

A Study on Painters Perception and their Level of Satisfaction with Special Reference to Construction Chemicals of Berger Paints India Ltd-Kottayam Division

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Abstract- This study focuses on examining the perception of painters and their level of satisfaction with construction chemicals offered by Berger Paints India Ltd in the Kottayam division. Construction chemicals play a vital role in enhancing the durability and performance of paints, there by influencing the overall satisfaction of painters and customers. The objectives of the study aim to investigate the factors that shape the perception of painters towards construction chemicals and the extent to which these products meet their expectations. Additionally, the study aims to identify dissatisfaction or improvement opportunities regarding the construction chemicals provided by Berger Paints India Ltd. The research outcomes can be utilized by Berger Paints India Ltd to enhance their product offerings and tailor them to better meet the needs and expectations of painters. Overall, this study seeks to shed light on the perception and level of satisfaction of painters regarding construction chemicals offered by Berger Paints India Ltd in the Kottayam division, to improve the company's products and services, as well as enhance the overall customer experience.

Keywords- Customer perception, Customer satisfaction

I. INTRODUCTION

In today's competitive business environment, understanding customer perception and satisfaction has become crucial for organizations to maintain a competitive edge. The construction chemicals industry plays a vital role in the infrastructure and building sectors, providing essential solutions to enhance the durability, strength, and aesthetics of structures. Berger Paints India Ltd., a renowned name in the paint and coatings industry, has made significant strides in the production and distribution of construction chemicals in the Kottayam Division. The aim of this study is to investigate the perception and satisfaction levels of painters, who are key customers, regarding the construction

chemicals offered by Berger Paints in the Kottayam Division.

This study will contribute to the existing body of knowledge related to customer perception and satisfaction in the construction chemicals industry. The findings will serve as a valuable resource for Berger Paints, enabling them to align their strategies, enhance their product offerings, and deliver superior customer experiences in the Kottayam Division.

Ultimately, this research aims to assist Berger Paints in maintaining and strengthening their market position by catering to the preferences and requirements of painters, ensuring long-term customer satisfaction and loyalty.

Objectives of the Study

Primary Objective

A study on painter perception and their level of satisfaction with special reference to construction chemicals of Berger paints India Ltd Kottayam Division

Secondary Objectives

- To identify the factors influencing painter perception towards construction chemicals of Berger paints in Kottayam division.
- To evaluate the level of painter satisfaction with the construction chemicals of Berger paints in Kottayam division.
- To study the relationship between painter perception and satisfaction towards construction chemicals of Berger in Kottayam division
- Analyze the influence of age and experience of painters with their perception and satisfaction.

Need and Significance Of The Study

The study on customer perception and satisfaction regarding Berger Paints' construction chemicals in the Kottayam Division provides valuable insights for the company. It not only helps in understanding customer needs and preferences but also identifies areas for improvement, enabling Berger Paints to enhance its products and services. By tailoring offerings to meet specific customer requirements, the company can strengthen its competitive advantage in the market. Additionally, the study aids in building stronger customer relationships through proactive feedback mechanisms, guiding strategic decision-making, and fostering a culture of continuous improvement within Berger Paints. Overall, these efforts are geared towards ensuring sustained customer satisfaction and loyalty in the long run.

II. REVIEW OF LITERATURE

According to (Murugan, 2019) customer perception is critical to a business's ability to attract new customers and keep existing ones. The good news is that businesses can influence many of the aspects that influence how people perceive their company or brand Information and market signals influence

customer perception. A positive customer perception indicates that the company's product is worth- while.

According to (Davies, Ward 2002, 153-155), When developing a product strategy, the focus should be on choosing the right mix of products and that gives the right personality and that complements of the product. A right chosen product strategy should offer the customers a positive purchase experience, meet their expectations, solve their problems and affect the perception of the product image in a positive way. The product strategy is ultimately up to the and his/her vision of the perception. By offering different products than competitors and market leaders, small retailers can differentiate themselves and get a competitive advantage. However, when selling similar products, the only way for a small retailer to stand out among competitors is by offering outstanding service, having an appealing store environment or by offering convenience.

III. RESEARCH GAP

The identified limitations underscore certain research gaps that warrant further investigation and consideration. These gaps include the need for larger and more representative sample sizes to ensure broader applicability of the findings beyond the studied population of painters. Additionally, addressing potential biases inherent in the perceptions of painters and expanding the scope of analysis to encompass various factors influencing customer satisfaction would enhance the comprehensiveness of future re- search endeavors. Furthermore, mitigating time constraints and allocating sufficient resources would enable more in- depth and longitudinal studies, providing a clearer under- standing of evolving customer perceptions and satisfaction levels over time. Closing these research gaps through rigorous and comprehensive methodologies would contribute to a more nuanced understanding of customer satisfaction dynamics in the context of Berger Paints' construction chemicals in the Kottayam Division.

IV. RESEARCH METHODOLOGY

The research methodology employed to investigate customer perception and satisfaction with Berger Paints' construction chemicals in the Kottayam Division. The re- search design, sampling methods, data collection techniques, and data analysis procedures are described to ensure the systematic approach taken aligns with the study's objectives.

Research Design : A cross-sectional research design was adopted to examine customer perception and satisfaction levels with Berger Paints' construction chemicals in the Kottayam Division.

Sample Design and Size: Random sampling techniques were used to select participants from the target population, which comprises painters who have used Berger Paints construction chemicals in the Kottayam Division. The sample size for this study is 323 painters of Berger paints Kottayam Division.

Data Source: A structured questionnaire was developed to measure perception and satisfaction levels of painters in- cluding Likert's 5-point scale questions.

