

A Factors Influencing the Paint Purchasing Decisions of Engineers, Contractors, Dealers and consumers in Virudhunagar District, Tamil Nadu

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Abstract

The research looks into which factors engineers, contractors, dealers, and customers in Tamil Nadu's Virudhunagar District consider while making paint purchases. Manufacturers and sellers must comprehend these preferences in order to improve their market position. Using structured questionnaires and advanced data analysis tools, the study collected primary and secondary data using exploratory and descriptive research approaches. The results showed that the most important elements were brand recognition, cost, durability, and product quality. While consumers were more influenced by brand image, promotional offers, and after sales support, engineers and contractors placed a higher priority on performance and technical features. Dealers prioritized customer recommendations and product availability. Long term partnerships, specialized projects, and credit facilities increased brand loyalty, making Asian Paints and Nippon the most popular brands in the area. According to the research findings, customized marketing tactics can greatly increase market share and brand

loyalty. Paint manufacturers may better match their goods and advertising campaigns to local consumers expectations by being aware of these regional preferences, which will support the Virudhunagar market's steady growing.

Keywords: Consumer awareness, Buying behaviour, Purchase intention, Consumer satisfaction, Decision making process, Post purchase behaviour.

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I. INTRODUCTION

The paint firm, which is well known for its bright colours and wide variety of products, is essential in determining both exterior and interior design. Influencers play a vital role in this ever changing industry as middlemen, bridging the gap between paint producers and final customers. Knowing the preferences and viewpoints of these influencers is essential for paint firms hoping to rule the market, particularly given Virudhunagar District's strong competition. Growing development, infrastructure development, and consumer awareness have all contributed to the paint industry's rapid growth in India. Professionals like engineers and contractors, middlemen like dealers, and end users or consumers all have quite different decision making processes when it comes to buying paint in districts like Virudhunagar, Tamil Nadu. For businesses looking to enter and grow in regional markets, it is essential to understand these unique preferences.

Engineers, contractors, dealers, and customers are the main subjects of this study, which aims to clarify the particulars of influencer decision making. The study is to determine the primary factors influencing paint purchasing choices in this particular market by looking at their perceptions, preferences, and decision making processes. Virudhunagar District, which reflects a wide range of economic and consumer behaviours in beauty of the southern Indian state of Tamil Nadu. In this market, painters and dealers of retail paint shops stand out as important players who offer insightful information about customer preferences. This study aims to develop a deep understanding of the influencer ecosystem in the Virudhunagar District using

surveys, interviews, and observational data. To find out how they influence user views and brand switching, factors like price tactics, advertising strategies, product quality, packing, customer service, and brand reputation are investigated.

II. REVIEW OF LITERATURE:

1. This study looks at the variables influencing Nippon Paint brand preference in a cutthroat industry were examined by S. Suganya et al. Its objectives include identifying rival brands, comprehending the factors that influence retailer, painter, and engineer preferences, and monitoring brand movement inside retail establishments. The study collected secondary data from websites, papers, and magazines and primary data using structured questionnaires using a descriptive methodology. Through convenience selection, 134 engineers and painters were chosen as respondents. Regression, charts, and weighted averages were used to analyse the data. The results provide information about the dynamics of brand choice, which directs the creation of market strategies.
2. Muhammad Baiqun Isbahi concentrated on for the development of hypotheses and supporting variables in new study, prior scientific investigations are crucial. In order to investigate the three main determinants of purchase decisions product quality, price, and consumer interest this study explores the literature on consumer behavior. Developing research hypotheses based on these variables is the aim. The results show that these three elements are the main influences on customer purchasing decisions.
3. Elizabeth Emperatriz García-Salirrosas et al assessed the purpose of this systematic study is to (a) find Green Marketing (GM) strategies that are associated with consumer buying patterns and (b) suggest a model for long-term value creation. 34 studies were chosen for analysis out of 248 documents that were obtained from Web of Science and Scopus using the PRISMA approach. Five criteria were used to classify GM's practices: marketing mix, advertising, purchase experience, business image, and green products and services. Environmental awareness, green satisfaction, attitude, desire to buy, trust, loyalty, and other factors are among the important behavioural characteristics that have been identified. The "Green Consumption Cycle for Sustainable Value" model serves as the study's conclusion.

