

**“An Analytical Study On Paint Colors Influencing Consumer Buying Decisions As Per
The Age Group Of Consumers In Pune City.”**

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Abstract –

Paints color is one of the essential element in paint product which stimulates and influencing consumer buying behavior. It is found that, consumer responds to the distinct colorations based totally on the psychological implications and organic stimuli come into their mind. The potential application denotes that how the most fulfilling use of certain colors would stimulate certain age group of consumers. In the study, about of a number paint colors were used to decode its have an impact on customer behavior. More targeted was once to expose the color that influences on the age of consumers. Different age groups respondents had been studies, based totally on the type of color that influenced the respondents in addition to understand whether age group has any preferential colors. However, each and every influencing elements does not indicate consumer's preferences or shopping of paint product or brands, so this find out about additionally reveals whether or not the liking of color when used in paint advertisement, has any relation with the purchaser preferences in the product, preserving the product as an unknown brand. The study was once carried out through primary data and secondary data on a variety of research on color psychology.

Keywords:- Color Psychology, Psychological Implications and Organic Stimuli.

II.INTRODUCTION

Brain and human developmental physiology governs human decision. Development of physiology is the effects of surroundings and associations. Study on consumer buying behaviour is quite complex considering that special clients with a range of beliefs and influences which

directly affected to purchasing behaviour. Colors and choosing of different color combinations being a one of the element to stimulate shopping for technique grew to be an important factor of studies. According to the previous research studies, there is a robust members of the family and connotation in the back of one of a kind colorations and human psychology. Understanding this affiliation helps the marketer, in strategizing nice marketing implications i.e. The paint color stimulus can be decode a variety of minds of customer and in return come to be very beneficial to recognize numerous customer who will acquire exact paint products.

The physiological arousal plays very important role in making success of advertisement. Thus, marketers/advertisers use paint colorings that are more appealing and infusing customers. In different words, consumer intelligence is linked to the cerebral cortex, which entrepreneurs strive to make the use of, to set off brains. The greater have an impact on of advertisement psychological is thru use of proper and wonderful use of combos of colors. Thus, the evaluative attraction of shades must be viewed while choosing any paint color. Various research have been carried out to locate out or to know favorable colors of paints in advertisement. However, it ought to also be mentioned that colorations do have fantastically exceptional meaning across cultures, in addition in global boundaries (Shi, 2013).

II. REVIEW OF LITERATURE

Based on the evidence, the proposed framework is similarly elaborated so that it ought to better capture the connections between paint color and consumers' product experiences. Hence, the paper supports the value of the functions emphasized by using past research and uncovers the qualitative connections between packages shade meanings and product type. Hannele Kauppinen Räisänen & Harri (2010) Jurič, Vuković, & Šuput (2014) studied that colorings have an impact on the purchasing decision-making manner and that female have a better appreciation of shade in the method of consumer behavior. Special attention is given to the affection of colors when purchasing sustainable ecological paint products. Since sustainable improvement is currently international trend it was the authors intention to establish a correlation between colors and sustainable development which tend to enhanced ne buying behavior.

The research was carried out as aggregate of web survey and 'face to face' interplay (ratio 70:30) on a relevant sample of 120 respondents; female accounted for 60%, and men 40% of

respondents, 18 to 55 years of age. The purpose of the this research was to find out consumer behaviour associated to the impact of paint color in the buying decision-making procedure of paint products based on sustainable development. There is a method with which we show the that colors maintain a high position in the price when making a buying decision. There is a hassle that buyers when buying paints with traits of sustainability, aside from products' eco issue also seem for a stamp of traditionalism. The originality of the research model is reflected in the reality that the research used to be based totally on an impact on of colors when purchasing paint products, which unlike traditional merchandise have the characteristics of sustainability.

Aghdaie & Honari (2014) studied psychological have an impact on of colorations on the process of client purchasing behavior. This research pursuits at practical ends and advantages from a descriptive-survey method. In order to collect information, library technique has been used. A researcher-made questionnaire has been utilized to find out about psychological affect of colors on the method of client shopping behavior. The statistical population used to be a range of clients of Refah chain store in Isfahan city. Simple random sampling used to be used to decide the amount of the sample. Based on this, 80 questionnaire sheets had been divided amongst the customers. Conclusion color consequences the buying behavior.

Babolhavaeji, Vakilian, & Slambolchi (2015) mentioned that the most important factor to entice customers in brand new world is the product's color that manifests extra in product's packaging. Packaging a product is the mixture of number factors each of which can be effective in developing a sure photo in the minds of consumers. Color is the first and most important issue in the elegance of packaging. The cause of this study is to address the difficulties facing managers and packaging designers and switch the messages meant through the corporation through the product's color. A larger perception of the consumers have an effect on of the visible aspects allows them to direct the content of their messages in a higher way and find an extra fantastic region in opposition to the competing products.