Data Analysis Techniques: The software used for this research include IBM SPSS Statistics. Also, Microsoft Excel, and MS Word is used for the analysis. This is done via Chi- Square test were conducted to examine relationships be- tween variables. Descriptive statistics, including mean and standard deviations, were computed to summarize survey responses

V. DATA ANALYSIS & INTERPRETATION

Demographic Variables

Analysis of the study shows that 39.3% of respondents are under the age 55 and above, and 30% of the respondents are under the age between 45-54. The remaining 16.4%, 8% and 6.2% belongs to age between 35-44, 25-44 and 18-24 respectively.

Age of the respondents

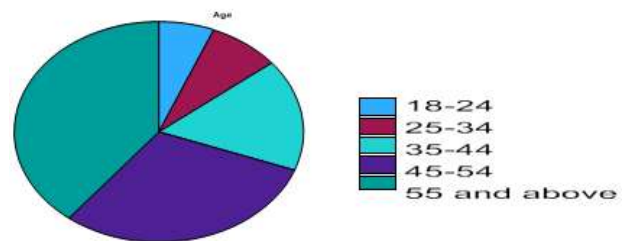


Figure 1: Age of the respondents

Monthly Earnings of the respondents

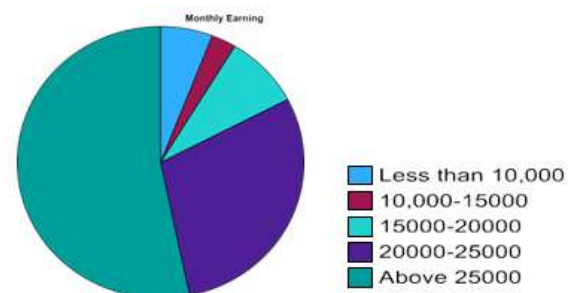


Figure 2: Monthly earning of the respondents

Chi-Square Tests

The influence of age of painter with their perception

H0: There is no relationship between the age of painters and their perception for a smooth and uniform finish in the product.

The influence of age of painter with their perception Cross tabulation

		Smooth and uniform finish"				Total
		Very Important	Important	Some-what Important	Not Important	
Age	18-24	12	7	1	0	20
	25-34	16	9	1	0	26
	35-44	38	12	2	1	53
	45-54	68	27	2	0	97
	55 and above	114	13	0	0	127
Total		248	68	6	1	323

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.550 ^a	12	.005
Likelihood Ratio	29.493	12	.003
Linear-by-Linear Association	17.997	1	<.0 01
N of Valid Cases	323		

Chi-Square Test: The influence of age of painter with their perception

Interpretation

From the above table 4.5 p value = 0.005 <0.05 So we reject Ho. Hence there is significant relationship between age of painters and their perception for a smooth and uniform finish in the product

Relationship between painter perception and painter satisfaction

H0: There is no relationship between painter perception and painter satisfaction

Relationship between painter perception and painter satisfaction- Cross tabulation

Painter Perception *Painter Satisfaction Cross tabulation						
		Painter Satisfaction				Total
		Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	
Painter Perception	Important	2	12	15	0	29
	Some what	0	58	213	22	293
	Important					
	Not Important	0	0	0	1	1
Total		2	70	228	23	323

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.760 ^a	6	<.001
Likelihood Ratio	25.482	6	<.001
Linear-by-Linear Association	19.880	1	<.001
N of Valid Cases	323		

Chi-square Test: Relationship between painter perception and painter satisfaction

Interpretation

From the above table p value = 0.001 <0.05 So we reject Ho. Hence there is significant relationship between painter perception and painter satisfaction.

Findings

The findings of the study reveal several key insights into the demographics, earnings, and experiences of the respondents, primarily focusing on painters. Notably, the majority of respondents are experienced individuals aged 55 and above, with a significant portion earning above 25,000 rupees monthly. Age and experience correlate with perceptions and satisfaction levels regarding product finish, brand satisfaction, and various factors influencing painter perception. Painters prioritize factors such as smooth and uniform finish, water resistance, and packaging, while price and promotion hold varying degrees of importance. Overall, understanding these findings can empower businesses to tailor their products and strategies to better meet the needs and expectations of painters, ultimately enhancing customer satisfaction and product perception.

Suggestions

To optimize their market strategy, Berger Paints should segment their audience by age, tailoring marketing messages and product features accordingly. They can enhance brand satisfaction by addressing specific areas such as product range, packaging options, and product quality. Prioritizing product quality ensures a consistent smooth finish, a key factor for painters. Pricing strategies should balance affordability with quality, identified through pricing analysis. Strengthening promotion efforts involves leveraging engineers'

and contractors' recommendations, alongside targeted marketing strategies. Continuous gathering of customer feedback is vital for informed decision-making and ongoing improvements across product, service, and marketing channels. By implementing these strategies, Berger Paints can bolster customer satisfaction and maintain a competitive edge in the chemical industry.

V. CONCLUSION

The study on painters' perception and satisfaction with Berger Paints' construction chemicals in the Kottayam Division offers valuable insights into the factors influencing painter perception and satisfaction levels. Key factors such as smooth finish, water resistance, and non-toxicity emerged as crucial to painters, alongside packaging, cost, and promotional strategies. The analysis revealed a significant relationship between perception and satisfaction, underscoring the importance of meeting painters' expectations to enhance satisfaction levels. While overall satisfaction with Berger Paints was high, there are opportunities for further improvement, particularly in certain aspects. Moreover, age and experience were found to influence perception and satisfaction, suggesting the need for targeted marketing strategies. By implementing these findings, Berger Paints can refine their product offerings and marketing approaches to better meet the needs of painters, fostering customer satisfaction and sustainable growth in the chemical industry.

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