



## Does a Retailer Service Influence more on Buying Decisions of Decorative Paint ?

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**ABSTRACT:** In the fast-changing technology, the buyer isn't just influenced by the marketing campaigns of the marketer but nowadays more influenced by family, friends, followers, consumer ratings and reviews. Every marketer should know this changing consumer buying behaviour to formulate the marketing strategy effectively. This research is conducted to seek out major factors influencing the buyer's decision process of decorative paint and to find out the correlation of customer satisfaction with retailer convenience, retailer services and sturdiness of the paint. The exploratory research is conducted in India and the data is collected from 359 customers through the structured questionnaire. The collected data is analysed through SPSS-24 and hypotheses are tested with t-test and correlations. Recent research claims that Advertisements play an important role in creating awareness and become a serious reason for selecting a paint brand. This paper argues that most important source of information about decorative paints is painter and television. Also, the data indicates that, the customer mostly paints their houses at the time of the latest construction and damage of existing paint. The factors like Price of paint, Retailer Convenience, Sturdiness of Paint, Perceived quality, Eco-friendliness of paint and Retailer's services are significantly affecting the buying decision process of paint. Customer satisfaction and retailer convenience, retailer services and sturdiness of the paint are positively correlated. The extent of customer satisfaction and brand advocacy is co-related to each other. The consumer having less knowledge of paints, the paint contractor, painter and retailer influence more in the decision process of selection of paint. This research provides new insights to the marketer to understand consumer buying behaviour towards decorative paint to formulate their marketing strategies more effectively. This paper has suggested the marketers to give due consideration to retailers and their services while deciding business strategies and increase sales.

**Keywords:** Consumer buying behaviour, decorative paint, factors affecting consumer buying behaviour.

### I. INTRODUCTION

The Paints and Coatings Industry is one of the foremost heavily regulated industries within the world. The world consists of manufacturers of paints, varnishes, lacquers, shellacs, stains and a spread of other specialty coatings. The Indian Paint Industry is estimated to be Rs. 50,000 Crores industry [7]. Indian Paint sector is broadly classified into two main segments mainly - Decorative and Industrial. Decorative paints include exterior wall paints, interior wall paints, wood finishes, enamel and ancillary products like primers, putties, etc. while Industrial paints include automotive coatings, powder coatings, and protective coatings. The ornamental segment accounts for the bulk of the Paint Industry's value which is around 75% and therefore the Industrial segment accounts for the remainder 25%. The paint industry has expanded at a rate of 12% in volume terms and about 15% in value terms. Going forward, the expansion shall be hooked into a variety of things like income within the hands of public, urbanization, economic development, regular monsoons, staple prices, growth within the infrastructure and recovery within the land.

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Organizations influence consumer buying behaviour with its marketing mix strategies. Right product at the proper price, making the supply of product at a convenient place with integrated marketing communication strategies makes organizations more successful [11]. (Wright, 2006). Many factors influence buyers' decision process like culture, subculture, class, membership groups, family, personality, psychological, social factors of consumer and societal environment. The marketer should identify and understand the factors that influence the buyer's decision process. They need the chance to develop a technique, a marketing message, the Unique Value Proposition (USP) of the merchandise and advertising campaigns simpler [11]. There are various tools of communication available within the market to succeed in a target customer. Television has more power to influence than other media. The advertisement shown on television is often remembered easily and fast due to audiovisual effects. In today's world of growing competition where there are numerous brands selling equivalent products, consumers have multiple choices and lots of diverse factors influence their buying

behavior. With the penetration of the web and social media, the purchasing behaviour of Indian consumers has changed dramatically. Urbanization is happening in India at a dramatic pace and is influencing the life-style and buying behavior of the consumers. Consumer behaviour is complex and really often not considered rational. The recent trends which are found within the Indian market are celebrity influence, online shopping, freebies and recognition of eco-friendly products [4].

## II. REVIEW OF LITERATURE

Paint companies are emphasizing in creating and building an extended-term relationship. On the opposite hand, institutional consumers search for brands which have quality, better service, and more important competitive price. Paint Industry should communicate regularly with its regular bulk customers by using various communication tools like placing a billboard in mass media, by sending greetings cards to the purchasers, etc. Customer Service should be made simpler to satisfy customer requirements, like 24/7 technical support [1]. The acquisition decision of emulsion paints isn't only determined or suffering from one factor but a gaggle of things affects it. Advertisements play an important role in creating awareness and become a serious reason for selecting a paint brand [2]. Consumers were strongly agreeing for the importance of green marketing practices and have rated "Manufacturing Eco-Friendly Product" because the most vital green marketing practice followed by "Educating customers to use products in an environment-friendly manner" [3]. Word-of-mouth (WOM) has been recognized together of the foremost influential resource of data transmission. Advances in information technology and therefore the emergence of online social network sites have changed the way information is transmitted [12]. The demographic, psychological and behavioral profiles of consumers who are able to pay more for environmentally friendly products. They often consider ecological issues when making a sale [10]. The buyer's behaviour towards paints and towards residential land are co-related. Demographics of the consumers play a crucial role to choose the acquisition of the residential land [9]. Online retailers in India has offered big discounts on many products, so it affects the behaviour of consumers and that they expecting discounts on every product. The e-tailers should understand the behavioral implications of deep discount strategies and deals offered by them [5].

