“A Study on Customer Expectation and Experience towards Service Provided by the Quick Painting Service Division in Paints Industry, Bangalore”

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Abstract: The paper examines the information about the customer expectation towards the painting service and different experience after getting the work done by painting service. Painting service is trying to make the service better day by day knowing the customers concern and clarifying by implementing right step to overcome their concerns. Painting service is putting efforts in right path by interacting directly to the customers by asking about the service, here the survey helped the industry by asking 100 customers 18 questions about the service and shortlisted the part which can be improvise the service and over come all the concerns of customers. Paper contains the customer expectation from the company when customer gives business to the company there are certain priorities which customers expect for the service provider the survey made little easy to know all those here are few (a).Supervision. (b).Timely completion. (c).Quality assurance. (d).Warranty etc.

And the experience to the customer by getting the service, there are many unique experience which came out by the survey. Happy and unhappy customers with the service will always be there at any service industry here the survey made attempt to ask customers directly about the service to rectify the area which need to improvise in the service to deliver better.

Key Words: Customer expectation, Customer experience.

I. INTRODUCTION

As Indian paints industry is Rs. 15,000 Cr market which has been growing at an average rate of 13% over the last five years. The Indian paint market in many ways in different from other markets. It has been unique market when compared to the other markets in the world. Indian paint companies distribution directly cater to more than 25,000 shops and is unlike other industries where companies operate through distributors. India has over more than 50,000 paint shops or outlets. every paint company has a large number of depots to service these outlets and sales force.

A large number of paint outlets have automated or manual dealer tinting systems. At present India has more than 20000 outlets in operation. The size of the Indian paint industry is around 950 million liters and is valued at approx $3 billion and 30% of paint industry revenue in India is accumulated from industrial paints. The organized sector comprises 65% of the value and 54% of total volume. In the last few years, Indian paint industry is growing at a annual growth rate(CAGR) of 16.2% during 2013-14 to 2015-16.

The Indian paint industry market is growing at 1.5 times to 2 times GDP growth rate in the next five years. The emergence of middle class people in India, increase in tendency to spend, growth infrastructure and growing young population towards lifestyle are the reasons of spurred in Indian paint industry market to new heights. The Indian paint industry market is estimated to reach Rs. 6,20,000 crore in next coming two years.

The history of Indian paint industry has fascinated culture throughout the years. The earliest example of Indian painting is cave painting which goes back to 10000 B.C. and the colour has been the major attraction for people from more than 20,000 years.

II. LITERATURE REVIEW

Boote, (December 2003) says a theoretical model which explores the interrelationship between expectations, affective post-purchase states and affective behavior. The authors argue that consumers have two types of expectation that influence post-purchase affective states. A. Parasuraman, (1991) Customers evaluate expectation with perceptions while judging a company’s service. To connect variants in expectations and to specify their perception of performance in service different definitions have been given with respect to customer expectation. Jim Walker, (2000) The study extents by investigating the zone of tolerance which relates to consumer experience with the perceived competitive choice opportunities, service provider and differing service dimensions. Results indicate consumers distinguish between adequate and desired expectation levels which understand both expectation levels is important. Oswald A. Mascarenhas, (2006) Author says understanding and delivering Total Customer Experience which in order to sustain Lasting Customer Loyalty which is increasing important given a pressures of globalization, commodization and has market saturation in developed countries. The purpose of this paper is
to review concepts of Total Customer Experience and Lasting Customer Loyalty.

III. OBJECTIVES

a. To analyze customer expectation towards painting service.
b. To ascertain the level of experience of customer with reference to painting service.
c. To suggest the measures to meet the expectation of customers.
d. To provide the measures of enhancing customers experience.

IV. METHODOLOGY

The nature of research is descriptive in nature and mainly developed by survey method. The source of data has been gathered through primary and secondary data. The primary data is the data where the information is gathered and information through personal interaction or through questionnaires but in this study the data is collected through questionnaires. The secondary data, where the information is collected from the old data, which have already been studied by someone or gather data from the websites. In this study the sample size is 100 customers, the questionnaire contains 18 question and the method adopted is convenience sampling method.

V. RESULTS

![Customised Service](image1)

![Executive approach](image2)

![Customer experience](image3)

Figure No. 1 : Bar graph representation of responses towards customized service.

Figure No.2: Bar graph representation of responses towards executive approach.

Figure No.3: Bar graph representation of responses towards improve customer experience.

Majority of respondents have strongly agreed with the customized painting service which increases customer loyalty, but a few of them strongly disagreed as their expectations of customized service was not fulfilled by painting service. Here the painting service is providing customized service to the customers as their need with the colour combinations, timely service, different texture and with the cost effective to budgeted customers.

According to the above graph majority of the respondents have shown favorable responses towards customer experience. By this we can understand that the paint industry makes an efforts to satisfy their customers and provide services as per their expectation and perception. but the considerable segment of respondents have shown mix respond which shows that paint industry have to makes an effort to satisfy its all segments.
From the above analysis, we can say that respondents have shown mixed responses towards the customer loyalty which means the paint industry have to make some efforts to develop positive competitive advantage towards its competitors and grab the customer loyalty this will help the paint industry to meets the customer base.

VI. CONCLUSION

In the study on Customer Expectation and Experience towards Service provided by the Painting Service division in Paint Industry. Here the painting service is the division in paint industry and this division mainly look into service providing to the customers and the service is expected by the customers are should be better than the current market where many competitors are already existing and here the painting service came up with proper and well organized by capturing market to provides the best painting experience to the customers

Here customers expect the better service and industry is also working hard to give the best service among the competitors by implementing up-graded equipments into their service which is very unique in the market and customers are getting satisfied with the help of unique equipments used in their sites which is helping painting service to deliver faster as required by the customers.

As every customers are important to every business here the customer expectations are viewed and met by the company and they are trying to give the best experience to them by implementing new equipments to make work hassle free and there will definitely be few concerns and industry is trying to get those and solve in priority base just to satisfy the customers needs and requirements to make the customers loyal to the industry to avail service in future.

NB: The name of the industry is not mentioned to adhere to the privacy policy.

REFERENCES