



CONSUMER BUYING BEHAVIOR TOWARDS PAINT PRODUCTS: A RETAILER-BASED STUDY IN BAHAWALPUR

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Abstract

This empirical study explores the consumer response to purchase the paints for decoration and protection purpose in Bahawalpur. It discusses multiple factors effecting consumer purchasing decision including brand trust, quality conscious, price sensitivity, brand promotion, credit terms and conditions and aesthetic sense. There are other factors from market side that have influence from seller side including product promotion, channels of distribution and influence of contractors. There are other factors that are seasonal, cultural and specific needs for infrastructure like muddy look etc. The goal of this study is to provide an insight to the customers, consumers and retailers about the purchase intension and purchasing decision making process. Data was collected from 15 dealers/shopkeepers of Bahawalpur on a structured questionnaire. Research findings show that there are multiple factors that influence consumer paint purchasing behavior among them prominent are shopkeeper's advice, word of mouth and incentives offered. Findings show there is need to enhance customer's knowledge on the features, products and brands to take optimal decisions.

Keywords: *Consumer Purchasing Behavior, Paint Products, Bahawalpur Market, Brand Trust, Quality Consciousness, Price Sensitivity, Aesthetic Preferences, Retailer Influence, Dealer Recommendations, Word of Mouth, Credit Terms, Product Promotion, Distribution Channels, Contractor Influence, Seasonal Factors, Purchasing Intentions, Decision-Making*

Introduction

In Pakistan, the paint market is large and diverse, with hundreds of manufacturers and thousands of retail outlets serving decorative and protective paint needs. Industry data shows there are approximately 4000 paint stores across the country as of late 2025, including a mix of national chains, local shops, and independent dealers selling both international and domestic brands.

Meanwhile, market listings indicate there are more than 300 paint manufacturers in Pakistan, representing a range of organized and unorganized producers from multinational brands like AkzoNobel, Berger, Nippon, and Jotun to local companies such as Brighto, Diamond, Master, Mobi, Happilac and more. These manufacturers supply a wide spectrum of paint products, including decorative, industrial, automotive, and specialty coatings to meet varied consumer and builder requirements nationwide.

In Bahawalpur, the paint retail market reflects the broader national distribution but on a smaller scale. Business listings show that Bahawalpur alone hosts about 35 paint stores, where consumers can purchase both international brands (e.g., ICI Dulux by AkzoNobel, Jotun, Berger) and national/local brands (such as Diamond, Brighto, Master, and Nelson). These shops serve residential and commercial painting needs, offering a variety of products for decoration and



protection, from standard gloss and emulsion paints to more specialized coatings. The presence of both global brand offerings and strong local alternatives ensures choice for customers in Bahawalpur, while also reflecting the city's integration into Pakistan's broader paints market network.

As the urbanization extends in Pakistan needs and demands for paints also vary by both trends and quantity. There are changing trends of renovation, finishing with sharp look and also protective coating. Consumers are now not only the household but also contractors, renovators and vendors. Their purchasing decision varies due to economic conditions of country, features of products, the repute of brands in market and recommendations from experts.

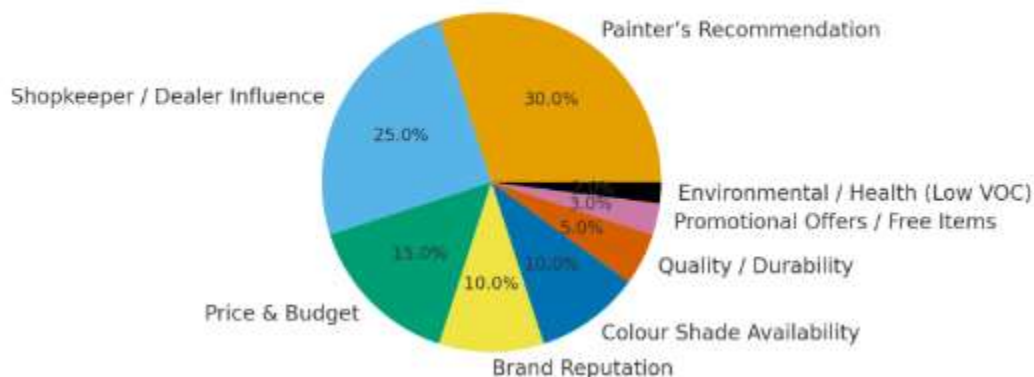
As for as the paint market in Bahawalpur is concerned there are increasing changed trends due to expansion of city and institutions. For example the brands prefer to open outlets in major settlements like DHA and other housing colonies. With the influence of AI the consumers demands colors sometimes not easily available, this point is being cashed by interior decorators and designers by providing customized art work. Therefor the consumer market is not following a single and well defined pathway; there are price sensitive and quality conscious customers at the same time. Individual customers, contractors and local builders make decision on demands, brand offers and aesthetic preferences influence consumer choice. There is also difference in decision for residential and commercial work. Market competition among paint industry brands also tries hard to influence decisions and enhance their sales.