4. Nathalie Pena García et al judged the Social psychology dimensions, including attitude, subjective norms, perceived behavioural control, ease of use, and perceived usefulness, as well as unconventional components like buying urge, compatibility, and self efficacy, are used in this study to analyse important aspects impacting the adoption of e-commerce. Multigroup analysis with EQS 6.3, structural equations, and CFA were used to assess the model using data from 584 online shoppers in Colombia and Spain. The results demonstrate that national culture strongly moderates several model interactions, especially in impulsive purchase behaviour, and that self efficacy is a crucial predictor of e-commerce adoption across cultures. The results provide useful information for businesses growing globally and online.
5. Social media has revolutionized how businesses operate and had a big impact on consumer behaviour, particularly among young people were survived by Dr. Vinay Kumar et al. With an emphasis on people who interact with or ignore ads, this study investigates how internet platforms impact consumer reactions to them. In order to better engage with customers, marketers are turning to internet based advertising, including popups and direct mail, as digital communication becomes essential for companies in fierce competition. Examining moderating factors such as attitude, subjective norms, and perceived behavioural control, the study explores how internet advertisements affect purchase intentions and behaviour. It also draws attention to the difficulties marketers encounter when modifying their tactics to suit customer preferences and guarantee sustained satisfaction.
6. Wanshan Han concentrated on that online purchasing has greatly increased in China as a result of the country's fast Internet technology development. This study uses both theoretical and empirical methods to investigate the major elements influencing online consumers' decisions to buy. Although it still applies, the Five Stage Consumer Buying Process need identification, information search, alternative appraisal, purchase decision, and post buy behaviour has changed in the setting of e commerce. The study offers a thorough model of consumer decision-making after analyzing these phases in the online setting.
7. Nor Asiah Omar et al were evaluated the lack of a COVID-19 vaccine and the scarcity of information in the early stages of the pandemic increased public susceptibility, resulting in widespread panic purchases and supply chain disruptions at retail

establishments were evaluated by Nor Asiah Omar et al. Using behavioral inhibition, reactance, and expectancy theories, this study examines how fear, perceived severity, scarcity, and uncertainty affect panic buying during the 2020 outbreak in Malaysia. Uncertainty and perceived scarcity raise anxiety, which in turn mediates panic buying behaviour according to structural equation modelling. These findings indicate the need for further empirical study to strengthen retail strategy and enhance consumer support during crises.

8. In order to promote travel destinations and increase investment, marketing is essential. In this descriptive correlational study, 332 local and foreign visitors to Guiuan, Eastern Samar, were asked about their psychographic intentions and shopping patterns were examined by Jordan M. Cabaguing et al. The findings indicate that tourists place a high importance on fair pricing, service quality, product quality, and easily accessible internet information. To improve the destination's reputation, it is advised that local governments work with organizations to promote service improvement and maintain hospitality. Future decisions can be guided by consumer data collection, and local manufacturers can increase product appeal and cultivate client loyalty with the support of a customized marketing framework.
9. Growing environmental awareness has become a key factor in consumer decision-making were judged by Tricianell R. Dionela et al. This study investigates the impact of environmental consciousness and involvement degree on ecofriendly purchasing behaviour, using an extended Theory of Reasoned Action (TRA) model that includes individual characteristics. Data were collected via an online survey from Metro Manila residents, and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results show both environmental consciousness ($\beta = 0.38$) and involvement degree ($\beta = 0.311$) significantly influence attitudes, while both also directly affect eco-friendly purchasing behaviour ($\beta = 0.423$ and $\beta = 0.46$, respectively). These findings provide strategic insights for eco-friendly brands and suggest directions for future research.
10. Ramo Palalic et al analyzed the impact of social media on Pakistani consumers' purchasing habits, including complicated, habitual, variety seeking, and dissonance-reducing patterns, is investigated in this study. The study, which used a self administered online poll with 396 respondents, discovered that social media has a

rather substantial impact, with word of mouth and the legitimacy of the information being the main determinants. The increasingly sophisticated purchasing habits of consumers under 40 indicate the necessity for specialized marketing techniques. The results indicate that in order to facilitate speedier decision making, entrepreneurs should concentrate on distinction and unambiguous brand messaging. Additionally, this study presents fresh perspectives on the factors influencing consumer behaviour that set it apart from earlier studies.

11. Dr. Bayad Jamal Ali were focused on Iraq has seen an increase in online commerce, particularly for durable electronic items, as a result of COVID-19 restrictions and growing internet usage. Using sales data from Samsung to illustrate the rise in internet purchases, this study investigates how the pandemic affected consumer behaviour. Many markets responded with innovation, while others found it difficult to adjust. All things considered, it seems that COVID-19 has sped up Iraqi customers' transition to technology and internet shopping.
12. Fuad Mohammed Alhamdi concentrated on because buyers frequently rely on rapid signals, such as packaging design, colour, and quality, when making purchasing judgments, about 95% of new items fail each year. Packaging is currently regarded as a fundamental component of the marketing mix and has a significant impact in determining a product's image. The significance of packaging in drawing in customers is examined in this study, along with the difficulties businesses encounter in this regard. Basic statistical techniques were used to assess secondary sources and data from 600 Riyadh customers. Results show that packaging has a big impact on customer appeal in a lot of different ways. In line with changing customer tastes and technology advancements, the report advises businesses to implement contemporary, environmentally friendly packaging techniques.
13. Muhammad Ramzan et al discussed using a sample of 200 online shoppers (100 men and 100 women between the ages of 20 and 40), this study examined the connection between social media influence, entrepreneurial dynamics, and consumer purchasing behavior. The results verified the relationship between social media, entrepreneurship, and consumer decision making using known scales. Consumer purchase decisions were greatly impacted by both entrepreneurial influence and social media, with social media having a greater impact on women than on males. The study underscores the

significance of gender sensitive marketing strategies and the function of social media as a behavioural trigger. Future studies on how technologies like AI and AR might further influence these dynamics are also suggested.

