

A Study on Customer Satisfaction with Asian Paints

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ABSTRACT

This consideration explores client fulfillment inside the setting of Asian Paints, an unmistakable player in the paint industry. The inquiry centers on understanding the components impacting client fulfillment, investigating the client criticism components utilized by Asian Paints, and assessing the adequacy of their client benefit activities. The inquiry assembles experiences from a different test of Asian Paints clients.

The discoveries uncover key determinants of client fulfillment, counting item quality, color extension, estimating, and client benefit responsiveness. Also, the consider analyzes the effect of computerized stages and online intelligence on client involvement. By examining client input channels such as studies, social media, and client benefit intuition, the investigation sheds light on ranges of quality and openings for change.

Besides, the consideration examines the suggestions of client fulfillment on brand devotion and generally trade victory for Asian Paints. Proposals are given for improving client fulfillment levels, emphasizing the significance of proactive engagement, personalized communication, and nonstop change in benefit conveyance.

Besides, the consideration sheds light on the significance of post-purchase back and engagement in cultivating long-term connections with clients. Asian Paints' comprehensive after-sales benefit, guarantee approaches and client input components play a pivotal part in tending to grievances, settling issues instantly, and building belief and devotion among clients.

This can provide some important factors that can contribute to customer satisfaction in the paint industry, this particular focus is on Asian paints. considering customer concerns, growing and strengthening its leadership position, driving business growth, and maintaining its reputation

INTRODUCTION



Asian Paints was founded in 1942 by Champak Lal H. Choksey, Chimanlal

Asian Paints offers a wide variety of products for individual areas of advertising. Its extensive range of paints includes interior and exterior paints, blankets, wood wraps, and waterproofing preparations known

for their quality, durability, and dynamic colors. Also, the company offers special paints for mechanical applications, establishing strict prerequisites for different businesses.

At the heart of Asian Paints' commerce procedure is advancement. The company contributes altogether in inquiry about and advancement to present cutting-edge items and innovations that address advancing client needs and showcase patterns. This state examines arts and the working place and analyst and engages to stay ahead of the participant,

Asian Paints is committed to sustainability and environmental protection. It acquires eco-friendliness through its operations, from sourcing raw materials to manufacturing forms and material exchange. The company effectively engages with communities through various social welfare programs, education, health care, and nature conservation activities.

For a long time, Asian Paints has received various grants for its massive commerce properties, item quality, and corporate administration. It has reliably beaten, and its competitors and shared exact financial comes about, and it makes esteem about its shareholders and partners. With a strong establishment built on development, maintainability, and customer-centricity, Asian Paints Balance contributes to social progress and nature conservation in an active global paint industry that Can promote openness and overcome challenges.

REVIEW LITERATURE

- **According to Choksi (2012)**, a study by Capgemini Consulting, Asian Paints, with a \$10.6 billion US annual revenue, is the biggest paint manufacturer in India. Asian Paints directly holds a 40 percent showcase share within the enhancing paints industry. Our company does approximately 80% of its commerce in India, which has the fastest-growing coatings showcase within the world.
- **According to Kotler (2018)**, a person's satisfaction is determined by how well or poorly they feel a product performs in comparison to their expectations. The assessment of contentment is predicated on every encounter an individual has with a specific business concerning the merchandise it provides, the sales procedure, and the after-sale assistance
- **Sonawane (2016)** conducted a research study titled "Examining the Influence of Competition on Marketing Strategies." The study focused on electronic retailing, which encompasses both television and internet platforms. The primary objective was to understand how companies effectively motivate individuals to engage in specific actions, such as picking up the phone or visiting a website, ultimately leading to a purchase. Customers who see the value in a product or service or who feel better about themselves as a result of using an electronic retailing campaign will purchase it. Even though they can't physically inspect the item, customers might need to wait for four to six weeks before they get their hands on it.
- In India, coats have typically been available in stores, as noted by **Renu Rajaram (2012)**⁴³. While most paint brands have been sold through multi-brand stores, the expanding Indian paint industry and the rise of individual brand recognition have led major players to establish exclusive outlets/showrooms. The key to the success of these outlets is that consumers can save time by not having to compare different brands, allowing them to concentrate on selecting products without concerns about quality.
- **According to Gustafsson (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.

That is the secret to its success in business. Given that customer satisfaction is a psychological state, measuring it requires caution.

OBJECTIVES

Primary objective:

This study analyzes customer satisfaction with Asian Paints Pvt Ltd.

