

**STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
VARIOUS PAINTS, IN SALEM FOR LAKSHMI CORPORATION PVT LTD**

A PROJECT REPORT

p-2520

submitted

By

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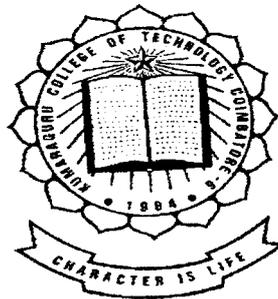


In partial fulfillment of the requirements of

Anna University-Coimbatore

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



**DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY**

JULY 2008



**DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE**

BONAFIDE CERTIFICATE

Certified that this project titled “**STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS VARIOUS PAINTS, IN SALEM FOR LAKSHMI CORPORATION PVT LTD**” is the Bonafide work of Mr.SATHEESHKUMAR.V who carried out this project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

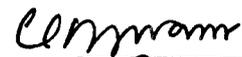

Director


Faculty Guide

Evaluated and viva-voce conducted on 1.11.08



Examiner I


Examiner II . . .



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To whomsoever it may concern

This is to certify that SATHEESHKUMAR V a student of Kumaraguru college of Technology, Coimbatore has undergone a summer project on the consumers preference and satisfaction towards various kinds of paints at Lakshmi Corporation Limited, Salem from 23rd June to 25th July 2008.

For Lakshmi Corporation ltd.


Managing Director

DECLARATION

I hereby declare that the dissertation entitled "**STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS VARIOUS PAINTS, IN SALEM FOR LAKSHMI CORPORATION PVT LTD**" Submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.

I, also declare hereby, that the information given in the report is correct to the best of my knowledge and belief.

Place: Coimbatore

Date:



(SATHEESHKUMAR.V)

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved correspondent **Mr. Balasubramaniam** the prime guiding spirit of Kumaraguru College of Technology.

I extend my hearty thanks to our principal **Dr. Joseph V. Thanikal**, Kumaraguru College of Technology, for provided facilities to do this project.

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In great honor and with indebt gratitude to my inspiring guide **Ms. S. Sangeetha** who has taken great interest in helping me on and often in the successful pursuit of my project.

I express my hearty gratitude to General Manager of **Lakshmi Corporation**, for giving me an opportunity for doing the project in their esteemed organization and encouraged me with this expert counseling and guidance for successful completion of my research study.

I also extend my hearty gratitude to all the **Employees of Lakshmi Corporation**, for furnishing the information needed and being very accommodative in all aspects.

Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

EXECUTIVE SUMMARY

The research entitled **“Study on Customer Preference and Satisfaction towards various Paints, in Salem for Lakshmi Corporation Pvt Ltd”** with the primary objective to analyses the customer Preference and satisfaction on paints in salem which is the tool used for customers satisfaction level and to identify the impact of performance of marketing strategies.

In India the Paint industry is flourishing with wide range of services. There are many players in the Indian Paint industry. Viz Asian paints, Berger, Nerolac, Dulux paints, Agsar paints and various other players. India, with its high population and development potential, is having one of the growing Paint industries in the world.

Against this background, the study was conducted for Lakshmi Corporation. The objectives of the study are to determine the customer’s level of satisfaction on paints. Further the study attempts to identify the satisfaction of the customers and to identify the influencing the users to buy the paint. The study assumes the characteristics of descriptive research. a sample of fifty customers in the questionnaire method.

The study reveals that the majority of the respondents are male and with income group between 5000 to 25000. The satisfaction of customers with respect to colour, price, quality, quantity, durability, availability and durability and the findings of the study has high lighted that the dominating variable viz income, quality, durability, Price has significant influence on the satisfaction of customer. To frame the suitable strategies and to enhance the market share of Lakshmi Corporation the above findings will influence.

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CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 CUSTOMER SATISFACTION-AN OVERVIEW

Customer Satisfaction is an ultimate aim of all economic activity. Customers are the target economic group who are conflict by public and private economic decision. Customer Satisfaction is an ultimate aim of any business. Both survival of business depended on Customer Satisfaction.

The Customer Satisfaction is the relationship between the customer's expectation and the product or services perceived perforations. If it product match expectations, the customer is satisfied. If it exceeds then the customer is highly satisfied. If it falls short the customer is dissatisfied, A satisfied is more likely to purchase the product next time and will say good thing about the product to other. According to marketer, "A Satisfied customer is best advertisement". The marketing system goal should be to maximize consumption, costumer choice or customer satisfaction. The marketing system goal should be to maximized life quality add life. Quality means not only the quality of customer good and services but also the quality of environment.

A costumer satisfaction deal with the characteristic of human behavior marketing belongs to human behavior as it deals with buying decision. The advertisement copy writer has study psychology behind human behavior in respect of satisfaction of his wants.

In a market, customer is considering to be a king. Her needs and wants are satisfied. Customer's Satisfaction depends upon the nature of customer. The costumers once purchase a product, if it gives satisfaction to them, again they given reference to such product.

The growth expectations are changing day to day. Hence the Customer Satisfaction is not constant.

1.2 REVIEW OF LITERATURE

The previous studies will help the researcher to find the problem in micro level. After referring the following studies, this study has been structured with objectives and hypothesis.

A study conducted by Sayulu (2004) regarding Brand Preference of Decorative Paints, a sample of 150 houses from twin cities of Hyderabad and Secunderabad are selected. They have used statistical tools such as ratio and trend analysis in the process of analyzing the data. This study was conducted with the objectives of brand awareness of decorative paints and factor influencing of consumer brand preference. They found that majority of the sample respondents preferred Asain paints and they found that there was no single reason which was responsible for high brand equity of paints among the respondents¹.

Sathya Sundaram.I (2006) made a survey on paints towards Rose Phase. In this study, he analysed price of various category of paints during 2005 he found that price of interior emulsion is the highest. Also he found that the group had a leadership position in Bahrain, Nepal, South-Pacific region and the caribbean.

The numbers of studies conducted in this area are very limited. There is few literature has been available in the awareness level and satisfaction level about the buyers of paint. So the present study has been undertaken to determine the awareness level, satisfaction level about the buyer and factors influences to buying various brands of paint²

² Sathya sundaram.I , 2006, Indian journal of marketing(2006), Analysis of paint industry in Tamilnadu, vol Xxxv, No1, page no. 27

Gustafsson Anders et. al., (2004)³ have conducted a study on Determining the importance that customers place on the product and service attributes that drive their satisfaction with, and loyalty to, service providers is an essential part of a firm's resource allocation process. An unsettled issue is whether importance measures should come directly from customers or be derived statistically and, if so, how. The researcher compares direct importance ratings with a variety of methods for statistically deriving attribute importance in a customer satisfaction model. Using three data sets, the methods are compared on criteria that include their ability to explain variation in satisfaction, to identify customers' more important attributes, and to be interpretable. The findings suggest that because each of the tested methods has its strengths and weaknesses, it is essential to choose a method that is compatible with the research goals and context.

³**Gustafsson Anders and Johnson Michael D.,** Determining Attribute Importance in a Service Satisfaction Model, *Journal of Service Research*: Vol. 7 Issue 2, p124-141, 2004

Chen Chun-Chih et. al., (2008)⁴ have conducted a study on Integrating the Kano model into a robust design approach to enhance customer satisfaction with product design. This study presents a robust design approach incorporating the Kano model to obtain the optimal combination of design form elements. This can effectively enhance customer satisfaction and aesthetic product qualities with multiple-criteria characteristics. The Kano model is used to better understand the relationship between performance criteria and customer satisfaction, and to resolve trade-off dilemma in multiple-criteria optimization by identifying the key criteria in customer satisfaction. The robust design approach combines grey relational analysis with the Taguchi method to optimize subjective quality with multiple-criteria characteristics. This simultaneously yields the optimal aesthetic performance and reduces the variations in customer evaluations. Based on Kano model analysis, a weight adjustment process determines the weight of each product criterion for achieving the desired customer satisfaction performance. This process guides the prioritizing of multiple criteria, leading to higher customer satisfaction. the examples of this study, the proposed method may be further used as a universal robust design approach for enhancing customer satisfaction and product quality with multiple-criteria characteristics.

⁴**Chen Chun-Chih and Chuang Ming-Chuen**, Integrating the Kano model into a robust design approach to enhance customer satisfaction with product design, International journal of production economics: vol. 114 Issue 2, pp 667-681, 2008

Demoulin Nathalie T.M. ET. al., (2008)⁵ have conducted a study on the impact of loyalty cards on store loyalty: Does the customers' satisfaction with the reward scheme matter? Most customers hold several loyalty cards of competing retailers. Past studies looking into the impact of card ownership on store loyalty showed mixed results. We postulate that loyalty cards are effective only when customers value the rewards associated with them. We investigated to what extent the satisfaction with loyalty card rewards affects the effectiveness of loyalty card programmes in the food retail sector. From the analyses of survey data within the framework of store choice models, we confirm that loyalty card owners are more stores loyal. The study summarizes more precisely, we show that when holders are satisfied with the reward scheme of the loyalty card programme, they are more loyal and less price sensitive than unsatisfied card holders.

⁵**Demoulin, Nathalie T.M. and Zidda, Pietro**, on the impact of loyalty cards on store loyalty: Does the customers' satisfaction with the reward scheme matter, *Journal of Retailing & Consumer Services*: Vol. 15 Issue 5, p386-398, 2008

1.3 OBJECTIVES OF THE STUDY

1.3.1 PRIMARY OBJECTIVE:

To study the consumers preference and satisfaction towards various paints in salem.

1.3.2 SECONDARY OBJECTIVE:

1. To study and analyse the awareness level of paint users.
2. To find out factors influencing the users to buy the paint.
3. To study and analyse the satisfaction level of paint users.
4. To offer suitable suggestion to improve the sale of paint.

1.4 STATEMENT OF THE PROBLEM

There are various paint manufactures producing various brands of paint in our country and they are playing an important role in fulfilling the needs of the consumers.

At present, the consumers are more dynamic. Their taste, needs and preference changing as per current scenario. The consumer has certain expectation from branded paint in terms of its quality, price, package and door delivery Now-a-days different brands of paint available in the market. Each one is having its own features and consumers give more importance to select any one of particular brand.

In this context the present study is undertaken to determine the awareness level of buyer of paint and to identify the attributes which motive the buyers to purchase paint and to measure the satisfaction level of buyer of paint. Hence the study entitled "A Study on Users satisfaction on various brands of paint in Salem". On a general analysis of the present day market, it is seen that all the brands of paint introduced in the market do succeed. Some brands have well-established market, while some brands even struggle to thrive in the market.

1.5 SCOPE OF THE STUDY

The scope of this study is restricted to users' satisfaction on various brands of paint in Salem town. The study intends to analyse the awareness level of buyers of paint, level of satisfaction of buyer to buy a various brands of paint and to identify the factors influences the purchase of various brands of paint.

1.6.1 REASEARCH METHODOLOGY

1.6.2 RESEARCH DESIGN:

Research is directed towards the solutions of the problem. The success of the research depends on the designing of the research process. The purpose of research is to discover answers to questions through the application of scientific procedures. Research has its special significance in solving various operational and planning problems of business and industry. A search design forms the framework of the entire research process.

The main purpose of this study was that of formulating a problem for more precise investigation or of developing the working hypothesis from an operational point of view. The major emphasis of the study is on the discovery of ideas and insights. This study attempts to find out the Customer Satisfaction on paint in lakshmi corporation pvt ltd.

A descriptive study involves formulating the objectives of the study, defining the population and selecting a sample, designing the methods of data collection and analysis of the data and results. Descriptive research studies are those studies, which are concerned with descriptive research studies, which are concerned with describing the characteristics of a particular individual or of a group. The descriptive research study is used for analysis the customer satisfaction on paint in lakshmi corporation pvt ltd.

Exploratory research studies are also termed as formulate research studies. The main purpose of such studies are formulating a problem for more précis investingation or developing the working hypothesis from an operational point of view. The major emphases in such studies are discovery of ideas and insights.

The exploratory research design is used to analyze the customer satisfaction on paint in Lakshmi Corporation Pvt Ltd, Salem.

1.6.3 SAMPLE DESIGN:

Since the population of the sample is so vast, the researcher used convenient sampling technique for the selection of samples for customer study.

The study is intended to cover only four brands viz., Asian paints, Nerolac, Dulux, Apsara paints in Salem town. Purposive sampling technique was adopted to select the sample respondents.

In Salem town there are 6 dealers dealing with brands of paint. Among these brands only 4 brands of paint were considered for this study. This was made on the basis of turnover effected by dealers during the year 2007-2008. Among these 4 brands the highest turnover was made by Asian paint followed by other paint in Salem town.

SAMPLE SIZE:

The sample size limited to 50 customers in Salem.

1.6.4 METHOD OF DATA COLLECTION

TYPE OF DATA

PRIMARY DATA:

The Primary data are those which are collected a fresh and for the first time and thus happen to be original character.

The primary data was collected from the customers using a well structured questionnaire and by interviewing personally.

1.6.5 TOOLS FOR ANALYZING DATA:

Questionnaire:

Questionnaire is considered as the heart of the survey operation. In this method, a Questionnaire is given to the person concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed in a definite order.

Tools used for analysis in customer satisfaction

- Simple percentage
- Chi-square test

1.6.6 METHODOLOGY

This study is an empirical research based on survey method in Salem town. Only the Primary data were used for this study. The primary data have been collected through the survey method by direct personal interview from the people.

1.6.7 HYPOTHESES

The awareness level, satisfaction level and factors influences are the key indicators considered reviewing the buyer of paint, in this connection the following hypotheses were formulated

Ho₁: There is no significant relationship between demographic variable viz. place of residence, age, education, occupation, nature of family number of members in a family, annual income and awareness level of buyer various paint brands.

Ho₂: There is no significant relationship between demographic variable viz. place of residence, age, education, occupation, nature of family number of members in a family, annual income and satisfaction level of buyer various paint brands.

1.7 LIMITATION OF THE STUDY

1. This study is based on the prevailing consumers' satisfaction; the consumer satisfaction may change according to time, fashion, technology development etc. Therefore the findings may not be useful in the future period.
2. Some of the respondents do not have clear idea about this various brand paint. So their opinion may be biased.
3. There is more fluctuation in the price of the product. So the factor price might have different level of influence on the buyer.

1.8 CHAPTER SCHEME

The following is the chapter scheme of the study

Chapter – I: INTRODUCTION OF THE STUDY

Chapter – II: INDUSTRY AND COMPANY PROFILE

Chapter – III: MICRO AND MACRO ANALYSIS

Chapter – IV: DATA ANALYSIS AND INTERPRETATIONS

Chapter – V: FINDINGS AND SUGGESTIONS

CHAPTER -2

2.1 industry profile

Paint is any liquid, liquefiable, or mastic composition, which after application to a substrate in a thin layer is converted to an opaque soiled film. One way to look at paint is by its intended use. Sometimes this is important to know about when you need to choose the right paint for the right job. At other times, you can extend the planned use of a particular paint to another purpose without concern.

Artists' Paint—many paints designed for use in the arts can be adapted for use in home decorating. You may find that watercolors, oil paints, and acrylics can be used to apply decorative touches to furniture, frames, flowerpots, and for wall borders and/or murals. However, these paints are not necessarily well adapted for general wall painting or for any type of exterior use.

Interior and Exterior Paint—Interior paint is the name given to paint used for walls, ceilings and trim within a house. Exterior paint is the name for paint used outside the house on walls—whether wood, brick, or vinyl or aluminum siding—and trim. Interior and exterior paint are formulated differently because they have different conditions and situations. Interior paint is made to be easy-to-clean and touch up when necessary. Exterior paint is prepared to be fade- and mildew-resistant and flexible when the surface expands and contracts due to climate changes. The two types of paint are specially formulated for their purposes, and are not interchangeable.

Paint consists of two things, pigment and binder. Pigment is what gives color to paint and in its raw form it is a fine powder. Binder is what holds the pigment and adheres it to a surface. The pigment particles are insoluble and merely form a suspension in the binder. There are a great number of binders for pigment. It is these

binders that give us the many different types of paint such as Oil, Acrylic and Casein. Each binder imparts a unique quality to the pigment and adheres to the surface in a different way¹.

Casein is a milk-based product that forms strong glue when mixed with an alkali (e.g. lime, borax, ammonia, etc.). Casein is water-soluble; however, it dries water insoluble, which makes it possible to use it with glazing techniques. Casein is also an **emulsifier**, i.e. oil and varnishes can be added to the casein glue and still be thinned with water. Casein can be used as an under painting for oils and can be applied to a variety of rigid surfaces.

