

PREPARE

J.D. POWER



Paint Customer Satisfaction Study

PAINT



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PAINT SATISFACTION STUDY

Painting a home is one of the most common, yet impactful home improvement projects consumers undertake. Manufacturers rely heavily on loyalty in terms of both repeat purchases and positive recommendations. By truly understanding your customers' attitudes and preferences, you can deliver an outstanding customer experience.

The Solution

The **J.D. Power Paint Satisfaction StudySM** examines key drivers of satisfaction among customers who purchased and applied interior paint, exterior paint, and/or exterior stain. The overall customer experience is based on six key drivers of satisfaction: application; in-store color displays and printed materials; durability; price; product offerings; and warranty/guarantee. The study also examines the customer experience with their paint retailer based on merchandise; price; sales and promotions; staff and service; and store facility. The study, which provides the paint industry with insights into the evolving needs and demands of customers, includes the following objectives (organized by study segment):

Interior Paint, Exterior Paint, and Exterior Stain Segments:

- Measure key drivers of satisfaction among customers who purchased and applied interior paint, exterior paint, and/or exterior stain
- Provide a Net Promoter Score[®] (NPS) benchmark for the industry
- Determine Path to Purchase
 - Steps taken to shop for paint products
 - Research done online and information sought
 - Websites visited and website evaluation
 - Shopping behaviors
- Assess Loyalty
 - Likelihood to recommend
 - Likelihood to purchase again
 - Number of positive recommendations given
 - Number of negative comments made



Based on data obtained from the survey, an index is created that quantifies the impact that the factors and the attributes within them have on customer satisfaction.

Paint Retailer Segment:

- Measure key drivers of satisfaction among customers who purchased interior or exterior paint or stain from a major paint retailer
- Examine staff and service key performance indicators (KPIs): greet promptly; product information displays are clear/easily identified; carry all brands your customer is considering; length of time your customer waited for help; thoroughly explained products and benefits; provided contact information for follow up; listened carefully to questions; available to assist; provided application advice
- Deliver insight into what drives customer loyalty

How It Works

Sampling

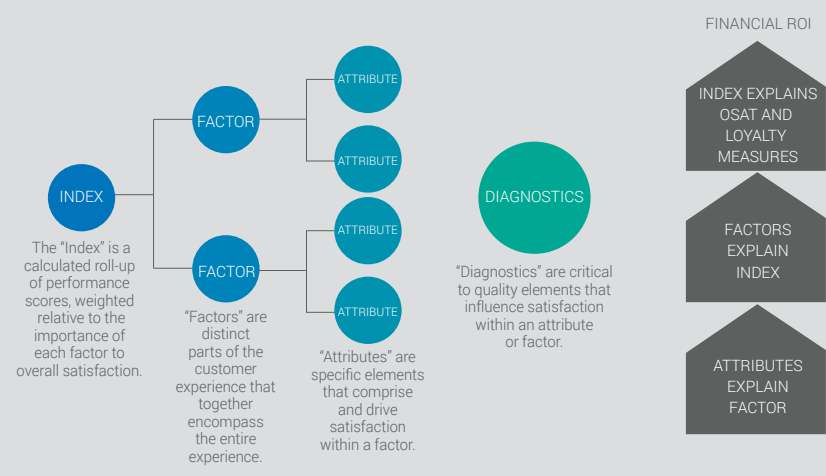
The *Paint Satisfaction Study* includes the largest paint manufacturers that represent at least 67% of market share. The study is based on the responses of more than 7,000 customers who purchased interior paint, exterior paint, and/or exterior stain within the previous 12 months.

J.D. Power Index

Based on data obtained from the survey, an index is created that quantifies the impact that the factors and the attributes within them have on customer satisfaction. Specifically, the relative weight that each attribute contributes to the factor index is first calculated, followed by calculating the relative weight each factor contributes to the overall satisfaction index. The results of those calculations are used to predict overall satisfaction based on a weighted sum of the factors, which constitutes the overall index.

Award Criteria

A minimum of 100 completed surveys must be received to be award eligible in a given segment: interior paint brand, exterior paint brand, exterior stain brand, and paint retailer. The highest-ranked brand in each segment receives a trophy. Award recipients that subscribe to the study have the opportunity to publicly leverage their award through J.D. Power’s award licensing program.





