

Impact on influencing factors on the consumer decision-making process with respect to domestic interior design

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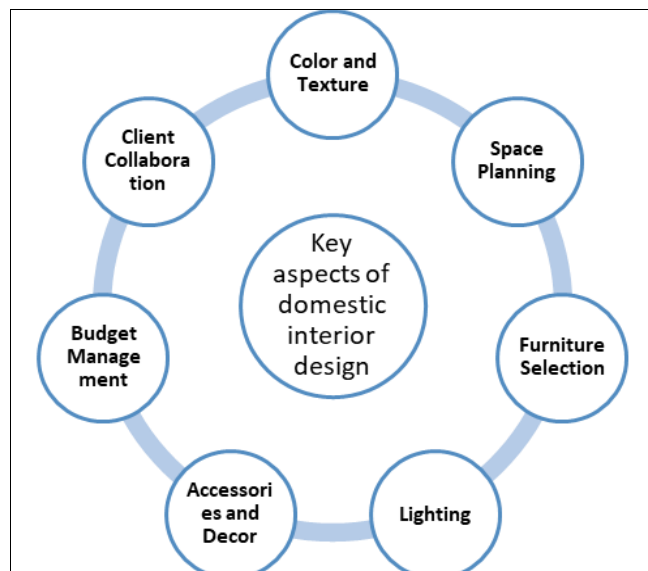
Abstract

Domestic interior design is a multidimensional practice that combines creativity, functionality, and client collaboration to transform living spaces into personalized, comfortable, and visually appealing homes. The field continues to evolve with emerging design trends and technologies, providing homeowners with innovative and tailored solutions for their living spaces. Domestic interior designing in India is not just about aesthetics, it is a reflection of the diverse cultural tapestry, changing lifestyles, and the aspirations of its people. It plays a pivotal role in creating homes that are not only visually appealing but also deeply rooted in the cultural and social fabric of the country

Keywords: Impact on influencing, decision-making, domestic interior, functionality

Introduction

A healthy home is the first step toward a healthy lifestyle, and Indians today want their homes to be spacious, luxurious, and comfortable. India's rapid expansion in the interior design sector can be attributed in part to this. The design of a space's interiors is the focus of the field of interior design. This incorporates flooring, windows, entryways, walls, lighting, furniture, and various plan pieces. The fundamental objective of interior design is to create a space that is both aesthetically pleasing and comfortable for the person hiring the Domestic Interior Designer and Domestic Interior designs. The primary goal of domestic interior design is to transform a house into a personalized and functional home that reflects the individuality and lifestyle of its inhabitants. Designers in this field consider various factors, including the layout, colour schemes, furniture selection, lighting, and accessories to create cohesive and well-balanced interiors.



Key aspects of domestic interior design may include

Space Planning: Efficient use of available space is crucial. Designers must optimize room layouts to ensure functionality and flow while considering the client's lifestyle and daily activities.

Colour and Texture: The selection of colours and textures plays a significant role in creating the desired ambiance. Designers carefully choose paint colours, fabrics, and materials to achieve a cohesive and visually appealing look.

Furniture Selection: Choosing the right furniture is essential for both comfort and aesthetics. Designers consider the scale, style, and functionality of furniture pieces to complement the overall design.

Lighting: Lighting design is crucial for setting the mood and highlighting specific features in a home. Proper lighting can enhance the overall atmosphere and functionality of different spaces.

Accessories and Decor: Adding accessories and decor items, such as artwork, rugs, and decorative objects, helps personalize a space and adds the finishing touches to the overall design.

Budget Management: Domestic interior designers work within specified budgets, ensuring that the design is not only aesthetically pleasing but also financially feasible for the client.

