

Research Article

Brushing Consumer Minds: An Empirical Study on Perception Towards Ranga Paints in Chennai City

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Article History

Received: 18.03.2026

Accepted: 01.04.2026

Published: 22.04.2026

Abstract: The aim of this research titled “Consumer perception towards Ranga paints with special reference to Chennai City” is to analyze and understand how consumers perceive Ranga Paints, among other brands, in a sizable and highly competitive paint industry. Consumer perceptions are important and play an integral part in determining consumers’ purchase decisions, brand preference and eventually customer loyalty; particularly when many brands offer identical products. Research has been conducted based on identified key factors that construct consumers’ attitudes towards Ranga Paints i.e., product quality, product durability, price of products, variety of paint colours, brand image and after-sales service. Data for this study was collected through both primary and secondary sources. Primary data was collected through the use of a structured questionnaire distributed to 108 respondents in Chennai City using a convenience sampling technique. The data was statistically analysed using percentage analysis, Chi-square test, ANOVA and T-tests. The results of the research indicate that the majority of consumers are satisfied with Ranga Paints. Furthermore, the factors that significantly affected the perceptions of consumers include: product quality, affordability, and advertisement. Additionally, the findings of this research demonstrate that the majority of consumers make independent purchase decisions and are highly influenced by media and word- of-mouth communication.

Keywords - Consumer Perception, Ranga Paints, Customer Satisfaction, Buying Behavior, Brand Preference, Paint Industry, Product Quality, Pricing Strategy.

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INTRODUCTION

Consumer perception plays a crucial role in determining the success of brands in competitive markets such as the paint industry. Understanding how customers evaluate product quality, durability, pricing, and brand image is essential for companies like Ranga Paints to enhance their market position. The application of this study lies in improving marketing strategies, product development, and customer satisfaction by analyzing consumer behavior patterns. Various analytical techniques such as percentage analysis, Chi-square test, ANOVA, and regression analysis are widely used to interpret consumer perception data. However, these techniques sometimes fail to capture emotional and psychological factors influencing buying decisions, leading to partial insights. Previous studies such as and highlight that while quality and durability are major influencing factors, issues like product inconsistency and lack of awareness negatively impact customer satisfaction. Similarly, research emphasizes that despite strong brand presence, ineffective communication strategies reduce customer engagement. Furthermore, studies and reveal that limited digital interaction and poor after-sales service can weaken brand loyalty. In spite of various advancements in analytical methods and marketing approaches, challenges still persist in accurately understanding consumer perception in the paint industry. However, although modern techniques such as data analytics and customer feedback systems are being implemented, they often overlook regional preferences and localized market behavior. Even though companies invest in advertising and promotional activities, negative factors such as price sensitivity, availability issues, and competition from established brands continue to affect

consumer decisions. The application of these research findings is essential for developing customer-centric strategies and improving brand positioning. Moreover, integrating advanced techniques like sentiment analysis and AI-based customer insights can provide better accuracy in understanding consumer behavior. Therefore, this study focuses on analyzing consumer perception towards Ranga Paints in Chennai city by addressing existing research gaps and providing practical recommendations for improving customer satisfaction and market competitiveness.

THEORETICAL BACKGROUND OF THE STUDY

Consumer perception is a fundamental concept in marketing that explains how individuals interpret and evaluate products based on their experiences, beliefs, and external influences. In the paint industry, perception is shaped by factors such as product quality, durability, price, color variety, and brand image, which directly influence customer satisfaction and purchase decisions. The application of consumer perception theory helps companies like Ranga Paints understand customer expectations and improve their offerings. Models such as the Stimulus-Response Theory and Theory of Buyer Behavior explain how external stimuli like advertisements and promotions affect consumer decisions. Analytical techniques such as percentage analysis, Chi-square test, and ANOVA are commonly used to study consumer behavior; however, these methods may not fully capture emotional and psychological influences, leading to incomplete insights. Additionally, theories such as Customer Satisfaction Theory, Brand Equity Theory, and Expectancy-Disconfirmation Theory highlight the relationship between product performance, customer expectations, and brand loyalty. These theories suggest that satisfaction occurs when product performance meets or exceeds expectations, thereby encouraging repeat purchases. However, despite the use of these theoretical frameworks, challenges such as intense competition, price sensitivity, and changing consumer preferences continue to affect perception in the paint industry. In spite of advancements in marketing and data analysis techniques, understanding consumer perception remains complex due to subjective opinions and regional variations. Therefore, this study applies these theoretical concepts to analyze consumer perception towards Ranga Paints in Chennai city and to provide insights for improving customer satisfaction and competitive positioning.

