

Factors Affecting Customer Satisfaction on Berger Paints Bangladesh Limited

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Abstract

The main objective of this research paper is to explore and investigate the customer satisfaction level of Berger paints Bangladesh limited. Berger, the market leader in the Bangladesh paint market, is one of the oldest names in the global paint industry. This Research paper will help the company to measure the present level of customer satisfaction and loyalty in Berger paints. This research investigates the factors that affect the level of customer satisfaction among the users, and what are the different influencing them. It has been used simple random sampling under the probability sampling method and used structured questionnaire for collecting information. This research used Microsoft Excel to analyze data. Major findings shows that customer of Berger paints are mostly satisfied about perceived product quality, product reliability, product durability, product availability size, product innovativeness, product relationship and delivery performance. In case of service quality and customer care service one third respondents are dissatisfied.

Index terms— perceived value, perceived product quality, customer satisfaction, berger paints bangladesh.

1 Introduction

erger Paints is one of the oldest names in the paint industry, yet, it is one of the most technologically advanced companies in the country. It is constantly striving for innovating superior quality products and services. With more than 250 years of rich heritage, Berger manufactures world class paints for all kinds of substrates and also provides unparalleled services. Berger's inception was laid out in 1760 by a German national named Louis Berger, who started dye and pigment making business in England. Louis involved his family into the business and eventually changed the status of the company to Louis Berger and Sons Limited. The company grew and expanded rapidly with a strong reputation for excellence in innovation and entrepreneurship. In the initial years, Louis successfully refined the process of manufacturing Prussian blue, a deep blue dye. This dye was widely used for the uniforms of many European armies of that time. Production of dyes and pigments evolved into production of paints and coatings, which till today, remains the core business of Berger. The company grew rapidly, by establishing branches all over the world and through mergers and acquisitions with other leading paint and coating manufacturing companies. Berger Paints started Bangladesh since independence. Over the past few decades, Berger has evolved and transformed itself in becoming the leading paint solution provider in the country with a diversified product range that caters to all your painting needs. With its strong distribution network, Berger has reached almost every corner of Bangladesh. Nationwide Dealer Network, supported by 8 Sales Depots strategically located at Dhaka, Chittagong, Rajshahi, Khulna, Bogra, Sylhet, Comilla, and Mymensingh. Berger's one of the prime objectives is to provide best customer supportconnecting consumers to technology through specialized services like free technical advice on surface preparation, color consultancy, special color schemes etc. To bolster customer satisfaction, Berger offers Home Decor Service from where one can get an array of services pertaining to painting. Apart from business, Berger Paints has added another dimension to its social responsibilities by contributing to the well being of the autistic children in Bangladesh from 2009. Berger grew

rapidly by establishing branches all over the world and through merging with other leading paint and coating companies. Today, Berger is one of the leading companies in the global paint industry. Berger offers all kinds of painting solutions in decorative, industrial or marine segment for both decorative and protective purpose Berger Paints started its sailing into the sea of Bangladesh from pre-liberation era, to be precise in 1950. The main business flourished in the post liberation phase.

2 a) Research Problem

Raising competition from Paint and non paint competitors and continuing development of innovative ways to provide financial services are all contributing to a growing interest in evaluating Berger's performance. Various groups of individuals are particularly interested in evaluating Berger's performance. This research is about evaluating the Berger Paints Bangladesh Ltd's customer satisfaction. This is a research project where I shall be trying to evaluate the overall customer satisfaction of Berger Paints Bangladesh Ltd on the basis of some factors that helps to explore customer satisfaction. These factors are product cost, product quality, delivery performance, supplier, time-to-market, service support, personal interaction, and customer satisfaction. The two main competitors currently facing Berger Paints are Asian Paints and Elite Paints. At the moment, the advantage Berger is experiencing is the generic nature of Color Bank. Through survey, the most common finding was that when people generally visit outlet, most of them prefer Berger Paints for their good product quality and higher brand image in spite of Elite Paints has similar color variety, and its providing numerous shades, because they cannot maintain proper delivery.

3 b) Significance of the Study

This paper will help to find out the customer satisfaction level and loyalty among the Berger paint users. In this competing market what variety of product Berger paints are providing to their customer is a very important issue. Research has find out how strong relationship Berger maintain with their customer and how they are satisfying their customer by providing value. Therefore the researcher purpose is to find out, is there any significant relationship between Berger paints and customers perception towards using Berger products.

This research is mainly based on the answers of the questionnaire survey.

