

A STUDY ON CUSTOMER SATISFACTION TOWARDS ASIAN PAINTS IN METTUR TOWN

Dr.G.THANGAPANDI,

Associate professor ,

Department of commerce,

Muthayammal College Of Arts And Science

Rasipuram.

S.Suhashini, s.mythili,

M.phil ResearchScholar,

Department of commerce,

Muthayammal College Of Arts And Science

Rasipuram.

ABSTRACT

This project gives brief study, A Study on Customer Satisfaction Towards Asian Paints in Mettur Town. It also provides significance of the conducting the customer satisfaction research and how and when to conduct it. Based on the topic, this project analyzes the Customer Satisfaction in Reference to Asian Paints Ltd. It gives a brief report on the profile of the Asian Paints Ltd. About its vision , history, customer satisfaction. The project also speaks on its various product profiles and its future plans. It shows what strategies the Asian paints ltd have used for satisfying the customers.

INTRODUCTION

Paint is any liquid, liquefiable, or mastic composition that, after application to a substrate in a thin layer, converts to a solid film. It is most commonly used to protect, color, or provide texture to objects. Paint can be made or purchased in many colors and in many different types, such as watercolor, synthetic, etc. Paint is typically stored, sold, and applied as a liquid, but most types dry into a solid.

HISTORY

The company has come a long way since its small beginnings in 1942. It was set up as a partnership firm by four friends who were willing to take on the world's biggest, most famous paint companies operating in India at that time. Over the course of 25 years, Asian Paints became a corporate force and India's leading paints company. Driven by its strong consumer-focus and innovative spirit, the company has been the market leader in paints since 1967. Today, it is double the size of any other paint company in India. Asian Paints manufactures a wide range of paints for decorative and industrial use.

COMPANY PROFILE

Since its foundation in 1942, Asian Paints has come a long way to become India's largest and Asia's third largest paint company, with a turnover of Rs. 141.83 billion. Asian Paints operates in 19 countries and has 26 paint manufacturing facilities in the world servicing consumers in over 65 countries. Asian Paints has always been a leader in the paint industry, pushing new concepts in India like Colour Worlds, Home Solutions, Colour Next, and Kids' World.

THE ASIAN PAINTS GROUP

Asian Paints is India's largest paint company and Asia's third largest paint company, with a turnover of Rs 141.83 billion. The group has an enviable reputation in the corporate world for professionalism, fast track growth, and building shareholder equity. Asian Paints operates in 19 countries and has 26 paint manufacturing facilities in the world servicing consumers in over 65 countries. Besides Asian Paints, the group operates around the world through its subsidiaries Berger International Limited, Apco Coatings, SCIB Paints, Taubmans and Kadisco.

PRODUCTS**PAINTS**

1. Interior Paints
2. Exterior Paints
3. Metal Finishes
4. Wood Finishes
5. Waterproofing

WALL COVERINGS

1. Nilaya

EFFECTS

1. Ultima Allura
2. Apex Duracast
3. Royale Play
4. Royale Play Wall Fashion
5. Kids' World

SCOPE OF THE STUDY

This study confined to brand preference / loyalty of Asian paint consumers of Mettur town, Salem District this study is an attempt to analyze the factors, which influence the brand choice. This study would enable the producer of Asian paint to take suitable decisions with brand loyalty of Asian.

OBJECTIVES OF THE STUDY

1. To study the origin, growth and development of the Asian Paint in Mettur Town.
2. To identify the factors influencing the brand preferences of the customer.
3. To know the level of awareness of the Asian Paints.
4. To analyse the level of satisfaction of the customer using Asian Paint.
5. To offer valid suggestions and development of Asian Paint.

LIMITATIONS OF THE STUDY

1. The area of study is restricted to Mettur Town.
2. Total number of respondents included in the study is limited to 100
3. The respondents have answered the questionnaire from their memory and not from any written records.
4. This data is conducted at primary level therefore it might be subjected to bias.
5. This research is carried by taking internet facility, hence there is not direct contact with the customers.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

STUDY SAMPLE

The study sample constitutes 100 customers residing in Mettur town.

SAMPLE TECHNIQUE

Non - Probability simple random sampling method was used in order to choose required samples from the satisfied population.

RESEARCH DESIGN

Research design is simply the frame work or plan for a study that guides the collection and analysis of the data. Research design can be classified under three heads.

1. Exploratory Research
2. Descriptive Research and
3. Experimental Research

TYPE OF DATA

Data collection is the main part of the study. The whole report depends on the basis of data collected. Here primary data and secondary data is used for the study.

PRIMARY DATA

Primary data are the data which have been collected by the investigator for the first time.

