

## Consumer Satisfaction towards MPVL in Karnataka

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### Abstract

This paper focuses on customer attitude towards MPVL products. The paper analyses the level of customer satisfaction. This paper describes customer experience on service and delivery of products. The paper explores on the respondents expectations from MPVL products and also examines the convenience of the timing of delivery.

**Key words :** Consumer Attitude, Customer Satisfaction, Customer Experience, Convenience.

### Introduction :

Customer satisfaction is an ultimate aim of all economic activity. Customers are the target economic group who are conflict by public and private economic decision. Customer satisfaction is an ultimate aim of any business. Both survival of business depend on customer satisfaction.

The customer satisfaction is relationship between the customer's expectation and the products or services perceived performances. If it product match expectations, the customer is satisfied. If it exceeds then the customer is highly satisfied. If it falls short the customer is dissatisfied. A satisfied customer is more likely to purchase the product next time and will say good thing about the product to other. According to marketer, "A Satisfied customer is best advertisement". The marketing system goal should be to maximize consumption, customer choice or customer satisfaction. The marketing system goal should be to maximize life quality added life quality means not only the quality of customer goods and service but also the quality of environment. Customer satisfaction deal with the characteristic of human behavior marketing belongs to human behavior as if deal with buying decision. The advertisement copy writer has to study psychology behind human behavior in respect of satisfaction of the wants.

In a market, customer is considering to be a king. His needs and wants are unlimited. Customer's satisfaction depends upon the nature of customer. The customer once purchases a product, if it gives satisfaction to them, again they given reference to some product. The growth expectations are changing day to day. Hence the customer satisfaction is not constant.

Customer satisfaction is a business term which is used to capture the idea of measuring how satisfied an enterprises an enterprises customers are with the organization's efforts in a market place. Every organization has customer of some kind. The organization provides products (goods and/or services) of some kind to its customers through the mechanism of a market place. The products the organization provides are subject to competition whether by similar products or by substitution products. The reason an organization is interested in the satisfaction of its customers is because customers purchase the organization's products. The organization is interested in retaining its existing customers and increasing the number of its customers.

### Statement of the Problem

Customer are the main asset of the company. Without the customers a company will not able to make profits. It is essential for every company to satisfy its customers to build brand loyalty, stable income and it also forms a basis for advertising its product by word by mouth through faced by company to satisfy customer.

### Objectives of the Study

- To know the level of customer satisfaction
- To find out customers experience on service and delivery of products.
- To study the customer satisfaction level with respect to after sales of MPVL products.
- To understand customer attitude towards MPVL products.

### Sampling Technique

The sample random sampling technique and questionnaire both structured and open ended was used as instrument.

### Sampling size

The sample size used in this study is 150 customers.

### Data Collection

Primary data are used for this paper. This is due in need of first hand information and also explicitly gathered for a specific research paper. Open and closed ended questionnaire methods were in this paper personal interview conducted to collect data.

### Plan of Analysis

The data was tabulated and percentages were determined. The interpretations are presented in the form of charts. All interpretations are realistic and factual.

### Scope of the Study

- The scope contains collection of data from all MPVL products
- The study is applicable to only the particular organizations and those which are carrying same operations.
- The study covers the present customers and potential customers of MPVL products.

### Company Profile

This company was established 1937 by the Maharaja of Mysore Province Shri. Nalwadi Krishnaraja Wodeyar named after "MYSORE LAC FACTORY".

During 1978, it was renamed as "MYSORE PAINTS & VARNISH LIMITED".

The Government of Karnataka has got 94% shareholding and the balance equity holding sheld by the public. Our company has got wide range of products in its basket categorized as Decorative Paints, Industrial Coating, Primers, Varnish, Polish and Thinners. The Special Products are Indelible Ink (Voter's Ink), Black Stamp Cancellation Ink, Duplicating Ink. The Company has got exclusive license from NRDC (National Research Development Corporation), NPL (National Physical Laboratory) and ECI (Election Commission of India) to manufacture and supply of Indelible Ink for the Parliamentary, Assembly and Local Bodies Polls in India ever since 1962. Apart from that, we have also been exporting this "Indelible Ink" to nearly 25 countries across the world. The company has earned good foreign exchange to the country.

