

**FACTORS INFLUENCING AND DRIVING CONSUMERS  
TO INVEST IN INTERIOR DESIGNERS TO DESIGN THEIR  
SPACE APART FROM PRICE**

**Report Project**

Submitted by

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In partial fulfilment of the requirement for award of the degree of  
**Bachelor of Management Studies (International Business)**



**ST. TERESA'S COLLEGE(AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re-Accredited with 'A++' (NAAC Fourth Cycle)

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ST. TERESA'S COLLEGE (AUTONOMOUS),  
ERNAKULAM, KOCHI-682011



**CERTIFICATE**

This is to certify that the project report entitled, “FACTORS INFLUENCING AND DRIVING CONSUMERS TO INVEST IN INTERIOR DESIGNERS TO DESIGN THEIR SPACE APART FROM PRICE.”, has been successfully completed by Fathima D S, Reg. No.SB21BMS010 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic year 2021-2024.

Dr. Alphonsa Vijaya Joaseph

PRINCIPAL

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ERNAKULAM, KOCHI-682011



## **CERTIFICATE**

This is to certify that the project report entitled, “FACTORS INFLUENCING AND DRIVING CONSUMERS TO INVEST IN INTERIOR DESIGNERS TO DESIGN THEIR SPACE APART FROM PRICE.”, has been successfully completed by Fathima D S, Reg. No.SB21BMS010 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic year 2021-2024.

## **DECLARATION**

I, Fathima D S, Reg. No. SB21BMS010, hereby declare that this project work entitled the study “Customer attitude towards organic personal care products” is my original work. I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank God Almighty for giving me the strength, knowledge, ability, and opportunity to complete this project work successfully.

I extend my sincere gratitude to the Director of the college, Rev. Dr. Sr. Vinitha (CSST), the principal of the college, Dr. Alphonsa Vijaya Joseph, and all the faculty members of the Department of Management Studies for their overall guidance, inspiration, and suggestions throughout my project work.

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## **EXECUTIVE SUMMARY**

The comprehensive study delving into the factors that drive consumers to invest in interior designers beyond mere pricing considerations illuminates a nuanced decision-making landscape. While affordability undoubtedly holds sway, discerning consumers weigh a multitude of factors when selecting a designer to transform their living or working spaces. Foremost among these

considerations is the expertise and professionalism that designers bring to the table. Consumers value the knowledge and experience of designers in understanding their unique needs and translating them into tangible, aesthetically pleasing solutions. The promise of personalization and customization ranks high on their priority list, as they seek designers who can craft spaces that reflect their individual tastes, lifestyles, and aspirations, thereby fostering a sense of ownership and belonging.

Moreover, the allure of convenience cannot be overstated. Engaging an interior designer streamlines the often complex and time-consuming process of conceptualizing, sourcing, and executing a design scheme, affording consumers the luxury of focusing on other aspects of their lives. Access to a vast network of resources, ranging from exclusive furniture suppliers to skilled artisans and contractors, further enhances the appeal of hiring a professional. This access not only expands the palette of design possibilities but also ensures the use of high-quality materials and finishes, thereby elevating the overall aesthetic and functional value of the space.

In addition to tangible benefits, consumers are drawn to the intangible aspects of the designer-client relationship. Establishing a rapport built on trust, effective communication, and mutual respect is paramount, as consumers seek assurance that their vision will be understood and executed to perfection. This emotional connection transcends mere transactions, fostering a sense of collaboration and partnership throughout the design journey. Furthermore, consumers recognize the long-term value and return on investment associated with engaging an interior designer. Beyond immediate gratification, a well-designed space enhances property value, improves quality of life, and imbues a sense of pride and satisfaction for years to come.

Increasingly, consumers are also prioritizing sustainability and eco-friendly practices in their design choices. They are drawn to designers who incorporate green design principles, energy-efficient solutions, and eco-friendly materials, aligning with their values of environmental consciousness and social responsibility. Finally, reputation and portfolio play a pivotal role in consumer decision-making. Positive testimonials, word-of-mouth recommendations, and a robust portfolio of past projects serve as powerful indicators of a designer's credibility, competence, and commitment to excellence.

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## **CHAPTER ONE: INTRODUCTION TO STUDY**

## **1.1 INTRODUCTION TO STUDY**

When consumers embark on the journey of selecting an interior designer, their considerations extend beyond mere pricing. Numerous factors come into play, shaping their decision-making process and ultimately influencing whom they entrust with the task of transforming their living or working spaces. These factors delve into realms such as design style compatibility, budget considerations, portfolio and experience assessment, client reviews and recommendations, effective communication, innovative solutions, timeliness, professionalism, adaptability, and sustainability practices. Each of these elements interplays to varying degrees, reflecting the diverse and nuanced preferences of consumers as they seek out the perfect match to bring their interior design aspirations to life. Understanding these multifaceted considerations is crucial for both designers and consumers alike, as they navigate the intricate landscape of interior design collaborations

.In the realm of interior design, the decision to enlist the services of a professional designer transcends the simple consideration of pricing. While cost undoubtedly plays a role in the consumer's decision-making process, numerous other factors wield significant influence in motivating individuals to seek out the expertise of interior designers to fulfill their space design needs. Understanding the intricate interplay of these factors is essential for both designers and consumers alike. This study delves into the diverse array of considerations that consumers weigh when selecting an interior designer, aside from the monetary aspect. By comprehensively examining these factors, we aim to shed light on the complex dynamics that underpin consumer engagement with interior designers, providing valuable insights for practitioners and researchers in the field.

The decision-making process surrounding the choice of an interior designer is inherently multifaceted, shaped by a myriad of personal preferences, practical considerations, and aspirational goals. While price serves as a fundamental determinant for many consumers, it is often outweighed by other compelling factors that resonate on a deeper level.

One such factor is the alignment of design styles between the consumer and the designer. Consumers are naturally drawn to designers whose aesthetic sensibilities resonate with their own, seeking out professionals who can translate their vision into tangible, aesthetically pleasing spaces.

The ability of a designer to understand and cater to the unique tastes and preferences of their clients is paramount in fostering trust and rapport.

Beyond stylistic compatibility, consumers also place great emphasis on the portfolio and experience of interior designers. The body of work showcased by a designer serves as a tangible testament to their skill, creativity, and proficiency in executing design projects. Consumers meticulously scrutinize past projects, seeking evidence of the designer's ability to deliver exceptional results that align with their own aspirations.

Moreover, client reviews and recommendations wield considerable influence in shaping consumer perceptions of interior designers. Positive feedback from previous clients serves as a powerful endorsement of a designer's professionalism, reliability, and ability to exceed expectations. Conversely, negative reviews or a lack of testimonials may raise red flags for consumers, prompting them to explore alternative options.

