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A Study on Customer Satisfaction on Nippon Paint in Coimbatore City

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ABSTRACT

Click here and insert your abstract text. In this paper study has been conducted to analyze the significance of customer satisfaction and factors affecting the purchase decision of Nippon Paint company. Study reveals that reduction of price is the most constantly seen response. Introduction of more bright colors is also needed. In order to be more attractive making of new Advertisements gives more result. The customers are getting day to day update of Nippon paint. This study helps them to correct their mistakes which the customers are expecting to do that. The customers are highly expecting to the upcoming innovations of the Nippon paint.

Keywords: Customer satisfaction, Likert Scale Analysis, purchase decision

1. Introduction

Nippon Paint produces high-quality paints and coats for automotive, industrial and decorative sectors. With its emphasis on technology, Nippon Paint brings to the India market, plans that are vastly superior. For thousands of industrial manufacturers, Nippon paint provides hardy and lasting solutions. For products ranging from bridges, ships, fuel pipes and chemical tanks to furniture and disk drives, Nippon paint's protective coatings preserve the durability and enhance performance of the product. Nippon paint helps industries deal with the most challenging of the natural and man-made conditions humidity and UV radiation, organic and chemical contamination, deep sea corrosion and extensive usage.

2. Statement of the Study

The **Environmental Impact on Paint** is diverse. Traditional painting materials and processes can have harmful effect on the environment, including those from the use of the lead and the other additives. Measures can be taken to reduce environmental impact, including accurately estimating paint quantities so waste is minimized, and use of environmentally preferred paints, coating, painting accessories and techniques.

3. Objectives

- To know the significance of customer satisfaction of Nippon Paint company.
- To know the factors affecting the purchase decision of Nippon Paint company.
- To know the level of satisfaction of Nippon Paints.

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4. Research Methodology

A research methodology or involves specific techniques that are adopted on research process to collect, assemble and evaluate data. The sample size is refers to collect the feedback of the customer. In this study 120 respondents was collected for the size of sample. The sampling design used in this study is convenience sampling.

Tools for Analysis

- Simple percentage analysis
- Likert Scale analysis
- Rank Correlation

Limitations of The Study

- This study was conducted in Coimbatore city. So the result will not suits to the any other city
- The data were collected from the 120 respondents.
- The study is surveyed under the customer satisfaction for the particular product. Which includes their time, fashion, technology development in particular product.

Percentage Analysis

Table 1- Gender of the Respondents

Gender	No.of. Respondents	Percentage %
Male	48	40
Female	72	60
Total	120	100

Interpretation

The above table reveals that 40% respondents were Male and 60% respondents were Female.

Inference

Thus, it is found that, most 60% of the respondents are Female.

Likert Scale Analysis

Table 2-Behaviour of Salesman

Factors	No.of.Respondents	Likert Scale	Total Score (fx)
Strongly Agree	19	5	95
Agree	62	4	248
Neutral	38	3	124
Disagree	1	2	22
Strongly Disagree	-	1	-
Total	120	15	489

(Source: Primary Data)

Formula

Likert scale = $\sum(fx) / \text{Total number respondents}$

=489/120

=4.07

Interpretation

Likert scale value is 4.075 is greater than the mid value (3). Hence the majority of the respondents are satisfied with Nippon Salesman.

Rank analysis**Table -3 Respondents with their Acceptance to the Particular Satisfaction of Nippon Paint**

Service provider	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Durability of Paint	25(10)	38(9)	13(8)	5(7)	1(6)	1(5)	1(4)	10(3)	5(2)	9(1)	795	1
Colour Options	20(10)	29(9)	20(8)	8(7)	0(6)	2(5)	2(4)	3(3)	9(2)	15(1)	737	2
Brand	16(10)	23(9)	33(8)	6(7)	1(6)	0(5)	3(4)	2(3)	6(2)	17(1)	726	3
Value	6(10)	31(9)	24(8)	13(7)	3(6)	2(5)	4(4)	6(3)	8(2)	12(1)	712	4
Price	11(10)	27(9)	22(8)	8(7)	8(6)	2(5)	6(4)	6(3)	3(2)	13(1)	704	5
Service	11(10)	33(9)	15(8)	9(7)	3(6)	8(5)	3(4)	5(3)	8(2)	10(1)	689	7
Availability	16(10)	20(9)	19(8)	11(7)	3(6)	2(5)	8(4)	6(3)	6(2)	14(1)	673	9
Quality	21(10)	18(9)	23(8)	8(7)	2(6)	2(5)	1(4)	11(3)	8(2)	13(1)	700	6
Offers	11(10)	31(9)	16(8)	8(7)	3(6)	2(5)	4(4)	8(3)	11(2)	12(1)	675	3
Smooth Ness	11(10)	31(9)	15(8)	6(7)	4(6)	3(5)	1(4)	4(3)	8(2)	21(1)	643	1

Interpretation

From this table Durability is ranked as 1, colour options ranked as 2, brand ranked as 3, value ranked as 4, price ranked as 5, service ranked as 6, availability

5. Findings, Suggestions and Conclusion**5.1 Findings****Percentage Analysis**

- the study finds that 60% of the respondents from female.
- the study finds that 84.2% of the respondents from below 25 age.
- Majority of 84.2% respondents received from unmarried.
- The survey results 70% respondents received from students.
- Majority of 65.8% respondents received from nuclear family.
- Majority 75.8% of the respondents there is no complaint against on sales man of Nippon paint.
- Majority 38.3% of the respondents were highly satisfied with price offer.

Likert Scale Analysis

Likert scale value is greater than the mid value. Hence the majority of the respondents are Agree on recent shopping trip, when it comes to Social media.

Rank Scale Analysis

In rank scale analysis, respondents prefer durability more than other functions of Nippon paint

Suggestions

- Customer feels that the price is too costly comparable to the other paints. Some of the consumer feels that advertisement make the popularity of the paint company to the next level.
- They are preferring any dark colours which make them to feel better and new colours are welcoming by them. Multi-coloured shades can bring a great change in attraction. Introduction of some gifts and toys can also make customers happy. Instalment payments for bulk orders will be extremely useful in these cases.

Conclusion

Reduction of price is the most constantly seen response. Introduction of more bright colors is also needed. In order to be more attractive making of new Advertisements gives more result. The customers are getting day to day update of Nippon paint. This study helps them to correct their mistakes which the customers are expecting to do that. The customers are highly expecting to the upcoming innovations of the Nippon paint.

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