A Study on Customer Expectations in Interior Design Company

[1]LOGESH K, [2]GRACE ANTONY ROSE A

[1]Student, [2]Assistant Professor
Department Of Management Studies
Sri Ramakrishna Engineering College
Coimbatore, India.

Abstract- **The study of customer expectations in Interior Design company is analyzed with various questionnaires is made to make the proper sales progress for the company and to find out the need of the clients to fulfill the expectations in order to provide best customer experience in the long term. This study is essential to stay ahead of the competition in the interior design market where huge number of organizations started to focus for creating the best impact in the overall interior design solution according to the needs of the customer. The customer expectations among the various cities in India such as Tier 1 and Tier 2 cities has enhanced in the past two decades, hence it is absolutely essential for the organizations to have a clear idea on what the customer expects in the current interior requirement along with service and long term client and organization bond for the latter upgrade process in home interiors.**

Keywords- **Home Interior, Customer Expectation, Design, modular units.**

I. INTRODUCTION

The market for interior design in India is growing because of urbanization, rising pay levels, and increase in population. Smart home innovation, social media effect, and changes in ways of life and expectations for everyday comforts are a few different reasons impacting the rising requirement for inside plan administrations. The quantity of interior deisgners and architects working in India's Level I and Level II urban communities is likewise expanding because of expanded interests here. The Indian inside plan business is additionally developing as various architect organizations enter the country's interior design sector. Clients will be searching for a designer that is imaginative and flexible in the work they produce. They know about the way that they are effective financial planning a ton of time, confidence and cash into this functioning relationship, hence there should be figuring out on the two closures. Client expectation analysis gives us important data to drive the business forward. By distinguishing client sections, and understanding the necessities of various clients, we'll have the option to make significant experiences and draw in the right clients.

THEORETICAL BACKGROUND OF THE STUDY

Wherever The background of the study is made with several questionnaires raised with the clients based on their expectations in several variations in needs along with the motive to provide the best solution for the clients in the long term to enhance the sales process. In order for business organizations to run smoothly, designers need to understand what expectations clients have and the necessary tools that they can operate, the timeline, and the expected budget to get the work done. The following content establishes a strong foundational essential questionnaires & article references in order to find the right solution for the home need based on the interior design company vision. Clients have specific requirements for their homes and they trust designers to help reach them. However, in order for a designer to best serve their clients, it's significant they have a thorough understanding of exactly what the client wants in the long term.

II. OBJECTIVES OF THE STUDY

- The main goal is to improve the effectiveness, accessibility, functionality and aesthetic appeal of an environment in a way that ensures the safe and optimal occupation and use of the interior space.
- Exceed customers' expectations for long-lasting service and product.
- To find out the gaps where customer find difficult to execute the design areas for their dream home project.
- To solve the queries of the customers in a better way.