Effective communication is another pivotal factor that drives consumer engagement with interior designers. Clear and transparent communication channels facilitate mutual understanding, ensuring that the designer comprehensively grasps the client's needs, preferences, and constraints. A collaborative approach to design fosters trust and empowers consumers to actively participate in the creative process, resulting in outcomes that truly reflect their individuality.

Innovation and creativity are also highly valued by consumers seeking out interior designers. The ability of a designer to think outside the box, propose innovative solutions, and push the boundaries of conventional design norms sets them apart in a competitive market landscape. Consumers are drawn to designers who can offer fresh perspectives and transformative ideas that elevate their living or working spaces to new heights.

Timeliness and professionalism are additional factors that consumers prioritize when selecting an interior designer. The ability to adhere to project timelines, deliverables, and budgetary constraints instills confidence and peace of mind, fostering positive client experiences. Reliability, punctuality, and a commitment to excellence are hallmarks of reputable interior designers, garnering repeat business and referrals in the process.

Adaptability and flexibility are also key considerations for consumers navigating the design process. A willingness to accommodate evolving needs, preferences, and unforeseen challenges demonstrates a designer's commitment to client satisfaction and project success. Consumers value

designers who can pivot seamlessly in response to changing circumstances, ensuring that their vision is brought to fruition without compromise.

Furthermore, an increasing awareness of environmental sustainability has prompted consumers to seek out interior designers who espouse eco-friendly practices. Designers who prioritize sustainable materials, energy-efficient solutions, and environmentally conscious design principles resonate with environmentally conscious consumers, aligning with their values and priorities.

## **1.2 STATEMENT OF PROBLEM**

The decision to engage an interior designer for space design needs is a pivotal one for consumers, as it involves entrusting professionals with the creation and transformation of their living or working environments. While the monetary aspect of design services undoubtedly plays a role in this decision-making process, a myriad of non-monetary factors also come into play, shaping consumer preferences and influencing their choice of designer. However, there exists a gap in understanding the specific nature and relative importance of these non-monetary motivators in driving consumer engagement with interior designers.

## **1.3 LITERATURE REVIEW**

**Marielle EH Creusen and Jan PL Schoormans (2005):** Creusen and Schoormans provide valuable insights into the multifaceted roles that product appearance plays in consumer choices. Through their exploration of six distinct roles, including aesthetic communication, symbolic representation, and attention drawing, they highlight the complexity of appearance's influence on consumer preferences. By emphasizing the importance of tailoring product appearance to consumer needs and preferences, they underscore the significance of understanding the diverse ways in which appearance influences choices.

**David Martín-Consuegra, Arturo Molina, and Agueda Esteban (2007):** In their study, Martín-Consuegra, Molina, and Esteban delve into the interconnectedness of customer satisfaction, loyalty, and perceived price fairness in the service sector. They find that perceived price fairness positively influences customer satisfaction and loyalty, ultimately impacting price acceptance.

This research underscores the importance of maintaining perceived price fairness to foster satisfied and loyal customers, highlighting the role of fair pricing in shaping overall customer relationships.

**Ruth Madigan and Moira Munro (1996):** Madigan and Munro explore the intersection of consumption, style, and presentation in the home environment. Their analysis focuses on popular taste and consumer anxieties surrounding questions of style and tastefulness. They highlight the ideological weight carried by the concept of "home" and its influence on consumption practices. By examining the tensions between familial values, respectability, and consumer desires for self-expression, they provide valuable insights into the complex meanings of consumption in the home.

**Patricia Rodemann (1999):** Rodemann's book offers a comprehensive exploration of interior design patterns and their impact on people's experiences and behaviors. She examines how different patterns evoke diverse physical, emotional, and psychological responses, providing practical insights for design professionals. By interpreting technical information about the effects of patterns and offering guidance on pattern selection, Rodemann's work serves as a valuable tool for interior designers seeking to understand and meet their clients' preferences effectively.

**Peter H Bloch(1995):** Bloch's research focuses on the relationship between product design and consumer responses. He highlights the importance of product form in attracting consumers, communicating with them, and enhancing the quality of usage experiences. By introducing a conceptual model that describes how product form relates to consumers' psychological and behavioral responses, Bloch emphasizes the strategic implications of product design for businesses. His work underscores the significance of considering product appearance in shaping consumer perceptions and preferences.

## **1.4 SIGNIFICANCE OF THIS STUDY**

The factors other than price that influence consumers to engage interior designers for their space design needs lies in its potential to inform and enhance the practice of interior design. By understanding the diverse array of motivations that drive consumer decisions beyond mere pricing considerations, interior designers can tailor their services more effectively to meet client preferences and expectations. This study can contribute to improving client satisfaction, fostering stronger client-designer relationships, and ultimately driving business success in the competitive

interior design industry. Additionally, gaining insights into these factors can guide marketing strategies, educational programs, and industry regulations, ultimately benefiting both consumers and professionals in the field of interior design.

## **1.5 SCOPE OF THIS STUDY**

It encompasses a comprehensive investigation into the various non-monetary factors influencing consumers' decisions to engage interior designers for their space design needs. It will explore factors such as design style compatibility, portfolio assessment, client reviews, communication skills, innovation, timeliness, professionalism, adaptability, and sustainability practices through qualitative and quantitative research methods. The study aims to provide valuable insights for interior designers, businesses, educators, and policymakers, ultimately offering practical recommendations to enhance client satisfaction and drive business success in the interior design industry.

## **1.6 OBJECTIVES**

- To study the Consumers value designers who bring creative and innovative solutions to design challenges.
- To study meeting deadlines and delivering projects on time is a significant factor in consumer satisfaction.
- To study the effective communication and understanding the client's needs are essential for a successful collaboration.

## **1.7 RESEARCH METHODOLOGY**

### **1.7.1 DATA COLLECTION**

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same.

Researchers generally use primary and secondary data to collect data. Primary data is collected from main sources through interviews, surveys, experiments, etc. it is the first-hand data collected by the researcher himself and it is always specific to the researcher's needs. whereas secondary data means data collected by someone else earlier. Government publications, websites, books, journal articles, internal records, etc are the sources of secondary data.

### **1.7.2 SAMPLING**

#### **1.7.2.1 Sample population**

For this survey, the population chosen comprised people of all ages who use organic personal care products or have used them in the past. the survey was not limited to a specific region or country.

#### **1.7.2.2 Sample Size**

Considering the limited time and resources available, the sample size taken is 170 respondents. Surveys were sent through social media platforms such as WhatsApp and email to respondents and respondents were given enough time to complete the questionnaire. In order to collect data on time and avoid low response rates, the researcher used convenience sampling techniques.