4 c) Objectives of the Study

The main objective of this study is to know about the overall the satisfaction level and loyalty affected by selected factors among the Berger paint users of Bangladesh. i. To investigate respondent's demographic. ii. To investigate the relationship between Perceived value (Product Price) and the customer satisfaction. iii. To investigate the relationship between Perceived product quality and the customer satisfaction. iv. To investigate the relationship between Product reliability and the customer satisfaction. v. To investigate the relationship between Product durability and the customer satisfaction. vi. To investigate the relationship between Product availability, size and the customer satisfaction. vii. To investigate the relationship between Product quantity and the customer satisfaction. viii. To investigate the relationship between Product innovativeness and the customer satisfaction. ix. To investigate the relationship between Service quality and the customer satisfaction. x. To investigate the relationship between Delivery performance and the customer satisfaction. xi. To investigate the relationship between Customer relationship and the customer satisfaction. xii. To investigate the relationship between Customer care service and the customer satisfaction.

5 d) Limitations of the Study

? Due to time constraints it is not possible to cover vast area. So that survey has limited scope for application in wide market.

? Few customers are hesitated, agitated and disturbed to deliver some information's due to the time wasted in the providing the same.

? The study was limited by a number of factors.

? Sample size was very small to present the proposed scenario and people here in our society are not familiar with marketing research.

? There might be some sampling error because of convenience sampling process.

? Cost constraints leads to reduction in number of respondents.

II.

6 Review of Literature a) Perceived Value (Product cost)

Berger is trying to make it possible to bring the best painting solutions at affordable prices. They have different category of product with different price. Product costing is defined as a process of estimating the cost of a final product at design stage (Sheldon et al, 1991). Ulaga and Eggert (2006) point out that manager identify direct product costs, i.e. the price charged by a supplier, as the key relationship cost-driver. With regard to the effect of price on customer satisfaction in the context of manufacturing firms, Ynes and Voss (2001) found both constructs to be inversely related. On the other hand, we found no studies with a direct influence of price on

customer loyalty. Whitney (1987) pointed out the predominant percentage of manufacturing cost of a product is determined at product design stage. Therefore, estimating cost at design stage, i.e. product costing, is one of the vital enablers for accurate pricing in customer negotiation. Moreover, product costing is able to discover the linkages between design specifications and cost factors and then find the method to reduce cost at early stage. Product costing aims at estimating the cost of a product without complete information of process plan or other production data. There are a number of research perspectives in industry and academia. Alexander et al, (2002) narrowed these methods down to three categories: analogous method, statistical method and analytical method. Analogous methods suggest that similar products have similar costs. These methods describe similarity as the level of correspondence of relevant characteristics ??Alexander et al, 2002). The degree of similarity in function or geometry is computed as the distance between two similar items. One of the drawbacks of analogous methods is the limitation of the number of characteristics. In addition, the information provided to search for a similar product at early design stage is be missing. Moreover, part of overhead cost (like inventory cost) is not related with the specifications of product. Therefore, analogous methods are only suitable to estimate the costs related with product features.

7 b) Perceived Product quality

Berger Paints Produces decorative, industrial, marine, coatings along with binders/different polymers (for paints and textile industry). The factories employ modern technologies for the purpose that includes automatic and semi-automatic production and filling lines. Production and quality testing machine from famous makers in Asia, Europe and America ensures precision of operations and enviable quality of the product. Raw materials of consistent quality from renowned brands are being used and the best of the professionals in the industry oversee the production and quality assurance operations. People, mostly engineers and chemists, who are considered as the most valuable resources at Berger. Berger thus ensures manufacture of the best quality products at most competitive cost employing green manufacturing techniques. There are some studies that found a positive effect of product quality on customer satisfaction (Selnes, 1993; Janda et al, 2002; Chumpitaz and Paparoidamis, 2004), whereas the effect on customer loyalty clearly lacks empirical support in the business-to-business context. In consumer-based studies the positive link between product quality and loyalty has mostly been confirmed for behavioural loyalty ??Devarajet al, 2001; ??spejelet al, 2007). The transcendent definition of quality is derived from philosophy and borrows heavily from Plato's discussion of beauty. From this viewpoint, quality is both absolute and universally recognizable. According to Pirsing (1992, p.73), defining quality as excellence means that it is understood "ahead of dimension as a direct experience independent of and prior to intellectual abstractions. The product based approach has its roots in economics. Differences in the quantity of someone ingredient or attribute possessed by the product are considered to reflect difference in quality (Garvin, 1984). For example, better quality lines have a higher thread count. This view of quality, based on a measurable characteristic of the product rather than on preferences, enables a more objective assessment of quality. The manufacturing based approach has its roots in operations and production management. Here quality is defined as conformance to specious (Crosby, 1979). Quality of conformance relates to the degree to which a product meets certain design standards. This definition has an internal focus, in contrast to the external focus of the user based approach, and quality is considered as outcome of engineering and manufacturing practices. It is the basis for statistical quality control. Deviation from design specifications results in inferior quality, and consequently increased cost due to scrap, rework or product failure. This definition allows for the precise and objective measurement of quality, although it has limited applicability for service.

