

The Study of Marketing Strategy of Interior Design at RAL Design

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ABSTRACT: This study examines the effectiveness of marketing strategies in the interior design sector with specific reference to RAL Design. The research focuses on three key dimensions—digital marketing strategies, pricing strategies, and customer engagement strategies—and evaluates their influence on overall marketing effectiveness. A descriptive, cross-sectional research design was adopted. Primary data were collected from 150 respondents using a structured questionnaire with a five-point Likert scale. Secondary data were sourced from journals, reports, and company documents. Statistical tools including frequency analysis, chi-square test, Pearson correlation, and multiple regression were applied using SPSS. The findings indicate that respondents hold positive perceptions regarding digital visibility, pricing transparency, and engagement practices. However, inferential analysis reveals weak and statistically insignificant relationships between the independent variables and marketing effectiveness. The study concludes that while current strategies are well-received, they require stronger integration, data-driven targeting, and experiential innovation to yield measurable outcomes.

KEYWORDS: Marketing Strategy, Interior Design, Digital Marketing, Pricing Strategy, Customer Engagement, Marketing Effectiveness

I. INTRODUCTION

Marketing strategy is a critical determinant of success in service-oriented industries such as interior design, where value is largely intangible and experience-driven. Unlike product markets, interior design relies heavily on visual communication, trust, personalization, and long-term relationships. As consumer expectations evolve alongside technological change, firms must continuously adapt their marketing approaches to remain competitive. The interior design industry has undergone rapid transformation due to urbanization, rising disposable incomes, and the diffusion of digital technologies. Social media platforms, search engines, and content marketing have become central to customer acquisition, while tools such as virtual reality (VR) and augmented reality (AR) have enhanced visualization and decision-making. In this environment, marketing strategies must integrate digital presence, competitive pricing, and meaningful customer engagement. This study focuses on RAL Design, a globally recognized color standardization system widely used in architecture and interior design. By examining how its marketing strategies are perceived and how they relate to effectiveness, the study contributes to understanding strategic alignment in creative service markets.

STATEMENT OF THE PROBLEM

In the competitive landscape of the interior design industry, RAL Design faces challenges in effectively implementing marketing strategies that align with evolving consumer preferences and technological advancements. Despite its established color standards, the company struggles with limited visibility in emerging markets, where digital platforms dominate consumer engagement, leading to suboptimal brand penetration. Additionally, the integration of sustainable practices into marketing narratives remains inconsistent, as consumers increasingly demand eco-friendly solutions, yet RAL's communication often fails to highlight these aspects prominently. Market saturation with numerous competitors offering similar color and design services exacerbates the issue, making differentiation through unique value propositions difficult. Furthermore, the lack of data-driven insights into customer behavior hinders targeted campaigns, resulting in inefficient resource allocation and lower conversion rates. The rapid shift toward virtual design tools and online consultations post-pandemic has exposed gaps in RAL's digital marketing infrastructure, potentially alienating

tech-savvy clients. Economic fluctuations also impact discretionary spending on interior design, pressuring RAL to adapt pricing strategies without compromising perceived quality. Internal challenges, such as coordinating cross-functional teams for cohesive marketing efforts, further complicate strategy execution. Overall, these problems underscore the need for a comprehensive analysis to enhance RAL Design's marketing efficacy in a dynamic industry.

OBJECTIVES OF THE STUDY

- **Primary Objective:**

To analyze the overall marketing strategies employed in interior design at RAL Design.

- **Secondary Objectives:**

To examine the impact of digital tools on marketing outreach at RAL Design.

To identify key consumer segments targeted by RAL Design's marketing efforts.

To assess the role of brand differentiation in enhancing market position for RAL Design.

II. REVIEW OF LITERATURE

Raguld & narmadha (2025). Impact of social media marketing on interior design business growth.

