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A Study On Consumer Behaviour Towards Building Paints With Reference To Coimbatore

Mr. Kanagaraj Kumar S [1], Mr. Srivatsan R [2], Mr. Thinesh Kumar V S [3]

School of Management
Sri Krishna College of Engineering and Technology, Coimbatore.

ABSTRACT-.

This study explores consumer behaviour in the building paint industry in Coimbatore, analysing factors such as brand perception, price sensitivity, durability, colour preferences, marketing influence, and environmental concerns. Data was collected through structured surveys and analysed using statistical tools like ANOVA, Regression, and Correlation in Jamovi.

Findings reveal that while brand reputation and colour appeal attract initial interest, final purchase decisions are driven by durability, eco-friendliness, and dealer recommendations. A growing number of consumers are willing to pay a premium for high-quality, sustainable paints, reflecting a shift towards eco-conscious choices. The study also emphasizes the strong impact of dealer influence and marketing strategies on brand preference. To stay competitive, paint manufacturers must focus on quality assurance, sustainability, and targeted marketing initiatives to enhance brand loyalty and customer satisfaction.

INTRODUCTION

The building paint industry plays a crucial role in both residential and commercial construction, providing not only aesthetic value but also functional benefits such as durability and environmental protection. With rapid urbanization and increasing consumer awareness, the industry has seen a significant shift in consumer preferences. Factors such as quality, price, brand reputation, and sustainability influence purchasing decisions, compelling paint manufacturers to adopt innovative marketing strategies. As competition intensifies, companies must understand evolving consumer behaviour to differentiate their products and build strong customer loyalty.

Consumer decision-making in the paint industry is shaped by a combination of product attributes, environmental consciousness, and marketing influence. Traditional factors like durability and affordability remain important, but emerging trends indicate a growing preference for low-VOC (volatile organic compounds) and eco-friendly paints. Additionally, digital platforms, including social media, online reviews, and influencer marketing, have become critical in shaping brand perception and consumer trust. Understanding these dynamics enables manufacturers to develop targeted promotional strategies and enhance customer engagement.

This study explores the key factors influencing consumer behaviour in the building paint industry, analysing the impact of price sensitivity, brand loyalty, eco-consciousness, and digital marketing on purchasing decisions. Using quantitative data and statistical techniques such as regression analysis and ANOVA, the research aims to provide valuable insights into consumer preferences. The findings will help industry stakeholders optimize their marketing approaches, distribution channels, and sustainability initiatives, ultimately strengthening their market position in an increasingly competitive landscape.

STATEMENT OF THE PROBLEM:

This project aims to analyse the key factors influencing consumer purchasing decisions in the building paint industry, focusing on aspects such as quality, price, brand reputation, and eco-friendliness. It seeks to identify the most effective marketing strategies and consumer engagement techniques that drive brand preference and loyalty. The study will provide insights to help paint manufacturers optimize their product positioning, promotional efforts and sustainability initiatives in a competitive market.

OBJECTIVES OF THE STUDY:

- To study the factors influencing consumer purchasing decisions regarding building paints.
- To analyze the impact of media on consumer purchasing behaviour.
- To identify consumer preferences for specific paint features

SCOPE OF STUDY:

The scope of this study is focused on understanding consumer behavior in the marketing of building paints, specifically within the context of consumer preferences, purchase decisions, and factors influencing these choices. The study will primarily target consumers who are involved in purchasing or using building paints, including both residential and commercial customers. It will explore a variety of factors such as brand perception, price sensitivity, quality expectations, and the growing importance of sustainability in purchasing decisions

II.REVIEW OF LITERATURE

Sreedhar. R (2024) This study investigates the consumer behavior of farmers in the marketing of cardamom in Theni District, Tamil Nadu. Findings highlight that price fluctuations, supply chain inefficiencies, and financial constraints significantly impact farmers' decisions. Consumer demand for organic and high-quality cardamom has grown, pushing marketers to focus on sustainable farming techniques and transparent trade practices. The study concludes that efficient market linkages and financial incentives can enhance the profitability of cardamom marketing.

Dharmaraj. R & Amudha. M (2024) This comparative study explores rural and urban consumer behavior towards durable and non-durable products in Vellore District. Findings indicate that urban consumers prioritize brand loyalty, convenience, and modern retail formats, whereas rural consumers emphasize affordability, necessity, and local brand preferences. Marketers need differentiated pricing and promotion strategies to cater to these distinct segments effectively.

Rahul. V & Sneha. K (2023) This research focuses on consumer purchasing behavior in the online grocery segment. Findings indicate that price sensitivity, convenience, and trust in quality are major factors influencing online grocery shopping. Loyalty programs, personalized recommendations, and faster delivery services are critical for retaining digital consumers. The study concludes that online grocery platforms should enhance user experience and trust to drive long-term engagement.

