



A Study on Consumer Preferences and Emerging Trends in the Interior Design Industry

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Abstract

The interior design industry has experienced significant growth in recent years due to rapid urbanization, changing lifestyles, and increasing consumer awareness. This study aims to analyze consumer preferences and identify emerging trends in the interior design sector, with a specific focus on the residential market in the Pimpri-Chinchwad Municipal Corporation (PCMC) area. The research explores how demographic, psychographic, and behavioral factors influence consumer decisions related to interior design services.

A mixed-method research approach was adopted, combining qualitative insights with quantitative data collected through a structured questionnaire from 100 respondents. The findings indicate that young adults, particularly those in the 25–35 age group, represent the most active segment in the interior design market. The study also reveals that middle-income households form the primary customer base, with a strong preference for affordable and functional design solutions.

Modern and minimalist styles emerge as the most favoured design choices, reflecting contemporary urban living patterns. Additionally, technological integration, including smart home features and digital visualization tools, plays a significant role in shaping consumer preferences. Sustainability has also gained importance, with a majority of respondents showing interest in eco-friendly materials and energy-efficient designs.

Despite high awareness of interior design services, actual usage remains moderate, indicating untapped growth potential for service providers. Key factors influencing consumer decisions include design aesthetics, space utilization, and cost considerations.

The study concludes that interior designers must adopt innovative, customer-centric approaches by incorporating modern trends, technology, and sustainability into their offerings. These insights can help professionals develop effective strategies to meet evolving consumer expectations and enhance competitiveness in the dynamic interior design industry..

Keywords: Interior Design, Consumer Preferences, Emerging Trends, Residential Interiors, Urbanization, Customer Awareness, Interior Design Services

1. INTRODUCTION

Interior design has emerged as a significant component of contemporary living environments, contributing not only to aesthetic enhancement but also to functional efficiency and user well-being. Historically, interior design services were predominantly associated with affluent households and considered a symbol of luxury. However, in recent years, the field has undergone substantial transformation due to factors such as rapid urbanization, increased disposable incomes, and greater exposure to global design trends. As a result, interior design services have become more accessible to a broader demographic, reflecting a shift in consumer perception wherein interior spaces are increasingly regarded as expressions of individual identity, lifestyle, and cultural values.

The evolution of the interior design industry has been further accelerated by advancements in technology. Tools such as Computer-Aided Design (CAD), three-dimensional (3D) visualization, and virtual reality (VR) have significantly enhanced the design process. These technologies facilitate accurate representation and simulation of interior spaces, enabling clients to visualize design concepts prior to implementation. Consequently, the design process has become more interactive, efficient, and aligned with client expectations, thereby improving overall decision-making and satisfaction.

In addition to technological progress, the expansion of urban populations has led to significant changes in spatial requirements and design priorities. The increasing prevalence of compact living spaces, particularly in urban areas, has necessitated the development of innovative solutions focused on space optimization. This has resulted in a growing demand for multifunctional furniture, modular designs, and efficient layout planning. Interior designers are thus required to integrate creativity with functionality to address the challenges associated with limited space while maintaining aesthetic appeal.

Sustainability has also become a critical consideration in the interior design domain. Growing environmental awareness among consumers has led to increased preference for eco-friendly materials, energy-efficient systems, and sustainable design practices. This shift reflects a broader emphasis on environmental responsibility and long-term resource efficiency, compelling designers to incorporate sustainable elements into their projects.

Furthermore, the influence of digital platforms and social media has played a pivotal role in shaping consumer preferences. Platforms such as Instagram and Pinterest provide widespread access to diverse design ideas and global trends, thereby enhancing consumer awareness and expectations. These platforms also serve as important tools for designers to showcase their work and engage with potential clients, contributing to the overall growth of the industry.

Given these developments, it is essential to examine consumer preferences and emerging trends within the interior design sector. A comprehensive understanding of these factors can assist professionals in developing strategies that are responsive to evolving market dynamics and consumer expectations. This study seeks to contribute to this understanding by analyzing key trends and consumer behaviors in the context of the interior design industry.