14. In Jordan's cosmetics business, this study looks at how social networking, perceived value, and electronic marketing (word of mouth) affect consumer purchasing decisions by fostering consumer trust were analyzed by Mohammad ALHALALMEH et al. SEM analysis of 223 respondents' survey data reveals that perceived value has a major influence on both consumer trust and purchasing behaviour. While electronic word-of-mouth has no discernible impact on either, social networking does influence purchasing behaviour but not trust. Furthermore, the relationship between perceived value and purchasing behaviour is strongly mediated by consumer trust.
15. Mohamad Toha and Supriyanto were discussed by an extension of marketing research, consumer research aims to improve management decision making by comprehending consumer behaviour. Businesses need to match their offerings to the needs of their customers in today's consumer driven economy. A key component of marketing strategy and planning is consumer behaviour, which is influenced by a number of factors. The target market, purchasing patterns, and market demand are the main forces behind the consumer research process, and they are examined in this overview of the literature. The results show that all three have a major impact on consumer research methodology, setting the stage for further study and hypothesis formulation.
16. Kim Edward S. Santos, Ph. DBA and Angelo R. Santos, MBA focused on this study looked at a number of aspects that affect online shoppers' pleasure, with a particular emphasis on tangibility, certainty, responsiveness, empathy, and dependability. Data from 487 respondents (219 men and 268 women) in Cabanatuan City were examined using a descriptive methodology. Strong customer confidence in shopping platforms was demonstrated by the results, which were influenced by marketing strategies including word-of-mouth. Sex did not significantly affect respondents' pleasure, and they were digitally literate. Future studies should examine additional factors influencing satisfaction, while recommendations include enhancing delivery monitoring, return procedures, and system features.

17. Jayesh Sompura et al discussed using the research, which is based on data from 114 respondents in Ahmedabad, looks into how age and income influence customer behavior in online and offline buying. ANOVA results reveal that these demographics influence preferences for online features and offline convenience, whereas trust and barriers stay constant. The findings underscore the importance of omnichannel tactics and advise that future studies look into other variables and technologies, such as augmented reality, to better understand altering customer behavior in worldwide marketplaces.
18. Ms. Deepa Bhatia et al focused on this study looks at customer behavior before and after purchasing five household durables (refrigerators, televisions, washing machines, air conditioners, and vehicles) in Vadodara, Gujarat. It focuses on brand preferences, purchasing decisions, and consumer happiness. The study discovered that people choose well-known brands such as Samsung, LG, Whirlpool, Maruti, and Hyundai. Company reputation, brand name, technology/design, and after-sales service are all important elements that influence purchasing decisions. The data were analyzed using the chi-square and ANOVA tests.
19. Neslihan YILDIZ et al discussed on this study examines customer satisfaction with housing interior spaces based on housing ownership structure, size, number of rooms, and housing type. A convenience sampling survey of 134 houses in Pendik district was conducted, and the results were analyzed using SPSS software. The results revealed a high level of satisfaction with the dwelling size and number of rooms. Renters expressed greater satisfaction with the landscape configuration than owners. Participants in detached houses and apartments in low-rise estates expressed more pleasure with landscape arrangements than those in single-building apartments. The study found that housing ownership structure had no effect on interior space enjoyment.
20. Pavol KRAL et al focused on this study uses statistical and mathematical modeling to investigate the relationship between Slovak customers' preferences for branded products and sociodemographic characteristics (gender, age, income, and education). These characteristics and brand choices are directly correlated, according to a poll of Slovak consumers 16 and older. The results highlight how crucial it is for branding strategies to adjust to changing customer trends and attitudes. These findings,

however, could not hold true for all cultures, societies, and economic environments, and success in domestic markets does not equate to success in international ones.