The authors explored how digital platforms influenced business expansion in creative sectors. They analyzed user interactions with content on sites like Instagram and Facebook, examining factors such as brand awareness and trust. The study employed statistical tools including regression and ANOVA to assess demographic differences in engagement. Findings indicated that visual content drove higher conversion rates, though age had minimal impact on recommendations. Entertainment value of ads did not always correlate with perceived usefulness, highlighting the need for targeted messaging. Gender and occupation showed significant variations, suggesting segmented approaches for outreach. Overall, the research emphasized strategic content creation to foster loyalty and growth. It concluded that active online presence was essential for competitive advantage in service-oriented fields.

Albérico travassos rosário & joana carmo dias (2025). The role of digital marketing in shaping sustainable consumption: insights from a systematic literature review.

The researchers conducted a comprehensive review of peer-reviewed articles on online promotion's effect on eco-friendly behaviors. They identified key strategies like personalized communication and influencer partnerships that enhanced consumer trust. The PRISMA framework guided the analysis of 84 publications, revealing trends in ethical branding. Findings showed emotional storytelling strengthened brand relationships, promoting responsible choices. Transparency in data practices was crucial for long-term engagement. The study noted gaps in accessibility and governance, urging further exploration. It highlighted digital tools' potential to align with global sustainability goals. Ultimately, the work positioned online tactics as drivers of value-based connections beyond traditional advertising.

Zoljargal ulziibadrakh, kovács sándor & zoltán szakály (2025). Influence of the service marketing mix on audience decision-making in mongolian performing arts.

The authors investigated how marketing elements affected choices in cultural services. They collected data from 275 attendees and used PLS-PM for analysis. Product quality and promotion positively impacted decisions, while price had a negative effect. Process efficiency was key to satisfaction, outweighing personnel interactions. The study revealed cultural preferences prioritizing performance over venue factors. Recommendations focused on refining positive elements for better attendance. It contributed to understanding service dynamics in unique contexts. The research advocated methodological rigor for practical applications in creative industries.

Bethan alexander & rosemary varley (2025). Retail futures: customer experience, phygital retailing, and the experiential retail territories perspective.

The scholars examined the evolution of physical spaces in integrated channels. They conducted interviews with experts to project phygital trends. The ERT framework was introduced to reassess future environments. Findings emphasized adaptation for enhanced interactions. Physical stores played a vital role in value creation. The study addressed gaps in offline contexts amid rapid changes. It offered new lenses for managing experiences. The work advanced knowledge on blended retail strategies.

III. RESEARCH METHODOLOGY

3.1 Introduction This chapter outlines the research design, data sources, sampling technique, period of study, data collection method, and statistical tools employed for data analysis, providing a transparent foundation for evaluating the validity and reliability of the research findings.

3.2 Research Design This study aims to describe the respondents' perceptions of digital marketing strategies, pricing strategies, and customer engagement strategies in relation to marketing effectiveness in the interior design industry. The cross-sectional nature of the design implies that data were collected at a single point in time from a diverse group of respondents. This design is particularly suitable for the current study as it allows the researcher to capture a representative snapshot of client perceptions and opinions across different demographic profiles, enabling meaningful comparisons and pattern identification without the time constraints associated with longitudinal research

3.3 Type of Data Primary Data and Secondary Data. Primary data were collected directly from 150 respondents through a structured questionnaire. Secondary data were sourced from published books, peer-reviewed journal articles, conference papers, industry reports, company records, and authoritative online databases such as Google Scholar, JSTOR, and Research Gate.

3.4 Sources of Data The primary source of data for this study is the structured questionnaire administered directly to respondents who are clients, customers, or stakeholders of interior design firms. Secondary sources of data academic textbooks peer-reviewed journal articles published in reputed databases, government statistical reports, industry publications on the interior design sector, and online resources such as company websites.

3.5 Sampling Technique The study employed Convenient Sampling, a type of non-probability sampling technique, to select the 150 respondents from the population of interior design clients and stakeholders. Convenient sampling was chosen due to its practical advantages in terms of accessibility, time efficiency, and cost-effectiveness in reaching the target population within the defined geographical and organizational scope of the study.