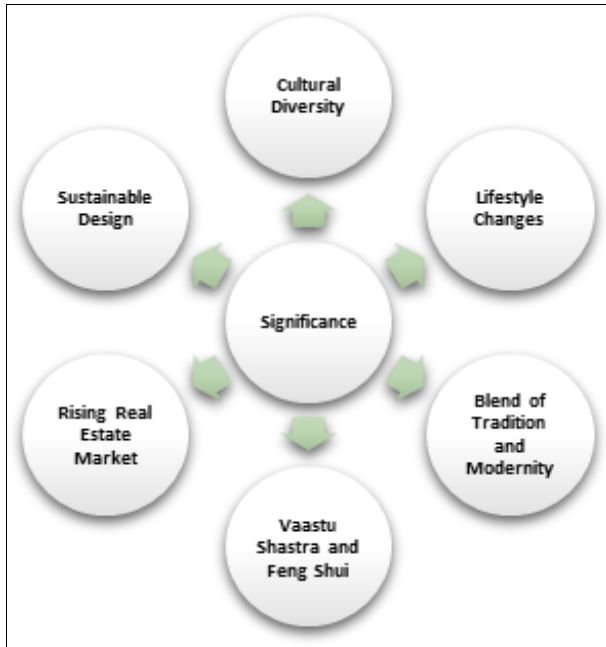
Client Collaboration: Effective communication and collaboration with clients are vital in understanding their preferences, lifestyles, and requirements. Designers work closely with homeowners to create spaces that truly reflect their personality and meet their needs.

Significance of Domestic Interior Designing in India

Domestic interior designing in India holds significant importance due to several cultural, social, and economic

factors. Here are some key aspects that highlight the significance of domestic interior design in India:

Cultural Diversity: India is known for its rich cultural diversity, and each region has its unique traditions and aesthetics. Domestic interior design plays a crucial role in incorporating cultural elements into homes, respecting traditions, and creating spaces that resonate with the cultural identity of the occupants.



Lifestyle Changes: With the evolving lifestyle and increased disposable incomes, there is a growing demand for personalized and aesthetically pleasing living spaces. Interior designers in India cater to these changing preferences, helping individuals transform their homes into comfortable and stylish sanctuaries.

Blend of Tradition and Modernity: Indian interior design often involves a beautiful blend of traditional and contemporary elements. Interior designers skilfully integrate traditional motifs, materials, and craftsmanship with modern design concepts, creating spaces that are both timeless and trendy.

Vaastu Shastra and Feng Shui: Many Indians adhere to Vaastu Shastra and Feng Shui principles, ancient architectural and design philosophies that emphasize harmony with nature and positive energy flow. Domestic interior designers in India often incorporate these principles to enhance the well-being and balance of the occupants.

Rising Real Estate Market: The booming real estate market in India has led to an increased focus on interior design as homeowners seek to enhance the value of their properties. Well-designed interiors not only improve the quality of living but also contribute to the overall market value of homes.

Sustainable Design: There is a growing awareness of environmental sustainability in India, and interior designers are incorporating eco-friendly practices into their designs.

This includes the use of sustainable materials, energy-efficient solutions, and waste-reduction strategies.

Review of literature

Jagwinder Singh (2011) in his study on, India is one of the world's fastest-growing marketplaces, according to A Comparison of Rural and Urban Consumer Durables Buying. India's potential is seen in both its rural and urban areas. The purpose of the study was to distinguish between the purchasing habits of rural and urban residents.

Anju Thapa (2012)^[1] researched the numerous components that urge clients to purchase a particular brand of cleanser and the explanations behind changing to different brands. It has been resolved that the utilization pace of cleanser among the chosen people is high, and their purchasing conduct is similarly profoundly successive. Price, availability, and packaging all play a role when purchasing shampoo. It has been demonstrated that the majority of consumers would rather purchase shampoo in larger quantities, as gifts, at lower prices, or with discounts. It has been seen that different variables impact the exchanging conduct of the purchasers like effect of bundling, value ascent of current brand, effect of ad and non-accessibility of anticipated brand on the lookout.

Objectives of the study

- To study the factors influencing the decision-making of consumers in Domestic interior design.

Research Methodology

▪ Research design

A descriptive research design has been used to meet the objectives of the study.

Factors influence the consumer decision-making process

Problem identification, information search, alternative appraisal, purchase choice, and post-purchase behaviour are the five steps that make up the standard consumer decision-making process. Decisions are shaped by a variety of factors that affect customers at every level.

