



A STUDY ON CUSTOMER SATISFACTION TOWARDS ASIAN PAINTS

P.MUTHUKUMAR

II.M.COM.(CA)MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

MRS.E.BOBBOY

M.COM (CA),M.PHIL.,M.B.A.,P.G.D.C.A., ASSISTANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE ,MADURAI.

ABSTRACT:

The task features on the subject of a concentrate on consumer loyalty towards Asian paint's. Consumer loyalty is a proportion of how items and administration provided by an organization assumption. It is viewed as a key execution marker inside business. Expanding rivalry is constraining organizations to focus on fulfilling client. In a serious commercial center where organizations seek clients, consumer loyalty is viewed as a critical differentiator of business system. Associations need to hold existing client. while estimating consumer loyalty gives assign of how effective the association at giving items or administrations to the commercial center. Consumer loyalty is a theoretical idea and the real sign of the condition of fulfillment will change from one individual to another and item and administration to item and administration. Fulfillment relies upon both mental and actual factors which correspond with fulfillment ways of behaving like return.

KEYWORDS:

ASIANPAINTS, CUSTOMERSATISAFACION, PERFORMANCEANALYSIS.

1.1 INTRODUCTION

Paint is a compound substance that safeguards surface and appears to look great paints characterized collectively of emulsion. In a fluid medium, for use as brightening or defensive covering, today contemporary paint and comprise of endless mixtures extraordinarily planned to satisfy the shifts necessity of thousands of utilizations paints goes from the general gathering of naturally sound plastic paints that numerous buyer use to enrich and safeguard their homes fulfillment of client emphatically affect the organizations while estimating consumer loyalty we can assemble valuable data of the organization client and the outcomes can be utilized to work on the organization and its administrations estimating consumer loyalty.

Consumer loyalty, a term habitually utilized in showcasing, is a proportion of how items and administrations provided by an organization meet or outperform consumer loyalty is characterized as the quantity of clients, or level of complete client, whose revealed insight with a firm, its items, or its administration surpasses determined fulfillment objective

1.2 STATEMENT OF PROBLEM:

Shopper fulfillment towards asian paints this specific subject is picked on the grounds that purchaser fulfillment assumes a prevailing part in deciding the progress of any industry a few organizations don't give offers and doesn't fulfill the client the clients not prepared to purchase On the off chance that those organizations give offers the clients prepared to switch in any time. this sort of fulfillment brings about high client steadfastness. It likewise builds

the business, benefits and notoriety of the organization. the reason for this venture is to know the purchasers assumptions and fulfillment when they need to purchase from Asianpaints.

1.3 REVIEWOFLITERATURE:

- Stock Brokers Pvt. Ltd.14th October, (2010). "The Indian paint industry has evolved Ghalla Bhansali a lot in recent times, both in terms of industry structure and product portfolio. Not long ago, paints were largely considered to be a luxury item. Such a mindset has changed significantly of late due to the growing awareness on preventing corrosion through paints, by providing a massive fillip to the paint industry. China and India are the major growth drivers in the region with paint drivers in the region with paint demand in these two countries likely to continue growing at more than 10% p.a. in the coming years. Indian paints industry is Rs.15, 000 crore market".
- Lead is a toxic element that led the U. S. Centers of Disease control and Prevention (CDC) to consider lead concentrations in blood higher or equal to 10 µg/dl as being elevated. Because of such reasons, the U S Congress lowered the standard for lead in residential paints and paints on products used by children from 0.06 percent to 0.0009 percent (ATSDR, 1990) hey also contribute to the creation of ozone in the lower atmosphere, which is harmful to humans, animals and plants.

1.4 OBJECTIVES OF THE STUDY:

- To know the meaning of consumer loyalty of Asian paint organization.
- To realize the elements influencing the buy choice of Asian paint organization.
- To know the degree of fulfillment of Asian paint.
- To find what are the assumption for client from Asian paints organization.