Decision Making Process to Purchase Paint

There is a flow of steps to make a paint purchasing decision. Major steps of decision making process are as under:

1. **Recognition Of Problem Or Need To Meet:** First of all individual consumer or builder prefer the need of paint, whether its new construction, renovation, repairing and maintenance or an aesthetic update.
2. **Searching For Information:** Second step is searching for data and collecting of information. There is sample collection as per need like social media, AI and market trends. Visual samples for washrooms, kitchen, halls or any other part of building are collected and compared as well.
3. **Analysis And Evaluation Of Alternatives:** The collected data is analyzed and evaluated based on specific need and available budget. This leads to take optimal decision for purchasing a product.
4. **Purchase Decision:** Customer make decision for economy or premium, color availability, durability and services provision.
5. **Post-Purchase Behavior:** If a customer is satisfied by products then he/she may be walking bill board and word-of-mouth may enhance brand sales and vice versa.

Factors Influencing Consumer Paint Purchase Behaviour in Pakistan



The data regarding the degree of factors affecting consumer behavior concerning the purchase of paint in Pakistan, according to dealers, are as follows: Prime–,RECOMMENDATION OF PAINTER (30%): it shows that consumers believe that the painters have the technical expertise and knowledge of brands concerning paint to make a decision. Next-Influence of Shopkeeper/Dealer (25%) implies that the shopkeeper, at retail level, provides fundamental directions toward consumer behavior and is thus, a determinant access point of the consumer. Price and Budget concerns (15%) also constitute a notable segment of the decision making, and reflect the price sensitivity that the consumer possesses in this circumstance.

Other factors that constitute this decision along with Price and Budget concerns are the Brand Reputation and the Colour Shade Availability; about 10% each for the factors, thus the conclusion that the clients do place some degree of importance on the solicitation of a trusted brand and a demand of a particular hue to consider, however such factors are minor when professional counsel is in prominence. Quality and Durability (05%): and this is also a consumer decision, to a minor degree. There is some importance, insinuating that the technical concerns are there, albeit not as the fundamental focus of the discussion. Minor are also included: Promotional Offers or Free Items (03%) and Health / Environmental concerns: Low VOC (02%); thus it can be said the promotional and even the conviction of health consciousness in purchasing is not to a great extent in this market. It can be said that the chart demonstrates the significant impact of the interpersonal influence of the painters and the dealers on the final decision of the paint purchase in Pakistan.

Dealer And Shopkeeper Perspective Of Consumer Paint Purchase Behavior

There a vital role of dealers and retailers like intermediaries between manufacturers and customers in paint industry in Pakistan. They have experience, interaction, business relations and perception about customers that may influence the buying decision. There are behavioral, regional, cultural and economic factors that have effects from dealers and shopkeepers side.

Influence of Dealers/ Shopkeepers in the Paint Purchase Process

- **Provision of information:** They have information about paint market, brands and products and recommends on these factors as per budget and need of customers.



- **Technical advisor:** Retailer and shopkeepers guide on technical terms as per specific need of customer and also guide for quantity and accessories for application.
- **Provision on Credit:** They also offer product on payment terms to the big builders, contractors and their loyal customers.
- **Influence the decision making process:** They have knowledge and marketing skills to change customers decision making process towards a specific brand depends on incentives and availability of stock.
- **Role of resolving conflicts:** They also handle conflicts by addressing bad handling, quality concerns and post purchase support.

Observations of Dealers/Shopkeepers on Consumer's Buying Behaviors

Price Sensitive Consumers

Dealers and shopkeepers observe consumers by their queries and interest in brands as per their collected data. Although dealers try to convince on premium quality but according to budget consumer pick best products. Consumers ask for best coverage in reasonable price and long lasting product.

Influence If Painters And Contractors

Shopkeepers also observe that customer's decision is depending on the opinion of painter or contractor. In this case the shopkeeper influence painter and contractor by demonstrating the features of products and ease of application, availability on credit, incentives and discounts. In such case dealers try to sell the products available in stock as usually contractors don't have in-depth technical knowledge about paints.

Limited Technical Knowledge Of Customers

Shopkeepers also observe that most of the walk-in customers don't have a strong technical knowledge of the paint and its brands. They even don't know varieties and their technical features. They ask basic questions regarding application, durability, emulsion paints, enamel paints.