### **1.7.3 TOOLS USED FOR DATA COLLECTION**

To meet the research objectives, the questionnaire was carefully designed. Among the questions in the questionnaire were those related to demographic information about respondents, as well as questions about preferences in interior designs, creativity and prices.

### **1.7.4 DATA ANALYSIS TECHNIQUES**

The entire data has been analyzed using percentage analysis.

## **1.8 LIMITATION OF THE STUDY**

While this study aims to comprehensively explore the non-monetary factors influencing consumers' decisions to engage interior designers for their space design needs, it is important to acknowledge certain limitations that may impact the generalizability and depth of the findings. One limitation is the potential for sample bias, as the study relies on a specific sample of participants who may not fully represent the diverse range of consumer preferences and motivations within the broader population. Additionally, the study's reliance on self-reported survey data may introduce response bias, as participants may provide socially desirable or inaccurate responses. Furthermore, the study's focus on specific non-monetary factors, such as design style compatibility and communication skills, may overlook other potentially relevant factors that could influence consumer decisions, such as geographic location, cultural influences, and socioeconomic status. Finally, the study's cross-sectional design limits its ability to establish causality or capture changes in consumer preferences over time. Despite these limitations, this study provides valuable insights into the multifaceted nature of consumer engagement with interior designers and lays the groundwork for future research endeavors in this area.



## **CHAPTER TWO: INDUSTRY, COMPANY, AND PRODUCT PROFILE**

## **2.1 INDUSTRY PROFILE**

The interior design industry encompasses a diverse range of professionals who specialize in creating functional and aesthetically pleasing spaces for residential, commercial, and institutional clients. In recent years, the industry has experienced significant growth, driven by factors such as increasing disposable income, growing urbanization, and heightened awareness of the importance of well-designed spaces in enhancing quality of life.

One of the key drivers of demand for interior design services is the desire for personalized and unique living or working environments. Consumers seek out interior designers to transform their spaces into reflections of their individual tastes, lifestyles, and aspirations. Additionally, as the importance of sustainability and environmental consciousness continues to rise, there is a growing demand for interior designers who can integrate eco-friendly practices and materials into their designs.

Furthermore, advancements in technology, particularly in areas such as smart home integration and digital design tools, have expanded the scope of interior design possibilities and heightened consumer expectations. Clients increasingly value designers who can leverage technology to enhance the functionality, efficiency, and connectivity of their spaces.

In terms of market dynamics, the interior design industry is characterized by a high degree of fragmentation, with a multitude of small to medium-sized firms competing for market share. This landscape presents both opportunities and challenges for interior designers, as it allows for specialization and differentiation but also requires careful navigation of competitive pressures and changing consumer preferences.

Overall, while price remains an important consideration for consumers, factors such as design style compatibility, portfolio quality, communication skills, and innovation play an increasingly significant role in motivating consumers to engage interior designers for their space design needs. As the industry continues to evolve and adapt to changing trends and technologies, understanding and effectively leveraging these non-price factors will be essential for interior designers seeking to thrive in an increasingly competitive marketplace.

### **2.1.1 HISTORY OF INTERIOR DESIGN INDUSTRY**

The history of the interior design industry is rich and diverse, reflecting the evolution of societal norms, cultural influences, and technological advancements over time. While the concept of interior design dates back centuries, the formalization and professionalization of the industry occurred relatively recently.

In ancient civilizations such as Egypt, Greece, and Rome, interior design played a prominent role in shaping the aesthetics and functionality of architectural spaces. Skilled artisans and craftsmen were responsible for creating ornate decorations, furniture, and textiles that adorned palaces, temples, and wealthy households.

During the Renaissance period in Europe, interior design flourished as a form of artistic expression, with notable figures such as Leonardo da Vinci and Michelangelo influencing design trends. The rise of the aristocracy and bourgeoisie led to increased demand for luxurious interiors characterized by lavish furnishings, intricate ornamentation, and opulent materials.

The Industrial Revolution of the 18th and 19th centuries brought significant changes to the interior design industry. Mass production techniques enabled the production of furniture and decorative items on a larger scale, making interior design more accessible to the middle class. At the same time, advancements in architecture and engineering introduced new design possibilities, such as open floor plans and modular construction.

The 20th century witnessed further transformations in the interior design industry, driven by shifts in societal values, technological innovations, and design movements. The Bauhaus movement, with its emphasis on simplicity, functionality, and industrial materials, revolutionized modernist design principles and laid the foundation for minimalist aesthetics.

Post-World War II prosperity fueled a boom in interior design, as homeowners sought to create comfortable and stylish living spaces. The mid-century modern movement emerged, characterized by clean lines, organic forms, and innovative materials such as plastic and plywood. Interior designers such as Charles and Ray Eames became household names, epitomizing the era's design ethos.

In the latter half of the 20th century, interior design continued to evolve in response to changing social, cultural, and technological trends. The rise of digital technologies and computer-aided design (CAD) software revolutionized the design process, enabling designers to visualize and experiment with ideas more efficiently.

Today, the interior design industry is a dynamic and multifaceted field encompassing a wide range of specialties, from residential and commercial design to hospitality, healthcare, and sustainable design. Interior designers play a crucial role in creating functional, aesthetically pleasing, and environmentally conscious spaces that meet the diverse needs and preferences of clients. As the industry continues to evolve, factors other than price, such as design style, innovation, and communication skills, are playing an increasingly significant role in motivating consumers to engage interior designers for their space design needs.

### **2.1.2 INTERIOR DESIGN INDUSTRY IN INDIA**

The interior design industry in India is experiencing a notable surge in demand, driven by various factors beyond price considerations. Urbanization, a burgeoning middle class, and evolving lifestyle preferences have propelled the need for professional interior design services across residential, commercial, and hospitality sectors. With increasing disposable incomes, consumers are seeking personalized and aesthetically pleasing living and working spaces, thus emphasizing factors like design style compatibility, innovation, and communication skills when engaging interior designers. Moreover, India's rich cultural heritage and diverse architectural traditions offer a unique backdrop for designers to blend traditional elements with contemporary design trends, further enhancing the appeal of professional interior design services. Additionally, the industry benefits from a growing awareness of sustainability and eco-consciousness, leading to a demand for designers who can integrate green practices and materials into their projects. In this vibrant and dynamic landscape, factors beyond price play a pivotal role in motivating consumers to entrust interior designers with their space design needs, shaping the trajectory of the interior design industry in India.