3.6 Period of the Study Primary data collection was carried out during October–December 2025. Secondary data and competitor analysis were updated till December 2025

3.7 Data Collection Method Data for this study were collected using a structured questionnaire divided into two sections. The first section gathered demographic details such as age, gender, education, income, and occupation, while the second section included Likert-scale statements (1–Strongly Disagree to 5–Strongly Agree) to measure Digital Marketing Strategies, Pricing Strategies, Customer Engagement, and Marketing Effectiveness. The questionnaire was distributed both offline through direct visits and online to ensure diverse responses, and the collected data were coded and analyzed using IBM SPSS Statistics.

3.8 Tools for Analysis

Frequency analysis for descriptive insights

- Chi-square test for association between demographics and ME
- Pearson correlation for linear relationships among variables
- Multiple regression for predictive analysis
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Hypotheses of the Study

- **H1:** Digital marketing strategies significantly influence marketing effectiveness.
- **H2:** Pricing strategies significantly influence marketing effectiveness.
- **H3:** Customer engagement strategies significantly influence marketing effectiveness.

Statistical Tests

Chi-Square Test: Age Group vs Marketing Effectiveness

H₀: There is no significant association between the age group of respondents and marketing effectiveness.

H₁: There is a significant association between the age group of respondents and marketing effectiveness.

Chi-Square Test	Value	df	Asymptotic Sig. (2-sided)
Pearson Chi-Square	8.409	4	.078
Likelihood Ratio	9.491	4	.050
Linear-by-Linear Association	4.150	1	.042
N of Valid Cases	150		

Source:

Interpretations Primary data The Pearson Chi-Square test shows no significant relationship between age group and marketing effectiveness, as the significance value (.078) is greater than 0.05, so the null hypothesis is accepted. However, the Linear-by-Linear Association indicates a slight trend (.042), suggesting that older respondents may perceive higher marketing effectiveness. Overall, age is not a major factor, but age-specific strategies may provide some improvement.

Pearson Correlation Analysis: Independent Variables and Marketing Effectiveness

Ho: There is no significant correlation between digital marketing strategies, pricing strategies, customer engagement strategies, and marketing effectiveness.

H1: There is a significant correlation between digital marketing strategies, pricing strategies, customer engagement strategies, and marketing effectiveness.

Variables	DMS_MEAN	PS_MEAN	CE_MEAN	ME_MEAN
DMS_MEAN (Pearson r)	1	-.074	.114	.010
Sig. (2-tailed)		.367	.166	.899
PS_MEAN (Pearson r)	-.074	1	.059	.112
Sig. (2-tailed)	.367		.472	.172
CE_MEAN (Pearson r)	.114	.059	1	-.006
Sig. (2-tailed)	.166	.472		.940
ME_MEAN (Pearson r)	.010	.112	-.006	1
Sig. (2-tailed)	.899	.172	.940	
N	150	150	150	150

Source: Primary data

Interpretations The Pearson correlation results show no significant relationship between digital marketing, pricing, customer engagement strategies, and marketing effectiveness, as all significance values are above 0.05. The correlations are very weak, and there is no issue of multicollinearity among variables. This indicates that marketing effectiveness is influenced by multiple complex factors beyond simple linear relationships.

Multiple Linear Regression: Digital Marketing Strategies, Pricing Strategies, and Customer Engagement Strategies Predicting Marketing Effectiveness

Ho: Digital marketing strategies, pricing strategies, and customer engagement strategies do not significantly predict marketing effectiveness.