Meera. P & Lakshmi. K (2022) This research investigates the factors that drive consumer preferences for eco-friendly packaging in consumer goods. Findings indicate that sustainability concerns, perceived value, and corporate social responsibility significantly affect purchasing decisions. The study suggests that companies should adopt green packaging and engage in transparent communication to attract environmentally conscious consumers.

Latha A (2022) Analyzing consumer behavior in retail format selection during and post-COVID-19, this study reveals a shift towards e-commerce, modern trade, and convenience-driven purchases. Income levels and location significantly impact retail format preference. The study suggests that retailers must invest in digital platforms, improve supply chain resilience, and enhance in-store experiences to meet changing consumer demands.

METHODOLOGY USED IN THIS STUDY RESEARCH DESIGN:

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SAMPLE SIZE:

The sample size is **157** respondents

SAMPLING TECHNIQUE:

This study employs a stratified random sampling technique to ensure a representative selection of respondents from two key stakeholder groups: customers and dealers involved in the purchase and marketing of building paints.

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data can be defined as the data's collected from the source where the originally originates from and used for the research. This research contains the primary data where the questionnaire is collected from various areas of Coimbatore from the individuals.

SECONDARY DATA

Secondary data are defined as the data's which are collected by someone and used by the others. It also reduces spending time on the collection of data as the information is already collected.

TOOLS FOR ANALYSIS:

Following tools are used in the study
- Percentage analysis.
- ANOVA analysis.
- Regression analysis.

LIMITATIONS OF THE STUDY:

- The sample size is limited to 157 respondents.
- The research was conducted only in Coimbatore city.

TABLE: SIMPLE PERCENTAGE ANALYSIS

Factors	Particulars	No. of Respo ndens	Percent age
Gender	Male	112	71.3
	Female	28	17.8
	Prefer not to say	1	0.6
Age	18-25	54	34.4
	26-35	51	32.5
	36-50	39	24.8
	Above 51	10	6.4
	Prefer not to say	3	1.9
Occupation	Contractor	19	12.1
	Architect	23	14.6
	Builder	17	10.8
	Home owner	34	21.7
	Others	64	40.8
Monthly Income	Below Rs.20,000	24	15.3
	Rs.20,000-50,000	41	26.1
	Rs.50,001-1,00,000	31	22.8
	Above RS.1,00,000	17	10.8
	Prefer not to say	28	44
Location	Urban	31	38.2
	Semi-urban	25	15.9
	Rural	31	19.7
	Town area	31	19.7
	Others	10	6.4
Factors Influencing Paint Purchase	Price	39	24.8
	Quality and Durability	86	54.8
	Brand Reputation	15	9.6
	Availability	7	4.5
	Eco-friendliness	10	6.4

INTERPRETATION

The simple percentage analysis reveals key demographic and behavioral insights about dairy machinery users. The majority of respondents are male (71.3%), with smaller proportion of females (17.8%). Most respondents fall within the age group of 18-25 are (34.4%) and age group of (26-35) are (31.5%). Others (40.0%) form the largest occupational segment, followed by home owners (20.7%) and architects (14.6%). Majority of monthly income of Rs. 20,000-50,000 are (26.1%) followed by income group of Rs. 50,001-1, 00,000 are (22.8%). Urban, Semi- Urban and Towns areas Share an equal distribution of (31%) of purchasing paints in different locations. Quality and Durability (54.8%) and Price (24.8%) are the most influential factors in purchase decisions, followed by brand reputation (9.6%) and eco-friendliness (6.4%).

1V. DATA ANALYSIS

ANOVA

Paint Spending Across Income Groups: Understanding How Economic Status Affects Consumer Purchases:
Hypothesis:

H_0 **(Null Hypothesis):** Income level does not affect paint

H_1 **(Alternative Hypothesis):** Income level affects paint spending.

	Sum of Squares	df	Mean Square	F	p	$\eta^2 p$
Overall model	18.8	4	4.70	2.96	0.022	
Income	18.8	4	4.70	2.96	0.022	0.072
Residuals	241.6	152	1.59			

INTERPRETATION:

The ANOVA test was conducted to determine whether paint spending varies significantly across different income groups. The F-value is 2.96, with a p-value of 0.022, which is less than 0.05, indicating that the difference in paint spending across income groups is statistically significant. This means we reject the null hypothesis and conclude that income level has a significant impact on how much consumers spend on building paints.

Spending in purchasing paint across Income Groups:

Hypothesis:

- H_0 **(Null Hypothesis):** There is no significant difference in spending in purchasing paint across different income groups.
- H_1 **(Alternative Hypothesis):** Spending in purchasing paint significantly differs across income groups.

Kruskal-Wallis			
	χ^2	df	p
How much do you typically spend on building paints?	9.54	4	0.049

INTERPRETATION:

The Kruskal-Wallis test was conducted to analyze differences in paint spending across various income groups. The test result ($\chi^2 = 9.54$, df = 4, p = 0.049) indicates a statistically significant difference, as the p-value is just below 0.05. This suggests that income levels influence how much consumers spend on paints, with higher-income groups likely allocating more to premium or branded products, while lower- income groups may opt for more budget-friendly options. Since the null hypothesis is rejected, it can be inferred that paint spending patterns vary across income groups, highlighting the need for income-based market segmentation.

