



A STUDY ON DEALERS SATISFACTION LEVEL TOWARDS THE MOVEMENT OF NEROLAC PAINTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Priya.K* **Mrs.T.Kavitha****

** Research Scholar, PG Research & Department of Commerce, Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science, Coimbatore.*

***Research Supervisor, PG Research & Department of Commerce, Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science, Coimbatore.*

1. Introduction

Marketing is a communication process which is the purpose for individuals or groups Customers are directly or indirectly able to purchase the products and services that may satisfy their existing or newly-identified needs or wants. The objective of this paper was to find the Dealer's Satisfaction Level with Nerolac Paints. To examine the factors influencing the dealers, to deal with Nerolac Paints. The study was with various areas that needs for improvement in Nerolac Paints from dealers point of view. The close impact of sales promotion on sales was also considered in the study. The study was conducted through the data analysis and interpretation which suggested that most of the dealers have 10-15 years of experience in dealership of Paints among them there are dealers who are dealing with Nerolac Paints above 10 years. Most of the dealers are very much satisfied with the quality of Paints and rated the brand very high. The major promotional factor which influenced the dealers to choose Nerolac Paints is Discounts. According to dealers outdoor advertisement and electronic media are consider to be more effective to promote Nerolac Paints.

The dealers also exempt the manufactures from importance of having sales department. The manufactures are not forced for the task of collecting and securing orders and the numbers of accounts they have to open are lesser compared to dealing directly with the customers. Dealer usually enters in to advance contracts for supply of goods with the results the manufactures do not stock up heavy goods. The dealers in close contact with consumers so they are the best people to advice the manufacturer by giving proper feedback about the customer's requirements.

Dealer Satisfaction

Dealer satisfaction and dissatisfaction is not just by analyzing complaints and customers suggestions. When we treat dealer's complaints as minor they will be made to feel inferior which actually results in fewer dealers for the company. Instead of using complaints as a parameter of judging dealer satisfaction by conducting periodic survey it's better to find out the opinion in order to get accurate results. The questionnaire schedule is used from random sample of customers and clients. From the sample the company can elicit various aspects of the company's performance in the sector. They also can understand the competitor's performance and their strategies

1.2 Objectives of the Study

Primary Objective: To Study dealer's satisfaction level towards Nerolac paints with special reference to Coimbatore city.

Secondary objectives

- 1.To study the effectiveness of advertisement of Nerolac paints in Coimbatore
- 2.To analyze the end users expectations of Nerolac paints in Coimbatore
- 3.To study the problems in marketing.

1.3 Scope of the Study

- 1.The scope of the study is to cover the dealer's satisfaction level towards movements of nerolac paints.
- 2.This study helps to improve the relation between dealers and the organization.
- 3.The study reflects the opinion and attitude of dealers.



1.4 Limitations of the Study

1. Questionnaire method is likely to be the slowest of all other types of collection of primary data and secondary data.
2. Some of the dealers are not educated, so the questionnaire has to be translated in verbal language.
3. Dealers not responding due to fear of integrity.
4. It can be used only if respondents are educated and cooperating properly.
5. Dealers are giving only the approximate data and not the exact data.

1.5 Research Methodology

Introduction

Research is an intensive study in a particular field to achieve at a better conclusion of a problem. Research Methodology is a systematic way of solving the problem. Research Methodology explains the various steps that are generally adopted by the researcher in studying the research problem along with logic behind him.

Research Design: A Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure.

Descriptive Research: Descriptive research method has been followed to conduct the research study. Descriptive study is concerned with describing the particular characteristic of individual or a group. Our study describes the satisfactory level of dealer's of Nerolac Paints.

Data Collection: The primary data is collected for the present day. Questionnaire was used to collect the information from the respondents.

1. **Primary Source:** Primary source of data collection was from the walk in customers of Reliance Life Insurance.
2. **Secondary Source:** Related books, magazines, journals, company records and the website of the company.

Questionnaire Design: The questionnaire method was used to collect primary data. This method was chosen for following reasons. Answers are in the respondents own words so it is free from being biased. The universe was small hence this method was found suitable. And the questionnaire contains the questions related to the field.

Sampling Techniques: The sampling technique used was non-probability sampling as each population numbers had an unknown chance of being included in the sample. Under the non-probability sampling, the convenience sampling technique was chosen.

Non-Probability Sampling

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has being included in the sample. In this type of sampling, items for the sample are selected deliberately by the researcher; his choice concerning the items remains supreme. In other words, under non-probability sampling the organizers of the inquiry purposively choose the particular units of the universe for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical or representative of the whole. Non-probability sampling is also known by different names such as deliberate sampling, purposive sampling, and judgment sampling.

Size of sample:

This refers to the number of items to be selected from the universe to constitute a sample. This is the major problem before a researcher. The size of the sample should neither be excessively large, nor too requirements of efficiency, representativeness, reliability and flexibility. While deciding the size of sample, researcher must determine the desired precision as also an acceptable confidence level for the estimate. In this study the size of the sample is 105.