### **2.1.3 GLOBAL INTERIOR DESIGN INDUSTRY**

In the global interior design industry, factors beyond price have emerged as key drivers in motivating consumers to seek out professional design services for their space design needs. Urbanization, demographic shifts, and changing lifestyle preferences worldwide have fueled the demand for interior designers who can create functional, aesthetically pleasing, and personalized spaces. With increasing disposable incomes and a growing appreciation for design aesthetics, consumers are placing greater importance on factors such as design style compatibility, innovation,

and sustainability practices when selecting interior designers. Moreover, the globalization of design trends and the proliferation of digital technologies have expanded the scope of interior design possibilities, allowing designers to draw inspiration from diverse cultural influences and collaborate with clients across borders. In this dynamic and competitive industry landscape, interior designers must differentiate themselves by offering value-added services that go beyond price considerations, thereby meeting the evolving needs and preferences of global consumers.

#### **2.1.4 FUTURE OF INTERIOR DESIGN INDUSTRY**

The future of the interior design industry is poised for continued growth and evolution, driven by various factors beyond price considerations. As urbanization and population growth continue to accelerate globally, the demand for well-designed and functional living and working spaces is expected to increase. Consumers are becoming increasingly discerning, seeking out interior designers who can offer personalized and innovative solutions that cater to their individual tastes and lifestyles.

One significant trend shaping the future of the interior design industry is the integration of technology into design processes. Advancements in virtual reality, augmented reality, and 3D modeling are revolutionizing how designers conceptualize and present their ideas to clients, enhancing the overall design experience and facilitating greater collaboration between designers and their clients.

Moreover, sustainability and environmental consciousness are becoming increasingly important considerations in interior design. With growing awareness of climate change and resource depletion, consumers are seeking out designers who can incorporate eco-friendly materials, energy-efficient solutions, and sustainable design practices into their projects.

Furthermore, the globalization of design trends and the rise of social media are transforming the way interior designers market their services and interact with clients. Platforms like Instagram, Pinterest, and Houzz allow designers to showcase their work to a global audience, while also providing inspiration and ideas for clients.

In the future, interior designers will need to adapt to these changing trends and embrace new technologies and practices to remain competitive in the industry. By focusing on factors beyond price, such as creativity, innovation, sustainability, and client engagement, interior designers can

position themselves for success in the dynamic and evolving landscape of the interior design industry.

### **2.1.5 SWOT ANALYSIS**

#### **Strengths:**

1. **Creativity and Innovation:** Interior designers have the ability to offer creative and innovative design solutions that cater to the unique preferences and needs of clients, thereby setting themselves apart from competitors.
2. **Design Expertise:** Interior designers possess specialized knowledge and skills in space planning, color theory, materials selection, and aesthetic principles, enabling them to create functional and aesthetically pleasing interiors.
3. **Communication Skills:** Strong communication skills allow interior designers to effectively understand and communicate with clients, ensuring that their design vision is accurately interpreted and executed.

#### **Weaknesses:**

1. **Price Sensitivity:** While factors other than price are important, consumers may still be influenced by pricing considerations, especially in highly competitive markets.
2. **Limited Awareness:** Some consumers may lack awareness of the value that interior designers can bring to their projects, leading them to attempt DIY solutions or work with less experienced designers.
3. **Time Constraints:** Interior design projects often require careful planning and execution, which can be time-consuming and may lead to delays if not managed effectively.

#### **Opportunities:**

1. **Growing Demand:** The increasing emphasis on aesthetics, functionality, and personalization in interior spaces presents a significant opportunity for interior designers to expand their client base and grow their business.
2. **Technology Integration:** Advancements in technology, such as virtual reality, 3D modeling, and project management software, can enhance the design process and improve client engagement and satisfaction.

3. Sustainability Focus: The rising awareness of environmental issues presents an opportunity for interior designers to differentiate themselves by incorporating sustainable materials and practices into their designs.

**Threats:**

1. Competition: The interior design industry is highly competitive, with numerous designers and firms vying for clients' attention and business.

2. Economic Uncertainty: Economic downturns or recessions can impact consumer spending on discretionary services like interior design, leading to decreased demand for design services.

3. Changing Consumer Preferences: Shifts in design trends and consumer preferences can pose a threat to designers who fail to adapt and stay current with evolving tastes and styles.

## **CHAPTER THREE: DATA ANALYSIS AND INTERPRETATION**

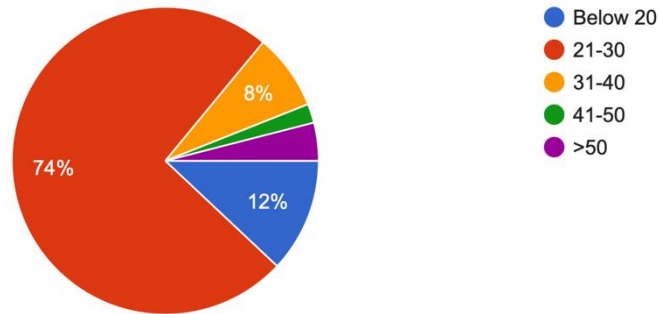


### 3.1 percentage analysis

#### 3.1.1 demographic details of the respondents

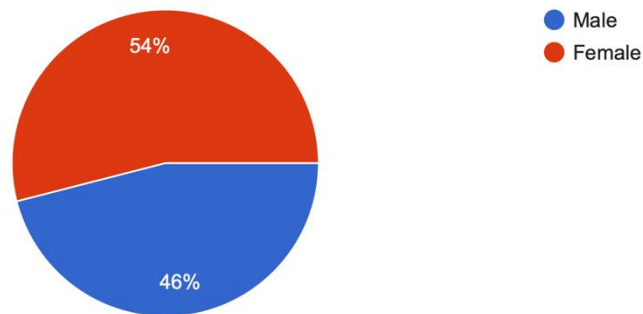
2. Which age group you belong to ?

50 responses



3. Your gender

50 responses



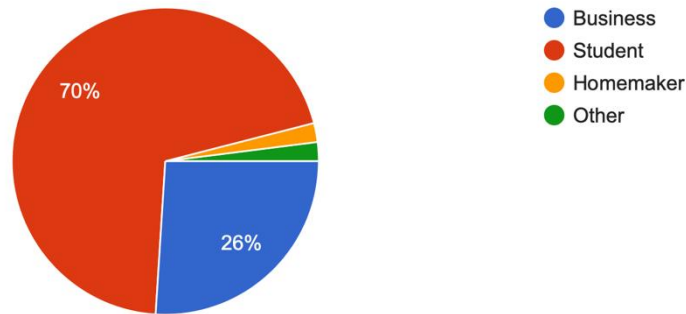
**Demographic details:** Age; The majority of responses fall within the "Below 20" category, comprising 12% of the total responses, while 8% fall within the "21-30" category. No information is provided for the age groups "31-40," "41-50," and ">50."