III. METHODOLOGY

Research Design
• Descriptive Research Design
Sample Design
• Simple random sampling
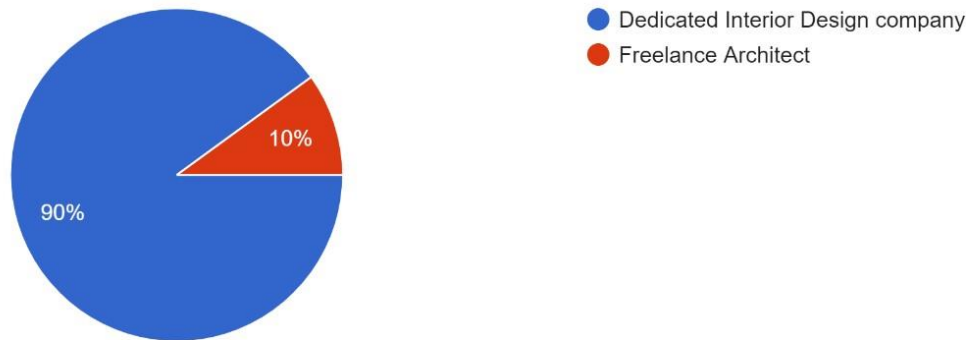**Tools For Analyses**
• Questionnaires
• Surveys
• Observations
Method Of Data Collection
• Primary Data Collection
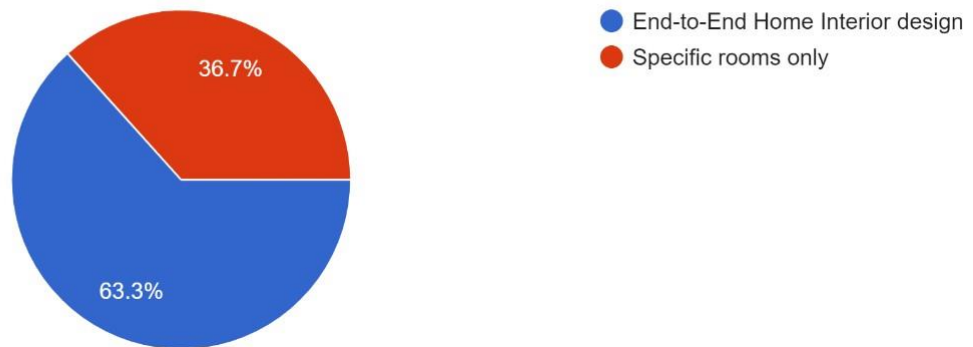
IV. DATA ANALYSIS & INTERPRETATION

Do you prefer Home Interior Project from Dedicated Company or freelance architect?
30 responses

- ● Dedicated Interior Design company
- ● Freelance Architect

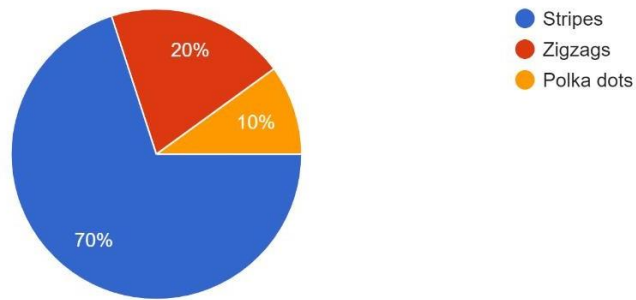Do you require End-to-End interior design or specific rooms interior work?
30 responses

- ● End-to-End Home Interior design
- ● Specific rooms only

What design style(s) do you prefer?
30 responses

- ● Modern
- ● Premium
- ● Contemporary
- ● Traditional
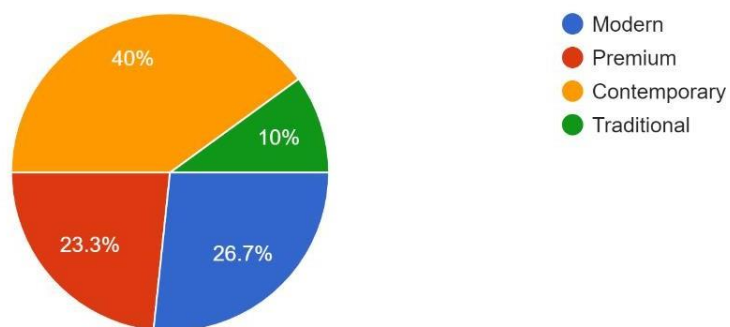
What patterns, if any, do you like?
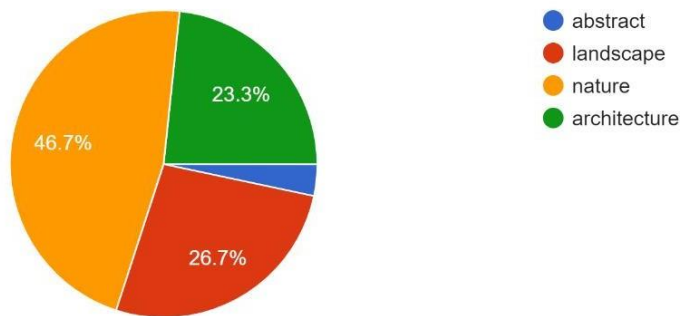30 responses

