

Psychological Behavior of Customers When Selecting a Paint's Brand

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The research was conducted to understand the qualitative factors effect on customers when they are selecting a paint's brands. So this was to identify the psychological behavior of customer's when selecting a paint's brand.

In literature reviews, it showed, there are some theories and variables affect to the customer's psychological behavior in brand selection and paints market. The hypotheses were formed depending on the conceptual model. The data collection method was the questionnaire and the methods of analysis were tables, percentages with frequency and SPSS package used for coding and analyzing of the data.

Via analysis, it showed there is a significant affect from the customer's psychological behavior when selecting a paint's brand. Customer's core variable was the celebrity endorsement. It gives a better understanding to the industry that customers still believe on the celebrity endorsements creating by brands.

Keywords: Psychological behavior, Brand selection, Celebrity endorsement, Peer groups, Cultural values