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# Consumer Brand Preferences Towards Decorative Paints in the Greater Hyderabad Region

Dr. S Nayamath Basha, Dr Ramesh Naik Vankadoth

Associate Professor, Department of MBA, CMR Technical Campus, Hyderabad, India

Professor, Department of MBA, CMR Technical Campus, Hyderabad, India

**ABSTRACT:** Brand preference plays a decisive role in shaping consumer buying behavior, particularly in high-involvement product categories such as decorative paints. In the Indian context, increasing urbanization, rising disposable incomes, and intensified competition have made branding a critical differentiator. The present study examines consumer brand preferences toward decorative paints in the Greater Hyderabad region, focusing on the influence of brand image, promotional strategies, and perceived product value on purchase decisions and customer satisfaction. Primary data were collected from 200 respondents using a structured questionnaire. The findings indicate that established brands enjoy stronger consumer preference due to consistent quality, effective advertising, and reliable service support. The study concludes that branding, supported by quality and competitive pricing, significantly enhances customer satisfaction and long-term brand loyalty in the decorative paint market.

**KEYWORDS:** Consumer Brand Preference, Decorative Paints, Customer Satisfaction, Brand Loyalty

## I. INTRODUCTION

Branding has emerged as a strategic tool enabling firms to differentiate products and influence consumer perceptions in competitive markets. In the decorative paint industry, branding shapes consumer expectations related to quality, durability, aesthetic appeal, and value for money. India's economic reforms and rapid urban development have intensified competition among paint manufacturers, compelling firms to invest heavily in brand building and promotional activities. Decorative paint purchases involve extended decision-making, where brand trust and prior experience play a critical role. Understanding consumer brand preference is therefore essential for paint manufacturers to strengthen market positioning and customer retention.

### DECORATIVE PAINT MARKET SCENARIO IN INDIA

The Indian paint industry has witnessed steady growth due to robust economic expansion and rising construction activities. During the period 2019–2024, the Indian paints and coatings market was expected to grow at a compound annual growth rate (CAGR) of approximately 8.6 percent. The expanding middle-class population and India's youthful demographic profile present significant opportunities for the decorative paint segment. By 2030, the Indian middle class is projected to contribute nearly 17 percent of global consumption, thereby increasing demand for housing-related products, including decorative paints.

Demand growth has been particularly strong in tier-II and tier-III cities, where rising disposable income and improved living standards are accelerating consumption. Government initiatives promoting affordable housing, infrastructure development, and urban renewal are further stimulating demand. Programs such as "Make in India" aim to increase the manufacturing sector's contribution to GDP, which indirectly supports the growth of industrial and decorative coatings. Additionally, paint companies have diversified into related segments such as waterproofing, building chemicals, and adhesives, leveraging their existing distribution networks to access broader B2B and B2C markets. Collectively, factors such as urbanization, rural market expansion, shorter repainting cycles, and increasing preference for premium products are driving the growth of the organized paint industry in India.

### PROBLEM STATEMENT

The present study seeks to evaluate the effectiveness of branding in influencing consumer preferences toward decorative paints. It examines the exchange and transactional relationships between consumers and paint brands, focusing on five major decorative paint brands: Asian Paints, Berger Paints, Nerolac Paints, Indigo Paints, and Shalimar Paints. The study aims to understand how branding strategies, promotional techniques, and perceived brand

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value affect consumer buying decisions. Decorative paint purchases typically involve extended decision-making processes, where advertising and brand communication can have a lasting impact on consumer choice. The research adopts a descriptive approach to generate insights into consumer perceptions, satisfaction levels, and brand loyalty within the decorative paint segment.

**II. REVIEW OF LITERATURE**

Jeyapaul, Sundararaj, and Ramesh (2025) analysed retailer and customer perceptions in India's decorative paint market, concluding that brand reputation significantly influenced stocking decisions and customer demand, while price was less influential, reaffirming the centrality of perceived brand value in preference formation (Jeyapaul, Sundararaj, & Ramesh, 2025). Sharma et al. (2023) examined consumer satisfaction with branded paints in Coimbatore, finding that customer satisfaction was linked to product performance and service experience, suggesting improved brand support increases loyalty (Sharma et al., 2023). Sharma and Sharma (2022) investigated consumer brand preferences toward decorative paints in India, finding that brand reputation, product quality, and durability were key determinants of purchase decisions, with consumers willing to pay a premium for trusted brands (Sharma & Sharma, 2022). Kumar and Madhukar (2020) conducted a study on consumers' attitudes and preferences toward selected branded paints in India, reporting that higher brand familiarity and perceived reliability were associated with increased satisfaction, highlighting brand influence on purchase behaviour (Kumar & Madhukar, 2020). Reena and Jenifer (2020) studied consumer perception and brand preference for paint brands in Coimbatore, noting that economic growth and increased disposable incomes in India increased awareness and influenced brand choice, with premium brands preferred by urban customers (Reena & Jenifer, 2020). Jenifer and Shenbhagavidu (2020) explored brand preference and consumer perception toward paint in Coimbatore district, concluding that consumer preferences are influenced by brand image and product performance attributes, with implications for marketing strategy (Jenifer & Shenbhagavidu, 2020). Dash et al. (2016) examined customer brand preferences in the Indian paint industry using analytic hierarchy process, reporting that durability and price were the most important factors for selecting decorative paint brands, with quality and variety also shaping choice in the competitive market (Dash et al., 2016).