Colour Scheme Requirements And AI Suggestions

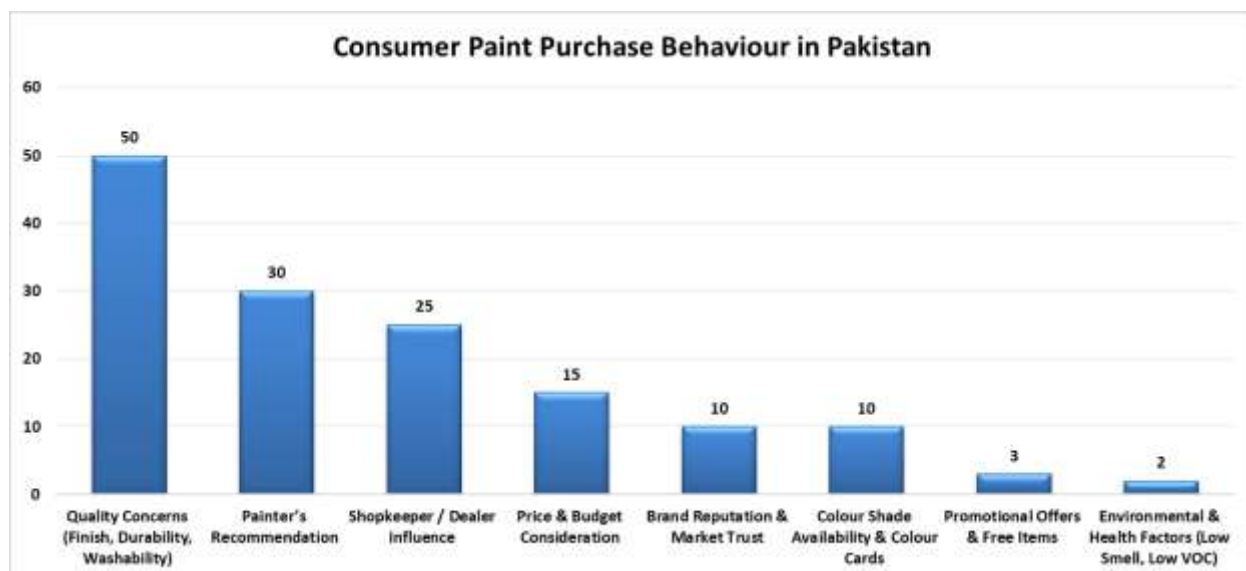
Now a day's dealers report that customers use AI tools for paint and renovation and that is not easy to match their needs in budgets. They have shades not easily available in all brands and ask for premium quality in cheaper rates. As they have seen a demonstration model using AI tools they become confused to take a single decision. There is also a change in thoughts according to age group, younger generation ask for pastel colors or as per their influencers choice social media

Availability Of Stock

Dealers also notice that customers demand for easily available brands and products and fast moving colors.

Local Reputation And Word-Of-Mouth

Consumers ask for the products about that everyone shares positive feedback after experience. Trusted products are asked more by consumers.



Analyzing the provided data, it can be said that the primary driver of consumer purchasing behavior on paint in Pakistan is quality, being 50% of the total. This implies that consumers value finish, durability, and ease of cleaning of the paint products. The second factor that is of importance is painter's recommendation, being 30% of the total. This response shows the importance of trust that painters hold as primary decision-makers of home renovations and constructions. The influence of the dealer/shopkeeper comes next with 25%. This shows that in a retail setting, the sales staff of a shop, through recommendation of products, influences a customer's decision and purchase. The importance of price and budget is 15%, meaning that although the price is very important to consumers, they are still willing to spend a lot on quality. The more moderate influences are brand name and reputation being 10% and the availability of colour shades being 10% as well. This shows that while brand trust and reputation is an influence, it is not anywhere near as high as the influence of professional recommendation and the expected performance the consumer is looking for.

Not as critical are marketing deals with 3% and low VOC paints which are also more environmentally friendly 2%. This implies that when selecting paint products, Pakistani consumers are, to a degree, indifferent to paint's environmentally friendly attributes and also unconcerned with advertised promotional products. Overall, it is apparent that the market is primarily characterized by the quality and functional attributes available where eco sustainability has a marginal presence.

Challenges Dealers Face That Influence Consumer Behavior

Credit Pressure from Contractors

Dealers extend credit to a contractor, which at times creates a lag in payment. As a result, this scenario often motivates dealers to back brands that offer more favorable credit conditions.

Managing Consumer Complaints

In your dealership, consumer commenting is frequent regarding the concerns of damage (such as peeling), discrepancy in color, and/or insufficient coverage or lack of coverage. Dealers often act as a liaison when these concerns are expressed to the company. Dealers say the brands that are most responsive to complaints receive a higher volume of orders.



Inconsistencies in Supply and Pricing

Changes in pricing are related to lack of consumer trust. Shopkeepers hear complaints from customers who express their frustration over pricing changes and blame the shopkeepers. Storekeepers then lose trust.

Lack of Training

Ineffective staff reduces the ability of a store to provide adequate customer assistance, which results in switching to different brands or making purchases from rival competitors. This loss is even more significant for smaller retailers.