In the following research non-probability sampling was used. In non- probability, convenient sampling was used in this research.

Non-Probability Sampling

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has being included in the sample. In this type of sampling, items for the sample are selected deliberately by the researcher; his choice concerning the items remains supreme. In other words, under non-probability sampling the organizers of the inquiry purposively choose the particular units of the universe for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical or representative of the whole. Non-probability sampling is also known by different names such as deliberate sampling, purposive sampling, and judgment sampling.

Convenient Sampling

In this method, the samples are drawn for the convenience s of the researcher, such as nearness easy availability of data. Though this method is not scientific it will be useful for getting insight into the subject matter of study such as pilot study. It is useful for studies with the objectives of getting insight and learning research methodology.

Statistical Tools

The accuracy of a research study is enhanced by the use of statistical tools. It helps in clear interpretation of quantitative and qualitative information, in a way that is under stable.

he statistical tools used are,

1. Percentage analysis
2. Weighted average method
3. Chi-square.

2. Review of Literature

Indian paint industry has grown by leaps and bounds over last 15 years. The per capita consumption of paint still is one of the lowest. This means there is a big scope for the industry to grow further. This is one industry that has successfully developed the large small sector together. This is so because higher and lower segments of buyers are growing rapidly. The specifications of the large, specialized users are stringent and cannot be matched small scale sector that will have to remain out of the corporate business. There is a huge market of domestic, house hold paints competing with lime and cements paints that cannot be tapped by the large manufacturers due to their high over heads. The difference cannot be matched by their high purchasing power.

According to **Mishra (2002)** Indian customers look for the fresh solutions to their problems and in addition with better value for their money. This persuades the paint industries to introduce products of some value with the lower cost. Some new types of paints launched by the companies to attract more customers are; washable odorless interior paints, water based enamels, and antibacterial paints. Apart from these, companies have even launched paints with long life guarantee.

According to **Swar (2007)** several demographic indicators show favorable trends for the growth of organized trade in India. These are: i) Rapid income growth: consumers have a greater ability to spend, ii) Increasing Urbanization: larger urban population that value convenience, coupled with the higher propensity of the urban consumers to spend, iii) Growing young population: growth of the post-liberalization maturing population, with the attitude and willingness to spend and iv) Spend now vs. save earlier: consumers are willing to borrow for present consumption.

3. Industry Profile

Paints industry is one of the important industries in India. Today there are more than 130 large Paints plants and around 300 mini plants operating across the country. India is one of the countries producing Paints under various brands and grades .The Paints market is one of the competitive markets in India. There are various brands of Paints which are bound by geographical areas spread across country. Various segments of the business like rural market, urban market and metro cities are targeted by this industry. Each market has various brands giving customers a variety of choice in respect of quality and price. But sales of Paints in India depend on promotional strategies of the dealers, awareness of the constructor or contractor and opinion of the customer for various brands. But the ultimate sales depend on dealers and their opinion with respect to the brands of Paints. Therefore the Paints manufacturers should get lots of information about dealer’s satisfaction on different aspects like product quality, price, service, supply and promotional efforts to sell the brands.

The paint industry can easily grow at 12-13% annually over the next few years from its current size of Rs 350 bn. The per capita paint consumption in India which is a little over 4 kgs is still very low as compared to the developed western nations. Therefore, as the country develops and modernizes, the per capita paint consumption is bound to increase.

4.Data Analysis and Interpretation

Table No:01 opinion Of Respondents About The Factors Influencing To Buy Nerolac Paints

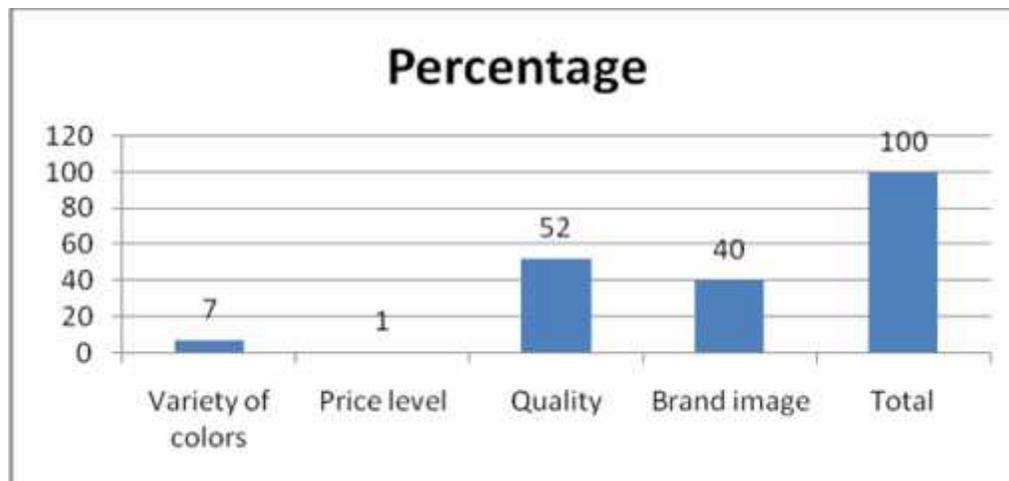
S.No	Factors	No of respondents	Percentage
1	Variety of colors	7	7
2	Price level	1	1
3	Quality	55	52
4	Brand image	42	40
	Total	105	100

