



## A STUDY OF CUSTOMER SATISFACTION TOWARDS NIPPON PAINTS IN MADURAI CITY

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### ABSTRACT:

This study aims to investigate the level of customer satisfaction with Nippon Paint products in Madurai, India. Nippon Paint is a leading brand in the paint industry known for its quality and innovative products. Madurai, a bustling city in Tamil Nadu, presents a unique market where consumer preferences and satisfaction play a crucial role in brand loyalty and market share. The research employs a mixed-method approach, combining qualitative and quantitative methodologies to gather comprehensive insights into customer perceptions and satisfaction levels. Through surveys, interviews, and observational studies, data will be collected from a diverse sample of consumers residing in different areas of Madurai city. Key factors influencing customer satisfaction, such as product quality, pricing, availability, brand reputation, and customer service, will be analysed. Additionally, the study will explore the impact of promotional activities, brand image, and word-of-mouth recommendations on consumer satisfaction and purchase intentions.

### KEYWORDS:

**NIPPON PAINT, CUSTOMER SATISFACTION, BRAND, ACTIVITIES, LOYALTY.**

### 1.1 INTRODUCTION

Customer satisfaction is the business term for how the products and services supplied by the company meet or surpass customer expectations. It is the key performance indicator within the business. Customer satisfaction can be greatly achieved by implementing customer relationship management (CRM) in the company. Customer relationship management is the process of managing detailed information about individual customers and carefully managing all the customer's touch points to maximize customer satisfaction and customer loyalty. Customer relationship management (CRM) software has become a strategy many companies employ to help increase customer satisfaction. Through the use of CRM tools and their accompanying philosophy, businesses can examine and analyse what customers want and strive to meet this demand before they even walk in the door.

### 1.2 STATEMENT OF THE PROBLEM

Different varieties of the product are available on the market. Customers prefer the varieties for their high quality, low price, and attractive cover. Most of the customers are satisfied with the quality of the products, and some customers prefer other factors. The competition is severe, and the manufacturers have to consider the opinion of the customers in this context.

### 1.3 REVIEW OF LITERATURE

According to ZAIRI (2000) the feeling of pleasure and expectation fulfilment is known as satisfaction. If a product cannot satisfy, Tomer feels they will be dissatisfied, and if the product satisfies them after use, customers will be satisfied and become loyal to that product or brand. In other words, customer satisfaction is about those goods or services that fulfil the customer's expectations in terms of quality and service for which he has paid. If customer satisfaction develops, they will become loyal to that product or brand, and loyalty will be good for the company in terms of profit. Customer satisfaction is a part of marketing and plays an important role in the market. In any organization, customer satisfaction is more important, because if your customer is satisfied with your services or products, your position will be good in the market.

**OLIVER (1981)** describes in his study that customer satisfaction is a part of marketing and plays an important role in the market. In any organization, satisfaction of the customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market. In old times, customer satisfaction was not too important and people were not focused on quality. But nowadays, competition is taught and customers are aware of all the products and companies due to the education and learning environment and this is the reason that every business is concerned about fulfilling

properly needs and wants. Concerning all types of business organizations, customer satisfaction is the most important issue, and considered as the most reliable feedback, for the excellence of any business organization (T W., 2001).

#### 1.4 OBJECTIVES OF THE STYDY

1. To know the factors affecting the purchase decision of Nippon paint.
2. To study the level of customer opinion of Nippon paint.
3. To suggest improving customer satisfaction with Nippon paint.

#### 1.5 RESEARCH DESIGN

In accordance with the above objective, the research design is planned in such a way that the customer satisfaction of Nippon Paint. This study includes the use of both primary and secondary data.

##### 1.5.1 METHOD OF DATA COLLECTION

##### PRIMARY DATA

Primary data were collected through structured questionnaire. This study includes the usage of both primary and secondary data.

##### SECONDARY DATA

Secondary data were collected from various source such as Internet, Text book, Magazine, Newspaper. This study include the usage of both primary and secondary data

##### 1.5.2 SAMPLE SIZE

Sample size of 50 was taken for the study. The result is generalized on the basis of sample selected.