21. Mar Gómez-Rico et al discussed on this study looks at how customers' intentions to visit vineyards and their preferences for certain wine brands are influenced by brand communication and image. It examines the functional, emotional, and reputational aspects of brand image as well as the functions of sponsorship, advertising, social media, and corporate social responsibility in brand communication. Partial least squares regression was used to evaluate data from 486 winery visits in Spain. The results demonstrate that brand preference is positively impacted by both brand communication and brand image, with brand image acting as a mediator in this interaction. The report suggests a comprehensive approach to brand communication to enhance its strategic significance and provides insights for winery brand management.
22. Hendrik Döpfer et al focused on using comprehensive pricing and quantity data from more than 100 product categories, this study examines how markups for consumer goods changed in the United States between 2006 and 2019. According to our estimation of demand systems with changeable consumer preferences, markups often increased by around 30%. This increase results from lower marginal costs not being passed on to customers in the form of cheaper prices. Additionally, the study indicates that customers' sensitivity to pricing has decreased over time.
23. Dirmawati et al discussed on using this study examines the influence of Islamic branding and brand ambassadors on Tokopedia customers' intentions to make purchases, as well as the combined impact of both. IBM SPSS 20 was used to analyze data from a quantitative survey with 91 respondents who were chosen using a purposeful selection process. The findings indicate that purchase intention was positively impacted by both Islamic branding and brand ambassadors, and that their combined influence increased it even more. The report emphasizes how Tokopedia Salam has been successful in aligning with the values and tastes of its customers by utilizing Islamic branding and well-known brand ambassadors like BTS and BLACKPINK. This has increased customer engagement and buying behavior.

24. P. Balakrishnan Menon concentrated on this study looks at how social media marketing efforts affect Indian consumers' desire for branded shoes and brand equity. Partial least squares and structural equation modeling were used to gather data from Keralan luxury shoe buyers between the ages of 18 and 50. The findings demonstrate how social media marketing initiatives are greatly impacted by elements like interaction, trendiness, entertainment, and word-of-mouth. Consumer reactions, such as readiness to pay more, brand preferences, and loyalty, were positively impacted by brand equity, which was derived from brand recognition, image, quality, and associations.
25. Marshall Xiaoyin Ma et al discussed on using both field and lab data, this study investigates the relationship between painting color and auction values. A 1% increase in blue color resulted in a 10.63% price premium, according to field data, whereas red causes a 4.20% premium. Blue and red paintings fetch greater bids (18.57% and 17.28%, respectively) and stronger buy intentions, according to laboratory tests conducted in the United States, China, and Europe. Color and pricing are linked by emotional enjoyment rather than arousal, and the findings hold true across cultural boundaries.
26. Dati Al Shishani concentrated on the anticipating and satisfying client requirements requires an understanding of consumer purchasing behavior. Individual purchase decisions are influenced by a variety of elements, including personality, psychological influences, socioeconomic class, family, culture, and subculture. Each consumer's brand choices, buying habits, and decision-making processes are influenced by these characteristics in a unique way. The surrounding social environment and cultural trends are also quite important. Brands may create focused strategies, distinctive marketing messaging, and successful advertising campaigns that successfully reach and satisfy consumers by understanding these key variables. This will ultimately increase sales and brand value.
27. Shaifali Chauhan et al focused in an effort to fill in gaps in the literature, this study examines how consumer behavior changed regarding online fashion purchases during the COVID-19 pandemic. Using the S-O-R theory, it suggests a model in which sales promotion, hedonic shopping value, and fashion participation all affect impulsive purchases, with happy emotions acting as a mediating factor. IPMA and PLS-SEM 3 were used to analyze data from 569 respondents in central India. The findings indicate

that while fashion participation and sales promotion have no discernible effect on impulse purchase, hedonic value and good feelings do. The study provides insightful information for the post-pandemic rehabilitation of the fashion business.

28. Spiteri-Cornish, L. by focusing on the results following the purchase rather than the actual transaction, this study investigates how post-purchase events affect future impulsive purchases. It reveals that although happy post-purchase experiences encourage future impulsive buying, bad experiences cause remorse and decrease it. Planned issue solving, positive reinterpretation, or mental disengagement are the three ways that consumers deal with regret; only the first one lowers future impulse purchases. The results provide consumers and marketers with important information for controlling impulsive buying.
29. Mohammad Masukujjaman et al focused on using the Theory of Planned Behavior (TPB) with additional variables, this study investigates the factors influencing Malaysian consumers' intentions to purchase green homes. PLS modeling was used to examine data from a survey of 741 young Malaysian students. The findings indicate that buying intention is positively impacted by attitude, perceived behavioral control, subjective norms, perceived value, reasonable pricing, and knowledge of green buildings, with attitude having the biggest effect. However, environmental concerns had no discernible effect. The results provide strategic insights for the housing market and validate TPB.
30. Neha Shaw concentrated on marketers may more accurately forecast consumer behavior and adjust their strategy by having a deeper understanding of these dimensions. Engagement can be increased, for example, by using social media to influence peers or by matching items with cultural values. Additionally, understanding consumers' financial limitations and psychological drivers enables more individualized marketing campaigns. This all-encompassing perspective encourages the development of advertising strategies that not only grab attention but also encourage brand loyalty and influence the buying habits of customers.