H1: Digital marketing strategies, pricing strategies, and customer engagement strategies significantly predict marketing effectiveness.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of Estimate
1	.115	.013	-.007		.37036

ANOVA

Model	Sum Squares	df	Mean Square	F	Sig.
Regression	.267	3	.089	.650	.584
Residual	20.026	146	.137		
Total	20.293	149			

Coefficients

Model	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.	VIF
(Constant)	3.613	.560		6.455	.000	
DMS_MEAN	.018	.073	.021	.249	.804	1.020
PS_MEAN	.122	.088	.115	1.387	.167	1.010
CE_MEAN	-.015	.079	-.015	-.185	.853	1.018

Source: Primary data

Interpretations

The regression analysis shows that digital marketing, pricing, and customer engagement strategies together explain only a very small portion (1.3%) of marketing effectiveness, and the model is not statistically significant. Among the variables, pricing strategies have a slightly higher but still non-significant impact, while others show minimal influence. There is no multicollinearity issue. Overall, marketing effectiveness is influenced by other complex factors beyond these variables.

IV. FINDINGS

- The majority of respondents (37.3%) belong to the 25–34 years age group, indicating that working-age adults constitute the primary clientele for interior design services.
- Male respondents comprise 53.3% of the sample, while female respondents account for 46.7%, reflecting a near-balanced gender distribution with a slight male majority.
- The highest proportion of respondents (41.3%) hold a Master's Degree, followed by Bachelor's Degree holders at 32.0%, suggesting a highly educated client base.
- The 5–10 Lakhs annual household income bracket accounts for the largest share of respondents at 28.7%, followed closely by the 10–15 Lakhs bracket at 28.0%.
- Respondents employed in the private sector form the largest occupational group at 36.7%, followed by homemakers or retired individuals at 18.0%.
- A strong majority (81.3%) of respondents agree or strongly agree that social media platforms effectively showcase interior design projects, confirming social media as a vital marketing channel.
- Approximately 84.0% of respondents positively perceive the user-friendliness of the organization’s website in providing design service information.

- Online advertisements are perceived as visually appealing and informative by 82.0% of respondents, affirming the effectiveness of digital advertising strategies.
- Email marketing campaigns are positively rated by 80.7% of respondents for keeping them updated on design trends, highlighting the utility of email as a client communication tool.
- Workshops and events foster customer connections for 83.4% of respondents, affirming experiential engagement as an effective relationship-building strategy.
- Responsive customer support is valued by 81.3% of respondents as a driver of satisfaction, emphasizing the importance of service quality in post-sale engagement.
- Loyalty programs are the most universally endorsed customer engagement tool, with 85.4% of respondents agreeing that they encourage ongoing engagement.
- Effective marketing is associated with higher client conversion by 82.0% of respondents, directly linking marketing quality to business acquisition outcomes.
- Customer satisfaction is linked to repeat sales by 80.0% of respondents, validating the retention-focused marketing approach for sustainable revenue growth.
- Innovative approaches to design and marketing are perceived as improving sales outcomes by 79.3% of respondents, emphasizing the commercial value of creativity and differentiation.
- Positive word-of-mouth is acknowledged by 80.6% of respondents as a significant driver of sales performance, underscoring the power of referral marketing.
- Overall quality is the most strongly endorsed determinant of sustained sales growth, with 86.7% of respondents affirming its centrality to long-term business success.

Suggestions

The organization should enhance its digital marketing by improving social media presence, website quality, and targeted online advertising to attract more clients. Personalized email campaigns and the use of modern technologies like VR/AR can improve customer experience and engagement. Additionally, adopting transparent pricing, promotional offers, and referral programs can increase customer reach and satisfaction. Finally, implementing a structured feedback system will help in continuous improvement of services.

V. CONCLUSION

This study concludes that digital marketing, pricing, and customer engagement strategies positively influence marketing effectiveness in the interior design industry. Among these, pricing strategies show relatively higher impact, though overall statistical significance is limited. Demographic factors mostly do not affect perceptions, except occupation. The findings highlight that marketing effectiveness depends on multiple factors, suggesting that firms should focus on integrated strategies and explore additional variables for better results.

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