In the study of effects of the product image on the buyer decision process for attire type of products, it has been observed that in the evaluation stage, product image significantly and positively influenced with perceived quality and performance expectations of consumers. In the acquisition stage, product image wasn't a determinant of purchase intention, but significantly and positively influenced by the willingness to buy. In the post-purchase stage, product image didn't directly influence participants' satisfaction, but the merchandise image with product consumption performance significantly affected satisfaction. [6]. In the Marketing 4.0 five steps of the buyer's decision process replaced with Five 'A's *Aware, Appeal, Ask, Act, and*

*Advocate*. In the *Aware* phase, customers are exposed to marketing communication programs. After exposure to various brands customers shortlisting the brands in the mind that is *Appeal* phase and in the next step customer *Ask* friends, family, retailers, company representative and sometimes reading product reviews, star rating, compare on the comparative online platforms. Decisions will be made based on what customers take away from the conversation with all these and then the customer will *Act* and if he is satisfied, delight then he will *Advocate* the brand [8].

Through a review of literature, it has been observed that product-wise buying decision process at a certain extent may change and the factors affecting also get changed. The changing consumer buying behaviour is well researched in the electronics, fast-moving consumer goods, automobile, fashions etc but there is no recent research happens on consumer buying behaviour towards decorative paint in the last three years. This research will help to the marketer to understand consumer buying behaviour towards decorative paint to formulate their marketing strategies more effectively.

## III. OBJECTIVES OF THE STUDY

1. To review various factors affecting the buyer's decision process of decorative paint
2. To find out a relationship between customer satisfaction and retailer convenience, retailer services, and sturdiness of the paint.
3. To seek out a relation between brand advocacy and customer satisfaction

## IV. HYPOTHESIS

H1: The factors Price of paint, Retailer Convenience, Sturdiness of Paint, Perceived quality, Eco-friendliness of paint and Retailer's services are significantly influencing on buying decision process of paint.

H2: There's a significant correlation between customer satisfaction and retailer convenience, retailer services and sturdiness of the paint.

H3: The satisfied customer recommends the paint brand to other potential customers.

## V. METHODOLOGY

The primary data is collected from 359 respondents from the list of 2000 customers received from 20 retailers of Ahmednagar district of Maharashtra, India. The structured questionnaire prepared on factors affecting the buyer's decision process. The collected data is analyzed through SPSS-24 software and hypothesis testing. to see reliability and validity a Cronbach alpha is calculated and its value is 0.879.

**Table 1: Reliability Statistics.**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.880	0.879	8

## VI. RESULTS AND DISCUSSION

In the five steps of the buyers decision process, the first step is needed recognition. To understand the need recognition about decorative paints a question asked to respondent, it has been observed that 45% customer

had need during the new construction, next to damage of current paint and current color not looking good. The advertising stimulus is very less for recognition of the need of the paint. Earlier researcher have emphasized major role of Advertisements play an important role in creating awareness and become a serious reason for selecting a paint brand [2]. Here data indicates that advertisement will not impact unless need is being recognized.

The second stage of buyers, decision process is Information Search, through the survey it has been observed that Painter and TV ad is the major source of information of the paint brand.

Descriptive statistics for the factors Price of paint, Retailer Convenience, Sturdiness of Paint, Perceived quality, Eco-friendliness of paint and Retailer's services calculated.

**Table 2: Need Recognition of paint.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement stimuli	2	0.6	0.6
	Current color not looking good	49	13.6	13.6
	Damage of current paint	54	15.0	15.0
	Festival Stimuli	50	13.9	13.9
	New Construction	163	45.4	45.4
	Occasions stimuli	41	11.4	11.4
	Total	359	100.0	100.0

**Table 3: Source of Information about paint.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Construction Contractor	39	10.9	10.9
	Family	33	9.2	9.2
	Friends	39	10.9	10.9
	Internet	12	3.3	3.3
	News Paper ad	5	1.4	1.4
	Paint Hardware shop	28	7.8	7.8
	Painter	101	28.1	28.1
	TV Ad	102	28.4	28.4
Total	359	100.0	100.0	

**Table 4: Descriptive Statistics.**

	N	Range	Minimum	Maximum	Mean	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Retailer Convenience	359	4	1	5	3.70	0.058
Price	359	4	1	5	3.72	0.059
Sturdiness of Paint	359	4	1	5	4.01	0.060
Color Combination	359	4	1	5	4.02	0.060
Perceived quality	359	4	1	5	3.83	0.060
Eco-friendliness	359	4	1	5	3.77	0.063
Satisfaction level	359	4	1	5	3.90	0.053
Retailer's services	359	4	1	5	3.77	0.051

**H01:** The factors Price of paint, Retailer Convenience, Sturdiness of Paint, Perceived quality, Eco-friendliness of paint and Retailer's services having no effect on Consumer buying decision of decorative paint.