III. OBJECTIVES OF STUDY:

- 1) To identify the main factors influencing paint purchasing decisions in the virudhunagar district.
- 2) To analyse the difference in purchasing behaviour among engineers, contractors, dealers, and consumers.
- 3) To evaluate the impact of brands and geographical segmentation on paint buying decisions.
- 4) To provide marketing strategies recommendations to paint firms and retailers.

IV. RESEARCH METHODOLOGY:

Research Design:

In order measure contributing elements and find developing trends, the analysis combines exploratory and descriptive research techniques to evaluate paint purchasing habits in Virudhunagar District. This gives the quantitative findings context and depth.

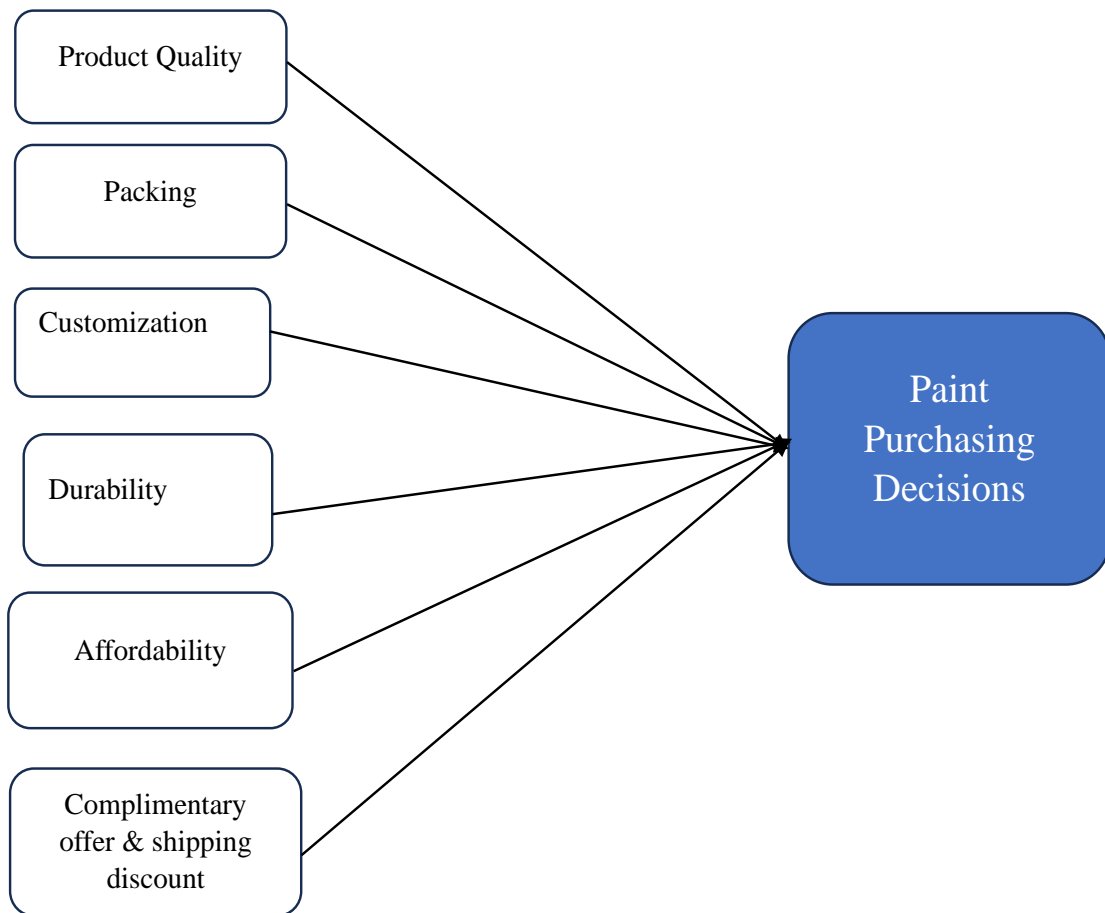
Sample Size:

The data gathering information in the various sections of the geographical locations suggest that the research sample size is 168 respondents, which includes 77 consumers, 12 dealers, 26 contractors, and 53 engineers.

Data Analysis Technique:

Descriptive Analysis to understand the distribution of responses, use frequency, and percentage analysis. To evaluate consumer paint purchasing behaviour data from the questionnaire was examined using Advanced Excel techniques are used and including PivotTables and Slicers. PivotTables were used to summarize categorical data such as purchase frequency, preferred brand, and influencing factors (for example, price, quality, brand reputation). This enabled identification of patterns and trends across the dataset, such as the most popular brands and the frequency with which people purchased paint. Additionally, Slicers were connected with PivotTables to allow for dynamic filtering based on demographic variables such as income group, geography, and jobs. This interactive component assisted in segmenting the data and seeing how consumer preferences varied across different responder profiles.