Specialists in manufacturing & supply of indelible ink (voter's ink) for all the parliamentary, assembly and local bodies elections in India since 1962. MPVL has been supplying this indelible ink to various countries like Turkey, Nepal, Papua-new-guinea, Nigeria, South Africa, Ghana, Singapore etc. MPVL is one of the profit making and dividend declared company in Karnataka among public sector units.

At present, the company is manufacturing all kinds of Decorative paints, Industrial paints, Polish and varnish, such as

1) Mysolin acrylic Washable Distemper, 2) Epoxy Paints, 3) Chlorub & Chemical Resistant Paints, 4) Varnishes, 5) Aluminum Paints, 6) Bituminous Paints, 7) Zinc Rich Primer & Coal Tar Epoxy, 8) Wood & Cement Primers, 9) Red Oxide Steel Primer, 10) Zinc Chromate Red Oxide Primer, 11) Brindavan Alcoholic Polishes, 12) Indelible Ink (Voter's Ink), 13) Road

Marking Paints, 14) Sealing Waxes, 15) Postal Stamp Cancellation, 16) Mylac Synthetic enamels

The prominent customers of the company are M/s KAVIKA, KSRTC, MEI, BEML., Madras Port Trust, Other Government Departments, Public Sector undertakings as well as some of the private sector companies like M/s Automative Axels, RPG Telecom, Sugar Factories in Karnataka.

In addition, the company has been manufacturing and supplying Indelible Ink (Voters Ink) used for all the General Elections in India from the past five decades. The company also is being exporting the indelible to various counters the

1) Turkey, 2) Nepal, 3) Papua New Guinea 4) Ghana, 5) Sierra Leone, 6) Canada, 7) Mongolia, 8) Burkina Faso 9) Republic of Benin, 10) Government of Lesotho, 11) Fiji Island S, 12) United Kingdom, 13) Afghanistan, 14) Pakistan, 15) Denmark, 16) Barundi

**Mysore Paints and Varnish Ltd., Mysore Performance Particulars for the period from 2005-06 to 2013-14**

S.o	Period	Target of		Total Target	Achievement		Total turnover/ Achievement	Profit	Dividend
		Paint	Indelible Ink		Paint	Indelible Ink			
1	2005-06	00	400.00	750.00	07.18	517.18	924.36	133.67	20%
2	2006-07	350.00	400.00	750.00	350.40	590.06	940.46	142.95	20%
3	2007-08	400.00	400.00	800.00	354.46	897.21	1251.67	243.35	30%
4	2008-09	00.00	400.00	800.00	363.13	942.54	1305.67	83.79	40%
5	2009-10	0.00	450.00	850.00	393.65	501.40	895.05	141.83	40%
6	2010-11	50.00	700.00	50.00	401.70	1754.44	2156.14	549.85	40%
7	2011-12	00.00	00.00	1200.00	463.36	1117.68	1581.04	230.83	40%
8	2012-13	00.00	700.00	1300.00	545.84	1124.73	1670.57	94.32	25%
	2013-14	650.00	1000.00	1650.00	654.73	1221.79	1876.52	191.38	25%

2013-14	Sales	18,92,65,354
	Profit	1,56,15,092
	Dividend proposed	25%

## CUSTOMERS OF THE COMPANY

### A. GOVERNMENT OF INDIA UNDERTAKING

1. Bharat Earth Movers Limited, Mysore Complex, K.G.F. Complex and Bangalore Complex.
2. Indian Oil Corporation, Bangalore
3. Chennai Port Trust, Chennai.
3. South Western Railway, Bangalore, Mysore
4. Tuticorin Thermal Power Station, Tuticorin
5. VISL (Vishweshwaraiah Iron and Steel Limited), Bhadrawathi.
6. Vignayan Industries Limited
7. BHEL, (BHARAT HEAVY ELECTRICALS LIMITED), Bangalore