8 c) Delivery performance

Berger always maintains proper delivery performance to meet customer demand. Because the consumers don't care if a supplier or distributor had a problem. "If something goes wrong in the supply chain, it ruins things for the consumer/end user". Their product delivery is always accurate. Berger has a strong distribution channel and logistic support all over the country to maintain proper delivery. Delivery performance, encompasses suppliers' ability to "meet delivery schedules (on-time delivery), adjust to changes in delivery schedules (flexibility) and consistently deliver the right parts (accuracy)" ??Ulaga, 2003, p. 684). Compared to product quality, empirical support for delivery performance as an antecedent of satisfaction and loyalty is even more modest. The order-to-delivery (OTD) process is one of the most important processes to manage. It can be defined as consisting of four subprocesses; customer's ordering, supplier's delivery, logistics service provider's (LSP's) transportation, and customer's goods receipt sub-process ??Mattsson, 2004). The performance of an OTD process concerns traditionally lead time and on-time delivery. In a logistics context, lead time is typically defined as the elapsed time between recognition of the need to order and the receipt of goods (Blackstone and Cox, 2005). On-time delivery is the extent to which the lead time, and as a consequence the delivery date and the delivered quantity corresponds to what has been confirmed (e.g. Forslundand Jonsson, 2007; Kallio et al, 2000). There are, however, other performance dimensions that in order-by-order environments also may be important: lead time variability, lead time adaptability and lead time flexibility. The external view considers that the internal perspective is insufficient to develop all the company's capabilities since some of them are created and strengthened by inter organizational relationships with other firms in the same network. This analysis perspective suggests that a

company's critical resources can be expanded or constructed beyond the confines of the firm, and be integrated in inter-business routines and processes (Dyer and Singh, 1998), by being jointly directed at greater customer satisfaction (Zhao and Stank, 2003). In this context, outsourcing finds new theoretical support by being developed from a strategic perspective, that is, with the aim of obtaining a sustained competitive advantage. That requires relationships to be maintained within a framework of long-term cooperation, with suppliers considered to be partners (Pfohl and Buse, 2000).

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10 (E) d) Customer Relationship

A consumer products company remains profitable only if it has the right product at the right price in the right place at the right time. However, getting these stars to line up only happens when "the entire supply chain works as one. When BERGER places its logo on a product, the logo represents "a seal of quality." Protecting that quality makes BERGER responsible for its entire supply chain. Ulaga and Eggert (2006) identify supplier know-how and its capacity to improve the time-to-market as two benefit dimensions in the area of "customer operations". Supplier performance has been positively linked to manufacturing firm performance (Shin et al, 2000). If performance is affected by the quality of the relationship, then in order to sustain performance, the relationship must be sustained. Fundamentally, the ongoing relationship between manufacturer and supplier is not important for its own sake. Rather, a healthy relationship is important because it encourages more information sharing, better communication, and more trust, each of which can improve planning, coordination, problem solving, and adaptation (Fynes et al, 2005), and thus manufacturing firm performance. It is important to understand how manufacturers react to supply failures and recoveries because these reactions may be the antecedents to significant costs. A supply failure may induce the manufacturing firm to invest in improving supplier capability up to required levels because supply failures increase transaction costs (Forker, 1997; Krause, 1999). Lacking trust in supplier reliability the manufacturing firm may expend resources and monies to identify back-up suppliers, or add slack (e.g. inventory, longer lead times) to the system. A critical supply failure, or a series of failures, can lead to potential relationship disintegration (Ellram, 1991; Bowersox and Closs, 1996).

11 e) Product availability and innovativeness

Maintaining liaison with nationwide dealers and also ensuring that Berger products are available everywhere in the country. Marketing Department communicates internally on how to bring new product and innovative painting solutions to meet the needs of various wants. Linking consumers' needs with the capacity of fulfilling them, the marketing department supervises Home Decor centers throughout the country. So Berger's products are available in the market. Time-to-market is the strategy of focusing on reducing the time to introduce new products to market. According to Whitney, (1990), the process is self-contained with little if no outside interference. The absence of manufacturing involvement, even in writing the manufacturing process plan, increases the possibilities for redundant activities and reduces the chances for getting the optimal design in shorter time. It has been found that 80-90 per cent of the time-to-market equation is absorbed in the design phase. Reducing this time is central to getting products earlier to market. Further, 80 per cent of a product's cost is committed during the design phase, whereas design only absorbs 8 per cent of incurred costs. The benefits of bringing products to market quicker than competitors are extra sales revenue and earlier breakeven, extended sales life, premium price giving bonus profits from being first, early introduction means "hooking" customers before competition and thus developing their loyalty, and leading to increased market share.