V. RESEARCH MODEL:



The conceptual model shows the main elements influencing engineers, dealers, contractors, and consumers decisions to buy paint. It identifies six independent factors that together influence the dependent variable, which is paint purchase decisions: product quality, packaging, personalization, durability, cost, and freebies with shipping discounts. The functional performance of the paint is reflected in the product's quality and longevity, which are important factors, particularly for professional stakeholders. Customization and packaging are examples of attractive and user focused elements that appeal to personal tastes. Affordability deals with the purchase's financial viability, highlighting the significance of cost effective purchasing. Lastly, freebies and shipping discounts are promotional strategies that might raise the product's value to the customer.

VI. ANALYSIS:

FREQUENCY AND PERCENTAGE:

Occupation	Frequency	Percentage
Engineers	53	31.5
Contractor	26	15.5
Dealer	12	7.1
Consumer	77	45.8
Total	168	100.0

INTERPRETATION:

The majority of respondents are consumer 45.8% showing the research's high end user representation. A significant share is also made up of contractors (15.5%) and engineers (31.5%), indicating major professional participations. The representation of dealers (7.1%) suggests that there are many distribution related insights available.

MARKETING INITIATIVES TO INFLUENCE ENGINEERS:

PARTICULARS	ENGINEER (53)				
	FREQUENCY				
	1	2	3	4	5
Quality of the Product	6	5	17	12	13
Durability	4	7	16	14	12
Packing	7	5	13	13	15
Customization Option	6	6	13	14	14
Affordable	9	5	9	18	12
Complementary offers	8	10	14	9	12
Shipping discount	6	6	15	12	14

INTERPRETATION:

On a 5 point scale, 1 represents strongly disagree and 5 represents strongly agree, 53 engineers' ratings of the factors influencing their paint purchasing decisions are displayed in this frequency distribution table.

The majority of engineers gave "Quality of the Product" and "Durability" high ratings, ranging from 3 to 5, suggesting that these are significant influencing elements. Many engineers agreed that "Packing" and "Customization Options" were important, and they also received excellent feedback. Many engineers gave "affordability" a score of 4, indicating that cost is a realistic factor. Even though the replies to "Shipping Discounts" and "Complementary Offers" were more separated, they still received a respectable number of higher ratings, indicating considerable influence. In general, engineers value practical qualities like quality and durability, but they also consider financial advantages.

MARKETING INITIATIVES TO INFLUENCE CONTRACTORS:

PARTICULARS	CONTRACTORS (26)				
	FREQUENCY				
	1	2	3	4	5
Quality of the Product	3	0	5	8	10
Durability	0	5	9	7	5
Packing	1	2	5	7	11
Customization Option	2	3	9	8	4
Affordable	1	3	3	7	12
Complementary offers	2	4	3	9	8
Shipping discount	2	2	10	4	8

INTERPRETATION:

This frequency distribution depicts how 26 contractors ranked major criteria impacting their paint purchasing decisions on a 5 point scale (1 = strongly disagree, 5 = strongly agree).

Contractors highlighted "Quality of the Product" and "Affordability," with many rating 4 or 5, indicating that performance and cost are key objectives. "Packing" is also significant, with 11 contractors giving it a 5. The responses to "Durability" and "Customization Options" were more diverse, indicating intermediate relevance. "Complementary Offers" and "Shipping Discounts" had mixed ratings but tended toward agreement, indicating that these benefits are somewhat appealing but less critical.

Here is a side by side comparison of engineers and contractors in each rating group (1–5) for all parameters.

Particulars	Group	1	2	3	4	5
Quality of the Product	Engineers (53)	6	5	17	12	13
	Contractors (26)	3	0	5	8	10
Durability	Engineers	4	7	16	14	12
	Contractors	0	5	9	7	5
Packing	Engineers	7	5	13	13	15
	Contractors	1	2	5	7	11
Customization Option	Engineers	6	6	13	14	14
	Contractors	2	3	9	8	4
Affordable	Engineers	9	5	9	18	12
	Contractors	1	3	3	7	12
Complementary Offers	Engineers	8	10	14	9	12
	Contractors	2	4	3	9	8
Shipping Discount	Engineers	6	6	15	12	14
	Contractors	2	2	10	4	8

INTERPRETATION:

Engineers had broader distributions, with more moderate (3-4) evaluations, particularly for durability and supplementary offers, whereas contractors trend more forcefully toward extremes (1 or 5) for aspects like as affordability and quality. Contractors place a high importance on affordability (12 rated it 5), whilst engineers respond more evenly. Contractors prioritize packing, with 11 giving it a 5, compared to 15 engineers. Engineers place a higher priority on customization, with 28 of them rating it 4 or 5 (compared to 12 contractors).

