

Contemporary Practices in Interior Wall Painting

Vinith Sangavi. S

(13PIR016)

Thesis submitted to

**Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore - 641 043**

**In Partial Fulfillment of the Requirements for the Degree of Master of Science in
Interior Design and Resource Management**

March 2015

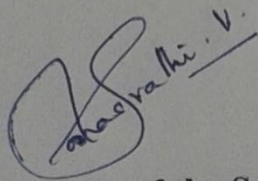
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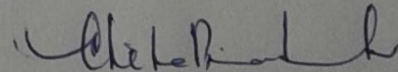
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Signature of the Supervisor



Signature of the Head of the Department

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INTRODUCTION

Where thou art – that – is Home.

Emily Dickinson

The origin and development of the home in human history marks the beginning of civilization. The cave perhaps was the first form of shelter. From the cave to the modern home, home making has undergone great changes. With the advances in science and technologies modern homes provide great comfort, convenience and facilities. It's a centre of social life, a place of health, happiness and comfort for the entire family in all stages and conditions of life. The home provides its inmate, rest and privacy. One should make sure that home is comfortable, warm and inviting and is a "lived in" place (Singleton, 2000).

A home is an indication of our personality. It reflects markedly the very personality of the occupants. It can be flamboyant, it can be neat and tidy, and it can simply be ordinary. One must know how to use art in simple ways, appreciate beauty in common things and develop good taste. "A tastefully set up home is pleasant, agreeable, exciting, interesting and satisfying" (Singleton, 2004). Our homes are both private space and public space; a clean canvas upon which project ideas about ourselves can be brought. We enjoy harmony; proportion and balance in our surroundings because they are part of our living environment that is the nature. From prehistoric days, man has exerted great effort to achieve liveable homes, but never has their effort been more intensive and widespread than it is today. The home is indeed a good place to begin the study of art.

Archaeologists believe that walls evolved over time from domed huts, and slowly became more complex. Throughout history, many materials have been used in walls. (<http://uncyclopedia.wikia.com/wiki/Walls>), A wall is a vertical structure, usually solid, that defines and sometimes protects an area. Most commonly, a wall delineates a building and supports its superstructure, separates space in buildings into sections, or protects delineates a space in the open air. There are three principal types of structural walls: building walls, exterior boundary walls, and retaining walls (Enans, 2004).

Walls are the essential architectural elements of any building. They form the facades of buildings. It occupies the room's largest area and sets its tone. They can be inconspicuous or dramatic, formal or casual depending on how they are treated. (Seetharaman and Pannu 2012). Materials for walls come from a variety of sources, both natural and fabricated. Wall materials are hard or rigid, flexible or soft, and their weight varies from heavy to light (Taylor 2002). Walls make a powerful contribution to our perception of a room. Wall

provides a background for room furnishings and its occupants .If smooth and neutral in colour, they serve as passive backdrop for foreground elements.

The building interior is looked at for a number of reasons. The interior finishes themselves usually reflect the overall building quality and their condition helps to indicate the level of overall maintenance states Matthew (2000). Wall and floor finishes need especially careful consideration as rooms in the home that is subjected to hard ware, vigorous cleaning and constant variations in temperature and humidity. This means that a fine balance must be met when choosing these finishes, weighing up practical considerations with aesthetic preferences. Finish consists mainly of the coverings of the rough walls, ceilings, and floors, and installing doors and windows with trim and hardware (Taylor ,2002).

Arora and Bindra (2005) informs that, building finishes such as plastering, pointing, painting, wallpapering, fabric, mural, panelling, etc. basically perform two functions, namely they give a protective coating to the surface which protects them from weather effects and they provide decorative effects which add to the appearance of the surface and building as the whole. Finishes are the process which provides the completion to a product or thing imparting various characteristics to it like gloss, texture, colour and various characteristics like sealing, protection, strength, etc. Finishes are the last touch put to something that has been made to have the appearance. (Kasu ,2005). According to Seetharaman and Pannu (2005), finish is the process of applying stain, paint, varnish, lacquer, polish, shellac, oil, wax to the surface or to the surface or to the base architectural structure to preserve and protect it and bring out its beauty and maintain it easily Good quality decorating can transform home, improving its visual appearance and comfort and increasing its value.

Walls also play an important role in appearance of a room. Since they can change the appearance of the room, and also because a wide variety of materials are available in the market, it is important to consider and understand the factor influence their choice are scale of the walls and room dimensions, open/enclosed looking walls, the complexity /simplicity of the wall, the texture of walls, durability of wall coverings, sound and light, functional consideration, decorative accents and use of colour (Seetharaman, 2012).

Today many wall coverings are available to be installed. These coverings can be placed over the original wall surfaces. Different kinds of materials are at the disposal of a home maker-pre pasted surfaces for wallpapers, self-adhesive wall tile, wooden planks with interlocking grooves, stick quick plastic mouldings and modular ceiling tiles. These are available with easy and practical installation methods. There is a considerable installation

method. There is a considerable standardization in the sizes and shapes of interior coverings for walls, ceilings and floors. The choice of wall coverings will depend upon the role the walls are likely to play in the overall decorating schemes of the room. Because of their extensive area and high visibility, walls constitute a most important decorating element in any room. This major element of the walls can be certainly be used to establish the basic colour scheme or to provide a subtle foil for more dramatic, smaller components. A family's style of living, as well as the style of the room's furnishings, will govern the style of wall treatment (Seetharaman, 2012). Painting the entire interior of a house can transform it from mundane to inspiring. The fact is painting a room's walls is one of the quickest, simplest and most affordable ways to refresh its look or extend a decor theme. This enables to achieve high quality results (Clara E. Laughlin, 2008).

According to Plutarch

“Painting is silent poetry, and poetry is painting that speaks”

Paint is a pretty interesting. It starts as a liquid and then it dries to colour and protect surfaces in the world around us. Paint is the homogenous mixture of resins, pigments, solvents and additives which when applied on the surface spreads into a film to obliterate or hide a surface. It also forms the barrier between the atmosphere and surface. It should be covered by minimum quality of the paint. Modern and new style wall painting ideas play an important role to enhance the look of the house. There are modern and amazing wall paint and designing ideas that will change the whole environment of the house including wall stickers, wood work on walls, tile work, graffiti and stylish patterns of paint. (<http://www.seeyourinterest.com/2013/07/wall-paint-and-designing/>)

Paints are available in a number of different sheens. The sheen of the paint can make a huge difference. Paints without a shine or sheen are referred to as flat or matte finishes. They diffuse the light reflecting off the paint—the light bounces off the paint in many different directions, with little or no shine. A semi-gloss or glossy sheen reflects light more directly, much as a mirror reflects light, which will create a slight shine off the surface. Eggshell, or low-lustre, finishes are the ones that provide slight sheen. This slight sheen creates a soft, velvety finish. Satin sheens provide a slightly more reflective surface and are excellent at resisting mildew, dirt and stains, making them better suited to more frequently used rooms. They can withstand cleaning and light scrubbing better than flat or eggshell finishes. (<http://ext.homedepot.com/community/blog/painting-a-room-how-to-choose-the-right-sheen/>)

When decorating a room, colour may be the most obvious way to dress up a bland wall, but it's not the only way. With the right painting technique, one can add texture and dimension to the walls that is sure to make them stand out in any room. Because there are a variety of painting techniques that work well on walls, it's important to consider the room that one is working on and how dramatic a look one want in order to choose the right technique and finish. Examples of such type of painting technique include Stenciling, Sponging, Ragging, and Frottage. (<http://homeguides.sfgate.com/different-painting-techniques-walls-42807.html>)

Recent trend in painting is Faux painting or faux finishing are decorative paint finishes that replicate the appearance of materials such as marble, wood or stone. The term comes from the French word faux, meaning false, as these techniques started as a form of replicating materials such as marble and wood with paint, but has subsequently come to encompass many other decorative finishes for walls and furniture including simulating recognisable textures and surfaces. (<http://www.seeyourinterest.com/2013/07/wall-paint-and-designing/>).

Wall paints have a great impact on the minds of the people. Now -a-days every house need to be painted unlike earlier days where people used to use only lime stone. Today there is a lot of competition in the market, for innovative wall paints, finishes and techniques. These wall paints not only adds beauty but also changes the aura of a house and makes it lively, thereby influencing the people's moods to a certain extent. Today contemporary wall paints attract a lot of customers since every customer wants something new and unique in the market.

Hence the study entitled “**Contemporary Practice in Interior Wall Painting**” was undertaken with the following objectives:

1. To ascertain the availability of wall paint in the market
2. Elicit information on recent trends of wall paint in the market
3. To gather information on interior wall finishes in the residential building
- 4.

It is hoped that the study would throw light on the important aspects of paint. This knowledge would also strengthen the theoretical approach in the paints in relation to the finishes and techniques in order to provide residential spaces that would be comfortable to work in, be productive in nature and aesthetic and appealing to look it.

II. REVIEW OF LITERATURE

The literature pertaining to the study on “**Contemporary Practice in Interior Wall Painting**” is revised under the following broad headings:

- E. History and Development of Wall and Its Finishes
- F. Wall Finishes and Its Suitability
- G. Amalgamated Approach to Wall Paints
- H. Recent Trends in Wall Paint

A. History and Development of Wall and Its Finishes

Walls were invented in prehistoric times, long before the dawn of history. Days before 12,000 BCE, people braced crude huts made of wooden poles or weighted down the walls of tents made of animal skins, presumably supported by central poles. The agricultural revolution, dated to about 10,000 BCE], gave a major impetus to building construction. People no longer traveled in search of game or followed their herds but stayed in one place to tend their fields. Dwellings began to be more permanent. Archaeological records are scanty, but in the Middle East are found the remains of whole villages of round dwellings called “tholoi”, whose walls were made of packed clay; all traces of roofs have disappeared. In Europe “tholoi” were built of dry-laid stone with domed roofs; there were still surviving examples of these beehive structures in the Alps. In later Middle Eastern “tholoi” a rectangular antechamber or entrance hall appeared, attached to the main circular chamber the first examples of the rectangular plan form in building. Still later the circular form was dropped in favour of the rectangle as dwellings were divided into more rooms and more dwellings were placed together in settlements. The “tholoi” marked an important step in the search for durability; they were the beginning of masonry construction. Evidence of composite building construction of clay and wood, the so-called wattle-and-daub method, was also found in Europe and the Middle East. The walls were made of small saplings or reeds, which were easy to cut with stone tools. They were driven into the ground, tied together laterally with vegetable fibres and then plastered over with wet clay to give added rigidity and weather proofing. Heavier timber buildings also appeared in Neolithic (New Stone Age) cultures, although the difficulties of cutting large trees with stone tools limited the use of sizable timbers to frames. These frames were usually rectangular in plan, with a central row of columns to support a ridgepole and matching rows of columns along the long

walls; rafters were run from the ridgepole to the wall beams. (<http://www.britannica.com/EBchecked/topic/83859/building-construction/60161/Masonry-walls>).

These cities were built with a new building technology, based on the clay available on the riverbanks. The packed clay walls of earlier times were replaced by those constructed of prefabricated units like mud bricks. This represented a major conceptual change from the free forms of packed clay to the geometric modulation imposed by the rectangular brick, and the building plans too became strictly rectangular. Bricks were made from mud and straw formed in a four-sided wooden frame, which was removed after evaporation had sufficiently hardened the contents. The bricks were then thoroughly dried in the sun. The straw acted as reinforcing to hold the brick together when the inevitable shrinkage cracks appeared during the drying process. The bricks were laid in walls with wet mud mortar or sometimes bitumen to join them together; openings were apparently supported by wooden lintels. Later, about 3000 BCE in Mesamia, the first fired bricks appeared. Ceramic pottery had been developing in these cultures for some time, and the techniques of kiln-firing were applied to bricks, which were made of the same clay. Corbel vaults and domes made of limestone rubble appeared at about the same time in Mesopotamian tombs. (<http://www.britannica.com/EBchecked/topic/83859/building-construction/60096/Concrete>)

Archaeologists believe that walls evolved over time from domed huts, and slowly became more complex. Throughout history, many materials have been used in walls. Wood walls, meanwhile, were known to burn extremely well, a fact often abused by early pyros. Eventually, concrete walls were developed, which could hold up even nicer ceilings. These in turn gave way to more and more durable walls, such as those made of steel, which in turn held up better ceilings and rooftops. It seems that walls are an unstoppable force holding up ceilings in the sands of time. (<http://uncyclopedia.wikia.com/wiki/Walls>)

Interior finishes and space-division systems define the living spaces within residential buildings with a range of both natural and synthetic materials. The most widely used wall finish is gypsum board, a prefabricated form of traditional wet plaster. Wet gypsum plaster is cast between paper facings to form large panels that are nailed to light timber or metal frameworks. The joints between the panels are filled with a hard-setting resin compound, giving a smooth seamless surface that has considerable fire resistance. Gypsum board forms the substrate to which a number of other materials, including thin wood-veneered plywood and vinyl fabrics, can be applied with adhesives. In wet areas such as kitchens and bathrooms, water-resistant gypsum board is used, sometimes with the addition of adhesive-

applied ceramic tile. (<http://www.britannica.com/EBchecked/topic/83859/building-construction/60163/Interior-finishes>)

The oldest plasters were found in Mesopotamia Sumerians used lime, clay and sand to decorate walls and floors. It is also found on Mediterranean Island of Malta Ggantija (Maltese for giant) temples around 3600 BC. People of 'Ain Ghazal in Jordan (Around 7200 BC) used lime mixed with unheated crushed limestone to make plaster which was used on a large scale for covering walls, floors, and hearths in their houses. Often, walls and floors were decorated with red, finger-painted patterns and designs. In ancient North West India people used marble plaster called "Kurra". It is a mixture of lime and finely ground marble where paste made of lime putty and marble dust is applied in several layers on the walls and floors and then polished with the smooth stone. Clay and gypsum plasters were used to produce a smooth surface over rough stone or mud brick walls. While in early Egyptian tombs, walls were coated with lime and gypsum plaster and the finished surface was often painted or decorated. Plaster decoration was widely used in Europe in the middle Ages where, from the mid-13th century, gypsum was used for internal and external plaster. Animal hair was employed as reinforcement, with additives to assist set or plasticity including malt, beer, milk and animal blood. This is a form of incised, moulded or modelled ornament, executed in lime putty or mixtures of lime and gypsum plaster. In the 16th century, stuccoists working in Bavaria invented a new highly decorative type of decorative internal plasterwork, called "Scagliola". This was composed of gypsum plaster, animal glue and pigments, used to imitate colored marbles and Pietre Dure ornament. Sand or marble dusts, and lime, were sometimes added. The 17th century saw the introduction of different types of interior plasterwork. (James L. Garvin, 2002)

Tiles have been used by man as a paving or cladding material for thousands of years. There are examples of glazed tiles, such as the Ishtar Gate at Babylon, which survives from the 6th century B.C. Archaeologists have found bits of tiles along the River Nile dating back between 12,000 and 18,000 years. As early as 5,000 B.C. the Egyptians were making bright colored tiles to decorate the interior of their pyramids. Tiles used by Arab and Moorish civilizations can still be seen today. Before the Industrial Revolution glazed ceramic tiles were seen as a rich man's product and were reserved for palaces and sacred buildings such as churches and cathedrals. Production was labour intensive and expensive. Today that has all changed. Advances in technology in ceramic tile production have made ceramic tiles affordable for everyone. (Fugmann, 2001)

Wall finishing is the final touches placed on a wall that, 'finishes' the wall with an acceptable visual look. The finish to a wall can range from simple paint to expensive wallpaper to elaborate work. Wall finishes provide a decorative skin to conceal building components. Wall finishes hide structural members, insulation, ductwork, pipes, and wires. Good wall finishes are plumb and straight. Surfaces may be smooth or textured and better wall finishes are durable. Some wall finishes are versatile, taking decorative finishes such as satin, paint or wallpaper readily. Walls may make a decorating statement, or may be simply background. In some cases, the combustibility of wall finishes may be of interest. (Ray and Sarah, 2010)

B. Wall finishes and Its Suitability

“Wall finishing is the final touches placed on a wall that finishes the wall with an acceptable visual look”

-Elizabeth Rogers

Decorating the house means altering the finish of the walls, ceilings and furniture. The quickest, cheapest and easiest way to give a house a new look is by decorating the walls with wallpaper or paints, which are available in a variety of colours. Products available for decoration include emulsion and oil based paints, wallpapers, vinyl, fabrics, tiles of various kinds and wood (Brushwell, 2000). As the name “Wall Finishes” itself suggests that it is the finish given to the wall to enhance the interior or exterior look of the structure. Wall finishes used for the interiors are quite delicate and need maintenance. The new contemporary trend has brought about great deal of increase in the usage of various types of wall finishes for the aesthetic purpose. (www.architecture-student.com)

Types of finishes

As the name “Wall Finishes” itself suggests that it is finish given to the wall to enhance the interior or exterior look of the structure. Wall finishes used for the interiors are quite delicate and need maintenance. The new contemporary trend has brought about great deal of increase in the usage of various types of wall finishes for the aesthetic purpose in the interiors and exteriors

Wallpaper

Wallpaper is kind of material used to cover and decorate the interior walls of homes, offices and other buildings. It is usually available in rolls and is put onto a wall using wallpaper paste. It provides an efficient means of applying a regularly colored and patterned

finish to a wall in a single layer. There is an enormous range of styles and material available, and can be obtained as a covering for virtually any surface of design (Barnard, 2000).It is



more versatile than paint because it offers more in the way of texture. Fabric, wood veneer, reeds, cotton fibres can all be paper backed and mounted (Matthew, 2000).Advantages of wallpaper includes easily installed and covers imperfect surfaces. Defects and blemishes in the wall surface can be easily covered or camouflaged. Colour, texture, designs and pattern of wall papers lend a distinct individually to the character of the room. Colour and pattern can create illusion. Wallpaper can be used both to separate and to coordinate areas when other means are impractical. (Ronald, 2000).Disadvantages of wallpaper includes humidity that can cause it to become unglued. Easily soiled and damaged. It is impossible to match or pattern the older paper if damaged. It is more expensive and also costly to replace. Existing wall paper must be removed before a new finish is applied. It can be time consuming and an expensive affair as this can damage the final plastering of the walls. Improper choice of wall paper pattern can become tiresome and irritating. (Pannu, 2012)

Tiles

Tile is the process of lining or finishing the walls. Sometimes they are used on the exterior side of the buildings in order to give a decorative effect or to protect them from the atmosphere influences. The wall tiles are made of terracotta, faiencehina clay or marble. It is available in a variety of colour, size and thickness. (Arira, 2005).Tile is the particularly suited to wet, humid locations with water splash and steam. Ceramic, marble and quarry tiles offer a very versatile and practical finish for both walls and floors. (Taylor, 2002).Advantage of tiles renders it as very durable material. Variety of mixable colors, shapes, sizes and patterns are available. Most types of tile are eco-friendly, since it is made with clay and glass tile in most cases made from recycled glass. Easy to maintain as tile are moisture and stain-resistance. Tile can be laid on uneven surfaces. It can be very affordable not only for purchasing material but for installation purposes also. Drawback of this finish is that it can crack or chip depending on the quality of installation and whether a proper subfloor has been installed. It is expensive and it can be really difficult to repair or nearly impossible. Tile grout can discolor and is hard to maintain. Some types of tile, such as marble and vinyl should be sealed yearly. (Brian Austwick, 2001)

Fabric

It is the most flexible wall coverings, as it can be applied flat, gathered, pleated or folded. Installation can be quite temporary, permanent or semi-permanent. When used on the wall it may be subjected to soiling and may discolour or stain when the spot cleaned, making up keeps difficult. It should not be used in heavy traffic areas where people, particularly children, tend to touch the wall frequently (Nielson, 2002).

