

A STUDY ON CUSTOMER SATISFACTION IN KANSAI NEROLAC PAINTS LTD

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ABSTRACT

The purpose of this study is to understand the Customer Satisfaction and the techniques of achieving Customer Satisfaction. This study is related to “Customer Satisfaction of Paints with reference to Kansai Nerolac paints ltd in Chennai District” is used to study the satisfaction level of Kansai Nerolac paints customers, based on the various factor influences. The data are collected from both primary and secondary sources. The primary data is collected on the basis of various customers available in the study area and from the dealers of Kansai Nerolac paints in Chennai district through well-systematic questionnaire. The sample comprising of 200 customers and the reliability was checked using the Cronbach’s alpha, which is 0.800 and the mean is 3.93 which is overall rating. The statistical tools used for the analysis in this study are chi-square test, correlation and ANOVA. The data analysis shows the Age, Gender, Occupation, Marital status and Income level of the customer that are significant factors that decide the usage of Kansai Nerolac paints and the satisfaction in the study area.

Keywords: Paints, Awareness, Satisfaction Level, Interior and Exterior.

INTRODUCTION

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to gauge customer satisfaction.

STATEMENT OF THE PROBLEM

This study is conducted on the customer satisfaction using the details available with the dealers of Kansai Nerolac paints in Chennai District. Analysing the process of customer perception towards the paints, how they decide and make purchasing of the paints and what they need to be identified in order to satisfy them and succeed in the competitive business. There are many local paints playing vital role in market, but so for the Nerolac paints, it is a big challenging role to play in local market if they find the Customer satisfaction level that are influenced by different factors, they can develop their sale of paints more that what they are doing now.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents
- To know the awareness level of the “Kansai Nerolac paints” customers.
- To find out the factors influencing the customer satisfaction towards the Nerolac paints.
- To know the significance of customer satisfaction and to search an optimum design for an effective customer satisfaction survey.
- To identify the customer satisfaction
- To analyse the customers preference in paints.
- Are the customers satisfied by the services provided by Kansai Nerolac paints.

LIMITATIONS OF THE STUDY

- This study is being proposed and targeted to the customers of the dealers of Kansai Nerolac paints in Chennai district. Thus it does not belong to other region. Hence, the results will suit only the needs of the Chennai customers.
- The researcher has collected only 200 samples and thus it does not cover the entire customer due to the limited lime.

LITERATURE REVIEW

SoumikGangopadhyay, PradipBandyopadhay, PujashreeSinha (2012) Authors say that Dealers of Berger Paints Private. Ltd. the factor affecting the choice of paints which is said by the

respondents of Kolkata. The objective of the study was to the factor affecting and recommendation of the designer interior paints. The result denotes some important factors having an impact on the BERGER paints Ltd preference of the respondents.

Dr.Ashish Mathur (2011) Author says the aim is to build the strategic framework for developing the quality of the paints and strength the infrastructure of the surroundings is beautiful way. The paints are to fill the human life colourful and its give better imagination to the customer, and to the houses to give the imagination, beauty and creativity to design the entire life to be in peace. They basically form the fabric of creative and innovative life with the colours of many moods and emotions.

Fisk, Raymond Paul (1981) During the past five years, it has been sought better understanding of customer satisfaction in the effect of equity and inequity on customer satisfaction However, this study is related to inequity marketing exchange understand the consequences of inequity in a marketing exchange. Using this theory, they have consequence the equitable marketing exchange on dissatisfaction.

Shaikh Reeha Vasi (2012) Authors says this survey is to reflect the areas where the company needs to improve and where it has gained its popularity. Authors aims to analyse customers level of satisfaction, are they willing to be loyal customer or do they prefer other brands after using Asian Paints.

Johnson et al (2000) For the business performance they have to attract the customer and retain the satisfaction. As per Cacippo (2000) basically, customer satisfaction is a satisfaction level of the customer. Competitors that are prospering in the new global economy recognize that measuring customer satisfaction as their key. This is because by doing they can attract the new customer.