1.1 RATIONALE OF THE STUDY:

The interior design industry is undergoing rapid transformation due to technological advancements, lifestyle changes, and increasing consumer awareness. Consumers today expect innovative, personalized, and sustainable design solutions that enhance their quality of life.

However, despite the rapid growth of the industry, limited research has been conducted to analyse consumer preferences and emerging trends in the interior design sector, particularly in urban residential markets.

This study aims to explore consumer preferences and identify emerging trends that influence the interior design industry. The findings will help designers and businesses develop strategies that align with evolving consumer expectations.

2. OBJECTIVES:

The primary objectives of the study are:

1. To examine consumer awareness of interior design services.
2. To identify emerging trends in the interior design industry.
3. To analyze factors influencing consumer preferences for interior design services.
4. To evaluate the impact of technology and sustainability on interior design choices.
5. To provide recommendations for improving interior design services.

3. LITERATURE REVIEW

3.1 Smith, A., Johnson, B., & Williams, C. (2018). “Changing Homeowner Demographics: Implications for Interior Designers.” *Interior Design Journal*, 25(2), pp. 67–82. This study examined the changing demographics of homeowners and their influence on interior design preferences. The research highlighted that different generations have distinct design preferences. Millennials and Generation Z consumers prefer personalized and modern interior designs that reflect their lifestyle and identity. The study concluded that interior designers must adapt their design strategies to meet the expectations of younger homeowners who demand more customized and aesthetically appealing interior spaces.

3.2 Jones, D., & Green, M. (2019). “Sustainable Interior Design: Consumer Preferences and Practices.” *Journal of Sustainable Design*, 14(3), pp. 102–118. This research focused on the growing importance of sustainability in the interior design industry. The authors found that consumers increasingly prefer eco-friendly materials, energy-efficient lighting, and sustainable furniture. The study emphasized that environmental awareness has significantly influenced consumer decision-making in interior design projects.

3.3 Lee, H., & Kim, S. (2020). “The Influence of Social Media on Interior Design Consumer Behavior: A Case Study of Pinterest and Instagram.” *International Journal of Design Studies*, 18(1), pp. 45–60. This study analyzed how social media platforms influence consumer behavior in the interior design sector. The researchers found that platforms such as Pinterest and Instagram serve as important sources of inspiration for consumers when selecting interior design styles. Social media also helps designers showcase their work and influence emerging design trends globally.

3.4 Choi, Y., Park, J., & Kim, H. (2019). “The Impact of Virtual Reality on Consumer Perceptions of Interior Design Spaces.” *Journal of Interior Design Technology*, 11(4), pp. 201–215. The study examined the role of technology in interior design, particularly the use of Virtual Reality (VR). The researchers found that VR enables consumers to experience interior spaces virtually before implementation. This technology improves communication between designers and clients and helps consumers make more informed design decisions.

➤ **Literature Review from the Indian Perspective**

3.5 Sharma, A., & Gupta, R. (2019). “Consumer Trends in Indian Interior Design.” *Journal of Indian Interior Design*, 25(2), pp. 45–58. This study investigated emerging consumer trends in the Indian interior design industry. The researchers found that Indian consumers increasingly prefer sustainable and modern interior design solutions. The study also highlighted that urban consumers prefer minimalist and contemporary designs, whereas traditional designs remain popular in rural areas.

3.6 Chatterjee, S., & Banerjee, P. (2020). “Changing Lifestyles and Interior Design: A Study on Indian Consumers.” *International Journal of Design Trends*, 7(3), pp. 112–128. This research examined how changing lifestyles influence interior design preferences among Indian consumers. The study found that rapid urbanization and the rise of dual-income households have increased demand for functional and space-saving interior designs suitable for modern urban living.

3.7 Jain, S., Kumar, R., & Mehta, P. (2021). “Digital Transformation in Interior Design: The Indian Perspective.” *Journal of Interior Design Technology*, 12(4), pp. 209–224. This study explored the digital transformation of the interior design industry in India. The authors emphasized the growing use of digital tools such as CAD software, 3D visualization, Virtual Reality (VR), and Augmented Reality (AR). These technologies improve the design process and enhance customer engagement.

