

## Influence of Reference Group, Especially Painters on Decorative Paint Buying Decision: A Case Study of Bangladesh

*Md. Shamsuzzaman<sup>1</sup>, Md. Ridhwanul Haq<sup>2</sup>, Mohammad Aman Ullah Aman<sup>3</sup>*

*(1. Institute of Business Administration, University of Dhaka, Bangladesh;*

*2. Associate Professor, Institute of Business Administration, University of Dhaka, Bangladesh;*

*3. International Institute of Marketing Professionals, Bangladesh)*

**Abstract:** Paint is a semi technical product, where except for the shade selection, other factors such as category, brand and painting process selection require proper technical knowledge. The end users of Bangladesh are highly dependent on the reference groups for product knowledge, technical knowhow, and buying decision. This is why the research focused on the influence of reference groups, especially painters. An elaborated multi-step research method including expert in-depth interview, focus group discussions and a structured questionnaire survey has been conducted. FGDs and expert in-depth interviews' findings revealed that for paints and painting activities of new architecture about 80% end-user depends on professional reference groups like architects, engineers etc., and rest of the 20% depend on other reference groups like paints dealers, contractors, and painters. But reverse scenario (20% vs. 80%) has been found in painting of old architectures. For brand selection, 80% of the buyers are influenced by dealers with the help of contractors or painters. A unique implication of Pareto's Principle (80/20 rule) has been observed in the research findings. Questionnaire survey exposed that for category and brand selection, 74% of the end-users depended on the reference groups, 54% of whom on painters. The study will help paint marketer, entrepreneurs, researchers and others stakeholder in their strategic decision making process.

**Key words:** reference group; paint; painting; buying decision; painter

**JEL code:** M310

### 1. Background

Bangladesh is a developing country with rapidly growing economy. It has been experiencing more than 7% GDP growth for the last three years where expected growth of this is more than 8% and aiming to cross double digit growth by the next three years. Strong economic growth, rapid infrastructural development, industrialization and urbanization have propelled the paint industry to 10-12 percent growth over last few years and made it Asia's one of the fastest growing paint market. It was also reported taking reference of Bangladesh Paint Manufacturers Association (BPMA) that the market size would be more than BDT 35 billion and annual demand for paint is 200000 MT. Per capita paint consumption in Bangladesh is very negligible comparing to the western countries,

---

Md. Shamsuzzaman, Doctor of Business Administration, IBA, University of Dhaka; research area/interest: consumer behaviour (buying decision). E-mail: [fatherofsaiki@gmail.com](mailto:fatherofsaiki@gmail.com).

even much less than neighboring countries which is less than one kg. Where it is more than three kg in neighboring country like India and more than twenty kg in developed countries. If the per capita consumption of Bangladesh goes up to the Indian level, the market size would be more than 100 billion. So, there is ample opportunity for the industry to grow further. To grab up the high market potentials, world's giant MNCs like AKzoNobel, Nippon, Jotun, Nerolac have entered into this market in recent. Over the years due to the increase of competition, growth of infrastructure, consumer awareness about beauty, ambiance and protection of their building, the consumer has become aware about the importance of buying as well as using right and quality paints and painting methods respectively. However paint is a semi technical product and not being frequently purchased, house hold buyers get little scope to gather knowledge about paint and painting. Moreover, they have to go to painter for applying the paint in their architecture since multiple stepped painting technologies are unknown to house owners. That's why house owners get their painting done by Painters. As house owners have little knowledge about paint and painting, they take help from expert while paint buying decision making process. Painters, Dealers, Company Representative, Architects and Engineers are the group of people who keep knowledge on paint and can guide people accordingly while they are remembered for any guidance. It has been observed by the researchers the household paint buying decision making process is mostly influenced by reference group i.e. dealers, painters, company representatives, architects and engineers. But the significance of each group on paint buying decision making process can't be identified since no formal research is found in Bangladesh on this issue. Which is why this issue has been taken into account by the researchers to know the significance of reference group, especially painters on household paint buying decision process. This research will help all the stakeholders in the way of their strategic planning process.

## **2. Objective of the Study**

### **2.1 Broad Objective**

To explore how reference group, especially painters influence in decorative paints buying decision in Bangladesh.

### **2.2 Specific Objectives**

- To understand the primary factors considered by the end user in decorative paints buying decision process.
- To explore the role of reference group in decorative paints buying process.
- To find out end user perception about paint brand, paint category and their preference in selection process.
- To dig out the role and influence of painters in household paints buying process.