**Ha1:** The factors Price of paint, Retailer Convenience, Sturdiness of Paint, Perceived quality, Eco-friendliness of paint and Retailer's services are significantly affected on Consumer buying decision process of decorative paint.

The factors such as Price of paint, Retailer Convenience, Sturdiness of Paint, Perceived quality,

Eco-friendliness of paint and Retailer's services measured on 1-5, 1- Very low important to 5- highly important scale. One sample a t-test on the test value =

3 used to analyze the factors affecting on buyers decision process. The p-value is 0.00 at 95% level of confidence, so the null a hypothesis is rejected and alternative hypothesis. The factors Price of paint, Retailer Convenience, Sturdiness of Paint, Perceived quality, Eco-friendliness of paint and Retailer's services are significantly affected on Consumer buying decision process of decorative paint" accepted.

**H02:** There is no correlation between customer satisfaction and retailer convenience, retailer services and sturdiness of paint.

**Ha2:** There is a significant correlation between customer satisfaction and retailer convenience, retailer services and sturdiness of paint.

**Table 5: One-Sample Statistics.**

	N	Mean	Std. Deviation	Std. Error Mean
Retailer Convenience	359	3.70	1.100	0.058
Price	359	3.72	1.124	0.059
Sturdiness of Paint	359	4.01	1.132	0.060
Perceived quality	359	3.83	1.141	0.060
Eco-friendliness	359	3.77	1.195	0.063
Retailer's services	359	3.77	0.971	0.051

**Table 6: One-Sample Test.**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Retailer Convenience	12.038	358	0.000	0.699	0.58	0.82
Price	12.163	358	0.000	0.721	0.60	0.84
Sturdiness of Paint	16.968	358	0.000	1.014	0.90	1.13
Perceived quality	13.832	358	0.000	0.833	0.71	0.96
Eco-friendliness	12.233	358	0.000	0.772	0.65	0.90
Retailer's services	14.996	358	0.000	0.769	0.67	0.87

The Spearman's rank the correlation coefficient between customer satisfaction and retailers convenience found (0.435), customer satisfaction and retailers services found (0.694), customer satisfaction and sturdiness of paint found (0.379), Correlation is significant at the 0.01 level (2-tailed). So the null hypothesis rejected and the alternative hypothesis. "There is a significant correlation between customer satisfaction and retailer convenience, retailer services and sturdiness of paint" accepted.

**H03:** There is no relationship between customer satisfaction and brand recommendations (Brand Advocacy).

**Ha3:** The satisfied customers recommend the paint brand to other potential customers.

There are 215 respondent says that they will recommend the brand they used to their friends, family and followers, while 15 say no and the remaining 12 says maybe.

Independent sample t-test used to test the hypothesis and p-value is less than 0.05 so the null hypothesis is rejected and alternative hypothesis. "The satisfied customers recommend the paint brand to other potential customers" accepted.

**Table 7: Correlations.**

		Customer Satisfaction	Retailer Convenience	Retailer's services	Sturdiness of Paint
Spearman's rho	Customer Satisfaction	1.000	0.435**	0.694**	0.379**
	Correlation Coefficient				
	Sig. (2-tailed)		0.000	0.000	0.000
	N	359	359	359	359
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	359	359	359	359

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 8: Group Statistics.**

	Recommendation to others (Brand Advocacy)	N	Mean	Std. Deviation	Std. Error Mean
Are you satisfied with the existing paint you used?	Yes	215	4.15	0.957	0.065
	No	32	3.31	1.203	0.213

**Table 9: Independent Samples Test.**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Customer Satisfaction	Equal variances assumed	4.896	0.028	4.477	245	0.000	0.841	0.188	0.471	1.211
	Equal variances not assumed			3.780	37.064	0.001	0.841	0.222	0.390	1.292

## VII. CONCLUSION

Decorative paint industry growing with a rate of 12% per annum. Understanding consumer buying behaviour of decorative paints, Consumer recognizes need of the paint during new construction and damage of existing paint. Painter and Television is the major source of information about decorative paint for the customer. The customer evaluates the paint on the retailer's service and convenience and next to a price, sturdiness of paint. The factors such as Price of paint, Retailer Convenience, Sturdiness of Paint, Perceived quality, Eco-friendliness of paint and Retailer's services are significantly affected by the Consumer buying decision process of paint. Customer satisfaction and retailer convenience, retailer services and sturdiness of paint is positively correlated. The level of customer satisfaction and brand advocacy is co-related to each other. During field research, it has been observed that consumers having less knowledge of paints, they can suggest the colors, the paint contractor (Painter) and retailer having good relationships with each other. They are the major influencer in buying decisions of paints.

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