Distemper-Distemper paint has been used primarily in the painting of interiors. It has a wonderful matte finish and a soft feel to it. This paint however is very impractical to apply, because it is very runny, messy and needs to be applied while warm. Casein Paint has the same look and is much more practical to apply.

Oil paint evolved out of the use of Egg Tempera emulsions. Linseed oil (from the flax seed) acts as the binder. Linseed oil dries through the process of oxidation to a strong but flexible film. It is the flexible quality of the oil film that allows for its use on canvas. Cold pressed linseed oil is generally used in paint making though small proportions of poppy and walnut oils are also used. Oil paint has the longest drying time of all paints. It tends to be rather opaque though this varies greatly from pigment to pigment. Oil is the most widely recognized artists paint in our time.

Acrylic Paint-A recent invention, acrylic emulsion is the binder in acrylic paints. Acrylics are water soluble, but dry to a water insoluble and impenetrable flexible film. They are very fast drying and can be used as an under painting for oils.

¹ www.google.com + introduction of paint

Originally thought to be a replacement for oil paints, acrylic paint has proven to be a unique and viable medium of its own¹.

2.1.1 HISTORY OF PAINT

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 20,000 years. Evidence survives in early cave paintings and the ancient Chinese are considered to have brought its manufacture and use to a state of perfection tens of thousands of years ago. In this study considered only the four brands such as Asian paint, Nerolac, Dulux, Agsar paints. The following points are history of brands of paints.

ASIAN PAINTS:

The history of AP dates back to 1942. It was started by four entrepreneurs, Champaklal Choksey, Chimantlal Choksi, Suryakant Dani and Arvind Vakil, as a partnership firm for manufacturing paints, in a garage rented for Rs 75 a month. In 1945, the partnership firm was turned into a private limited company named Asian Oil & Paint Co. Pvt. Ltd. And in the same year, its turnover touched Rs 0.35 million. In 1954, Asian Paints asked the famous cartoonist R.K. Laxman to create a mascot for the company, and from his pen was born – Gattu – which emerged as one of India's most memorable mascots (Refer Figure I). However, AP's market research found out that in rural India, farmers who wished to paint the horns of their bullocks preferred to buy paint in small packs. Soon AP came out with 50-ml packs, which became very popular. In 1957, AP achieved a breakthrough when its R&D department developed a process for producing international quality phenolic and maleic acid resins in its simple coal-furnace, with a hand-stirring process.

¹ www.google.com + types of paint

In 1973, Asian Oil & Paints Co. Pvt. Ltd became a public limited company and changed its name to Asian Paints Limited. In 1987, it entered into joint venture with Tamil Nadu Industrial Development Corporation (TIDCO) – Pentasia Chemicals Ltd, for the manufacture of pentaerythritol and sodium formate – two important intermediates for manufacturing paints. In 1990, AP introduced the Apcolite brand with 151 shades, in contrast to the general practice of offering just 30–40 shades. It also gave consumers an Apcolite shadecard to help them select the shades they wanted. According to reports, many consumers insisted¹.

NEROLAC PAINTS:

In 1920 The Company was incorporated. On its incorporation, the Company acquired and took over as a going concern the business of A.T. Mirza, carried on under the name and style of American paint and Varnish Company. The company manufactures and sell paints and enamels, varnishes, oils, pigments, colours, alkyds and resins, waterproof coatings and components and its products are marketed under the trade marks and names, viz ., 'Nerolac', 'Glossolite', 'Palm Tree', 'Soldier' and 'Dorolite'. The Company the first in India to manufacture phthalocyanine pigments on a commercial scale.

In 1999 Mr. M. Kume has been appointed as a Director of the company with effect from 22nd July, in the casual vacancy caused by the resignation of Mr. T. Shiraiwa. The Company has Technical assistance Agreements with E.I. du Pont de Nemours and Company Inc., USA for the manufacture of sophisticated coatings for automotive sector and with Kansai Paint Company Ltd., Japan, for manufacture of sophisticated architectural coatings. With Oshima Kogyo Company Ltd., Japan, for manufacture of heat resistant coatings. In 2007 Kansai Nerolac Paints Ltd has appointed Mr. Pradip P Shah as an Independent Director on the Board of Directors of

¹ www.google.com + history of Asian paints

the Company. Kansai Nerolac Paints Ltd has appointed Mr. Noel N Tata as an Independent Director on the Board of Directors of the Company with immediate effect¹.

DULUX PAINTS:

Dulux has been involved with the manufacture and marketing of paint and related systems in Australia since 1918 and is the largest manufacturer of quality paint products in Australia. In the early days its experience, decorators and their suppliers were the main customers for dulux with say dulux to your decorator used as an advertising slogan in the 1950.

By 1953, dulux was available in the retail market and ten years later the famous Old English sheepdog was used in advertisements, to the point where "Dulux dog" has become a common nick name for the breed. Dulux Australia was a key player in the ICI Paints World Group, until in 1997 ICI PLC informed ICI Australia its intention to sell its concern in Australia. This decision leads ICI Australia to be renamed on February 2, 1998 as Orica Australia Limited².

AGSAR PAINTS:

Agsar Paints Pvt. Ltd. is the vanguard company of the Agsar group, a diversified, multi-crore, and business conglomerate. Agsar was founded in Tuticorin in 1964 by a group of enthusiastic brothers. Agsar began its journey with manufacturing of chemicals for the match industry. After a decade of growth and success, in 1974, Agsar started its Paints division and hasn't looked back ever since!

¹ www.wikipedia.com + history of Nerolac paint

² www.Goole.com + Dulux paint history

In the last 3 decades, Agsar Paints has steadily consolidated its position and grown rapidly all over South India. Agsar is a household name today - with branches in the main cities of South India - including Chennai, Coimbatore, Bangalore and Kochi. Other group companies of Agsar include Agsar Chemicals, Agsar Match Industry, Agsar Mineral Industry and Tuticorin Trading Company¹.

one is having its own features and consumers give more importance to select any one of particular brand.

In this context the present study is undertaken to determine the awareness level of buyer of paint and to identify the attributes which motive the buyers to purchase paint and to measure the satisfaction level of buyer of paint. Hence the study entitled "A Study on Users satisfaction on various brands of paint in Salem". On a general analysis of the present day market, it is seen that all the brands of paint introduced in the market do succeed. Some brands have well-established market, while some brands even struggle to thrive in the market.

2.2 COMPANY PROFILE :

Lakshmi corporation , a leading paint dealing company in salem was established in 1998.

Lakshmi corporation is dealing with many branded paints like asian paints, berger paints, agsar paints, nerolac and dulux.

COMPETIORS:

Competitors of Lakshmi corporation are nachimuthu electricals, sri narendra enterprises , jayam hardwares, ss electricals, a.p.s kokila textiles, jayalakshmi corporation.

Lakshmi corporation is planning to open their branches in Chennai and also in Coimbatore because of the increase in demand of paints by the customers.

The suppliers of Lakshmi corporation are asian paints, nerolac, dulux and agsar paints.

There were about 25 employees in Lakshmi Corporation in shift basis.

PRODUCTS

Decorative paints:

- ✓ Walls
 - Interior
 - Exterior
- ✓ Woods
- ✓ Metals

Industrial paints

- ✓ Automotive coatings
- ✓ General industrial coatings
- ✓ High performance coatings
- ✓ Powder coating.

SURFACE PREPARATION

- ✓ Before application of any paint coat the substrate needs certain preparation.
- ✓ New wooden surfaces require scraping with sand paper to make the surface smoother.
- ✓ Cement plaster surface requires wire-brushing to remove loose particles. For best finish a layer of lime punning or plaster of paris is applied by trowelling to make the surface smooth and even.
- ✓ Iron and metal surfaces require degreasing and de-rusting before application of priming coat.

Surface preparation is a must before painting because the total life of a paint coat depends to a great extent on how carefully the surface preparation is done. Paints applied on loose and flaking cement sand plaster or paints applied on greasy rusty metal substrates would show early break down of paint film.

Priming

- ✓ Selection of appropriate Primer for individual substrates like Wood, Cement plaster, Mild Steel, Aluminium etc. is important.
- ✓ Primers fight against the characteristic deficiencies related to a particular substrate (eg. Alkalinity present in cement plaster or moisture and absorption characteristic of wooden substrates).
- ✓ It protects the substrates from degradation (eg. Mild steel substrate from rust).
- ✓ Most importantly it acts as a key to provide better adhesion between the substrate and the top coat of finish paint.

Application procedure

Interior Walls (*Special effects, Sheen, Robbialac, Super Acrylic Emulsion, PAWD, JAWD, Pearl Lustre*)

- ✓ Surfaces must be cleaned, dried and freed from efflorescence
- ✓ Previously painted areas should be freed from loose or flaking particles, cleaned and rubbed down
- ✓ Fill up the cracks/dents/uneven surfaces with Jensolin Wall Putty, rub down with sand paper and wipe off the dust
- ✓ Apply 1 or preferably 2 coats of InstaColor Matching Primer or Jensolin Cement Primer (oil based) or J&N Alkali Resistant Water Thinnable Cement Primer-Acrylic Base. The first 2 primers should be thinned with good quality mineral turpentine oil and the last with clean water.

- ✓ Apply 1 coat of plastic paint or distemper after appropriate thinning with clean water (see instructions on container). Application can be done by brush, roller or spray.
- ✓ After first coat is dry (usually 4-6 hours is sufficient) apply second coat.
- ✓ In case of kitchens/bathrooms/high traffic areas 2 coats of glossy or semi-glossy enamel paint is recommended.

Exterior Walls

Cement Paint (ROBBIACEM)

- ✓ New surfaces should be cleaned and freed from efflorescence
- ✓ Previously painted surfaces should be washed or brushed down but if the surface is in powdery or flaking condition, it should be removed by scraping or wire-brushing.
- ✓ In case of areas affected by fungus or algae clean with wire-brush thoroughly and wash with water. After drying apply one coat of Anti-fungal solution and allow to dry.
- ✓ Cement paints should not be used on non-absorbent surfaces such as glazed bricks or neat cement finish or previously flat-oil/enamel painted surfaces.
- ✓ Cement paint – ROBBIACEM – is in powder form and requires thinning with clean water. First mix to a creamy consistency by adding 3 volumes of Robbiacem to one volume of water (always add Robbiacem to water and not the other way around). For brushable consistency dilute the paste by adding further 2-3 volumes of clean water.
- ✓ Saturate the exterior wall surface with water
- ✓ Immediately after the excess surface water has disappeared, apply one coat of Robbiacem.
- ✓ After 4 to 6 hours sprinkle the surface with water again.
- ✓ When dry, usually overnight, wet the surface with water as done before first application and apply a second coat of Robbiacem.
- ✓ Sprinkle water after 4 to 6 hours

Textured Finish (ARMOR QUARTZ or INSTACOLOR QUARTZ FINISH)

- ✓ New surfaces should be cleaned and freed from efflorescence
- ✓ Previously painted surfaces should be washed or brushed down but if the surface is in powdery or flaking condition, it should be removed by scraping or wire-brushing.
- ✓ For new surfaces, apply one coat of Robbiacem Cement Paint as base coat.
- ✓ Apply one coat of Quartz Finish thinned with 5-10% of clean water by volume.

- ✓ For previously painted surfaces we recommend a base coat of the Quartz Finish itself (diluted one to one with water) and a final coat of Quartz Finish thinned with 5-10% clean water by volume.

Acrylic Exterior Smooth Finish (SPECIAL EFFECTS EXTERIOR or INSTACOLOR ACRYLIC EXTERIOR)

- ✓ New surfaces should be cleaned and freed from efflorescence
- ✓ Previously painted surfaces should be washed or brushed down but if the surface is in powdery or flaking condition, it should be removed by scraping or wire-brushing.
- ✓ For new surfaces, apply one coat of Robbiacem Cement Paint as base coat.
- ✓ Apply 2 coats of Acrylic Exterior paint after thinning with 400 ml of clean water per 1 ltr of paint.
- ✓ For previously painted surface we recommend a base coat of Acrylic Exterior paint diluted with equal volume of clean water. After drying apply 2 coats of Acrylic Exterior paint after thinning with 400 ml of clean water per 1 ltr of paint.
- ✓ **Never apply this paint on a rainy day or on damp surface.**

Wood (*Brolac, Super Enamel, Pearl Lustre*)

- ✓ Clean and smoothen the surface with sand paper
- ✓ Fill cracks and dents with Brolac Knifing Paste Filler
- ✓ Ensure knots are sealed with knotting varnish
- ✓ Apply one coat of Jensolin Pink or White primer or J&N Grey Primer
- ✓ Apply 2 coats of Brolac Polyurethane or InstaColor Super Enamel or InstaColor Pearl Lustre.

Metal (*Brolac, Super Enamel, Pearl Lustre*)

- ✓ Remove rust and grease from surface by using if necessary, de-rusting/de-greasing solutions or by scraping with wire-brush.
- ✓ Apply one coat of suitable metal primer like J&N Superior Red Oxide Primer or J&N Red Oxide Zinc Chromate Primer or J&N Synthetic Red Lead Primer. The primer is very important for its anti-corrosive properties.
- ✓ For aluminium and galvanised iron surfaces apply one coat of J&N Etch primer followed by one coat of J&N Zinc Chromate primer.
- ✓ Apply 2 coats of Brolac Polyurethane or InstaColor Super Enamel or InstaColor Pearl Lustre.

Online Paint Calculator

An easy ballpark guide for getting an approximate idea of paint coat.

CHAPTER 3

MACRO AND MICRO ECONOMIC ANALYSIS

3.1 Profile of the Indian paint Industry

Revenues of paint industry in India during the financial year 2006-07 was INR604.32 billion, a growth of 21.27% over the previous year, primarily driven by the growth of realty infrastructure in India, which increased by 14.17%. Currently there are some more than 2000 paint industries in India which includes the small paint industries all over India.

The paint industry is poised to grow at a faster rate and reach INR826.76 billion by 2010. It is estimated to grow faster over the next two years will be added across different categories throughout the country. In the Indian scenario, the report covers the current trends in the paint industry (increase in paint, demand supply mismatch getting closer, rise in paint prices and different colours of paints), there are more brands developed which makes more customer attraction and make the people to choose their desire colour paints. Increase in paint industry influence the growth of buildings and realty sector in India.

The report on Indian paint Industry provides an in-depth view of the sector in general and important aspects of the sector. The global paint industry gives a perspective of the Indian paint industry in the global context. An analysis of the industry performance was made on critical business parameters like paint prices, paint colours, types of paints, quality of paints and quantity of paint and the paint brands compared globally.

CHAPTER – 4
DATA ANALYSIS AND INTERPRETATION

Table no 4.1

Table showing the number of respondents:

S.NO	GENDER	PERCENTAGE
		%
1	Male	76
2	Female	24
Total		100

Source: primary data

Interpretation:

76% of the respondents are male, 24% of the respondents are female.

Inference:

Majority of the respondents are male, so male prefer to buy the paint than female.