**III. RESEARCH OBJECTIVES**

This research paper has following research objectives.

- To examine consumer brand preferences toward decorative paints in the Greater Hyderabad region.
- To analyze customer satisfaction with respect to major decorative paint brands.

**RESEARCH METHODOLOGY**

The various components of research methodology adopted in this research paper are as follows. The study adopts an exploratory research design. A structured questionnaire was used to collect primary data from a sample of 200 respondents residing in the Greater Hyderabad region who had recently constructed or renovated their homes. The sample included individuals living in apartments as well as those owning independent houses constructed within the past six months. Respondents were categorized into four occupational groups: businessmen, professionals, government employees, and ex-servicemen. The questionnaire was designed to capture consumer preferences, satisfaction levels, and perceptions regarding five leading decorative paint brands. The collected data were analyzed using basic statistical tools such as frequency distribution, percentages, and cross-tabulation. These tools facilitated an in-depth understanding of demographic characteristics and their influence on brand preference. Key influencing factors such as price, quality, reliability, and branding were examined across age, income, and occupation groups. The study also evaluated the impact of promotional appeals—rational, emotional, and moral—on consumer perception and purchase intention

**IV. RESULTS AND DISCUSSION**

The data that is collected to carry out this research is analyzed by using appropriate statistical tools and the following results are obtained. The data analysis and interpretation is given in the following section. Customer satisfaction was analyzed by examining factors that influence preference for specific decorative paint brands. Brand dependability, defined as the consistency and reliability of a brand in fulfilling its promises, was a key focus area. Respondents' perceptions regarding the consistent quality and trustworthiness of brands such as Asian Paints, Berger Paints, Nerolac Paints, Indigo Paints, and Shalimar Paints were measured to understand their impact on long-term brand preference.

**Table No.1: Have you been using decorative paints for how long?**

S. No.	Number of Years	Numbers of Participants	Total Percentage
1	0 to 1 year	7	14%
2	1 to 3 Years	10	20%
3	3 to 7 Years	76	38%
4	7 years and more	109	64%
	Total	200	100%

(Source: Primary Data)

The data clearly indicate that a significant proportion of respondents have been using decorative paints for a long duration. Nearly two-thirds of the respondents (64%) reported usage of decorative paints for more than seven years, reflecting the maturity and stability of the decorative paint market in the study region. This long-term usage suggests sustained demand driven by periodic repainting, renovation activities, and increased awareness of aesthetics. Only 14% of respondents were relatively new users with less than one year of experience, indicating that first-time buyers constitute a smaller segment compared to repeat users. The findings highlight that consumer preferences are largely shaped by prior experience, reinforcing the importance of brand consistency, quality assurance, and long-term customer satisfaction in influencing repurchase decisions.

**Table No. 2: Consumer Brand Preferences**

S.No.	Favourite Brand Choice	Numbers of Participants	Total Percentage
1	Asian Paints	70	35%
2	Berger Paints	64	32%
3	Nerolac Paints	48	24%
4	Indigo Paints	40	20%
5	Shalimar	28	14%

(Source: Primary Data)

The table reveals that Asian Paints occupies the leading position in terms of consumer preference, with 35% of respondents identifying it as their preferred brand. Berger Paints follows closely at 32%, indicating strong competition between these two market leaders. Nerolac Paints, Indigo Paints, and Shalimar collectively account for the remaining preferences, suggesting moderate brand acceptance. The dominance of Asian Paints can be attributed to its strong brand image, extensive distribution network, and consistent quality perception. The results demonstrate that brand equity plays a crucial role in influencing purchase decisions, particularly in a high-involvement product category such as decorative paints, where consumers seek reliability and long-term value.