12 f) Service Quality and support

Berger has online customer support system to get advice from experts about their product. They have care line to get direct support and any information regarding their product. Customer service is the ability to provide a service or product in the way that it has been promised. Gronroos (200, p.46) defined service as, "A service is a process consisting of a series of more or less intangible activities that normally, but not necessarily always take place in interactions between the customer and service employees or physical resources or goods and/or systems of the company, which are provided as solutions to customer problems". Customer service is the provision of service to customer before, during and after a purchase. According to Turban et al. (2002), "Customer service is a series of activities designed to enhance the level of customer satisfaction-that is, the feeling that a product or service has met the customer expectation." From the point of view of an overall sales process engineering effort, customer service plays an important role in an organization's ability to generate income and revenue (Paul H December 1998). From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization. Customer service is a system of activities of a company or organization that comprises customer support system, complaint processing, speed of complaint processing, ease of reporting complaint and friendliness when reporting complaint (Kim, park and jeong, 2004).

13 g) Personal Interaction

Berger maintains a very good relationship with their customers and dealers. Marketing department coordinates various events and activities as part of Berger's Corporate Social Responsibilities. For the last two years, Berger has been contributing to the welfare of autistic and differently challenged children of Bangladesh. In addition to that, the department is also involved in organizing BAEA (Berger Award for Excellence in Architecture), BASAB (Berger Award for the Students of Architecture, BUET), BYPAC (Berger Young Painters' Art Competition), Scholarship Program for the students of Architecture, Khulna University etc. The personal interaction is acknowledged to represent one of the key issues in business and industrial marketing, both in terms of practice and theory. Organizational relationships are always a result of the actions of the individuals representing the organizations (Granovetter, 1985) and social relationships form the channel for doing business (Halinen and Toornroos, 1998). Personal interaction was defined as a key element of interaction between organizations already in the interaction approach (Håkansson, 1982). Later research has defined basic and complex functions for social relationships, with positive and possibly negative influences on business relationships (Halinen and Salmi, 2001). The variety of the personal interaction in project business relationships has been recognized at the community level in terms of relevant actors in the project marketing milieu, a concept introduced by Cova et al. (1996). Accordingly, the milieu refers to the nature of the context in which project business firms operate. Within the milieu, project business firms have to generate or maintain credibility and to be a part of informational and social networks through personal interaction by individuals representing them. emphasize community level rituals in the interaction during the sleeping relationship phase.

14 h) Customer satisfaction

Berger's one of the prime objectives is to provide best customer support-connecting consumers to technology through specialized services like free technical advice on surface preparation, color consultancy, special color schemes etc. To bolster customer satisfaction, Berger offers Home Decor Service from where one can get an array of services pertaining to painting. Satisfaction is a "positive affective state resulting from the appraisal of all aspects of a firm's working relationship with another firm" (Anderson and Narus, 1984, p. 66). Consistent with this view, satisfaction encompasses economic and noneconomic components. Economic satisfaction is defined as a "Positive affective response to the economic rewards that flow from the relationship with its partner, such as sales volume and margins", while non-economic satisfaction is a "positive affective response to the noneconomic, psychosocial aspects of its relationship, in that interactions with the exchange partner are fulfilling, gratifying, and easy" (Geyskens et al, 1999). The relationship between economic and noneconomic components of scales for measuring satisfaction differs considerably among studies (Geyskens et al, 1999 (1991)). In addition, the research on satisfaction has mostly been carried out in consumer markets, while not so much is known about satisfaction and its antecedents in business-to-business markets (Patterson et al, 1997; Abdul-Muhmin, 2002, 2005; Spiteri and Dion, 2004; Russell-Bennett et al, 2007). That there is a shortfall of research in this area has also been pointed out by Heth and Sharma (2006) in their overview of the surpluses and shortages in business-to-business marketing theory and research. The authors identify organizational satisfaction as one of the areas that may generate theory-based empirical research, and point out that the understanding of satisfaction in business-to-business marketing is still limited. One way of addressing the link between customer value and satisfaction is therefore to study value as a formative construct. On the other hand, however, Devaraj et al. (2001) and Spiteri and Dion (2004) raised the question of whether we really need customer value as a construct. In their discussion they rely on Iacobucci et al. (1994), who were the first to observe that all that satisfaction research needs is the inclusion of price (besides the relationship benefits) as another determinant of satisfaction. To done this research accurately researcher targeted the population who has currently using Berger paints. Sampling technique will be simple random sampling under the probability sampling method.

