of males towards clothing varies from that of females.

CHAPTER- 3

3.1 RESEARCH METHODOLOGY:

Research is the process of systematic and in depth study of any particular topic,subject or any are of investigation backed by collection,compilation,presentation and interpretation relevant data's in detail.

3.2 RESEARCH DESIGN:

A research design is truly and simply the framework of plan for a study and it guides the collection and analysis of data. It is descriptive in nature. The following variables will be captured to evaluate the sample and its overall appropriateness for the research gender, age, education, marital status, family type and the research objectives presented in the percent.

3.3 SAMPLE SIZE:

- The sample size for the study is limited to 70 customers.

3.4 PERIOD OF THE STUDY:

- The period for the study is 4 months i.e. January 2022 to April 2022.

3.5 METHODS OF DATA COLLECTION:

- Questionnaires method is used to collect the data from the respondents.

3.6 PRIMARY DATA:

- The primary source of data collection is carried through questionnaire method

3.7 SECONDARY DATA:

- Website and online, published report & review of literature from published articles .

3.8 METHOD OF SAMPLING:

- The collected sample is in the method of convenience.

3.9 AREA OF THE STUDY:

The study is taken in Chennai.

3.10 TOOLS USED FOR ANALYSIS:

The tools for data analysis are tables and pie charts.

CHAPTER - 4

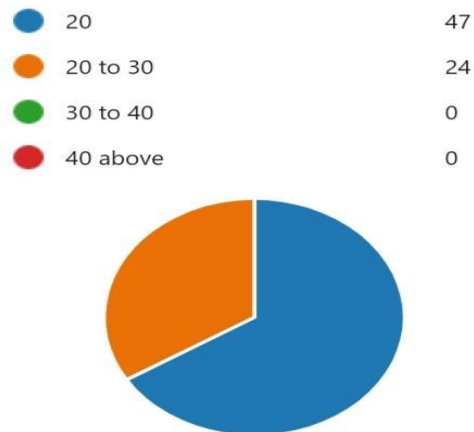
DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire.

Survey analysis of data

4.1 AGE OF RESPONDENTS:

S.NO	Particulars	NO. OF Respondent	Percentage
1	20	47	67%
2	20-30	23	33%
3	30-40	0	0
4	40 above	0	0
TOTAL		70	100%

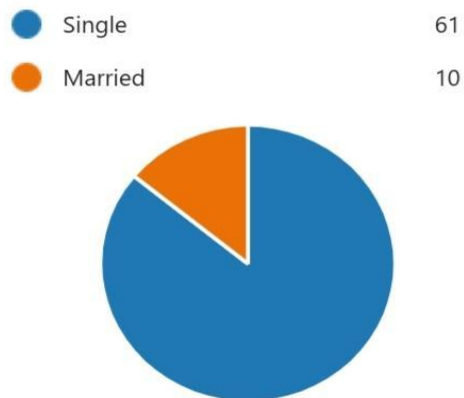


INFERENCE

From the above table interpreted that 67% respondents are between 20 and 33% respondents are below 20-30. Majority of 67% respondents are between 20.

4.2 MARITAL STATUS OF THE RESPONDENTS:

S.NO	Particular	NO. OF Respondents	Percentage
1	single	60	86%
2	married	10	14%
TOTAL		70	100%



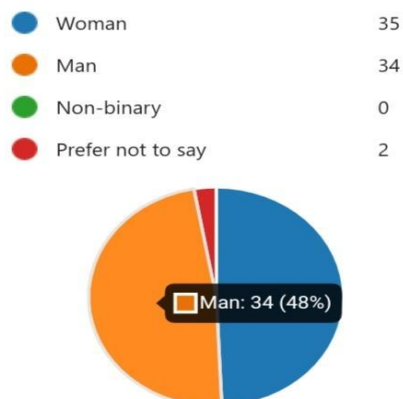
INFERENCE

From the above table interpreted that 86% respondents are single and 14% respondents are married. Majority of 86% respondents are single.