## **3. Literature Review**

It is well accepted by the marketers that attitudes, preferences, intentions, and decisions which are shown by the consumer while purchasing a product or service is called consumer buying behavior. Consumer Behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the

underlying motives for those actions<sup>1</sup>. Dawson et al. (2006) defined consumer buying behavior as a set of attitudes that characterized the patterns of consumer's choice. Lawan L. A. and Zanna R. (2013) mentioned two types of factors like internal factors and external factors that affect consumer choice. Internal factors are consumer's own judgment, test, preference, beliefs, lifestyle, personality, buying capacity etc. where external factors are society's culture such as norms, convention, customs religion, festivity, class, lifestyle and other subculture influence etc. Behavioral scientist identified that consumers shows a systematic approach which is consist six steps including problem recognition, information search, evaluation of alternative, purchase decision and post purchase evaluation<sup>2</sup>. However, this approach sometimes changes depending on types of product or consumer's involvement with the product where consumers go through a simple process for impulse buying when the cost product is low. On the other hand, they go through a complex buying process when the involvement of consumer with product is high. The level of purchase involvement means, the purchase process triggered by need to consider a particular purchase<sup>3</sup>. So, it can be said that consumer's involvement of purchase is a temporary state of individual which is influenced by the interaction of individual, product, situation, financial involvement, product category, brand loyalty, time pressure or other involvement. They put more effort for extensive information search from various sources and find out best solution of their problem. They also take expert opinion while taking the decision if the product is technical. Influence of social reference groups is one of the many subconscious factors that can form a consumer behavior for products used in public settings (Reza A. S. & Vallecha S., 2013)

Reference group is a group with which an individual identifies such he or she tends to use the group as a standard of self-evaluation and as a source of personal goal, that is, a group that serve as a referent point for the individual in the formation of belief and behavior (Assael, 2004). According to Reza A. S. and Vallecha S. (2013), reference group is a group whose norms, values and rules are followed by an individual as a foundation of his daily behavior. They mentioned two types of reference group such as primary group and secondary group in their research.

Consumer buying decision is often influenced by reference group where the group includes one or people that influence our opinions, beliefs, attitudes and behaviors. The influence of reference group depends on the involvement of consumer with the product. Usually consumers take advice or opinion from expert if the product is costly and he/she does not have enough knowledge about it. According to Park and Lessing (1977), reference groups can influence a consumer by affecting how they perceive a given product or service by affecting what the consumer values or aspires to be and/or by affecting the type of behavior displayed by the consumer. Marketers consider reference groups with high importance since the opinion of this group has been found highly impactful. Normative reference group and comparative reference are the two types of reference group are found in the practical field (study.com). Kotler (2003) mentioned another two types of reference group such as primary and secondary group. Soloman, Bamossy, Askegaard and Hogg (2006) mentioned five types of reference group including informal, aspirational, dissociative, and virtual and membership reference group.

As a behavioral phenomenon, consumers follow different buying steps for buying different types products. They don't pass same steps all the time for buying all types products when they need. Because of types and natures, usage of products, buying frequency, financial involvement and other factors of consideration like

---

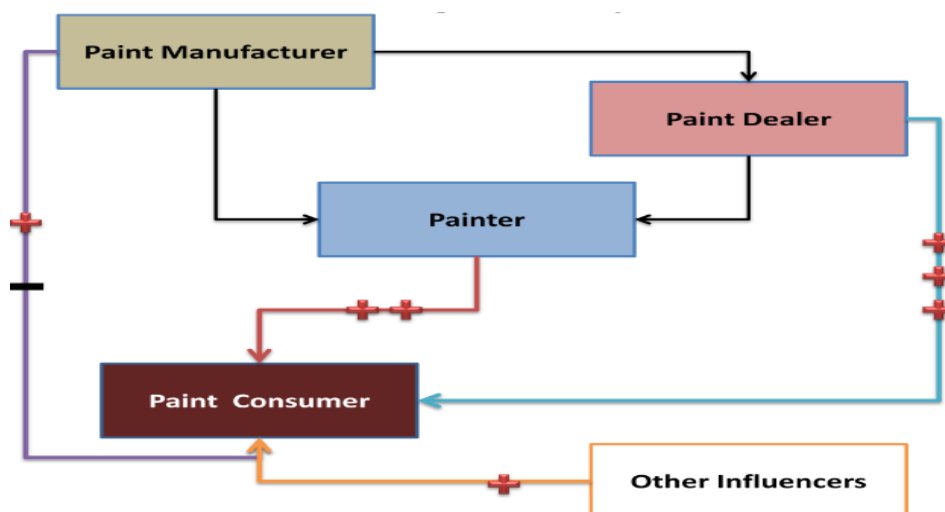
<sup>1</sup> <http://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>.

<sup>2</sup> <http://www.business2community.com>.