SECONDARY DATA

The secondary data was collected from the annual report of the company and books, journals, articles, magazines, newspaper etc., in library reference and websites.

DATA COLLECTION

Most of the information is collected in the form of primary data through well structured questionnaire.

REVIEW OF LITERATURE

DEFINITION

A literature review is an evaluative report of information found in the literature related to your selected area of study. The review should describe, summarise, evaluate and clarify this literature. It should give a theoretical base for the research and help you (the

author) determine the nature of your research. Works which are irrelevant should be discarded and those which are peripheral should be looked at critically.

Bowman and Haire (2004) performed content analysis of the 1973 annual reports of eighty two food processing companies in order to ascertain the percentage of total prose devoted to issues of CSR and found that those firms with some social responsibility prose performed significantly better than those with none. (Ref : Andrew Crane et al, CSR reading and cases, pp 38).

Suwaidan (2004) found that the size, profitability and risk to be significantly and positively associated with the disclosure of social responsibility information. Abdullah et al (2011) found that family owned firms in Malaysia were negatively associated with the level and the quality of CSR disclosures.

Daniel Silberhorn et al (2007) studied an comparative content analysis of the CSR web-sites of 40 British and German companies and Data collected from the senior Managers through an interview, how the notion of CSR was developed and concluded that CSR arises from the performance considerations and stakeholder pressures and business and CSR strategy appear to be an convergent path, making business and CSR integration across the company and the CSR policies varied with Turnover, Industry sector and Nationality.

Dr.Meeta Nihalani and Ashish Mathur (2011), concludes that, Most of the organizations in India are involving CSR as a part of their Business Strategy and investing around 0.02 percent of their profit and integrating CSR into their core practices.

Yaghoub Alavi Matin et al. (2011) examined the relationship between CSR and the financial performance of companies manufacturing pharmaceutical products. The authors concluded that there is no positive relationship between CSR variables with firm financial performance.

Sumanta Dutta et al.(2011), explored CSR activities of Indian companies by comparing with TBL reporting with GRI and Karmayog ratings and concluded that 128 companies scored 0 level, 147 companies at level1, 146 companies at level 2, 66 companies at level 3, 13 companies at level 4 and No even a company under the level 5 and resulted that there is considerable improvement in the status level 0 from 2007 to 2009.

FINDINGS

1. 90% of the respondents are male.
2. Majority of the respondents are in the age 25-35 Yrs.
3. Majority of the respondents are earning annual income Rs.5,001 – 10,000
4. It is understood that most of the respondents are working in Agriculture (39%).
5. It is concluded from the above table that a good majority (75%) of the respondents are purchasing Asian paint belonged to married category
6. The maximum percentage of the respondents feel about the price is medium.
7. The maximum 40 percentage of the respondents are specify reason for good colour in Asian paints.
8. The maximum percentage of the respondents was bought other colour Asian paint in the market.
9. The maximum percentage of the respondents are said that highly Satisfied of the Asian paint.
10. The maximum percentage of the respondents are using interior paint in Asian.

SUGGESTIONS

1. Some of the respondents feel that quality of Asian paints must be improved.
2. Most of the respondents say that the price of the Asian paints is moderate but yet it can be reduced further to make them happier.
3. Some of them feel that small consumption of Asian paints should not affect.
4. Many people feel that Asian paints company should create more awareness that is not contaminated.
5. To attract the village people and college students, the more models of film and sports stars may be used in advertisement.

CONCLUSION

Asian is qualitative company with strict rules and regulations. All the planning takes place at the central office. The company has a excellent distribution network which is the prime reason for its success followed by marketing plans. The leave of consumer satisfaction in Asian paint and the factors influencing in their purchase decision on Asian paint in the Mettur Town, Salem District of Tamil Nadu. The paint quality is essential for the better management of the customer satisfaction in any society. The desired quality enhances the loyalty and the repurchase intention of the customers.

REFERENCE

1. Jump "Asian Paints". Asian Paints. Archived from the original on 24 September 2010. Retrieved 27 September 2010.
2. "BSE 2010 data". bseindia.com. Retrieved 27 September 2010.
3. "Asian Paints". Asian Paints. Retrieved 16 July 2010.
4. "Asian Paints". Asian Paints. Archived from the original on 24 September 2010. Retrieved 27 September 2010.
5. "BSE 2010 data". bseindia.com. Retrieved 27 September 2010.
6. "Asian Paints". Asian Paints. Retrieved 16 July 2010.
7. Chandramouli (2015). The Brand Trust Report India Study 2015. TRA. p. 157. ISBN 978-81-920823-8-7.

WEBSITES

1. <http://www.asianpaints.com/applications/decorative.aspx>
2. <http://www.asianpaints.com/industrial/index.aspx>