**Table No. 3: Influencing Factors**

S. No.	Reasons for Customer Satisfaction	Numbers of Participants	Total Percentage
1	High branding and advertisements	32	16%
2	Quality	58	29%
3	Low Price	40	20%
4	Offers	35	17.50%
5	Reliability and Durability	16	8%
6	Easy Availability	19	9.50%

(Source: Primary Data)

Quality emerges as the most influential factor affecting customer satisfaction, as reported by 29% of respondents. This underscores the importance consumers place on performance, finish, and durability when selecting decorative paints. Price sensitivity is also evident, with 20% of respondents emphasizing low price, while offers and promotional schemes collectively influence a substantial segment. Branding and advertising, though important, rank secondary to functional attributes. Interestingly, reliability, durability, and easy availability receive comparatively lower emphasis, suggesting that consumers often assume these attributes as standard expectations rather than differentiating factors. Overall, the findings indicate that quality-driven branding supported by competitive pricing strategies is critical for enhancing consumer satisfaction.

**Table No. 4: Mode of Advertisement**

S. No.	Description	Numbers of Participants	Total Percentage
1	Retail display	58	29%
2	Free samples	16	8%
3	Advertising in reading material	40	20%
4	T.V and radio advertisement	35	17.50%
5	Any other	19	9.50%
	Total	200	100%

(Source: Primary Data)

Retail display is identified as the most effective advertising medium, influencing 29% of respondents. This highlights the significance of point-of-purchase promotion in the decorative paint industry, where visual appeal and immediate product information strongly affect buying decisions. Advertising through print media and electronic media also plays a notable role, indicating the continued relevance of traditional advertising channels. Free samples, although effective, have a relatively limited reach. The findings suggest that in-store promotions combined with mass media advertising create greater brand recall and positively influence consumer choice at the final purchase stage.

**Table No. 5: Utilization of Decorative Paints**

S.No.	Purpose	Numbers of Participants	Total Percentage
1	For houses only	95	47.50%
2	For vehicles	65	32.50%
3	Other use	40	20%
	Total	200	100%

(Source: Primary Data)

The primary utilization of decorative paints is for residential buildings, as indicated by 47.5% of respondents. This reflects the strong linkage between housing construction, renovation activities, and decorative paint demand. Usage for vehicles accounts for 32.5%, demonstrating diversification in application areas. Other uses, including commercial and miscellaneous purposes, also contribute meaningfully. The findings emphasize that the residential sector remains the backbone of decorative paint consumption, reinforcing the need for brands to focus on home-focused marketing and customization.

**Table No. 6: Extent of the Brands of Decorative Paint Prescribed**

S.No.	Paints	In a Large Scale	Very Good Amount	Good Amount	Certain Amount	Minimal Amount	Absolutely Not
1	Asian Paints	✓					
2	Berger Paints		✓				
3	Nerolac Paints			✓			
4	Indigo Paints				✓		
5	Shalimar					✓	

(Source: Primary Data)

Asian Paints is prescribed on a large scale, reflecting its strong recommendation rate among influencers such as contractors, painters, and dealers. Berger Paints and Nerolac Paints receive high to moderate recommendations, while Indigo Paints and Shalimar are prescribed to a limited extent. This hierarchy indicates that recommendation behavior closely aligns with perceived brand reliability, market leadership, and service support. Strong prescription levels enhance brand credibility and significantly influence consumer trust during purchase decisions.

**Table No. 7: Customer Preferences**

Factors	Asian Paints	Berger Paints	Nerolac Paints	Indigo Paints	Shalimar
Quality	1	3	2	4	5
Price	5	4	1	2	3
Colour	1	3	2	4	5
Availability	1	2	3	4	5
Durability	1	2	3	4	5
Brand Name	1	2	3	4	5
Gifts	4	5	2	1	3
Discount	4	5	3	2	1
Visual Aids	1	2	3	4	5
Marketing & Advertising	1	2	3	4	5

(Source: Primary Data)

Asian Paints consistently ranks first across most preference dimensions, particularly quality, brand name, availability, durability, and promotional effectiveness. Berger Paints and Nerolac Paints occupy intermediate positions, while Indigo Paints and Shalimar rank lower overall. The results indicate that superior product performance combined with strong branding and marketing communication significantly enhances consumer preference. The dominance of Asian Paints across multiple attributes confirms its leadership position in the decorative paint market.

**Table No. 8: Satisfaction on the Basis of Service Provided by These Brands**

S.No.	Brand Preferences	Highly Satisfied	Satisfied	Unsatisfied
1	Asian Paints	49%		
2	Berger Paints		33%	
3	Nerolac Paints	20%		

4	Indigo Paints	9%		
5	Shalimar			8%

(Source: Primary Data)

Asian Paints records the highest level of customer satisfaction, with 49% of respondents expressing high satisfaction. Berger Paints follows with a strong satisfaction level of 33%, while Nerolac Paints secures moderate satisfaction. Indigo Paints and Shalimar exhibit comparatively lower satisfaction levels, indicating scope for improvement in service delivery and customer engagement. Overall, the findings confirm that service quality, along with product performance, plays a crucial role in strengthening consumer loyalty and reinforcing brand preference.