In this study, the researcher has tried to evaluate the relevant research papers and give an explanation for the motives of color significance in attracting the customer. In this research, the consumerbehavior, the elements influencing the behavior and the relevance of coloration component have been cautiously examined; and then the feature of specific colors and their

features and roles in advertising has been described. The results of this study exhibit that shades can have different connotations in special cultures and ethnicities.

The findings determined that while consumers show up rather detached between colors, there is a higher choice for neutral colors as antagonistic to bloodless and heat colors in bottled water packaging. It used to be additionally determined that profits has an extensive influence in colors desire for bottled water, with lower income companies preferring cold and warm paint colors and greater profits groups preferring neutral colors. (Beneke, Mathews, Munthre, & Pillay, 2015).

Researcher, Javed, & Javed (2015) aimed to check whether product's packaging color influences customers' buying preferences or not and does time pressure moderates this relationship? It studied the significance of color in figuring out customers' buying preferences when they have restrained time to do shopping. This find out about revealed that shopping for choice of a customer is particularly more structured on the color scheme than on time constraint. However, time stress used to be necessary moderating aspect which influenced the impact of packaging colorings on customers' buying preferences. This study emphasized that groups can't have enough money to bypass the importance of time constraints and paint colors scheme of the products on customers' buying behavior.

III. OBJECTIVES

1. To recognize the consumer buying behavior as per the demographic (age) group and their preference of paints color.
2. To become aware of unique paints color influenced by means of demographic (age) group of buyers in Pune region.

IV. RESEARCH METHODOLOGY

Primary and Secondary methods were used for statistics collection. Primary data was gathered from 120 respondents with the simple random sampling method. Questionnaire device was used to accumulate the data; 5 closed ended questions had been framed and have an effect on color, and age group had been studies. Secondary information was once accrued via exhaustive learn about of distinct research websites, journals and lookup papers; national and international. The data used to be handled with One-way ANOVA, Chi-Square method to show the affiliation of

variables and in testing up of hypothesis. Additionally, cross tabulation and graphical approach was used to divulge the age crew that was greater influenced by using colors. Inference had been drawn accordingly.

V. HYPOTHESIS TO BE TESTED

1. Different paint colors influenced by different age of consumers.
2. Different age group consumer's brand preference is based on color of the paint products.

VII. FINDINGS OF THESTUDY

1. Different paint color influenced by different age groupof consumers.

H_0 = Age group of consumer does not have any influence by the different paint colors.

H_1 = Age group of consumer is influence by different paint colors.

Table No. 1 : Observed Value

Colors	Black	Blue	Green	Orange	Purple	Gray	Red/Pink	Yellow	Brown	Total
20-29 yrs	8	1	0	3	3	1	4	3	0	23
30-39 yrs	6	11	5	9	9	6	16	8	0	70
40-49 yrs	3	1	0	2	6	2	9	4	0	27
Total	17	13	5	14	18	9	29	15	0	120