Gender; The majority of responses indicate that 54% of respondents identify as male, while 46% identify as female.

### **3.1.2 occupation**

#### 4. Occupation

50 responses

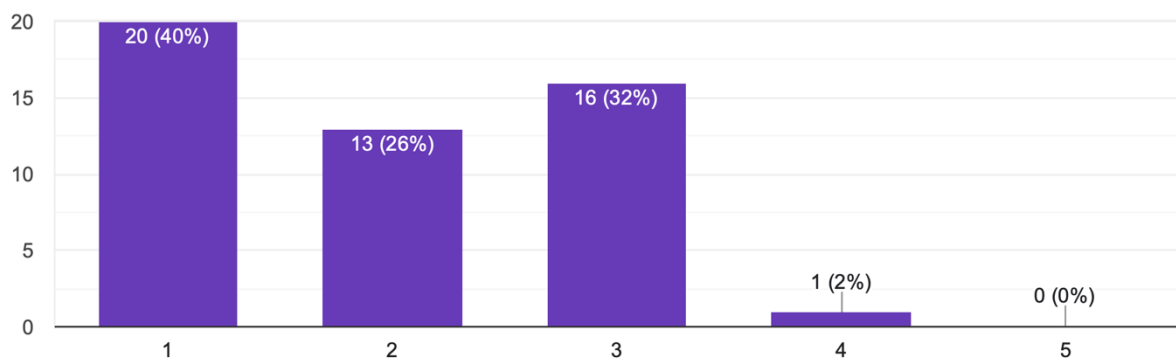


The majority of respondents, comprising 70%, identify their occupation as "Business." Additionally, 26% of respondents identify as "Students." No information is provided for the occupation categories "Homemaker" and "Other."

### **3.1.3 importance of creativity**

#### 5. How important is creativity in interior design to you?

50 responses

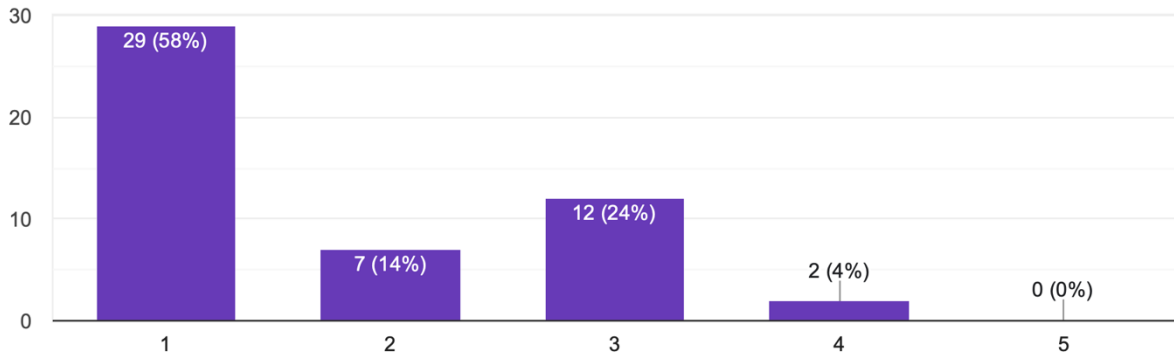


The majority of respondents, comprising 40%, rated creativity in interior design as extremely important (rated as 5). Following that, 32% rated it as very important (rated as 3), while 26% rated it as somewhat important (rated as 2). Only a small minority rated creativity as not important or least important.

### 3.1.4 importance of designer's communication

8. How important is the designer's communication skills to you?

50 responses

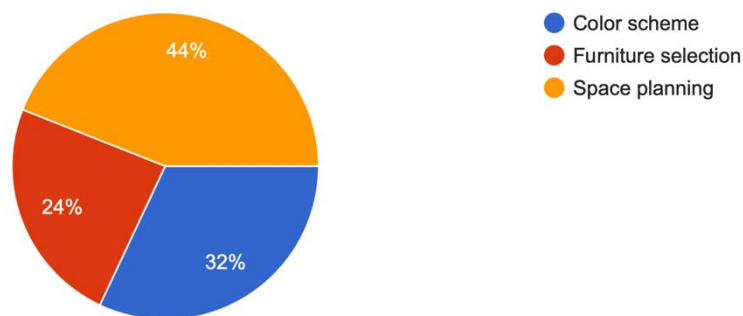


The majority of respondents, comprising 58%, rated the designer's communication skills as very important (rated as 1). Following that, 24% rated it as somewhat important (rated as 3), while 14% rated it as not important (rated as 2). No responses were provided for the ratings of 4, 5, or 0

### 3.1.5 aspect of design project

10. Which aspect of a design project do you think benefits the most from innovative solutions?

50 responses

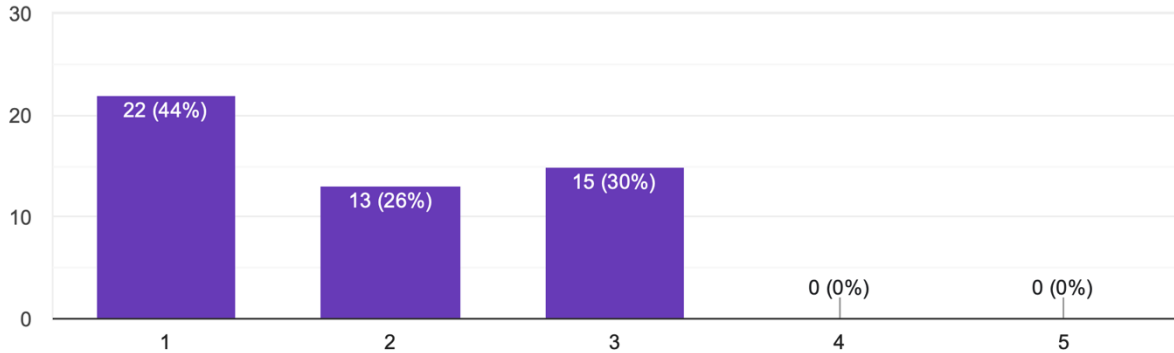


It appears that the majority of respondents, comprising 44%, believe that space planning in a design project benefits the most from innovative solutions. Following that, 32% believe the color scheme benefits the most, while 24% believe furniture selection benefits the most.