<sup>3</sup> <http://shodhganga.inflibnet.ac.in>.

demographical factors, economical factors, marketing mix factors and Situational factors, consumer behavior varies for product while taking the ultimate buying decision (Maria-Cristiana MUNTHIU, 2009). Kotler & Armstrong (2008) mentioned four types of buying behavior such as Complex buying behavior, Dissonance-reducing buying behavior, Habitual buying behavior and Variety-seeking buying behavior. While buying paint, consumer shows a complex buying behavior while going for purchase.

The customers for decorative paints exhibit dissonance buying behavior (Kochukalam C. A., Mathews S., 2016) since the product (paint) is a semi-technical and infrequently purchased nature, consumer can keep very limited knowledge about paints. So, when they want to have their house painted, they go to experts who keep knowledge about paint and painting technology for taking advice from them. Architects, engineers, paint dealers, painters and company representative are the experts in this industry. It was explored by Kochukalam C. A. and Mathews S. (2016) consumers depend on painters and dealers as they are technically incompetent to understand the technicalities related to paints and painting. According to Kochukalam C. A. and Joseph J. (2016), the influencers play their part at different levels in differing quantum where the customers are drifted through their perception towards a brand influencing a shift from their actual requirements to a modified requirement which ultimately drags down the choice tunnel for the customer. Kochukalam C. A. and Joseph J. (2016) have given an excellent buying model as follows:

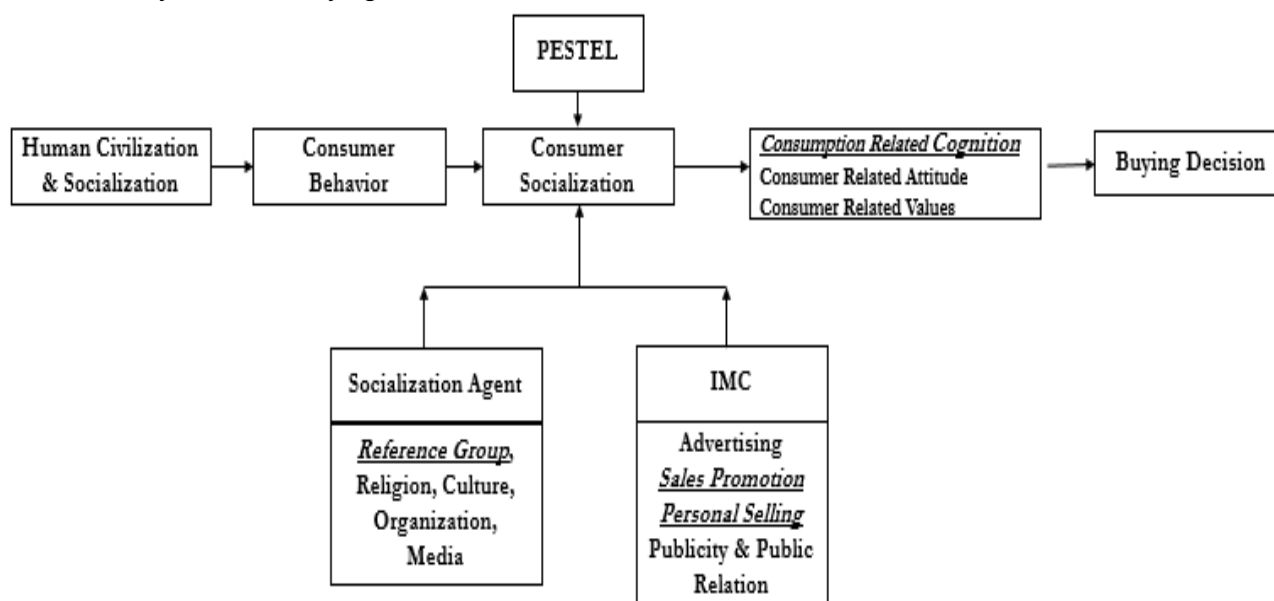


**Figure 1 Paint Buying Model (Kochukalam C. A., Joseph J., 2016)**

Kochukalam C. A. and Mathews S. (2016) explored information related to the perception of the dealers on the painter's influence on the consumer decision making for the purchase of decorative paints. They revealed that the painters are consulted by paint customers before making a purchase and the dealers perceive that painters are not the ultimate influencer on the decision to purchase paints. Unlike other products paints does not extend its brand identity after its useful application hence the disconnect experience is more once the paint is applied (Kochukalam C. A. & Joseph J., 2016) which leads to the customers willingness to associate with the brand until the next requirement arises which will generally be after five or more years. While the quality is of less concern for painters, an average quality at an average price will be recommended but which provides high incentives and commission for the painters. According to Kanji Gopal K. (2007), after application/Decantation no one can judge about the Brand of paint used. Due to this reason consumers don't insist too much for specific Brand. This

situation gives opportunity to dealers/Painters to recommend a particular brand where they get maximum profit. In this consequence, this study has tried to explore the influence of reference group, especially painters in decorative paint buying decision making process.