Secondary objective:

- To Assess customer perceptions of Asian Paints' product durability, coverage, and ease of application compared to competitors
- To explore color preferences among customers and their impact on overall satisfaction.
- To analyze customers' satisfaction with Asian Paints' purchasing involvement, and include product availability,
- To investigate the link between brand reputation and customer satisfaction
- To find customer trust toward Asian paints, colors, brands, and previous purchasing experiences

SCOPE OF THE STUDY

- To analyze customer satisfaction with Asian paints
- To analyze Asian paint product quality
- To analyze paint and coating to world and local regions.
- To understand the market growth, new trends, and changing size aspects.
- To Make predictions about the Paint industry's upcoming development and competitors,
- To Understand customer preferences and buying actions

LIMITATIONS OF THE STUDY

- The data may be explored across various sources and may not always be reliable.
- External factors such as economic variations can impact the relevance of findings over time.
- Integrate all the data from experiments, surveys, or other means, can be challenging.
- Limited access to experts and industry-specific knowledge can restrict in-depth analysis

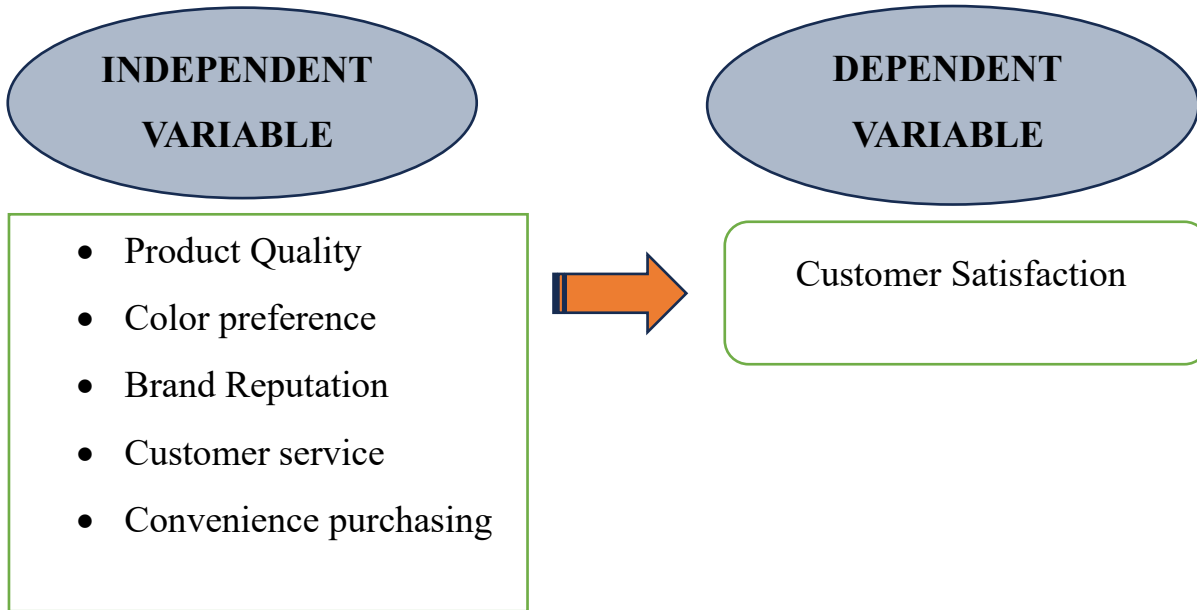
RESEARCH METHODOLOGY

This research on this particular topic includes areas of inquiry supported by the collection, compilation, presentation, and interpretation of data related to the study of that topic or in detail.

RESEARCH DESIGN

A research design sets out the study's structure, directing the gathering and analyzing data, The following make predictions as per variables that will be captured to evaluate the sample and its overall suitability for the research gender, age, education, experiences, assigned questionnaire, and the research objectives presented in the percent detailed.

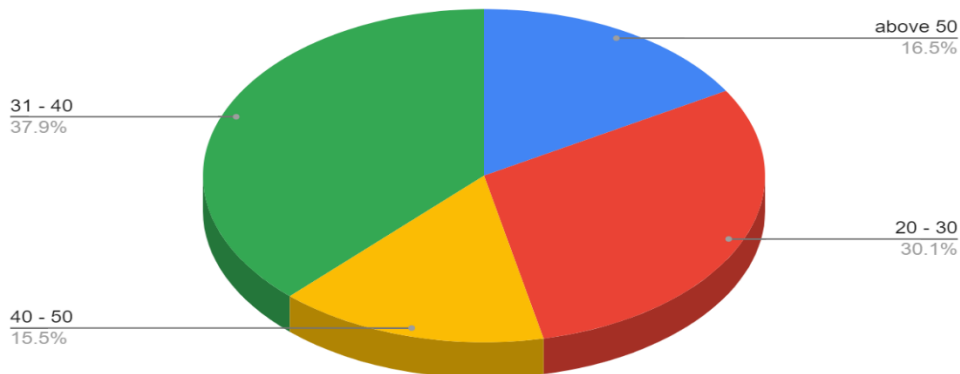
RESEARCH MODEL



DATA ANALYSIS

AGE:

S.NO	Particulars	No. of Respondent	Percentage%
1	20-30	31	30.1%
2	30-40	39	37.9%
3	40-50	16	15.5%
4	above 50	17	16.5%
TOTAL		103	103



INFERENCE:

The above table interpreted that 30.1% of respondents are between 20-30, and 37.9% of respondents are below 30-40. 15.5 % of respondents are between 40-50 and respondents above 50 are 16.5%, Here maximum age response is 31 – 40 that percentage is 37.9%.