Market Segmentation (Dealer's Point of View)

Dealers generally classify customers into:

1. **Those with Budget Constraints** – look for the cheapest paints, look for discounts, and follow dealer advice.
2. **Homeowners that Seek Quality** – prefers the highest brands, durability, and wash ability.
3. **Construction Professionals** – look for ease of application, discounts, and credit.
4. **Buyers from Institutions** – schools, offices, and construction; need volumes and dependability

Implications for Paint Manufacturers and Marketers

Strengthen Dealer Relationships

By providing monetary benefits and incentive like training, point of sale material and regular visit and follow up. As a result dealer push brand to increase sales and support brand promotion.

Improve Colour Support Tools

Improved shade cards, simulations, visualizations and AI based presentations. All these efforts, increase sales and brand reputation in the market.

Guarantee Consistent Supply

Easy, fast and un-interrupted delivery of paint with steady maintenance of stock makes the brand priority recommendation on dealer.

Focus on Contractor Engagement

Contractor is the major influencer on the consumer paint purchasing decision. Contractors need benefits and fast delivery to complete projects in time. There is need of loyalty certificate, bulk purchasing decisions and training of staff.

Transparent Pricing and Warranty Policies

There is need to build trust in brand and provision of stable price in market with warranty policies implementation.

Factors Affecting Consumer Paint Purchase Behavior in Pakistan

Patterns on consumer behavior and decision-making at the point of sale are commonly reported by dealers and shopkeepers in Pakistan. These patterns influence what customers select and purchase in terms of paint brands, color combinations, quantities, and types of finishes. The following categories summarize the paint dealers/shopkeepers most significant influences.

1. Price Sensitivity and Affordability

According to the dealers who come into contact with consumers on a day to day basis, the most influencing factor determining the consumers paint purchase behaviour in the Pakistan market is the price. The consumers paint purchase behaviour shows that the consumers price/value the



products, since they actively seek out products that are lower in price than their competitors and they are even willing to go to multiple paint stores to compare the costs. Some consumers are even looking for paint products that offer the most coverage for the least amount of money, indicating a price/value focus on their part. Depending on the price of the products, even a minimal price difference can change the consumers demand for a product, and this is especially true for customers in the lower income brackets. As such, price competitive products are even more strategically marketed, while still being able to protect a reasonable profit for the dealers.

2. Influence of Contractors and Painters

Contractors (mistris/painters) have a lot of control over the choices consumers make about paint because they choose what brand they deem appropriate based on their history in the industry, what paint has adequate coverage, what is easy to use, and what dries quickly. Their choices are influenced by brand loyalty and especial trade discounts. Since they buy paint in large quantities on behalf of homeowners, their choices are very impactful. Thus, dealers say contractor advice almost always overrules homeowners' choices, making painters one of the most powerful influencers overall in the paint buy process.

3. Brand Availability and Stock Position

It is not uncommon for buyers in the paint industry to decide what brand to buy based on what is available at the time of purchase and what sizes they have available. For instance, buyers prefer those stores that are in stock and have varying sizes of paint, such as 1L, 4L, 16L, and 20L. Dealers say that when there is stock, quick and reliable re-supply of stock from the distributors is necessary, for any stock out and the consumer are likely to switch to other brands without any delay. Because of this, shopkeepers value highly those brand partners that have high supply chain reliability to keep the uninterrupted flow of stock to meet the daily store demand.

4. Dealer Recommendation and Trust

Dealers have noticed that many customers do not have much technical knowledge on paints and their application and so are very dependent on the advice given to them. Recommendations are formed on a dealers past experience with a brand and its performance, the economic profitability and rebate programs, the quality of post-sales support given by the manufacturers, and personal work relations with the distributors. Because of this combination of knowledge, economic motivation, and connections, trusted dealers do most of the decision making for their customers and direct them to the brands that they think are the most reliable and provide the best value.

5. Product Quality and Technical Features

Dealers gain an insight into customer preferences posed by potential clients prior to making a purchase decision relating to a paint brand's coverage and hiding power as well as durability and wash ability for children's rooms, weather resistance for humid or coastal areas, anti-fungal protection, and odor or VOC levels. Customers ask these questions regarding the specifics of the paint. The importance of peeling and fading, along with cracking from previous paint jobs, are ever more exacerbated when consumers are concerned about such issues, their focus shifted to the performance and more detailed specifications of the paint.

6. Colour Preference and Shade Availability

When it comes to making choices about which paint to buy, color is the number one trait most people most pay attention to, and suppliers consistently report strong interest concerning neutral colors like, white, off white, beige, and grey. However, now younger customers are more likely



to pick modern color varieties like pastels, grey, and other light cool colors which suit the style of today's interiors. Many of the customers are uncertain about colors and so use shade cards and sample pots to choose their color. Dealers say that customers having easy access to instant tinting machines can significantly influence their decision about which brand to choose as shops offering instant customized colors are more popular.

7. Social Influence and Word-of-Mouth

According to businesses, many buyers base their purchasing choices on references and social signals in their close surroundings. Typical comments are, "My neighbour used this shade/brand," "This brand is popular in our neighborhood," "Our family always goes for this company." The comments suggest that local notoriety and perceived in-fluence are key to clinching consumers' choices, reflecting social proof and community endorsement in decision making.