4.3 GENDER OF THE RESPONDENTS:

S.NO	Particular	No. of respondent	Percentage
1	Women	34	49%
2	man	34	49%

3	Non-binary	0	0
4	Prefer not be say	2	2%
TOTAL		70	100%

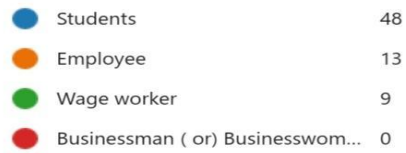


INFERENCE

From the above table interpreted 49% respondents are woman, 49% respondents are man, 2% respondents are prefer not to say. Majority of 49% respondents are woman and man.

4.4 PROFESSION OF THE RESPONDENTS:

S.NO	Particular	No. Of respondent	Percentage
1	Students	47	68%
2	employees	13	19%
3	Wage worker	10	13%
4	Business women or business man	0	0
TOTAL		70	100%

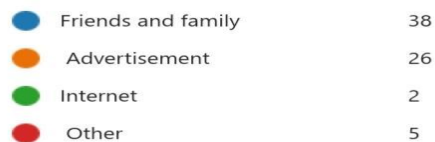


INFERENCE:

From the above table interpreted 68% respondents are students, 19% respondents are employee, 13% respondents are wage worker. Majority of 68% respondents are students.

4.5 How good you now about Asian paints:

S.NO	Particular	No of respondent	Percentage
1	Friends and family	37	53%
2	Advertisement	26	37%
3	Internet	2	3%
4	Other	5	7%
TOTAL		70	100%



INFERENCE

From the above table interpreted 53% of the respondent are friends and family,37% respondents are advertisement,3% respondents are internet,7% respondents are other.Majority of 53% respondents are friends and family.

4.6 Which paint on you prefer

S.NO	Particular	No of respondent	Percentage
1	Nippon	29	41%
2	Asian	31	45%
3	Berger	1	1%
4	Royal	9	13%
TOTAL		70	100%

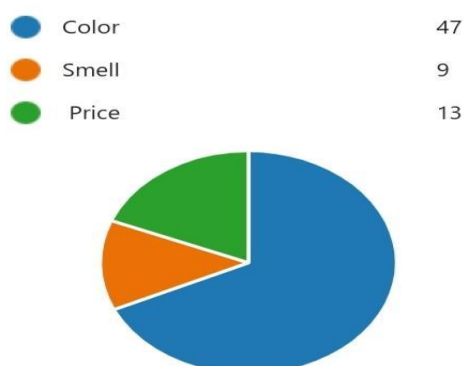


INFERENCE

From the above table interpreted 41% of the respondent are nippon paints,45% respondents are asian paints,1% respondents are berger,13% respondents are royal.Majorityof 45% respondents are asian paints.

4.7 Why do you prefer to Asian paint

S.NO	Particular	No of respondent	Percentage
1	color	47	68%
2	Smell	10	13%
3	Price	13	19%
TOTAL		70	100%

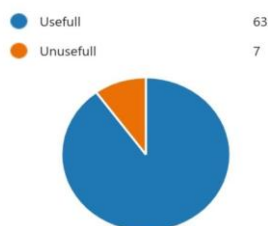


INFERENCE

From the above table interpreted 68% of the respondents are colors, 13% respondents are smell, 19% respondents are price. Majority of 68% respondents are colors.

4.8 USEFUL AND UNUSEFUL OF RESPONDENTS:

S.NO	Particular	No of respondent	Percentage
1	useful	63	90%
2	Un useful	7	10%
TOTAL		70	100%

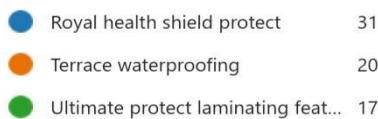


INFERENCE

From the above table interpreted 90% of the respondents are useful,10% respondents are unuseful.Majority of 90% respondents are useful.

4.9 Future of the Asian paints

S.No	Particular	No of respondent	Percentage
1	Royal health shield protect	32	46%
2	Terrace water proofing	21	29%
3	Ultimate protect limitations feature	17	25%
TOTAL		70	100%

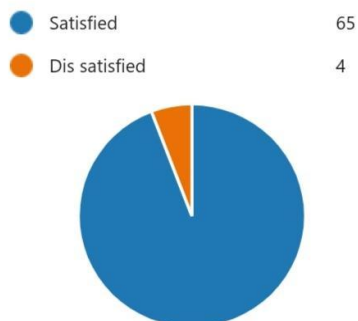


INFERENCE

From the above table interpreted 46% of the respondent are royal health shield protect,29% respondents are terrace water proofing,25% respondents are ultimate protect limitations feature.Majority of 46% respondents are royal health shield protect.