15 III.

16 Research Methodology

17 Sample Size

The sample size was N=100. The study will be conducted in Khulna city, Bangladesh.

18 d) Tools and Techniques

Questionnaires will permit us to gather information that cannot be found elsewhere from any secondary information such as books, newspapers, and internet resources. So the questionnaire survey is the most successful method for this study to collect the data. Researcher used a structured questionnaire. In a structured questionnaire, quantitative data is required. Because of this reason, the researcher will use questionnaire. According to interval scale the response choices will be arranged. There are five (5) response choices. Five-point of liker type scales were used in all measures. These are: using the following framework. The framework consists of six (6) independent variables and one (01) dependent variable surrounding the consumer perception regarding Berger Paints. The framework for the projected study is presented below: Primary data has been

collected through questionnaire and observation and Secondary Data are collected through journals, web sites, research papers etc. In this study mostly primary data will be used to draw a recommendation. Twenty (???) questionnaires are to be filled out by respondents from the devised sample.

IV.

19 Data Analysis

20 Sample size = 100

Respondent's demographic Here, Sample consists of 80 male and 20 female Berger Paint users. Here mentioned that 80% people are male and 20% people are female& out of 100 sampling units. The majority of the respondents are between 30-40 years of age that is 50%. 28% respondents are below 30 years of age, 22% are Above 45 years of age. So the young generations are the maximum respondents. The mode for the responses is the majority of the respondents are Service holders. There I see that 38% are Service holders, 34% are businessman, and 8% are House wife, 6% are Teachers and the remaining 14% to others. There we see that 82% are married and 18% are unmarried respondents. The findings here indicate that, a large number of people think that, costs of Berger's product is higher than before. And some people think that price of the Berger's products is comparatively lower than others. We can graphically present it. 50% people strongly agree that, the dealers of Berger charges higher price. And 26% people think that the dealer charges reasonable price and only 10% respondent said that the price of Berger's product is lower than others. So we can suggest that the organization should think about the price of product that directly affects the customer satisfaction level. Berger has to try to make it possible to bring the best painting solutions at affordable prices. It represents that most of the respondents (56%) agree that Berger provides better quality product. so, Berger has to develop its technology to provide further quality product to maintain customer satisfaction. Here we can see 44% customers strongly and 56% normally believe that the quality of Berger product is better. Here also we see that most of the customers are agreed with the product quality standard of Berger because Berger maintains its product quality standard over the period. The research findings show that, more than 80% people (agree+ strongly agree) believe that Berger provides more consistent product quality over time. And 18% customers are disagreeing with this statement. From the table we can see that 96% customers Berger's products are more reliable and 2% customers are disagree with the reliability and 2% are neutral. Therefore, organization has to work on this sector. Out of the total respondents 52% said that, the durability of Berger color bank more compared to others. And only 10 percent respondents are disagree with this statement.8% is neutral. Most of the customers 98% (28%+70%) consider that Berger color bank provides available color. 2% customers are neutral about the availability of color Berger paints.

21 b) Data Analysis based on Survey questions

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We can present the customer satisfaction about product availability through a bar diagram. Availability of product size is also a most important phenomenon in case of customer satisfaction. From the survey we can see that all of the respondents (98%) without 2% are agree with the available product size of Berger.

We can present the customer satisfaction about availability of product size through a bar diagram. Half of the respondents are neutral about quantity of color bank products per liter and 20% respondents are disagree about this statement.40% people think that quantity of color bank products (per liter) are satisfactory than the competitor product. We can present this analysis by the following figure - Above table represents that some customers (18%) think that Berger does not improve its existing product but most of the customers (74%) are agreed with this statement. So, Berger has to try to improve its existing product to satisfy all types of customers. We can present this analysis by the following figure - From the data analysis it is clear that 80% (74%+06) people think that Berger provide more up to date product with the changing needs of customers. 16% people think Berger does not provided and new product over the time.

We can graphically present the data which are analysed- The findings in the chart show that, more than 70% people (agree + strongly agree) believe that Berger performs better at presenting new products. On the other hand, around 16% respondents did not agree with the statement and 4% people did comment neither agree nor disagree. Berger provides interior and exterior home decor service which most important factor of customer satisfaction. Research shows that 72% respondents are satisfied with the home décor service of Berger. Opinion of some people (24%) is that home décor service of Berger is not more attractive than others.