As a traditional material for wall covering, fabric offers a fine variety of colour and textures. Silks, satins and brocades were often used in luxurious interiors of traditional design. Simple canvas can be used as a base for paint, providing a reinforced wall surface and a subtle texture. Genuine grass cloths and varieties of burlap, although now widely imitated in plastic, remain fine wall-covering possibilities (Pile, 2005). Fabric installed or upholstered onto a wall or ceiling has many advantages as these are thicker than paper and are very good for covering flaws in a wall. Act as good heat and sound insulators. With special treatments and care, they can remain in good condition for longer than conventional coverings. (Phillips, 2000). Fabrics are more expensive than wallpapers and vinyl. Silks tend to get dirt rather easily and their delicate texture makes them difficult to clean. (Paine, 2000)

Wood panelling



Panelling is a wall covering constructed from rigid or semi-rigid components. These are traditionally interlocking wood, but could be plastic or other materials. Panelling was developed to make rooms in stone buildings more comfortable. The panels served to insulate the room from the cold stone. In modern buildings, such panelling is often installed for decorative purpose (Mullick, 2004). Wood panelling can provide a durable and attractive wall surface that is very relevant for today's interiors. A vast number of grains and color and inexpensive softwoods can be transformed with a coat of paint, varnish or wood stain. (Pile, 2005) Advantages include variety of styles that is typically easy to install. Last a long time when cared for properly. With proper cleaning, routine maintenance like filling holes and painting, staining or varnishing, wood panelling can last 10 to 20 years with ease. Bamboo veneer is an environmentally friendly choice for wood panels. It is less expensive than tree-grown wood. The natural feel of interior dominated by different woods produces a mellow, harmonious environment (Marshall, 2000). They start show rots in the timber. Once rot sets in, the panel should be sanded down or totally replaced depending on the extent of damage. Poor insulation, which does not allow for dimensional and can cause deformation,

bulging and flexing of the panels. Wood loses its natural moisture in dry internal conditions leading to regular maintenance by the applications of special products to ensure that the moisture is resupplied. It has out dated look and does not match many of the lighter contemporary styles it can be an over whelming and does not suit smaller rooms. Some wood panels have dark tones and lighter tints that may not cover the wood well are the major disadvantages of wood panelling. (Pile, 2005)

Cladding



The outer and inner wall is covered with different type of building material like stone, brick tile and timber, etc. This is done mainly for aesthetic and also to protect building from weathering effect. It provides strength to wall. It transforms a plain, uninspiring wall into a stunning feature wall, providing the simple yet defined geometry of a traditional stacked wall. (Pretty, 2007). In construction, cladding, or siding, refers to coating one material with another for aesthetic and functional purposes. Cladding serves as a control feature, protecting the building from the elements. Types of cladding materials include wood, plastic (or vinyl), imitation stone or brick, and metal. (Tricker, 2007)

Cladding provides durability and long-lasting resilience, protecting the structure from external weather elements, while requiring almost no maintenance. Stone or brick veneer cladding is an expensive upfront investment, but it is likely to last for decades without any maintenance. It increases the mechanical strength of a structure, improves its resistance to cracking during increased temperature change, reduces water absorption, increases resistance to sunlight, and provides resistance to air and chemical pollution. Cladding also offers protection against the rain, strong winds and moulds. Building cladding transforms the look of an otherwise drab structure, making it aesthetically appealing and increasing its market value. Each type provides a unique look to a building facade. Stone cladding is available in a wide range of colours, including light golden, cream, beige, charcoal, and yellow (Fernando Ruiz, 2004) are the major advantages of cladding. Where in the chief disadvantages of this finish is that it is very expensive. Metal cladding can easily be dented. Also, if the cladding is not installed properly, the underlying structure can be damaged. (David Kent Ballast, 2003)

Plasters

Plasters as a wall finish originated in the warm Mediterranean climate, while commonly used as draught and sound insulating base for paint or paper finishes. Many contemporary designs have left its rich texture. A plaster carries an extraordinary interest and depth (Matthew, 2000). The purpose of plastering the inner surface of walls is to have smooth surface, which does not allow dust, dirt and vermin to lodge it, and secondly because it looks better and can be further treated with either paint, which are available in a variety of colour. An ideal plaster should be smooth, no absorbent, reasonably sound proof flame retarding and washable and unaffected by temperature (Patel, 2006). Very slight expansion occurs on setting. It causes cracking of surfaces and forms a thick surface to resist normal knocks after drying. It is easy to spread and level. It mixes up easily with water. No appreciable chemical action on paint and does not cause alkali attack. Tiles and blocks of plaster of Paris have the specific advantage of lightness and high fire resistance. Plaster of Paris gives a decorative interior finish are the positive aspects of this finish. Disadvantages of plaster renders gypsum plaster as a not suitable finish, as it cannot be used in damp finish. Cement cannot be mixed with plaster of Paris. It is more expensive than cement or cement lime plaster. (Benjamin W. Allen, 1995)



Mirrors

Mirrors have an invaluable contribution, because they bring extra light and can appear to double of the space. Mirror is probably the most effective way of making a small room seen larger and in constricted, narrow and dark areas in the houses it alter the quality of space (Phillips, 2004). Mirror tiles can be easily stuck to the wall, while plastic mirror is ideal for a bathroom because it does not stream up to the same extent as glass mirror tile will do, and is less likely to while being applied to the wall. Mirror sheeting is more expensive; it is also very heavy and needs screwing to the wall. Mirror sheeting does have advantages over tiles of giving an unbroken reflection, so it would be a better choice for use in a living room or dining room. (Foster, 2005). Use of mirror in construction work adds beauty to the building. In the interior, it saves the space inside the building. Glass cladding in building fulfil functional requirement of lighting, heat retention and energy saving. Appear as a sense of openness and harmonious. As toughened glass is available, the glass can enhance the interior in transparent staircase, colored shelves, ceiling etc. It is an excellent material for thermal

insulation, water proofing and energy conservation. As it is bad conductor of heat, it can save energy in air conditioning of building are some of the advantage of mirror (Steve, 2001).Disadvantages of mirror includes cost of construction work is high. Use of mirror also enhances the cost of security and maintenance cost. Mirror is also unsafe for earthquake proven area. (Steve, 2001)

C. Amalgamated approach to Wall Paints

The paint is the simplest finish to apply to walls. Paints are applied on timber, metal, brick or other material in the form of a liquid, which on drying forms a thin cover on the painted surfaces. The most important function of the paints is to provide protection or decoration (Gandotra and Patel, 2006). Paint has wonderful qualities of decorating the home. It can provide any colour quickly and cheaply. It can also change the proportion of the room. (Philips, 2001)

Archaic development of paints

Paint is one of the oldest synthetic substances known, with a history stretching back into Prehistoric times. It was made more than 35 000 years ago by prehistoric man as they mixed clays and chalks with animal fats and used these paints to depict their hunts on cave walls. By 2500BC the Egyptians had improved this technology considerably. They had developed a clear blue pigment by grinding azurite, and instead of animal fats they used gums, wax and maybe also albumen (egg white) as binders and solvents for their paints. The technology improved still further during the first millennium BC as the Greeks learnt to blend paints with hot wax, rather than water, making a paint that was both thicker and easier to spread and thus making it possible to blend colors. By this time many colors were available from both natural and synthetic sources, one of the most interesting being a purple pigment made from heating yellow earth till it turned red and then plunging it into vinegar. (Standeven, 2001)

The technology then lapsed for many years, with the techniques being passed down from generation to generation by traveling craftsmen. This continued until the eighteenth century, when paint factories began to be open in Europe and America, and by the nineteenth century this mass production had brought prices down to such an extent that houses began to be painted. In the twentieth century, the chemistry of many aspects of paint manufacture and function is understood, meaning that paint manufacture has finally moved from being an art to being a science. (Julia,2003).Paints have been manufactured since prehistoric times, but until recently they were highly expensive and thus were mainly used for artwork. It is only

since the nineteenth century that houses have commonly been painted. For centuries, paint was essentially Lead. Ancient Egyptians, Greeks, and Romans made a sort of paint by treating lead with wine or vinegar. Later painters mixed up white-lead paste, then added linseed oil, turpentine, a drier, and colored pigments in oil. Such paint had great hiding power, was easy to work with, stuck where it was applied, and weathered well. Unfortunately, it also poisoned people, by skin absorption, respiration, or ingestion (the paint chips tasted sweet). There's also been a shift away from oil as the base for paint. It began during World War II, when linseed oil and the solvents that cut it were scarce. In the mid 50's, synthetic replacements were outperforming the natural ingredients. Today, practically all paints consist of some form of synthetic resins or polymers. Modern solvent-thinned paints still work like the old oil-based paints, only more effectively; alkyds (a hybrid word designating the combination of alcohols and acids that produces the synthetic resins) have replaced most or all of the natural oils. Alkyd formulations are comparatively low in cost and have excellent color retention, durability, and flexibility. But the most dramatic shift has been away from solvent-thinned paints in favor of water-thinned ones. Today, latex is the consumer standard, accounting for nearly 80 percent of the paint sold. (<http://dennardbloss.com/5252.html>)

Paint Composition

A chief component of paint includes binder, pigment and solvent.

1. Binders

The binder exists to hold the pigment to the surface. The binder is a polymeric substance, and is either dissolved in the paint or suspended in it by emulsifiers. The binder used as carrier in paints as follows:

- **Drying oils:** These were used until the 1960's, and are natural oils that polymerise as they dry. They take a long time to dry and have variable properties as the balance of oils varies from crop to crop.
- **Alkyd resins:** These are the most common resins to be used in solvent-based paints. They are basically polyesters and are used for both air-drying and heat-cured paints.
- **Vinyl and acrylic emulsions:** These are emulsions in water and are the most common water-based binders for use in household paint.

- **Epoxy resins:** These resins are based on polymers containing the simple organic compound 'oxirane' (ethylene oxide). A variety of other components are added to give a wide range of properties.
- **Polyurethanes:** These are polymers of any ester of carbamic acid, H_2N-CO_2H . Polyurethane-based Paints are tough, durable films that retain their gloss and are easy to clean. They are often used for painting aircraft.

2. Pigments

These not only give the paint its colour and finish, but also serve to protect the surface underneath from corrosion and weathering as well as helping to hold the paint together. Both Inorganic and organic substances are used, with the inorganic ones being in general cheaper but with less clear colours. Special pigments can be used to give metallic finishes to be hard wearing.

3. Solvent

A solvent must be chosen that dries evenly, and in which the binder is soluble but not so soluble that it won't polymerize. For emulsion paints the solvent is simply water, and for resin-based paints a variety of organic compounds are used with the most common being Mineral turpentine. (Tom Learner, 2004)

Types of paints

There are several varieties of paints, which are readily available in the market in various colors. They are generally supplied in tins and drums, but are required to be tinned with oil or turpentine before use. The properties and uses of some important paints are

1. Aluminium paint: This paint consists of finely ground aluminium suspended in either quick drying spirit varnish or slow-drying oil varnish as per the requirements. On the evaporation of the spirit or oil, the particles of aluminium form a thin metallic coating on the surface painted. It is widely used for painting metal groups, gas tanks, oil storage tanks silos and electric and telegraphic poles, hot water pipes, missionary, radiators, etc. in general, it is used to painting wood work and metal work exposed to their atmospheric agencies.

2. Anti-corrosive paint: This paint mainly consists of oil, strong drier and coloring pigment mixed with very fine sand. This paint is cheaper than white lead. It lasts for a long period and use black appearance to the surface being painted. This paint is generally used for external work. This is used to protect and preserve the structural steel work against the adverse effect of weather, fumes, acidic, corrosive chemical, etc.

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3. Asbestos Paint: This paint consists of fibrous asbestos as the main ingredient of the paint. It possesses the qualities of retarding the action of fire and of resisting the effects of water, steam and acidic gases. It is largely used for painting of public buildings. It is also used for painting gutters, spouts, flashings, etc., in order to prevent them from rusting. It is especially suitable for repairing metal roofs to stop leakages.

4. Bituminous and Tar Paints: These paints consist of bitumen or tar (as the case may be) dissolved in naphtha, or petroleum or white spirit. These paints are alkali resistant and possess high covering power. They present a black appearance on the surface being painted. These paints are especially suitable for painting structural steel and ironwork under water. They are also used for painting exterior brickwork and plastered surfaces. Adding certain colouring pigments like red oxide modifies color of paint.

5. Cellulose Paint: This paint is different from ordinary oil paints and varnishes. Cellulose paint hardens by evaporation of thinner or solvent used, whereas ordinary paints harden by oxidation. The cellulose paint is made from celluloid sheets, nitro cotton, photographic films, etc. Nitro-cotton is used for making superior paint. Cellulose paints are far Superior to ordinary oil paints though little costly. These paints can be more easily washed and cleaned. They stand extreme damages of heat and cold, and are not affected by contact with hot water. Moreover, these paints dry very quickly and possess greater hardness, smoothness and flexibility. These paints are used for painting motor cars, aero planes and superior works.

6. Cement Paint: This consists of boiled linseed oil to which dry good cement (65 to 75% Portland, white or colored cement) has been mixed or stirred to an amount that a paint of workable consistency is obtained, The cement paint is available in powder form in a variety of shades. Cement paints are being extensively used for painting plastered brickwork Stone masonry and Concrete for both external and internal work. These are also used for painting corrugated iron sheets; Cement paints are becoming very popular as a lasting finish (minimum 5 to 6years without needing a renewal for walls and ceilings in residences, offices, public buildings cinema halls, hotels, factories workshops warehouses, etc.

7. Emulsion paint (or stucco, bricks, and masonry paint): This paint consists of a vehicle such as polyvinyl acetate. Synthetic resin usually chlorinated rubber etc., as the main constituent. This vehicle imparts an excellent quality of alkali-resistant to the paint, In

addition to this; emulsion paint has the qualities of quick drying, good work-ability and high durability.

8. Enamel paint: This paint consists of metallic oxide (white lead or zinc white) ground with a small quantity of oil and mixed with petroleum spirit holding resinous matter in solutions (that is enamel paint has four constituents, metallic oxide, oil, petroleum spirit and resinous matter). This paint is available in market in ready-made form in a variety of colors. It is used for both internal as well as external works. Because of glossy appearance of painted surface, a coat of titanium white in pale linseed oil is often applied before the application of paint to improve its appearance. The enamel paints are generally used for painting of porches, stairs, decks, concrete surfaces etc.

9. Oil Paint: This is the ordinary paint, which essentially consists of two constituents, viz., a base and a vehicle but may contain others such as drier, thinner, inert filler and coloring pigments. In general, oil paints are cheap, fairly workable and possess the qualities of good opacity, good appearance, sufficient durability and enough resistance against weathering elements. The oil paints are used in general for all types of surfaces such as woodwork, walls, ceilings, metal work, etc., preferably for internal works. They should not be applied during humid and damp weather. The oil paints are normally applied in three coats of varying composition, and are named as priming coats, under coats and finishing coats respectively.

10. Plastic Paint: This paint essentially consists of a variety of plastics as the base which forms the main constituent for the paint. This paint is available in the market in a wide range of shades under different trade names. When these paints are thinned with water they are known as 'plastic emulsion paints'. The plastic paints have the qualities of quick-drying, high covering power and decorative appearance. These paints afford good adhesion to the surfaces being painted. These plastic paints are widely used for painting show-rooms, auditoriums, offices, cinema halls, etc., where attractive appearance is desired. These paints are either applied by brushes or spraying.

11. Synthetic Rubber Paint (or Rubber Base Paints): This paint consists of synthetic resins dissolved in suitable solvents and then mixed with other pigments. Synthetic rubber paints are ready used for application over fresh and lime plastered surfaces. They provide protective coating on concrete floors and for masonry surfaces even when these surfaces are not completely dry.

12. Silicate Paint: This paint is obtained by mixing and finely ground pure silica with resinous substances. Silicate paint is used for painting the brickwork, plastered and concrete surfaces (however, such paints should be prepared using a special silicate drier). This paint is

applied directly on surfaces in two or three coats. No priming coat is required but the surfaces should be made wet before applying the paint. The surfaces should not be painted with this paint in the hot weather.

Properties of paint

The way in which paint films respond to fluctuations of temperature and relative humidity in their environment is governed by their properties. Synthetic paint media may expand, soften, and even become sticky upon heating and, conversely, turn extremely brittle at lower temperatures. Such changes in the properties of paints may strongly influence phenomena such as surface texture, colour, gloss, rates of soiling, and development of cracking. Changes are probably also affected by the presence and nature of pigments and diluting agents, exposure to light, and the age of the material. Unfortunately, these properties can often be very hard to measure and quantify, as very slight variations in sample preparation or environmental conditions can dramatically alter the behaviour of paint.

Level of gloss

The sheen of paint is the amount of light reflected by the surface of a paint finish. There are four basic sheens: flat, satin, semi-gloss and gloss.