#### 1.6 DATA ANALYSIS

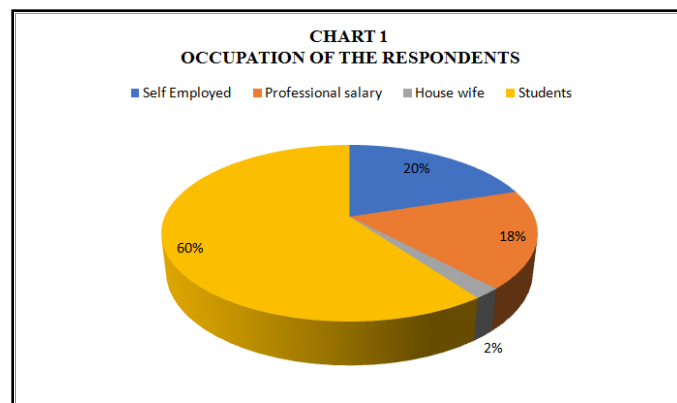
**TABLE 1**

##### OCCUPATIOND OF THE RESPONDENTS

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Self Employed	10	20%
Professional Salary	9	18%
House Wife	1	2%
Students	30	60%
Total	50	100%

Source: Primary Data

From the above table 1 show that out of 50 respondents, 20% of the respondents are Self Employed, 18% of the respondents are Professional Salary, 2% of the respondents are House Wife, and 60% of the respondents are Student.



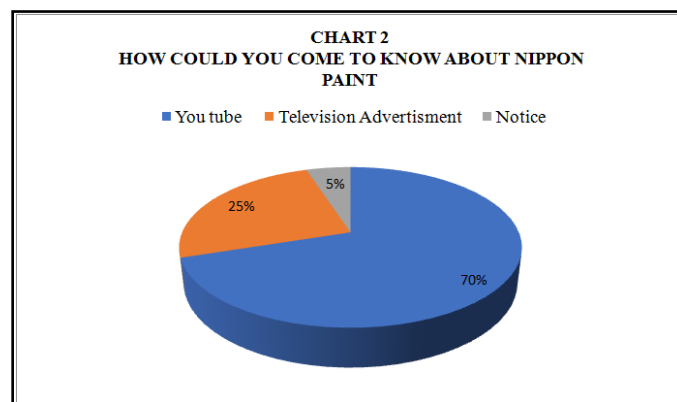
**TABLE 2**

##### KNOW ABOUT NIPPON PAINT OF THE RESPONDENTS

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
You tube	35	70%
Television Advertisement	12.5	25%
Notice	2.5	5%
Total	50	100%

Source: Primary Data

From the above table 2 shows that out of the 50 respondents, 70% of the respondents are you tube, 25% of the respondents are Television Advertisements, and 5% of the respondents are Notice.



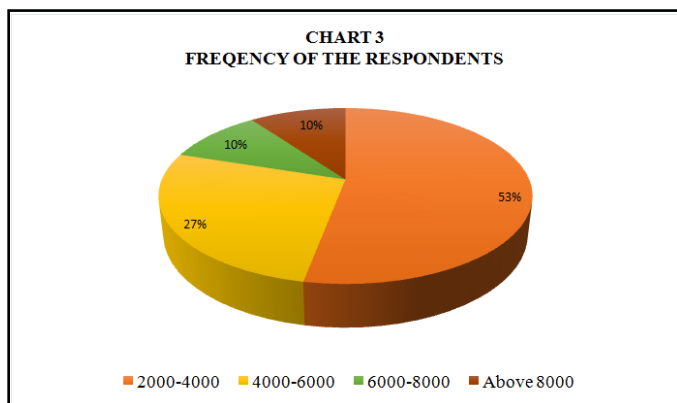
**TABLE 3**

##### AN AVERAGE OF MUCH MONEY SPEND AT NIPPON PAINT

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
2000-4000	26	53%
4000-6000	13.5	27%
6000-8000	5	10%
Above 8000	5	10%
Total	50	100%

Source: Primary Data

From the above table 3 indicate that out of the 50 respondents, 53% of the respondents are 2000-4000, 27% of the respondents are 4000-6000, 10% of the respondents are 6000-8000, and 10% of the respondents are above 8000.



### 1.7 FINDINGS

- Out of 50 respondents 60% of the respondents are students in Nippon paint.
- Out of 50 respondents, 70% of the respondents are you tube in Nippon paint.
- Out of the 50 respondent, 53% of the respondents are 2000-4000.

### 1.8 CONCLUSION

A business cannot continue its existence when there is no customer satisfaction of its products To retain a customer is not at all a big deal, but making them satisfied is a biggest challenge put forth before every business. Here the company, Nippon paints, introducing various varieties of products with quality and quantity introducing new products satisfies the customers by fulfilling their trendy expectations. Not only the products but also the service provided by the company should also have to be satisfied to retain the customers.

From the study, it is known that most of the customers are satisfied with the products and services of the Nippon paints.

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### WEBSITE

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