As per the conceptual framework, real human civilization and socialization process started after long time of human creation. Afterward it has been observed continuous changes in human behavior, i.e., consumer behavior which is known as consumer socialization. Consumer socialization is driven by three major factors such as socialization agents, external factors (PESTEL: Political, Economic, Social, Technological, Environmental and Legal) and integrated marketing communication (IMC). All those broad category factors influence three individual human factors like consumption related cognition, attitude and values. These three individual human factors directly involve in buying decision.



**Figure 2 Conceptual Framework on Consumer Buying Decision**

Source: On the basis of extensive literature review

In case of paint buying decision, other than the external factors among socialization agents reference group as well as personal selling and sales promotion from integrated marketing communication tools play a very vital role. It needs to be mentioned that among the three individual human factors, consumption related cognition is more important for making paint buying factors since it is a semi technical as well as not frequently purchased product.

## 4. Methodology

This research followed both qualitative and quantitative method for collecting the required research data. At the qualitative stage, four FGDs were conducted, two with painters and another two with house owners consist of eight respondents in FGD to comprehend the factors involved in paint buying process and the influence of reference group as well. Six in-depth interviews were conducted with industry experts from six leading paint companies of Bangladesh. A rigorous literature review was carried out emphasizing on consumer behavior, buying decision process, influence of reference group in buying decision, paint market, paint buying decision process,

influence of reference group in paint buying process, role of painter in paint buying process etc. to administer the research successfully. Secondary data was retrieved from different journals, statistical books, reports of few independent research firms, company websites as well as internal company sources.

A structured questionnaire was prepared to conduct the survey at the household level of Dhaka city from different demographic groups focusing on gender, income groups, age groups, level of education, etc. After preparing the questionnaire, a small pilot survey was accomplished among few selective respondents from different demographic groups to validate the questionnaire, whether it has met the research objectives or if any modification was required. An English questionnaire was prepared initially, but was later on translated into Bengali (local language) to make ease for the respondents. The pilot testing was carried out using both English and Bengali questionnaires separately. Through the pilot testing, it was confirmed that the questionnaire met the requirements of the research work, after which the survey work was started in July 2018 to collect data from 150 respondents from different demographic groups. The survey conducted by two trained surveyors took about six months to complete. A combination of non-probability convenience and purposive sampling procedure was used for the data collection.

Excel and SPSS version 21 were used for the analysis of their responses. Cross tabulation and frequency distribution were practiced for the analysis.

## **5. Findings**

### **5.1 Findings from Focus Group Discussion**

It has been revealed from the FGD with the painters that for paints and painting activities of new architecture about 80% end-user depends on professional reference groups like architects, engineers and interior designers since they are involved from the designing to the completion of the whole project. Rest of the 20% depend on other reference groups like paints dealers, contractors, and painters as their architectures are smaller in size and they prefer to complete their painting works long after the completion of the project. Painting work including necessary technical support is performed by the painters as per the direction of professionals and house owners. On the contrary, most of the participants opined that 80% of the end-users depends on the paint dealers, contractors and painters for repainting works and 20% depend on interior designer, company's customer care center, company representative and very few on architect. They also mentioned that dealers are also an influential group who can sway the choice of end users. The participants further reiterated that in case of shade selection, a vital role is played by the key decision makers of household. They added that a majority of the home owners desire to complete the painting work in an economic way, leading the painters to sacrifice job quality to match the desired cost. This indicates a lack of technical knowledge of paint and painting on the house owners' part.