### **3.1.6 importance of timely project completion**

13. How important is timely project completion when choosing an interior designer?

50 responses



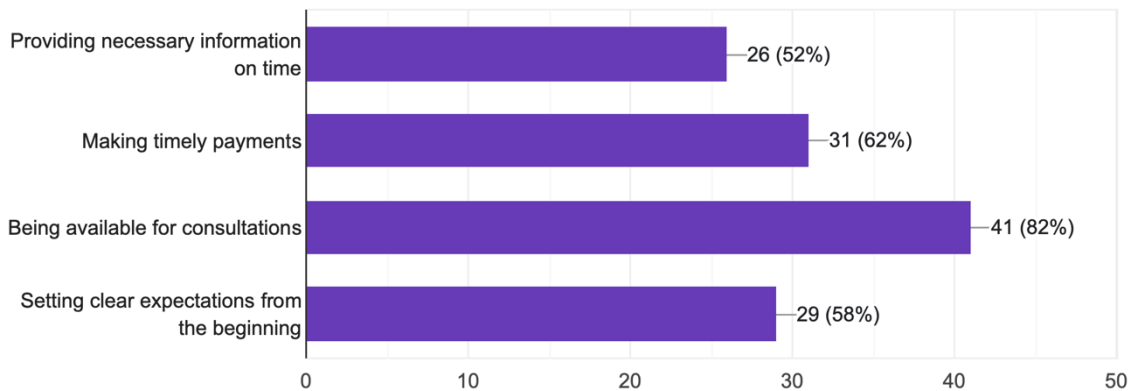
The majority of respondents, comprising 44%, rated timely project completion as very important (rated as 1). Following that, 30% rated it as somewhat important (rated as 3), and 26% rated it as important (rated as 2). No specific responses were provided for other importance ratings.

### **3.1.7 client's role in ensuring timely project**

14. What role do you think clients play in ensuring timely project completion by interior designers?

(Select all that apply)

50 responses



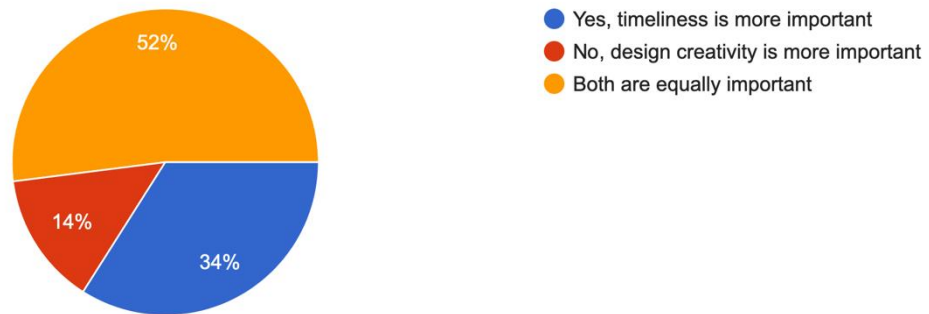
It appears that the majority of respondents, comprising 82%, believe that clients play a significant role in ensuring timely project completion by interior designers, specifically by setting clear expectations from the beginning and being available for consultations. Additionally, 52%

emphasize the importance of providing necessary information on time and making timely payments.

### **3.1.8 timeliness over design creativity**

15. Would you prioritize timeliness over design creativity when choosing an interior designer?

50 responses

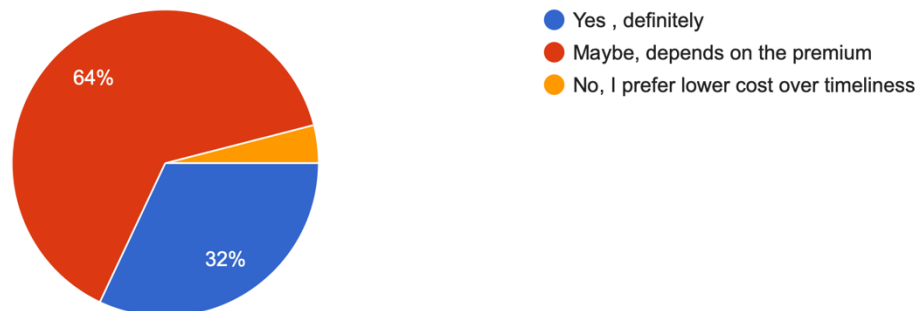


The majority of respondents, comprising 52%, believe that both timeliness and design creativity are equally important when choosing an interior designer. 34% prioritize timeliness over design creativity, while 14% prioritize design creativity over timeliness.

### **3.1.9 customers willingness to pay premium**

16. Would you be willing to pay a premium for an interior designer who guarantees timely project completion?

50 responses



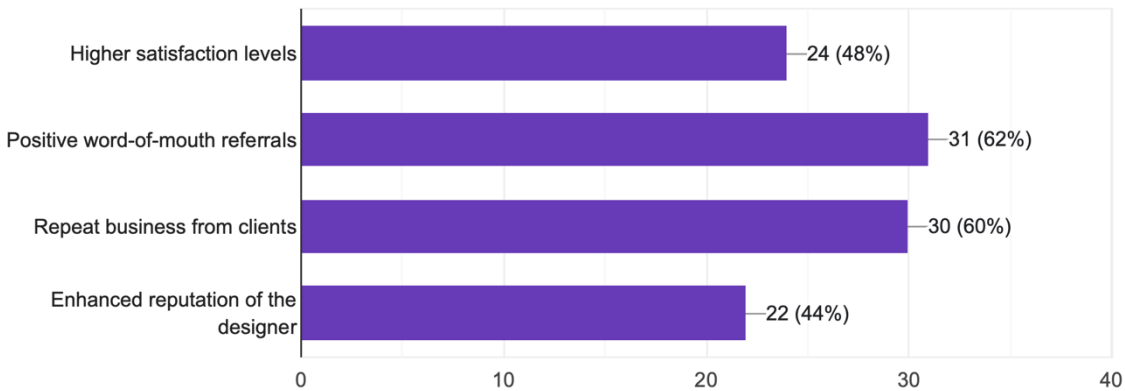
It appears that 32% of respondents would definitely be willing to pay a premium for an interior designer who guarantees timely project completion, while 64% indicated that their willingness

might depend on the premium. No specific responses were provided for preferring lower cost over timeliness.

