

# **BRAND LOYALTY THROUGH PURCHASE DECISION TOWARDS AGSAR PAINTS**

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## **ABSTRACT**

*This study is about customers' purchase decision and their brand loyalty towards Agsar Paints. The objective of the study is to identify the factors influencing customer to purchase Agsar Paints and to find out the relationship between purchase decision and brand loyalty. The data has been collected using structured Questionnaire from 369 customers, the data has been collected using convenience technique. The statistical tool used for measuring and analysing the data are Piechart, Percentage analysis, Chi Square, Regression by SPSS software. The study found that most of the customers are willing to purchase product based on price and quality.*

**Keywords:** Price, Quality, Brand Image, Loyalty, Purchase Decision

## **INTRODUCTION**

Brand loyalty is a key factor in the success of any business. The paint industry is no exception, where customers' loyalty towards a particular brand can significantly impact the company's sales and market share. This study aims to explore the underlying factors that influence brand loyalty among customers towards Agsar Paints and to investigate the role of brand loyalty in purchase decisions made by customers. By analysing the data collected, we hope to provide insights into how companies can improve their brand loyalty and build stronger relationships with their customers.

In today's competitive market, brand loyalty plays a critical role in the success of businesses. The paint industry is highly competitive, and companies need to build strong relationships with their customers to succeed. Brand loyalty is a key factor in this process, as it can significantly impact customers' purchase decisions. By analysing the factors that contribute to price, quality, brand loyalty, including brand image, customer satisfaction, and brand trust, we hope to provide insights into how Agsar Paints can improve their customer loyalty and build stronger relationships with their customers.

From those early days on we have been celebrating the interior and exterior paints from every walk of life planet, with antique furniture and decorating property with materials from all round the contemporary furniture, luxurious interior and exterior paints and tiles, fantastically modern fixtures and fittings, and window coverings. Interior design can be floral and romantic like the flowing lines of a song. Materials used for interior design have played a great role in the development of this discipline of design as an interest, obsession and way of life for man people today and historically.

Agsar Paints is a leading company that manufactures and markets end-to-end products for painting requirements. Their colours definitely make your dream colourful. Because their quality control procedures are continuously ensuring customer satisfaction and world class standard. They manufacture eco-friendly, dust proof and weather proof paints which purifies air. The objective of the study is to identify the factors influencing customer to purchase Agsar Paints and to find out the relationship between purchase decision and brand loyalty.

### **OBJECTIVES:**

- To identify the factors that impact purchase decision
- To identify the impact of purchase decision on brand loyalty.

### **LITERATURE REVIEW**

**Murage W. Paul (2002)**, through their study “The extent of usage of relationship marketing strategies to enhance brand loyalty of industrial customers: The case of the paint industry” examines that paint companies utilize various relationship marketing strategies to enhance their brands, despite limited data collection and dynamic self-reported beliefs. Executives employed these strategies to promote their products and enhance their brands.

**Dr. Hsin Kuang Chi, Dr. Huery Ren Yeh, Ya Ting Yang (2009)**, through their study “The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty” analysed the effects of perceived quality and brand loyalty on brand awareness and purchase intention. When brand awareness is high, its brand loyalty will also increase. As a result, brand loyalty and brand preference will increase and also purchase intention.

**Manilall Dhurup, Chendedzai Mafini, Tshepiso Dumasi (2014)**, through their analysis on “The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry” states that the relationship between brand loyalty and product attributes, namely packaging, price and brand awareness, within the context of South Africa, which is a developing market.

**Odera Esther Atieno (2015)**, through their study “Factors influencing loyalty towards paint brands by contractors in Nairobi city county” assess the factors influencing loyalty towards paint brands by contractors in Nairobi City County. The results showed that respondents preferred Crown, Basco, Sadolin, Solai, and Glory paint brands, with perceived quality, price, and availability being the most important factors when recommending or purchasing paint. The study concluded that brand loyalty is affected by product and service-related factors, including product quality, brand image, availability, and price fairness. The study recommends a comprehensive survey on these factors to enhance brand loyalty and further research on effective methods for paint companies to measure and predict brand loyalty.

**Liyanage, T.H, Fernando, P.M.P, (2017)**, through their study “A Study on Assessing the Factors and Extent of Brand Loyalty in Sri Lankan Decorative Paint Industry” shows that the Sri Lankan decorative paint industry is experiencing increasing demand and customer loyalty. This research study aimed to

understand factors affecting brand loyalty and its extent in the industry. Results showed that Brand Image, Price, Referral Marketing, Product Quality, Communication, and Environmental Friendliness directly impact attitudinal brand loyalty. However, availability did not directly impact brand loyalty. Companies can use these findings to increase brand loyalty and reduce costs in retaining customers in the decorative paint industry.