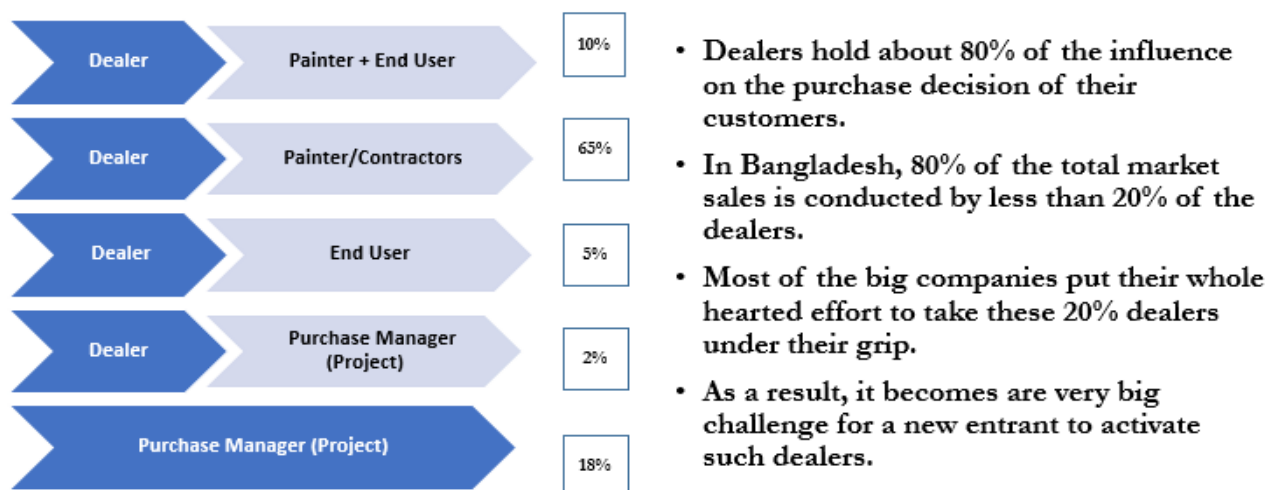
Another two FGDs were conducted inviting house owners from different demographic segments. Thirteen out of the eighteen respondents opined that paint buying process is a complicated one since they don't have enough knowledge on paint categories, different brands, painting technology etc. According to them, since they have to buy paints on a 3 to 5 years interval and many new categories are launched during that interval, they get limited scope to learn and update themselves on the paint categories and technologies. As a result, house hold buyers take suggestions from reference groups who deal with paints on a regular basis in order to buy better paints for their houses.

In most cases, they go to the dealers who are in their vicinity for advice. By and large, dealers refer painters or contractors with whom they have a very good rapport. The participants also mentioned that few of the painters and contractors were found to be unreliable as well as not technically sound for selecting the paint brands and categories, this further created dilemmas while taking the final decision. About 50% of the respondents mentioned that they interested to involve professional reference group such as paint consultants, architects or engineers for painting their houses. Architects and engineers however, show apathy to provide such type of services, rather they are more interested to work for large projects. The respondents also stated that freelance paint consultants are not available in Bangladesh, which is big barrier for household paint buyers for getting appropriate paints and painting solutions. Few of them also noticed that if they visit customer care centers of specific companies, the centers always prescribe their own paint brands, which appears to be a biased solution. Most of the respondents concluded that the painters are readily available, less expensive, and more helpful than other reference groups for selecting paint and painting methods under the prevailing circumstances, which demands freelance paint consultants to be available.

### 5.2 Findings from In-depth Interview with Industry Expert

Individual in-depth interviews of six industry experts were taken who represent leading paint companies of Bangladesh. According to these experts, unlike FMCG products, paints require some basic technical knowledge if one is planning on buying interior or exterior products. This knowledge cannot be shared through a TVC of one minute or less. This requires person to person communication to properly convey the information. Reference group is the best channel to create such awareness among the household level where dealers and painters play very vital role.

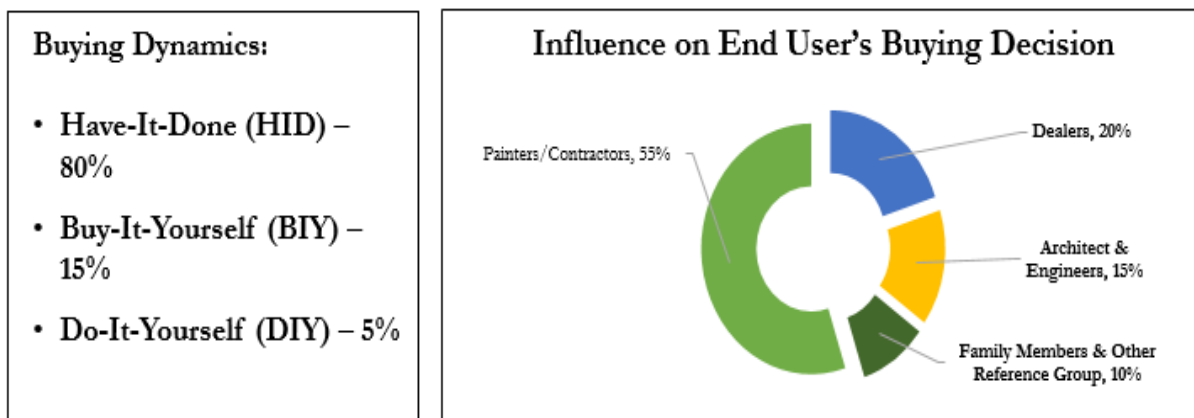
Based on the findings from in-depth interview, the buying pattern of household and project paint buyer has been summarized as follows.