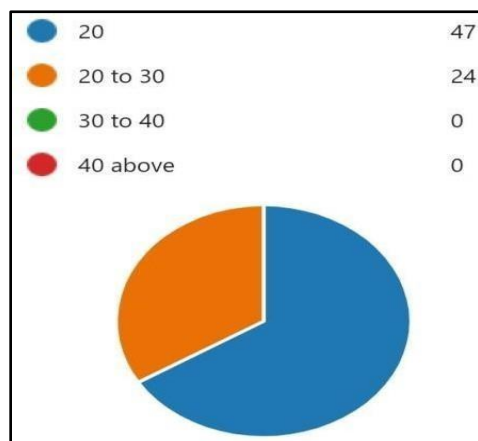
1.5 RESEARCH DESIGN:

An exploration configuration is genuinely and just the system of plan for a review and it directs the assortment and examination of information. It is spellbinding in nature. The accompanying factors will be caught to assess the example and its general fittingness for the exploration orientation, age, schooling, conjugal status, family type and the examination targets introduced in the percent.

1.6.1 DATA ANALYSIS AND INTERPRETATION:

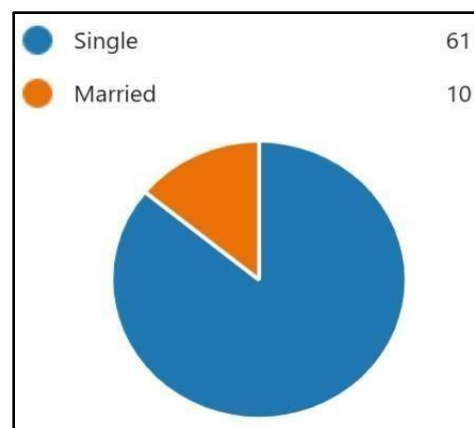
AGE OF RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	20	47	67%
2	20-30	23	33%
3	30-40	0	0
4	40above	0	0
TOTAL		70	100



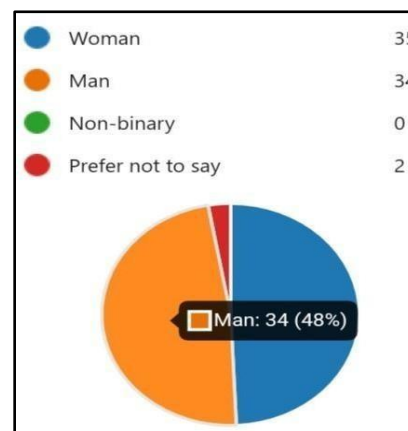
1.6.2 MARITAL STATUS OF THE RESPONDENTS

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	single	61	86%
2	married	10	14%
TOTAL		70	100%



1.6.3 BUYING BEHAVIOUR OF RESPONDENTS

S.NO	Particular	No. of Respondent	Percentage
1	Women	34	49%
2	man	34	49%
3	Non-binary	0	0
4	Prefer not be say	2	2%
TOTAL		70	100%



1.7 FINDINGS:

- Table 1.6 from the data collected 67% of the respondent are 20 age.
- Table 1.6 from the data collected 86% of the respondent are single.
- Table 1.6 from the data collected 49% of the respondents are women and men.

1.8 CONCLUSION:

The above all else observation that has been produced using the review is that Asian paints is India's no 1 in the paint business it has high brand quality in the market As per the overview cost is the control factors, which incorporate the buying choices of the. Client contrasting with contenders. Asian paints organization cost is high according to the examination perspectives, the greater part of the client favor both inside and outside paint in Asian paints and outside paint in Asian paints finally the

majority of the client are the happy with Asian paints items and yet they require direction in regards to the new advancement of the item.

REFERENCES

1. According to DrAbhay Kumar's report, 'Lead in Decorative Paint' (2009) on eco friendly paints, are natural and contain low or zero-VOC"18,2010.
2. PallaviKumari (2012); Changing Purchase Behaviour Of Indian Customers, Arth Prabhand A Journal of Economics and Management (APJEM), Vol.1 Issue 8, November2012, ISSN2278-0629, Pinnacle.

3. Suchanek, RichterandKralova (2015) research work aims to determine the influence of quality on customer satisfaction.

WEBSITES

1. <https://sist.sathyab>
2. ama.ac.in
3. <https://www.ijcrtrg>
4. <https://www.studocu.co>