REGRESSION ANALYSIS

Effect of Income and Location on Paint Spending:
Hypothesis:
H_0: Income and location do not affect paint spending.

H₁: Income and location affects paint spending.

Model	R	R²	Adjusted R²	Overall Model Test			
				F	df1	df2	p
1	0.251	0.0630	0.0509	5.18	2	154	0.007

Note. Models estimated using sample size of N=157

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Income	15.890	1	15.890	10.029	0.002
Location	0.552	1	0.552	0.348	0.556
Residuals	243.993	154	1.584		

INTERPRETAION:

The regression analysis evaluates whether price preference and brand reputation influence consumer satisfaction. The overall model is significant ($p < 0.001$), with an R^2 value of 0.0973, indicating that 9.73% of the variation in consumer satisfaction is explained by price and brand reputation. The results show that brand reputation has a significant impact on consumer satisfaction ($p < 0.001$), while price preference is not a significant predictor ($p = 0.245$). This suggests that consumers value brand reputation more than price when evaluating satisfaction with their paint purchases.

Impact of Price and Brand Reputation on Consumer Satisfaction:

Hypothesis:

- H₀: Price preference and brand reputation do not affect consumer satisfaction.
- H₁: Price preference and/or brand reputation affect consumer satisfaction

Model	R	R²	Adjusted R²	Overall Model Test			
				F	df1	df2	p
1	0.312	0.0973	0.0856	8.30	2	154	<.001

Note. Models estimated using sample size of N=157

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
What is the most important factor influencing your paint purchase decision?	0.965	1	0.965	1.36	0.245
Which brand of paint do you trust the most?	9.821	1	9.821	13.87	<.001
Residuals	109.039	154	0.708		

INTERPRETATION:

The regression analysis evaluates whether price preference and brand reputation influence consumer satisfaction. The overall model is significant ($p < 0.001$), with an R^2 value of 0.0973, indicating that 9.73% of the variation in consumer satisfaction is explained by price and brand reputation. The results show that brand reputation has a significant impact on consumer satisfaction ($p < 0.001$), while price preference is not a significant predictor ($p = 0.245$). This suggests that consumers value brand reputation more than price when evaluating satisfaction with their paint purchases.

FINDINGS

- The study reveals that 54.8% of respondents prioritize paint durability and quality over price.
- Quality is the primary factor because 24.8% of consumers consider price as a key decision factor.
- The research finds that 9.6% of consumers select paints based on brand reputation, showing that well-established brands hold a competitive advantage.
- The research suggests that only 6.4% of respondents prioritize sustainability, awareness of low-VOC and eco-friendly paints is increasing.
- Digital platforms, particularly social media and online ads, play a crucial role in influencing consumer choices.
- ANOVA results show a significant difference in paint spending across different income groups ($p = 0.022$), withhigher-income consumers willing to spend more.
- Regression analysis reveals that location does not have a strong influence on paint spending ($p = 0.556$).
- Regression analysis indicates that brand reputation has a stronger effect on consumer satisfaction ($p < 0.001$) compared to price.
- The analysis reveals that 38.2% of respondents buy paints from local retailers, while 32.5% purchase from wholesalers, highlighting the importance of offline sales.
- A majority of respondents belong to the 18-35 age group, showing that younger homeowners and professionals are driving demand.

V.SUGGESTION:

- Focus on manufacturing high-quality, durable, and weather-resistant paints to meet consumer expectations.
- Promote eco-friendly features like low-VOC content and energy efficiency to attract environmentally conscious buyers.
- Balance pricing strategies to offer both affordable and premium paint options.
- Strengthen digital marketing through platforms like Instagram, YouTube, and Facebook for better consumer reach.
- Offer expert advice, online tools, and AR-based paint preview apps to support informed purchase decisions.
- Expand distribution networks to semi-urban and rural areas to improve accessibility

VI. CONCLUSION:

This study underscores the critical role of consumer behaviour in the marketing of building paints, with quality, price, brand reputation, and eco-friendliness emerging as key purchase drivers. Findings reveal that while durability remains the top priority, marketing strategies, digital engagement, and social media branding play a vital role in influencing buying decisions. Furthermore, higher-income consumers are willing to spend more on paints, whereas geographical location has minimal impact on expenditure. To maintain competitive advantage, paint manufacturers must focus on product innovation, expand sustainable paint options, and strengthen digital marketing strategies. Additionally, building strong retail partnerships, investing in influencer collaborations, and offering loyalty programs will enhance customer engagement and sales. By aligning marketing efforts with evolving consumer trends, businesses can ensure long-term success and sustainable growth in the building paint industry.

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