We can graphically present the data which are analysed- Better delivery capabilities may satisfy customers demand. However, the findings above showed that, most of customers 86% (64+22) are satisfied with the delivery process of Berger paint. But some are disagree with the better delivery process. These customers think that Berger should improve its delivery process.

We can graphically present the data about delivery performance of Barger Paints- Berger tries to maintain better relationship with its customer because customer is the king of the market. From the survey we can state that Berger maintains better relationship with its customer because 94% respondents are agree with this statement.

We can graphically present the data about Customer relationship of Barger Paints- Berger has online customer support system to get advice from experts about their product. They have care line to get direct support and any information regrinding their product.62% customers think that customer service is available when information is needed but 24% customers are disagree with this statement and 14% are neutral. Hence, Berger has to increase the capacity to ensure available information in accordance with the customer demand.

We can graphically present the data about Customer care service of Barger Paints-

23 V. Findings

There are some findings related to the research. These are given below -

- ? Customer perceived value is low. Most of the customers think that price of the Berger product is high.

- ? Perceived product quality of Berger paint is high. Most of the customers are satisfied about the Barger product quality.

- ? Product reliability is high. Most of the respondents are satisfied about product reliability of Berger paints.

- ? Most of the respondents are satisfied about product durability of Berger paints. Only 10% respondents are dissatisfied about product durability.

- ? Almost all of the respondents are satisfied about product availability & size of Barger paints.

- ? Most of the respondents are dissatisfied about the product quantity of Berger paints.

- ? Most of the respondents are satisfied and 18% respondents are dissatisfied about the product innovativeness of Berger paints.

- ? 72% respondents of are satisfied and 24% respondents of are dissatisfied about the service quality of Berger paints.

- ? Most of the respondents are satisfied about the delivery performance of Berger paints.

- ? Almost all of the respondents are satisfied about customer relationship of Berger paints.

- ? All customers are not satisfied about customer care service. 24% respondents are dissatisfied.

VI.

24 Recommendations

Berger paints is a company, which has so far shown good performance and holds the strongest position in the Painting market. It has a management wise enough to think of and implement an array of financial services through diversification program. It has good quality mid and bottom level management which gives more time for top management to think and plan for new things. It is possible to create better future in the paint if Berger paints take action for producing more qualitative product which is better than other multinational company. Now a day's most of the business sector is becoming service oriented. Berger Paint has a well established product in the market and is enjoying a high market share. In such a scenario, Berger can now fully concentrate on providing a better service to customer to improve satisfaction level, create new customers, and retain existing customers. From the analysis, it is clear that the main reason of Berger paint usage is their service support and personal interaction. Dealers are a major party to influence customers to purchase Berger products. If they are satisfied, then customers will be satisfied.

- On ? Be aware about competitor's policy.

- ? Searching out their marketing strategies always.

25 VII.

26 Conclusion

Paint Industry of Bangladesh is now more competitive than before. According to the data analysis in Microsoft Excel Product quality, Delivery performance, Supplier, Time to market, Service support, and Personal interaction are positively related with Customer satisfaction. And Product cost is negatively related with customer satisfaction. Because 64% of the customers said that price of the Berger product is very high price. From the study it is being also observed that Product cost, Product quality, Delivery performance, Service support, and Personal interaction have relationship with Customer satisfaction. By those results we can say that this thing is the main reason that people are using Berger paints.

So I think the buyers will buy these products because of the company's brand portfolio.

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Figure 1: Figure 1 . 0 :