### V. FINDINGS OF THE RESEARCH PAPER

The analysis of Tables 1 to 8 provides several important insights into consumer brand preferences and satisfaction levels in the decorative paint market.

- The duration-of-use analysis reveals that a majority of respondents have been using decorative paints for more than seven years, indicating a mature and experience-driven consumer base. This long-term usage suggests that brand loyalty, past performance, and consistent quality play a significant role in influencing repeat purchase decisions.
- Brand preference analysis clearly establishes Asian Paints as the most preferred decorative paint brand, followed closely by Berger Paints and Nerolac Paints. Asian Paints consistently ranks first across key attributes such as quality, durability, brand name, availability, visual appeal, and marketing effectiveness. Berger Paints, while second overall, is perceived as highly innovative and is preferred by certain income groups, indicating its strong positioning among value-conscious and innovation-seeking consumers. Nerolac Paints occupies a stable middle position, while Indigo Paints and Shalimar show comparatively lower preference levels.
- Occupational analysis indicates that businessmen exhibit a stronger inclination toward Asian Paints, possibly due to its established reputation, wide dealer network, and reliability. Income-based findings further reveal that pricing sensitivity and perceived value significantly influence brand choice, particularly in the case of Berger Paints.
- The study also highlights that quality is the most dominant factor influencing customer satisfaction, followed by price and promotional offers. Factors such as availability and durability, although important, are often perceived as basic expectations rather than differentiators. Retail display emerges as the most effective mode of advertisement, emphasizing the importance of point-of-sale visibility and in-store promotion in the decorative paint segment.
- Service satisfaction analysis confirms that Asian Paints enjoys the highest level of customer satisfaction, while Berger Paints and Nerolac Paints follow with moderate satisfaction levels. Lower satisfaction levels for Indigo Paints and Shalimar indicate the need for improvement in service delivery and customer engagement. Overall, the findings demonstrate that branding, supported by quality, competitive pricing, and effective promotion, plays a decisive role in shaping consumer preferences and satisfaction.

### VI. RECOMMENDATIONS OF THE RESEARCH PAPER

Based on the empirical findings and interpretation of the data, the following recommendations are proposed to strengthen branding effectiveness and consumer satisfaction in the decorative paint industry:

- Paint companies should place greater emphasis on maintaining superior product quality and expanding the range of variants offered. A wider assortment of colors, finishes, and specialized products will allow consumers to make informed choices without switching brands, thereby enhancing brand loyalty.
- Promotional strategies should be strengthened through persuasive and informative communication that clearly highlights product benefits, durability, and long-term value. Since retail displays have emerged as the most effective advertising medium, companies should invest more in point-of-purchase promotions and visual merchandising.
- Given the strong influence of family members, friends, and peer recommendations on purchase decisions, marketers should actively encourage word-of-mouth promotion and referral-based campaigns. Engaging painters, contractors, and dealers as brand advocates can further reinforce trust and credibility.
- Competitive pricing strategies should be carefully integrated into the promotional mix. While quality remains the primary determinant, reasonable pricing combined with attractive offers and discounts can significantly influence initial trial and repeat purchases.

- Paint manufacturers should incorporate social and environmental concerns into their branding policies. Emphasizing eco-friendly products, low-VOC paints, and sustainable practices can enhance brand image and appeal to environmentally conscious consumers.
- Finally, branding strategies should consistently focus on perceived quality, cost-effectiveness, promotional benefits, and service support. Clear communication of these attributes will help consumers progress confidently from information search to final purchase decisions, benefiting both customers and organizations in the long run.

## VII. CONCLUSION

The present study concludes that branding plays a pivotal role in influencing consumer preferences, satisfaction, and purchase behavior in the decorative paint industry. The findings demonstrate that strong brands such as Asian Paints and Berger Paints have successfully established consumer trust through consistent quality, effective promotion, and reliable service support. Branding not only enhances business performance but also contributes to broader social and economic dimensions by shaping consumer perceptions and lifestyle choices. As competition in the Indian decorative paint market intensifies, branding is expected to assume even greater importance. Companies that continuously innovate, maintain quality standards, adopt competitive pricing, and align branding strategies with evolving consumer expectations will be better positioned to achieve sustainable growth. In the future, integrating technological advancements, eco-friendly initiatives, and customer-centric marketing approaches will be essential for strengthening brand equity and securing long-term competitive advantage in the decorative paint industry.

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