Chart no 4.1

Chart showing the number of respondents:

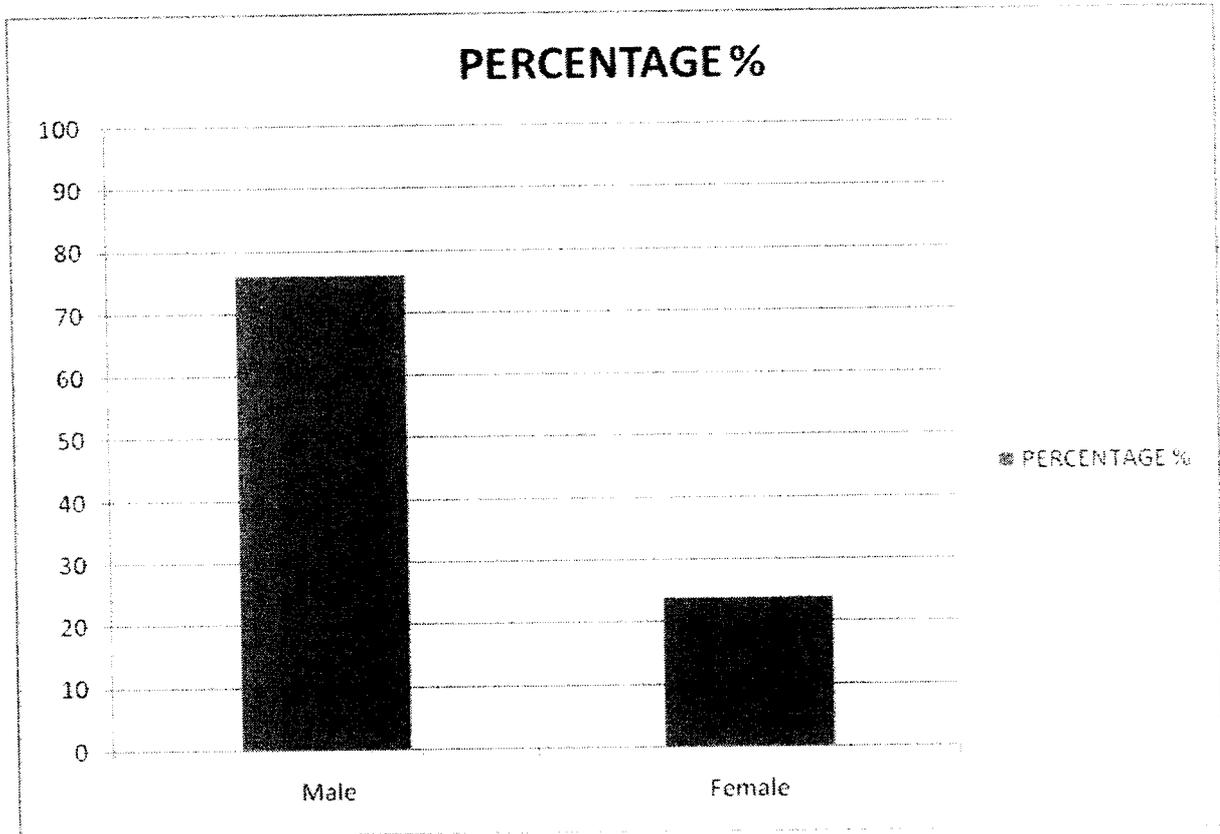


Table no 4.2

Table showing the age group of the respondents:

SNO	AGE GROUP	PERCENTAGE %
1	Up to 25 yrs	52
2	25 to 40 yrs	28
3	Above 40 yrs	20
Total		100

Source: primary data

Interpretation:

52% of the respondents are aged under 25, 28% of the respondents are aged between 26 to 40 years, 20% of the respondents are aged above 40 years.

Inference:

Majority of the respondents are aged under 25. So the younger people prefer more paints.

Chart no 4.2

Chart showing the age group of the respondents:

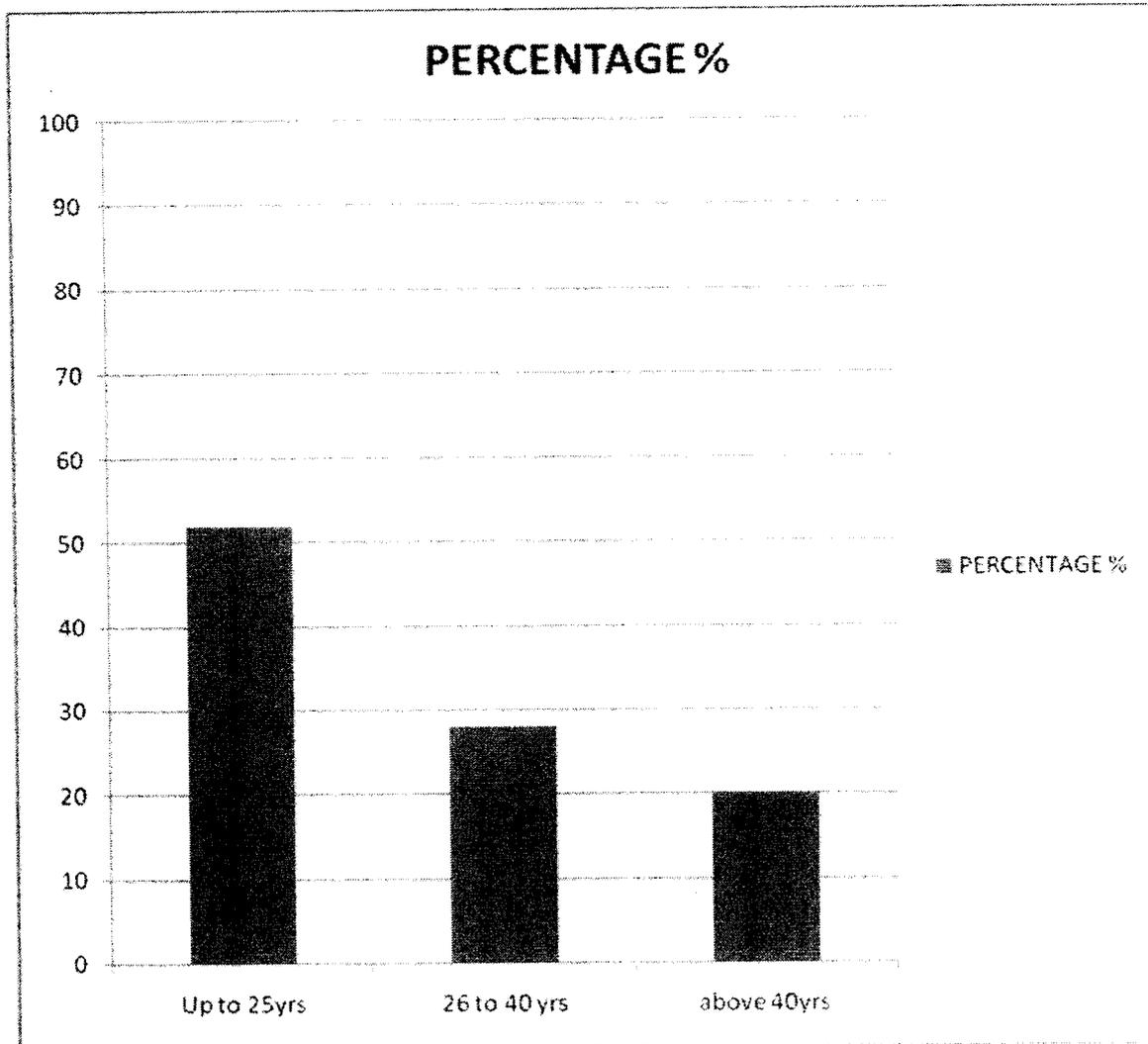


Table no 4.3

Table showing the place of residence of the respondents:

SNO	PLACE OF RESIDENCE	PERCENTAGE %
1	Rural	28
2	Urban	32
3	Semi-Uraban	40
Total		100

Source : primary data

Interpretation:

40% of the respondents are from semi-urban area, 32% of the respondents are from urban area, 28% of the respondents are from rural area.

Inference:

Majority of the respondents are from semi-urban area. So the people from semi-urban area are purchasing more paint than others.

Chart no 4.3

Chart showing the place of residence of the respondents:

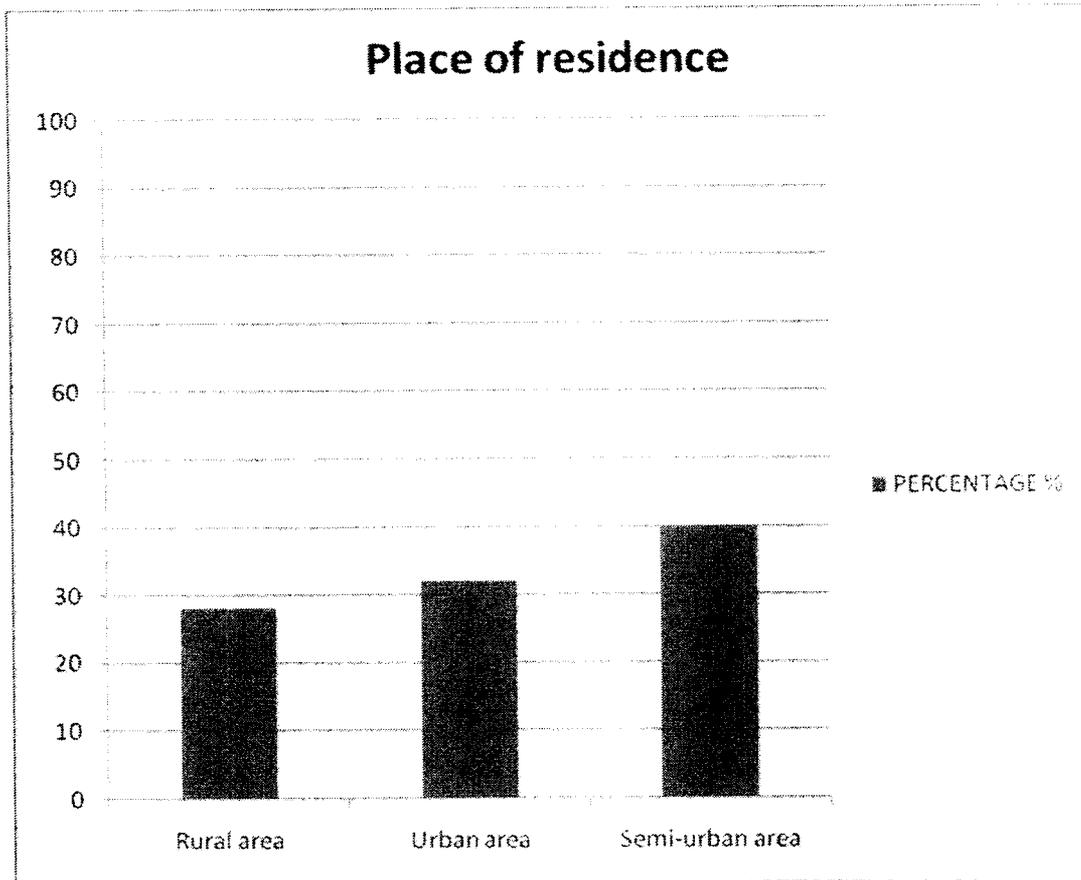


Table no 4.4**Table showing the respondent's type of family:**

SNO	TYPE OF FAMILY	PERCENTAGE %
1	Nuclear	80
2	Joint	20
Total		100

Source: primary data**Interpretation:**

80% of the respondents are belongs to Nuclear family, 20% of the respondents are belongs to joint family.

Inference:

Majority of the respondents are belongs to the Nuclear family. So the nuclear family members influence in purchasing the paint.

Chart no 4.4

Chart showing the respondent's type of family:

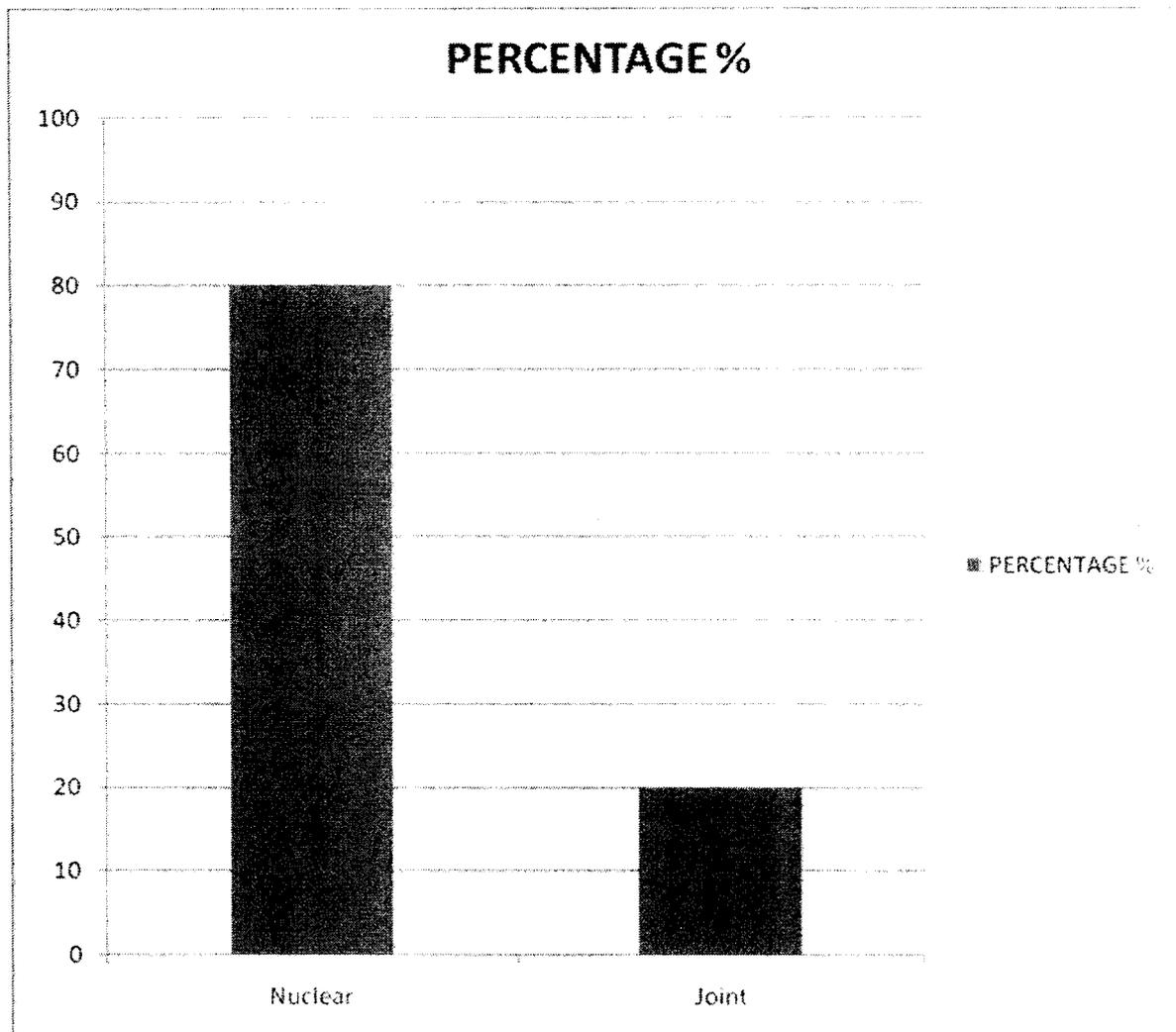


Table no 4.5

Table showing the respondent's occupation:

SNO	OCCUPATION	PERCENTAGE %
1	Agriculture	16
2	Business	40
3	Employee	16
4	Others	28
Total		100

Source: primary data

Interpretation:

40% of respondents are doing their business, 28% of the respondents are not employed or house wife, 16% of the respondents are agriculture, 16% of the respondents are employed.

Inference:

Majority of the respondents(40%) are doing business. So the business people were more in purchasing the paint.

Chart no 4.5

Chart showing the respondent's occupation:

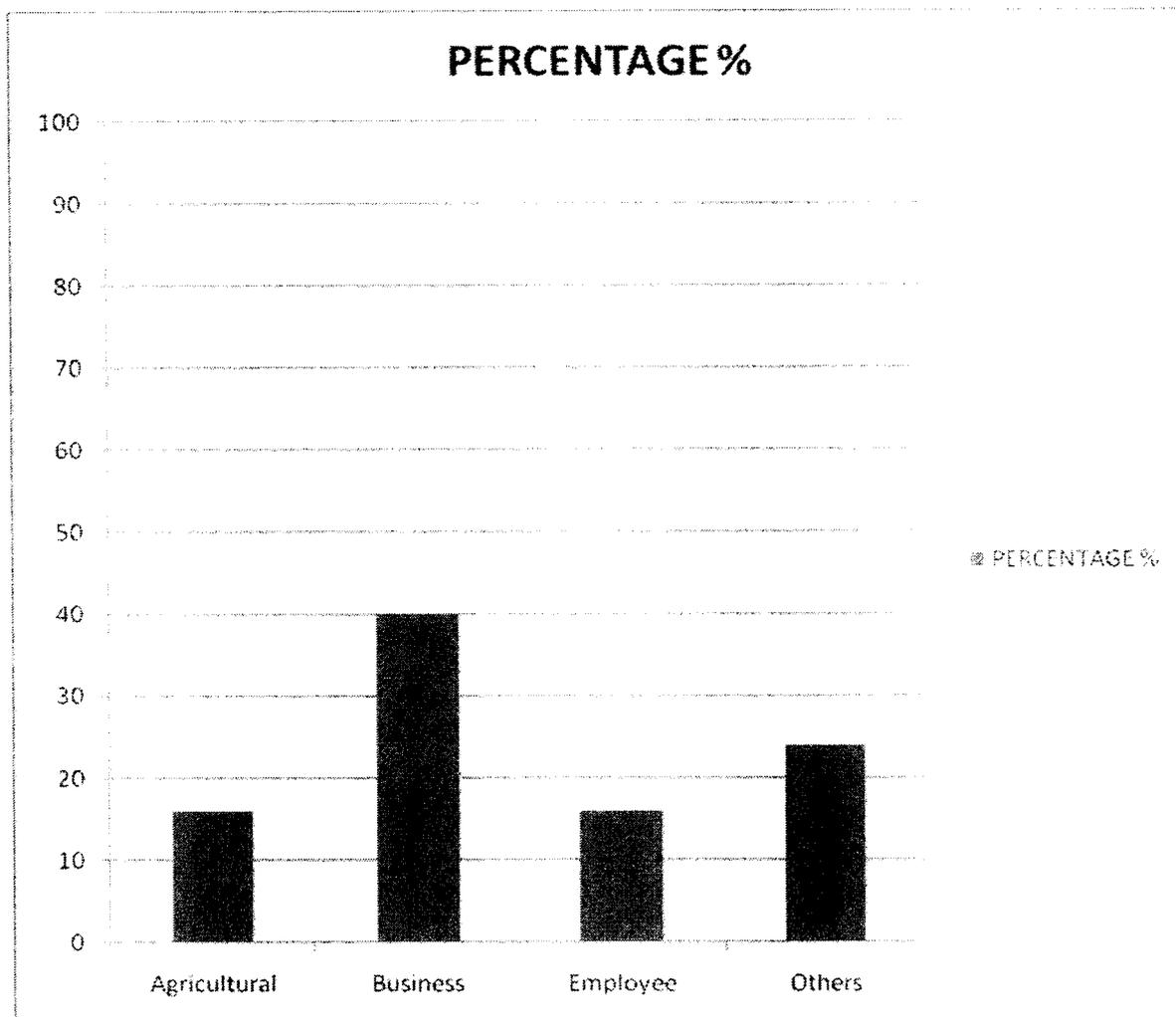


Table no 4.6

Table showing size of the respondent's family:

SNO	SIZE OF FAMILY	PERCENTAGE %
1	Up to 3 members	48
2	4 to 6 members	16
3	Above 6 members	36
Total		100

Source: primary data

Interpretation:

48% of the respondents are from the family containing up to 3 members, 36% of the respondents are from the family containing 4 to 6 members, 16% of the respondents are from the containing above 6 members.