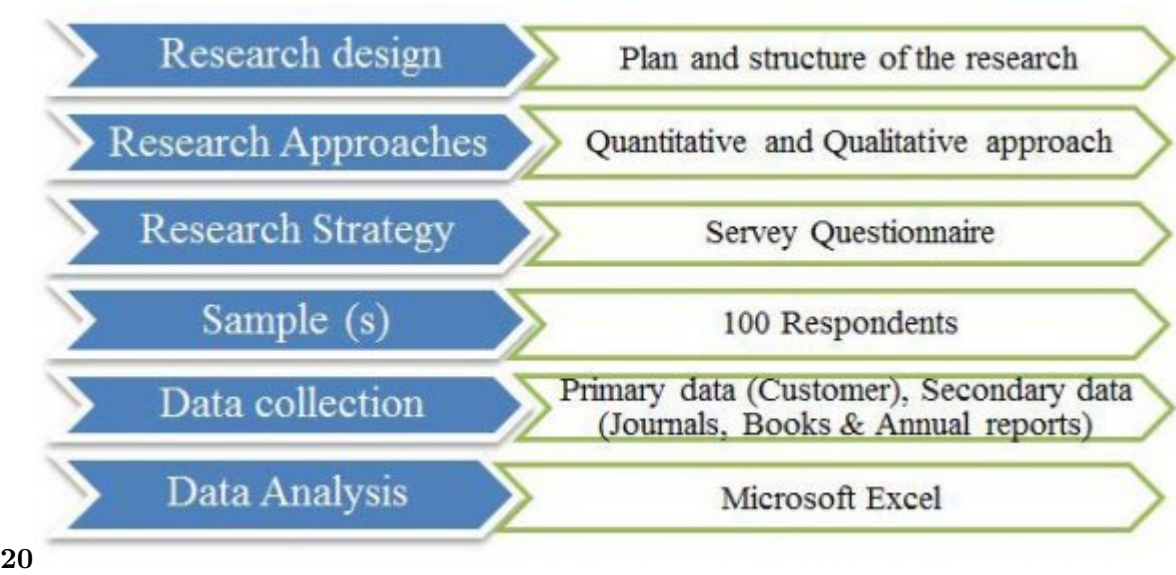


Figure 2: Figure 2 . 0 :

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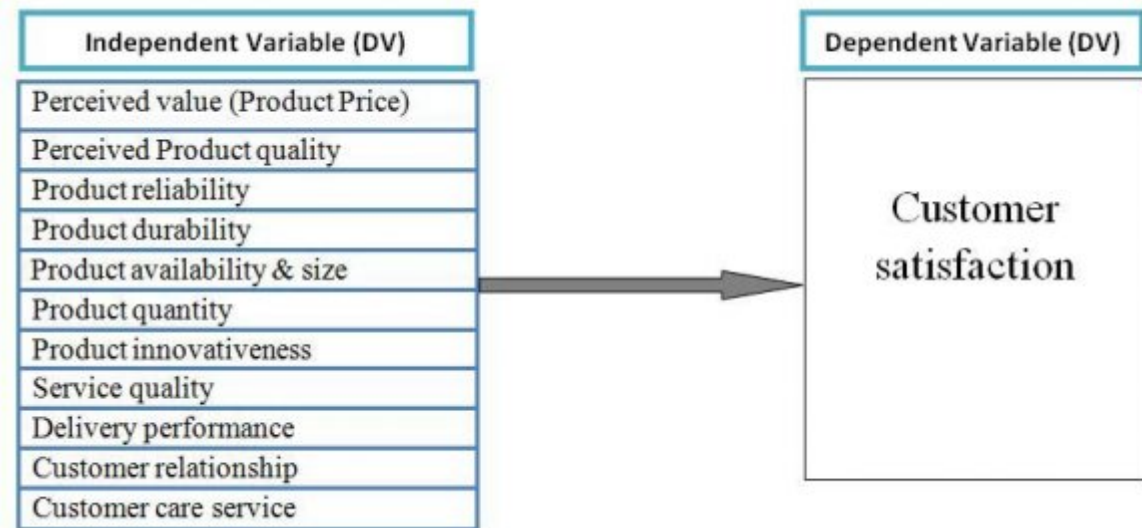


Figure 3: Figure 3 . 0 :

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| 1 | 2 | 3 | 4 | 5 |
|-------------------|----------|----------------------------|-------|----------------|
| Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |

Figure 4: Figure 4 . 0 :

50



Figure 5: Figure 5 . 0 :

60



Figure 6: Figure 6 . 0 :

70



Figure 7: Figure 7 . 0 :

80



Figure 8: Figure 8 . 0 :



Figure 9: Figure 9 . 0 :



Figure 10: Figure 10 . 0 :



Figure 11: Figure 11 . 0 :



Figure 12: Figure 12 . 0 :



Figure 13: Figure 13 . 0 :



Figure 14: Figure 14 . 0 :



Figure 15: Figure 15 . 0 :



Figure 16: Figure 16 . 0 :



Figure 17: Figure 17 . 0 :



Figure 18: Figure 18 . 0 :



Figure 19:

20

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 08 | 02 | 10 | 10% |
| Disagree | 22 | 04 | 26 | 26% |
| Neutral | 00 | 00 | 00 | 00% |
| Agree | 10 | 04 | 14 | 14% |
| Strongly agree | 40 | 10 | 50 | 50% |
| Total | 80 | 20 | 100 | 100% |

Figure 20: Table 2 . 0 :

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Figure 21: Table 1 .