REVIEW OF LITERATURE

Recent studies have extensively examined consumer perception and buying behavior in various industries, including paints. Shagyrov and Shamoï (2024) analyzed the role of color in influencing consumer perception using techniques such as sentiment analysis and clustering, concluding that color significantly affects brand preference; however, the study faced limitations in addressing cultural and contextual differences. Similarly, Hasan et al. (2024) conducted a systematic review using bibliometric techniques to study sustainable materials and supply chains, highlighting that eco-friendly practices influence consumer perception, although lack of awareness and implementation challenges remain significant issues. Further, Sreedhar (2025) applied statistical tools such as regression analysis and ANOVA to examine consumer behavior in the paint industry and found that price, brand loyalty, and product quality are key determinants, but the study was limited in capturing emotional aspects of consumer decision-making. Moreover, a recent study on paint industry marketing strategies (2026) emphasized the importance of advertisement, product quality, and brand image in shaping consumer perception, yet it identified strong competition and minimal product differentiation as major challenges. In addition, an industry analysis report (2025) focused on market trends and consumer purchasing patterns using forecasting and analytical techniques, revealing that factors such as fluctuating costs, environmental regulations, and supply chain issues negatively influence consumer perception. In spite of these research contributions, there remains a gap in understanding localized consumer behavior, especially in specific regions like Chennai. Therefore, this study attempts to address these limitations by analyzing consumer perception towards Ranga Paints with a regional focus.

RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyze consumer perception towards Ranga Paints with special reference to Chennai city. Both primary and secondary data were used for the study. Primary data was collected through a well-structured questionnaire consisting of both closed-ended and open-ended questions, designed to capture consumer opinions regarding product quality, price, brand image, durability, and satisfaction levels. A convenient sampling technique was employed to select respondents, and a total of 108 consumers participated in the survey. The study area was limited to Chennai city, ensuring focused insights into regional consumer behavior. Secondary data was collected from books, journals, websites, and previous research studies to support the analysis and provide theoretical background. For analyzing the collected data, various statistical tools and techniques were applied, including percentage analysis, Chi-square test, ANOVA, and T-test. Percentage analysis was used to understand the distribution of responses, while Chi-square test helped in identifying relationships between variables such as demographic factors and satisfaction levels. ANOVA was applied to determine the impact of different factors on consumer perception, and the T-test was used to compare mean values between groups. However, despite the use of these quantitative techniques, certain limitations exist, such as the inability to fully capture emotional and psychological aspects of consumer behavior. Therefore, the study combines statistical analysis with interpretative insights to provide a comprehensive understanding of consumer perception towards Ranga Paints.

Table 1: Demographic Profile of Respondents

Variable	Category	No. of Respondents	Percentage (%)
Age	Up to 30 years	77	71.3%
	31–40 years	27	25.0%
	Above 41 years	4	3.7%
Gender	Male	23	21.3%
	Female	85	78.7%
Educational Qualification	Up to HSC	31	28.7%
	UG	51	47.2%
	PG	24	22.2%
Marital Status	Professional	2	1.9%
	Married	53	49.1%
Occupation	Unmarried	55	50.9%
	Agriculture	18	16.7%
	Business	35	32.4%
	Private Employee	53	49.1%
Type of Family	Government Employee	2	1.9%
	Joint	45	41.7%
Area of Residence	Nuclear	63	58.3%
	Urban	79	73.1%
Monthly Income	Rural	29	26.9%
	Up to ₹15,000	55	50.9%
	₹15,001–₹20,000	46	42.6%
	₹20,001–₹25,000	5	4.6%
	Above ₹25,000	2	1.9%