Inference:

Majority of the respondents(48%) are from the family containing up to 3 members.

Chart no 4.6

Chart showing size of the respondent's family:

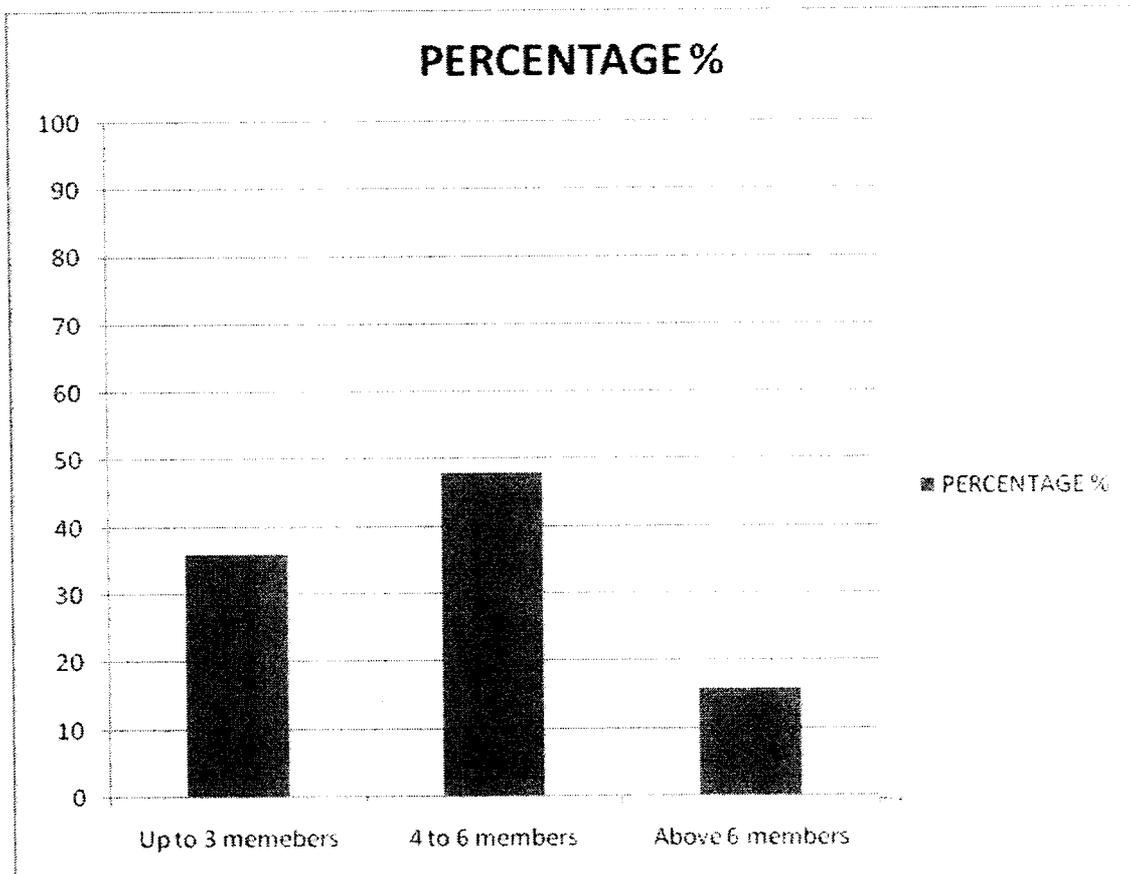


Table no 4.7

Table showing the annual income level of the respondents:

SNO	ANNUAL INCOME(Rs)	PERCENTAGE %
1	Up to 25000	52
2	25001-50000	28
3	Above 50000	20
Total		100

Source: primary data

Interpretation:

52% of respondents are earning up to Rs.25000, 28% of the respondents are earning Rs.25001 to Rs.50000, 20% of the respondents are earning above Rs.50000

Interpretation:

Majority of the respondents(52%) are earning below Rs.25001. So only the low class people were purchasing the paint rather than others.

Chart no 4.7

Chart showing the annual income level of the respondents:

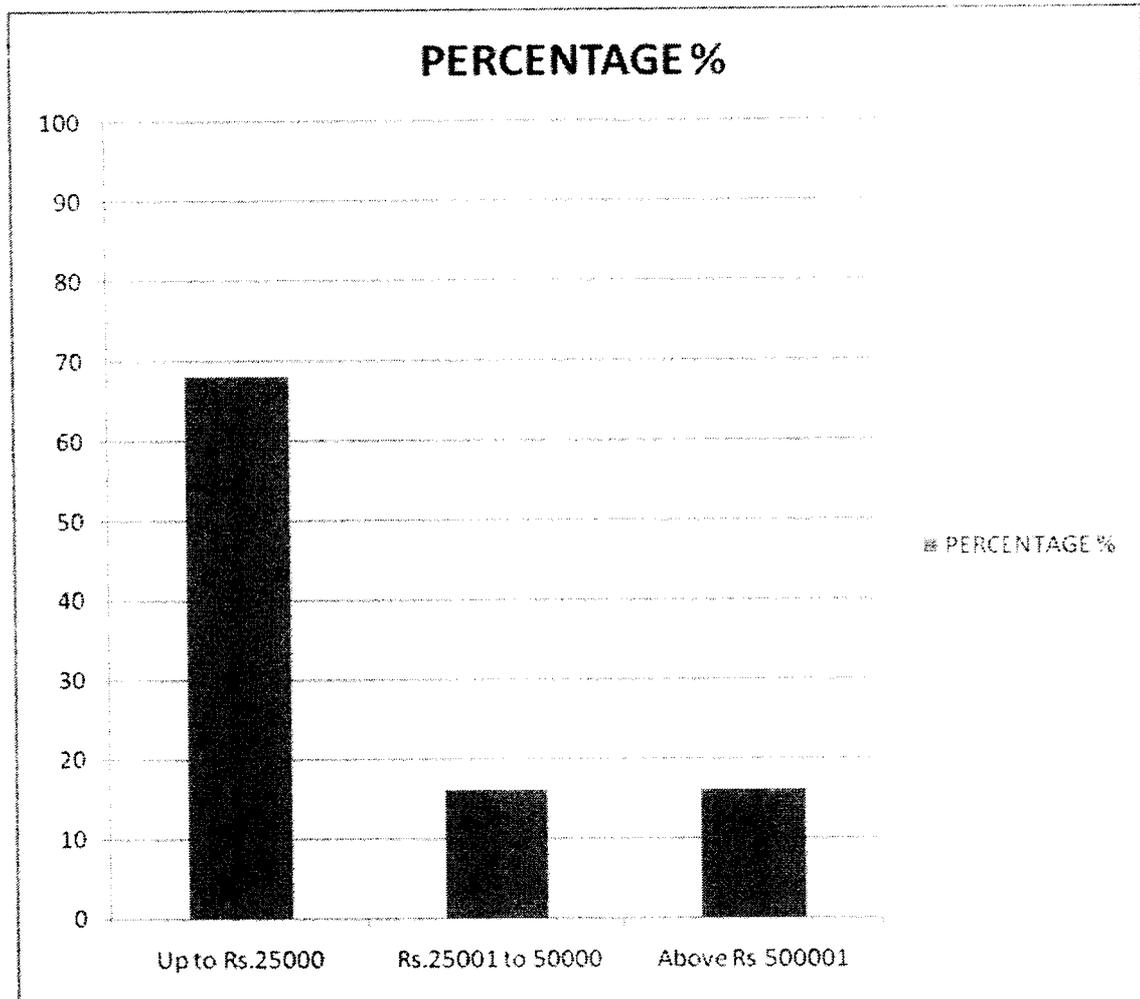


Table no 4.8

Table showing the educational qualification of the respondents:

SNO	EDUCATION	PERCENTAGE %
1	School level	20
2	Graduate	40
3	Post graduate	24
4	Others	16
Total		100

Source: primary data

Interpretation:

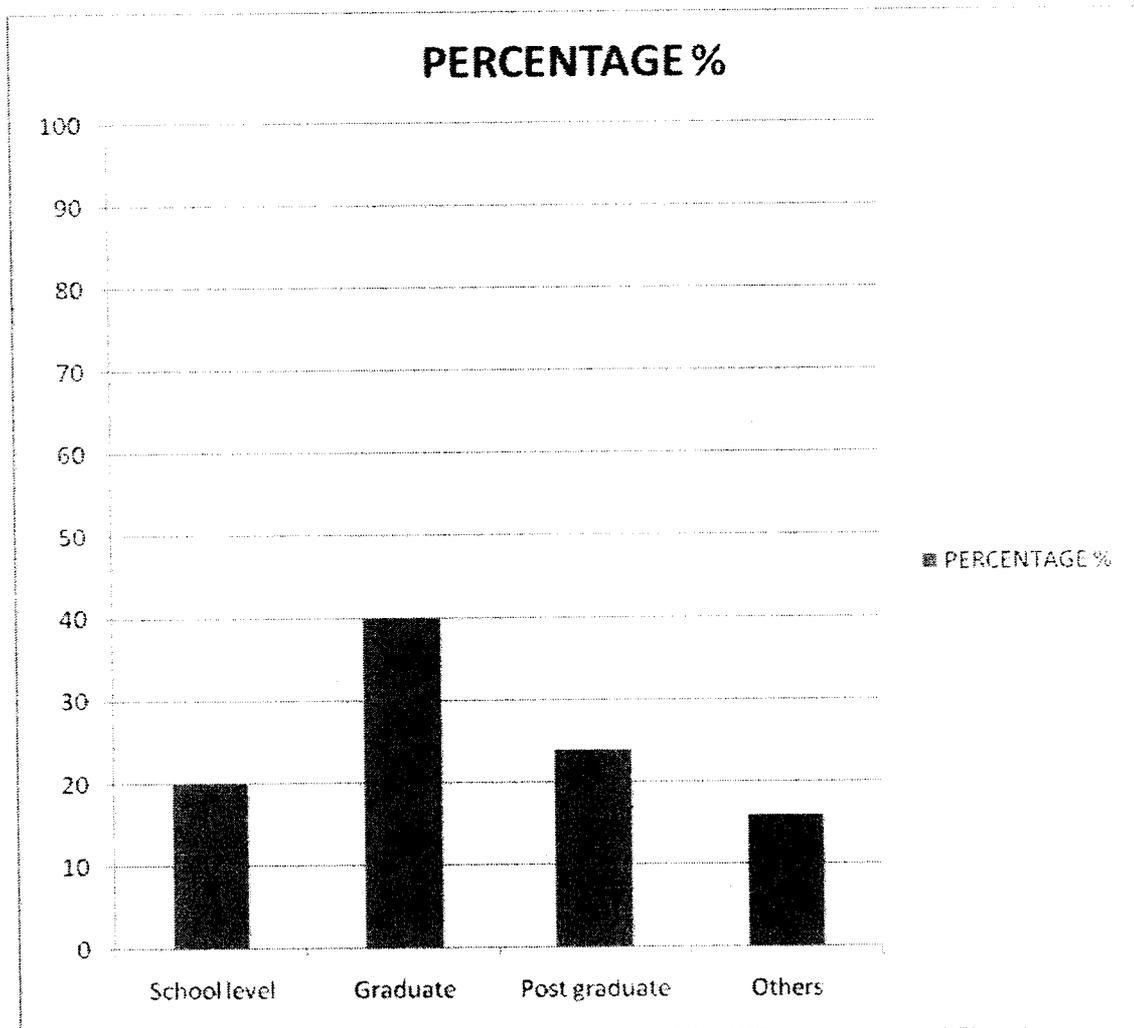
40% of the respondents are graduates, 24% of the respondents are post graduates, 20% of the respondents are educated up to school level, 16% of the respondents are not educated.

Inference:

Majority of the respondents(40%) are graduated.

Chart no 4.8

Chart showing the educational qualification of the respondents:



PAINT CONSUMER'S BRANDS AWARENESS:

Table no 4.9

Table showing the respondent's awareness level towards paints:

SNO.	Awareness of various brands of paint	No. of Respondents	Percentage %
1	Greater extent	32	64
2	Certain extent	18	36
3	Not at all	0	0
	Total	50	100

Source : primary data

Interpretation:

64% of the sample respondents are aware of various brands of paint to certain extent, 36% of the sample respondents are not aware of the various brands of paints.

Inference:

It is found that none of the respondents are aware of the paint to a greater extent.