- ✓ **Flat Paints** exhibit non-reflective properties providing a matte finish. This finish helps hide surface imperfections, and is normally used for ceilings and walls in areas not subjected to a lot of wear and tear, dining rooms, living rooms and bedrooms not used by small children.
- ✓ **Satin Finish** also known as eggshell finish provides a soft luster sheen similar to that of an eggshell. A satin finish provides a harder surface finish which is more durable and more stain resistant than a flat finish. This durability makes satin paint a good choice for walls in children's rooms, hallways, stairways and family rooms.
- ✓ **Semi-gloss** Paints are very durable, they are easier to clean, and are more stain resistant than satin finish paints. Semi-gloss paints are most often used on heavy wear surfaces or areas that are frequently cleaned such as kitchens and bathrooms. Semi-gloss paint is also used on wood trim and cabinets.
- ✓ **Gloss Paint** is a harder, more durable, more stain resistant paint finish. It is easier to clean than all the other paint finishes. Gloss finishes generally make surface imperfections more noticeable. Gloss finishes are the best choice for heavy wear areas like kitchens, bathrooms, furniture and cabinets, floors, stairs, handrails, high traffic doors and trim.

| Properties | Latex (Water based) | Oil based |
|-------------------------|---|---|
| Composition | Water based | Oil based |
| Finishes | Matte and glossy | Smoother; glossy |
| Ease of Application | Thinner and easier to use | Thicker and harder to use |
| Primer | Primer is not required | Primer is needed |
| Versatility | While latex paint is more easily stained, it does not crack or peel with time. | While Oil based paint is not easily stained, it may turn yellow with time |
| Odor | Very little odor. | Noticeably more odor than latex Very little odor. |
| Clean Up | Simple water cleanup | Turpentine, paint thinner or other solvent. |
| Time to dry | Dries quickly | Takes time to dry |
| Availability of colours | Fluorescent colors are only available | Prussian Blue and Zinc white are only available |
| Versatility | Can be used on wood, concrete, stucco, brick, galvanized metal, vinyl siding, aluminum siding, etc. | Can be used on most materials, but for new concrete, stucco and other masonry, a sealer or pre-treatment is required; should not be applied directly. |
| Price | Upto 40% cheaper than oil-based paints | Varies based on quality. |
| Texture | Shows brush marks | Smooth |
| Brittleness | Flexible | More likely to cheap |

(Source: Stewart Walton, 2003)

a. Advantages of paint

Paint has wonderful qualities for decorating the home. It can provide any colour quickly and cheaply. It can change proportion of the room. Glossy paint makes any room appear to be larger than its real. Matt paint will make a room smaller and much more intimate. Cheap and simple - most people can instigate a sufficiently good splash of paint and both material and labor for painting isn't expensive. Low preparation regular posting extra layers can hide imperfections well. Paint is definitely painted over, however choice between a matte or gloss finish has to be made (Phillips, 2000). If painting over a damaged wall, prepare imperfections with spackle and let dry 24 hours in advance. Applying primer paint in advance to painting over darker color paint will make your painting preparation easier. Painting requires considerably less preparation time than any others finishes. (Patel, 2006)

b. Disadvantages of paints

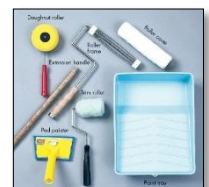
Heavier oil based paint will dry slowly and typically as oil based paints often run. Paint utilizing high oil content is also less immune to heat. Paint may possibly have harmful compounds called Volatile organic compounds. Paint lasts from 5 to 10 years. It has a slow drying time and it depends on the oil content, the less oil the faster the drying time. There is a long drying time between coats; this can cause an inconvenience, as the job takes longer. A skilled applicator is required to apply it as it can be difficult to brush, it runs, curtains, laps etc. It doesn't have good sealing properties on "bleeding" surfaces. Bleeding materials are mostly tar based and are easily soluble in oil. It is cover water stains. The heat resistant properties lower with increased oil content. It is not alkali resistant through saponification (to convert oil into soap by decomposition with an alkali) of most drying oils but the resistance does increase by decreasing the oil content (Khanna, 2000).

Application tools used for painting

1. Brushes for Painting and Other Finishes: For painting purposes, the brushes should be of bristles with good springiness rather than of horsehairs. A good bristle brush is recognized by elasticity and good holding power, and possesses split bristles at ends. A round brush is considered to be best for painting. New brushes should be placed in water for 2 to 3 hours and then allowed to dry for about one hour before Use. Prior to painting, loose basics, if any, should be removed by tapping and turning round the brush against the palm of hand. During painting, the brush should be dipped in paint for about ½rd the length of the bristle and the excess paint should be removed by gently rubbing the brush against the inside surface of the container. Once the painting work is over, the brushes should be cleaned immediately by dipping into kerosene oil. Old brushes should be kept immersed covering the bristle in water or raw linseed oil when not in use.



2. Paint Mill or Color Mill: This is used for grinding the bases (or pigments), coloring pigments, etc. into powder form for using them in the preparation of paints.



3. Blow Lamp on Burning Stove: This is used in repairing old paint work for removing the old paints, particularly when they are in thick layers.

4. Cleaning and Putting Knives: These small tools are used for cleaning the surfaces and filling up the putty (mixture of powdered chalk with linseed oil) in all cracks, nail holes, joints, undulations, etc.



5. Scrapping Tool and Stripping Brush (or Wire Brush)



Scrapping tools and stripping brushes are used in repairing (or repainting) of old iron, steel and metal surfaces for removing rust, scales, dirt, etc. so as to get an even and uniform surface.

6. Paint Spray Gun: Instead of the ordinary brushes, a paint spray gun or spraying pistol. It is used for applying the paints more efficiently. This process of applying the paints by spray gun or pistol is known as 'spray painting'.

Faux painting or faux finishing techniques: It is used to describe decorative paint finishes that replicate the appearance of materials such as marble, wood or stone. The term comes from the French word faux, meaning false, as these techniques started as a form of replicating materials such as marble and wood with paint, but has subsequently come to encompass many other decorative finishes for walls and furniture including simulating recognizable textures and surfaces. (Shekhar ,2005) Popular painting techniques still in vogue are as follows

Sponging on: Sponge is used to apply glaze, which is considered as a straightforward decorative process. The tools used for this purpose consisted of a tray which is used to hold the glaze and a quality natural sponge. Tinted oil glaze is the most versatile paint for sponging and should be applied to a surface covered with two coats of matte (flat) oil based paint such as eggshell. Depending on the desired effect, two or three colors that complement the matte (flat) oil based coat could be applied.



Sponging off

Sponging off creates a regular, one color, near opaque effect. For the application and selective removal of the tinted oil glaze, the materials taken consisted of a decorating brush, a natural sponge soaked in mineral spirits and squeezed out and tinted oil glaze. The surface of the wall must be sealed with two



coats of eggshell or other matte (flat) oil based paint. In order to protect and seal the tinted oil glaze at the finish, once the glaze got dried, one or more layers of a matte (flat) varnish was painted.

Dragging



This decorative technique demands a particularly smooth surface, which must be sealed with two coats of a matte oil-based paint. A decorating brush was used to apply the tinted oil glaze. This should be painted on in vertical strips 2 ft (60 cm) wide from ceiling to floor. A dry flogger brush was dragged carefully in smooth, vertical strokes through the tinted oil glaze. In this special paint effect, the shade of background surface would be shown through as fine, uneven stripes of color.

Ragging

Ragging a surface that has been coated with a tinted oil glaze would produce a subtle effect that can be softened further with fresh lint free cloths soaked in mineral spirits and wrung out. Before brushing on the tinted oil glaze with a decorating brush, the wall was prepared with one layer of matte (flat) oil based paint. (Willcox, 2003)



Rag rolling

Rag rolling produces a randomly distressed effect. For the rolling process, many fresh lint free cloths or a piece of chamois leather, both of which must be soaked in mineral spirits and wrung out, as well as a wide decorating brush were taken. One coat of the tinted oil glaze was applied to a small area of the wall at a time. The fresh rag or chamois was rolled in various directions. (Tony Wilkins, 2001).



Bagging

Surfaces coated with tinted oil glaze can be distressed using various equipments. One of the simplest tools is a plastic bag and a bunched up cloth. The surfaces were prepared with a layer of matte (flat) oil based paint. Using a



wide decorating brush the tinted oil glaze was painted onto an area of 2 sqyd (2 sq m). (Stewart Walton, 2000)

Stippling

Stippling is one of the more subtle and sophisticated paint effects using a tinted oil glaze.



Firstly, the tinted oil glaze was applied to a smooth surface with a decorating brush. Then a large, firm bristled brush was used to pounce a multiple pattern onto the glaze. Although a stiff broom head will produce a similar stippling effect, there is no real substitute for a stippling brush, which is available from specialty paint suppliers. (Albert beckly, 2003)

Stenciling

Until recently, stencils for repeating patterns onto walls and furniture were made of thin metal sheets. These days stencil cardboard or a thin sheet of acetate is more commonly used. To copy a design the materials needed includes a tracing paper, a medium-hard pencil, and a soft pencil. A craft knife was used to cut the cardboard or acetate. A cutting mat and a metal ruler were taken for the process. A small level will help you to position the stencil on the surface. The stencil was placed onto the surface with low tack-tape, and the paint was applied using a stencil brush. (Barnard, 2000)



Stamping

The art and craft of making and applying a pattern stamp to walls or furniture can be creative and challenging. A stamp can either be copied from a scale drawing onto a manufactured rubber block or made at home from linoleum. Linoleum-cutting materials are easy to use, and the techniques allow for great expression. From an art supply or crafts shop, you will need linoleum, linoleum-cutting tools, glass with beveled edges, an inking roller, printer's colour, tracing paper and carbon paper, pencil, ballpoint and felt-tip pens, as well as a piece of half inch (2 cm) plywood, paper, paper, mineral spirits, and some lint-free cloth. (David fisher, 2002)



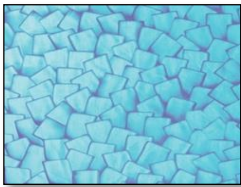
Dry brushing

Dry brushing creates a rougher, more intensely dramatic effect than both glazing and colour washing. First of all you need to apply a base coat of matt emulsion, and then pour some emulsion in your chosen topcoat colour into a paint tray. Dip a wide, hard-bristled decorating brush into the paint and scrape off the excess against the trays ridges or on a wooden board. Then, with cross-hatching strokes (as with colour washing), apply the topcoat and make sure that you keep the brush and that you apply the paint in light strokes using the tip of the brush rather than its flat surface. Allow some of the base colour to show through to evoke a slightly misty effect. For a greater depth of colour and more intensity, repeat the process, having first allowed the paint to dry thoroughly overnight, or for at least 12 hours anyway. And once again, you may wish to finish the effect with a coat of matt varnish. (Stewart Walton, 2000)



Texturing

To achieve texture effects on wall, there are various cut foam rollers are available.



Texture paint is usually white. Roll it on the wall with overlapping strokes. Once it has dried a latex paint can be applied over it to add colour.

Spattering

A dramatic and relatively simple process to master, spattering is messy, so before you begin, ensure that the floor is covered with plastic and that the floor is covered with plastic and that you are a mask and eye protection. The effect is cumulative, built up by spattering tiny dots of one or more colour against a base coat; two or even three spattering colour will add to depth and richness of the effect. Using a piece of newspaper as your practice wall, load a large decorating brush with paint or glaze and knock the metal part of it against a stick to flick off excess paint until you achieve the size of dots you want. Then, hold the brush parallel to the wall and knock it in the same way against a stick or piece of batten. Continue until wall is covered in a fine spray of dots; stand back to



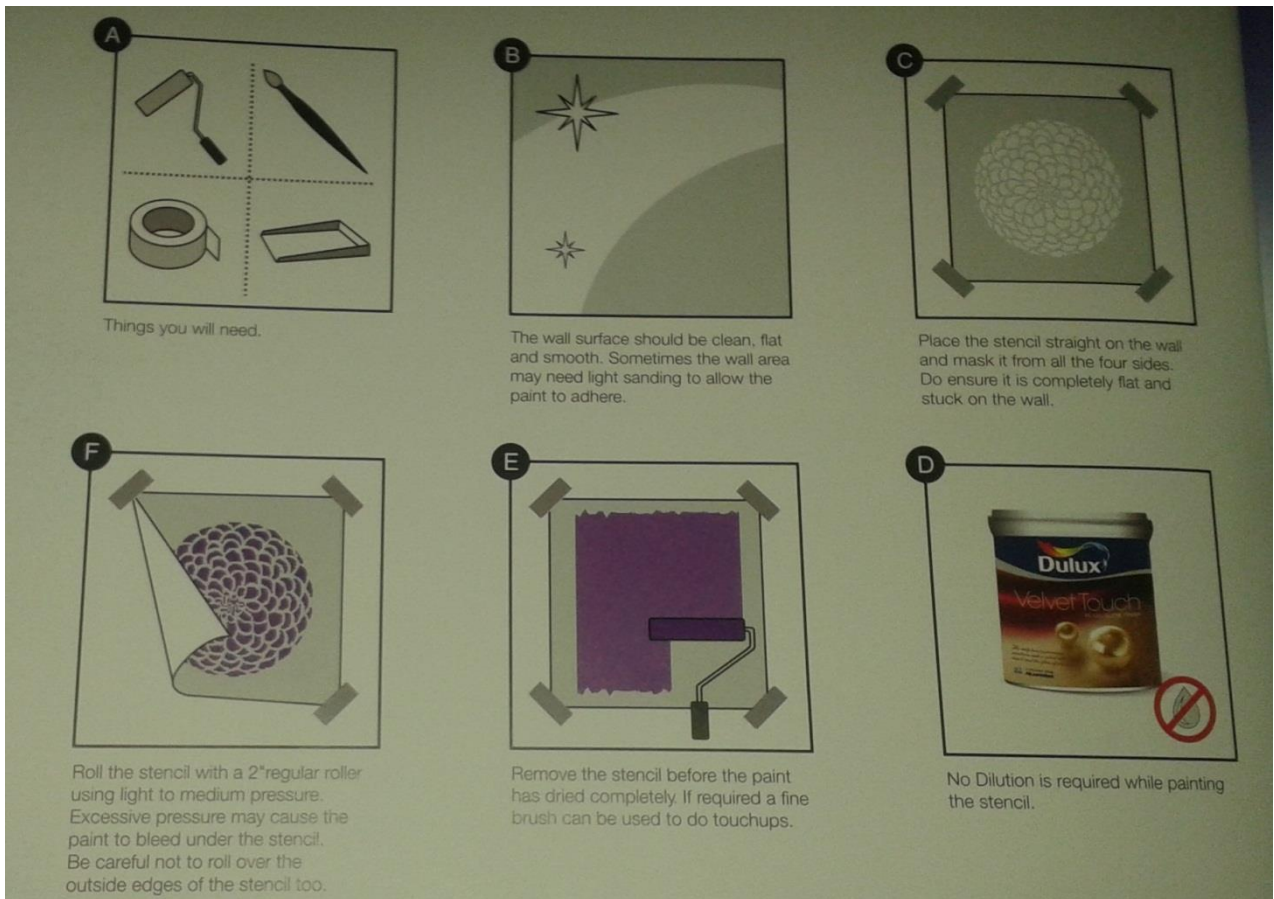
check for any slightly bare patches and go over it again until the coating is even. If you are using a second colour, allow the first dots to dry, before repeating the process with a second colour. (Willcox, 2001)

D. Recent trends in wall paints

Painting a wall is the most common type of interior wall covering décor. Though there are several different types of paint with many diverse finishes, some styles call for something a little more off the wall. (<http://spacesquarterly.com/ad/more-than-just-paint-wall-coverings.html>). The trends in interior architecture appear to grow towards the dramatic yet comfortable living styles. A good idea of the new trends in home interiors may be obtained by unique styling, heavily emphasizing innovative construction techniques and imaginative use of materials. (Baird, 2009)

❖ **Decorative and “Faux” Finishes:** Many manufacturers also make a number of specialty paint finishes for accent walls and other specialty projects. A chalkboard finish, for instance, will transform a wall into a surface that can be marked and erased over and over again; a textured finish will add interest and tactile elements, while a watercolor finish will lend a softer, more muted look to a room. Marbleizing or faux marbling is used to make walls and furniture look like real marble. This can be done using either plaster or glaze techniques.

- ✓ **Fresco** is a simple technique, uses mixtures of tint and joint compound to add mottled color and subtle texture to plain walls,
- ✓ **Graining**, wood graining, or faux bois (French for "fake wood") is often used to imitate exotic or hard-to-find wood varieties.
- ✓ **Trompe l'oeil**, "fool the eye" in French, is a realistic painting technique often used in murals, and to create architectural details as well as depth and 3 dimensionality.
- ✓ **Venetian plaster** is a smooth and often shiny plaster design that appears textured but is smooth to the touch. Venetian plaster is one of the most popular and traditional plaster decorations. Authentic Venetian Plaster is made from marble dust and ground up limestone.
- ✓ **Strié**, from the French for "stripe" or "streak", is a glazing technique that creates soft thin streaks of color using a paint brush. It is a technique often used to simulate fabrics such as linen and denim.



Applicaion of stencils



Kids stencils

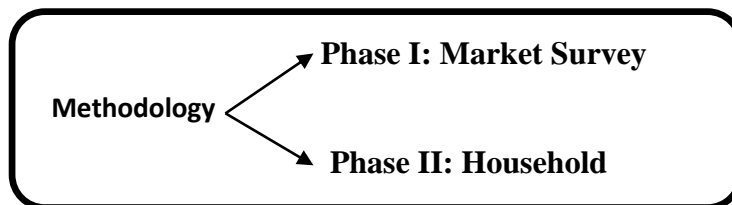
- ❖ **Metallic Paint Finishes:** Some glazes applied on top of the base coat and crackle layers create the effects of cracked porcelain, weathered paint, or metallic finishes. The glazes can be applied with a variety of brushes, finishing tools, and techniques to create the illusion hairline cracks or large fissions in the painted surface. The resin helps the paint to flow, and gives it strength and durability, while the aluminum flakes give the paint a shiny, metallic finish. This type of paint generally has a silvery finish, and many manufacturers only produce one shade of aluminum-based paint.
- ❖ **Low VOC paints:** Paint carries low VOC paint or can order it by request from customers, and these paints can be custom-blended for desired shades just like conventional paint.
- ❖ **Murals** are painted scenes that often take up at least one wall in a room. In the case of mural interior painting techniques in children's rooms especially, the artwork may extend to all four walls. Children's murals often feature simple shapes in bright colors. Mural painting done in other interior spaces of a home is usually more sophisticated and limited to one feature wall
- ❖ Others trends include the following
 - ✓ Smooth feeling interior emulsion paint is the most advanced emulsion paint with outstanding and all around multiple (Golding,2013)
 - ✓ Fresh breath satin interior paint is high-quality interior wall emulsion paint refined by taking high-quality imported copolymer as the base material and selecting valuable pigments and fillers (www.dulex.in/satin-paints)
 - ✓ Ceramic wall paint is a newer alternative paint product that provides both low volatile organic compounds, high durability. It also comes with antimicrobial protection. The results are a paint are paint that is healthy, able to withstand scrubbing without loss of its rich flat finish, and also prevents mold, mildew and bacteria from growing ([www.indiamart.com/ceramic wall](http://www.indiamart.com/ceramic-wall)).
 - ✓ Pearlescent or nacreous pigments have become popular in the creation of luster effects in coatings. This has enabled the generation of new and unique color effects for the wall finishes. (www.paintandplasters.com)
 - ✓ Irish Linen is recommended for interior walls and also it is used readily, roller applied waterborne emulsion paint for soft touch effect. (aindx.ukrsdev.iciwce.com/vt_irish.jsp)
 - ✓ Signature wall paint a type of matt finish, which is a trendy materials that are preferred by people mostly. Some of the signature wall finishing materials are grey

moonstone, coral craft, rare amethyst, earth stone, black diamond, course sapphire, rustic ruby and crystal gem.(ebooks.cn.com/magazine.../society-interiors-november-2014_2emng.ht)

- ✓ The golden finish and dazzling dissonant colour finish is the recent overall effect of interior finishes preferred by people. Finishing a room with two or three kinds of finishes and achieving a mixed glazing effect as a whole is popular now-a-days (Gilbert, 2013),

III METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. The methodology involved in the conduct of the research study entitled “**Contemporary Practice in Interior Wall Painting**” is presented below.