- a. NGET
- 8. Vignyan Industries.
- B. GOVERNMENT OF KARNATAKA UNDERTAKING**
  - 1. KMF (Karnataka Milk Federation)
  - 2. KSIC (Karnataka Silk Industries Corporation)
  - 3. KPTCL (Karnataka Power Transmission Corporation Limited)
  - 4. KPCL (Karnataka Power Corporation Limited)
  - 5. PWD (Public Works Department)
- C. PRIVATE UNDERTAKING :**
  - 1. RPG Telecom Limited
  - 2. Automative Axles Limited
  - 3. All the Sugar Factories in Karnataka
  - 4. Indavara Engineering Company
  - 5. Venlon Polyster Film Limited
  - 6. MGM Industries Limited
  - 7. Falcon Tyres Limited
  - 8. J.K. Tyres Limited, Mysore
  - 9. Canara Workshop, Mangalore
  - 10. Lamina Suspension Products Limited, Mangalore
  - 11. Manipal Springs, Mangalore
  - 12. Action Springs, Mangalore
  - 13. Elspee Products
  - 14. Amanath Motor Owners Co-operative Societies, Bangalore
  - 15. Sam Technology Limited, Bangalore
  - 16. Tarla Electromech Systems Limited, Bangalore

**Some of the Global Customers of MPVL include :**

Nepal, Cambodia, Turkey, Canada, South Africa, Nigeria, Ghana & Others

**PRODUCTS RANGE OF MPVL :**

The company is engaged in manufacturing its wide range of products through Paints manufacturing units, Ink manufacturing units, Power distemper units, Cement paint units, Resin plant, Indelible ink manufacturing plant.

**The varied products manufactured are :**

**Decorative paints**

MYLAC – Synthetic Enamels, MYSOLAC – Synthetic Enamels, MYSOPLAST – Plastic Emulsion, MYSOLIN – Acrylic Washable distemper, MYSEM – Cement paints, BRINDAVAN – Powder distemper

**Primers (Metal)**

Mysolac wood primer (solvent thinnable), Mysolac cement primer (water base), Mysolac cement primer (solvent thinnable)

**PRODUCTION IN MPVL**

The production of the company mainly depends on the raw materials purchased from most of the neighboring states as well as North India States. For example, chemicals required for production are bought from Maharashtra, Oil and pigments are purchased from Puna, resins from Indore and extenders from Uttar Pradesh and so on.

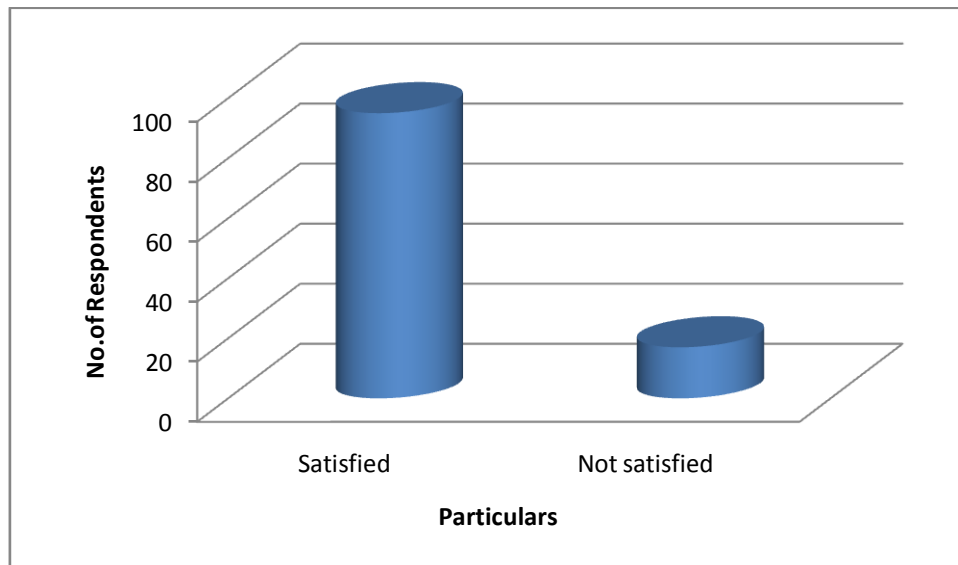
Before the production starts, the raw material purchased will be tested by the company their own lab for quality certification. After testing, the raw-materials will be sent to the raw material stores and then to production unit. The raw materials is issued in FIFO method (First In First Out) and the finished goods will be issued in LIFO method (Last In First Out).