Loyalty can only be achieved by truly understanding your customers' attitudes.

Leveraging J.D. Power Data to Better Understand Competitive Position

Satisfaction Drivers

The Paint Satisfaction Index (interior paint, exterior paint, and exterior stain) segments the customer experience into six factors:

- Application
 - Adequacy of coverage delivers on brand claim
 - Amount of prep required
 - Dry time (exterior stain only)
 - Ease of application
 - Ease of cleanup following application
 - Level of fumes/odor
 - Spatter and drip resistance
- In-Store Color Displays and Printed Materials
 - Usefulness of in-store color displays in selecting colors
 - Helpfulness of color cards and brochures
 - Variety of paint/stain samples available
 - Clarity of "how-to" guides
- Durability
 - Dirt pick-up/resistance (exterior stain only)
 - Ease of cleaning surfaces
 - Fade resistance (exterior stain only)
 - Invisibility of touch-ups
 - Longevity of finish (exterior stain only)
 - Stain resistance (interior paint and exterior paint only)
 - Weather resistance (exterior paint and exterior stain only)
- Price
 - Overall rating of the price paid for the products and services received
- Product Offerings
 - Base options (exterior stain only)
 - Product options (exterior stain only)
 - Richness of color (interior paint and exterior paint only)
 - Variety of colors offered
 - Variety of surface finish/sheen (interior paint and exterior paint only)
- Warranty/Guarantee
 - Overall rating of warranty



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The Paint Satisfaction Index (paint retailers) segments the customer experience into five factors and 16 attributes:

- Merchandise
 - Availability of desired paint/stain supplies
 - Availability of product information
 - Selection of paint brands available
 - Variety of paint/stain supplies offered
- Price
 - Overall rating of the price paid for the products and services received
- Sales and Promotions
 - Overall rating of sales and promotions
- Staff and Service
 - Availability of sales staff
 - Concern for your needs
 - Courtesy of store staff
 - Knowledge of sales staff
 - Speed of checkout
- Store Facility
 - Availability of parking
 - Cleanliness of store
 - Convenience of store location
 - Ease of finding desired paint/stain supplies on my own
 - Store/department layout and design

Pathway to Purchase

The *Paint Satisfaction Study* also examines consumer's pathway to purchase with full shopping and purchase funnel market data, which includes:

- Trigger reasons for beginning the purchase process
- Steps taken after decision to shop, including first step
- Types of websites used for research and shopping, including most frequented type
- Number of shopping visits across all brick and mortar retail locations
- Outcome of initial visit to brick and mortar retail location—purchased or continued shopping
- Involvement of sales associate when first visiting retail location
- Preferred brand in mind when beginning purchase process



The study provides the paint industry with insights into the evolving needs and demands of customers.

Oversampling

J.D. Power offers a proprietary oversample opportunity allowing companies that are not currently profiled in the syndicated study to obtain competitive data sets in order to benchmark their performance against competitors that are profiled in the study. This opportunity is also available for profiled companies that want to dive deeper into a specific topic covered in the study. The same questionnaire used for the syndicated study is used for the proprietary oversample study.

Subscription Details

The *Paint Satisfaction Study* provides access to the insights and tools needed to gain a comprehensive, in-depth understanding of how your company is performing and to identify key areas needing improvement.

Study deliverables include:

- Data Set (SPSS)
- Client Presentation
- Executive Briefing
- Summary of Results
- Methodology
- Questionnaire
- Press Release

ABOUT J.D. POWER

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics to help clients measure and improve the key performance metrics that drive growth and profitability. Established in 1968, J.D. Power is headquartered in Troy, Michigan, and has locations serving North America, Asia Pacific and Europe.

OUR EXPERIENCE

J.D. Power has been capturing and analyzing the Voice of the Customer for 50 years. Through our proprietary index model, the many drivers of the customer experience are identified, accurately measured, and linked to business results. Based on our findings, we provide clients with insights that can lead to an improvement in their financial performance.

Companies that subscribe to the study will be better able to understand their competitive position at a detailed level, allowing them to pinpoint critical areas for improvement and make prudent investments in the service attributes that matter most to customers.

For more information about J.D. Power products and services, please contact your J.D. Power account manager:

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