Phase I: Market Survey

Market is actual place where forces of demand and supply operate, and where buyer and seller interact to trade goods and services. A market survey was the tool used to gather information about the wall finishes and paint materials available in the market within the business and geographic area of operation. Goddard and Melrile (2009), vows that a ‘Survey’ is a systematic method of gathering information from (a sample) entities for the purpose of constructing quantitative descriptors of the attributes of a large population of which the entities are members. Hence in order to obtain information on availability of wall finishes, paints, and techniques prevailing in the city market, a survey was conducted following the steps given below:

- a. **Selection of area**
 - b. **Selection of sample**
 - c. **Selection of method**
 - d. **Selection of tools**
 - e. **Formulation of tools and collection of data**
 - f. **Consolidation and analysis of data**
- a. **Selection of Area**

Coimbatore also known as “Kovai” is the second largest city in the Indian state of Tamil Nadu. It is the fourth largest metropolis in South India. Coimbatore is one among the industrially developed and commercially vibrant districts of Tamilnadu. It has got high concentration of small scale industries and medium and large scale industries. It is known as

the Manchester of South India because of its well developed textile industry and other industrial base .

The investigator conducted the market survey in the busy areas of Coimbatore city such as Saibaba colony, Mettupalayam road, R.S.Puram, Gandhipuram and Poo market. The shop significantly selling modern wall-finishes and paint materials catering to residential needs were selected from these areas. Popularity of the shops, availability of trendy materials, cooperativeness of shop keepers were the main criteria for selecting the shops.

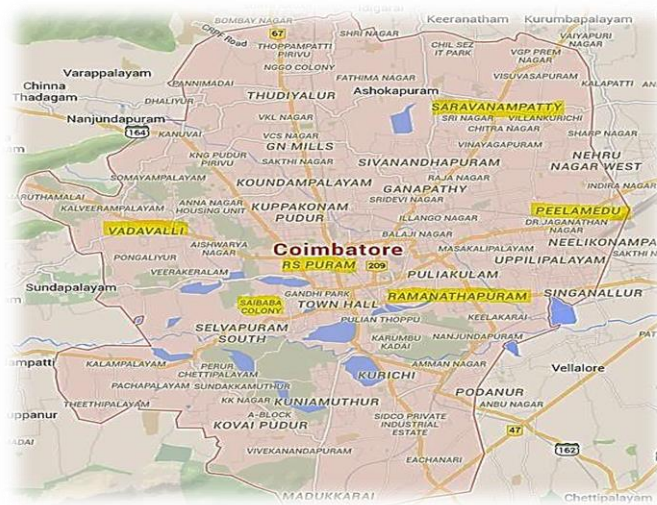


Figure 1: Map of Coimbatore

b. Selection of Sample

Gupta (2010) informs that sampling is simply the process of learning about population on the basis of a sample drawn from it. Kumar (2011), states that sampling is the process of selecting a sample from a bigger group of the sampling population to become the basis for estimating or predicting the prevalence of an unknown piece of information, situation or outcome regarding the bigger group. For the research study, 50 shops trading the wall painting for the interiors were selected. The shops were selected by “purposive sampling” method. Purposive sampling is the method used for relating the targeted particular group when the desired population for the study is rare or very difficult to locate and recruit for the study (Saravanavel, 2005). Purposive sampling denotes the method of selecting a number or groups of units in such a way that the selected groups together yield as nearly as possible the same averages or proportion as the totality with respect to these characteristics, which are already a matter of statistical knowledge (Gupta, 2010).

C. Selection of the method

The investigator selected interview schedule as the tool for the survey. According to John (2004), an interview schedule is a pre-forma containing a set of question and is very useful in gathering information. An interview schedule was formulated to obtain relevant and required information regarding the general information of the shops, details on the availability of recent trend products in wall finishes and paints ,

D. Selection of Tool

Brink (2006) states that tool used for the study is, interview schedule. An interview schedule is a question set used to get data from the samples by the interviewer. It is a research tool or an instrument for collecting data (Gupta, 2006).

d. Formulation of Tools and Collection of Data

Researcher wished to precede her study in a focused direction. To achieve succinct information from the market the following aspects were measured. Details on the availability of wall finishing materials, recent trends, extent of preference by the customers and type of finish in the selected shops were planned to be gathered. This was anticipated to meet the customer expectations and satisfaction about the wall paint in the city. The investigator collected the response for the formulated questions in the selected shops. Kothari (2008) points out that, pretesting refers to the testing of the schedule on a small sample of respondents to identify and eliminate potential problems (Plate 1).

Collection of data refers to a purposive gathering of information relevant to the subject matter of the study from the units under investigation (Gupta, 2010). In the light of the information gathered from the shop owners, modified and the finalized schedule was used for the survey. The formulated interview schedule is presented in Appendix I. Shop owners were contacted in person by the investigator. She explained the purpose of her study and fixed an appointment with him at the time convenient to him. She conducted the survey at the convenience of the owner by putting forth the questions one by one from the schedule and recorded the data instantly.

e. Consolidation and Analysis of data

The necessary information collected are consolidated and presented in suitable tables, as tabulation is the process of summarizing raw data and displaying the same in compact form for further analysis.



PLATE II

VISIT TO THE "BUILT MAT" EXHIBITION

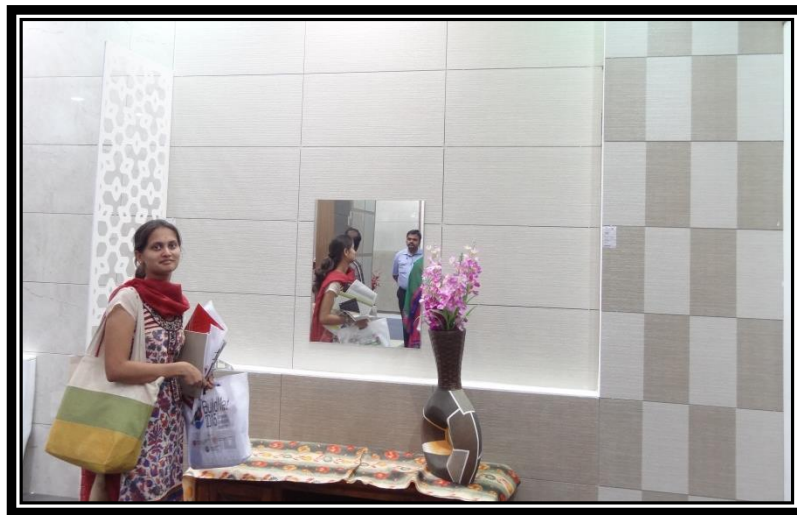


PLATE III

VISIT TO THE "BUILT MAT" EXHIBITION

Gupta (2009) indicates that, tabulation is one of the simplest and most revealing devices for summarizing data and presenting them in the meaningful table. The data thus collected were consolidated and tabulated. From this data's were interpreted in the Chapter IV Results and Discussion.

Phase II: Household Survey

Household surveys are an important source of demographic and socio-economic data. Important indicators to inform and scrutinized information are often derived from such surveys. In developing countries, they have become a dominant form of data collection, supplementing or sometimes even replacing other data collection programmes. A household survey can help researchers to understand about the product from the time it reaches the home to the point of consumption by the consumer. It can provide valuable information about the quality and reliability of product through household application.

Groves (2009) declares that a, "Survey" is a systematic method of gathering information from (a sample of) entities for the purpose of constructing quantitative descriptors of the attributes of a large population of which the entities are members. A household survey was conducted to gather information about the wall finishes, paints and its application techniques from the user point of view. The survey included the following aspects:

- a. Selection of the Area**
- b. Selection of the Sample**
- c. Selection of the Method**
- d. Conduct of the Study and**
- e. Consolidation and Analysis of the Data**

a. Selection of the Area

Coimbatore district has a population of about 42.72 Lakhs (Census in 2011). It is known for its peaceful atmosphere, cosmopolitan outlook and private enterprise. The city is home to more than 25,000 small, medium, large and tiny industries and textile mills, hosiery units and engineering industries. No wonder it is rightly called the "Manchester of South India". When more people move into the city in search of employment or for educational purposes, they need quality and affordable living space. Increase in population demanded the need for accommodation of professionals working in the various fields. After the immense

development of commercial property, housing sector in Coimbatore began to multiply manifold. From flats to apartments to villas to independent houses, residential property has developed considerably. High standards of education facilities, blossoming of numerous industries and large number of career opportunities are some of the reasons for migration in Coimbatore. The boom in Coimbatore property is here to stay and will surely yield high returns in future. (<http://www.articlesbase.com/real-estate-articles/real-estate-in-coimbatore-2366948.html>)

With the development of residential property Interior Designers and painter have also started expanding cognizant growth in the city. Areas namely Sivananda colony, Saibaba colony, Gandhipuram, Ramnagar, R.S.Puram and Race Course were selected for the study in the city because all these areas had posh houses that belonged to the families in the High Income Group. Due to convenience, easy accessibility for gathering information and co-operation extended by respondents, the samples were selected in the above-mentioned areas.

b. Selection of the Sample

A sample is selected from a sampling frame. This sample is the group from which measurements will be sought. In many cases, the sample will be only a very small fraction of the sampling frame and therefore, of the target population (Groves, 2009). According to Kothari (2007), Sampling is the process of obtaining information about an entire population by examining only a part of it. Hundred households belonging to the High Income Group were selected based on purposive sampling method. This method is suggestive the samples can be chosen based on the requirements of the researcher. In other words, the investigator exercises her judgment in the choice and includes those items in the sample, which she thinks are most typical of the universe with regard to the characteristics under investigation (Gupta, 2006).

The investigator specially chose for the survey, mostly those residences that was

- Individual houses and bungalows,
- Constructed between 2000 and 2015 and
- Owned by High Income Group families

The investigator opines that the high income group can exhibit usage of trendy materials in their households and would possess better acceptance of the ideas and suggestions regarding the use of interior wall finishes.

c. Selection of the Method

“Survey” refers to the method of securing information, concerning a phenomenon under study from all or selected number of respondents of concerned universe (Kothari, 2007). Singh (2009) affirms that Survey is the process of collection of data and this is the first step for any statistical enquiry. Blaxter et al., (2001) point out survey research as the method of collecting data by asking a set of pre-formulated questions in a predetermined sequence. Interview method of collecting data, involves a face to face contact with people from whom the information is to be obtained. The interviewer asks them questions pertaining to the problems and collects the desired information (Gupta, 2006). According to Sharma and Jain (2004) an interview schedule is a pro forma containing a set of questions and is very useful in gathering information. An interview schedule was formulated to obtain relevant and required information regarding the general information of the dwellers of the residence, their socio – economic background, wall paints used for the rooms, the techniques followed for each rooms and wall finishes used in the residence.

d. Conduct of the Study

According to Panneerselvam (2005) Data is the basic input in any decision making process. Direct Personal Interview method was considered advantageous for collecting data. In the Direct Personal Interview method there is a face to face contact with the people from whom the information is to be obtained. The interviewer asks them questions pertaining to the survey and collects the desired information (Plate II). The information obtained from this method is likely to be more accurate because the interviewer can clear up doubts of the informants about certain questions and thus obtain correct information. In case the interviewer apprehends that the informant is not giving accurate information, he may cross – examine him and thereby try to obtain the information. (Sharma, 2005)

The investigator approached the selected homemakers at their residence. The purpose of the study was explained to them, permission was sought and the survey was conducted. The investigator created a friendly ambience while interacting with the homemakers or house owner’s which is very conducive for obtaining desired data. Thus the investigator personally visited all the selected hundred households and collected the necessary information.



PLATE IV
WALL PANTS AND FINISHES IN SIDENTIAL BUILDING

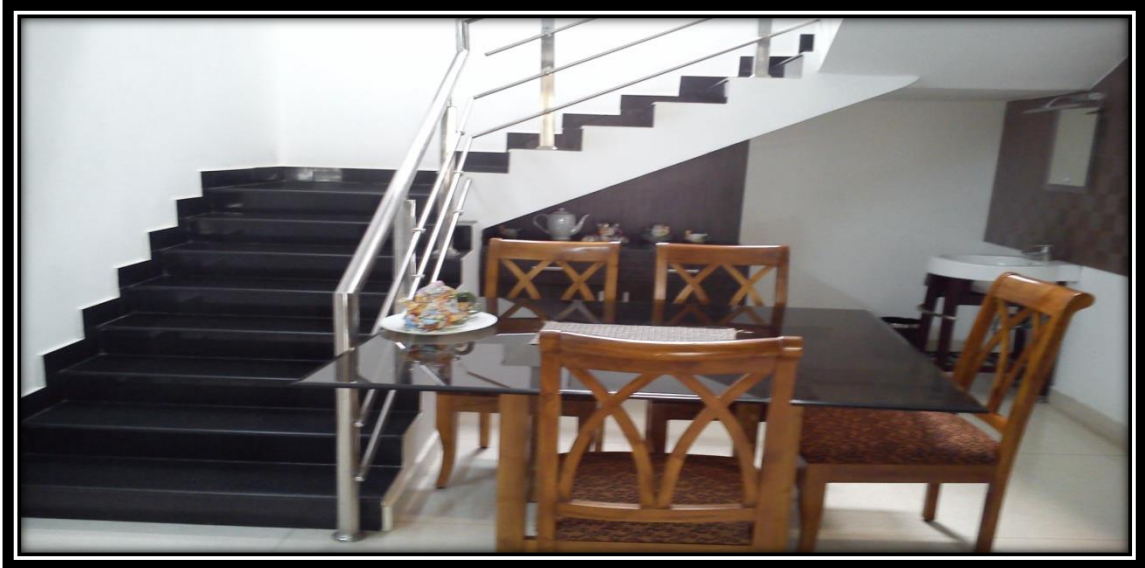


PLATE IV
WALL PANTS AND FINISHES IN SIDENTIAL BUILDING

e. Consolidation and Analysis of the Data

Interpretation of collected data is not only necessary but unavoidable in research (Reddy, 2004). The data collected are generally in an unintelligible form and need to be classified and tabulated before they are analyzed (Puri, 2000). The data thus collected were consolidated, tabulated and then analyzed. Jain (2000) considers that the purpose of a table is to simplify the presentation and to facilitate comparison. The tabulated data were analyzed, discussed and presented under Chapter IV Results and Discussion.

IV RESULTS AND DISCUSSION

The findings of the study on “Contemporary Practice in Interior Wall Painting” are discussed under the following headings:

1. Phase I: Findings of the Market Survey
2. Phase II: Findings of the Household Survey

1.Phase I: Findings of the Market Survey

Availability of various types of wall finishes for residential interiors, that were sold in Coimbatore are discussed under the following aspects

- A. Background details of the selected shops
- B. Opinion of the Marketers regarding the wall finishes preferred by different income levels
- C. Information on stock details of the store
- D. Marketer’s perspective view of consumer’s preferences on paints

A. Background Details of the Selected Shops

Background information of the selected shops is presented in the Table I and Figure 1.

Table I
General Information of the Selected Shops

| Information | No. of shops (N=50) | Percentage |
|------------------------------------|------------------------|------------|
| Year of starting (in years) | | |
| 0-5 | 2 | 4 |
| 5-10 | 14 | 28 |
| 10-15 | 22 | 44 |
| 15 above | 12 | 24 |
| Nature of business | | |
| Wholesale | 8 | 16 |
| Dealer | 15 | 30 |
| Retailer | 27 | 62 |

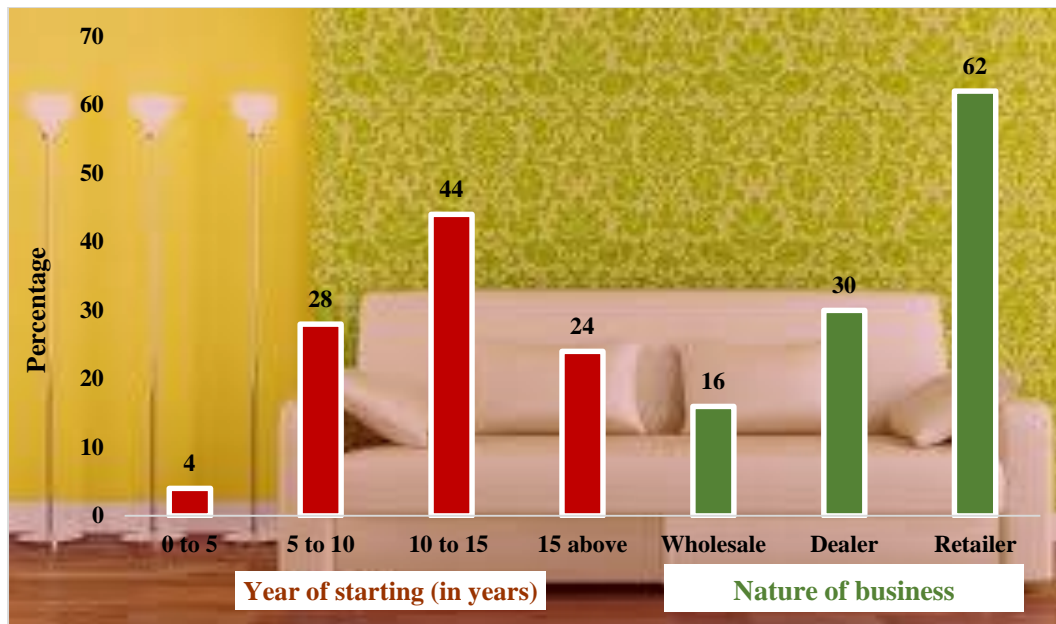


Figure 1: General Information of the Selected Shops

Above table enlightens that, 44 per cent of the shops were run for 10-15 years. While 24 per cent were in the trade field for more than 15 years. Only 4 per cent of the shops were newly set up. This shows that, it is important for a shop to establish them and gain confidence from the customers. As the clients are investing a large sum of money for the materials, they will look out for quality products. Hence only popular and reliable shops could with stand the competition in the market. The table clearly shows that 62 percent of the business is done as retailer store, 30 per cent are done as the dealers and 16 per cent trade as wholesales.

B. Opinion of the Marketers regarding the wall finishes preferred by different income levels

Today's market is filled with expertise, creative ideas and products. They provide a large number of options to their consumers not only for functional but also for aesthetic and other purposes.

1. Wall finish preferred by different income group

India is country of diversity. Diversity is also applied to the income levels of the citizens of India. Any paint or market should capture all the category of the people and satisfy their needs. Only then it can establish and sustain itself in the market is the marketing secret. To investigate the type of finish that the respondents of different income group would prefer, question was put to them.