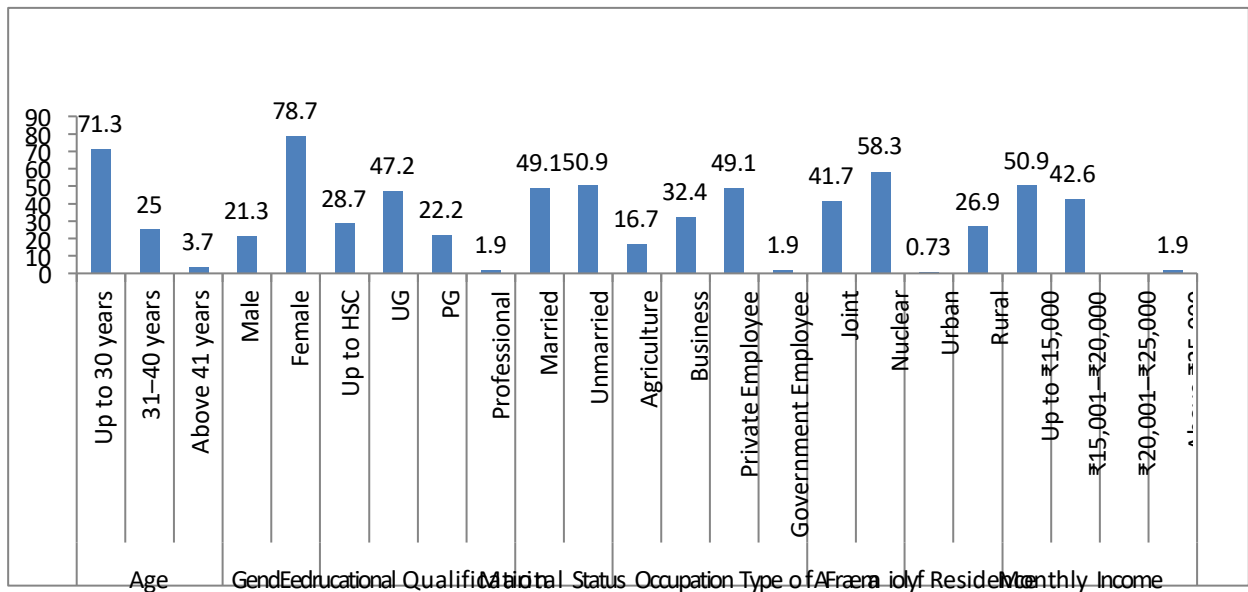


Chart 1: Demographic Profile of Respondents

Interpretation

The majority of respondents (71.3%) belong to the age group up to 30 years. Most respondents are female (78.7%) and a significant portion are undergraduates (47.2%). Nearly equal proportions are married (49.1%) and unmarried (50.9%). A majority are private employees (49.1%) and belong to nuclear families (58.3%). Most respondents reside in urban areas (73.1%) and earn up to ₹15,000 (50.9%). This indicates that the study mainly represents young, urban, and middle-income consumers.

Table 2: Source of Information about Ranga Paints

Source of Information	No. of Respondents	Percentage (%)
Television	45	41.7
Newspaper	5	4.6
Advertisement	18	16.7
Neighbor	28	25.9

Friends & Relatives	7	6.5
Others	5	4.6

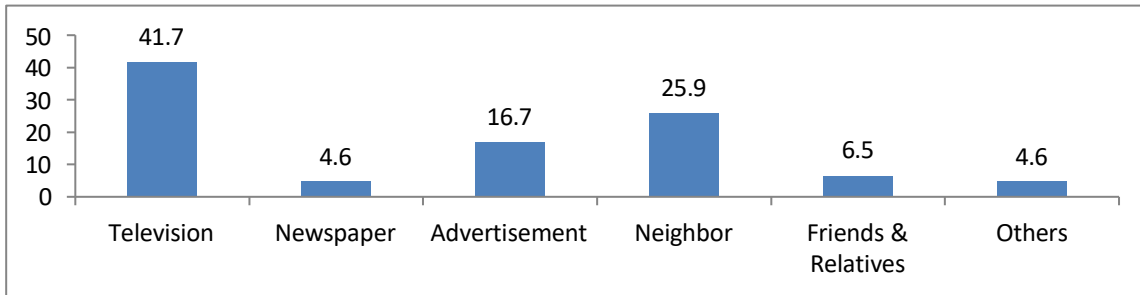


Chart 2: Source of information

Most respondents (41.7%) became aware of Ranga Paints through television, followed by neighbors (25.9%), indicating that media and word-of-mouth are key sources of information.

Table 2: Location of Purchase of Ranga Paints

Location of purchase	No. of Respondents	Percentage (%)
Paint Shop	93	86.1
Dealers	4	3.7
Departmental Store	11	10.2

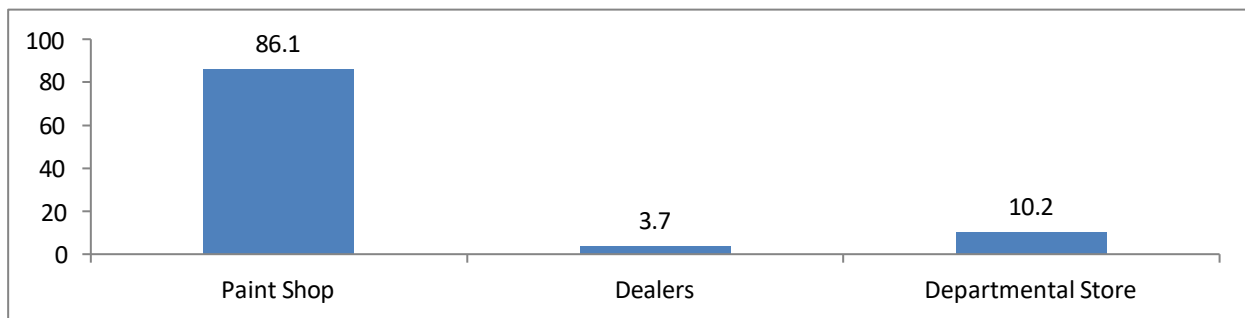


Chart 3: Location of Purchase of Ranga Paints

Interpretation:

Most respondents (86.1%) purchase paints from paint shops, showing that retail outlets are the primary purchase channel.