Chart no 4.9

Chart showing the respondent's awareness level towards paints:

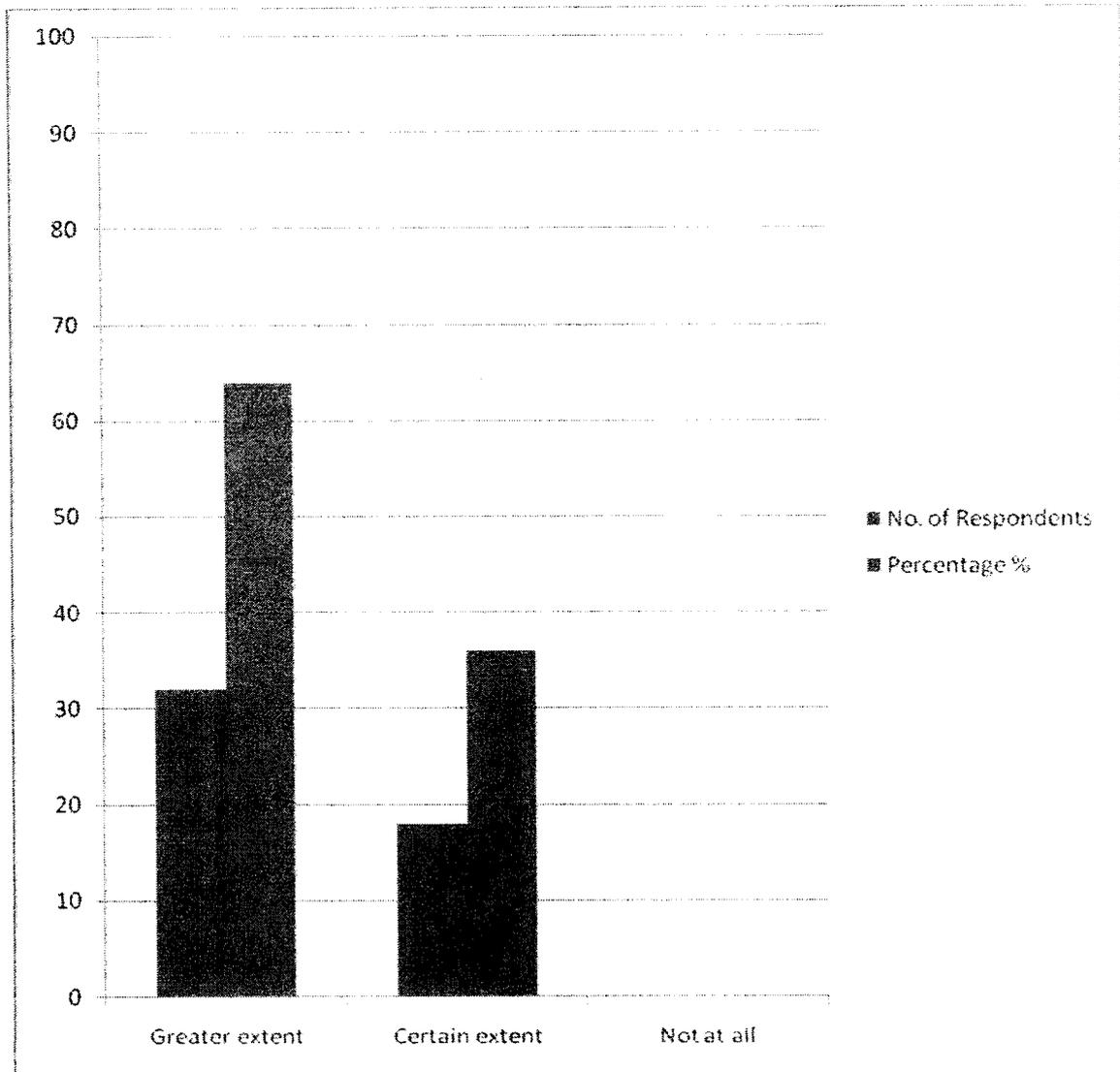


Table no 4.10

Table showing the relationship between paint consumers based on gender and awareness level: (χ^2 Test)

Sno	Gender	Awareness Level										
		No. of respondents										
		greater extent			Certain extent			Not at all			Total	
		O	E	%	O	E	%	O	E	%	No.res	%
1	Male	0	0	0	26	24.32	68	12	13.68	32	38	100
2	Female	0	0	0	6	7.68	50	6	4.32	50	12	100
	Total				32			18			50	100

χ^2 value: (1.335)

Source : primary data

H_0 (null hypothesis):

There is a no significant difference between the gender and the awareness level.

H_1 (alternative):

There is a significant difference between the gender and the awareness level.

Interpretation:

68% of the male respondents and 50% of the female respondents are aware of various brands of paint, No male or female is aware of various brands of paint.

The calculated value of χ^2 (1.335) is less than its table value (3.841) at 5% level of significance. Hence, the null hypothesis is accepted. It is found that there is no significant association between the gender and their awareness level.

Table no 4.11

Table showing the relationship of respondents on basis of educational qualification and their awareness level:

TABLE

Sno	Edu quali	Awareness Level											
		No. of respondents											
		greater extent			Certain extent			Not at all			Total		
		O	E	%	O	E	%	O	E	%	No.res	%	
1	School	0	0	0	4	6.4	40	6	3.6	60	10	100	
2	Graduate	0	0	0	16	12.8	80	4	7.2	20	20	100	
3	p.graduate	0	0	0	8	7.68	67	4	4.32	33	12	100	
4	Others	0	0	0	4	5.12	50	4	2.88	50	8	100	
	Total				32			18			50	100	

χ^2 value: (5.433)

Source : primary data

H_0 (null hypothesis):

There is a no significant difference between the education level and their awareness level.

H_1 (alternative):

There is a significant difference between the education level and their awareness level.

Interpretation:

80% of the respondents are graduate, 67% of the respondent are post graduate, 50% of the sample respondents were not educated, 40% of respondents are school level are aware of various bands of paint.

The calculated value of χ^2 (5.433) is less than its table value (7.815) at 5% level of significance. Hence, the hypothesis is accepted. It is found that there is no significant association between the educational qualification and their awareness level.

Table no 4.12

Table showing the relationship of paint consumers based on place of residence and awareness level (χ^2 test)

Sno	Place of residence	Awareness Level										
		No. of respondents										
		greater extent			Certain extent			Not at all			Total	
O	E	%	O	E	%	O	E	%	No.res	%		
1	Rural	0	0	0	10	8.96	71	4	5.04	29	14	100
2	Urban	0	0	0	12	10.24	75	4	5.76	25	16	100
3	Semiurban	0	0	0	10	12.8	50	10	7.2	50	20	100
	Total				32			18			50	100

χ^2 value: (2.873)

Source : primary data

Hypothesis:

H_0 (null hypothesis):

There is no significant difference between the place of residence and their awareness level.

H_1 (alternative):

There is a significant association between the place of residence and their awareness level.

Interpretation:

75% of the respondents are from urban area, 71% of the respondent are from rural area, 50% of the respondents are from semi-urban are aware of various brands of paint.

The calculated value of χ^2 (2.873) is less than its table value (5.991) at 5% level of significance. Hence, the hypothesis is accepted. It is found that there is no significant association between the place of residence and their awareness level.

Table no 4.13

Table showing the Relationship of Paint Consumers Based On Type Of Family And Awareness Level (χ^2 Test)

Sno	Type of family	Awareness Level											
		No. of respondents											
		greater extent			Certain extent			Not at all			Total		
O	E	%	O	E	%	O	E	%	No.res	%			
1	Nuclear	0	0	0	26	25.6	65	14	14.4	35	40	100	
2	Joint	0	0	0	6	6.4	60	4	3.6	40	10	100	
	Total				32			18			50	100	

χ^2 value: (6.43)

Source : primary data

Hypothesis:

H_0 (null hypothesis):

There is a no significant difference between the type of family and their awareness level.

H_1 (alternative):

There is a significant difference between the type of family and their awareness level.

Interpretation:

65% of the respondents belongs to nuclear family, 60% of the respondent belongs to joint family are aware of various bands of paint.

The calculated value of χ^2 (6.43) is more than its table value (3.841) at 5% level of significance. Hence, the hypothesis is rejected. It is found that there is a significant difference between the type of family and their awareness level.

Table no 4.14

Table showing the relationship of paint consumers based on size of family and awareness level (χ^2 test)

TABLE

Sno	Size of family (members)	Awareness Level										
		No. of respondents										
		greater extent			Certain extent			Not at all			Total	
O	E	%	O	E	%	O	E	%	No.res	%		
1	Up to 3	0	0	0	14	11.52	78	4	6.48	22	18	100
2	4 to 6	0	0	0	14	15.36	58	10	8.64	42	24	100
3	Above 6	0	0	0	4	5.12	50	4	2.88	50	8	100
	Total				32			18			50	100

χ^2 value: (2.495)

Source : primary data

H_0 (null hypothesis):

There is a no significant difference between the size of family and their awareness level.

H_1 (alternative):

There is a significant difference between the size of family and their awareness level.

Interpretation:

78% of the respondents are belonging to the family containing up to 3 members, 58% of the respondents are belonging to the family containing 4 to 6 members, 50% of the respondents are belonging to the family containing above 6 members are aware of the various brands of paint.

The calculated value of χ^2 (2.495) is less than its table value (5.991) at 5% level of significance. Hence, the null hypothesis is accepted. It is found that there is no significant association between the size of family and their awareness level.

Table no 4.15

Table showing the relationship of paint consumers based on nature of occupation and awareness level (χ^2 test)

Sno	occupation	Awareness Level										
		No. of respondents										
		greater extent			Certain extent			Not at all			Total	
O	E	%	O	E	%	O	E	%	No.res	%		
1	Agriculture	0	0	0	4	5.12	50	4	2.88	50	10	100
2	Business	0	0	0	14	12.8	70	6	7.2	30	20	100
3	Employee	0	0	0	4	5.12	50	4	2.88	50	12	100
	Others	0	0	0	10	8.96	71	4	5.02	29	8	100
	Total				32			18			50	100

χ^2 value: (2.004)

Source : primary data

H_0 (null hypothesis):

There is a no significant difference between the nature of occupation and their awareness level.

H_1 (alternative):

There is a significant difference between the nature of occupation and their awareness level.

Interpretation:

71% of the respondents are housewife or not employed, 70% of the respondents are doing business, 50% of the respondents are doing agriculture, 50% of the respondents are employees are aware of the various bands of paint.

The calculated value of χ^2 (2.004) is less than its table value (7.815) at 5% level of significance. Hence, the null hypothesis is accepted. It is found that there is no significant association between nature of occupation and their awareness level.

Table no 4.16

Table relationship of paint consumers based on annual income and awareness level (χ^2 test)

Sno	Annual income (Rs.)	Awareness Level										
		No. of respondents										
		greater extent			Certain extent			Not at all			Total	
		O	E	%	O	E	%	O	E	%	No.res	%
1	Up to 25000	0	0	0	24	21.76	71	10	12.24	29	34	100
2	25001 to 50000	0	0	0	4	5.12	50	4	2.28	50	8	100
3	Above 50001	0	0	0	4	5.12	50	4	2.88	50	8	100
	Total				32			18			50	100

χ^2 value: (1.997)

Source : primary data

H_0 (null hypothesis):

There is a no significant difference between the annual income and their awareness level.

H_1 (alternative):

There is a significant difference between the annual income and their awareness level.

Interpretation:

71% of the respondents were earning up to Rs.25000 p.a., 50% of the respondents were earning Rs.25001 to Rs.50000 p.a., 50% of the respondents were earning above Rs.50001 p.a. are aware of the various bands of paint.

The calculated value of χ^2 (1.997) is less than its table value (5.991) at 5% level of significance. Hence, the null hypothesis is accepted. It is found that there is no significant association between Annual income and their awareness level.

Table no 4.17

Table showing customer awareness on various aspects :

Sno		Price of all brands		Dealers location		Awareness of ads		After sales service	
		No of res	%	No of res	%	No of res	%	No of res	%
1	Great exten	0	0	0	0	0	0	0	0
2	Certa exten	30	60	22	44	29	58	17	34
3	No at all	20	40	28	56	21	42	33	66
	Total	50	100	50	100	50	100	50	100

Source : primary data

Interpretation:

60% of customers were aware of price of the brands available and 40% were not aware of the price of the brands, The dealers location were aware only by 44% of the customers and about 56% of customers were unaware of the dealers location, The advertisement about the paint were aware only by 58% of the customers and 42% of customers were not aware about the advertisement of paint, The after sale service

P-2520



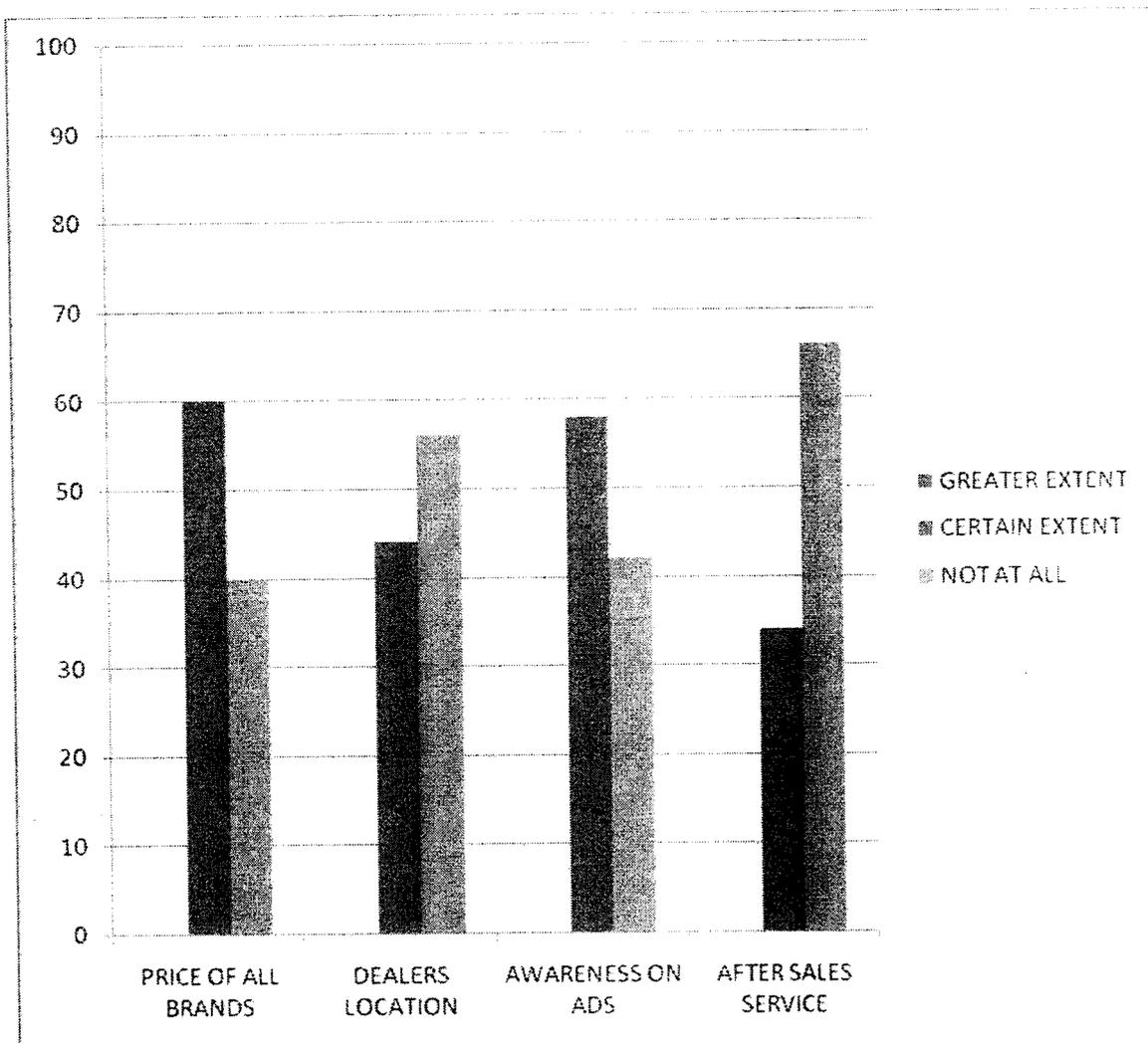
were aware only by 34% of the customers and about 66% of customers were not aware of the after sales service.

inference:

Majority of the customers were aware only on the price of the brands and also the advertisement, And most of the customers were not aware of the dealers location and the after sales service.

Chart no 4.10

Chart showing awareness on various aspects :



BRAND PREFERRED BY THE RESPONDENTS

Table no 18

Table showing the Brand and Paint preferred by the respondents

TABLE

Sno	Brands of paint	No. of Respondents	Percentage %
1	Nerolac	6	12
2	Asian paints	26	52
3	Agsar paint	12	24
4	Dulux	4	8
5	Others	2	4
	Total	50	100

Source : Primary data

Interpretation:

52% of the respondents prefer the Asian paints, 24% of the respondents prefer the Agsar paint, 12% of the respondents prefer the Nerolac, 8% of the respondents prefer the dulux, 4% of the respondents prefer the other paints.

Inference:

Majority of the respondents(52%) of the prefer Asian paints which leads Agsar of 24% by the respondents.

