

# A Study of Customer Satisfaction on the Doms Stationery Products with Special Reference to Coimbatore City

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**Abstract** – Customer satisfaction plays a pivotal role in determining the success and sustainability of any consumer brand in a competitive marketplace. This study examines the level of customer satisfaction with DOMS stationery products in Coimbatore city. DOMS Industries Limited, one of India's leading stationery brands, offers a wide range of products including pencils, pens, geometry boxes, art supplies, and scholastic materials. The research focuses on evaluating consumer perceptions regarding product quality, pricing, packaging, availability, and brand loyalty. A structured questionnaire was administered to 120 respondents selected through convenience sampling from Coimbatore city. Both primary and secondary data were utilized for the study. The analysis reveals that a majority of customers are satisfied with DOMS products, though concerns regarding pricing and product variety were noted. The findings provide valuable insights for manufacturers and marketers to enhance customer experience and strengthen brand positioning in the stationery segment.

**Keywords** – Customer Satisfaction, DOMS Stationery, Product Quality, Brand Loyalty, Consumer Perception, Coimbatore

## I. INTRODUCTION

The stationery industry in India has grown significantly, driven by rising literacy rates, increasing school enrolment, and growing demand from corporate and creative sectors. DOMS Industries Limited, founded in 1975, stands as one of India's most trusted stationery brands, offering a wide range of products including pencils, pens, geometry sets, erasers, crayons, and art materials. The brand exports to over 45 countries, reflecting its global reputation for quality and innovation. Coimbatore, a major educational and industrial hub in Tamil Nadu, presents a substantial and consistent demand for stationery products throughout the year. With increasing competition from domestic and international brands, understanding customer satisfaction has become critical for DOMS to retain its consumer base. Customer satisfaction is shaped by product quality, pricing, packaging, availability, and brand loyalty. This study investigates the satisfaction levels of consumers in Coimbatore city towards DOMS stationery products to provide actionable insights for brand improvement and market strengthening.

### Objectives of the Study

- To identify the level of customer satisfaction towards DOMS stationery products among consumers in Coimbatore city.
- To analyse the factors influencing the purchase decision of consumers with respect to DOMS stationery products.
- To examine the perception of customers regarding the quality, pricing, and packaging of DOMS stationery products.
- To study the brand awareness and loyalty of customers towards DOMS stationery products in Coimbatore city.

- To offer suitable suggestions and recommendations to DOMS Industries to improve customer satisfaction and strengthen its market position.

## II. STATEMENT OF PROBLEM

Despite DOMS being one of the most well-established stationery brands in India, there is limited empirical research examining customer satisfaction levels among consumers in Coimbatore city. With increasing competition from both domestic and international stationery brands, it has become essential to understand whether DOMS products continue to meet the evolving expectations of consumers in terms of quality, pricing, and variety. This study attempts to identify the gaps in customer satisfaction and explore the factors that influence purchasing decisions, thereby providing a comprehensive picture of consumer behaviour towards DOMS stationery products in Coimbatore city.

## III. RESEARCH METHODOLOGY

### 1. Research Design

The study adopts a descriptive research design to systematically describe the characteristics and perceptions of customers regarding DOMS stationery products in Coimbatore city.

### 2. Source of Data

Primary data was collected directly from the respondents through a structured questionnaire. Secondary data was gathered from journals, books, websites, and earlier research studies.

### 3. Sampling Method

Convenience sampling technique has been used for this study. A total of 120 respondents from Coimbatore city were selected as the sample for the study.

Sample Size - 120 respondents.

### 4. Tools for Data Collection

A structured questionnaire consisting of both closed-ended and Likert scale questions was used as the primary data collection instrument.

### 5. Tools for Data Analysis

The collected data was analysed using simple percentage analysis and tabulation. The results are presented through tables and interpreted accordingly.

## IV. REVIEW OF LITERATURE

Kotler and Keller (2016) in their widely referenced work on marketing management emphasise that customer satisfaction is a function of perceived performance relative to expectations. Their study highlights that satisfied customers are more likely to become loyal customers and act as brand ambassadors. In the context of stationery products, this theory holds significant relevance as repurchase decisions are highly influenced by prior satisfaction experiences

Sivakumar and Rajasekaran (2018) conducted a study on consumer behaviour towards stationery products in Tamil Nadu and found that product quality and price were the two most critical determinants of customer satisfaction. Their study, conducted among 200 respondents, revealed that DOMS was the most preferred brand in the sample, with over 60 percent of respondents expressing high satisfaction with the brand's pencil range. The study recommended that the company should focus on expanding its premium product line to attract adult consumers.

Anitha and Muthukumar (2020) explored the factors influencing brand loyalty towards school stationery products in South India. The study found that product availability, packaging design, and peer influence were significant contributors to brand loyalty among school-going children and their parents. DOMS was identified as a dominant brand in the pencil and eraser category, with high recall value. The authors suggested that companies should invest more in point-of-purchase displays and after-sales support

Ramesh and Priya (2019) conducted a comparative study of customer satisfaction across major stationery brands in Coimbatore city. The study included 150 respondents and covered brands such as DOMS, Classmate, Camlin, and Faber-Castell. The findings revealed that DOMS had the highest customer satisfaction index score among the brands studied, particularly in terms of value for money and product durability. However, the study noted that DOMS

lagged behind Faber-Castell in the premium art supplies segment, indicating a potential area for improvement.