4.10 OVER ALL SATISFACTION ON ASIAN PAINTS

S.No	Particular	No of respondent	Percentage
1	Satisfied	65	94%
2	Dis satisfied	5	6%
TOTAL		70	100%

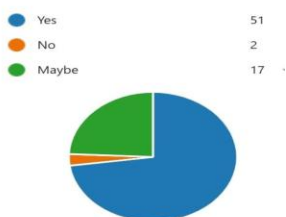


INFERENCE.

From the above table 94% of the respondent are satisfied ,6% respondents are dissatisfied.Majority of 94% respondents are satisfied.

4.11 Are you satisfied by the smooth wall surface you good after using Asian paints

S.No	Particular	No of respondent	Percentage
1	Yes	51	73%
2	No	2	3%
3	Maybe	17	24%
TOTAL		70	100%



INFERENCE

From the above table interpreted 73% of the respondents are YES,3% respondents are NO.Majority of 73% respondents are YES.

4.12 Do you experience paint peeling or poor adhesion

S.No	Particular	No of respondent	Percentage
1	Yes	40	57%
2	No	30	43%
TOTAL		70	100%



INFERENCE

From the above table interpreted 57% respondents are YES,43% respondents are NO.Majority of 57% respondents are YES.

4.13 Are you facing problem of plastering

S.No	Particular	No of respondent	Percentage
1	Yes	33	49%
2	No	35	51%
TOTAL		70	100%

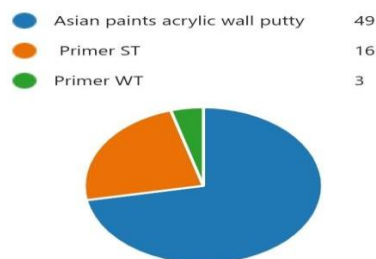


INFERENCE

From the above table interpreted 49% of the respondent are YES,51% respondent are NO.Majority of 51% respondents are NO.

4.14 Have you used Asian paints

S.No	Particular	No of respondent	Percentage
1	Asian paints acrylic wall putty	49	72%
2	Primers ST	17	27%
3	Primers WT	4	4%
TOTAL		70	100%

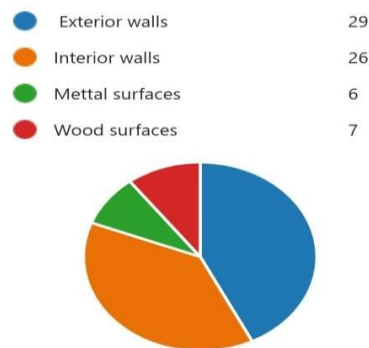


INFERENCE

From the above table interpreted 72% of the respondent are Asian paints acrylic wall putty,27% respondents are primer st,4% respondents are primer wt.Majority of 72% respondents are asian paints acrylic wall putty.

4.15 Have you used any of term

S. No	Particular	No of respondent	Percentage
1	Exterior wall	31	43%
2	Interior wall	26	38%
3	Mettal surface	6	9%
4	Wood surface	7	10%
TOTAL		70	100%

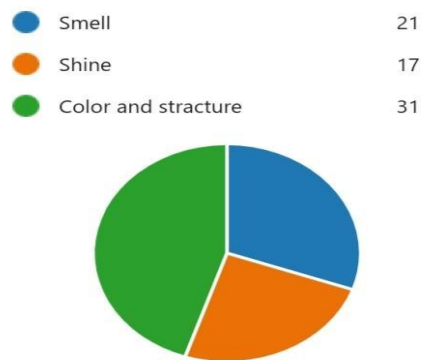


INFERENCE

From the above table interpreted 43% of the respondent are Exterior wall, 38% respondent are interior walls, 9% respondents are metal surface, 10% respondents are wood surface. Majority of 43% respondents are exterior wall.