Chart no 4.11

Chart showing the Brand and Paint preferred by the respondents

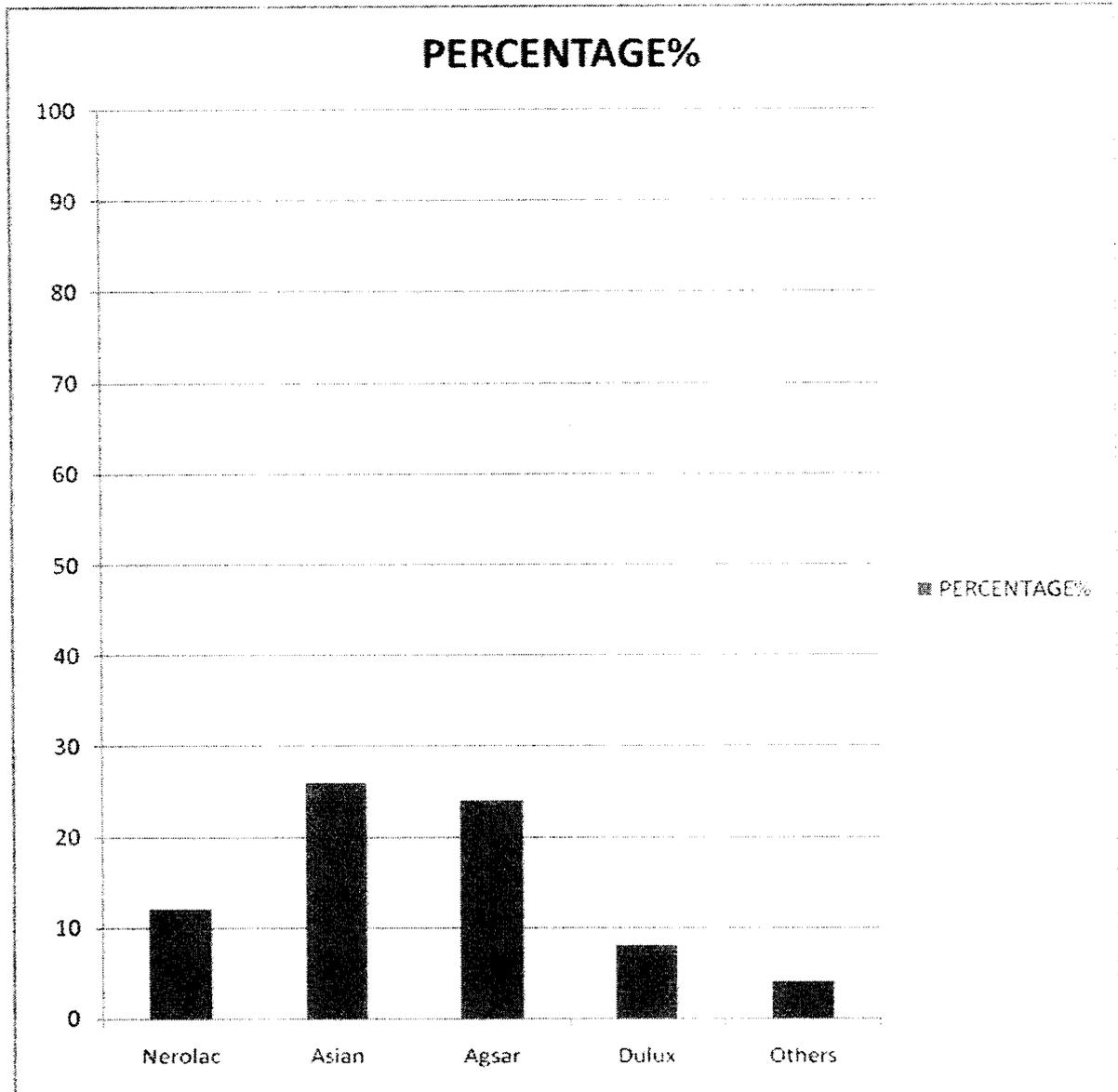


Table no 19

Table showing the reason for the purchase of the preferred brand

TABLE

Sno	Reason for purchase	No. of Respondents	Percentage %
1	Price	4	8
2	Quality	16	32
3	Quantity	4	8
4	Availability	4	8
5	Durability	16	32
6	Attract pack	4	8
7	Others	2	4
	Total	50	100

Source : Primary data

Interpretation:

32% of the respondents opined that quality and also durability were the important reasons for preferring the paint, 8% of the respondents opined that price, quantity, availability and attract pack were the reasons for their purchase.

Only 4% of the respondents are opined other reasons.

Inference:

Most respondents purchase the paint because of the quality and also durability of the paint.

Chart no 4.12

Chart showing the reason for the purchase of the preferred brand

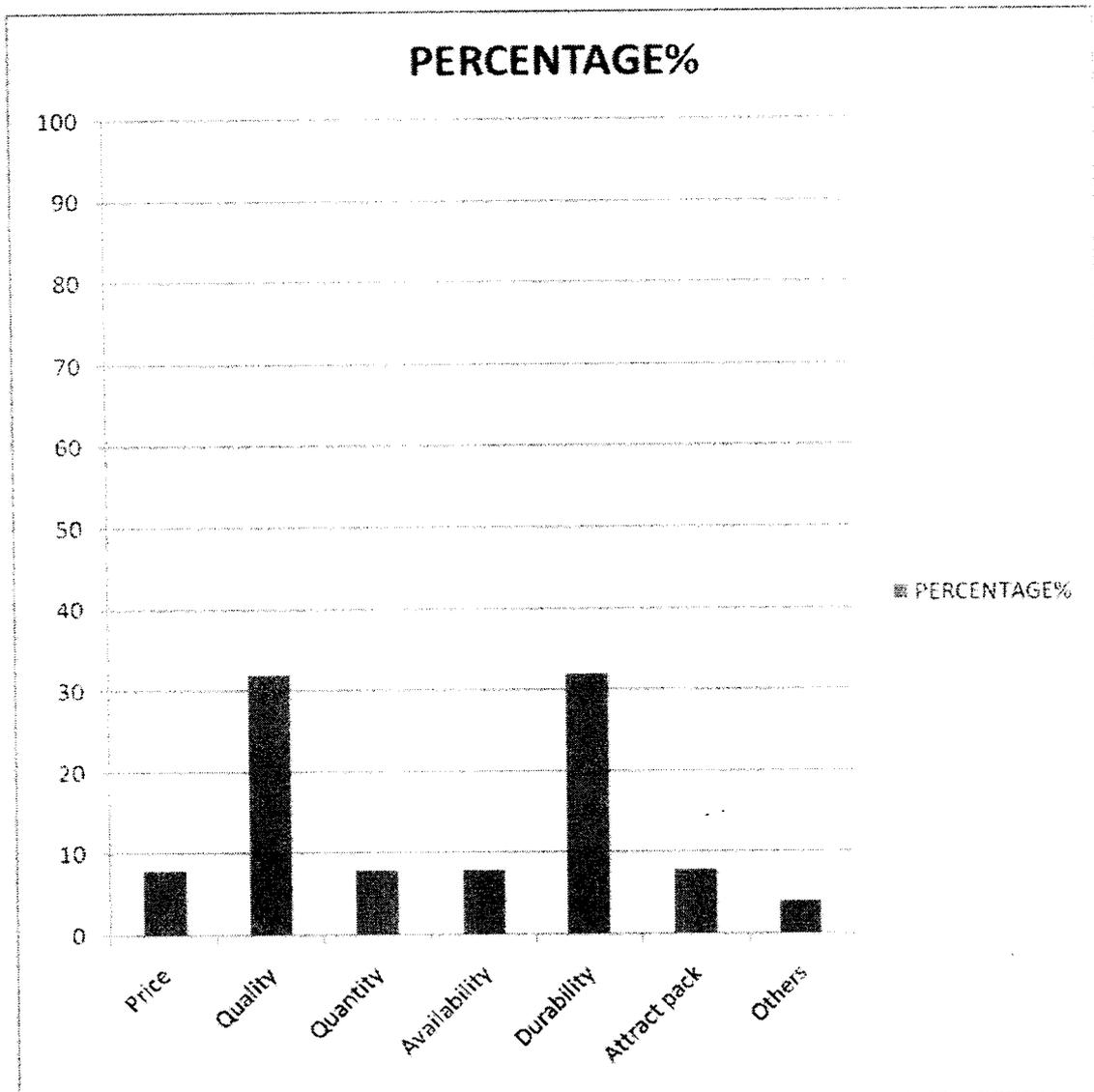


Table no 20

Table showing the satisfaction regarding influence:

TABLE

Sno	Influence	No of Respondents	Percentage %
1	Own opinion	18	36
2	Children	4	8
3	Friends and relatives	14	28
4	Dealers	4	8
5	Advertisement	10	20
	Total	50	100

Source : Primary data

Interpretation:

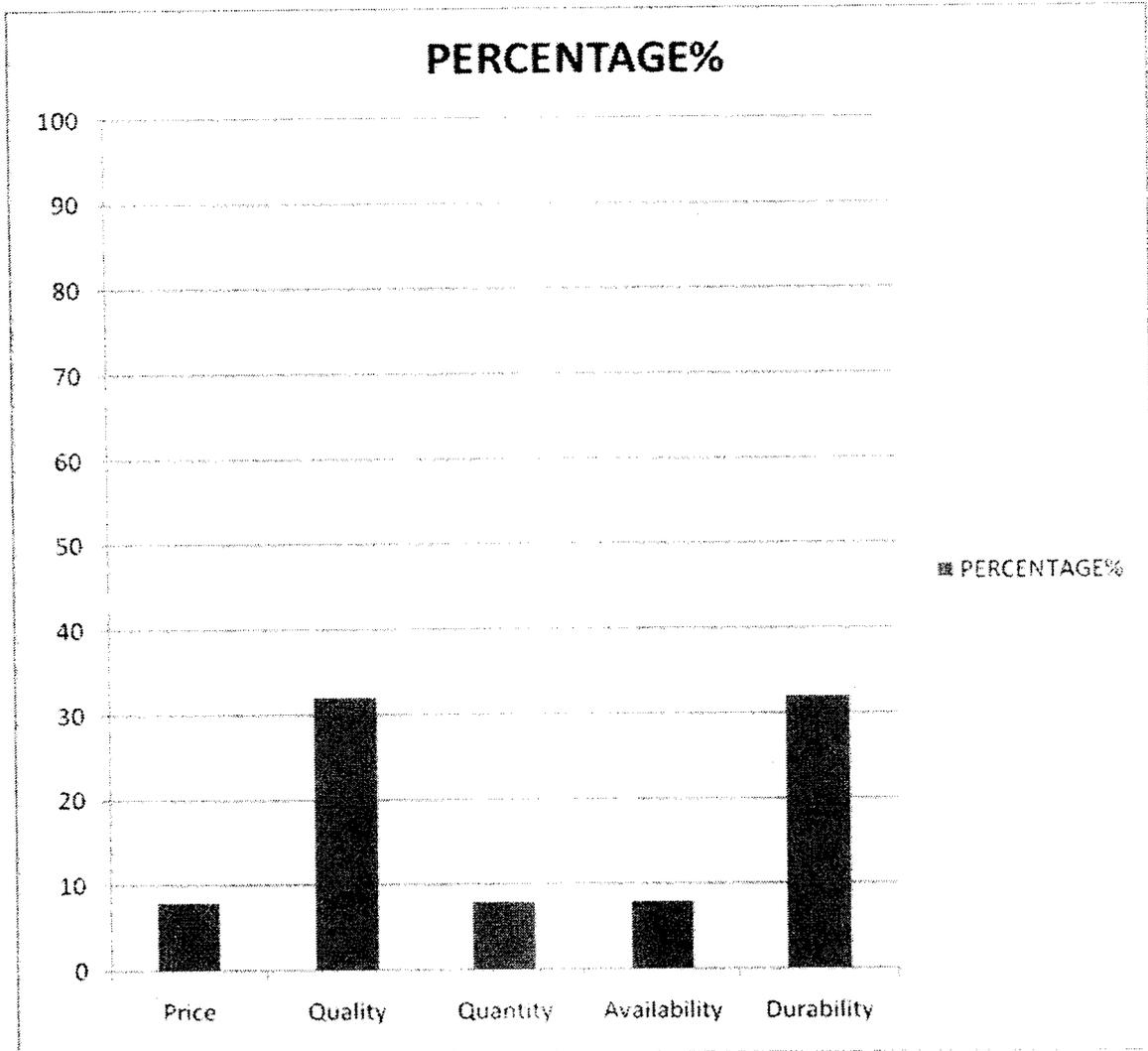
36% of the respondents purchase the paint of their own opinion, 28% of the respondent's purchase is influenced by their friends and their relatives, 20% of the respondent's purchase is influenced by advertisements, 8% of the respondent's purchase is influenced by their children and dealers.

Inference:

Most respondents purchase the paint of their own opinion and next through their friends and relatives.

Chart no 13

Chart showing the satisfaction regarding influence:



SATISFACTION LEVEL OF CONSUMERS:**Table no 21****Table showing the satisfaction level of respondents towards price of the paint:****TABLE**

Sno	Satisfaction level	No. of Respondents	Percentage %
1	Highly dissatisfied	4	8
*2	Dissatisfied	15	30
3	Moderately satisfied	3	6
*4	Satisfied	25	50
5	Highly satisfied	3	6
	Total	50	100

Source : Primary data

Interpretation:

50% of the respondents are satisfied with price of the paint available, 30% of the respondents are dissatisfied with the price of the paint available, 8% of the respondents are highly dissatisfied with the price paint available, 6% of the respondents are highly satisfied with the price of the paint available, 6% of the respondents are moderately satisfied with the price of the paint available.

Inference:

Majority of the respondents (50%) were satisfied with the price of the paint and also about 30% of respondents were dissatisfied with the price of the paint.

Chart no 14

Chart showing the satisfaction level of respondents towards price of the paint:

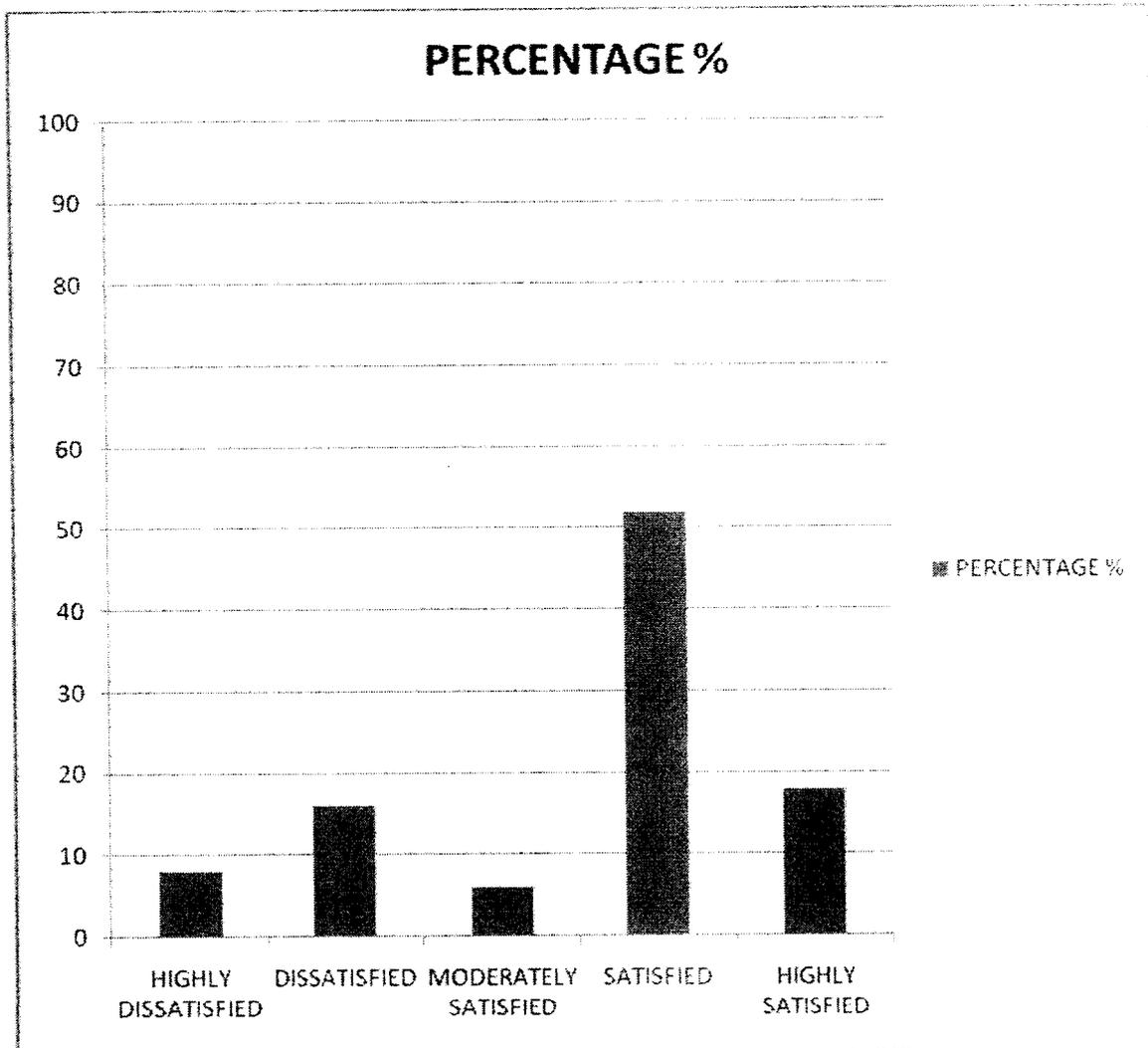


Table no 22

Table showing the satisfaction level of respondents towards the quality of paint:

Sno	Satisfaction level	No. of Respondents	Percentage %
1	Highly dissatisfied	2	4
2	Dissatisfied	7	14
3	Moderately satisfied	9	18
4	Satisfied	20	40
5	Highly satisfied	12	24
	Total	50	100

Source : Primary data

Interpretation:

40% of the respondents are satisfied with quality of the paint available, 24% of the respondents are highly satisfied with the quality of the paint available.