8. After-Sales Support and Complaint Handling

After-sales assistance and service-related factors are extremely valuable to consumers as during the transaction, as detailed by the dealers. Primary elements are swift complaint resolution, replacement of damaged cans, technical visits for large problems, and touch-up quantity. Brands that help dealers to respond to these consumer problems garner more trust and loyalty demonstrating the importance consumer satisfaction and repeat purchases that effective post transaction response can engage.

9. Packaging, Labeling, and Brand Presentation

As consumers make purchasing decisions, they weigh perception against actual quality, taking into account clear, easy-to-read labels, package components, expiration dates, secure packaging, batch control, and user instructions. In addition, packaging and design have almost unlimited potential, and are a primary source of information that consumers rely on. They report that packaging plays a critical role, which suggest confidence that aesthetics are strongly correlated to purchase decisions.

10. Credit Facility and Payment Flexibility

For contractors and repeat customers, credit terms become an important consideration when making a purchase decision. Dealers state that contractors, in particular, prefer brands offering delayed payments while purchase likelihood increases with installment and/or flexible payments. This is especially true for large renovation or repainting projects, where cash flow management and budget control for the project are crucial.

Summary Table: Key Factors (Dealer Perspective)

Category	Description
Price Sensitivity	Consumers seek affordable options; compare price-value frequently.
Contractor Influence	Painters make or influence most decisions; dealership driven by contractor loyalty.
Availability	Ready stock and variety of pack sizes heavily affect brand choice.
Dealer Recommendation	Consumers trust dealer guidance due to low technical knowledge.
Quality/Performance	Coverage, durability, wash ability, low odor, and weather resistance.
Colour Options	Shade card availability, tinting system presence, trendy colours.



Category	Description
Social Influence	Neighbor/family recommendations and brand familiarity.
After-Sales Support	Complaint resolution, replacement, warranties, technical guidance.
Packaging & Labeling	Perceived quality and clarity of instructions.
Credit Facilities	Deferred payments for contractors and bulk buyers.
Promotions & Advertising	In-shop branding, discounts, and free tools.
Distributor Support	Reliable service, stable pricing, and regular supply visits.

Literature Review

Emerging countries, like Pakistan, the retail paint industry is shaped by the demands of the consumer and, more significantly, the middlemen—dealers and shopkeepers. Paint dealers are advisors, technical guides, credit providers, and influencers. Their interactions with the consumer as well as the contractors make them the supply chain's information hubs. Hence, understanding the paint purchase behaviour through the lens of the dealer helps in understanding the more real decision making happening in the market. The available research on the touch points of retail influence, the mechanics of distribution, the behaviour of the consumer in the construction materials market, and the cultural/economic influences of the paint market in Pakistan have been integrated in this literature review.

According to studies in retail marketing, customers in low engagement, technical areas of products like paints, adhesives, hardware, and building materials are very influenced by their dealer. In their study, Kumar and Singh, (2019) explain that in underdeveloped countries, the credibility of the dealer, his knowledge of the products, and his recommendations are very important in making a purchase. Customers tend to follow the dealer's recommendations because of the technical complexity of the products, the customers' lack of understanding of the products, and the customers' trust of the dealers in their retail community. This is also the case in the South Asian industry of hardware and construction materials, where dealers are “opinion leaders” and “technical consultants.”

In the paint market, the consumer behavior aspect is significantly impacted by pricing. Due to EI, consumers in developing economies are very price conscious as they have low income, are facing an unstable economic situation, and the prices of construction materials are very volatile. As Ali & Raza (2020) studied, coverage, durability, and quantity are considered against pricing by the consumers. From the seller's perspective, lower pricing is the first thing that customers request, they bargain a lot, and they do comparative analysis of brands in terms of price/lt nearly most of the time. Dealers claim that economically behaviorally buyers are very much responsive to low pricing and selling prices.

In Pakistan, contractors and painters are key players and decision makers. They choose final products while most homeowners relinquish renovation choice decisions. Construction marketing literature shows, contractors choose products that are easy to apply, perform within expected parameters, and offer dealer credit (Hussain & Haq, 2021). Dealers view contractors as bulk repeat customers, and since they dominate the final brand choice, dealers tend to tailor their inventory to contractors' preferences.



According to Fahad & Ali (2020), the availability of a product shapes consumer behavior significantly. Studies in marketing of supply chains highlight that painting is a need-purchase with a low tolerance of stock-outs. This then is fuelled by switching of brands faster in need based purchases. Fast moving brands with stronger distribution networks are seen easier to sell by dealers. Other studies done across FMCG and retail hardware in different markets confirm strongly that availability will overcome brand preference when urgency is higher to purchase.