MARKETING INITIATIVES TO INFLUENCE DEALERS:

PARTICULARS	DEALERS (12)				
	FREQUENCY				
	1	2	3	4	5
Quality of the Product	2	1	4	0	5
Packing	1	2	3	3	3
Customization Option	2	2	2	2	4
Complementary offers	3	0	5	1	3
Shipping discount	3	2	2	1	4
Recommendation	2	1	3	1	5
Readily available	2	1	3	4	2

INTERPRETATION:

Dealers have mixed but insightful tastes. "Quality of the Product" was highly regarded, with nearly half giving it a 5, while others gave it a negative rating, indicating an imbalance in perceptions, maybe due to product range or brand. "Customization Options" and "Packing" had balanced reacts across all ranking categories, indicating intermediate relevance without a clear agreement. Interestingly, "Complementary Offers" and "Shipping Discounts" received several low scores (1-2), indicating that these incentives are not universally desirable to dealers possibly due to margins or indirect benefits. Most people appreciate "recommendation" (maybe from contractors or customers), with five dealers ranking it as the most important factor. Though the replies were erratic, suggesting supply chain unpredictability or varying expectations, "Readily Available" products were equally important. In general, dealers place a higher priority on product quality and recommendations, but they differ slightly regarding the importance of logistical or promotional factors.

MARKETING INITIATIVES TO INFLUENCE CONSUMERS:

PARTICULARS	CONSUMERS (77)				
	FREQUENCY				
	1	2	3	4	5
Quality of the Product	14	9	16	20	18
Durability	6	19	20	17	15
Packing	9	13	16	28	11
Customization Option	5	14	16	27	15
Affordable	6	10	16	26	19
Complementary offers	8	10	18	20	21
Recommendation	9	10	21	21	16
Brand reputation	11	9	9	28	20

INTERPRETATION:

The majority of respondents gave quality, price, and brand reputation grade of 4 or 5, making them the most important variables affecting paint choices among the 77 customers. Packing, customization options, and durability were also given moderate to high priority. In addition, decision making was aided by recommendations and complementary offers. Both product performance and promotional attract are valued by consumers overall.

WHAT INFLUENCES YOUR CHOICE MOST:

Influences	Frequency	Percentage
Price	20	11.9
Quality	104	61.9
Advertising	11	6.5
Brand Reputation	24	14.3
Discount & Offers	9	5.4
Total	168	100.0

INTERPRETATION:

Quality is the most important consideration for consumers, according to (61.9%) of respondents. Price (11.9%) and brand reputation (14.3%) are secondary factors. The effect of advertising (6.5%), discounts (5.4%), and offers suggests that customers place a higher value on product performance than on promotional strategies.

ENGINEERS BUYING CHOICE OF PAINTS BRAND IN THE GEOGRAPHICAL SEGMENTATION:

Particulars	Rural	Semi Urban	Urban	Grand Total
Engineers	28	14	11	53
Asian Paints	14	6	8	28
1	3	2		5
3	3	2	3	8
4	3	2	1	6
5	5		4	9
Berger	1			1
3	1			1
Dulux	6	3	1	10
2	1	2	1	4
3	2			2
4	1	1		2
5	2			2
Local Brand	1	1	1	3
3	1			1
4		1		1
5			1	1
Nippon	6	4	1	11
1		1		1
2		1		1
3	3	2		5
4	2		1	3
5	1			1
Grand Total	28	14	11	53

INTERPRETATION:

The majority (28) of the 53 engineers surveyed come from rural areas, 14 from semi urban, and 11 from urban areas. With 14 rural engineers choosing it, Asian Paints is the most popular brand overall, particularly in rural areas. With a balanced presence in every region, Nippon comes in second, particularly in semiurban (4) and rural (6). With Dulux chosen by 10 engineers, mainly in rural areas, Local Brands and Dulux have a somewhat smaller reach. With just one rural respondent, Berger demonstrates little preference. With a strong bias toward popular national brands, especially Asian Paints and Nippon, the sample is dominated by rural engineers overall, indicating brand penetration and trust in those regions.

CONTRACTORS BUYING CHOICE OF PAINTS BRAND IN THE GEOGRAPHICAL SEGMENTATION:

Particulars	Rural	Semi Urban	Urban	Grand Total
Contractor	12	9	5	26
Asian Paints	8	3	3	14
1	1	1		2
3	1			1
4	5		1	6
5	1	2	2	5
Berger	1	1	1	3
3		1		1
3	1			1
5			1	1
Dulux		2		2
5		1		1
4		1		1
Local Brand			1	1
3			1	1
Nippon	3	3		6
1	1			1
3		1		1
4	1			1
5	1	2		3
Grand Total	12	9	5	26

INTERPRETATION:

The highest number of contractors come from rural areas (12), followed by semiurban (9), and urban (5) regions. Asian Paints is the most popular brand across all regions, with 14 contractors choosing it particularly in rural (8) and urban (3) locations, suggesting strong brand dominance. Nippon is the second most popular brand, with 6 total selections, indicating a balanced preference between rural and semi urban. Berger has a moderate reach, with three users, one from each region. Dulux and Local Brands have a limited presence, appearing only in semi urban and urban areas, respectively. Overall, Asian Paints significantly leads in contractor preference, especially in remote places, indicating strong dealer networks or expertise with those areas.