J.D. Power and Associates report (2012) Authors says it has been found by increasing satisfaction is experience with paints retailers can be additional contributor. More than one half of the paints were purchased from the dealer of the company and more than one-third received color selection advice. Here satisfaction is higher among customers who directly purchased their paint from a manufacturer's specialty store than among those customers who purchased from a home improvement dealers

Kotler (2003) Author says that Satisfaction judgment is related to all the experience made with business concerning of its give products, sales process and after sale service. Satisfaction can be done by comparing a product's perceived performance (or outcome) in relation to his or her expectations. Whether the customer is satisfied after the purchasing the product they also depends on the offer's performance in relation to the customer's expectation. Customers form their expectation from past buying experience, friends' and associates' advice, and marketers' and competitors' information and promises.

VanScoyoc, Kathleen (2000) This study support the assertion that a positive and direct relationship exists between customer the intention to continue shopping at retailshops and customer satisfaction. Economic value and found to have a positive and direct effect on customer satisfaction. These findings can make the marketing manager can provide guidelines for planning to develop the customer satisfaction and maintain customer loyalty.

MdTouhidul Islam (2011) Author says that it will help the company to measure the present level of customer satisfaction and loyalty in Berger paints. This research investigates the factor that affect the level of customer satisfaction among the user, and what are the different influencing them. Customer is mostly satisfied about perceived product quality, product quality, product reliability, product availability and size product innovativeness, product relationship and delivery performance.

Malliari, Lila (2013) This study show that direct mail has a dual effect on customer loyalty. First, there is a direct effect on attitudinal loyalty. The second effect is on behavioural loyalty if customers are satisfied with the mail. In turn, when customers are satisfied with the mail, attitudinal loyalty is indirectly affected through the increase of customer satisfaction. Thus, the mediating role of customer satisfaction on the direct mail to attitudinal loyalty was also substantiated.

DATA ANALYSIS AND INTERPRETATION

Table 1 Frequency analysis for the Demographic Variables.

Variables	Category	Frequency	Percentage
Age	Less than 25years	17	8.5
	25-35years	68	34
	35-45years	79	39.5

	45Above years	37	18.5
	Male	157	78.5
Gender	Female	43	21.5
	Businessman	68	34
	Professional	67	33.5
Occupation	Individual	32	16
	Labourers	3	1.5
	Others	30	15
	Married	117	58.5
Marital Status	Unmarried	83	41.5
	Less than 10000	20	10
Income	10000-20000	19	9.5
	20000-40000	102	51
	More than 40000	59	29.5

(Source: Primary data)

The table shows that the maximum respondents are at the age of 35-45 comprise 39.5%; the maximum of male respondents comprise (157) 78.5%; The maximum respondents are professionals (67) comprise 33.5%; married respondents are 83 comprise 41.5%; and the income of maximum respondents are between Rs.20000 and Rs.40000 that comprise 51% of the total.

Table 2 Relationships between Interior and Exterior Paints in Kansai Nerolac Paints.

Correlation			
	R	Significance Value	Result
Interior Paints	0.467	0.000	Positive

(Source: Primary data)

**= significance at 5%level*

Hypothesis (H₀): There is no significant relationship between Interior paints and Exterior paints.

The table shows that there is a significant relationship between the interior and exterior paints and it is positively correlated and hence it has a strong correlation with exterior paints.

Table 3 Preference towards Kansai Nerolac Paints

Category	Frequency	Percentage of frequency
Quality	152	76
Price	9	4.5
Value	5	2.5
Availability	22	11
All the above	12	6.0

(Source: Primary data)

The Table shows, 152 respondents forming 76% were seeking the quality, 22 respondents forming 11% were said availability, 12 respondents forming 6% were about all the above (Quality, Price, value and availability) 9 respondents forming 4.5% were sticking on Price, 5 respondents forming 2.5% were about the Value of the products.

CHI SQUARE ANALYSIS

Table 4 Chi square test between Demographics and Purchasing Pattern

Variables	Chi square	Significant value	Result
Age	12.360	0.006	H ₀ Accepted
Gender	64.980	0.000	H ₀ Rejected
Occupation	76.150	0.000	H ₀ Rejected
Marital status	5.780	0.000	H ₀ Rejected
Income	92.920	0.000	H ₀ Rejected

(Source: Primary data)

Null Hypothesis – H₀ – There is no significant relationship between demographics of the respondents and purchasing pattern.