18% of the respondents are remained moderately satisfied with the quality of the paint available, 14% of the respondents are dissatisfied with the quality of the paint available, 4% of the respondents are highly dissatisfied with the quality of the paint available.

Inference:

Majority of the respondents (40%) were satisfied with the quality of the paint

And only 4% of the respondents highly dissatisfied with the quality of the paint.

Chart no 15

Chart showing the satisfaction level of respondents towards the quality of paint:

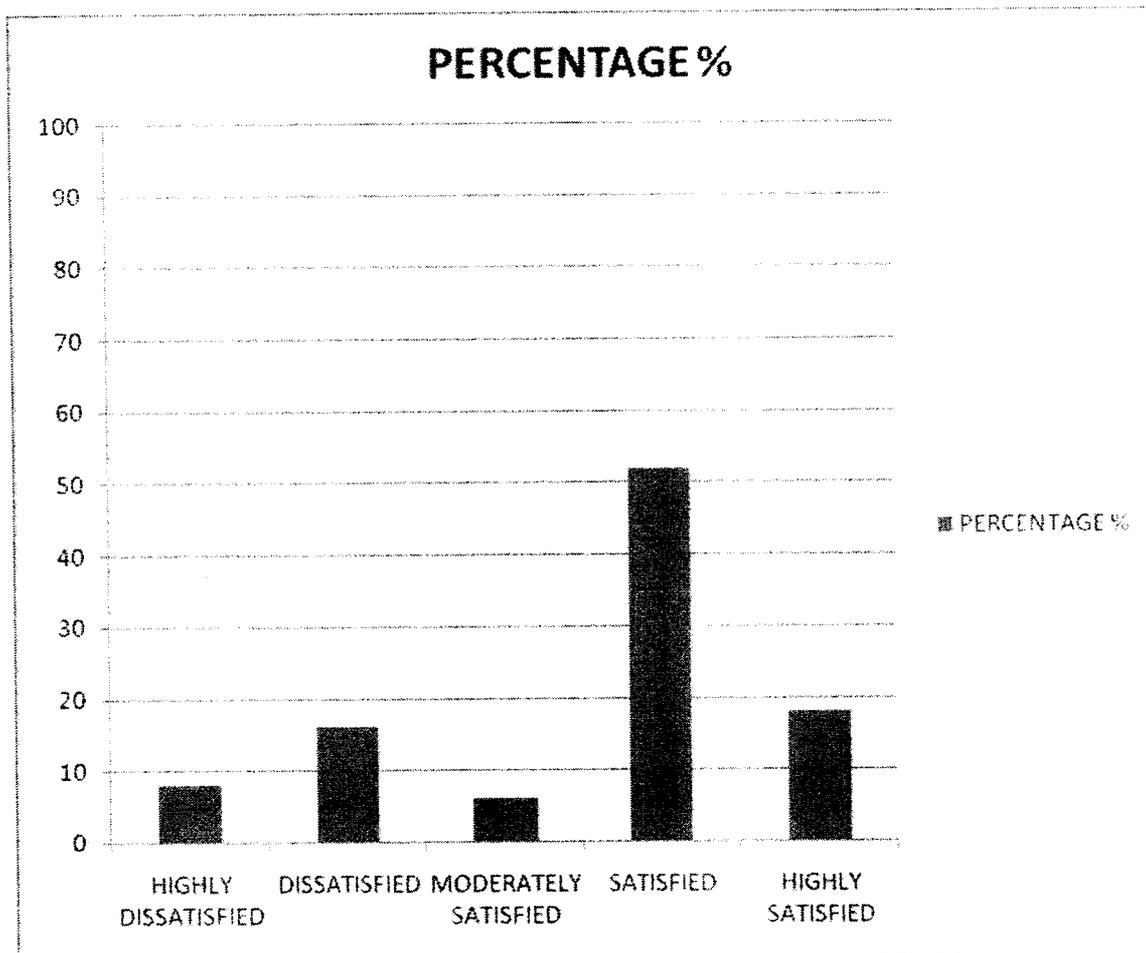


Table no 23

Table showing the satisfaction level of respondents towards the quantity of paint:

Sno	Satisfaction level	No. of Respondents	Percentage %
1	Highly dissatisfied	1	2
2	Dissatisfied	5	10
3	Moderately satisfied	9	18
4	Satisfied	22	44
5	Highly satisfied	13	26
	Total	50	100

Source : Primary data

Interpretation:

44% of the respondents are Satisfied with quantity of the paint available, 26% of the respondents are highly satisfied with the quantity of the paint available.

18% of the respondents are highly satisfied with the quantity of the paint available, 10% of the respondents are dissatisfied with the quantity of the paint available, 2% of the respondents are highly dissatisfied with the quantity of the paint available.

Inference:

The majority of respondents are neither satisfied with quantity of the paint available and less percentage of respondents were highly dissatisfied with the quantity of the paint.

Chart no 16

Chart showing the satisfaction level of respondents towards the quantity of paint:

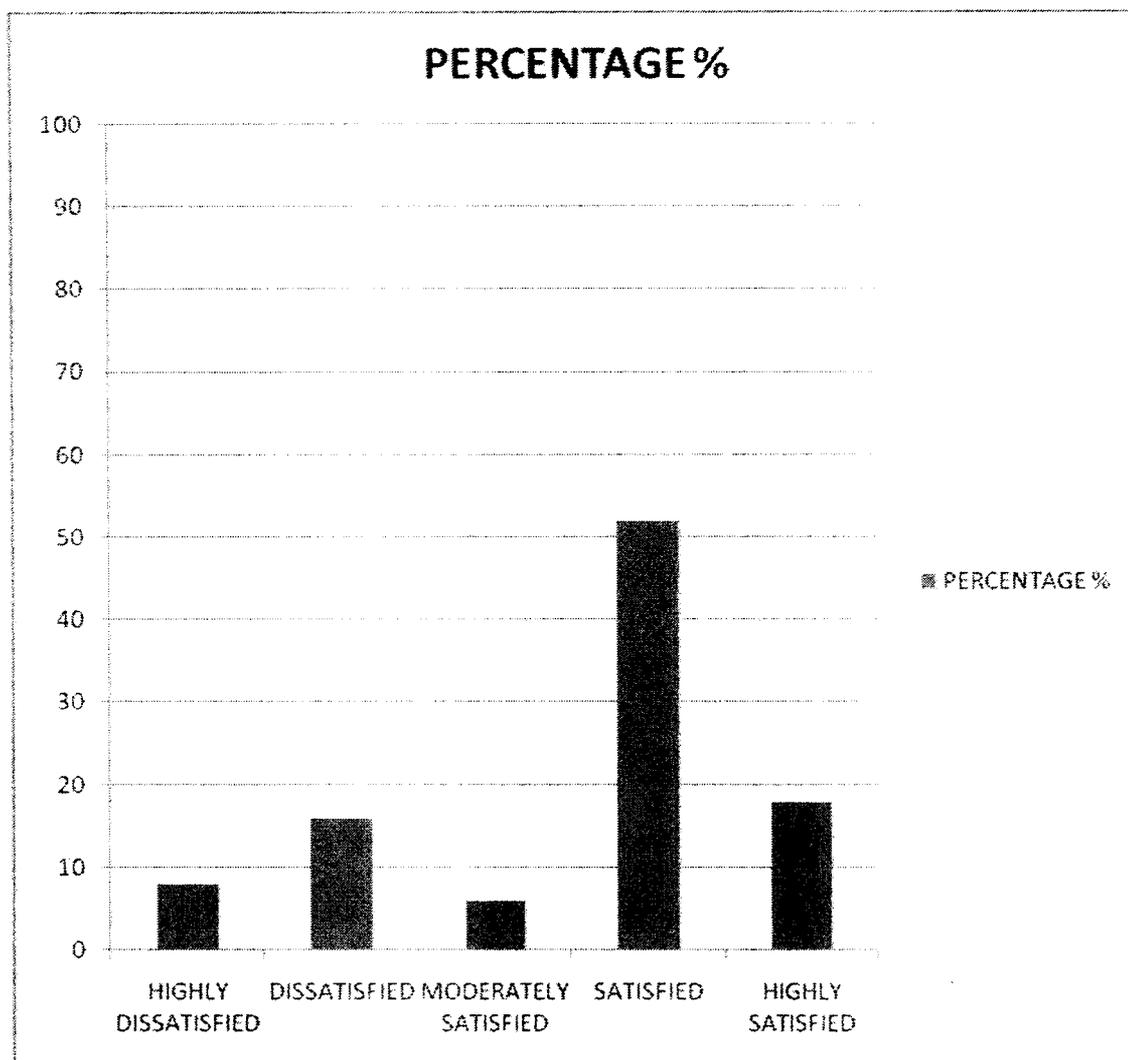


Table no 24

Table showing the satisfaction level of respondents towards the availability of paint:

Sno	Satisfaction level	No. of Respondents	Percentage %
1	Highly dissatisfied	4	8
2	Dissatisfied	5	10
3	Moderately satisfied	20	40
4	Satisfied	15	30
5	Highly satisfied	6	12
	Total	50	100

Source : Primary data

Interpretation:

40% of the respondents are moderately satisfied with availability of the paint available, 30% of the respondents are satisfied with the availability of the paint, 12% of the respondents are highly satisfied with the availability of paint.

10% of the respondents are dissatisfied with availability of the paint, 8% of the respondents are highly dissatisfied with the availability of the paint.

Inference:

The majority of respondents remained moderately satisfied with availability of the paint and least no of respondents were highly dissatisfied with the availability of the paint.

Chart no 17

Chart showing the satisfaction level of respondents towards the availability of paint:

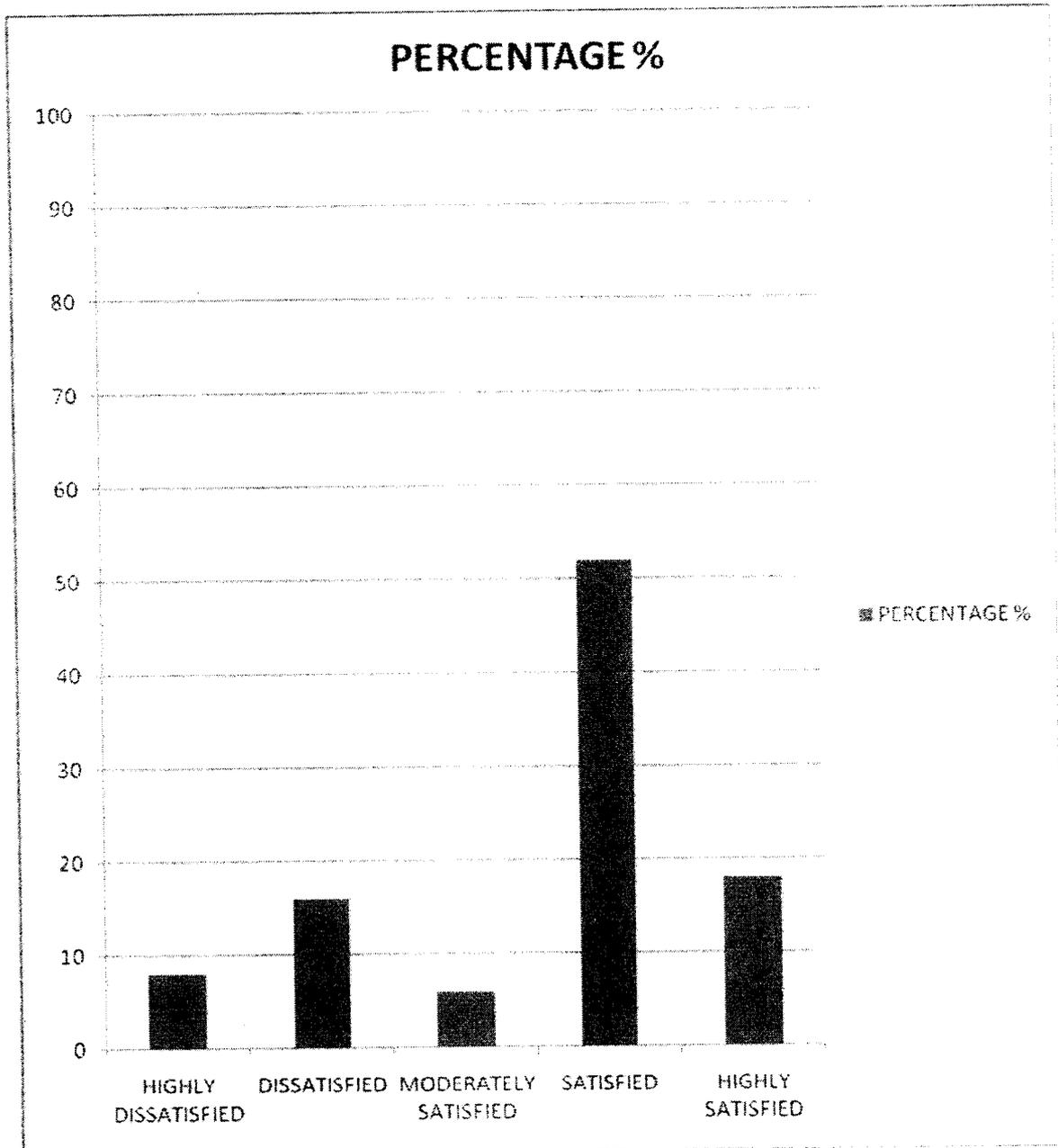


Table no 25

Table showing satisfaction level of respondents towards the durability of the paint:

Sno	Satisfaction level	No. of Respondents	Percentage %
1	Highly dissatisfied	4	8
2	Dissatisfied	9	18
3	Moderately satisfied	10	20
4	Satisfied	14	28
5	Highly satisfied	13	26
	Total	50	100

Source : Primary data

Interpretation:

28% of the respondents are satisfied with durability of the paint, 26% of the respondents are highly dissatisfied with the durability of the paint, 20% of the respondents are moderately satisfied with the durability of the paint, 18% of the respondents are dissatisfied with the durability of the paint, 8% of the respondents are highly dissatisfied with the durability of the paint.

Inference:

The majority of respondents are satisfied with durability of the paint.