CONSUMERS BUYING CHOICE OF PAINTS BRAND IN THE GEOGRAPHICAL SEGMENTATION:

Particulars	Rural	Semi Urban	Urban	Grand Total
Consumer	21	42	14	77
Asian Paints	8	15	6	29
5		1		1
2		2		2
5		1		1
1		1		1
3	1			1
5		1		1
1	1	2		3
2	1			1
3	1	2	1	4
4	4	1	3	8
5		4	2	6
Berger		3	1	4
1			1	1
2		1		1
4		1		1
5		1		1
Dulux	7	5	1	13
1	1			1
3	1			1
4	1			1

5		1		1
1	1			1
5		1		1
1	1	1		2
1	1			1
2	1	1		2
3			1	1
5		1		1
Local Brand	2	1	2	5
2	1			1
3		1		1
4			2	2
5	1			1
Nippon	4	18	4	26
3		1		1
4		1		1
3	1			1
4		5		5
5	1			1
3		1		1
1		4		4
2		1	1	2
3		2	3	5
4	1	1		2
5	1	2		3
Grand Total	21	42	14	77

INTERPRETATION:

Semiurban respondents (42) are the majority of the 77 customers, followed by rural (21) and urban (14). Asian Paints is the most popular brand overall, with 29 customers, particularly in semiurban areas (15). Nippon follows with 26 users, demonstrating widespread appeal, particularly in semi urban areas (18). Dulux draws 13 consumers, primarily from rural areas (7), whilst Berger and Local Brands have limited reach (4 and 5 respectively). According to the statistics, brand choice varies by region, with Asian Paints and Nippon topping the market, particularly in semiurban locations, where brand availability and awareness are highest.

PAINT MARKETING CAMPAGIN:

Paint companies and shops can increase client loyalty by providing targeted promotions, loyalty benefits, and trustworthy after sales support. To increase trust and engagement,

marketing campaigns may involve hands on paint quality check sessions in which customers can physically examine paint for texture, finish, and durability. This participatory method not only showcases product quality, but it also promotes brand trust. Offering bulk savings, quick delivery, and dedicated assistance can help B2B buyers build stronger longterm partnerships.

THE PAINT LOYALTY CUSTOMERS:

Paint loyalty costumers are individuals who continue to purchase paint products from the same brand or supplier because they are consistently satisfied with the quality, pricing, service, or overall brand experience. These costumers, whether individuals doing home improvements or enterprises involved in construction, choose specific paint brands based on considerations such as color variance, durability, ease of application, after sales assistance, and loyalty rewards. Their purchasing decisions are impacted by previous pleasant experiences and a belief in the brand's dependability and performance. Longterm collaborations, credit facilities, and project specific customization can all contribute to B2B loyalty. These devoted customers make a substantial contribution to brand stability and market share, frequently acting as repeat purchasers and supporters of the company in their networks.

VII. FINDINGS AND SUGGESTION:

According to the research, factors driven by marketing and product focus have an impact on paint purchases in the Virudhunagar District. While consumers place more value on aesthetics, brand recognition, and complimentary offers, engineers and contractors place more value on functional factors like quality, durability, and price. Product availability and consumer recommendations have an impact on dealers. Because of their stable brand image and quick access, Asian Paints and Nippon are the most popular brands, particularly in semi urban and rural areas.

According to the research, paint businesses may increase their market penetration by putting tailored marketing strategies into place that appeal to various stakeholder groups. By emphasizing technical requirements, durability, and cost effectiveness, engineers and contractors can increase involvement and trust. Value added promotions, visual appeal, and brand image should all be used to attract customers. Consistency in the supply chain and credit facilities are two ways to encourage dealers. Customer loyalty and resistance to brand switching

can be increased by using a strategy based on data that includes product demos, post purchase support, and digital interaction.

VIII. CONCLUSION:

The research effectively identified the major elements that influence paint purchasing decisions among engineers, contractors, dealers, and consumers in Virudhunagar District, Tamil Nadu. Descriptive analysis and advanced excel approaches revealed that product quality, durability, cost, and brand reputation are the most important determinants across all responder categories. Engineers and contractors preferred performance related aspects like quality and durability, but consumers were particularly influenced by brand reputation and promotional offers. Dealers, on the other hand, focused on product availability and client suggestions. Significantly Asian Paints and Nippon identified as the most popular brands across all geographic divisions, particularly in semi urban and rural areas. The findings of this study provide significant direction for paint manufacturers and retailers in developing focused marketing strategies, improving product positioning, and strengthening brand loyalty by adapting products to the specific tastes of each stakeholder group.

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