Table 4: Overall Satisfaction towards Ranga paints

Level of satisfaction	No. of Respondents	Percentage (%)
Highly Satisfied	51	47.2
Satisfied	46	42.6
Neutral	5	4.6
Dissatisfied	2	1.9
Highly Dissatisfied	4	3.7

Chart 4: Overall Satisfaction towards Ranga paints

Interpretation

Most respondents are either highly satisfied (47.2%) or satisfied (42.6%), showing a strong positive perception towards Ranga Paints.

STATISTICAL ANALYSIS

HYPOTHESIS -1

ANOVA

- H0: There is no significant relationship between the age of respondents and their perception towards the factors influence in their purchase of Ranga paints.

- H1: There is significant relationship between the age of respondents and their perception towards the factors influence in their purchase of Ranga paints.

Age	Sum of Squares	Df	Mean Square	F vlaue	Sig.
Between Groups	0.225	2	0.113	0.055	0.947
Within Groups	216.691	105	2.064		
Total	216.917	107			

Interpretation:

The above table shows that the P value (0.947) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on age group of the respondents with respect to level of influence. It is inferred that age group of the respondents does not influence to purchase Ranga paints.

Statistical analysis

HYPOTHESIS -2

ANOVA

- H0: There is no significant relationship between the Gender of respondents and their perception towards the factors influence in their purchase of Ranga paints.
- H1: There is significant relationship between the Gender of respondents and their perception towards the factors influence in their purchase of Ranga paints.

Gender	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.553	2	3.277	1.293	0.279
Within Groups	266.076	105	2.534		
Total	272.630	107			

Interpretation

The above table shows that the P value (0.279) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on Gender of respondents with respect to level of influence. It is inferred that Gender does not influence to purchase Ranga paints.

HYPOTHESIS -3

ANOVA

- H0: There is no significant relationship between the marital status of respondents and their perception towards the factors influencing their purchase of Ranga paints.
- H1: There is significant relationship between marital status of respondents and their perception towards the factors influencing their purchase of Ranga paints.

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.237	2	1.118	0.997	0.372
Within Groups	117.763	105	1.122		
Total	120.000	107			

Interpretation

The above table shows that the P value (0.372) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on Marital Status of the respondents with respect to level of influence. It is inferred marital status of the respondents does not influence thbtheir purchase of Ranga paints

HYPOTHESIS -5

ANOVA

- H0: There is no significant relationship between the two categories that are Monthly income of the respondents and their level of influence to purchase Ranga paints.
- H1:: There is significant relationship between Monthly income of the respondents and their level of influence to purchase Ranga paints.

	Sum of Squares	df	Mean Square	F	Sig.
Monthly income					
Between Groups	0.500	2	0.250	0.636	0.531
Within Groups	41.241	105	0.393		
Total	41.741	107			

Interpretation:

The above table shows that the P value (0.531) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on Monthly income of the respondents with respect to level of satisfaction. It is inferred that Monthly income of the respondents does not influence to purchase Ranga paints.

HYPOTHESIS -6

ANOVA

- H0: There is no significant relationship between the Marital Status of the respondents and their level of influence to purchase Ranga paints.
- H1: There is significant relationship between Marital Status of the respondents and their level of influence to purchase Ranga paints.

Marital Status	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.237	2	1.118	0.997	0.372
Within Groups	117.763	105	1.122		
Total	120.000	107			

Interpretation

The above table shows that the P value (0.372) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on Marital Status of the respondents with respect to level of influence. It is inferred that marital status does not influence to purchase of Ranga paints.

CONCLUSION

The study on Consumer Perception towards Ranga Paints with Special Reference to Chennai City reveals that consumer perception plays a vital role in influencing purchase decisions and brand preference in the paint industry. The analysis shows that a majority of respondents are satisfied with the quality, durability, and affordability of Ranga Paints. Factors such as product quality, brand image, and advertisement have a strong impact on consumer behavior, while demographic variables like age and income also influence satisfaction levels. The findings indicate that Ranga Paints has successfully established a positive image among consumers, supported by high levels of recommendation and repeat purchase intention. However, despite the positive perception, there are certain areas that require improvement, such as increasing brand awareness, enhancing product innovation, and strengthening marketing strategies to compete with leading brands. The study concludes that by focusing on customer-centric approaches, improving product quality, and adopting effective promotional techniques, Ranga Paints can further strengthen its market position. Overall, the research provides valuable insights that can help the company improve customer satisfaction and achieve sustainable growth in a competitive market environment.

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