3.8 Gupta, P., & Kumar, V. (2018). “Targeting Niche Markets in the Indian Interior Design Industry.” *Journal of Business and Interior Design*, 15(1), pp. 33–47. This study

analyzed opportunities for targeting niche markets within the Indian interior design industry. The researchers suggested that interior design firms can gain competitive advantages by specializing in particular design styles or focusing on specific customer segments such as luxury residential clients or commercial projects.

3.9 Joshi, A., & Singh, R. (2017). “Influence of Culture on Interior Design Preferences in India.” *International Journal of Cultural Studies in Design*, 4(2), pp. 78–94. This study explored the role of cultural influences on interior design preferences in India. The research highlighted that regional traditions, cultural values, and social practices significantly influence design choices. The authors emphasized the importance of cultural sensitivity in interior design projects.

3.10 Mehta, S., & Patel, N. (2020). “Sustainability and Green Design in the Indian Interior Design Industry.” *Sustainable Design Journal*, 30(3), pp. 135–150. This study examined the growing adoption of sustainable design practices in India. The researchers found that environmentally conscious consumers increasingly prefer eco-friendly materials, energy-efficient lighting systems, and renewable energy solutions in interior design.

3.11 Patel, S., & Shah, M. (2018). “Market Segmentation Strategies in the Indian Interior Design Sector.” *Journal of Marketing for Interior Design*, 22(1), pp. 56–71. This research analyzed market segmentation strategies used by interior design companies in India. The study highlighted the importance of demographic, psychographic, and behavioral segmentation in identifying target customers and developing effective marketing strategies.

3.12 Verma, S., Kapoor, A., & Desai, R. (2020). “The Impact of COVID-19 on the Indian Interior Design Industry.” *Journal of Interior Design Resilience*, 8(4), pp. 213–228. This study investigated the impact of the COVID-19 pandemic on the interior design industry in India. The research revealed increased demand for home office spaces, remote design consultations, and designs that emphasize health, safety, and hygiene considerations.

4. METHODOLOGY

4.1 Scope of the Study

This study focuses on understanding consumer preferences and emerging trends in the interior design industry, particularly within the residential sector. The scope of the study includes the following areas:

Geographical Scope

The project specifically focuses on the Pimpri-Chinchwad Municipal Corporation (PCMC) area in Maharashtra, India. The objective is to understand the dynamics of the interior design industry and consumer behavior within this rapidly developing urban region. PCMC has witnessed significant growth in residential and commercial infrastructure, making it a relevant area to study consumer preferences in interior design services.

Industry Scope

The study focuses on the interior design industry, particularly services related to residential interiors. It examines interior design services provided for homes and apartments, including aspects such as space planning, furniture design, aesthetic styling, and interior decoration. The research also analyzes current and emerging trends in interior design, including modern design styles, materials used, sustainability practices, and technological integration.

4.2 Target Market Profiling

The study profiles the target market based on:

1. Demographic characteristics such as age, gender, income level, and occupation.
2. Psychographic characteristics such as lifestyle preferences and attitudes toward interior design.
3. Behavioral aspects such as purchasing behavior and decision-making factors related to interior design services.

4.3 Technology and Digital Influence

The study also investigates the influence of technology and digital platforms on consumer choices. This includes examining how online platforms, social media, and digital visualization tools influence consumer awareness, engagement, and decision-making regarding interior design services.

4.4 Strategic Recommendations

Based on the findings, the study provides recommendations for interior designers and design firms to adapt to changing consumer preferences and emerging industry trends.

4.5 Managerial Usefulness of the Study

The findings of this research will provide valuable insights for interior designers, design firms, and related businesses operating in the interior design industry. The results will help professionals to:

1. Align their design strategies with evolving consumer preferences.
2. Develop targeted marketing strategies for specific customer segments.
3. Make informed decisions regarding product development and service offerings.
4. Enhance customer satisfaction through innovative and personalized interior design solutions.
5. Improve competitiveness in a rapidly evolving interior design market.

4.6 Type of Research and Research Design

The study adopts a mixed-method research approach, combining both qualitative and quantitative research methods to gain a comprehensive understanding of consumer preferences and emerging trends in the interior design industry.