Table II

Wall finish preferred by different income group

| Wall finishing Material | Percentage* | | |
|-------------------------|-------------|---------------|-------------|
| | Low income | Middle income | High income |
| Paint | 80 | 90 | 72 |
| Wood | 45 | 51 | 67 |
| Tile | 65 | 76 | 28 |
| Wall paper | 21 | 62 | 42 |
| Fabric | 9 | 19 | 13 |
| Glass | 33 | 29 | 85 |

*Multiple responses

The preferences of the different income group from the *marketer's view* are listed as follows; 80 per cent of the low income group feels that it was economical to use paints, followed by tiles 65 per cent for its cost effectiveness and ease of maintenance. About 45 per cent of them would prefer to use wood and glass 33 per cent would be their higher end choice if provided financial support in procuring the materials. The outlook of middle income group would be 90 per cent of them always prefer paint and 76 per cent always opined that tiles were their second rank of choice. If given a choice, wall paper 62 per cent and wood 51 per cent would be opted after modifying their financial plans. In contrary to the above sectors High income sector always finds glass 85 per cent as sleek and trendy material with the capacity to aesthetically enrich the interiors and double the space. With invent of faux finish and its application, paint 72 per cent has attracted its customer for its capacity to transform the overall facade .Wood 67 per cent seems to have market in the entire three categories, with majority being preferred by the high income group. It is a finish that reflects the status symbol of the household is acknowledged.

C. Information on stock details of the store

The heterogeneity that characterizes the modern Indian consumer has created a maze, which marketers would like to unravel in order to target their products and services precisely. From researcher perspective, it is important to know about details of the stock maintenance as from where, by whom, how often the stock is procured by the shopkeeper would give us a bird's eye view about their customer.

1. Details regarding the channel of purchase and the Store Manager

The principal duty of a stock manager is to organize and monitor inventory levels to maximize efficiency. Occasionally, stock managers may be in charge of purchasing products, though the selection of inventory items is generally left to other executive-level positions. The table depicts an optimal idea about how the stock is obtained and who holds responsibility to acquire the stock.

Table III
Details of Channel of purchase and the Store Manager

| Information | No. of shops (N=50) | Percentage |
|----------------------------|------------------------|------------|
| Channel of purchase | | |
| Manufacturer | 16 | 32 |
| Wholesaler | 32 | 64 |
| Dealer | 12 | 24 |
| Retailer | 9 | 18 |
| Purchaser of stock | | |
| Self/owner | 22 | 44 |
| Manager | 8 | 16 |
| Marketing personnel | 11 | 22 |
| Supplier | 10 | 20 |

It is interesting to note from the information gathered through the survey ,that maximum 64per cent of the owners were buying paint directly from the manufacturer, 32 per cent from wholesaler, 24 per cent by dealer and 18 per cent from the retailer. Mostly the owners 44 per cent prefer to buy the paint themselves, 22per cent preferred through marketing personnel, for 20per cent it was directly supplied to their shops by the suppliers, only 16 per cent get hold of the materials through their manager.

2. Details on the Stock renewal

Managing stock effectively is important for any business, because without enough stock, production and sales will grind to a halt. Stock control involves careful planning to ensure that the business has sufficient stock of the right quality available at the right time. A business that is growing will need to review its re-order and buffer stock levels, and the

frequency and size of orders. With that perspective details on the stock renewal was obtained.

Table IV
Stock Renewal

| Period of time | No. of shops (N=50) | Percentage |
|------------------|------------------------|------------|
| Monthly | 15 | 30 |
| Once in 3 months | 22 | 44 |
| Once in 6 months | 10 | 20 |
| Yearly | 2 | 2 |

The table clearly portrays the details regarding stock purchase in the market. 44 per cent shops purchase the paint once in 3 months, 30 per cent are able to bring new stock every month, 20 per cent are only able to get their new stock once in 6 months and only 2 per cent seems to less marketing capacity and buy their stock yearly. This table also provides us additional information regarding the percentage of popular store in the city. 30 per cent of the store that renews their stock every month seems to attract most customers.

3. Stock renewal criterion

The table below depicts the criteria for the renewal of a stock in the store.

Table V
Stock renewal criterion

| Criteria | No. of shops (N=50) | Percentage |
|-----------------------------|------------------------|------------|
| Availability of the product | 5 | 30 |
| Consumer preference | 12 | 44 |
| Shelf life of the product | 15 | 20 |
| Cost of product | 8 | 2 |

The table clearly illustrates the criterion that aids the shop keeper to renew his stock is based on consumer preference for 44 per cent, availability for 30 per cent, shelf life for 20 per cent and cost for about 2 per cent.

4. Details regarding the awareness about the recently launched paints

Awareness is a precursor to demand. By building awareness, one can improve the chances that market will be interested in buying their product. Even in today's overcrowded markets, launches can be highly successful. Marketing must create the awareness that the new brand exists and generate the curiosity needed for trial. Based on these criteria it was decided upon to know how the marketers are aware of the new launch.

Table VI
Awareness of latest product

| Awareness of latest product | No. of shops (N=50) | Percentage |
|-----------------------------|---------------------|------------|
| Manufacturer | 21 | 42 |
| Wholesaler | 12 | 24 |
| Specified companies | 9 | 18 |
| Online | 8 | 16 |

As trading ethics, the marketing personnel should have a clear idea about the newly launched paints in his field to capture the market and be successful, 42 per cent of the shop owners gain knowledge through the manufacturer themselves. Innovative and latest paints products launched are immediately brought to the market for their consumers. 24 per cent are aware through their wholesaler, and 18 per cent knows about the recent product through their neighbor marketing stores after it has started its sales in the city. 16 per cent take their own interest to bring the newer product to their market after gaining knowledge through online. Though they might appear to be least in the data, it is positive sign to note that they can be the first to capture national or international market and to bring trendy paints to market.

5. Marketers opinion about wall paints:

Customers' purchase decisions are typically affected by a combination of three things: Their *prior* preferences, beliefs, and experiences, information from *marketers*, and input from *other* people and from information services. This is the influence mix. The greater the reliance on one source, the lower the need for the others. So the opinion about paint from the marketers view plays a vital role as they influence and reflect the end user choice.

Table VII
Opinion about wall paints

| Opinion about wall paints | No. of shops (N=50) | Percentage |
|----------------------------------|----------------------------|-------------------|
| Attractive | 11 | 22 |
| Easy maintenance | 22 | 44 |
| Good coverage | 17 | 34 |

The above table clearly shows the opinion of the marketers about the wall paint 44 per cent of them consider it easy maintainable as painting with specialized paint provides protection from chemical attack, UV light, abrasion and environmental factors. 34 per cent believes that paint offers good coverage. It was suggested that paint cover the surface uniformly and homogeneously leaving the surface smooth and uniform. This significantly improves the aesthetic and functional properties of a building. Seventeen per cent feel paints are very attractive due to the wide range of colours they offer. Paint of today present with inspired hues and Classic Colors that are timeless, elegant, guarantee beautiful, usable color all the time, every time.

6. Popular brands in today's market

Rahman et al. (2013) mentioned that brand may positively influence the relative advantage of an innovation and it leads to adoption of innovation in the market. Brand influences the new product adoption is proved through the survey.

Table VIII
Popular brands in today's market

| Brand | No. of shops (N=50) | Percentage |
|--------------|----------------------------|-------------------|
| Asian paints | 20 | 48 |
| Duplex | 17 | 34 |
| Nippon | 6 | 8 |
| Berger | 5 | 6 |
| Others | 2 | 4 |

As a marketing strategy all the shops have all brands of paint, but popularly sold brand would be Asian paints (48 per cent), Duplex (34 per cent), Nippon (8 per cent), Berger (6 per cent) and other brands (4 per cent).

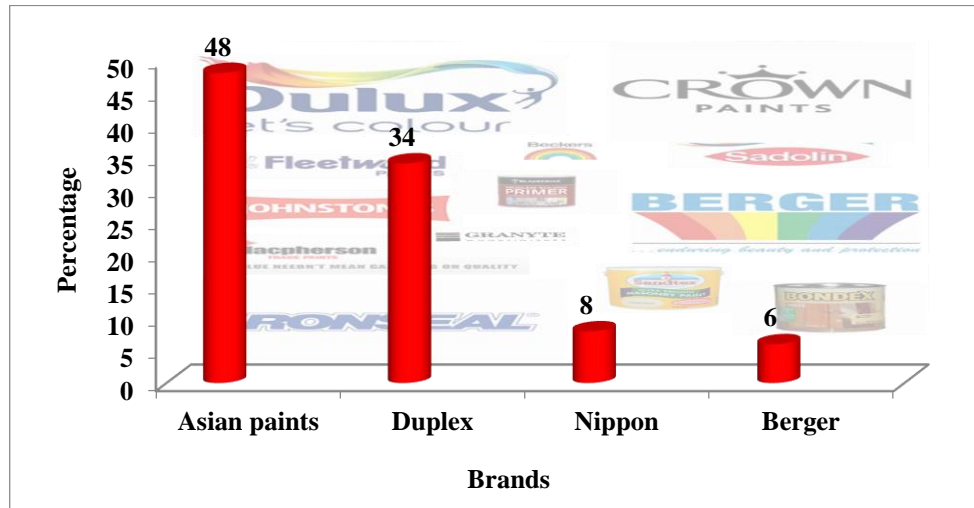


Figure 2: Popular brands in today's market

D. Marketer's perspective view of consumer's preferences on paints

The following gathered data is obtained from the marketers in the shoe of their consumers. This facilitates the research study to capture an idea of the contemporary practice followed from a sample that belongs to dual category (a marketers are consumer by himself). The details of the wall painting materials include the type of finishes and most commonly preferred techniques are studied.

1. Details regarding the client

Building a home is complex activity. Subcontractors/laborers will provide specific expertise in areas. But contractor manage the overall process and ensures that the end result is a comfortable, well-built home for the family. Current trend in the construction field is procuring of materials and construction of residential space is like "one man army" show.

Table XI

Client

| Client | No. Of shops (N=50) | Percentage |
|-------------------|--------------------------------|-------------------|
| Consumer | 11 | 22 |
| Interior designer | 4 | 8 |
| Contractor | 16 | 32 |
| Painter | 8 | 16 |

This table also clearly depicts the same. 32 per cent people procure their product through their contractors who with his constant marketing strategy is definitely aware of the recent trend, cost effective and durable paint. 22 per cent consumers, still prefer to acquire personally is an interesting fact. Though the design and designer is a popular profession in the city, only 8 per cent prefer their decorator support in purchasing the product. 16 per cent opt for painters. This is suggestive that the consumers who trust their labors for their choice prefer to procure the paints through them. Entrusting the job of purchase to the laborers himself can also be advantageous as spillage of material can be avoided and saving is possible. But latest trend may never be known would be the biggest disadvantages.

2. Level of gloss preferred

The gloss of a paint is essentially an aesthetic attribute, but with secondary technical implications. On the interior, the current trend in finishes sees low sheen finishes are extending from broad wall living areas into well ventilated bathrooms and kitchens. A mix of gloss levels within one area is becoming a popular way to create a subtle visual effect or highlight feature areas.

Table X

Level of gloss preferred

| Level of gloss | No. of shops (N=50) | Percentage (%) |
|------------------------|---------------------|----------------|
| Flat (0% - 4%) | 20 | 40 |
| Low sheen (5% - 19%) | 16 | 32 |
| Semi-gloss (20% - 59%) | 8 | 16 |
| Gloss (60% - 84%) | 6 | 12 |

Table IX reveals the level of gloss preferred by the consumer. It shows that today's consumer preferred flat paint 40 per cent as they offer luminous finish and sleek in nature. 32 per cent of user prefer low sheen finish for its durability and stain resistant, 16 per cent of them preferred semi gloss finish since they are easily maintainable by their washable quality, only 12 per cent of them prefer gloss finishing spite of its optimal advantages over the other levels of gloss, they are not opted much because the surface imperfection is more noticeable in this finish.

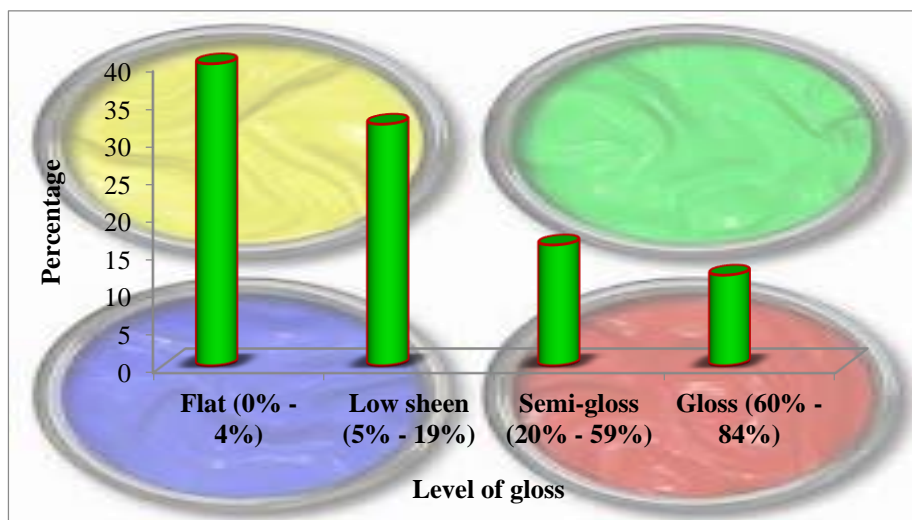


Figure 3: Level of gloss preferred

3. Consumer preference for paint finishes

Color isn't the only consideration when planning paint project for the interiors. The finish chosen will determine how vivid details appear and how easy the surface will be to clean. Picking the right sheen for the interiors plays an imperative role.

Table XI
Finishes

| Finishes | No. of shops (N=50) | Percentage |
|----------------|------------------------|------------|
| Plain paint | 20 | 40 |
| Textured paint | 16 | 32 |
| Motif paint | 8 | 16 |
| Mural paint | 6 | 12 |

Though the latest techniques and finishes have evolved in wall painting, people still prefer and practice the traditional the plain finish (40 per cent) is a concrete finding of the study. A value closer to previous finish is opted for textured paint (32 per cent). This indicates that definite change in this findings could be possible in the near future. Motif and mural paints (16 per cent and 12 per cent respectively) is suggestive that people preferred these techniques for single wall in a living space and not the entire house as the former finishes predominate from ancient days.

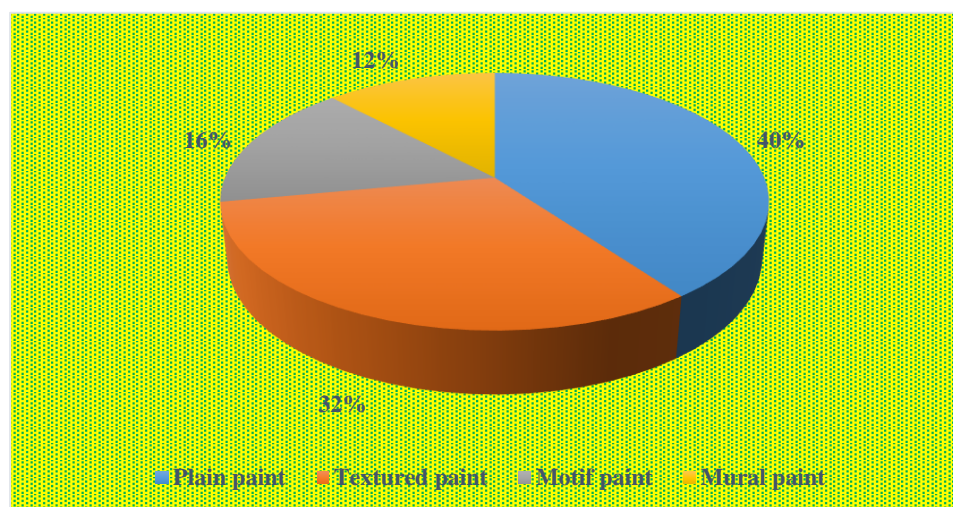


Figure 4: Finishes

4. Recent painting techniques opted by the consumer

Expand the concept of color and include the multidimensional softness of a color is the motto of paint today. Color isn't the only way to spice up a wall; a decorative painting technique can add eye-catching texture. There are so many ways to get creative with paint effects and paint techniques and sometimes, a little out-of-the-box thinking can bring about surprising results.

Table XII
Techniques opted by the consumer

| Techniques opted by the consumer | No. of shops (N=50) | Percentage |
|---|----------------------------|-------------------|
| Dragging | 9 | 18 |
| Ragging | 5 | 10 |
| Sponging | 11 | 22 |
| Stenciling | 14 | 28 |
| Stamping | 4 | 8 |
| Dry brushing | 7 | 14 |

The Table XI ensures that the recent trend is always preferred by the consumer. 28 per cent prefers stenciling method of painting and 22 per cent sponging techniques and about 18 per cent finds dragging techniques interesting for their walls. 14 per cent feels that dry brushing can make their wall colourful and appealing. Ragging and stamping techniques though not popular as others are still preferred by 10 per cent and 8 per cent respectively.

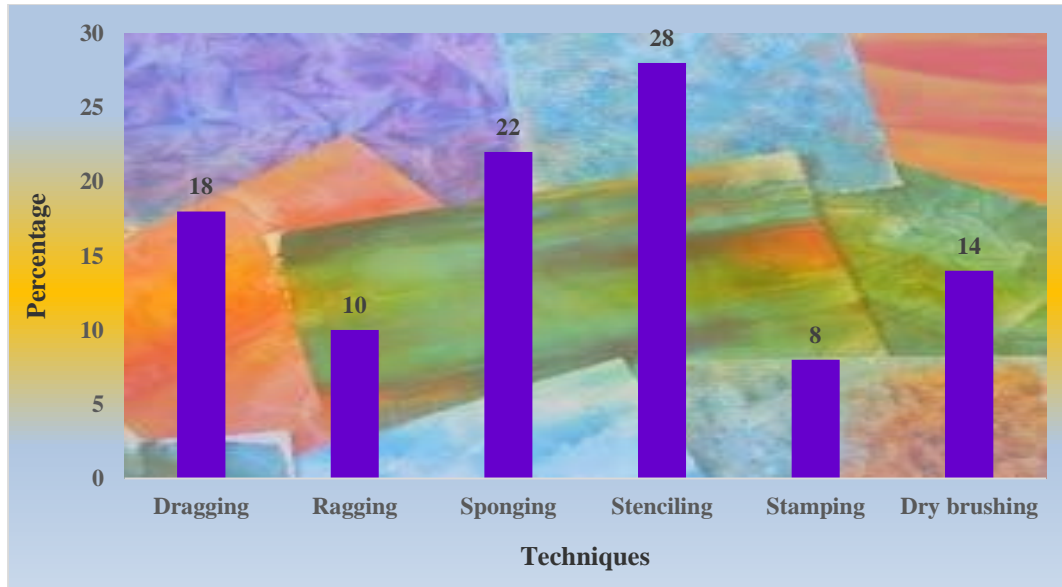


Figure 5: Techniques opted by the consumer

A. Phase II: Findings of the Household Survey

- I. Demographic profile of the household
- II. Details of the interior wall finishes in the residential building
- III. Details about the wall paints used in the selected households

I. Demographic profile of the household

Several factors, which we may not be aware of contribute to our understanding and hence, influence the final choice. Traditionally, men and women have had different tastes in color and texture, finish of interior wall finishes. Women were drawn to brighter tones and more sensitive to subtle shadings and patterns. Now, gender seems to have less impact on choices. Gender differences are fading even more among those under 30. Color/Pattern preferences of younger consumers are also influenced by the cultural context in which they come of age. Each generation has its own history. The overall result of demographic diversity seems to be a richer and more varied palette of popular wall finish schemes.