**Pantea Foroudi, Zhongqi Jin, Suraksha Gupta, Mohammad M. Foroudi (2018)**, through their study “Perceptual components of brand equity: Configuring the symmetrical and asymmetrical paths to brand loyalty and brand purchase intention” examined the impact of brand perception on brand loyalty and purchase intention using complexity theory. It shows that perceptual and behavioural components of brand equity and dimensions of brand perception. The study found that brand awareness, perceived quality, brand association, fondness, brand image, and product country image significantly impact brand perception management. The findings support the importance of brand perception in the fashion industry, emphasizing the need for interactive approaches to increase customer loyalty and purchase intention.

**Bilgin Y (2018)**, through their study “The Effect of social media marketing activities on brand awareness, brand image and brand loyalty”, examines the impact of social media marketing activities on brand awareness, brand image, and brand loyalty. The study focuses on consumers who follow five brands with the highest social score on social media channels. The quantitative method and structural equation modeling (SEM) analysis reveal that social media marketing activities are effective factors in brand image and loyalty. Brand awareness has a significant effect on brand loyalty, while brand image has a limited effect.

**Prita Prasetya (2018)**, through their study “Effect of Loyalty from Consumer Decisions Choosing Exterior Wall Paint” examines the impact of price perception, product quality, and brand image on Decor shield’s purchase decision and customer loyalty. Results show that price perception and brand image significantly influence the decision to buy Decor shield, while product quality has no significant effect.

**Mohammad Djaelani, Didit Darmawan (2021)**, in their study “Dulux Wall Paint Purchase Decision: The Role of Brand Image, Price, And Product Quality on Consumer Behaviour of Paint Products” examined the impact of brand image, price, and product quality on purchasing decisions in Surabaya's Dulux wall paint market. Results show that brand image, price, and product quality partially influence purchasing decisions, with brand image playing a significant role in simultaneous decisions.

**Ali Nico Gerard Doan, Hapzi Ali (2021)** through their study “Repurchase Model Through Purchase Decision: Analysis of Product and Price Effect on Dulux Paint Consumers in DKI Jakarta and Tangerang Area” examined the impact of product quality and price on purchasing decisions and repurchasing. With their respondents, the research aimed to prove empirical evidence on the effects of these factors on wall paint product choices. Results showed that product quality and price significantly impact purchasing decisions in the good category and repurchases. Increased product quality and price would lead to increased purchases and repurchase decisions.

**Janes Rivai and Zulfitri (2021)**, through their study “The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfactionof Kopi Janji Jiwa ” examines that, the product quality and price perception did not significantly affect purchasing decisions, while brand image had a significant influence. Overall, purchasing decisions significantly influence customer satisfaction.

## RESEARCH METHODOLOGY

### Research instrument

The information was gathered in Thoothukudi using a structured survey questionnaire and purposive samples of 369 people. An empirical study was conducted. The questions were based on a literature review and were divided into two sections. The first section contains demographic variables of the respondents, followed by customer buying behaviour and satisfaction levels based on the respondents' statements on a five-point likert scale, where the respondents must respond to their degree of agreement (1 – strongly agree, 2- agree, 3- neutral, 4-disagree, 5- strongly disagree) using regression analysis to determine the results. As a result, factors such as price, brand image and product quality has an impact on purchase decision and purchase decision has an impact on brand loyalty.

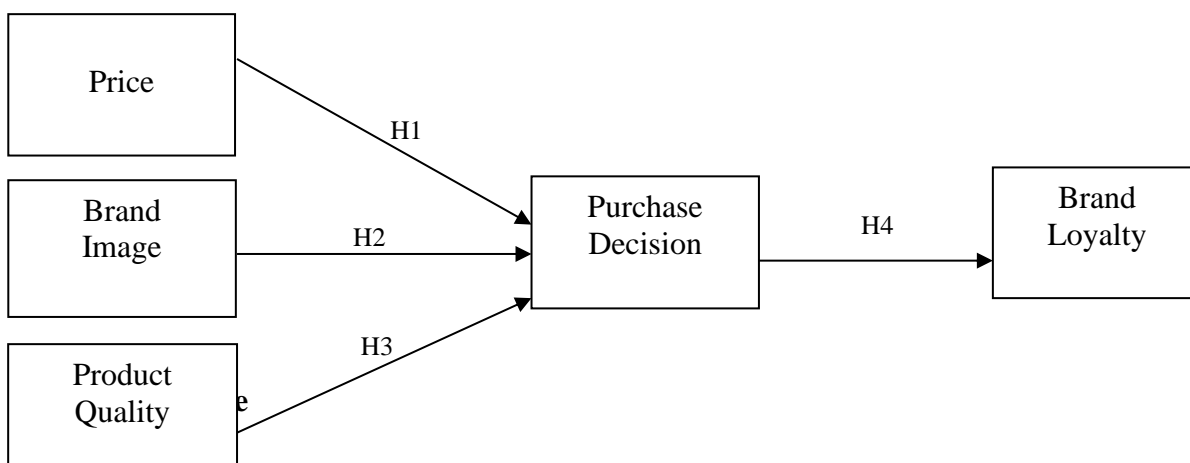
H1 – The impact of prices on purchase decision