Sundaram and Vijayalakshmi (2021) analysed the impact of packaging and branding on consumer purchase decisions for stationery products in urban markets. The study found that attractive and eco-friendly packaging significantly enhanced consumer perception and willingness to pay a premium price. DOMS was cited as an example of effective packaging innovation in the Indian stationery market. The study also highlighted the growing importance of digital marketing and social media in influencing brand perception among younger consumers.

## V. DATA ANALYSIS AND INTERPRETATION

Table 1: Level of Customer Satisfaction towards DOMS Stationery Products

| S.No | Level of Satisfaction | No. of Respondents | Percentage (%) |
|------|-----------------------|--------------------|----------------|
| 1    | Highly Satisfied      | 42                 | 35             |
| 2    | Satisfied             | 38                 | 31.67          |
| 3    | Neutral               | 24                 | 20             |
| 4    | Dissatisfied          | 11                 | 9.17           |
| 5    | Highly Dissatisfied   | 5                  | 4.16           |
|      | Total                 | 120                | 100            |

### Interpretation

Out of 120 respondents, 42 (35%) were highly satisfied and 38 (31.67%) were satisfied with DOMS products, making the combined satisfaction rate 66.67%. About 20% remained neutral, while 9.17% were dissatisfied and only 4.16% were highly dissatisfied. This indicates that the majority of consumers in Coimbatore hold a positive perception towards DOMS stationery products.

Table 2: Consumer Perception on Quality Attributes of DOMS Stationery Products

| S.No | Quality Attributes  | Excellent | Good | Average | Poor | Total |
|------|---------------------|-----------|------|---------|------|-------|
| 1    | Product Durability  | 45        | 38   | 25      | 12   | 120   |
| 2    | Value for Money     | 40        | 42   | 22      | 16   | 120   |
| 3    | Ink Quality         | 50        | 35   | 20      | 15   | 120   |
| 4    | Variety of Products | 38        | 40   | 28      | 14   | 120   |
| 5    | Packaging           | 35        | 44   | 25      | 16   | 120   |

| S.No | Quality Attributes | Excellent | Good | Average | Poor | Total |
|------|--------------------|-----------|------|---------|------|-------|
| 6    | Brand Reputation   | 48        | 36   | 22      | 14   | 120   |

### Interpretation

Among the six quality attributes, ink quality received the highest excellent rating (50 respondents), followed by brand reputation (48) and product durability (45). Value for money and packaging were rated good by the majority, while product variety received moderate responses. Overall, consumers perceive DOMS stationery products positively across all quality dimensions, with ink quality and brand reputation being the strongest performing attributes.

### Findings of the Study

The study on customer satisfaction towards DOMS stationery products in Coimbatore city has yielded several important findings. The majority of respondents, approximately 66.67 percent, expressed either high satisfaction or satisfaction with DOMS products, indicating a strong positive brand perception in the market. Among the quality attributes examined, ink quality and brand reputation emerged as the most positively rated dimensions, reflecting the company's consistent focus on maintaining high production standards. Product durability and value for money also received favourable ratings from a significant proportion of respondents, reinforcing the perception that DOMS offers reliable and affordable stationery. However, approximately 20 percent of respondents remained neutral in their overall satisfaction assessment, suggesting that there is a segment of consumers whose expectations are not being fully met. A small but notable proportion of respondents expressed dissatisfaction, particularly with regard to product variety and packaging aesthetics. The study also found that age and occupation influenced satisfaction levels, with younger consumers and students displaying higher overall satisfaction compared to adult professionals. Additionally, most respondents reported purchasing DOMS products from local stationery shops rather than online platforms, highlighting the continued dominance of traditional retail channels in this market segment.

### Suggestions

Based on the findings of the study, several suggestions are offered to DOMS Industries to further enhance customer satisfaction and strengthen its market position in Coimbatore city. The company should focus on expanding its product range to cater to the growing needs of professional artists and corporate customers who currently prefer premium international brands. Improving the aesthetic appeal and eco-friendliness of packaging could attract environmentally conscious consumers and improve the overall brand image. DOMS should consider introducing a loyalty programme or reward scheme for regular customers to improve retention rates and encourage

repeat purchases. Strengthening the digital marketing and e-commerce presence of the brand would help in reaching tech-savvy younger consumers who increasingly prefer online shopping. The company should also invest in in-store promotional activities and point-of-purchase displays to enhance product visibility in retail outlets across Coimbatore. Conducting regular customer feedback surveys would enable the company to stay responsive to changing consumer preferences and address grievances promptly. Additionally, introducing region-specific product variants or promotional bundles tailored to the Tamil Nadu market could help improve customer engagement and brand recall in Coimbatore city.

## VI. CONCLUSION

This study has provided a comprehensive assessment of customer satisfaction towards DOMS stationery products in Coimbatore city. The findings clearly indicate that DOMS enjoys a strong and positive reputation among consumers, with a large majority expressing satisfaction with the brand's product quality, ink performance, and overall value for money. The brand's long-standing presence and consistent quality have helped it build a loyal customer base in the Coimbatore market. However, the study has also identified areas where improvement is needed, particularly in terms of product variety, packaging innovation, and outreach to professional consumers. The neutral and dissatisfied responses highlight the need for continuous improvement and customer engagement strategies. As the stationery market becomes increasingly competitive with the entry of new domestic and international players, brands like DOMS must remain agile and responsive to evolving consumer expectations. By leveraging its established brand equity and implementing the suggestions outlined in this study, DOMS can further consolidate its market leadership and deliver greater value to customers in Coimbatore and beyond.

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