As per findings of Uddin & Ali (2021), advertising is not the primary means through which brand trust is established. Data from the dealers indicate that customers believe established brands are trustworthy, consistently perform well, and are less likely to fail. Experiential trust literature outlines that consumer confidence is positively affected by long-term presence in the marketplace, positive usage in the past, visibility in the market, and endorsements by well-respected shopkeepers.

Mamun (2017), share that general Consumer Information Deficiency. Most consumers do not understand the various types of paints (e.g., emulsions, enamels, and primers), the various coverage ratios of paints, and the needed surface preparation. Previous studies on other low involvement technical products indicate that the retail environment becomes the primary source of learning. As a result, dealers become educators, affecting brand adoption through demonstrations, verbal explanations, and recommendations. Other researchers indicate that dealers with greater product knowledge have higher sales of the brands they recommend.

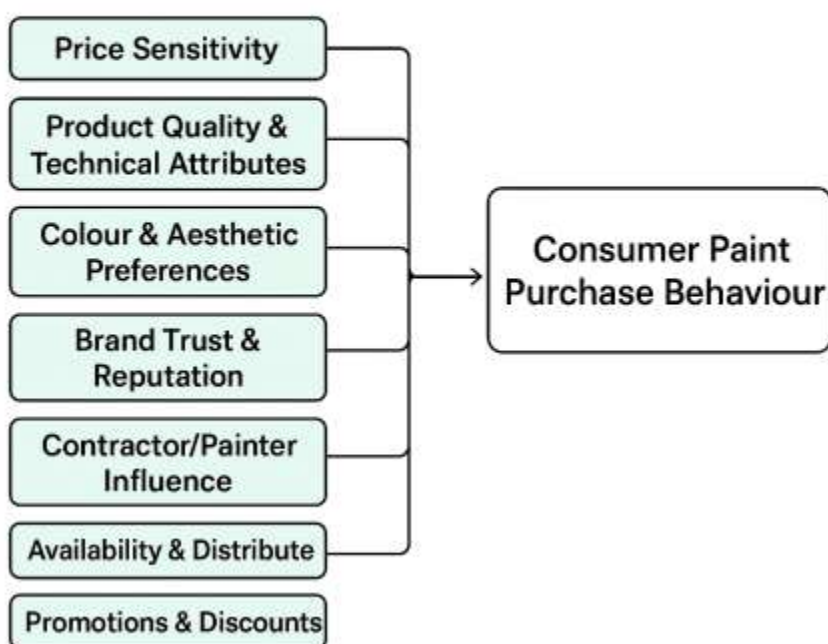
According to Bin-Asif & Hussain (2023), people's colour tastes are influenced by where they come from, and are Pakistani customers' like neutral and warm colours as well as colours from their specific area. Dealers have noticed that colour cards, sample pots and digital visualizers assist customers in making decision even if they are feeling hesitant. Research exists in the area of high-level decision making and shows that the presence of colour coordination instruments boosts the probability of customers unfamiliar with the concept of premium paint purchasing it.

Saleem et al, (2017), the dissatisfaction of consumers after painting purchase/s is well documented. Discontent is caused by dissatisfaction of coverage by painting, peeling of paint, and mismatch of color. Dealers often serve as intermediaries of consumer's discontent and paint companies. Dealers report dissatisfaction and discontent of paint products. Brands that resolve complaints and provide technical support demonstrate a solid reputation and are often promoted by Dealers. Studies indicate that Dealers strengthen their discontent of consumers and paint products, and this, in turn, creates consumer loyalty by forming they retain consumer loyalty.

According to Khan et al. (2020) price is the most significant factor that influences the purchase of paint in Pakistan. Customers frequently evaluate the cost per liter alternately to the overall surface area coverage of the paint. Customers mainly prefer brands that offer higher value of coverage at a lower cost.

Satisfaction and the likelihood of buying the product again are affected by how durable and washable the product is its coverage and levels of VOCs, and its anti-fungal properties (Mir & Zafar (2025) According to dealers, consumers want to know about the products expected lifespan and how it withstands various weather conditions.

Factors Affecting Consumer Paint Purchase Behaviour in Pakistan (Dealer/Shopkeeper Perspective)



Literature Gaps

The following deficiencies are highlighted in the review:

1. There has been little investigation examining dealer centric consumer behaviour within Pakistan's paint industry.
2. There have been few studies examining the impact of contractor intercession in the final brand selection.
3. There is little empirical research examining the influence of after-sales service in recommending dealers.
4. There has been little inquiry into the behavioural effects of credit systems in the construction materials.
5. There are no cohesive theoretical frameworks which combine retailing, culture, and the aesthetics.