1. Gender, age, occupation and type of family

As Peterson and Simkus (1992) stress, social status is not the only determinant of taste. Age, gender, and race are important determinants as well. As people age, they move through different social settings in which kind of customs are more familiar and salient, If familiarity leads to acceptance and even possibly liking it would make logical sense The details on the general family background are portrayed in the following tables.

Table XIII

Gender, Age, Occupation and Type of Family

| Contents | Number (N: 100) | Percentage |
|-----------------------|----------------------------|-------------------|
| Gender | | |
| Male | 33 | 33 |
| Female | 67 | 67 |
| Age | | |
| 20-30 years | 36 | 36 |
| 30-40 years | 41 | 41 |
| 40-50 years | 19 | 19 |
| Above 60 years | 4 | 4 |
| Occupation | | |
| Student | 20 | 20 |
| Employee | 18 | 18 |
| Entrepreneur | 22 | 22 |
| Housewife | 42 | 42 |
| Type of family | | |
| Join family | 32 | 32 |
| Nuclear family | 68 | 68 |

Among the selected 67per cent were female while remaining was male. It was evident from the survey that the, Majority of the respondents (41per cent) belongs to middle income group (30-40 years). Nearly about one third of the surveyed population (36per cent) was youngsters of the age (20-30 years). Minority of the group belongs to mid 40's (40-50 years) and handful of them was elders (4per cent). It is vivid from the table that, of the surveyed sample housewife constituted to 42per cent followed by entrepreneurial sector to 22per cent .About 18per cent them were employees in offices, industrial and business field. Among the group 20per cent of the students were also involved. Out of the 100 households surveyed 68per cent belonged to the nuclear family and 36per cent belonged to the joint family.

2. Profile of the residence

Plinth Area is the entire area occupied by the house, including the area occupied by the internal and external walls of the apartment. Usually it is 10% to 20% more than the Carpet Area. This is suggestive that walls contribute one fourth of a house and should be carefully designed. The researcher wished to elicit information regarding the house, as she felt that, area of the house, number of rooms /floors in the dwelling, type of house definitely governs the selection of the material used as finish. The year of construction and the design of the house can influence the choice of finish and can differ in its ancient to trendy material usage.

Table XIV
Profile of the residence

| Contents | Number (N: 100) | Percentage |
|---|------------------------|-------------------|
| Plinth area of the house (sq.ft) | | |
| 1000-3000 | 46 | 46 |
| 3000-6000 | 30 | 30 |
| 6000 and Above | 24 | 24 |
| Year of Construction | | |
| 2000-2005 | 40 | 40 |
| 2006-2010 | 32 | 32 |
| 2011-2014 | 28 | 28 |
| Ownership details | | |
| Self-constructed | 59 | 59 |
| Rented | 10 | 10 |
| Purchased | 31 | 31 |
| Type of house | | |
| Traditional | 15 | 15 |
| Modern | 41 | 41 |
| Twin house | 5 | 5 |
| Apartment | 39 | 39 |

Regarding the plinth area of the house selected, 46 per cent of the houses ranged between 1000 – 3000sq.ft suggestive of middle income group to Lower upper class with a probability that they could be apartments building. While 30 per cent of the houses occupied a plinth area 3000 – 6000sq.ft indicating a they are high income category houses which includes twin/split level houses. It was amazing to note that, 24 per cent of the selected house occupied a plinth area 6000sq.ft and above which asserts that the few of the selected houses holds were individual bungalows. The household survey revealed that majority of 59 per cent the house were self – constructed, 31 per cent of the houses were purchased and 10 per cent of the houses were rented. The study also revealed that 41 per cent of sample live in modern houses, 15 per cent were living in traditional house, While 39per cent stated that they live in apartments. 5 per cent of houses were twin houses.

3. Details regarding the number of stores and designee of the House

Single-floor houses have earned a sadly undeserved reputation for being inferior to their multi-story counterparts in the design culture of our day. Modern house plans can be almost any type of floor plan from ranch to two storeys. The majority of homes built both today and in the past, have two storey plans, as this provides a traditional layout with bedrooms on the second floor and living space below. A more modern take on the two storey

plan has a main level housing bedrooms and living space and a lower level with additional bedrooms and entertainment areas. There may even be a second kitchen so this lower level can be utilized as an apartment or in-law suite. With this concept in mind, the investigator gathered information regarding the number of levels and the designee of the abode.

Table XV
Number of storey and designee of the House

| Number of Storey | Number (N: 100) | Percentage |
|------------------------------|------------------------|-------------------|
| Ground/One floor | 30 | 29 |
| First | 40 | 40 |
| Second | 27 | 27 |
| Third | 3 | 3 |
| Designee of the house | | |
| Civil engineer | 36 | 36 |
| Architect | 21 | 21 |
| Self | 12 | 12 |
| Contractor | 31 | 31 |

Among the selected households 37 per cent of the house was designed by civil engineer. 20 per cent of the houses were designed by owners itself. Most of the surveyed residents 40 per cent were living in residents that possessed first floor. One fourth that is 30 per cent of the samples lived in houses that possess only ground floor /single floor suggesting that they were residing apartments. In close approximation to the previous sample size 27per cent were residing in building which possessed two floors. Only minority 12 per cent residence possessed the third floor in their building.

II. Details of the interior wall finishes in the residential building

The researcher wished to elicit information on the wall finish applied to residential building in the city. This would enable the study to taper down to appreciate the preferred and customary wall finish of this millennium.

1. Person liable for selection

Making a choice for a milieu like wall is never an easy task as this element of the house governs the overall appearance of the interior. Thereby one has to scrutinize the effects of wall finish before opting for one. Many times the decision maker remains skeptical about the effects of human responses to environmental factors and continues to select finishes based on their own personal preferences. The most personal decision involved in any interior or

exterior painting project is color choice. The choices of the finish suggested to the respondents are scheduled below.

Table XVI
Person liable for selection

| Responsible selection | Number (N: 100) | Percentage |
|------------------------------|------------------------|-------------------|
| Architect | 17 | 17 |
| Interior designer | 46 | 46 |
| Self | 12 | 12 |
| Family member | 25 | 25 |

Above table reveals that 17 per cent of the wall finishes were designed by architect and 46 per cent of the houses were planned by interior designer. While 25 per cent of the houses were proposed by family members and remaining 12 per cent of the houses were deliberated by owner himself.

2. Type of Wall Finishes

Wall finishes used for the interiors are quite delicate and need maintenance. The new contemporary trend has brought in enormous increase in the usage of various types of wall finishes for the aesthetic purpose in the interiors and exteriors. Choice of material for the recent abodes is available in loads with plenty of options in their texture, finish and color.

Table XVII
Type of wall finishes

| Type of wall finishes | Number (N: 100) | Percentage |
|------------------------------|------------------------|-------------------|
| Paint | 38 | 38 |
| Wood panelling | 8 | 8 |
| Tiles | 7 | 7 |
| Wall paper | 19 | 19 |
| Glass | 23 | 23 |
| Mural | 5 | 5 |

The research study revealed that major part of the surveyed residential building 38 per cent had used paints as their finish as it has wonderful qualities for decorating the home. It can provide any colour quickly and cheaply. It can change proportion of the room. 23 per cent had used glass for their walls since they have an invaluable contribution, because they bring extra light and can appear to double the space. It can probably be the most effective way of making a small room seen larger and in constricted, narrow and dark areas in the houses it alter the quality of space. 19 per cent had used wallpaper as they can be easily installed. It covers imperfect surfaces or camouflaged. Color, texture, designs and pattern of wallpapers lend a distinct individuality to the character of the room. Wood paneling, tiles were done in 8 per cent and 7 per cent respectively in spite of their variety of styles that is typically easy to install. Interestingly, only 5 per cent of the residential space had used mural for their living and dining space.

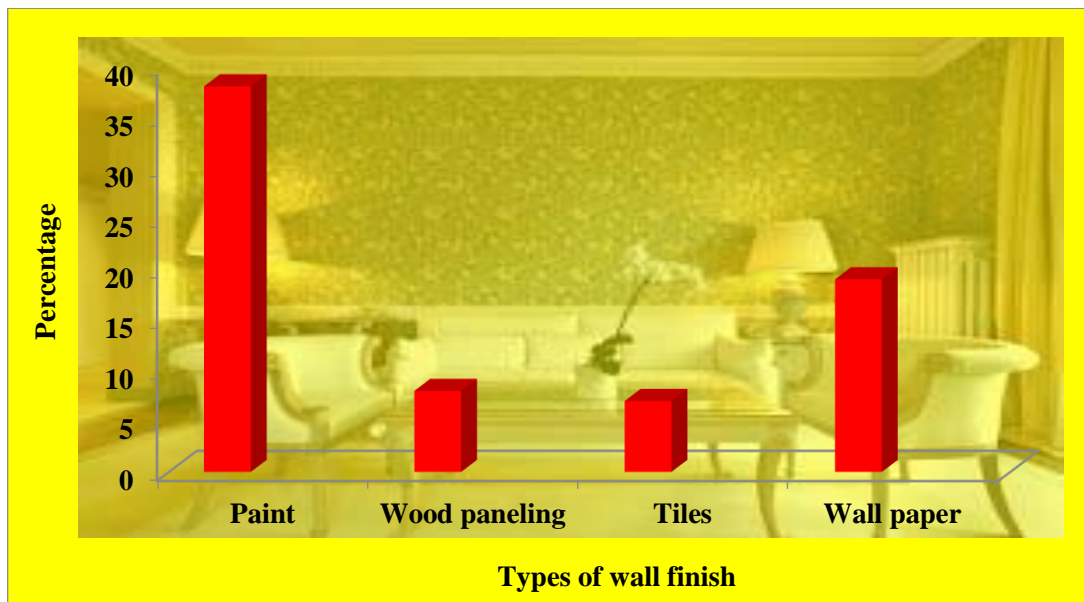


Figure 6: Types of wall finish

3. Reasons for choosing the interior finishes

The type of decoration applied to the wall or ceiling surface also has an impact on the perceived quality. Finishing materials create the external environment with certain architectural art style and the elegant internal environment with different functions. Based on this concept the choices are made with paramount concern and care as they govern the outlook of the interiors they are applied for.

Table XVIII

Reasons for Choosing the Interior Finishes

| Reasons | Percentage* (N=100) |
|------------------------------------|---------------------|
| Individual taste | 100 |
| Maintenance | 100 |
| Family preference | 96 |
| Current fashion/ trend | 89 |
| Architect's advice | 86 |
| Quality of product | 80 |
| Used in relative's/ friend's house | 60 |
| Colour of the product | 58 |
| Budget of the family | 44 |

***Multiple responses**

All the surveyed households had the reasons, such as individual taste and maintenance for choosing an interior finish. 96 per cent of them considered the entire family members' preferences whereas 89 per cent of them analysed the current fashion and trend of interiors in the market, 80 per cent obliged to the idea and advice of architects. Quality and colour of the product are noted as main reasons in 80 per cent and 58 per cent of the households respectively. The rest of the households preferred interior finishes because those were used in relative's as well as friend's houses 60 per cent, budget of the family 44 per cent.

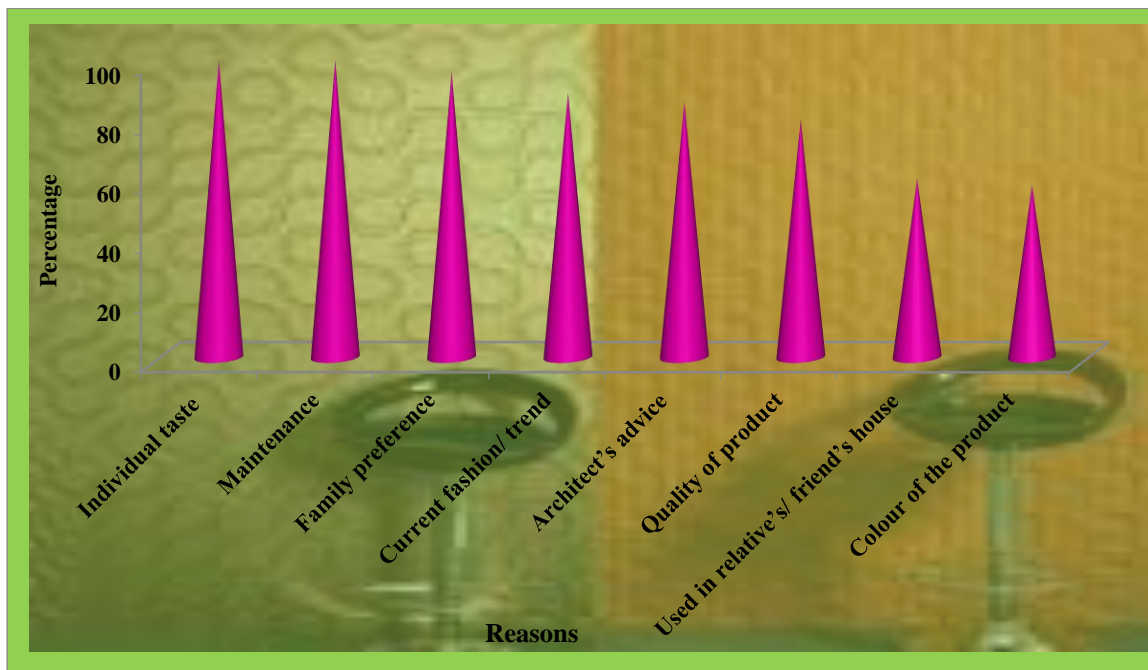


Figure 7: Reasons for Choosing the Interior Finishes

4. Sources of information about the interior finishing materials

The acquaintances about the interior finishing materials facilitate the respondents to prefer the accurate interiors for their abode. Table 17 registers the sources of information which assist the family circle to choose the finishes for their interiors.

Table XIX: Sources of Information

| Sources of Information | Percentage* (N=100) |
|--|--------------------------------|
| Architect | 86 |
| Magazine and newspaper | 75 |
| Internet | 52 |
| Mass media | 48 |
| Interior designer | 40 |
| Choice of materials in friend's houses | 15 |

***Multiple responses**

86 per cent acquired information from architects and had planned their wall finishes ahead of time. They also mentioned that, they were able to witness the appearance through the latest software (Maya, Revit, 3 D'S Max) and chose their interior finish based on the perceived outlook. 75 per cent gained knowledge and ideas through interior based magazines (Inside and outside, Society Interiors, Interiors) and daily newspapers. Today we are pacing through a fast and communicative Era. The life of today swirls around internet, mobiles and tablets that enabled 52 per cent of the claimants to know about the recent interior finishes from internet.

Predominant fastest media is mass media 48 per cent acknowledged that they were aware of the recent trend through media like television and radio. In about 40 per cent of the household the different interior finishes were suggested by the Interior designer. A designer is a person who creates the layout of a space and designs them. 15 per cent identified the interior finishes from the use of those finishes in neighboring houses.

III. Details about the wall paints used in the selected households

Painting home's interior walls isn't just about applying the favorite paint on a wall with a paint roller. Implementing the right painting strategies automatically results in a wall that is mesmerizing and charming to look at. Home paint is one of the things that play a vital role in beauty of the house. Modern and new style wall painting ideas play an important role to enhance the look of the house. Hence the researcher wishes to gather information regarding the usage of paints in the modern residential spaces and reaffirm its advantages through her study.

1. Number of rooms painted

Paint makes your habitat more modern and elegant, as well bringing an aesthetic enjoyment to choose the style according to taste or preference. Provides a smooth, subtle finish, Camouflages imperfections and is extremely versatile. There are modern and amazing wall paint and designing ideas that will change the whole environment of the house including wall stickers, wood work on walls, tile work, graffiti and stylish patterns of paint.

Table XX
Number of rooms painted

| Number of rooms painted | Number (N: 100) | Percentage (N=100) |
|-------------------------|-----------------|--------------------|
| 1-2 rooms | 19 | 19 |
| 3-4 rooms | 8 | 8 |
| 4-5 rooms | 30 | 30 |
| Whole house | 43 | 43 |

The table vividly portrays that paint continues to be still popular..Besides being inexpensive,there is also the scope for changing and decorating the scheme frequently.Paints also permit a precision in matching colours that is virtually impossible with any other wall coverings. The findings of the study confirms this with a data that most of the surveyed houseshad used paint for their entire house (43per cent)as their interior finish.,Certain residence had used other types of wall finishes like glass and tiles for the living, dining and kitchen space thereby have only4-5 rooms painted (30per cent). In recently conctructed houses glass ,stainless steel, tiles were predominately used,thus only 1-2 rooms were painted (19per cent). Only limited residence had 3-4 rooms painted (8 per cent).

2. Mode of purchase

Purchasing refers to a business or organization attempting to acquiring goods or services to accomplish the goals of its enterprise. Distribution channels in marketing are one of the classic key elements in the entire marketing strategy. The table formulated below gives us the detail about how the paints are purchased.

Table XXI
Mode of purchase

| Mode of purchase | Number (N: 100) | Percentage (N=100) |
|-------------------------|------------------------|---------------------------|
| Through retailers | 39 | 39 |
| Through contractors | 42 | 42 |
| Own choice | 19 | 18 |

Table shows clearly that mode of purchase for most of the recently constructed residences in the city were through contractors (42per cent). About similar value of data is obtained for the retailer (39 per cent) mode of purchase in the city. Coimbatore is a place where products are marketed through demographic marketing that helps the consumer to buy his choice of product at ease. When the construction plinth area is enormous they preferred to gather their wall finish from the wholesaler 19 per cent.

3. Frequency of repainting

Paint is an inexpensive and easiest way to transform an interior and freshen up the dwell place. Painting the entire interior of a house can transform it from mundane to inspiring one. From simple-yet-stunning decorating makeovers, to organizational overhauls and impressive remodels, these transformations prove how dysfunctional duds can become amazing spaces. This brings the investigator to bring an insight towards repainting

Table XXII
Frequency of repainting

| Frequency of repainting | Number (N: 100) | Percentage (N=100) |
|--------------------------------|------------------------|---------------------------|
| Once in 3 years | 15 | 15 |
| Once in 5 years | 29 | 29 |
| Once in 10 years | 30 | 30 |
| Once in 20 years | 26 | 26 |

Repainting was done once in 10 years in about 30 per cent of the houses establishing the easy maintenance and durability of the wall finish which motivates the consumer to repaint to break the tedium. About 29 per cent repaint once in 5 years as they prefer to change

their paint due to availability, trendy material in the market. In 26 per cent of houses it was done once in 20 years suggesting that, 15 per cent of them repaint once in 3 years because they prefer most recent material in the market for their interior. Finish reflects personality is reaffirmed in the study.

