# CONSUMER BEHAVIOUR ANALYSIS AND MARKET TRENDS FOR SHRISTI INTERIOR PRODUCTS

## SRIKANTH I[1] , DR. A. NARMADHA[2]

II MBA Department of management studies, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai.[1]

Corresponding Author, Associate Professor, Department of Management Studies, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai.[2]

**Abstract:** Consumer behavior and market trends in the interior decor business are analyzed in this study with a focus on Shristi Interior Product Dealers. Quantitative research was conducted by gathering data from 100 respondents to assess different factors affecting purchasing decisions. These include product quality, price, brand reputation, and how digital transformation impacts consumer preferences. Results indicate a moderate customer satisfaction rate, suggesting that although Shristi is known for product quality, there are areas like product familiarity, customer loyalty, and digital engagement where gaps remain. These gaps have the potential to adversely affect retention rates as well as future growth. The research highlights the need to create more effective marketing strategies and enhance service quality to meet the expectations of contemporary consumers. Also, leveraging sophisticated technology solutions, including ERP software and CRM solutions, is essential for optimising operations, driving customer interactions, and ensuring sustained business success. Bridging these gaps, Shristi can better strengthen its market position, develop a broader customer base, and evolve with changing consumer needs in the competitive world of interior decor.

**Keywords**: consumer behavior, market trends, interior decor, digital transformation, customer satisfaction
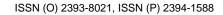
## I.    INTRODUCTION

The interior decoration market is extremely competitive, fueled by changing consumer lifestyles, technological changes, and changing trends in lifestyles. The market has changed over the years with consumers demanding more personalized, sustainable, and better-looking products. As these trends keep changing, consumer behavior is becoming increasingly important for companies such as Shristi Interior Product Dealers, which deal in high-end interior products. Customizing offerings to address the specific needs and wants of consumers helps businesses stay competitive and increase consumer satisfaction. This research delves into the significant consumer decision factors, the increasing influence of digital channels, and how service quality drives the customer experience.

Shristi Interior Product Dealers, which was established in 2009, has gained footing in the market through the sale of products like wall coverings, flooring, and modular furniture. The company, however, suffers from supply chain inefficiencies, low online interactions, and a lack of customer loyalty despite its presence in the market. These issues must be resolved to enable the company to realize its growth potential and remain competitive. By means of this study, actionable recommendations based on consumer insights will be offered to help Shristi close these gaps and enhance its market position.

## II.    REVIEW OF LITERATURE

Michael Solomon (2019), in consumer behavior studies, refers to psychological and social influences on buying. The study explains how design preference, quality of services, and brand reputation affect satisfaction, and the information proves to be helpful for companies creating personalized interior solutions.

Valarie Zeithaml (2018), in service delivery research, highlights the importance of the service quality in determining customer satisfaction. The study proposes the SERVQUAL model that measures the gap in customers' expectations and perceived service quality. It is specifically applicable in the interior decor sector where interactions with the customer might have a strong bearing on the end-to-end customer experience.

### III. OBJECTIVE OF THE STUDY

**1. Primary Objectives (Based on First-Hand Data Collection)**
Understand customer habits, purchase influences, and behavioural levels with Shristi Interior Products.

**2. Secondary Objectives (Based on Existing Literature and Data Sources)**
To undertake a review of existing research related to customer behavior in the business of interior décor and determine industry standards.
Understand how information technology, online catalogs, and virtual consultations play a role in shaping customer buying decisions.
To compare customer behavior trends in independent dealers and large retail chains in the interior decor industry.

### IV. RESEARCH METHODOLOGY

- **Research Design**: Descriptive
- **Sample Size**: 100 customers
- **Sampling Technique**: Convenient sampling

- **Data Sources**:
o  **Primary**: Structured questionnaires
o  **Secondary**: Internal company documents, journals, and online sources

- **Tools Used**:
o  Percentage analysis
o  Descriptive
o  One-way ANOVA & Regression Analysis

### V. DATA ANALYSIS AND INTERPRETATION

**5.1 Consumer Behavior Insights**
- The respondent profile was gender-balanced: 52% male and 48% female.
- The largest age group was 25–34 years (29%), showing young adults are key customers.
- 42% of respondents earned below ₹25,000/month, suggesting that while Shristi reaches a broad income base, pricing may be a barrier for lower-income segments.
- Only 36% of customers were aware of Shristi's full product range, indicating a need to improve product visibility and customer education.
- 43% of customers prioritized design in their purchase decisions, while 35% were indifferent, highlighting mixed design sensitivity.

**5.2 Digital Trends**
- 51% of respondents preferred online inquiry and browsing before purchasing, showing a growing digital-first mindset.
- This shift indicates a strong need for:
  ○ Improved website experience
  ○ Virtual consultations
  ○ Enhanced social media and digital marketing efforts
- Building an engaging online presence is crucial to attracting modern, tech-savvy customers.

