

CUSTOMER SATISFACTION IN INTERIOR DECOR PRODUCTS SELECTION AND BUYING EXPERIENCE AT SHRISTI

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Abstract: This research examines customer satisfaction levels of customers buying interior décor items from Shristi Interior Product Dealers. With style and functionality continuously changing in the Indian interior design sector, customer satisfaction has become a key driver to attaining business sustainability and competitive advantage. The research makes use of a descriptive research method using 147 valid responses of customers who bought products such as blinds, UPVC doors, railings, wallpapers, and flooring. The statistical measures of percentage analysis, ANOVA, and multiple regression were utilized to determine main drivers of satisfaction. It shows that salesperson product knowledge, installation support quality, and quality of after-sales service have meaningful impacts on total customer satisfaction. This paper summarizes with practical recommendations to enhance service consistency, training, and post-purchase involvement at Shristi.

Keywords: Interior décor, customer satisfaction, product customization, service quality, Shristi

I. INTRODUCTION

Interior décor is no longer a niche industry; it is now a central component of both residential and commercial real estate development. As urban populations grow and design consciousness rises, customers seek not only visually appealing interiors but also functional, sustainable, and technologically enhanced products. This transformation has pushed companies to shift from a purely transactional model to an experiential one. Firms such as Shristi must provide more than just a physical product—they must deliver a complete customer experience involving personalization, superior service, and consistent post-purchase interaction. Shristi Interior Product Dealers, based in Chennai, operates in this rapidly evolving sector, offering premium solutions including Hunter Douglas blinds, Welspun flooring, Aparna Venster UPVC doors, Q Railing systems, and more. With a client base consisting largely of architects, builders, and design-conscious homeowners, the firm has established a unique position in the premium interior segment. However, as competition intensifies and customer expectations evolve, it becomes increasingly important for businesses like Shristi to measure, understand, and enhance customer satisfaction in order to sustain their market position, drive repeat purchases, and stimulate referrals.

II. REVIEW OF LITERATURE

Philip Kotler (2019), in the book "Marketing Management," delves into customer satisfaction as a primary driver of business success. The research highlights how product quality, competitive pricing, and effective service delivery have a direct bearing on customer perception. It highlights the need to comprehend and align with customer expectations, a factor of particular significance in the interior decor sector, where individual tastes and visual appeal have a major bearing on satisfaction.

Leon G. Schiffman (2017) identifies, in a consumer behavior study, the way attitudes and preferences drive purchasing decisions. The research delves into the role of brand trust, product beauty, and service excellence on customer satisfaction. It emphasizes the need to build customer-focused experiences, especially in the interior design sector, where customer involvement and emotional connection are crucial.

III. OBJECTIVES OF THE STUDY

Primary Objectives (Based on First-Hand Data Collection)

Assessing Customer Satisfaction Levels in the Selection and Buying Experience of Interior Decor Products at Shristi Interior Product Dealers.

Secondary Objectives (Based on Existing Literature and Data Sources)

1. To review existing studies on customer satisfaction in the interior decor industry and identify industry benchmarks.
2. To analyze how digital tools, such as online catalogs and virtual consultations, influence customer decision-making.
3. To compare customer satisfaction trends in independent dealers versus large retail chains in the interior decor market.

IV. RESEARCH METHODOLOGY

- **Research Design:** Descriptive
- **Sample Size:** 147 customers
- **Sampling Technique:** Convenient sampling

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

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

V. DATA ANALYSIS AND INTERPRETATION

Customer Demographics and Purchase Behavior

- **Gender Balance:** The shopper population showed a roughly even distribution between male and female customers.
- **Age Group:** The majority of customers (35–54 years old) are mid-career professionals and family units, forming the core of Shristi's target audience.
- **Top Product Categories:**
 - Flooring: 46.2% of total sales
 - Followed by: UPVC doors and blinds
- **Market Trend Alignment:** These purchases align with broader trends favoring durable and functional interior décor solutions.

Purchase Decision Influencers

- **Professional Recommendations:** 37.4% of customers cited architect or builder recommendations as critical in their decision-making.
- **Buying Journey:**
 - Customers utilized both showroom visits and online research.
 - This hybrid approach reflects a multi-touchpoint decision process, blending digital convenience with in-person assurance.

Customer Satisfaction Insights

- **Product Demonstration:** 63.3% of customers reported high satisfaction with in-store product demos.
- **Product Expectation Match:** 60.5% agreed that the final product met expectations.
- **Service Dissatisfaction:**
 - Around 29% expressed dissatisfaction with post-sale service and installation support.
 - Indicates that service delivery issues impact the overall customer experience, despite high product quality.

Statistical Findings

- **ANOVA Test:** Showed no significant difference in satisfaction by age group, meaning service issues affect all customers similarly.
- **Regression Analysis:**
 - Identified three key factors influencing customer satisfaction:
 - Salesperson's product knowledge ($p = 0.006$)
 - After-sales service ($p = 0.005$)
 - Installation support ($p = 0.011$)
 - Together, these factors accounted for 33.7% of the variation in satisfaction, highlighting priority areas for improvement.

VI. FINDINGS**Personalized Service is Valued:**

Customers place high importance on personalized attention and knowledgeable interactions with showroom staff.

Showroom Staff Influence:

The professionalism and expertise of staff during product demonstrations significantly influence satisfaction levels.

Product Variety Appreciated:

Shristi's wide product range was generally well-received by customers.

Service Gaps Identified:

Major dissatisfaction areas include:

- Installation services
- After-sales support
- Lack of follow-up communication after product delivery
- Poor coordination during installation

Customer Loyalty Concerns:

About 26% of customers showed uncertainty about repeat purchases, indicating a lack of emotional connection or brand loyalty.

Impact of Service Inconsistency:

Even satisfied first-time buyers expressed reluctance to remain loyal due to inconsistent service experiences.

Conclusion Drawn:

- High product quality alone is not sufficient to ensure customer satisfaction.
- Excellent service delivery, especially after the purchase, is essential to building customer loyalty and long-term satisfaction.

VII. SUGGESTIONS

Establish a structured after-sales department to track installations, manage service requests, and gather customer feedback.

Train service personnel in both technical aspects and interpersonal communication to enhance customer interactions.

Expand product customization options and ensure these are clearly communicated to customers.

Invest in a digital showroom featuring 3D product visualization and virtual walkthroughs to support informed decision-making.

Introduce a loyalty program offering referral rewards and repeat purchase incentives to encourage customer retention.

Improve communication through personalized email follow-ups and service reminders to build trust and strengthen the emotional connection with customers.

**VIII. CONCLUSION**

Customer satisfaction in the interior décor industry is determined by a complex mix of tangible product attributes and intangible service experiences. In a highly competitive market, firms like Shristi must not only provide high-end products but also deliver consistently superior service throughout the customer journey. This research highlights that salesperson knowledge, effective installation, and robust after-sales service are essential for enhancing satisfaction. Although Shristi has succeeded in establishing itself as a premium provider of interior solutions, it must address service inconsistencies and invest in digital innovations to meet the expectations of today's discerning customers. A holistic approach integrating training, technology, and loyalty initiatives will enable Shristi to transform its customer experience and strengthen its market position.

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