The table shows the outcome relationship between Demographics like Age, Gender, Occupation, Marital status and Income. Age is inferred that, If P value is more than the commonly accepted level of 0.05. So we have to accept null hypothesis. That means there is a significant relationship

between the age of the respondents and purchasing pattern. Gender, occupation, Marital status and income is inferred that, If P value is lower than the commonly accepted level of 0.005. So we have to reject null hypothesis. That means there is no relationship between the gender, occupation, marital status and purchasing pattern.

ONE WAY ANOVA BETWEEN AGE AND INDEPENDENT FACTORS OF CUSTOMER SATISFACTION

Table 5 ANOVA for Age with Independent Factors of Customer Satisfaction

		Sum of Squares	df	Mean Square	F	Significance value
Satisfaction	Between Groups	31.114	3	10.371	13.340	.000
	Within Groups	152.386	196	.777		
	Total	183.500	199			
Promotion	Between Groups	5.762	3	1.921	4.618	.004
	Within Groups	81.518	196	.416		
	Total	87.280	199			
Price	Between Groups	2.870	3	.957	3.960	.009
	Within Groups	47.350	196	.242		
	Total	50.220	199			
Quality	Between Groups	.234	3	.078	1.475	.223
	Within Groups	10.361	196	.053		
	Total	10.595	199			

(* Accepted at 5%)

Hypothesis H₀ – The opinion towards the Satisfaction, Promotion, Price, Quality factors of the Kansai Nerolac paints do not vary from the Age of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the satisfaction is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Satisfaction factors of the Kansai Nerolac paints do vary the Age of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Promotion is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Promotion factors of the Kansai Nerolac paints do vary the Age of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the pricing is more than 0.05, so the H_0 is Accepted. And it can be concluded that the opinion towards the Pricing factors of the Kansai Nerolac paints do not vary the Age of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Quality is more than 0.05, so the H_0 is Accepted. And it can be concluded that the opinion towards the Quality factors of the Kansai Nerolac paints do not vary the Age of the respondents at 5%.

ONE WAY ANOVA BETWEEN GENDER AND INDEPENDENT FACTORS OF CUSTOMER SATISFACTION

Table 6 ANOVA for Gender with Independent Factors of Customer Satisfaction

		Sum of Squares	df	Mean Square	F	Significance value.
Satisfaction	Between Groups	31.114	3	10.371	13.340	.074
	Within Groups	152.386	196	.777		
	Total	183.500	199			
Promotion	Between Groups	5.762	3	1.921	4.618	.682
	Within Groups	81.518	196	.416		
	Total	87.280	199			
Price	Between Groups	2.870	3	.957	3.960	.019
	Within Groups	47.350	196	.242		

	Total	50.220	199			
Quality	Between Groups	.234	3	.078	1.475	.022
	Within Groups	10.361	196	.053		
	Total	10.595	199			

(* Accepted at 5%)

Hypothesis H_0 – The opinion towards the Satisfaction, Promotion, Price, Quality factors of the Kansai Nerolac paints do not vary the Gender of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Satisfaction is more than 0.05, so the H_0 is Accepted. And it can be concluded that the opinion towards the Satisfaction factors of the Kansai Nerolac paints do not vary the Gender of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Promotion is more than 0.05, so the H_0 is Accepted. And it can be concluded that the opinion towards the Promotion factors of the Kansai Nerolac paints do not vary the Gender of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Pricing is more than 0.05, so the H_0 is Accepted. And it can be concluded that the opinion towards the Pricing factors of the Kansai Nerolac paints do not vary the Gender of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Quality is more than 0.05, so the H_0 is Accepted. And it can be concluded that the opinion towards the Quality factors of the Kansai Nerolac paints do vary the Gender of the respondents at 5%.