H2- The impact of brand image on purchase decision

H3- The impact of product quality on purchase decision

H4- The impact of purchase decision on brand loyalty

### Proposed and conceptual model for hypothesis



**Table 1**  
**Demographic profile of the respondents**

Variables	Categories	Percentage
Gender	Male	47
	Female	53
Educational Qualification	SSLC	16
	UG	46
	PG	24
	Others	14
Monthly Income	Below 20,000	30
	21,000 – 40,000	51
	41,000 – 60,000	15
	Above 60,000	4
Influence of Paint Purchase	Family and Friends	32
	Advertisement	36
	House Painter	26
	Others	6
Frequency of Painting the house	Once in 6 months	1
	Once in a year	2
	Once in 2 years	11
	Once in 3 years	24
	More than 5 years	62

**Source: primary data**

The results of the above table show that the majority of the respondents are female (53 %) and majority of the are under graduate (46%), their monthly income is in the range of 21,000-40,000 (51%), the majority of the respondents are influenced by advertisement in purchasing a paint (36%) and majority of the respondents paint their house more than 5 years (62%).

### **ANALYSIS:**

The analysis is separated into two parts. In the first part, the impact of factors on the purchase decision. In the second part, the impact of purchase decision towards brand loyalty is shown.

### **THE IMPACT OF PRICE FACTOR ON PURCHASE DECISION**

The regression equation for each factor will be in the form of  $y = ax + b$ , where y is relating the price impact on purchase decision.

**Table1**

Variables	Un Standardized Coefficient (B)	SE OF B	Standardized Coefficient (B)	T value	P value
Constant	.148	.216		.684	.495
Price	.868	.003	.998	324.072	.000

The results of the regression indicates that price has a significant impact on the purchase decision of the respondents at  $p \leq 0.01$ . The results shows that the price have a strong positive impact on purchase decision. This means that, when the price is affordable, the purchase decision will also increases.

#### THE IMPACT OF BRAND IMAGE FACTOR ON PURCHASE DECISION

The regression equation for each factor will be in the form of  $y = ax + b$ , where y is relating the Brand Image impact on purchase decision.

**Table 2**

Variables	Un Standardized Coefficient (B)	SE OF B	Standardized Coefficient (B)	T value	P value
Constant	-.016	.066		-.250	.803
Brand Image	1.017	.001	1.000	1066.055	.000

The results of the regression indicates that brand image has a significant impact on the purchase decision of the respondents at  $p \leq 0.01$ . The results shows that the brand image have a strong positive impact on purchase decision. This means that, when the brand image increases, the purchase decision will also increases.

#### THE IMPACT OF PRODUCT QUALITY FACTOR ON PURCHASE DECISION

The regression equation for each factor will be in the form of  $y = ax + b$ , where y is relating the Product quality impact on purchase decision.

**Table 3**

Variables	Un standardized Coefficient (B)	SE OF B	Standardized Coefficient (B)	T value	P value
Constant	.027	.086		.318	.751
Purchase decision	.969	.001	1.000	816.053	.000

The results of the regression indicates that product quality has a significant impact on the purchase decision of the respondents at  $p \leq 0.01$ . The results shows that the product quality have a strong positive impact on purchase decision. This means that, when the product quality increases, the purchase decision will also increases.

#### THE IMPACT OF PURCHASE DECISION ON BRAND LOYALTY

The regression equation for each factor will be in the form of  $y=ax+b$ , where y is relating the purchase decision impact on brand loyalty.

**Table 4**

Variables	Un standardized Coefficient (B)	SE OF B	Standardized Coefficient (B)	T value	P value
Constant	.060	.102		.582	.561
Purchase Decision	.940	.001	1.000	642.599	.000

The results of the regression indicates that purchase decision has a significant impact on the brand loyalty of the respondents at  $p \leq 0.01$ . The results shows that the purchase decision have a strong positive impact on brand loyalty. This means that, when the purchase decision increases, the brand loyalty will also increases.



## RESULTS AND DISCUSSIONS

According to the model and the results of the factors using regression shown in table 1, the price factors determining the purchase decision have a positive impact on the brand loyalty, and as the purchase decision increases, the brand loyalty will also increase. And in table 2, shows that the brand image has an impact on purchase decision so as the brand loyalty, in table 3 the product quality factor determines the purchase decision which has an impact on the brand loyalty. Likewise in table 4, the purchase decision also have a positive impact on the brand loyalty. Brand Loyalty increases through purchase decision.

## CONCLUSION

Brand loyalty is a key in every successful business. The survey demonstrates the consumers purchase decision and their impact on brand loyalty. The survey assesses knowledge of paint, preference, frequency of paint purchase and brand loyalty. As a result, the study demonstrates Thoothukudi district consumers' perceptions on paint purchase purchase decision and brand loyalty towards them. The majority of people buy their paint by choosing price, brand image and product quality of the paint. All those factors have a positive impact on the purchase decision and also brand loyalty.

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