**Figure 3** Explored by Researchers on the Basis of the In-depth Interview

Some of the reasons experts rely on painters include free consultancy, ease of access, their dependence of painters for painting as well as a lack of availability of other reference group. Another reason for painter's influence is that the quality of painting work is heavily dependent on painters. This results in the house owners being inclined to accept the painter's suggestion.

It has also been explored that the paint buying pattern of Bangladesh is divided into 3 categories: about 80% is HID (Have It Done), more than 15% is BIY (Buy It Yourself), and less than 5% is DIY (Do It Yourself).



Experts mentioned some negative points of painter dependency. They shared that most painters are not literate enough, not technically sound, their skills are not at par the painters of more mature markets, and their analytical ability is not very strong. As a result, in some cases, painters are unable to provide unbiased solutions and are more prone to suggest categories and brands of a specific company depending on the incentive schemes offered by that company to those painters.

### 5.3 Findings from Household Survey

In this survey 68.7% of the participants were male and 31.3% were female. Highest percent of respondents were taken from the age group of 30-40. 64.7% of the respondents were graduates among the sample size. It was also found from survey that 64.7% respondents belonged to the monthly income group of below BDT 100,000.

		Frequency	Percent
Valid	This year	20	13.3%
	2 years back	33	22.0%
	<b>3 years back</b>	<b>50</b>	<b>33.3%</b>
	4 years back	31	20.7%
	5 years back	16	10.7%
	Total	150	100.0%

#### 5.3.1 House Paint Duration

The above table depicts the house painting duration frequency. From this we see that out of the 150 respondents, 33.3% painted their house three years back, and 22% painted their house two years back. This shows that more than 55% of the population paint their houses in an interval of two to three years. So, this finding is very important for marketers. If marketers can build a household database, they can reminder householders for repainting works after three years of getting their house painted.

#### 5.3.2 Type of Painting Work

		Frequency	Percent
Valid	First time painting	30	20.0%
	<b>Repainting</b>	<b>120</b>	<b>80.0%</b>
	Total	150	100.0%

From the data, we can see that majority of the painting is done for repainting work (80%) and only 20% is done for first-time painting. As a result, marketers and paints companies should allocate more resource towards grabbing the repainting market in order to boost their market share.

### 5.3.3 Brand Preference

		Frequency	Percent
Valid	<b>Berger Paint</b>	<b>99</b>	<b>66.0%</b>
	Asian Paint	44	29.3%
	Dulux Paint	3	2.0%
	Nippon Paint	3	2.0%
	Other Local Brands	1	0.7%

The data above gives an accurate depiction of the Bangladesh paint market where Berger Paints is the market leader with more than 60% market share, and Asian Paints is the market follower with about 20% market share. The data shows that 66% of the respondents preferred Berger as their first brand choice and Asian Paints was the first choice of 29.3%. This shows that the market share of the companies are proportional to the top of mind of the consumers. This finding will help marketers to understand his position in the mind of end user. This will also help marketers to design their action plan to increase their mind share as well as market share.

### 5.3.4 Paint Category

		Frequency	Percent
Valid	Economy Category	16	10.7%
	<b>Medium Category</b>	<b>78</b>	<b>52.0%</b>
	Premium Category	56	37.3%
	Total	150	100.0

As per the industry experts, as opposed to neighboring countries where the economy tier of paints is used in the mass level, the mid-tier paints is the mass or popular category in the Bangladesh paint industry. When we look at the data above, we can see a similar result, where 52% of the respondents have said that they prefer medium category paint products. This category in Bangladesh is the most popular category amongst end users. This finding will help marketer for proper segmentation and targeting while designing their products, promotional activities etc.

### 5.3.5 Brand Awareness

		Frequency	Percent
Valid	<b>Painters</b>	<b>43</b>	<b>28.7%</b>
	Dealers	13	8.7%
	Friends And Peers	33	22.0%
	<b>Advertising</b>	<b>49</b>	<b>32.7%</b>
	Company People	11	7.3%
	Company Customer Care Center	1	0.7%
	Total	150	100.0

When respondents were asked how they came to know their preferred brand name, most of them (32.7%) said through advertisement and 28.7% said that they came to know about the brand name through painters.

However, advertisement is effective only to make the viewer aware of the brand, for more in-depth knowledge of the products and services, the respondents relied more on the Painters, dealers, and company people. Friends and Peers are helpful in case of brand selection. This finding will help marketers to allocate their budget while designing awareness campaign.