ONE WAY ANOVA BETWEEN OCCUPATION AND INDEPENDENT FACTORS OF CUSTOMER SATISFACTION

Table 7 ANOVA for Occupation with Independent Factors of Customer Satisfaction

		Sum of Squares	df	Mean Square	F	Significance Value
Satisfaction	Between Groups	31.114	3	10.371	13.340	.000
	Within Groups	152.386	196	.777		

	Total	183.500	199			
Promotion	Between Groups	5.762	3	1.921	4.618	.000
	Within Groups	81.518	196	.416		
	Total	87.280	199			
Price	Between Groups	2.870	3	.957	3.960	.000
	Within Groups	47.350	196	.242		
	Total	50.220	199			
Quality	Between Groups	.234	3	.078	1.475	.000
	Within Groups	10.361	196	.053		
	Total	10.595	199			

(* Accepted at 5%)

Hypothesis H_0 – The opinion towards the Satisfaction, Promotion, Price, Quality factors of the Kansai Nerolac paints do not vary the Occupation of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Satisfaction is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Satisfaction factors of the Kansai Nerolac paints do vary the Occupation of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Promotion is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Promotion factors of the Kansai Nerolac paints do vary the Occupation of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Pricing is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Pricing factors of the Kansai Nerolac paints do vary the Occupation of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Quality is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Quality factors of the Kansai Nerolac paints do vary the Occupation of the respondents at 5%.

**ONE WAY ANOVA BETWEEN MARITAL STATUS AND INDEPENDENT FACTORS
OF CUSTOMER SATISFACTION**

Table 8 ANOVA for Marital status with Independent Factors of Customer Satisfaction

		Sum of Squares	df	Mean Square	F	Significance Value
Satisfaction	Between Groups	31.114	3	10.371	13.340	.000
	Within Groups	152.386	196	.777		
	Total	183.500	199			
Promotion	Between Groups	5.762	3	1.921	4.618	.000
	Within Groups	81.518	196	.416		
	Total	87.280	199			
Price	Between Groups	2.870	3	.957	3.960	.000
	Within Groups	47.350	196	.242		
	Total	50.220	199			
Quality	Between Groups	.234	3	.078	1.475	.0433
	Within Groups	10.361	196	.053		
	Total	10.595	199			

(* Accepted at 5%)

Hypothesis H_0 – The opinion towards the Satisfaction, Promotion, Price, Quality factors of the Kansai Nerolac paints do not vary the Marital Status of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Satisfaction is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Satisfaction factors of the Kansai Nerolac paints do vary the Marital status of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Promotion is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Promotion factors of the Kansai Nerolac paints do vary the Marital Status of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Pricing is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Pricing factors of the Kansai Nerolac paints do vary the Marital status of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Quality is more than 0.05, so the H_0 is Accepted. And it can be concluded that the opinion towards the Quality factors of the Kansai Nerolac paints do not vary the Marital status of the respondents at 5%.

ONE WAY ANOVA BETWEEN INCOME AND INDEPENDENT FACTORS OF CUSTOMER SATISFACTION

Table 9 ANOVA for Income with Independent Factors of Customer Satisfaction

		Sum of Squares	df	Mean Square	F	Significance Value
Satisfaction	Between Groups	31.114	3	10.371	13.340	.000
	Within Groups	152.386	196	.777		
	Total	183.500	199			
Promotion	Between Groups	5.762	3	1.921	4.618	.000
	Within Groups	81.518	196	.416		
	Total	87.280	199			
Price	Between Groups	2.870	3	.957	3.960	.000
	Within Groups	47.350	196	.242		
	Total	50.220	199			
Quality	Between Groups	.234	3	.078	1.475	.001
	Within Groups	10.361	196	.053		
	Total	10.595	199			

(* Accepted at 5%)

Hypothesis H_0 – The opinion towards the Satisfaction, Promotion, Price, Quality factors of the Kansai Nerolac paints do not vary the Income of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Satisfaction is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Satisfaction factors of the Kansai Nerolac paints do vary the Income of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Promotion is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Promotion factors of the Kansai Nerolac paints do vary the Income of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Pricing is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Pricing factors of the Kansai Nerolac paints do vary the Income of the respondents at 5%.