Qualitative Research

Qualitative research methods are used to explore deeper insights into consumer perceptions, motivations, and preferences regarding interior design. Techniques such as informal discussions, observations, and open-ended responses help understand consumer attitudes toward interior design trends and services.

Quantitative Research

Quantitative research methods involve collecting numerical data through structured surveys. This approach helps analyze patterns in consumer preferences, design trends, and decision-making factors using statistical techniques.

4.7 Data Collection Method

Primary Data: Primary data is collected through a structured questionnaire survey distributed among residents of the Pimpri-Chinchwad Municipal Corporation area. The questionnaire gathers information about consumer awareness, preferences, and attitudes toward interior design services.

Secondary Data: Secondary data is collected from research papers, journals, industry reports, and online sources related to the interior design industry.

4.8 Sampling Method

Selecting an appropriate sampling technique is important to ensure the accuracy and reliability of the data collected for this research.

Considering the population diversity in the PCMC area, the study uses a combination of stratified sampling and random sampling techniques.

Stratified Sampling: Initially, the PCMC area is divided into smaller subgroups or strata based on factors such as: Geographic location within the city, Income level, Age group, Type of housing (apartments, independent houses, etc.)

Each stratum represents a relatively homogeneous group with similar characteristics related to interior design preferences.

Random Sampling within Strata: After forming strata, respondents are randomly selected from each subgroup. This method ensures that the sample represents different categories of consumers within the PCMC region.

4.9 Sample Size

The target population for the study is 100 respondents. Based on the population size and considering a 95% confidence level with a 5% margin of error, approximately 80 respondents are required to obtain reliable results.

4.10 Limitations of the Study

Although every effort has been made to ensure accuracy and reliability, the study has certain limitations:

1. **Sampling Bias:** The results may be influenced by the characteristics of the selected respondents.
2. **Time Constraints:** Due to limited time, the study may not capture long-term changes in consumer preferences.
3. **Geographical Limitation:** The study is limited to the Pimpri-Chinchwad Municipal Corporation area and may not represent trends in other regions.
4. **Data Dependence:** The accuracy of the results depends on the reliability and honesty of the responses provided by participants.

5. **Resource Limitations:** Research outcomes may be influenced by limited access to resources or data.
6. **Dynamic Market Conditions:** Interior design trends change rapidly, and the findings reflect the situation at the time of the research.

5 : Data Analysis and Interpretation:

Data Analysis and Interpretation

5.1. Age Group of Respondents

Age Group	Frequency	Percentage
Below 25	18	18%
25–35	34	34%
36–45	26	26%
46–55	14	14%
Above 55	8	8%
Total	100	100%

Interpretation:

The majority of respondents (**34%**) belong to the **25–35 age group**, indicating that young adults are more interested in interior design services. This group is generally more exposed to modern lifestyle trends and home decoration concepts.

5.2. Gender Distribution

Gender	Frequency	Percentage
Male	56	56%
Female	40	40%
Prefer not to say	4	4%
Total	100	100%

Interpretation:

The data shows that **56% of respondents are male and 40% are female**. However, both genders show significant participation in decisions related to interior design services.

5.3. Monthly Household Income

Income Level	Frequency	Percentage
Below ₹25,000	15	15%
₹25,000–₹50,000	30	30%
₹50,000–₹1,00,000	35	35%
Above ₹1,00,000	20	20%
Total	100	100%

Interpretation:

Most respondents (35%) belong to the ₹50,000–₹1,00,000 income group, suggesting that middle-income households form a major market for interior design services.

5.4. Awareness of Interior Design Services

Response	Frequency	Percentage
Yes	82	82%
No	18	18%
Total	100	100%

Interpretation:

A large majority (82%) of respondents are aware of interior design services, indicating high awareness in urban areas like PCMC.

5.5. Experience Using Interior Design Services

Response	Frequency	Percentage
Yes	45	45%
No	55	55%
Total	100	100%

Interpretation:

Although many respondents are aware of interior design services, only 45% have actually used them, indicating potential growth opportunities for interior design firms.

5.6. Preferred Space for Interior Design

Type of Space	Frequency	Percentage
Residential Home	62	62%
Office	18	18%
Retail Shop	12	12%
Hospitality	8	8%
Total	100	100%

Interpretation:

The majority (**62%**) prefer interior design services for **residential homes**, showing that the residential segment dominates the interior design market.