#### 5.3.6 Brand Selection

		Frequency	Percent
Valid	Myself	24	16.0%
	My Family Members	40	26.7%
	<b>Painter</b>	<b>59</b>	<b>39.3%</b>
	Dealer	10	6.7%
	Architects/Engineer	15	10.0%
	Company People	2	1.3%
	Total	150	100.0

As per the FGDs and interviews, we found out that painters are more accessible for end users, and were useful for brand and product selection. As per the data above, when asked about who helped them and whose suggestion they preferred while selecting the paint brand, most of the respondents (39.3%) said that they preferred the painters' suggestion in most cases. Based on this finding marketers can their decision where to invest their money while designing promotional plan.

#### 5.3.7 How the Painters Helped the Respondent

		Frequency	Percent
Valid	Brand Selection	24	16.0%
	Category Selection	15	10.0%
	Color Selection	12	8.0%
	Painting Works	39	26.0%
	<b>All</b>	<b>60</b>	<b>40.0%</b>
	Total	150	100.0

When asked how the painters helped the householders in their paint selection, most of the respondents (40%) said that the painters help them in all type of category selection. This is in agreement with the results we found when talking to the industry experts and painters. Due to the hands-on work of the painters, their availability, and their knowledge about paint and painting, end users rely on them for selecting all aspects of the painting. This finding will marketers to understand the importance and influence of painters in paint buying process.

#### 5.3.8 Reason of Brand Selection

		Frequency	Percent
Valid	<b>Superior Quality</b>	<b>53</b>	<b>35.3%</b>
	Low Price	14	9.3%
	Available	36	24.0%
	Popularity	39	26.0%
	Others	8	5.3%
	Total	150	100.0%

In the interviews with the experts, they mentioned that unlike neighboring countries, the Bangladeshi people are more inclined to purchase premium products due to their higher perceived quality. When the respondents were asked about why they selected a particular brand, most (35.3%) said they select a brand because of its superior quality, only 9.3% said they purchase products due to lower price. This finding will help marketer to be more focused on maintaining and improving quality of the product.

#### 5.3.9 Painter Interest

		Frequency	Percent
Valid	Yes	51	34.0%
	No	99	66.0%
	Total	150	100.0%

When asked whether the respondents thought the painters have any kind of preference towards any particular brand, 66% said that they didn't think this was the case. However, in the opinion of the industry experts, they believed that due to the incentives provided by the paint companies, painters were more inclined to suggest brands that gave them higher rewards. This gap may be associated with painters not disclosing these incentives to the end users.

## 6. Conclusion and Recommendations

FGDs and expert in-depth interviews' findings revealed that for paints and painting activities of new architecture about 80% end-user depends on professional reference groups like architects, engineers and interior designers since they are involved from the designing to the completion of the whole project. Rest of the 20% depend on other reference groups like paints dealers, contractors, and painters as their architectures are smaller in size and they prefer to complete their painting works long after the completion of the project. On the contrary, 80% of the end-users depends on the paint dealers, contractors and painters for repainting works and 20% depend on interior designer, company's customer care center, company's representative and very few on architect.

They also noticed that 3rd party paint consultants are not available in Bangladesh which is one of the major barriers for household paint buyers to get unbiased and proper paint and painting solution.

In case of purchase decision, particularly brand selection, 80% of the buyers are influenced by dealers with the help of contractors or painters. As a result, 80% of the revenue is generated by 20% of the top dealers. These 20% dealers have a high bargaining power. It has also been explored the paint buying pattern of Bangladesh is divided into 3 parts: about 80% is HID (Have It Done), more than 15% is BIY (Buy It Yourself), and less than 5% is DIY (Do It Yourself). A unique implication of Pareto's Principle (80/20 rule) has been observed in the above research findings.

It has been also noticed by them that painter are the less costly channel of communication with the end users. They also have stated that since TVC of one minute or less is not enough to communicate the products detail, so one to one communication is required. This is why companies communicate their product to the end users through dealers as well as painters. End users also find them as their paint consultant even without any paying fees.

Questionnaire survey revealed that, 80% end-users repaint their architecture three or more than three year's interval. About 90% like to use premium or super premium category of paint, 33% depend on advertisement for brand awareness, 67% depend on painters and family members for brand selection where superior quality got high

priority. The study also revealed that for both, category and brand selection, 74% of the end-users depended on the reference groups, 54% of whom on painters. Researchers feel that this study will help paint marketer, researchers and others stakeholder in their decision making process.

Bangladesh paint market size is about BDT35 billion annually where the demand for paint is about 200000 MT in volume. Though the growth rate of Bangladesh paint market is being experienced 10 to 12 percent over the last couple of years but the per capita consumption is still negligible (less than one kg) comparing to developed countries and even developing countries. So, the industry has huge opportunity to grow. Unfortunately very less number of research works have been accomplished on paint industry of Bangladesh and the influencing factors and groups. That's why researchers require to give high importance on the issue to add value in the national economy.