From the ANOVA Table it can be noted that the significance of “F” for the Quality is less than 0.05, so the H_0 is Rejected. And it can be concluded that the opinion towards the Quality factors of the Kansai Nerolac paints do vary the Income of the respondents at 5%.

Table 10 CORRELATION BETWEEN THE PRODUCT NOT UP TO THE EXPECTATION AND THE PRODUCT IS ABOVE TO THE EXPECTATION

Correlation			
	R	Significance Value	Result
The product not up to the expectation	0.86	0.225	Positive

(Source: Primary data)

**= significance at 5% level*

Hypothesis (H_0): There is no significant relationship between Interior paints and Exterior paints.

The table shows that there is a significant relationship between the Product not up to the expectation and the product is above to expectation, it is positively correlated and hence it has a strong correlation the product is above to expectation.

Table 11 OVERALL RATING FOR KANSAI NEROLAC PAINTS BY CUSTOMER.

Table 11.1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Respondent rating	200	3.00	5.00	3.9300	.43131
Total	200				

Table 11.2 Frequency Analysis

Overall Rating	Frequency	Percentage
1	0	0
2	0	0
3	26	13
4	162	81
5	12	6
Total	200	100

From above Table, 162 respondents forming 81% have rated 4 for the overall satisfaction, 26 respondents forming 13% have rated 3, 12 respondents forming 6% have rated 5, None of the respondent have disagree with Kansai Nerolac paints.

FINDINGS, SUGGESTIONS AND CONCLUSION

- The findings from this research shows that the company is working hard to maintain the quality of its paints as the least number of the customers have some problems regarding low price of paints product. Almost 70% of the respondents have agreed that after using Nerolac paints they get a smooth wall surface.
- But the certain dissatisfaction still prevails regarding the texture and smell of the primers. Such of the dissatisfied customers have shown positive inclination towards other brands.
- Regarding the service department of the Nerolac Paints. This include, the services provided by sales representative of which the total satisfaction prevailing is just 30% and the level of the dissatisfaction is 40%, more as the respondents have reported, the local dealers and team leaders are care free and do not respond to their complains.

- It has been found that Kansai Nerolac paints doesn't contain low pricing paints.
- It has been found that sample of 200 g paints were given to the Nerolac customer to satisfy them in the past. But nowadays sample was not given to the Nerolac customers. Because of this the customers face problems of disinterest and they are moving to other paints. Competitors like Asian paints has utilised this opportunity and started giving samples to their customers to satisfy them. This is one drawback to Nerolac paints.
- Absence of advertisement in Nerolac paints has been found.
- Aboveall it has been found that when there is a drawback in Nerolac paints, many customers prefer other paints.

SUGGESTIONS

- Kansai Nerolac Paints must improve its service sector. If there are any complaints regarding the product of the Kansai Nerolac paints, the line officers must follow up with calls or emails, if required they must send their workers to repair the damaged caused due to the company's product.
- Kansai Nerolac Paints Co. must re-treat its primers, in its research laboratories to avoid the inhalation of the harmful fumes and make the products eco-friendly.
- Kansai Nerolac Paints is one of the best paints, but certain weaknesses still persist, regarding its colour fadedness and there is no much advertisement for this paints if they make more advertisement means it can be more popular to all. Therefore, to avoid this, the company must have a regular check on its production department and quality department and every activity related to the development of the product.
- Kansai Nerolac paints must provide decorative designs paints to increase their profits
- Kansai Nerolac paints must provide samples so that customers feel easy to select their paints.
- The Company must also concentrate more on the rural needs of the customers with suitable products and colours.

CONCLUSION:

This study observes that Kansai Nerolac paints is competitive in all factors. Overall the customer rated as 4/5 which means they are satisfied with this paints but they have to improve in service sectors, the customer expects more products in low price and they want sample for all the paints, there is no discounts or coupons for the bulk buying customers, there is no proper communication that is advertisement for their products, as there are many local paints it is better to change their pricing strategy if these all are fulfilled means then Kansai Nerolac paints will take the first place in Paint industry.

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