The production is carried on in varnish unit, paint unit, powder distemper unit, oil bound distemper unit, sealing wax unit and ink unit. The production of the products depends on the demand from the buyers. Basically the demand is from the industrial side.

### Data Analysis and Interpretation

**Table -1 : Showing awareness of MPVL company product**

Particulars	No. of Respondents	Percentage
Yes	90	60
No	60	40
<b>Total</b>	<b>150</b>	<b>100%</b>



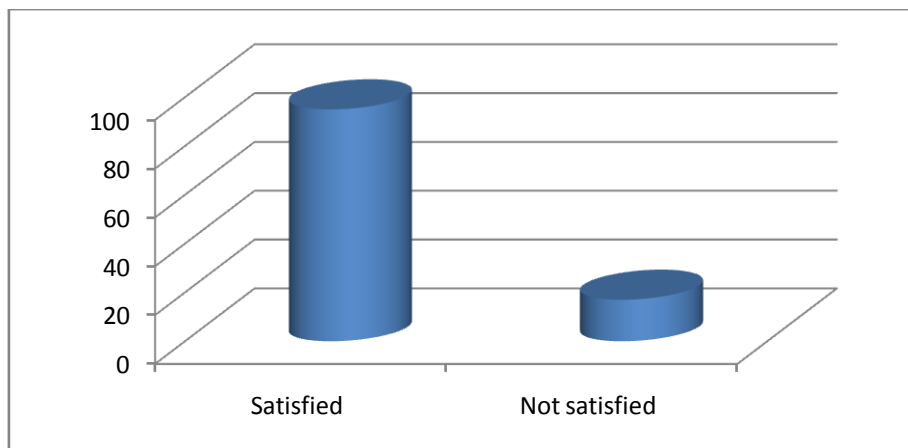
**Graph 1 : Showing awareness of MPVL Company Product.**

### Interpretation :

From the above table we can see that 60% of respondents aware of MPVL Products 40% of respondents is not aware of MPVL product.

**Table -2 : Showing Satisfaction with overall service experience of MPVL product**

Particulars	No. of Respondents	Percentage
Satisfied	135	90%
Not satisfied	15	10%
<b>Total</b>	<b>150</b>	<b>100%</b>



**Graph 2 : Showing satisfaction with overall service experience of MPVL product.**

**Interpretation :**

From the above table we can see that 90% of respondents are satisfied and 10% respondents were not satisfied.

**Table -3 : Evaluation of overall service experience of MPVL product**

Particulars	No. of Respondents	Percentage
Excellent	75	50%
Good	30	20%
Fair	30	20%
Poor	15	10%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table shows that 50 % of the customers have mentioned that excellent services, 20% of the customers mentioned good and fair overall service and 10% of customers mentioned poor services.

**Table -4 : Showing factors considered after service**

Particulars	No. of Respondents	Percentage
Very convenient	15	10%
Convenient	90	60%
Inconvenient	24	16%
Very inconvenient	21	14%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 10% of respondents says very convenient with the service, 60% of respondents says convenient with the service, 16% of respondents says somewhat inconvenient with the service and 14% of respondents says very inconvenient with the service.

**Table - 5 : Showing Approval for the change in promised delivery time**

Particulars	No. of Respondents	Percentage
Yes	141	94%
No	09	06%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 94% of respondents says taken approval in promised time. 06% of respondents says not taken approval in promised time.

**Table - 6 : Showing complaints unattended**

Particulars	No. of Respondents	Percentage
Yes	15	10%
No	135	90%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 10% of respondents says complaints unattended. 90% of respondents says complaints attended.

**Table - 7 : Showing whether the bill amount was close to the given estimation**

Particulars	No. of Respondents	Percentage
Yes	141	94%
No	09	06%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 94% of respondents says bill amount was close to the estimation. 6% of respondents says bill amount was not close to the estimation.