Due to the nature of the product buyers have to depend on reference group like Architects, engineers, dealers and painters etc. for category and brand selection. As a result marketers as well as entrepreneurs need to give more focus on Below The Line (BTL) activities rather than Above The Line (ATL) activities. Whereas for other brands, brand builders give more focus on electronics, digital and print media.

Research work recommend that a third party paint consultancy organization is required to provide unbiased as well as right kind of professional services to the end user. Study also emphasize to ensure need based training for the painters for developing their knowledge and skills so that household buyers may have proper services and consultancy. This initiative can be taken by the Government or companies and government jointly.

## **7. Limitations and Further Area of Study**

Research survey has been conducted in Dhaka metropolitan area only, since 45% of total decorative paints are consumed here and people from every districts of Bangladesh are dwelling here. If the study can include major cities, urban, semi urban and rural areas, research findings could be more precise which can help the marketer for segmenting, positioning and targeting their brands in more effective and efficient manner.

This study has covered only household paint buyers where corporate and real-estate buyers were excluded. So, further research can be done on corporate and real-estate buyers.

This is research is based on only decorative paint segment where industrial segment is overlooked. So, ample opportunities are for the other researchers to study on industrial paints segment.

Researchers can conduct study in different least developed, developing and developed countries to validate the synergy of findings.

## **References**

- Assael H. (2004). *Consumer Behaviour: A Strategic Approach*, New Yourk, USA, Houghton Mittlin Company.
- Kochukalam C. A. and Mathews S. (2016). "Influence of painters on decorative paint purchase decision: A study among the paint dealers about their perception of painter's influence", *International Journal of Research in Social Sciences*, Vol. 6, No. 1, pp. 349-357.
- Kotler P. and Armstrong G. (2008). *Principles of Marketing*, Pearson Prentice Hall, New Jersey.
- Kotler P. (2003). *Marketing Management*, New Jersey, USA, Pearson Education Inc
- Kochukalam C. A. and Joseph J. (2016). "Information asymmetry: Catalyzing paint customer dependence on influencers for purchase decision", *Research Journal of Commerce and Behavioural Science*, Vol. 5, No. 3.
- Kanji Gopal K. (2007). *100 Statistical Tests* (3rd ed.), SAGE Publications, New Delhi, p. 29.

- Lawan L. A. and Zanna R. (2013). "Evaluation of socio-cultural factors influencing consumer buying behavior of clothes in Borno State, Nigeria", *International Journal of Basic and Applied Science*, Vol. 1, No. 03, pp. 519-529.
- Maria-Cristiana Munthiu (December/2009). "The buying decision process and types of buying decision behavior", *Sibiu Alma Mater University Journals, Series A: Economic Science*, Vol. 2, No. 4.
- Park C. W. and Leasing V. P. (1977). "Students and housewives: Difference in susceptibility to reference group influence", *Journal of Consumer Research*, Vol. 4, pp. 102-110.
- Ramya N. and Mohamed Ali M. S. A. (2016). "Factors affecting consumer buying behavior", *International Journal of Applied Research*, Vol. 2, No. 10, pp. 76-80.
- Reza A. S. and Vallecha S. (2013). "Influence of social reference groups on automobile buying decision — Research on young executive", *World Review of Business Research*, Vol. 3, No. 4, pp. 197-210.
- Solomon M., Bamossy G., Askegaard S. and Hogg (2006). *Consumer Behaviour: A European Perspective* (3rd ed.), London: FT/Practice Hall.
- Available online at: <http://businessjargons.com/psychological-factors-influencing-consumer-behavior.html>.
- Available online at: <https://study.com/academy/lesson/reference-groups-in-marketing-definition-types-examples.html>.
- Available online at: <https://www.scribd.com/doc/119199417/Buying-Behaviour-for-Decorative-Paints>.
- Available online at: <http://www.indianjournals.com/ijor.aspx?target=ijor:ijrss&volume=6&issue=1&article=022>.
- Available online at: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2717264](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2717264).
- Available online at: <https://www.thedailystar.net/business/bangladesh-present-gdp-growth-rate-7.86-percent-in-2017-18-1635835>.
- Available online at: <https://www.business2community.com/consumer-marketing/six-stages-consumer-buying-process-market-0811565>.
- Available online at: <http://shodhganga.inflibnet.ac.in/bitstream/10603/97412/7/chapter%205.pdf>.
- Available online at: <http://www.yourarticlelibrary.com/products/5-factors-influencing-consumer-behaviour-explained/22163>.