30

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 0 | 00 | 00 | 00% |
| Disagree | 0 | 00 | 00 | 00% |
| Neutral | 0 | 00 | 00 | 00% |
| Agree | 42 | 14 | 56 | 56% |
| Strongly agree | 38 | 06 | 44 | 44% |
| Total | 80 | 20 | 100 | 100% |

Figure 22: Table 3 . 0 :

40

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 00 | 00 | 00 | 00% |
| Neutral | 00 | 00 | 00 | 00% |
| Agree | 66 | 16 | 82 | 82% |
| Strongly agree | 14 | 04 | 18 | 18% |
| Total | 80 | 20 | 100 | 100% |

Figure 23: Table 4 . 0 :

5

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 14 | 04 | 18 | 18% |
| Neutral | 00 | 00 | 00 | 00% |
| Agree | 56 | 16 | 72 | 72% |
| Strongly agree | 10 | 00 | 10 | 10% |
| Total | 80 | 20 | 100 | 100% |

Figure 24: Table 5 .

60

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 02 | 00 | 02 | 02% |
| Neutral | 02 | 00 | 02 | 02% |
| Agree | 50 | 14 | 64 | 64% |
| Strongly agree | 26 | 6 | 32 | 32% |
| Total | 80 | 20 | 100 | 100% |

Figure 25: Table 6 . 0 :

70

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 06 | 04 | 10 | 10% |
| Neutral | 08 | 00 | 08 | 08% |
| Agree | 14 | 02 | 16 | 16% |
| Strongly agree | 52 | 14 | 66 | 66% |
| Total | 80 | 20 | 100 | 100% |

Figure 26: Table 7 . 0 :

80

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 00 | 00 | 00 | 00% |
| Neutral | 02 | 00 | 02 | 02% |
| Agree | 24 | 04 | 28 | 28% |
| Strongly agree | 54 | 16 | 70 | 70% |
| Total | 80 | 20 | 100 | 100% |

Figure 27: Table 8 . 0 :

9

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 02 | 00 | 02 | 02% |
| Neutral | 00 | 00 | 00 | 00% |
| Agree | 24 | 06 | 30 | 30% |
| Strongly agree | 54 | 14 | 68 | 68% |
| Total | 80 | 20 | 100 | 100% |

Figure 28: Table 9 .

100

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 14 | 06 | 20 | 20% |
| Neutral | 36 | 04 | 40 | 40% |
| Agree | 24 | 08 | 32 | 32% |
| Strongly agree | 06 | 02 | 08 | 08% |
| Total | 80 | 20 | 100 | 100% |

Figure 29: Table 10 . 0 :

110

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 02 | 00 | 02 | 02% |
| Disagree | 12 | 04 | 16 | 16% |
| Neutral | 08 | 00 | 08 | 08% |
| Agree | 48 | 14 | 62 | 62% |
| Strongly agree | 10 | 02 | 12 | 12% |
| Total | 80 | 20 | 100 | 100% |

Figure 30: Table 11 . 0 :

120

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 12 | 04 | 16 | 16% |
| Neutral | 04 | 00 | 04 | 04% |
| Agree | 60 | 14 | 74 | 74% |
| Strongly agree | 04 | 02 | 06 | 06% |
| Total | 80 | 20 | 100 | 100% |

Figure 31: Table 12 . 0 :

13

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 20 | 04 | 24 | 24% |
| Neutral | 02 | 02 | 04 | 04% |
| Agree | 20 | 04 | 24 | 24% |
| Strongly agree | 38 | 10 | 48 | 48% |
| Total | 80 | 20 | 100 | 100% |

Figure 32: Table 13 .

140

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 08 | 02 | 10 | 10% |
| Neutral | 04 | 00 | 04 | 04% |
| Agree | 52 | 12 | 64 | 64% |
| Strongly agree | 16 | 06 | 22 | 22% |
| Total | 80 | 20 | 100 | 100% |

Figure 33: Table 14 . 0 :

150

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 00 | 00 | 00 | 00% |
| Disagree | 00 | 00 | 00 | 00% |
| Neutral | 06 | 00 | 06 | 06% |
| Agree | 60 | 14 | 74 | 74% |
| Strongly agree | 14 | 06 | 20 | 20% |
| Total | 80 | 20 | 100 | 100% |

Figure 34: Table 15 . 0 :

160

| Key | Male | Female | Total | Percent (%) |
|-------------------|------|--------|-------|-------------|
| Strongly disagree | 04 | 00 | 04 | 04% |
| Disagree | 16 | 04 | 20 | 20% |
| Neutral | 10 | 04 | 14 | 14% |
| Agree | 48 | 12 | 60 | 60% |
| Strongly agree | 02 | 00 | 02 | 02% |
| Total | 80 | 20 | 100 | 100% |

Figure 35: Table 16 . 0 :

The dealers deal with higher price.
 2 Berger provides us with better product quality.

.1 3

Berger meets our quality standards.

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