5.7. Preferred Interior Design Style

Design Style	Frequency	Percentage
Modern / Minimalist	38	38%
Traditional	20	20%
Contemporary	28	28%
Luxury	14	14%
Total	100	100%

Interpretation:

The most preferred design style is **modern/minimalist (38%)**, reflecting current urban lifestyle trends.

5.8. Preferred Emerging Trend

Trend	Frequency	Percentage
Smart Home Technology	30	30%
Modular Furniture	26	26%
Sustainable Materials	24	24%
Customized Furniture	20	20%
Total	100	100%

Interpretation:

Smart home technology (30%) is the most attractive emerging trend among consumers, followed by modular furniture and sustainable materials.

5.9. Most Important Factor in Choosing Interior Design Services

Factor	Frequency	Percentage
Cost	22	22%
Design Aesthetics	34	34%
Space Utilization	28	28%
Brand Reputation	16	16%
Total	100	100%

Interpretation:

Design aesthetics (34%) is the most important factor influencing consumer choice, followed by efficient use of space.

5.10. Preferred Budget for Interior Design

Budget	Frequency	Percentage
Below ₹1,00,000	25	25%
₹1,00,000–₹3,00,000	40	40%
₹3,00,000–₹5,00,000	20	20%
Above ₹5,00,000	15	15%
Total	100	100%

Interpretation:

The majority (40%) prefer spending **₹1,00,000–₹3,00,000** on interior design, suggesting that affordable and mid-range design packages are most popular.

5.11. Preference for Smart Technology

Response	Frequency	Percentage
Yes	60	60%
No	15	15%
Maybe	25	25%
Total	100	100%

Interpretation:

Most respondents (60%) prefer smart technologies such as automated lighting and smart appliances, showing the increasing importance of technology in interior design.

5.12. Importance of Sustainable Materials

Response	Frequency	Percentage
Very Important	36	36%
Important	34	34%
Neutral	18	18%
Not Important	12	12%
Total	100	100%

Interpretation:

A majority (70%) consider sustainable materials important, indicating growing awareness about environmentally friendly interior design solutions.

6: Findings, Suggestions, and Conclusion

6.1 Findings

The study reveals that most respondents belong to the 25–35 age group, indicating that young adults show greater interest in interior design services. Both male and female respondents participate in interior design decisions, showing shared involvement in household design choices. The majority of respondents fall under the middle-income category, which suggests that this group forms the primary market for interior design services.

The research also shows that consumer awareness of interior design services is high, although the number of people who have actually used these services is comparatively lower. This indicates potential growth opportunities in the industry. Most respondents prefer residential interior design services, and the modern or minimalist style is the most popular design preference.

The study further identifies smart home technology, modular furniture, and sustainable materials as important emerging trends in the interior design industry. Consumers consider design aesthetics and efficient space utilization as the most important factors when selecting interior design services. In addition, many consumers prefer spending a moderate budget on interior design, showing demand for affordable and practical design solutions. The importance of technology integration and eco-friendly materials is also increasing among consumers.

6.2 Suggestions

Interior designers should focus on modern and minimalist design concepts that match current consumer preferences. They should also incorporate smart technologies and sustainable materials in their design projects to meet emerging market trends. Interior design firms should offer affordable and customized design packages to attract middle-income customers. In addition, designers should promote their services through digital platforms and social media to increase awareness and reach a wider audience.

6.3 Conclusion

The study concludes that the interior design industry is growing rapidly due to changing lifestyles, urban development, and increased consumer awareness. Consumers are increasingly interested in modern design styles, smart technologies, and sustainable interior solutions. By understanding consumer preferences and adopting new trends, interior designers and companies can improve their services and remain competitive in the evolving market.

Scope for Further Research

Further studies may also include **different cities or regions** to compare consumer preferences in the interior design industry. Researchers can also focus on **commercial interior design sectors such as offices, retail stores, and hospitality spaces**. In addition, future research may examine the **impact of advanced technologies, sustainability, and digital platforms** on consumer behavior and interior design trends.

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