**5.3 Service Quality and Staff Responsiveness**
- 44% agreed that staff were responsive to their needs; however, 37% disagreed, revealing inconsistency in customer service.
- This gap indicates a need for:
  ○ Customer service training
  ○ Development of standardized service protocols
- Improving responsiveness can significantly enhance customer satisfaction and loyalty.

## 5.4 Loyalty and Retention
- Only 28% of respondents intended to repurchase from Shristi, indicating low customer loyalty.
- Initial satisfaction did not guarantee repeat purchases.
- The study found a negative correlation between product design importance and loyalty:
  - $\beta = -0.283$, $p = 0.007$
  - Suggests that unmet custom design expectations may lead to customer attrition.

## 5.5 ANOVA Result
- Objective: To analyze if customer satisfaction varies by demographics.
- Key Finding:
  - Significant variation in satisfaction based on income levels.
  - $p\text{-value} < 0.05$, indicating income influences satisfaction levels.
- Insight: Higher-income groups tend to express greater satisfaction, possibly due to easier access to premium/custom options.

## 5.6 Regression Analysis
- Objective: To identify key predictors of customer loyalty (repurchase intention).
- Dependent Variable: Repurchase intention
- Independent Variables: Product design importance, service quality, digital engagement

**Key Regression Findings:**
- Product Design Importance → $\beta = -0.283$, $p = 0.007$
  - Negative impact on loyalty—suggests unmet design expectations reduce repeat buying.
- Staff Responsiveness → Positive impact (moderate strength).
- Digital Engagement → Positive impact, supporting the importance of strong digital presence.
  - The regression model was statistically significant ($p < 0.05$), indicating that the chosen factors meaningfully affect customer loyalty.

# VI.     FINDINGS

**Consumer Behavior**
- Only 36% of respondents were aware of Shristi's full product range, indicating a lack of product awareness.
- 43% prioritized design/style in their purchase decisions, while 35% were indifferent—showing design is important but not a universal driver.

**Digital Engagement Trends**
- 51% of respondents preferred online product discovery over visiting showrooms, highlighting a strong digital shift in consumer behavior.
- Digital tools like virtual consultations and online catalogs are underutilized, signaling the need for improvement in online offerings.

**Service Quality**
- 44% felt the staff met their needs, but 37% disagreed, revealing a gap in service responsiveness and customer support.

**Customer Loyalty**
- Only 28% indicated an intention to repurchase, showing a low level of customer retention and potential dissatisfaction post-purchase.

**Market Trends**
- Sustainability emerged as an important trend among consumers.
- Shristi's current offerings are not aligned with this trend, presenting an opportunity to incorporate eco-friendly products and branding.

# VII.     SUGGESTION

Implement an ERP (Enterprise Resource Planning) system to streamline supply chain and inventory management, reduce delays, and improve operational efficiency.

Enhance digital marketing efforts by improving SEO, launching targeted social media campaigns, and expanding virtual showrooms to attract and engage online-focused customers.

Integrate a Customer Relationship Management (CRM) system to centralize customer data, enable personalized follow-ups, and improve service responsiveness.

Invest in staff training programs focused on soft skills and digital tool usage to ensure better customer interaction and service quality.

Introduce and promote eco-friendly product lines to align with rising consumer demand for sustainability and differentiate Shristi as a responsible and innovative brand.

## VIII. CONCLUSION

This research highlights the significance of consumer behavior for interior decor businesses. For Shristi Interior Product Dealers, improving supply chain efficiency, boosting online presence, and enhancing customer interaction through service enhancement and technology integration will be key to success in the future. Future studies may investigate longitudinal sustainability adoption trends and the future potential of AI-based personalization in building customer loyalty.

## REFERENCES

[1]. Aaker, D. A. (2017). Building Strong Brands. Free Press.
[2]. Armstrong, G., & Kotler, P. (2020). Marketing: An Introduction (14th ed.). Pearson.
[3]. Griffin, J. (2015). Customer Loyalty: How to Earn It, How to Keep It. Jossey-Bass.
[4]. Hauser, J. R., & Clausing, D. (1988). The house of quality. Harvard Business Review, 66(3), 63–73.
[5]. Keller, K. L. (2020). Strategic Brand Management (5th ed.). Pearson Education.
[6]. Kotler, P., & Keller, K. L. (2019). Marketing Management (15th ed.). Pearson.
[7]. Malhotra, N. K., & Dash, S. (2016). Marketing Research: An Applied Orientation (7th ed.). Pearson.
[8]. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring service quality. Journal of Retailing, 64(1), 12–40.
[9]. Payne, A., & Frow, P. (2018). Strategic Customer Management. Cambridge University Press.
[10]. Pine, B. J., & Gilmore, J. H. (2011). The Experience Economy. Harvard Business Review Press.
[11]. Reichheld, F. F. (2003). The one number you need to grow. Harvard Business Review, 81(12), 46–54.
[12]. Schiffman, L. G., & Wisenblit, J. (2019). Consumer Behaviour (12th ed.). Pearson.
[13]. Solomon, M. R. (2019). Consumer Behaviour (13th ed.). Pearson.
[14]. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing (7th ed.). McGraw-Hill.