Conceptual Framework

Independent Variables (Dealer Perspective):

- Price Sensitivity
- Contractor Influence
- Dealer/Shopkeeper Advice
- Product Quality Perception
- Brand Reputation
- Availability/Stock Levels



- Colour Range and Visual Aids
- Credit and Payment Flexibility
- After-Sales Support
- Dealer–Customer Trust Relationship

Dependent Variable:

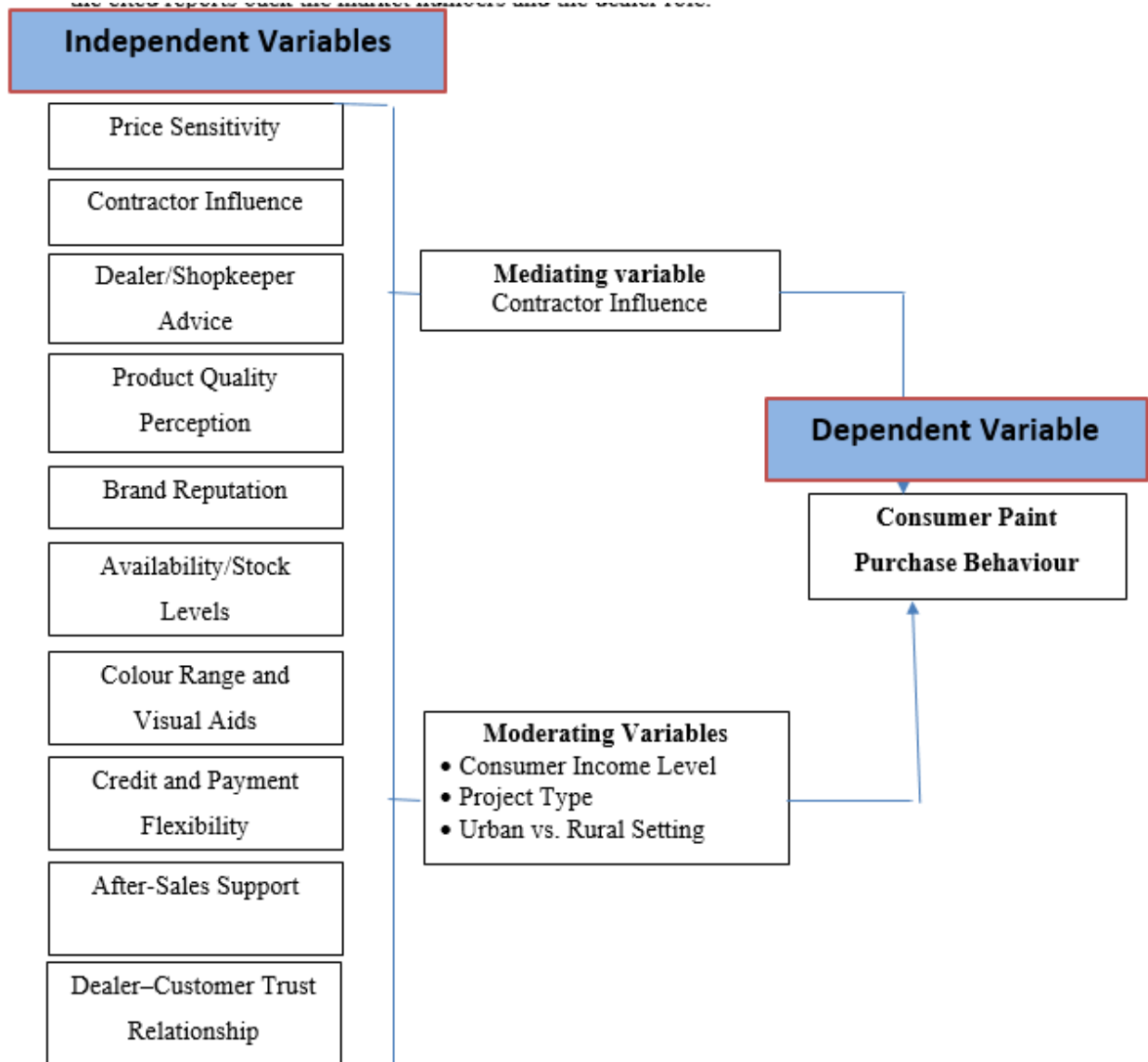
- **Consumer Paint Purchase Behaviour**

Mediating Variable:

- **Contractor Influence** (optional based on study design)

Moderating Variables (optional):

- Consumer Income Level
- Project Type (new home vs. renovation)
- Urban vs. Rural Setting



Theoretical Foundation

Theory of Reasoned Action (TRA)

TRA posits that consumer behavior is shaped by attitudes and subjective norms. In the Pakistani paint market, subjective norms (contractor influence, dealer advice, neighborhood preferences) often outweigh personal attitudes, making the model highly relevant.

Stimulus–Organism–Response (S-O-R) Theory

Price, color, and brand cues of paint act as stimuli, and the consumer through the dealer as an information processor, makes a purchasing decision.

Retail Influence Theory

The Theory of Perceived Risk and its information Gap argues that the retailers perform the function of conveying the technical information and acts as a risk mitigator. This theory explains



the purchase behaviour as a function of the skills that the dealers possess and the persuasion that they demonstrate.