Here's an overview of how these factors operate in each stage.

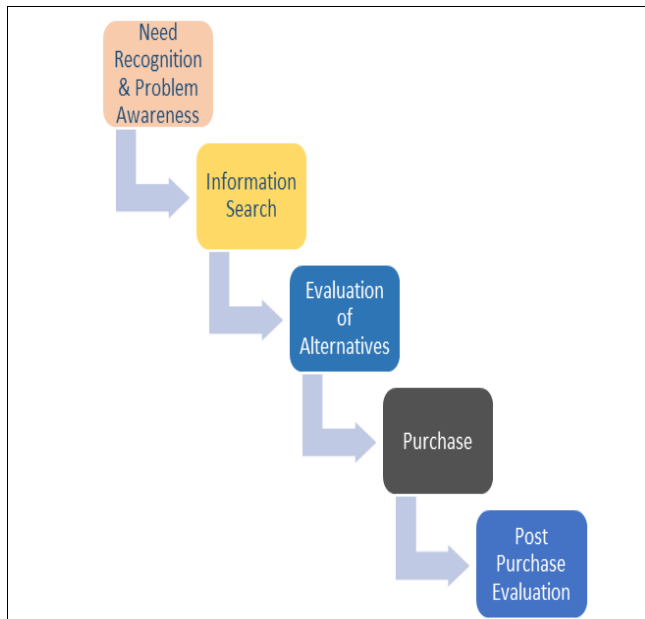
Problem Recognition

The first step in the process of making decisions. It's the point at which a customer encounters the discrepancy between perception and actual satisfaction (Solomon *et al.*, 2006)^[9]. The writers emphasize that when a person's unmet needs are identified, the purchasing process will start. Functional and psychological demands are two further categories into which these unmet needs can be separated. While the latter focuses on the customers' perceptions of the product or service they buy, the former speaks to the product or service's performance.

Influencing Factors:

- **Internal Factors:** Personal needs, desires, or dissatisfaction with the current situation can trigger the recognition of a problem or need.
- **External Factors:** External stimuli such as advertising, social trends, or product availability may contribute to problem recognition.

- **Advertising and Marketing:** Effective advertising campaigns can create awareness of needs or problems, influencing consumers to recognize a gap or desire.



Information Search

According to Moorthy *et al.* (1997) ^[5], a number of elements might distress a consumer's decision-making process, personality, income, social class, purchase size, previous brand observation, previous know-hows, and customer satisfaction. The customer conducts both internal and external information searches during this second phase. On the one hand, the consumer will recall pertinent information from prior experiences with the goods or services when conducting an internal search. Conversely, external information search primarily involves looking for information from public, commercial, and other consumer sources in the external world. Additionally, Solomon *et al.* (2006) ^[9] suggested a composition search of information that encompasses both ongoing and pre-purchase searches.

Influencing Factors

- **Personal Factors:** Consumer demographics, lifestyle, and personality traits influence the extent and depth of information search. Some consumers may be more thorough researchers than others.
- **Psychological Factors:** Motivation, perception, and learning play a role in how consumers actively seek and process information.
- **Social Factors:** Recommendations from friends, family, and social networks can impact the search for information.
- **Cultural Factors:** Cultural values, beliefs, and norms shape the types of information consumers seek and the sources they trust.
- **Digital Media and Online Reviews:** Consumers heavily rely on online sources, including reviews and social media, for information on products and services.

Evaluation of Alternatives

The third stage focusses on assessing the available options. Kotler *et al.* (2005) ^[4], the pre-purchase review period is when buyers match various brands and things before deciding which one to buy. Decision-making on attributes that are associated with their requirements. Kotler *et al.* (2005) ^[4], a customer's purchasing decision is thus influenced by a number of factors, size, quantity, quality, and price. Porter (2004) ^[7] also emphasised that a company can increase its value by providing lower prices.