### **3.1.10 impact of timely project in satisfaction**

17. What impact do you think timely project completion has on the overall satisfaction with interior design services? (Select all that apply)

50 responses

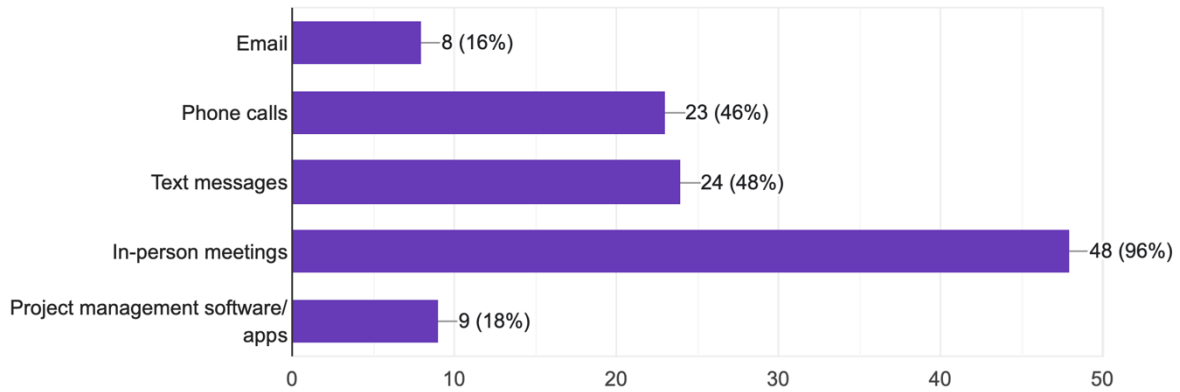


Respondents overwhelmingly agree on the profound impact of timely project completion on overall satisfaction with interior design services. Nearly half, 48%, associate it with heightened satisfaction levels. Furthermore, a significant majority, 62%, believe it leads to positive word-of-mouth referrals, while an equal proportion, 60%, see it as instrumental in securing repeat business. Additionally, 44% recognize its role in enhancing the designer's reputation. These findings underscore the critical importance of timely delivery, not just for client satisfaction, but also for bolstering the designer's reputation and fostering future opportunities.

### 3.1.11 preferred communication channel

18. Which communication channels do you prefer for updates on project progress by interior designers? (Select all that apply)

50 responses



It appears that respondents prefer to receive updates on project progress primarily through in-person meetings and project management software/apps, each receiving 46% and 48% of the responses, respectively. Text messages also seem to be a popular choice, with 46% of respondents preferring this communication channel. Email and phone calls are less preferred, with only 16% of respondents selecting each of these options.

## **CHAPTER FOUR: FINDINGS, SUGGESTIONS, AND CONCLUSIONS**



## 4.1 LIST OF FINDINGS

### 1. Graph 3.1.1

The demographic analysis reveals a predominantly youthful respondent base, with the majority (12%) falling below the age of 20, and a notable 8% within the 21-30 age bracket. However, there's a conspicuous absence of data for individuals aged 31 and above. Despite this age skew, the gender distribution appears relatively balanced, with 54% identifying as male and 46% as female. These findings suggest a potential focus on younger demographics in the survey or study, with further exploration warranted to understand the implications of this age bias on the overall results' validity and applicability.

### 2. Graph 3.1.2

The analysis of respondents' occupations indicates a clear dominance of the "Business" category, encompassing 70% of the total responses. Furthermore, a significant portion, 26%, identifies as "Students." However, there's a notable absence of data for the occupation categories "Homemaker" and "Other." These findings suggest a predominantly business-oriented respondent pool, potentially indicating a focus on professionals or individuals with entrepreneurial pursuits. The prevalence of students underscores a diverse demographic, likely reflecting a blend of academic interests and professional endeavors. Further investigation may be necessary to understand the implications of the missing data on homemaker and other occupation categories and its impact on the overall study's scope and applicability.

### 3. Graph 3.1.3

The survey reveals a clear consensus among respondents regarding the importance of creativity in interior design. 40% rated it as extremely important, followed by 32% as very important, and 26% as somewhat important. Minimal respondents rated creativity as not important or least important. This highlights a widespread recognition of creativity's significance in shaping innovative and appealing interior spaces.

### 4. Graph 3.1.4

The survey reveals a predominant emphasis on the importance of communication skills for interior designers, with 58% rating it as very important. 24% consider it somewhat important, while 14% rated it as not important. Notably, no responses were provided for ratings of 4, 5, or 0. These findings underscore the significant role effective communication plays in the field of interior design.

### 5. Graph 3.1.5

The majority of respondents, 44%, perceive space planning as benefiting the most from innovative solutions, followed by 32% who believe it's the color scheme, and 24% who think it's furniture selection. These findings highlight varied perspectives on the areas within design projects where innovation is deemed most impactful.

#### 6. Graph 3.1.6

The survey reveals that 44% of respondents consider timely project completion as very important, followed by 30% rating it as somewhat important, and 26% as important. No specific responses were provided for other importance ratings. These findings underscore the overarching emphasis on meeting deadlines within design projects.

#### 7. Graph 3.1.7

The survey reveals that 82% of respondents believe clients significantly influence timely project completion by interior designers, primarily through setting clear expectations and being available for consultations. Additionally, 52% emphasize the importance of clients providing necessary information on time and making timely payments. These findings underscore the pivotal role clients play in ensuring smooth project execution.

#### 8. Graph 3.1.8

The survey finds that 52% of respondents consider both timeliness and design creativity equally important when selecting an interior designer. Additionally, 34% prioritize timeliness over design creativity, while 14% prioritize design creativity over timeliness. These findings reflect varying preferences among respondents regarding the balance between timely project completion and innovative design solutions when choosing an interior designer.

#### 9. Graph 3.1.9

The survey findings reveal that 32% of respondents are definite about their willingness to pay a premium for an interior designer who ensures timely project completion. However, a significant majority, comprising 64%, indicated that their willingness might be contingent upon the premium charged. Interestingly, no specific responses were provided for preferring lower cost over timeliness, suggesting that respondents may prioritize other factors over cost when it comes to selecting an interior designer. These findings highlight the importance of timeliness as a factor influencing willingness to pay a premium, with cost considerations potentially taking a backseat to the assurance of timely project delivery for many respondents.

#### 10. Graph 3.1.10

The survey findings highlight a unanimous consensus among respondents regarding the substantial influence of timely project completion on overall satisfaction with interior design services. A significant portion, nearly half (48%), associates it with heightened satisfaction levels. Moreover, a substantial majority, comprising 62%, believes it leads to positive word-of-mouth referrals, while an equal proportion (60%) sees it as crucial for securing repeat business. Additionally, 44% recognize its role in enhancing the designer's reputation. These findings underscore the critical

importance of timely delivery, not only for ensuring client satisfaction but also for bolstering the designer's reputation and fostering future opportunities within the industry.