- Stripes
- Zigzags
- Polka dots

Do you have any inspirational images you can share?
30 responses

- Yes
- No
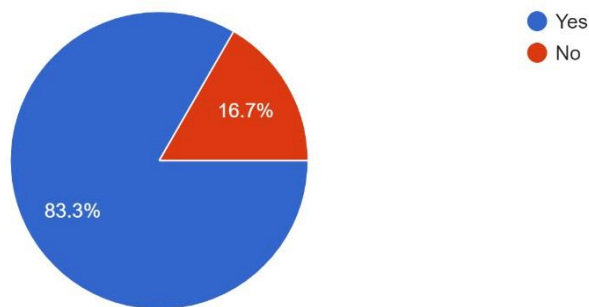
What are your preferences for artwork?
30 responses

- abstract
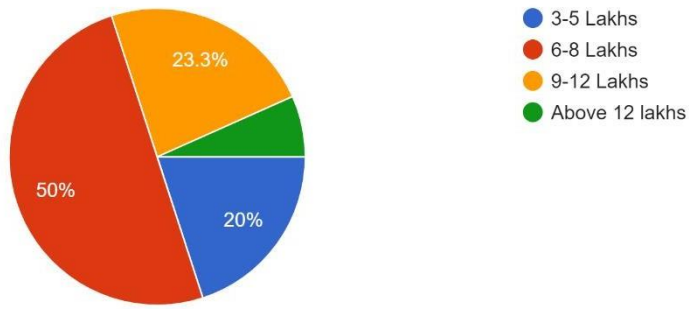- landscape
- nature
- architecture

Who makes the decisions on this project?
30 responses

- Myself
- Family Members
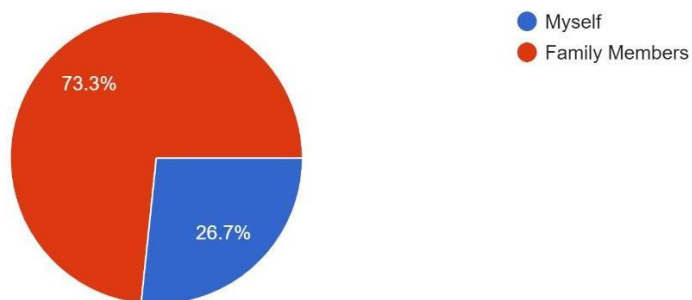
What is your budget?
30 responses

- ● 3-5 Lakhs
- ● 6-8 Lakhs
- ● 9-12 Lakhs
- ● Above 12 lakhs

What is your preferred time frame for having this project complete?
29 responses

- ● 30 days
- ● 45 days
- ● 60 days
- ● 75 days
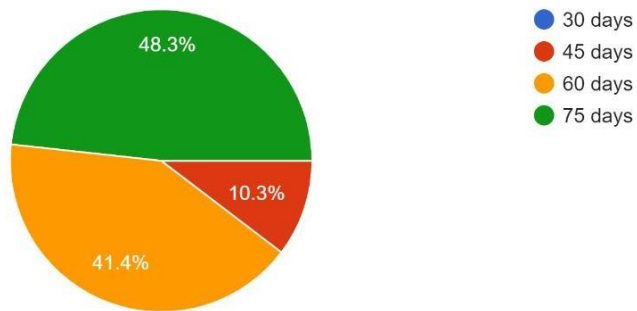
What is more important to you, the budget or the result?
30 responses

- ● Budget
- ● Result
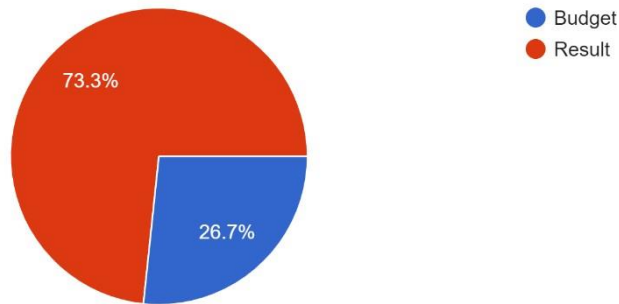
What colours do you like?
29 responses