Influencing Factors

- **Personal Preferences:** Individual tastes, preferences, and styles heavily influence the evaluation process. Consumers weigh the attributes of each option against their own preferences.
- **Product Features and Attributes:** Consumers evaluate the features, benefits, and drawbacks of different alternatives based on their needs and priorities.
- **Brand Image:** Brand reputation and perceived quality can significantly influence the evaluation of alternatives.
- **External Influences:** Reviews, ratings, and recommendations from experts or online communities can impact how alternatives are perceived.
- **Comparison Tools and Apps:** Tools that allow easy comparison between products or services assist consumers in evaluating alternatives.

Purchase Decision

Purchase decisions form the basis of stage four. It typically arises after customers have assessed the different Products and services provided by all foreseen merchants. According to Oh (2003), consumers primarily consider these retailer and in-store options when making their ultimate purchasing selections. According to Blackwell *et al.* (2006) ^[2], following this phase, consumers will choose which stores to buy the product from. The qualities of the product from the earlier phases will serve as the foundation for their choices. The point-of-purchase, item displays, and customer service representatives can all have an impact on consumers' purchasing decisions.

Influencing Factors

- **Financial Factors:** The available budget, price, and perceived value for money are crucial in the purchase decision.
- **Promotional and Marketing Strategies:** Sales promotions, discounts, and persuasive marketing messages can sway consumers towards making a purchase.
- **In-Store Experience:** For physical retail environments, factors like store layout, ambiance, and salesperson interactions can influence the purchase decision.
- **Online Presence:** For e-commerce, factors such as website design, ease of navigation, and online reviews can impact the purchase decision.

- **Customer Service:** Positive interactions with customer service representatives can impact the decision to make a purchase.
- **Convenience of Purchase:** Easy and convenient purchase processes, both online and offline, contribute to the decision-making process.

Post-Purchase Behavior

In this step of the consumer-decision process model can be broken down into following steps: 1. when consumers consume the product or service; 2. when they evaluate their consumption and it may be observed that their level of satisfaction may be higher than their observed performance and vice versa (Aaker, 1996; Blackwell *et al.*, 2006) [2]; 3. Divestment, where consumers are likely to set of or reprocess the item for consumption; most organisations now pay attention to this point and are worried with being environmentally friendly because they believe that if they are satisfied with a reinforcement stage, almost all customers could likely make repeat purchases (Rayport and Jaworski, 2003) [8].

Influencing Factors

- **Satisfaction:** If the consumer is satisfied with the purchase, it can lead to brand loyalty and positive word-of-mouth.
- **Cognitive Dissonance:** Consumers may experience doubt or uncertainty after a purchase. Reassurance through positive post-purchase experiences, customer service, or additional information can address this.
- **Word of Mouth:** Experiences and satisfaction may influence the consumer's likelihood to recommend the product or brand to others.
- **Product Usage and Experience:** The actual usage of the product and the overall experience contribute to the consumer's perception and likelihood of repeat purchases.
- **Customer Support:** Efficient and responsive customer support can enhance post-purchase satisfaction and loyalty.
- **Community Engagement:** Brands that foster a sense of community or loyalty programs may encourage repeat business and positive word of mouth.

These factors at each stage are crucial for businesses and sellers to develop effective approaches that resound with consumers and monitor them toward making favorable decisions. How these factors influence consumer decision-making process allows businesses to tailor their strategies effectively. It emphasizes the importance of building brand reputation, leveraging digital channels, and providing positive post-purchase experiences to create a holistic and satisfying consumer journey.

Suggestions

- Because of the successful marketing campaigns that marketers run on television, radio, newspapers, and

other media platforms, consumers are well aware of the interior items that are on the market.

- Marketers should adopt a strategy wherein the source of information should play a major role in product selection because as per the study conducted the trends indicated that in general sources of information initiate the process of product selection and it varies for different products. Thus, information sources should be diversified.

Conclusion

The study reveals the facts that during decorate homes people usually think that what will be the opinion of others while selecting the interiors. Their own choices remain secondary. It is also evident that people assumed their homes as a unique identity for themselves as a part of self-reliance, social status as well as to gain self-confidence. It is also found that consumers utilized all five phases of decision-making process. Numerous factors impact consumer preferences and choices with the ultimate object is the creation of a liveable space that represent home owner's distinct style, personality, being comfortable and practical.

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