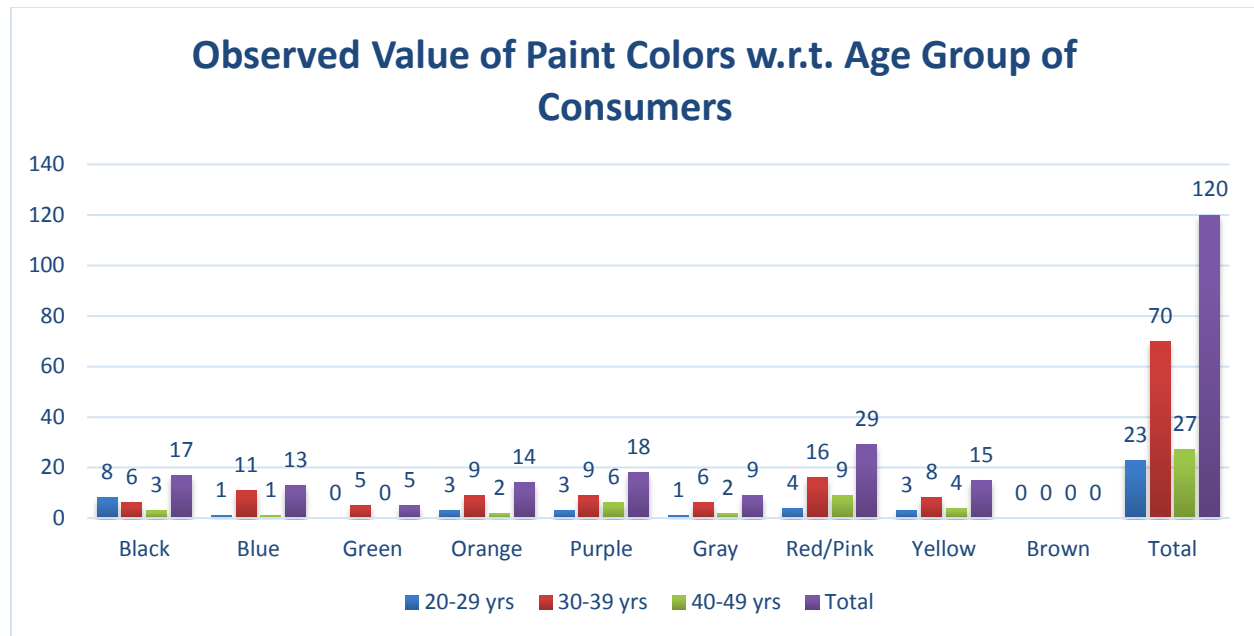


Table No. 2 : One Way ANOVA Calculation

Source of Variation	SS (Sum of Square)	Df (Degree of Freedom)	MS (Mean Square)	F-Ratio	Critical Value F (at 5%)
Between sample	65	8	8.125	29.25	f(8,18)=2.51
Within sample	5	18	0.277		
Total	70	26			

The calculated F-value (29.25) is more than critical value (2.51 @5% level), accordingly there is enough evidence of rejecting null hypothesis, and accepting the alternate hypothesis i.e. H₁ is accepted. This proves that Different age group of consumers are influence by different paints color. Hence our hypothesis, Different color influence different age group of consumers is accepted and proved.

2. Different age group consumer's brand preference is based on color of the paint products.

H₀= Brand Preference is not based on Color of the paint products.

H₁ = Brand Preference is based on Color of the paint products.

Table No. 3 : Observations

Category	Brand Preference is based on Color of the Paint Products	Brand Preference is not based on Color of the Paint Products	Total
20-29 Yrs.	10	13	23
30-39 Yrs.	52	18	70
40-49 Yrs.	19	8	27
Total	81	39	120

Table No. 4 : Chi-Square Calculation

Sr. No.	O (Observe Value)	E (Expected Value)	O-E	(O-E) ² /E
1	10	15.53	-5.525	1.97
2	13	7.48	5.525	4.08
3	52	47.25	4.75	0.48
4	18	22.75	-4.75	0.99
5	19	18.23	0.775	0.03
6	8	8.78	-0.775	0.07
Total				7.62

The calculated value of X^2 is 7.62 which is more than that of critical value (5.991 @5% level), accordingly there is no evidence of accepting the null hypothesis, therefore the hypothesis H_0 is rejected, however the alternate hypothesis is accepted stating that Brand Preference is based on Color of the paint products. i.e. Different age group consumer's paint brand preference is based on color of the paint products. Further the type of relationships can be analyzed through the cross-tabulation observation table. On analysis through cross tabulation, it indicated that, for the consumer age group 20-29 years having the brand preferences lesser than non branded one. However age group of 30 to 49 years shows that these consumers prefer branded paints rather than non branded one. Overall it can be inferred that, for any unknown brand, the age group preferences are based on the color of paint products.

VIII. LIMITATIONS

1. The study is restricted to center of Pune city only.
2. The time of the study was limited to 10 days in the month of December 2019.
3. Packaging etc. were not considered, the study is restricted to color influencing respondents only.

IX. CONCLUSION

Paint colors have become an important part of home decorative as well as industrial environment. Now a days it is assume that, without colors, it is difficult to sustain home decoration and industrial equipments for a long time. However, researchers reveal that it plays an important part in marketing, which resulted into use of different paint colors to make the product more consumer friendly. Consumer are not only like but opt for the product with their favorable color. However, this is not true in the case of different age groups. Different age group has different likings of the color is proved in the study. It is seen that the age group range of consumers 20-29 years mostly prefer black color, where as 30-39 and 40-49 years age prefer mostly red and pink color, in this age group may be involvement of female consumers are more. Furthermore, there are various factors, such as environment, social, cultural that influences the respondents. Further study can be carried out in these areas.

As per above research study it is seen that, the involvement of consumers in buying behavior of paint products are more as the variety of paints colors are available in the market place. The consumers buying behavior with respect to buying of color paints may vary less or more as per the age group preferences and choices. As per the table 1, it is observed that consumers mostly prefer red/ pink and then purple color, which shows effective buying decision has been taken by consumer for these color paint products.

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