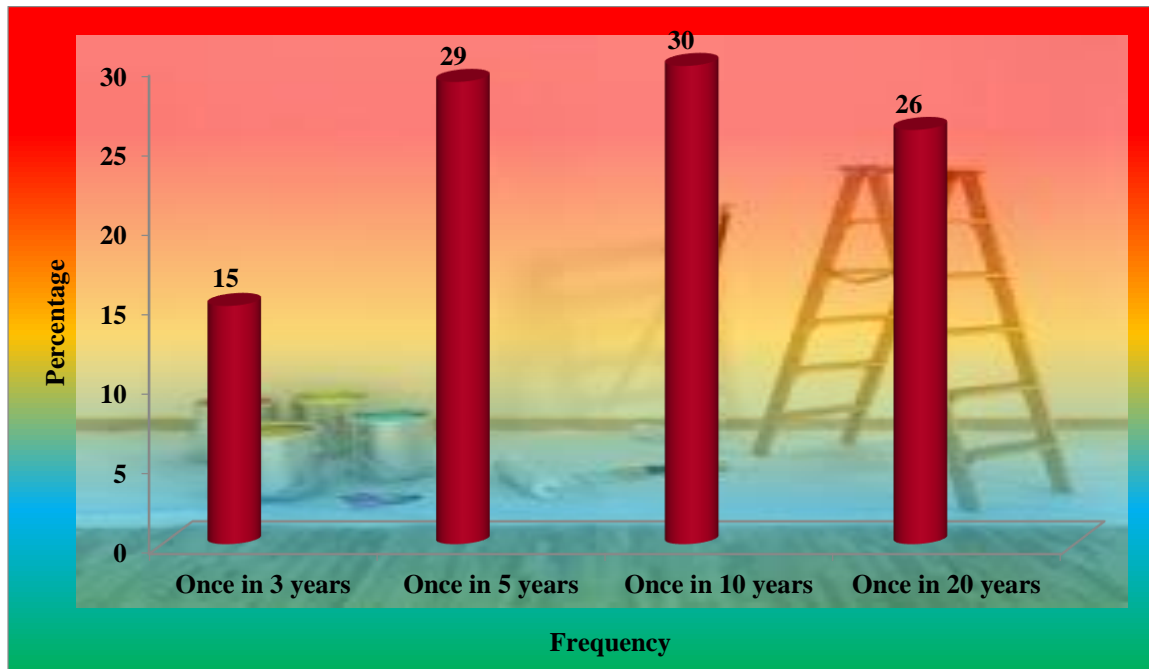


Figure 8: Frequency of repainting

4. Preferred colour combination

The trendy market offers a wide range of colours, combination and design for the wall finish. This trend attracts the consumer. Color and tone are the essence of painting. It has observable psychological effects, although these can differ from one culture to the next. Colors only add to the potential, derived context of meanings, and because of this the perception of a painting is highly subjective. Hence the colour preferences of the respondents were obtained.

Table XXIII**Preferred colour combination**

| Preferred colour combination | Number (N: 100) | Percentage |
|-------------------------------------|------------------------|-------------------|
| Single color / room | 45 | 45 |
| 2 colors / room | 30 | 30 |
| 3colors / room | 25 | 25 |

Choice of colour is important factor in the house. Using single colour for a particular room is the trend followed since ancient times. The table proves that attitude has not changed the culture of using multicolored rooms. About majority,45 per cent of them approved the use of single colour. About 30 per cent appealed that they prefer using 2 colour (light and dark) combinations, which changed the outlook of the room that appeared trendy. 25 per cent of them felt they had to use three colors for their rooms, as they felt specialized rooms namely children room, play room, bedrooms depicts the individuality and private space. Such rooms had to have 3 colour schemes and mostly the colours used were harmonious in nature.

5. Preference in the level of gloss for residential spaces

In paint technology, terms gloss and matte refer to visual appearance of a finish with respect to its gloss level. The gloss level of paint can also affect its apparent colour. Preferred application gloss varied from room to room in one house itself as they were chosen is based on utility of that living space in residence.

Table XXIV**Application in gloss level in paints**

| Room | Percentage(n=100) | | | |
|--------------------|--------------------------|--------------|-------------------|--------------|
| | Metallic/Flat | Satin | Semi-gloss | Gloss |
| Living | 16 | 14 | 37 | 33 |
| Dinning | 31 | 26 | 24 | 19 |
| Bed room | 29 | 18 | 31 | 22 |
| Office room | 23 | 17 | 28 | 32 |
| Study room | 30 | 29 | 16 | 25 |
| Kids room | 26 | 17 | 27 | 30 |

Table clearly exhibits the most preferred gloss in the order of preference as Metallic/Flat, Semi Gloss, Gloss and Satin. The residents preferred semi gloss (37 per cent),

glossy finish (33 per cent) for their living room. It was metallic (31 per cent) and satin (26 per cent) finish for a dining room. Semi gloss (31 per cent) and metallic (29 per cent) was preferred for bedrooms. Since office room exhibits monotony and is always the place of clients and visitors, it was preferred to have gloss (32 per cent) metallic (23 per cent). Metallic (30 per cent) and satin (29 per cent) was preferred in study room for its easy maintenance quality. Kids are special members of the family who prefer vibrancy in their dwelling area, metallic finish (26 per cent) was opted as they offer variation of colour. Gloss (30 per cent) was preferred more as they are stain resistant and attractive.

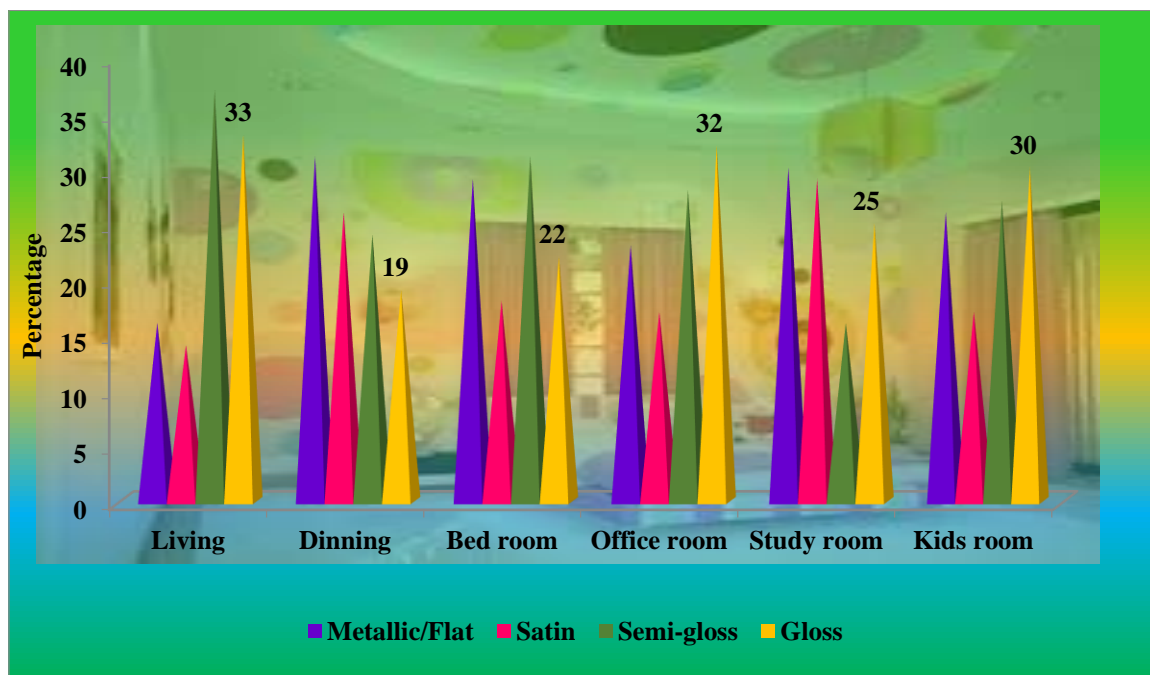


Figure 9: Application in gloss level in paints

6. Opinion about the cost of wall paint

Paint is cheap and simple. Paint provides dramatic results with little investment. The investigator wished to know whether her respondents were aware of this concept. This enables her to judge their criteria for choosing paint.

Table XXV

Opinion about the cost of wall paints

| Opinion about the cost of wall paints | Number (N: 100) | Percentage (N=100) |
|--|------------------------|---------------------------|
| Expensive | 37 | 37 |
| Acceptable | 46 | 46 |
| Cheap | 11 | 11 |
| No idea | 6 | 6 |

The table clearly depicts that they were aware of the cost of the paint and it was acceptable to 46per cent of the samples. About 37per cent felt agreeable, though it was expensive as it was one time investment and would last for many years (approximately 20 years). About 11per cent felt it was cheap when compared to the other wall finishes and 6 per cent had no idea about the cost as it was considered as the domain of the male members of the family.

7. Faux Technique preferred

Faux painting is a decorative paint finishes that replicate the appearance of materials such as marble, wood or stone. This technique started as a form of replicating materials such as marble and wood with paint, but has subsequently come to encompass many other decorative finishes for walls including simulating recognizable textures and surfaces. The previous question provided the investigator an idea about the sample size (90per cent) were aware of faux painting The samples during the survey admitted the fact that they were aware of the latest paint finishes and its techniques .This paved way to provide an unbiased answer to the techniques they prefer the most.

Table XXVI
Faux techniques preferred

| Room | Percentage(N=100) | | | | | | |
|-------------|-------------------|---------|-----------|----------|----------|-------------|--------------|
| | Dragging | Ragging | Stippling | Sponging | Stamping | Stencilling | Dry brushing |
| Living | 15 | 7 | 14 | 21 | 11 | 20 | 12 |
| Dinning | 9 | 6 | 8 | 18 | 18 | 21 | 20 |
| Bed room | 15 | 6 | 7 | 20 | 8 | 25 | 19 |
| Office room | 15 | 9 | 7 | 21 | 14 | 19 | 15 |
| Study room | 14 | 10 | 11 | 21 | 10 | 15 | 9 |
| Kids room | 6 | 10 | 4 | 12 | 21 | 31 | 16 |

The table portrays that samples would be excited to have sponging (21 per cent) stencilling (20 per cent) and dragging techniques (15 per cent) for the living space as it would exhibit a sleek and trendy finish and add aesthetic decor to the room. As dining area is space where family spends their time and share their joy after whole day work, they preferred to have stencilling (21 per cent), dry brushing (20 per cent), sponging and stamping (18 per cent each). Effects of finish brings in a this welcoming atmosphere to the inmates. Stencilling (25 per cent) sponging (20 per cent) and dry brushing (19 per cent) was preferred in their bedrooms as they can exhibit their own idea. Office room is a place of client where they have to establish their expertise of knowledge to establish them in the field. So the samples opted for sponging (21 per cent) stencilling (19 per cent) and dragging (15 per cent) techniques which bring in feel of orderliness in their clients. Most of the evening hours are spent in study for a child of the family. Hence sponging (21 per cent), dragging (14 per cent) and stippling were liked. These techniques are rejuvenating to the tiring eyes of the child. Vibrant and energetic effects can be brought out in stencilling (31 per cent), stamping (21 per cent) and dry brushing (16 per cent) was thought of the respondent for their kid's room.

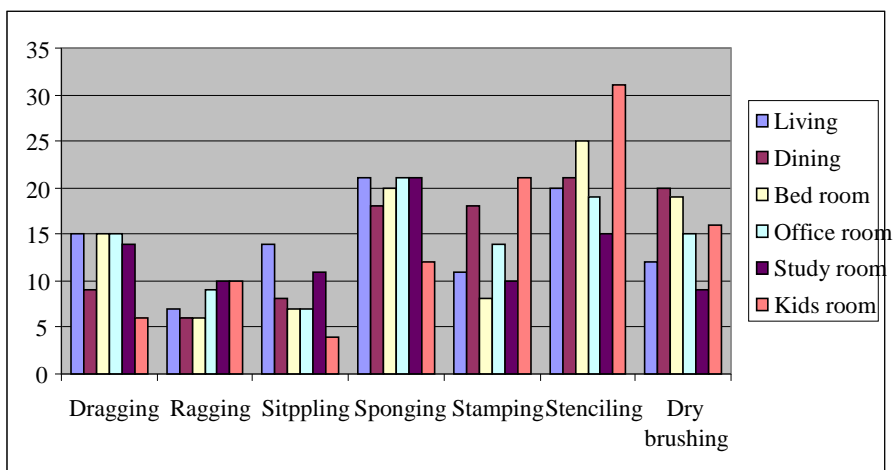


Figure 10: Faux techniques preferred

8. Know-how of Recent Trends?

Technology has bloomed enormously in the various aspects like communication, marketing and consumer products. This growth enables the consumer to be aware of the currently launched products and their techniques of application. Today’s consumers are smarter than the marketers. Hence they aware of the newly launched paints at a faster pace.

Table XXVII

Know-how of Recent Trends

| Through whom awareness was obtained | Number (N: 100) | Percentage (N=100) |
|-------------------------------------|-----------------|--------------------|
| Friends | 28 | 28 |
| Advertisement | 37 | 37 |
| Internet | 15 | 15 |
| Other residential building | 20 | 20 |

The researcher wished to analyse the know-how of the recent material by the consumer. This finding provides an insight to newer aspect of researcher. This can enable marketers to understand faster reach of a newly launched product. It is evident from the table that advertisement reaches at a faster rate. 37 per cent of the respondent has approved that. The second faster pace is through “word of mouth”. 28 per cent have acknowledged that they were aware of the product through their friends. 20 per cent of the respondents have suggested that “seeing is believing”. They are aware of the paint after witnessing it in other

residential building opined 20 per cent. Only 15 per cent browse or gain idea about the newer paint through net advertisement.

9. Opinion on interior wall paint

Consumer satisfaction is the prime goal of marketing. Entire trading strategy revolves around satisfying their customer. “Word of mouth” is the best practiced means to capture and establish the market. To attain that, the opinion about a particular paint from a consumer becomes mandatory. The researcher also wished to confirm the efficiency of paint through opinion sought from the selected sample

Table XXVIII
Opinion on interior wall paint

| Opinion on interior wall paint | Percentage (N=100) |
|---------------------------------------|---------------------------|
| Aesthetic appearance | 30 |
| Spaciousness | 5 |
| Compactness | 11 |
| Trendy effect | 23 |
| Economical | 3 |
| Easy maintenance | 20 |
| Longevity | 8 |

Interior are considered as essential element of a building .It has become habitual and trendy to plan an interior, which is sleek and organized. The choice of other aspects of designing like furniture, accessories, draperies are given utmost care and importance. Present day customers have clearly understood that walls are the backdrops for their elegant interiors and the choices should be made in such a way that the interiors complement each other and blend well. This school of thought is affirmed through the study, that 30 per cent of the respondents preferred wall paints for their aesthetic appearance. Faux painting and its techniques has captured the market and found trendy. About23 per cent admit that the above statement appropriate in this seam. 20 per cent of them feel that paints are easily maintainable. Paints offer wide range choices, from simple finish to faux finish and plain to gloss finish. It can be consumer’s choice to choose his option based on the nature of utility. Other opinion includes compactness 11 per cent, longevity8 per cent, spaciousness and economical was opined by 5 per cent and 3 per cent respectively.

V SUMMARY AND CONCLUSION

Walls are the essential architectural elements of any building. They form the facades of buildings. Wall finishing is the final touches placed on a wall that, 'finishes' the wall with an acceptable visual look. The finish to a wall can range from simple paint to expensive wallpaper to elaborate work. Wall finishes provide a decorative skin to conceal building components. The new contemporary trend has brought about great deal of increase in the usage of various types of wall finishes for the aesthetic purpose

Hence the study entitled "**Contemporary Practice in Interior Wall Painting**" was undertaken with the following objectives:

5. To ascertain the availability of wall paint in the market
6. Elicit information on recent trends of wall paint in the market
7. To gather information on interior wall finishes in the residential building
8. Bring out information on the extent of use of wall paint in the selected households.

The study involved two phases

- Phase I: Market Survey: to find out the recent trends and availability of wall paints in the selected shops.
- Phase II: Household Survey to gather information on the extent of use of wall paint in the selected households.

The methodology adopted is designed to ascertain the availability, use and importance of wall paint and finishes in the selected residences.

Market Survey: The investigator conducted the market survey in the busy areas of Coimbatore city such as Saibaba colony, Mettupalayam road, R.S.Puram, Gandhipuram and Poo market. The shop significantly selling modern wall-finishes and paint materials catering to residential needs were selected from these areas. Popularity of the shops, availability of trendy materials, cooperativeness of shop keepers were the main criteria for selecting the shops.

Household Survey: Hundred high income households in Coimbatore were selected to assess the use of wall paints and finishes, the views that the homemakers in utilizing the wall paints and finishing materials in their residences were analysed.

A. Results of the Market Survey:

- 44 per cent of the shops were established for 10-15 years. While 24 per cent were in the trade field for more than 15 years. Hence only popular and reliable shops could with stand the competition in the market. 62 percent of the business is functioning as retailer store, 30 per cent are functioning as the dealers and 16 per cent trade as wholesalers.
- India is country of diversity. Diversity is also applied to the income levels of the citizens of India. Any paint or market should capture all the category of the people and satisfy their needs. 80 per cent of the low income group feels that it was economical to use paints, followed by tiles 65 per cent for its cost effectiveness and ease of maintenance. The outlook of middle income group would be 90 per cent of them always prefer paint and 76 per cent always opined that tiles were their second rank of choice. In contrary to the above sectors high income sector always finds glass 85 per cent as sleek and trendy material with the capacity to aesthetically enrich the interiors and double the space. With invent of faux finish and its application, paint 72 per cent has attracted its customer for its capacity to transform the overall façade.
- It is interesting to note from the information gathered through the survey ,that maximum 64 per cent of the owners were buying paint directly from the manufacturer, 32 per cent from wholesaler, 24 per cent by dealer and 18 per cent from the retailer. Mostly the owners 44 per cent prefer to buy the paint themselves, 22per cent preferred through marketing personnel, for 20 per cent it was directly supplied to their shops by the suppliers, only 16 per cent get hold of the materials through their manager.
- 44 per cent shops purchase the paint once in 3 months, 30 per cent are able to bring new stock every month, 20 per cent are only able to get their new stock once in 6 months and only 2per cent seems to less marketing capacity and buy their stock yearly. This also provides us additional information regarding the percentage of popular store in the city. 30 per cent of the store that renews their stock every month seems to attract most customers.
- The criterion that aids the shop keeper to renew his stock is based on consumer preference for 44 per cent, availability for 30 per cent, shelf life for 20 per cent and cost for about 2 per cent.
- The marketing personnel should have a clear idea about the newly launched paints in his field to capture the market and be successful, 42 per cent of the shop owners gain

knowledge through the manufacturer themselves. Innovative and latest paints products launched are immediately brought to the market for their consumers. 24 per cent are aware through their wholesaler, and 18 per cent knows about the recent product through their neighbor marketing stores after it has started its sales in the city. 16 per cent take their own interest to bring the newer product to their market after gaining knowledge through online. Though they might appear to be least in the data, it is positive sign to note that they can be the first to capture national or international market and to bring trendy paints to market.