Chart no 18

Chart showing satisfaction level of respondents towards the durability of the paint:

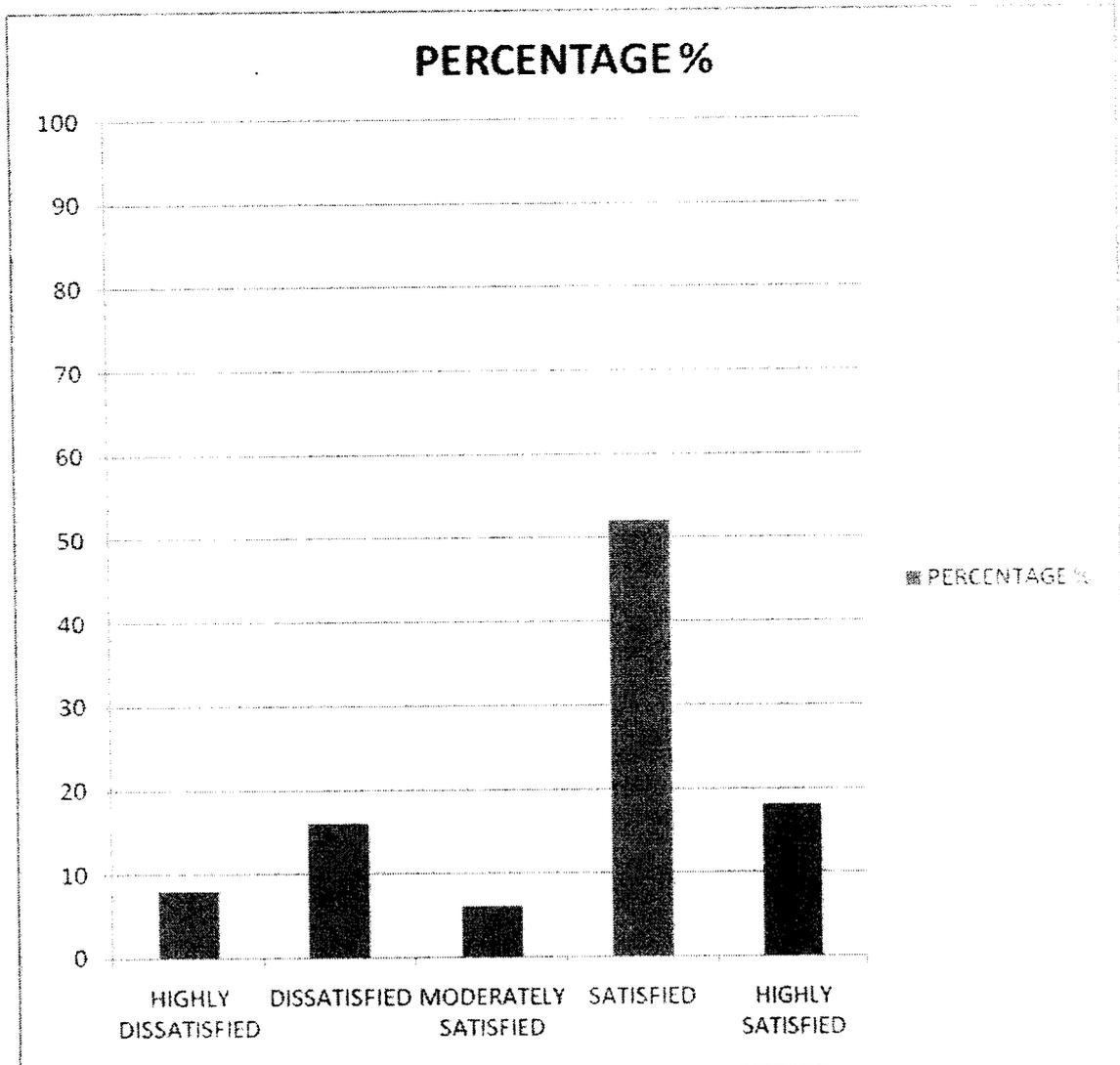


Table no 26

Table showing satisfaction level of respondents towards the discount of the paint:

Sno	Satisfaction level	No. of Respondents	Percentage %
1	Highly dissatisfied	10	20
2	Dissatisfied	9	18
3	Moderately satisfied	8	16
4	Satisfied	12	24
5	Highly satisfied	11	22
	Total	50	100

Source : Primary data

Interpretation:

24% of the respondents are satisfied with discount of the paint available, 22% of the respondents are highly satisfied with the discount of the paint available.

20% of the respondents are highly dissatisfied with discount of the paint available, 18% of the respondents are dissatisfied with the discount of the paint available, 16% of the respondents are moderately satisfied with the discount of the paint available.

Inference:

The majority of respondents are satisfied with discount of the paint available.

Chart no 19

Chart showing satisfaction level of respondents towards the discount of the paint:

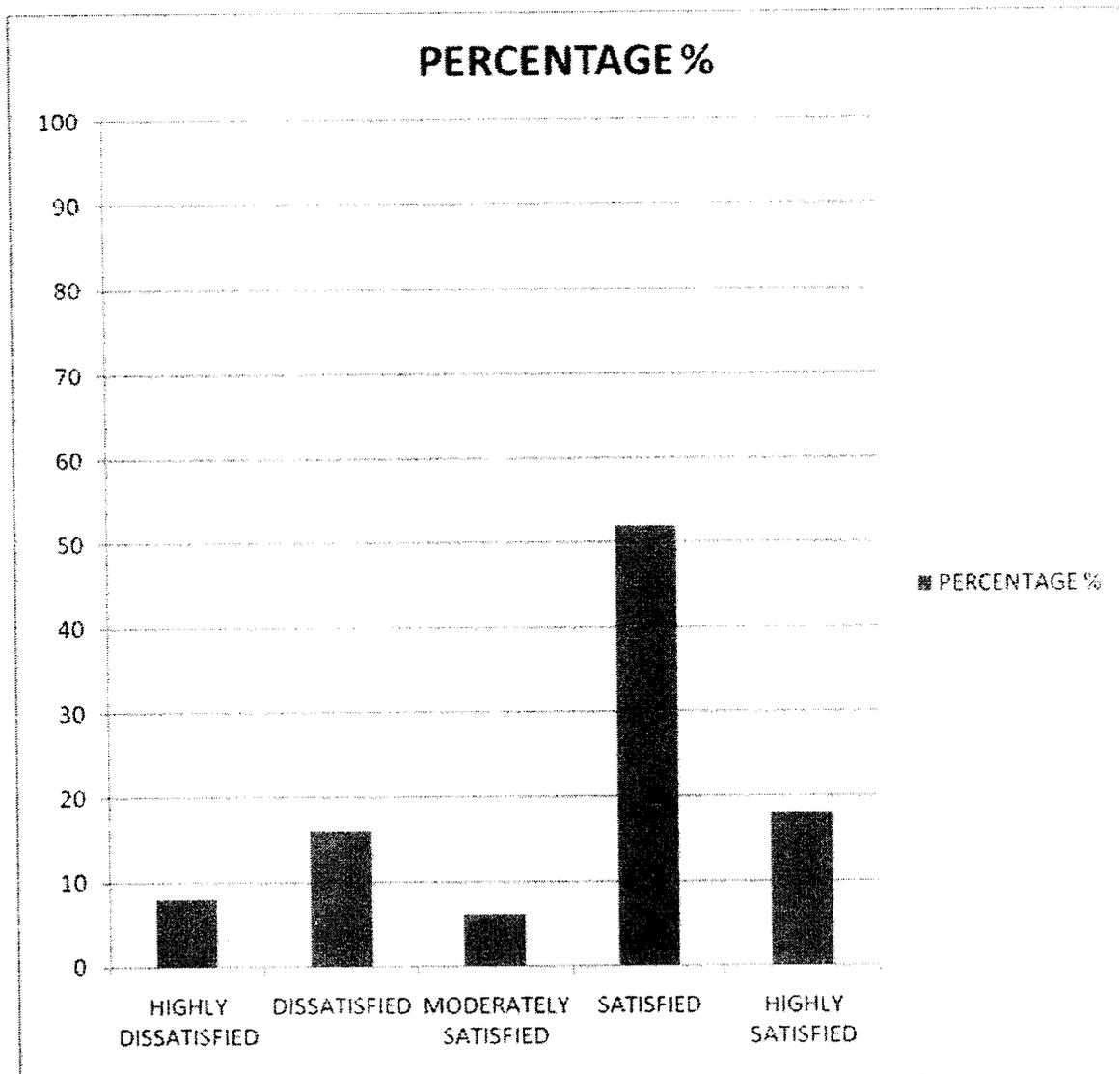


Table no 27

Table showing satisfaction level of respondents towards the colour of the paint:

Sno	Satisfaction level	No. of Respondents	Percentage %
1	Highly dissatisfied	4	8
2	Dissatisfied	8	16
3	Moderately satisfied	3	6
4	Satisfied	26	52
5	Highly satisfied	9	18
	Total	50	100

Source : Primary data

Interpretation:

52% of the respondents are satisfied with color of the paint available, 18% of the respondents are highly satisfied with the color of the paint available, 16% of the respondents are dissatisfied with the colour of the paint available, 8% of the respondents are highly dissatisfied with the color of the paint available.

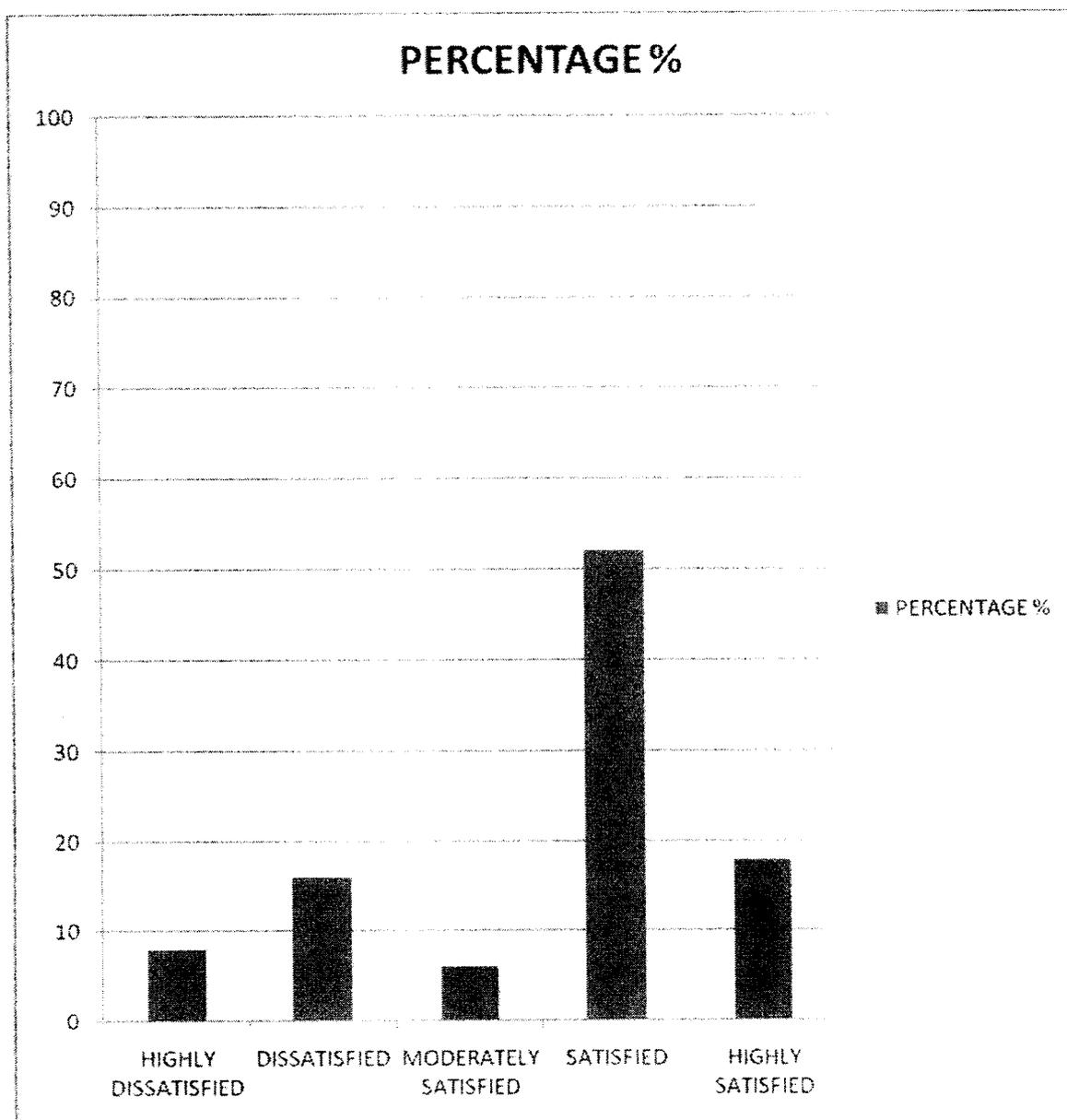
6% of the respondents are moderately satisfied with the color of the paint available

. Inference:

The majority of respondents are satisfied with colour of the paint available.

Chart no 20

Chart showing satisfaction level of respondents towards the colour of the paint:



CHAPTER - V
A SUMMARY OF FINDINGS, CONCLUSION
AND SUGGESTIONS

5.1 SUMMARY AND FINDINGS

The present study is a modest attempt to highlight the brands satisfaction of paint consumers' of Salem town. The findings of the present work are summarized as below.

5.1.1 CUSTOMERS AWARENESS OF VARIOUS BRANDS OF PAINT

In this chapter, an attempt has been made to analysis the consumers' awareness level about various brands of paint. For which, five statements like, availability of various brands, price of all brands, dealers location, awareness of advertisement, and after sales service were given with interview schedule. By using three points scale the required information from 50 respondents' purposive sampling technique was used.

Age and Awareness

A good majority (71%) of the sample respondents belonging to 26 to 40 years aged are having high awareness about paints. It is found that there is no significant association between the age group of paint customers and their awareness level.

Gender and Awareness

It is found that (68%) of the male respondents are having high awareness about paints. It also concluded that there is no significant association between the group of paint customers and their awareness level.

Educational qualification and Awareness

A very good majority (80%) of the graduate respondents are having high awareness about paints. It is found that there is no significant association between the group of paint customers and their awareness level.

Place of Residence and Awareness

A good majority (75%) of the urban area respondents are having high awareness about paints. It is found that there is no significant association between the group of paint customers and their awareness level.

Type of Family and Awareness

It is found that (65%) of the individual family respondents are having high awareness about paints. It also concluded that there is significant association between the group of paint customers and their awareness level.

Number of size of the family and Awareness'

A good majority (78%) of the sample respondents' upto 3 are having high awareness about paints. It is found that there is no significant association between the group of paint customers and their awareness level.

Nature of Occupation and Awareness

It is found that 71% of the other respondents are having high awareness about paints. It also concluded that there is no significant association between the group of paint customers and their awareness level.

Annual Income and Awareness

It is found that 71% of the sample respondents' upto 25000 are having high awareness about paints. It is found that there is no significant association between the group of paint customers and their awareness level.

The result of chi-square test was proved that there is no significant relationship between, age, gender, educational qualification, place of residence, type of family, number of member in the family, nature of occupation, annual income brands of paint and awareness level.

5.1.2FACTORS INFLUENCING THE CONSUMERS BUYING BEHAVIOUR OF PAINT

In this chapter an attempt is made to find out the factors influencing the customers to purchase the paint.

- Healthy competition between the companies
- Majority of the respondents are stated that quality and durability are important factors influencing purchase the paint.
- Majority of the respondents are stated that buy the paint in his own opinion.

5.1.3 CUSTOMERS SATISFACTION OF VARIOUS BRANDS OF PAINT

Price

It is concluded that 50% of customers are moderately satisfied who are neither satisfied nor dissatisfied. So the price of the paint of various brands were not satisfied by most of the customers.

Quality

About 40% of customers were satisfied with the quality of the paint of various brands. So the quality is good and satisfied by the customers.

Quantity

A majority of 44% of customers were satisfied by the quantity of paint provided. So more quantity of paint is given to the customers.

Availability

A majority of about 40% of customers were moderately satisfied by the availability of all brands of paints and also availability of paint at all the times.

Durability

The durability of the paint were satisfied by about 28% of customers and the paint durability is not much satisfied by the customers.

Discount

The discount provided for the paint were more satisfied by the customers of about 24% and the promotion attracts the customers.

Color

The majority of the customer of 52% were satisfied by the color of the paint. Next to it the majority of customers were highly satisfied by the various color of the paint provided.

5.2 SUGGESTIONS

It was found in the study that most of the respondents are considering the quality and durability while making purchase. It is suggested that the manufacturers should concentrate to have still more improvement in quality and durability of the product.

In the present study, it was found that price is another dominating factor which has influenced the respondents preferring brands of paint. The variation in the price affect on the customer satisfaction. It is suggested that the manufacturers should keep in their mind to stable the price to their level best.

It is observed that the awareness on various brands of paints have not reached among the customer upto expected level. Hence, the awareness of the consumers of various brands can be increased through making local advertisements and through wallpaper etc. so as to make the customer aware of various brands of paints.

It is suggested that the appointment of sales executives may enable the company to have direct contact with consumers. Their doubts may be cleared from time to time through sales executives.

Since the major respondents are under 26 to 40 , the other aged respondents are not aware of the paints. So the other aged people are also to be concentrated by the company.

The male respondents are more aware on paints so the female also has to make aware because the female may influence buying the paints through making decisions. So the company has to concentrate on females too.

Most of the graduated were aware of the paints but others were not aware. So the company has to make aware of the uneducated people who can influence the sales of paints.

The companies were concentrating only on urban areas but they do not concentrate on the rural people. Since the rural area were becoming urban the companies has to concentrate on the rural areas also.

The nuclear family respondents were more aware on the paints because of various reasons and the joint family were not aware of the paints because they use paints in large quantity and they don't paint their buildings frequently as like nuclear family. So they has to be make aware by providing more quantity paints on lesser paints.

The respondents involved in business were more aware of the paints and the others has to be concentrated through advertisements and also through promotional offers.

The respondents are more satisfied on lower prices and they expect more quality and quantity also. So they companies has to provide the paints at lower price with better quality and large quantity.

The availability of the paints also to be made easier to the customer and the guarantee should be given to the customers as the customer expects from the product.

5.3 CONCLUSION

Today there are number of brand of paint available in the market which differ from price, quality etc. In the present technological era it can be easily say that all the people are using the paint for different purpose. By considering this situation paint manufacture are also coming up different names, but consumer are prefer to purchase their particular brands due to various reason. To conclude those best, quality paint at reasonable price could be easily marked.

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