#### 11. Graph 3.1.11

The survey findings indicate that respondents have clear preferences for receiving updates on project progress. In-person meetings and project management software/apps emerge as the top choices, with 46% and 48% of responses, respectively. Additionally, text messages are favored by 46% of respondents, showing their popularity as a communication channel. In contrast, email and phone calls are less preferred, with only 16% of respondents selecting each of these options. These findings highlight a preference for more direct and immediate forms of communication, such as in-person meetings and text messages, as well as the increasing reliance on technology through project management software/apps.

## 4.2 SUGGESTIONS

When consumers consider investing in interior designers for their space, factors beyond price play a crucial role in their decision-making process. Firstly, consumers are drawn to designers who exhibit exceptional design expertise and creativity, capable of delivering unique and personalized solutions. Additionally, professionalism and a positive reputation within the industry instill confidence and trust in consumers. Understanding client needs and preferences, coupled with effective communication and collaboration throughout the design process, are also influential factors. Consumers value designers who prioritize the use of high-quality materials and skilled workmanship, ensuring durable and aesthetically pleasing outcomes. Meticulous attention to detail, adept project management, and the provision of value-added services further enhance the perceived value of interior designers. Moreover, staying updated with trends and innovations allows designers to offer cutting-edge solutions that resonate with modern consumers. By emphasizing these factors, interior designers can effectively showcase their value proposition, differentiate themselves in the market, and attract consumer investment beyond mere price considerations.

In addition to these factors, consumers are increasingly drawn to interior designers who prioritize sustainability and eco-conscious design practices. With growing environmental awareness, clients seek designers who incorporate sustainable materials, energy-efficient solutions, and environmentally friendly design principles into their projects. Demonstrating a commitment to sustainability not only aligns with consumers' values but also positions designers as forward-thinking and socially responsible.

Furthermore, the ability of interior designers to create spaces that reflect the client's lifestyle, personality, and aspirations is paramount. Consumers value designers who can translate their vision into tangible, functional, and aesthetically pleasing environments that enhance their quality of life. Whether it's designing a cozy family home, a productive workspace, or a luxurious retreat, the ability to capture and execute the client's vision is a significant driver of consumer investment.

Moreover, the emotional and psychological impact of design is increasingly recognized by consumers. Interior designers who understand the importance of creating spaces that evoke positive emotions, promote well-being, and foster a sense of belonging are highly sought after. Whether it's through the use of color psychology, lighting techniques, or spatial layouts, designers who prioritize the emotional resonance of their designs can forge deeper connections with clients and drive investment based on the perceived value of holistic well-being.

Overall, consumers are motivated to invest in interior designers who offer a comprehensive package of expertise, creativity, professionalism, sustainability, personalization, and emotional resonance. By addressing these multifaceted factors, interior designers can cultivate strong

relationships with clients, elevate their brand reputation, and ultimately drive greater consumer investment in their services.

### **4.3 CONCLUSION**

In conclusion, the decision for consumers to invest in interior designers for their space is influenced by a myriad of factors beyond just price. Throughout this study, we've explored various elements that drive consumers towards hiring professionals to design their spaces. From expertise and professionalism to personalization and customization, consumers seek out interior designers who can offer tailored solutions that align with their unique preferences and lifestyle.

Moreover, the time-saving convenience, access to resources and networks, and the assurance of quality and attention to detail are significant factors that compel consumers to entrust their design projects to professionals. The innovative and creative flair of designers, coupled with the emotional connection and trust they establish with clients, further solidifies the decision-making process.

Consumers also recognize the long-term value and investment potential of hiring interior designers, understanding that a well-designed space not only enhances aesthetics but also boosts property value and overall quality of life. Additionally, the growing emphasis on sustainability and eco-friendly practices resonates with environmentally conscious consumers, driving them towards designers who prioritize such principles.

Ultimately, consumers rely on reputation, portfolio, and positive testimonials to assess the credibility and trustworthiness of interior designers, making these factors pivotal in their decision-making process.

By understanding and addressing these influencing factors, interior designers can effectively communicate their value proposition and differentiate themselves in the competitive market, ultimately attracting and retaining clients seeking exceptional design experiences beyond just the price point.

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## ANNEXURE

This questionnaire is administered as part of the data collection efforts in connection with the FACTORS INFLUENCING AND DRIVING CONSUMERS TO INVEST IN INTERIOR DESIGNERS TO DESIGN THEIR SPACE APART FROM PRICE. A total of 19 questions were added in the questionnaire hoping to get accurate responses. 50 responses were collected through this questionnaire.

## QUESTIONNAIRE

1. Name

2. Gender

- Male
- Female
- Other

3. Age group

- Below 20
- 20-25 • 25-30 • 30-35
- 35-40
- Above 40

4. Your employment status?

- Business
- Student
- Homemaker
- Other

5. How important is creativity in interior design to you?  
(5= Not important at all, 1= very important)

1

2

3

4

5

6. Would you be willing to pay more for a designer who offers innovative solutions?

- Yes
- No
- Depends on the project

7. Which innovative design feature would you value the most in your home?

- Smart home technology
- Sustainable materials
- Unique architectural elements

8. How important is the designer's communication skills to you?

(5= Not important at all, 1= very important)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Which factors influence your decision to choose an interior designer?

- Previous work experience
- Client testimonials
- Design style
- Communication skills

10. Which aspect of a design project do you think benefits the most from innovative solutions?

- Colour scheme
- Furniture selection
- Space planning

11. Which room in a house do you think requires the most innovative design solutions?

- Living room
- Kitchen
- Bathroom

12. Which design style do you associate with innovative solutions?

- Minimalist
- Eclectic
- Industrial



13. How important is timely project completion when choosing an interior designer?  
(5= Not important at all, 1= very important)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. What role do you think clients play in ensuring timely project completion by interior designers? (Select all that apply)

- Providing necessary information on time
- Making timely payments
- Being available for consultations
- Setting clear expectations from the beginning

15. Would you prioritize timeliness over design creativity when choosing an interior designer?

- Yes, timeliness is more important
- No, design creativity is more important
- Both are equally important

16. Would you be willing to pay a premium for an interior designer who guarantees timely project completion?

- Yes, definitely
- Maybe, depends on the premium
- No, I prefer lower cost over timeliness

17. What impact do you think timely project completion has on the overall satisfaction with interior design services? (Select all that apply)

- Higher satisfaction levels
- Positive word-of-mouth referrals
- Repeat business from clients
- Enhanced reputation of the designer

18. Which communication channels do you prefer for updates on project progress by interior designers? (Select all that apply)

- Email
- Phone calls
- Text messages
- In-person meetings

- Project management software/apps

19. On a scale of 1 to 5, how important is timely project completion by an interior designer in your overall satisfaction with the project?

(5= Not important at all, 1= very important)

1

2

3

4

5