(Source : Primary Data)

Interpretation

From the above table 52% of the respondents say that quality influence them to buy the product, 40% of the respondents say that brand image influence them to buy the product, 7% of the respondents say that variety of colors influences them to buy the product, 1% of the respondents say that price level influences them to buy the product.

Chart No: 01 Opinion Of Respondents About The Factors Influencing To Buy Nerolac Paints



Chi Square Test

Dealers Satisfaction Level On Movement Of Paints

H₀ (Null hypothesis)= There is no association between dealer satisfaction and Movement of paints.

H₁ (Alternate hypothesis)= There is association between dealer satisfaction and Movement of paints.

Factors	Satisfaction on factors	
	Yes	No
Promotion	48	57
Provide catalogue	87	18
conduct Exhibition	0	105
special offers	48	57
Cost	43	62
variety of colors	37	68
resistance power	76	29
Water proof ability	74	31
Finishing	85	20
Drying ability	66	39
quality	83	22
Product marketing area	14	91
Transporting product	26	74
selling the product	14	91
Representative meeting	83	22

$$\text{Chi square} = \sum (O-E)^2/E$$

$$= 228.87$$

Degree of freedom= (C-1)(R-1)=14

χ^2 (table value at 5 percent level of significance for 14 degree of freedom) =23.685

Interpretation

Since calculated value > table value, so reject null hypothesis. So accept alternate hypothesis. There is association between dealer satisfaction and movement of paints.

Weighed Average Method

Table No: 03 Package Models of Nerolac Paints

Opinion	No of Respondents	Weight	Total	Weighted average
Satisfied	51	5	255	3.88
Highly Satisfied	14	4	56	
Neutral	27	3	81	
Dissatisfied	03	2	06	
Highly Dissatisfied	10	1	10	
Total	105		408	

Inference

The above table clearly shows that arithmetic calculation value 3.88 lies between 4 and 3 so the majority of respondents are highly satisfied with the package models of nerolac paints.



5. Findings, Suggestions and Conclusion

5.1 Findings

Effectiveness of advertisement

1. 55% of the Respondents prefer television for effective advertisement, 41% of the Respondents prefer wall paintings for effective advertisement, 3% of the Respondents prefer news paper for effective advertisement, 1% of the Respondents prefer radio for effective advertisement.
2. 56% of the respondents are not satisfied with the promotional services, 44% of the respondents are satisfied with the promotional services.
3. 83% of the respondents accept that they provide placards and catalogue, 17% of the respondents accept that they do not provide placards and catalogue.
4. 54% of the respondents say that they do not provide any special offers, 46% of the respondents say that they provide special offers during festival time.

5.2 Suggestions

1. In order to attract new customers and maintain the loyalty they have to give advertisement regularly. They can give advertisement on radio in order to attract rural customers.
2. Respondents feel that the cost of paints is high, so the organization can adjust the cost of paints according to the competitors.
3. They can give special offers at the time of festivals in order to attract the customers; it helps to increase the sales.
4. Majority of the respondents are not satisfied with the variety of colors, so they have to concentrate on R&D and improve more variety of colors.
5. They have to provide more discount to the dealers so that they will be liable to the company.
6. According to the respondents the company margin given to them is less, so they can improve it according to the competitors.

Conclusion

The project on the study of dealer's satisfaction level is to know their needs and what they expect from the company. This project helps in understanding and knowing the requirements of its dealer's. No wonder once the dealers are satisfied with the product it would increase further supply of the product. The study reveals that the dealers were not satisfied with the credit days and the discount offered to them, so they can extend the credit days and provide more discounts to the dealers. Even though the dealers are satisfied with most of the factors the company has to improve it to overcome the competitors. The Nerolac Paint with their background of their brand could create their own market place and space for innovations. They have to retain their customers, in all segments of paints.

Bibliography

1. C.R.Kothari (2004), Research Methodology, New age International (P) Ltd., Publishers, New Delhi, Second Edition.
2. Richard I Levin, David S Rubin (2002) Statistics for Management, Trentice Hall of India (P) Ltd., New Delhi, Seventh Edition.
3. Dr.T.N.Chhabra, S.K.Grover (2004) Marketing Management, Dhanpat Rai & Co (P) Ltd., Delhi, Fourth Edition.