- ● neutrals
- ● pastels
- ● blacks
- ● olive greens
- ● ocean colours
- ● bold colours
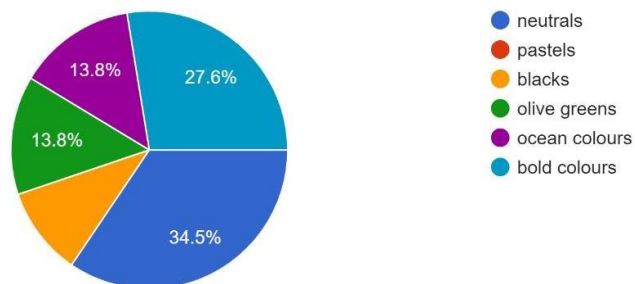
What is your expected warranty coverage duration for your home interior work
30 responses

- 2 years
- 5 years
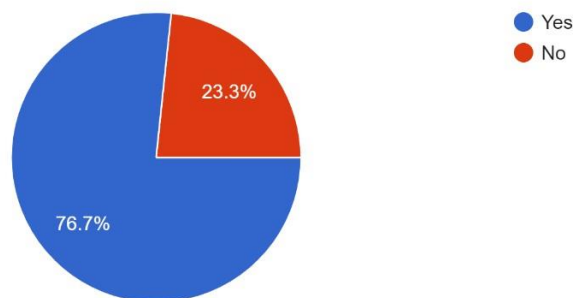- 8 years
- 10 years

93.3%
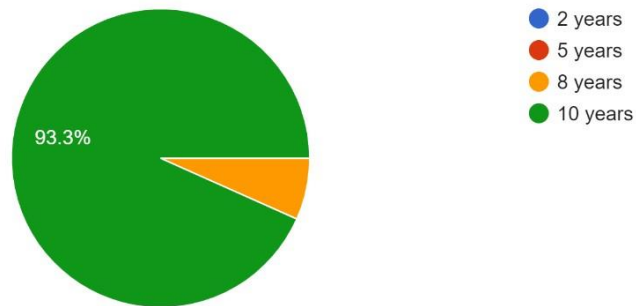
Is there any civil work that is required to finish your interior work?
30 responses

- Yes
- No

50%

50%
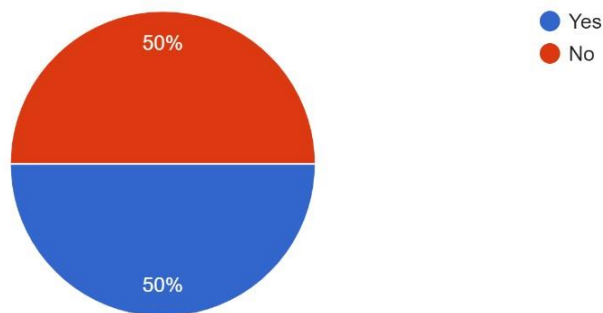
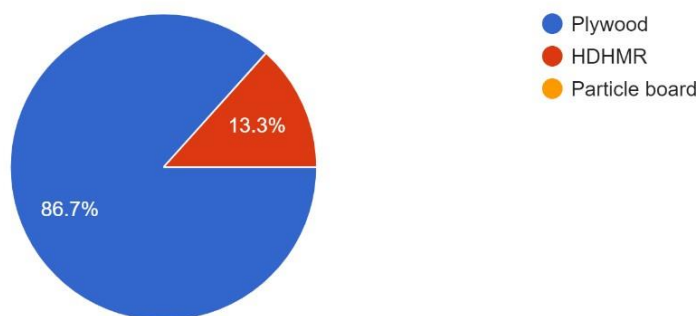Do you require false ceiling in your home interior project?
30 responses