- According to the opinion of the marketers about the wall paint 44 per cent of them consider it easy maintainable as painting with specialized paint provides protection from chemical attack, UV light, abrasion and environmental factors. 34 per cent believes that paint offers good coverage. It was suggested that paint cover the surface uniformly and homogeneously leaving the surface smooth and uniform. This significantly improves the aesthetic and functional properties of a building. 17 per cent feel paints are very attractive due to the wide range of colours they offer. Paint of today present with inspired hues and Classic Colors that are timeless, elegant, guarantee beautiful, usable color all the time, every time.
- As a marketing strategy all the shops have all brands of paint, but popularly sold brand would be Asian paints (48 per cent), Duplex (34 per cent), Nippon (8 per cent), Berger (6 per cent) and other brands (4 per cent).
- 32 per cent people procure their product through their contractors who with his constant marketing strategy is definitely aware of the recent trend, cost effective and durable paint. 22 per cent consumers, still prefer to acquire personally is an interesting fact. Though the design and designer is a popular profession in the city, only 8 per cent prefer their decorator support in purchasing the product. 16 per cent opt for painters. This is suggestive that the consumers who trust their labors for their choice prefer to procure the paints through them. Entrusting the job of purchase to the laborers himself can also be advantageous as spillage of material can be avoided and saving is possible. But latest trend may never be known would be the biggest disadvantages.
- Today's consumer preferred flat paint 40 per cent as they offer luminous finish and sleek in nature. 32per cent of user prefer low sheen finish for its durability and stain resistant, 16 per cent of them preferred semi gloss finish since they are easily maintainable by their washable quality, only 12 per cent of them prefer gloss finishing

spite of its optimal advantages over the other levels of gloss, they are not opted much because the surface imperfection is more noticeable in this finish.

- Though the latest techniques and finishes have evolved in wall painting, people still prefer and practice the traditional the plain finish (40 per cent) is a concrete finding of the study. A value closer to previous finish is opted for textured paint (32 per cent). This indicates that definite change in this findings could be possible in the near future. Motif and mural paints (16 per cent and 12 per cent respectively) is suggestive that people preferred these techniques for single wall in a living space and not the entire house as the former finishes predominate from ancient days.
- The recent trend is always preferred by the consumer. 28 per cent prefers stenciling method of painting and 22 per cent sponging techniques and about 18 per cent finds dragging techniques interesting for their walls. 14 per cent feels that dry brushing can make their wall colourful and appealing. Ragging and stamping techniques though not popular as others are still preferred by 10 per cent and 8 per cent respectively.

B. Results of Household Survey

- Among the selected 67 per cent were female while remaining was male. It was evident from the survey that the, Majority of the respondents (41per cent) belongs to middle income group (30-40 years). Nearly about one third of the surveyed population (36per cent) was youngsters of the age (20-30 years). Minority of the group belongs to mid 40's (40-50 years) and handful of them was elders (4per cent). It is vivid from the surveyed sample that housewife constituted to 42 per cent followed by entrepreneurial sector to 22 per cent .About 18per cent them were employees in offices, industrial and business field. Among the group 20per cent of the students were also involved. Out of the 100 households surveyed 68per cent belonged to the nuclear family and 36per cent belonged to the joint family.
- Regarding the plinth area of the house selected, 46 per cent of the houses ranged between 1000 – 3000sq.ft suggestive of middle income group to Lower upper class with a probability that they could be apartments building. While 30 per cent of the houses occupied a plinth area 3000 – 6000sq.ft indicating that they are high income category houses which includes twin/split level houses. It was amazing to note that, 24 per cent of the selected house occupied a plinth area 6000sq.ft and above which asserts that the few of the selected houses holds were individual bungalows. The

household survey revealed that majority of 59 per cent the house were self – constructed, 31 per cent of the houses were purchased and 10 per cent of the houses were rented. The study also revealed that 41 per cent of sample live in modern houses, 15 per cent were living in traditional house, while 39per cent stated that they live in apartments. 5 per cent of houses were twin houses.

- Among the selected households 37 per cent of the house was designed by civil engineer. 20 per cent of the houses were designed by owners itself. Most of the surveyed residents 40 per cent were living in residents that possessed first floor. One fourth that is 30 per cent of the samples lived in houses that possess only ground floor /single floor suggesting that they were residing apartments. In close approximation to the previous sample size 27per cent were residing in building which possessed two floors. Only minority 12 per cent residence possessed the third floor in their building.
- 17 per cent of the wall finishes were designed by architect and 46 per cent of the houses were planned by interior designer. While 25 per cent of the houses were proposed by family members and remaining 12 per cent of the houses were deliberated by owner himself.
- 38 per cent had used paints as their finish as it has wonderful qualities for decorating the home. It can provide any colour quickly and cheaply. It can change proportion of the room. 23 per cent had used glass for their walls since they have an invaluable contribution, because they bring extra light and can appear to double the space. It can probably be the most effective way of making a small room seen larger and in constricted, narrow and dark areas in the houses it alter the quality of space. 19 per cent had used wallpaper as they can be easily installed. It covers imperfect surfaces or camouflaged. Color, texture, designs and pattern of wallpapers lend a distinct individuality to the character of the room. Wood paneling, tiles were done in 8 per cent and 7 per cent respectively in spite of their variety of styles that is typically easy to install. Interestingly, only 5 per cent of the residential space had used mural for their living and dining space.
- All the surveyed households had the reasons, such as individual taste and maintenance for choosing an interior finish. 96 per cent of them considered the entire family members' preferences whereas 89 per cent of them analysed the current fashion and trend of interiors in the market, 80 per cent obliged to the idea and advice of architects. Quality and colour of the product are noted as main reasons in 80 per cent

and 58 per cent of the households respectively. The rest of the households preferred interior finishes because those were used in relative's as well as friend's houses 60 per cent, budget of the family 44 per cent.

- 86 per cent acquired information from architects and had planned their wall finishes ahead of time. They also mentioned that, they were able to witness the appearance through the latest soft ware (Maya, Revit, 3 D'S Max) and chose their interior finish based on the perceived outlook. 75 per cent gained knowledge and ideas through interior based magazines (Inside and outside, Society Interiors, Interiors) and daily newspapers. Today we are pacing through a fast and communicative Era. The life of today swirls around internet, mobiles and tablets that enabled 52 per cent of the claimants to know about the recent interior finishes from internet Predominant fastest media is mass media 48 per cent acknowledged that they were aware of the recent trend through media like television and radio. In about 40 per cent of the household the different interior finishes were suggested by the Interior designer. A designer is a person who creates the layout of a space and designs them. 15 per cent identified the interior finishes from the use of those finishes in neighboring houses.
- Surveyed houses had used paint for their entire house (43per cent) as their interior finish.,Certain residence had used other types of wall finishes like glass and tiles for the living, dining and kitchen space thereby have only 4-5 rooms painted (30per cent). In recently constructed houses glass ,stainless steel, tiles were predominately used,thus only 1-2 rooms were painted (19per cent). Only limited residence had 3-4 rooms painted (8per cent).
- Purchases of paints for the recently constructed residence in the city were through contactors (42per cent). About similar value of data is obtained for the retailer (39 per cent) mode of purchase in the city. Coimbatore is a place where products are marketed through demographic marketing that helps the consumer to buy his choice of product at ease. When the construction plinth area is enormous they preferred to gather their wall finish from the wholesaler 19 per cent.
- Repainting was done once in 10 years in about 30 per cent of the houses establishing the easy maintenance and durability of the wall finish which motivates the consumer to repaint to break the tedium. About 29 per cent repaint once in 5 years as they prefer to change their paint due to availability, trendy material in the market. In 26 per cent of houses it was done once in 20 years suggesting that, 15 per cent of them

repaint once in 3 years because they prefer most recent material in the market for their interior. Finish reflects personality is reaffirmed in the study.

- Choice of colour is important factor in the house. Using single colour for a particular room is the trend followed since ancient times. The table proves that attitude has not changed the culture of using multicolored rooms. About majority, 45 per cent of them approved the use of single colour. About 30 per cent appealed that they prefer using 2 colour (light and dark) combinations, which changed the outlook of the room that appeared trendy. 25 per cent of them felt they had to use three colors for their rooms, as they felt specialized rooms namely children room, play room, bedrooms depicts the individuality and private space. Such rooms had to have 3 colour schemes and mostly the colour used was harmonious in nature.
- The most preferred gloss in the order of preference as Metallic/Flat, Semi Gloss, Gloss and Satin. The residents preferred semi gloss (37 per cent), glossy finish (33 per cent) for their living room. It was metallic (31 per cent) and satin (26 per cent) finish for a dining room. Semi gloss (31 per cent) and metallic (29 per cent) was preferred for bedrooms. Since office room exhibits monotony and is always the place of clients and visitors, it was preferred to have gloss (32 per cent) metallic (23 per cent). Metallic (30 per cent) and satin (29 per cent) was preferred in study room for its easy maintenance quality. Kids are special members of the family who prefer vibrancy in their dwelling area, metallic finish (26 per cent) was opted as they offer variation of colour. Gloss (30 per cent) was preferred more as they are stain resistant and attractive.
- Cost of the paint and it was acceptable to 46per cent of the samples. About 37per cent felt agreeable, though it was expensive as it was one time investment and would last for many years (approximately 20 years). About 11per cent felt it was cheap when compared to the other wall finishes and 6 per cent had no idea about the cost as it was considered as the domain of the male members of the family.
- Samples would be excited to have sponging (21 per cent) stenciling (20 per cent) and dragging techniques (15 per cent) for the living space as it would exhibit a sleek and trendy finish and add aesthetic decor to the room. As dining area is space were family spends their time and share their joy after whole day work, they preferred to have stenciling (21 per cent), dry brushing (20 per cent), sponging and stamping (18 per cent each). Effects of finish brings in a this welcoming atmosphere to the inmates.

Stenciling (25 per cent) sponging (20 per cent) and dry brushing (19 per cent) was preferred in their bedrooms as they can exhibit their own idea. Office room is a place of client where they have to establish their expertise of knowledge to establish them in the field. So the samples opted for sponging (21 per cent) stenciling (19 per cent) and dragging (15 per cent) techniques which bring in feel of orderliness in their clients. Most of the evening hours are spent in study for a child of the family. Hence sponging (21 per cent), dragging (14 per cent) and stippling were liked. These techniques are rejuvenating to the tiring eyes of the child. Vibrant and energetic effects can be brought out in stenciling (31 per cent), stamping (21 per cent) and dry brushing (16 per cent) was thought of the respondent for their kid's room.

- This finding provides an insight to newer aspect of researcher. This can enable marketers to understand faster reach of a newly launched product. It is evident from the table that advertisement reaches at a faster rate. 37 per cent of the respondent has approved that. The second faster pace is through "word of mouth". 28 per cent have acknowledged that they were aware of the product through their friends. 20 per cent of the respondents have suggested that "seeing is believing". They are aware of the paint after witnessing it in other residential building opined 20 per cent. Only 15 per cent browse or gain idea about the newer paint through net advertisement.
- Present day customers have clearly understood that walls are the backdrops for their elegant interiors and the choices should be made in such a way that the interiors complement each other and blend well. This school of thought is affirmed through the study, that 30 per cent of the respondents preferred wall paints for their aesthetic appearance. Faux painting and its techniques has captured the market and found trendy. About 23 percent admit that the above statement appropriate in this seam. 20 per cent of them feel that paints are easily maintainable. Paints offer wide range choices, from simple finish to faux finish and plain to gloss finish. It can be consumer's choice to choose his option based on the nature of utility. Other opinion includes compactness 11 per cent, longevity 8 per cent, and spaciousness and economical was opined by 5 per cent and 3 per cent respectively.

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APPENDIX I

AN INTERVIEW SCHEDULE TO COLLECT INFORMATION ON INNOVATION IN INTERIOR WALL PAINTING IN RESIDENTIAL BUILDINGS FROM THE SELECTED SHOPS OF COIMBATORE CITY

A. Background details of the shops:

1. Name of the shop owner:
2. Name of the showroom:
3. Address:
4. Nature of the business:
 - a) Wholesale
 - b) Dealer
 - c) Retailer
5. Year of establishment:
 - a) 0-5
 - b) 5-10
 - c) 10-15
 - d) 15 above

B. Detail regarding the availability of wall finishes in the market

1. Wall finish preferred by difference income group

| Wall finishing Material | Low income | Middle income | High income |
|-------------------------|------------|---------------|-------------|
| Paint | | | |
| Wood | | | |
| Tile | | | |
| Wall paper | | | |
| Fabric | | | |
| Glass | | | |

*Multiple responses

C. Information on stock details of the store

1. Details regarding the channel of purchase and the purchaser
 - a) Manufacturer
 - b) Wholesaler
 - c) Wholesaler
 - d) Retailer
2. Purchaser of stock
 - a) Self
 - b) Manager
 - c) Marketing personnel
 - d) Supplier supplies to you
3. Details on the frequency of purchase
 - a) Monthly
 - b) Once in 3 months
 - c) Once in 6 months
 - d) Year

4. Stock renewal criterion

- a) Availability of the product b) Consumer preference
- c) Shelf life of the product d) Cost of product

5. Details regarding the awareness about the recently launched paints

- a) Manufacturer b) Wholesaler c) Specified companies d) Online

6. Marketers opinion about wall paints

- a) Attractive b) Easy maintenance c) Good coverage

7. Popular brands in today's market

- a) Asian paints b) Duplex c) Nippon d) Berger f) Others

8. Percentage of user using following finishes?

- a) Metallic b) Satin c) Semi-gloss d) Gloss

9. Which do you sell maximum

- a) Regular paint b) Textured paint c) Motif d) Mural

10. Which is most commonly used techniques preferred by the consumer?

- a) Dragging b) Ragging c) Rag rolling d) Sponging e) Stenciling
- f) Dry brushing

11. How do you update knowledge on the paint?

- a) Online b) Wholesaler c) Manufacturer d) Specified company

12. Who buys paint from the store?

- a) Consumer b) ID decorator c) Contractor d) Painter

13. Which brands are mostly sold?

- a) Asian paints b) Duplex c) Nippon d) Berger f) Others

D. Marketer's perspective view of consumer's preferences on paints

1. Details regarding the client

- a) Consumer b) Interior designer c) Contractor d) Painter

2. Level of gloss preferred

- a) Flat b) Low-sheen c) Semi-gloss d) Gloss

3. Consumer preference for paint finishes

a) Plain paint b) Textured paint c) Motif paint d) Mural paint

4. Recent painting techniques opted by the consumer

a) Dragging b) Dragging c) Sponging d) Stenciling e) Stamping

f) Dry brushing

APPENDIX II

AN INTERVIEW SCHEDULE TO COLLECT INFORMATION ON INNOVATION IN INTERIOR WALL PAINTING RESIDENTIAL BUILDINGS FROM THE SELECTED HOUSEHOLDS OF COIMBATORE CITY

A. Demographic profile of the household

1. Name of the interviewer:
2. Gender : a) Male b) Female
3. Age :
a) 20-30 years b) 30-40 years c) 40-50 years d) Above 60 years
4. Occupation :
a) Student b) Employee c) Entrepreneur d) Housewife
5. Type of family
a) Joint family b) Nuclear family

B. Information of the house

1. Plinth area of the house (in sq.ft):
2. Year of construction:
a) 2000 -2005 b) 2006-2010 c) 2011-2014
3. Ownership details:
a) Self constructed b) Rented c) Inherited d) Purchased
4. Types of house
a) Traditional house b) Modern house c) Twin house d) Apartments
5. Details on number of floor in your building
a) Ground b) First c) Second d) Third
6. Details regarding designee of the house
a) Civil Engineer b) Architect c) Self d) Contractor

b. Details of the interior wall finishes in the residential building

1. Person liable for selection
a) Architect b) Interior designer c) Self d) Family member
2. Amount expended on wall finish (in Rs) for entire house
a) 10,000.00 – 50,000.00 b) 50,000.00 – 1 lakh c) 1 lakh and above
3. Type of wall finish used in your house
a) Paint b) Wood paneling c) Tile d) Wall paper e) Glass f) Mural

4. What are the reasons for using these interiors finishes?
- a) Individual taste
 - b) Family preference
 - c) Architect's advice
 - d) Quality of product
 - e) Used in relative's /friend's home
 - f) Colour of the product
 - g) Budget
 - h) Maintenance
 - i) Current fashion/ Trend
 - j) For providing airconditioning

C. Details about the wall paints used in the selected households

1. Number of painted rooms
 - a) 1-2 rooms b) 3-4 rooms c) 4-5 rooms d) Whole house
2. Mode of purchase of wall paint
 - a) Online b) Through Retailer c) Through Contractor
3. Frequency of repainting
 - a) Once in 3 years b) Once in 5 years c) Once in 10 years
 - d) Once in 20 years
4. Preferred colour combination
 - a) 2 colours in room b) 3 colours in room c) Single colours in room
5. Application in gloss level in paints if given a choice

| Room | Wall paints | | | |
|-------------|-----------------|-------|------------|-------|
| | Metallic / flat | Satin | Semi-gloss | Gloss |
| Living room | | | | |
| Dining | | | | |
| Bed room | | | | |
| Office room | | | | |
| Study room | | | | |
| Kids room | | | | |

6. Opinion about the cost of wall paint

- a) Expensive b) Acceptable cost c) Cheap d) No idea

7. Are you aware of recent trends in painting as

- a) Yes b) no

8. Type of faux techniques you prefer for your house if given a choice

| Room | Faux techniques preferred | | | | | |
|-------------|---------------------------|---------|-------------|----------|------------|--------------|
| | Dragging | Ragging | Rag rolling | Sponging | Stenciling | Dry brushing |
| Living room | | | | | | |
| Dining | | | | | | |
| Bed room | | | | | | |
| Bath room | | | | | | |
| Office room | | | | | | |
| Study room | | | | | | |
| Kids room | | | | | | |

9. Know-how of recent trends

- a) Friends b) Advertisement c) Internet d) Visiting other residential building

10. Opinion on interior wall paint

- a) Aesthetic appearance b) Spaciousness c) Compactness d) Trendy effect e) Economical f) Easy maintenance g) Longevity