4.16 Satisfaction level towards Asian paints quantity

S.No	Particular	No of respondent	Percentage
1	Smell	22	30%
2	Shine	17	25%
3	Colour and structure	31	45%
TOTAL		70	100%



INFERENCE

From the above table interpreted 30% respondents are smell, 25% respondents are shine, 45% of the respondent are colour structure. Majority of 45% respondents are colour structure.

CHAPTER -5

FINDING AND SUGGESTION AND CONCLUSION

FINDINGS:

- From the data collected 67% of the respondent are 20age
- From the data collected 86% of the respondent are single
- From the data collected 49% of the respondent are women and men
- From the data collected 68% of the respondent are students
- From the data collected 53% of the respondent are friends and family
- From the data collected 45% of the respondent are Asian paints
- From the data collected 68% of the respondent are colour
- From the data collected 90% of the respondent are useful
- From the data collected 46% of the respondent are Royal health shield protect
- From the data collected 94% of the respondent satisfied
- From the data collected 73% of the respondent are yes
- From the data collected 57% of the respondent are yes
- From the data collected 51% of the respondent No
- From the data collected 72% of the respondent are Asian paints acrylic wall putty
- From the data collected 43% of the respondent are Exterior walls
- From the data collected 45% of the respondent are colour and structure

SUGGESTIONS:

Asian paints must improve its services sector if there are any complaints regarding the product of the Asian paints the line officers must follow up with call or e-mails if required they must send their workers to repair the damaged caused due to the company's product Asian paints companies sales representative must maintain relationships with construction companies as with painting contractors with the help of the dealer. Asian paints company should conduct meeting to make the customer to know about the latest developments in the paint industry and their products Asian paints company should concentrate on exterior paint because market share is too low advertisement should be increased to update the image of Asian paints company between sales representative and dealer with customers. Asian paints company should maintain the customer records the complainant by the customer recording the care free behavior of the team leader resulting in poor customer satisfaction

To avoid this management must try to change management, Asian paints is one of the best paints but certain weakness still persist regarding its colour fadedness, adhesion and smoothness to avoid, this they must have a regular check on its production department and quality department they can do this on regular intervals by adopting techniques like kaizen techniques and total quality.

CONCLUSION:

The first and foremost observation that has been made from the study is that Asian paints is India's no 1 in the paint industry it has high brand quality in the market According to the survey price is the domination factors, which includes the purchasing decisions of the. Customer comparing to competitors Asian paints company price is high from the analysis points of view, most of the customer prefer both interior and exterior paint in Asian paints and exterior paint in Asian paints at last most of the customer are satisfied with Asian paints products but at the same time they require guidance regarding the recent development of the product.

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APPENDIX (Questionnaire)

1. Name: _____

2. Age

- 20
- 20-30
- 30-40
- 40 above

3. Marital status

- Single
- Married

4. Professional

- Students
- Employee
- Wage worker
- Businessman and businesswoman

5. Gender

- Women
- Man
- Non- binary
- Prefers not be say

6. How good you now about Asian paints

- Friends and family
- Advertisement
- Internet

- Other

7. Which paint on you prefer

- Nippon
- Asian
- Berger
- Royal

8. Why do you prefer to Asian panit

- Colour
- Smell
- Price

9. Ultima prottek is back with vettukee lamination 2.0

- Useful
- Un useful

10.Future of the Asian paints

- Royal health shield protect
- Terrace water proofing
- Ultimate protect limitations feature

11.Overall satisfaction on Asian paints by respondents

- Satisfied
- Dis satisfied

12.Are you satisfied by the smooth wall surface you good after using Asian paints

- Yes
- No

- Maybe

13. Do you experience paint peeling or poor adhesion

- Yes
- No

14. Are you facing problem of plastering

- Yes
- No

15. Have you used Asian paints primer

- Asian paints acrylic wall putty
- Primer ST
- Primer WT

16. Have you used any of terms?

- Exterior walls
- Interior wall
- Mettal surface
- Wood surface

17. satisfaction level towards Asian paints quantity in term of

- Smell
- Shine
- Colour and stracture