ONE SAMPLE T-TEST

HYPOTHESIS:

Null Hypothesis (H0): Factors of age and customer satisfaction are not equal to mean value

Alternate Hypothesis (H1): Factors of age and customer satisfaction are equal to mean value

One-Sample Test						
	Test Value = 0.05					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CUSTOMER SATISFACTION	42.510	102	.000	7.25097	6.9126	7.5893
PRODUCT QUALITY	38.730	102	.000	7.51311	7.1283	7.8979
BRAND REPUTATION	53.771	102	.000	6.35777	6.1232	6.5923
COLOR PREFERENCE	58.845	102	.000	9.61990	9.2956	9.9442
CUSTOMER SERVICE	46.433	101	.000	7.15588	6.8502	7.4616
CONVENIENCE PURCHASING	34.310	100	.000	6.81139	6.4175	7.2053

INTERPRETATION:

As p-value is below 0.05, we will dismiss the Null Hypothesis (H0) and acknowledge the Alternate Hypothesis (H1). This indicates that age has a substantial impact on customer satisfaction, product quality, brand perception, color choice, customer service, and ease of purchase, in line with average values.

ANOVA

HYPOTHESIS:

Null Hypothesis (H0): As the p-value exceeds than 0.05, there is no considerable distinction between the age and customer.

Alternate Hypothesis (H1): the age and customers are not the same.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Asian paints satisfaction purpose	Between Groups	12.873	3	4.291	.758	.520
	Within Groups	560.466	99	5.661		
	Total	573.340	102			
Product Quality	Between Groups	46.030	3	15.343	3.998	.010
	Within Groups	379.892	99	3.837		
	Total	425.922	102			

Brand reputation	Between Groups	51.216	3	17.072	4.674	.004
	Within Groups	361.619	99	3.653		
	Total	412.835	102			
Color preference	Between Groups	10.644	3	3.548	1.386	.252
	Within Groups	253.472	99	2.560		
	Total	264.117	102			
Customer services	Between Groups	49.837	3	16.612	4.760	.004
	Within Groups	345.503	99	3.490		
	Total	395.340	102			
Convenience purchasing	Between Groups	2.938	3	.979	.238	.869
	Within Groups	406.557	99	4.107		
	Total	409.495	102			

INTERPRETATION:

A p-value lower than 0.05 implies the Substitute Theory (H1) is acknowledged, showing a outstanding contrast. In our inquire about, we found a relationship between age and brand notoriety, as well as age and client benefit.

If p-value is over 0.05, we can conclude that there is no considerable distinction and therefore accept the Null Hypothesis (H0). Our data indicated age's impact on customer satisfaction, product quality, color preference, and purchasing convenience.

FINDING

- It's overall satisfaction towards the company is good which shows effective efforts are being taken to customer satisfaction
- Regarding Product quality, customers mostly feel neutral product quality
- As per Asian paint color preference, most responses are Agree. It may show Asian paint as providing color preference to customer
- Brand Reputation, most of the customer responses is strongly agree and agree, which shows Asian paint well-reputed compared with other competitors.
- Customer service, Consumer response is Agree, it explains that Asian paint provides customer service for consumer satisfaction,
- Convenience purchasing, shows that Asian Paint provides purchasing facilities by online and direct shopping, for this most of the customer response is Agree.

SUGGESTION

- Through targeted feedback sessions and consistency checks, identify and address specific areas for product quality improvement.
- Continue to introduce new, trendy colors that are in line with customer preferences. Improve visualization tools to facilitate better decision-making.

- Uphold and improve your brand's reputation by continuously providing superior goods and customer support while taking part in CSR initiatives.
- Make sure that agents are responsive and well-trained, and put in place feedback systems to quickly address any areas where customers may be unhappy.
- To increase convenience, expand product availability, optimize ordering procedures, and improve the functionality of direct and online shopping channels.

CONCLUSION

Asian Paints shows commendable endeavors in accomplishing client fulfillment, as reflected within the by and large positive criticism. Be that as it may, there are ranges that warrant consideration to advance the client involvement. Whereas client's express nonpartisanship towards item quality, focused criticism sessions and consistency checks can offer assistance in recognizing and correcting particular ranges for advancement. The company's arrangement with customer color leanings is obvious, proposing the significance of presenting stylish colors and improving visualization instruments for educated decision-making. Asian Paints' solid brand notoriety compared to competitors could be a critical resource, but it requires reliable endeavors through the conveyance of predominant merchandise, uncommon client bolster, and engagement in CSR activities. Additionally, whereas the company's client benefit is regarded such pleasant, keeping up this standard requires responsive, well-trained specialists and proficient input instruments. In conclusion, this will increase product availability, and ordering way, enhance offline and online shopping, and get positive feedback from customer

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