**Table - 8 : Showing approval for change in promised delivery time**

Particulars	No. of Respondents	Percentage
Contact	90	70%
Not contact	60	30%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 70% of respondents says contact for approval. And 30% of respondents says not contact for approval.

**Table - 9 : Showing the convenience of the timing of delivery**

Particulars	No. of Respondents	Percentage
Very convenient	114	76%
Convenient	24	16%
Inconvenient	6	04%
Very inconvenient	6	04%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 76% of the respondents have rate very convenient, 16% of the respondents have rate convenient of group products, 04% of the respondents have rate in convenient of group products. 04% of the respondents have rate very inconvenient of group products.

**Table -10 : Showing contacting of customers for post service follow up**

Particulars	No. of Respondents	Percentage
Yes	96	64%
No	54	36%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 64% of the respondents says contact for post service. And 36% of the respondents says not contact for post service.

**Table – 11 : Showing service reminders**

Particulars	No. of Respondents	Percentage
Yes	66	44%
No	84	56%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 44% of the respondents says getting service remainder, 56% of the respondents says not getting service remainder.

**Table – 12 : Showing the kind of remainder preferred by the respondents**

Particulars	No. of Respondents	Percentage
Next due sticker	6	04%
SMS	45	30%
Tele caller	90	60%
Mail	9	06%
Any other	0	00%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 04% of the respondents are prefer due stickers. And 30% of respondents are prefer SMS and 60% of respondents are prefer Tele caller. And 06% of respondents are prefer mail.

**Table – 13 : Showing the respondents expectations from MPVL products**

Particulars	No. of Respondents	Percentage
Reasonable charges	38	25%
Trust and care	75	50%
Professional quality service	15	10%
Timely service	22	15%
Any others	00	00%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Interpretation :**

From the above table we can see that 25% of the respondents are expecting reasonable charges. 50% of the respondents are expecting trust and care. 10% of the respondents are expecting Professional quality service. 15% of the respondents are expecting Timely service.

**SUMMARY OF FINDINGS****Findings :**

- ❖ As per the findings 60% of people aware of company product.
- ❖ As per findings 90% of the respondents are satisfied with the overall service of the MPVL products.
- ❖ As per the findings 50% people says good about overall service experience of MPVL products is excellent.
- ❖ As per the finding 60% of the respondents says convenient about factors.
- ❖ As per findings 50% says group MPVL Company provides on time delivery.
- ❖ As per findings 94% says approval for changing products.
- ❖ As per findings 90% says no complaints unattended.



- ❖ As per findings 94% says bill amount was close to the estimation.
- ❖ As per finding 70% says its more on time delivery.
- ❖ As per the findings 64% of customer are attended for post service.
- ❖ As per the findings 56% of customers getting service remainder.
- ❖ As per the findings 60% of customers are followed Tele callers.
- ❖ As per the findings 50% of customers says relationship is good.
- ❖ As per the findings 50% of customers expecting trust and care.

## CONCLUSION AND SUGGESTIONS

### CONCLUSION

Customer satisfaction is the key for the success of any products or services, when the product or service is offering real value for the money spent, customer would obviously satisfy if the value offered against the money spent is more than the price of the product or service then the customer is said to be satisfied more. If the value offered is less than the amount spent, then the satisfaction level tends to decline. By satisfying its customer the company can gain the loyalty of the customer at the same time it can increase its sales of product and services and gain profit.

The overall study of customer satisfaction towards services of MPVL products can be concluded that majority of the customer can be satisfied with the overall services but there is no much difference between majority and minority and at the same time people say price is relevantly high the company can adopt certain strategies and review its pricing to capture more market and maximize its revenue.

### SUGGESTIONS :

- ❖ The quality Plays a important role in retention of customer for a longer, so the company should very much concentrate on quality service.
- ❖ To understand the customer, the company may take its customers feedback in order to know their requirement and expectation.
- ❖ A technical way of demonstration has to be delivered in front of the customer so that they can be convinced and upto certain service price can be cut down.
- ❖ Company has to try and move towards a better relationship with customer as they become word of mouth to others and their suggestion has to be respected.
- ❖ Timely availability of products to the customer has to be taken care.

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