Information Asymmetry Theory

While consumers may have limited technical knowledge, dealers have larger informational advantages on particular products. This information asymmetry leads consumers to rely on the recommendations provided by the dealers, therefore guiding their purchase choices.

Research Methodology

1. Research Design

The focus of this investigation is on understanding consumer buying behavior in the paint industry in Pakistan. The study incorporates a mixed-method approach in quantitative and qualitative paradigms. The quantitative part ascertains the prevalence and relative significance of the variables impacting the purchase decisions. The qualitative aspect investigates the deeper motivations, perceptions, and perspectives of the dealers. The focus of this investigation is on understanding consumer buying behavior in the paint industry in Pakistan. The study incorporates a mixed-method approach in quantitative and qualitative paradigms. The quantitative part ascertains the prevalence and relative significance of the variables impacting the purchase decisions. The qualitative aspect investigates the deeper motivations, perceptions, and perspectives of the dealers.

2. Population and Sample

Sample Size: Approximately 15 dealers will be surveyed/interviewed to ensure representativeness.

3. Data Collection Methods

- **Quantitative Data:** Structured questionnaires administered to consumers to capture demographic information, purchase frequency, brand preferences, perceptions of quality, influence of promotions, and sensitivity to price and credit terms.

4. Data Collection Instruments

- **Questionnaire:** Includes Likert-scale items, multiple-choice questions, and ranking-based queries to quantify the importance of various factors.
- **Interview Guide:** Open-ended questions to explore dealer-consumer interactions, credit practices, after-sales service, and promotional strategies.

7. Ethical Considerations

- Informed consent obtained from all participants.
- Data confidentiality and anonymity maintained.
- Participation is voluntary, with respondents free to withdraw at any time.

8. Limitations

- The study focuses primarily on urban and semi-urban regions, potentially limiting generalizability to rural markets.
- Responses may be influenced by social desirability bias, especially in interviews with dealers or contractors.

Recommendations

- Integrate paint dealers and shopkeepers as primary stakeholders because they serve as channel, power, and technical gatekeepers.



- Assess the extent to which dealer counsel, credit, and aftermarket service assist/support features influence consumers' decisions.
- Segment Consumers by Type
- Screen homeowners, contractors, and other repeat purchasers to reflect differences in priorities (e.g., quality-versus-price-versus-credit-term).
- Distinguish between large-scale versus small-scale project activities to identify behaviors that support/disconfirm hypotheses regarding bulk procurement.
- Assess Social and Local Influence
- Assess the effects of neighborhood or family loyalty, local brand allegiance, and peer influence on purchase decisions.
- Consider word-of-mouth and peer recommendation as factors in brand loyalty and sustained demand.
- Investigate Product Attributes and Quality Perception
- Assess quality perceptions based on packaging and labeling (e.g., batch number, manufacturing date, tamper-proof seal).
- Consider as determinants of purchase finish types, durability, VOC level, and color options.
- Analyze Pricing, Promotions, and Incentives
- Assess price, discount, seasonal promotion, and/or bundled offer sensitivity.
- Evaluate the influence of promotional items (e.g., banners, shade cards, free tools) on contractor and homeowner demand.
- Examine Payment and Credit Terms
- Assess the impact of flexible credit, installments, or deferred payments on frequent buyers and contractors.
- Evaluate financial flexibility in relation to project scope and/or purchase volume.
- Assess the Distribution and Supply Chain Effect
- Analyze the impact of a distributor's reliability, on-time delivery, fulfillment of orders, and stable prices on dealer support and customer loyalty.
- Examine the effect of the dealers and stores location on the company's market coverage.
- Apply Mixed Research Method
- Integrate quantitative methods such as surveys, closed-ended questions, and Likert scale measurement with qualitative methods such as interviews with dealers, builders, and homeowners.
- Conduct field studies in retail outlets to observe and record their spontaneous choice and behavior.
- Acknowledge Cultural and Geographic Diversity
- Consider the distinctions in the rural and urban markets, the dominant brand in a certain area, and the cultural influences on the design and color preferences.
- Include the Role of Technology



- Assess the effect of online advertising, social networking, and electronic commerce on consumer behavior and brand choice.

Conclusion

The intricacies of consumer behavior in terms of purchases in Pakistan's paint industry highlight the interplay of social factors, perception of the attributes of the product, financial considerations, promotional activities, and aspects of distribution. Besides the individual preferences of the consumer, the influence of the dealer, the recommendation of peers, and the local reputation of the brand are highly influential. The perceived quality of a product is highly shaped by instructions and packaging, as well as the product's durability. The purchase of a product is highly influenced by promotional activities and flexible credit arrangements, especially in the case of contractors and frequent buyers. Distributor's advocacy also enhances consumer trust and loyalty. Insights into the multi-dimensional aspects developed by both the consumer and the dealer perspectives are of great value to the manufacturers, marketers and the retailers in the quest of optimized market penetration and long-term brand equity in the developing paint industry in Pakistan.

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