- Yes
- No

23.3%

76.7%

What is your most preferred finish for modular unit?
30 responses

- Laminate
- Acrylic
- Veneer
- Lacquered Glass

36.7%

13.3%

46.7%
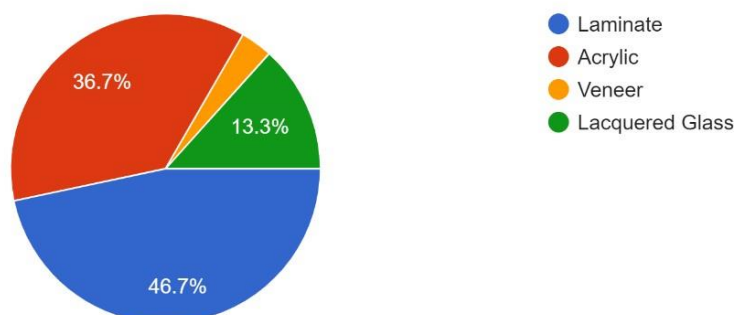
What is your preferred core material for modular unit?
30 responses

- Plywood
- HDHMR
- Particle board

13.3%
86.7%

Do you require lights for your modular units?
30 responses

- Yes
- No

93.3%
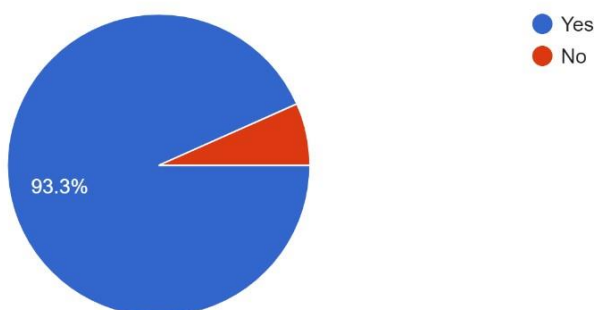
INTERPRETATION
• Shows customer's strong preference for dedicated Interior Design company than compared to Freelance Architects
• End-to-End full design for home is the majority preference here
• Customer prefers wide range of colours for their dream home project.
• Majority Customers makes the decision along with their family members
• 6-8 Lakh is the majority budget category in Tier 1 and Tier 2 cities.
• Civil work needs to be done for the better customer engagement
• False ceiling is one of the major highlights of Interior design and hence required in order to enhance the overall outlook.
• Plywood is the most preferred core material by customers due to its long-lasting durability and strength.
• Lights provide a bright outlook which enhances the aesthetic appearance of modular units in a premium way and hence the majority of the customers prefer lights in their modular units.

RECOMMENDATIONS
• Company should provide the best modular units as per the customer's budget to tackle the competition.
• Company should recommend a laminate finish as it is cost-effective and can deliver great results for Interior design with various types of laminates such as glossy, matte, stone, fabric, textured, wooden, leatherette and special editions.
• Company needs to execute the Interior project at the earliest for the customer's expected delivery date.
• Company needs to Leverage the core material advantage of Plywood against the competition
• Company should Prioritize civil works in case of potential customer needs to tackle competition against the carpenters and architects

V. CONCLUSION
From the study on customer expectations in Interior design companies, we can able to find out the essential needs of the customers that can provide great service of products and long-lasting growth for the organization. The industry scenario in the Indian and global market analysis enhances the alignment level of Interior design companies to set the standards to the segment of various customers in the current scenario. Thus, the study enhances the overall sales process of providing the best solution to meet customer expectations.

REFERENCES
1. https://ezinearticles.com/?Major-Aspects-To-Consider-When-Choosing-Interior-Design- Companies&id=7285377
2. https://ezinearticles.com/?Interior-Design-Ideas-to-Bring-Luxury-and-Opulence-Into-Your- House&id=9798162
3. https://ezinearticles.com/?Interior-Design-Considerations-for-the-Modern- Home&id=8825452

4.https://ezinearticles.com/?Designing-Your-Interior-From-The-Ground-Up:-Good-Interior-Design-Begins-With-The Rugs&id=5630331

5. https://ezinearticles.com/?Interior-Design-Ideas-To-Decorate-Your-Home-In-Your- Style&id=6621005

6.https://www.designdocs.com/blog/10-unexpected-challenges-interior-designers-face-today#:~:text=One%20of%20the%20biggest%20challenges,to%20get%20your%20ideas%20 across.

7. https://www.bplans.com/home-interior-design-business-plan/

8. https://www.factmr.com/report/interior-design-services-market

9. https://www.psmarketresearch.com/market-analysis/india-interior-design-market