

A Study on the Marketing Strategies Adopted By D'kartel Interior Studio

Jojin Antony¹ & Prof. Jai Balaji²

¹ Research Scholar, T John College

² Research Professor, T John College

Abstract

Over the past 20 years, India's interior design industry has rapidly changed, going from being a specialized service to a booming industry that affects identity, lifestyle, and aesthetics. The current study, "A Study on the Marketing Strategies Adopted by D'Kartel Interior Studio," investigates how marketing tactics impact client retention, satisfaction, and acquisition in a creative service setting. Primary and secondary data were gathered from a sample of fifty clients in Kerala using a descriptive research approach. The study examines how D'Kartel uses traditional and digital marketing strategies, such as relationship marketing, social media promotions, and referrals, to enhance brand perception and customer confidence. The results show that although D'Kartel's local reputation, creative design, and individualized service are its strong points, there are still issues with process effectiveness, digital uniformity, and feedback analysis. By placing service marketing theories within the context of the local interior design sector and offering suggestions for fusing relationship management and data-driven marketing, the study adds to the body of literature on marketing.

Keywords: *Interior Design Industry, Marketing Strategies, Customer Satisfaction, Digital Marketing, Relationship Marketing, Service Marketing*

Introduction

Every service-oriented organization now relies heavily on marketing, particularly in creative fields like interior design where client perception and experience are crucial. With a projected annual growth rate of 7–9%, the interior design industry in India is expected to reach over ₹30,000 crore by 2024. Growing urbanization, real estate development, rising disposable income, and exposure to global design ideas via digital media are the main drivers of this expansion.

In this regard, since 2017, Kottayam, Kerala-based D'Kartel Interior Studio has been a regional leader in personalized interior design. The company specializes in interior design for homes and businesses, fusing contemporary style with Keralan aesthetics. However, D'Kartel suffers marketing issues common to small and medium-sized businesses (SMEs), such as a lack of formal marketing structures, reliance on referrals, and uneven use of digital channels, despite its creative potential and customer goodwill.

This study looks into how well D'Kartel's marketing tactics draw in and keep consumers. It focuses on how the business's relational, digital, and promotional strategies affect customer happiness and loyalty in an effort to bridge the gap between marketing theory and real-world application.

Research Objectives

Primary Objective

to assess how well D'Kartel Interior Studio's marketing tactics have improved client acquisition, contentment, and retention.

Secondary Objectives

1. To examine how consumers view and are aware of D'Kartel's brand messaging.
2. To determine the key elements that clients consider when choosing an interior design company.
3. To research how digital marketing techniques, such as social media, SEO, and online reviews, contribute to lead generation.
4. To gauge client satisfaction with reference to post-service assistance, customisation, and project fulfillment.
5. To suggest tactics to enhance D'Kartel's marketing effectiveness and enduring client connections.

These objectives form the foundation for evaluating how effectively marketing translates into measurable business outcomes for a creative service firm.

Literature Review

The literature review reveals knowledge gaps in previous studies and lays forth the theoretical framework for this investigation.

Evolution of Marketing Concepts

Marketing is now a customer-centered mindset rather than just a sales activity. According to Kotler and Keller (2016), marketing is the process of generating value for clients and cultivating a solid rapport with them in order to obtain value in return. Marketing in service-oriented industries encompasses customer experience and brand perception in addition to product features.

The Service Marketing Mix (7Ps)

The 7Ps model—Product, Price, Place, Promotion, People, Process, and Physical Evidence—was developed by Booms and Bitner (1981) to represent the complexity of service delivery.

- In interior design, a product is a combination of ethereal factors (creativity, design innovation) and tangible elements (materials, furnishings).
- People are important because designers' abilities, communication, and conduct have a direct impact on client satisfaction.
- Showrooms, portfolios, and 3D representations are examples of physical evidence that fosters customer trust.

Relationship Marketing

Building long-term client connections through communication, dedication, and trust was stressed by Berry (1995) and Morgan & Hunt (1994). Relationship marketing encourages recommendations and brand loyalty, which are crucial success factors for SMEs like D'Kartel in the interior design industry, since client decisions are emotive and personal.

Digital Marketing Transformation

Digital marketing, according to Chaffey (2018), is the deliberate use of internet platforms for audience engagement and conversion. Social media sites like Facebook, Instagram, and Pinterest are effective for telling stories in the visual industries. Visual engagement improves brand remember and conversion, according to Ryan (2016). Although D'Kartel's social media updates that highlight finished projects draw attention and project professionalism, they lack regular scheduling and statistics.

Service Quality and Customer Satisfaction

The SERVQUAL model was created by Parasuraman, Zeithaml, and Berry (1988), who identified five aspects of service quality: tangibles, assurance, responsiveness, empathy, and reliability. These

characteristics have a big impact on client satisfaction in design services, because results are arbitrary and expectations are high.

Research Gap

There is little empirical research on local creative SMEs like D'Kartel, despite a wealth of literature on marketing tactics in huge corporations. In the area of Indian interior design, studies seldom combine views from relational and digital marketing. By analyzing marketing efficacy within a localized, service-based framework, our study closes that gap.

Research Methodology

Research Design

In order to characterize current marketing strategies and assess their efficacy in practical settings, the study uses a descriptive research design. To ensure a balanced understanding, the methodology integrates both quantitative (survey) and qualitative (interview) methods.

Sampling and Population

All of D'Kartel Interior Studio's clients from 2022 to 2024 are included in the population. Fifty respondents from residential, NRI, and commercial clientele in Kottayam and surrounding regions were chosen using a straightforward random selection technique. This guarantees that the firm's clientele is represented by a variety of viewpoints.

Data Collection Methods

- **Primary Data:** Gathered using structured questionnaires with both open-ended and Likert-scale items.
- **Secondary Data:** Taken from D'Kartel's website, marketing materials, social media analytics, and earlier service marketing studies.

Tools and Techniques for Analysis

The following methods were used to examine the collected data:

- Percentage analysis to identify trends in customer satisfaction and perception.
- Graphical interpretation for results visualization.
- SWOC analysis to determine opportunities, challenges, weaknesses, and strengths.

Variables of the Study

- **Independent Variables:** Marketing Strategies (promotion, pricing, process, digital presence).
- **Dependent Variables:** Customer Satisfaction, Brand Loyalty, Customer Retention.

This framework helps establish the relationship between marketing efforts and their measurable outcomes.

Findings

1. **High Awareness and Satisfaction:** Eighty percent of respondents said they were satisfied with D'Kartel's professionalism and design quality, demonstrating a successful alignment between service delivery and marketing claims.
2. **Dependency of Word-of-Mouth Promotion** The effectiveness of relationship marketing was confirmed by the fact that roughly 60% of consumers found out about D'Kartel through personal recommendations or suggestions from previous customers.
3. **Digital Marketing Impact:** According to 70% of respondents, D'Kartel's website, Instagram postings, and online images had an impact on their design decisions. Only 30% of respondents said the brand consistently engaged consumers online, though.

4. Process and Delivery Challenges: According to 40% of respondents, minor project delivery delays have an impact on overall satisfaction levels. A crucial area for development was identified as process efficiency.

5. After-Sales Engagement: While some clients recommended improved communication following project handover to strengthen loyalty, 55% of clients valued post-completion follow-ups.

6. Brand Adherence: D'Kartel has a great potential for client retention, as seen by the 75% of consumers who said they would either hire them again or suggest them to others.

Discussion

The findings support the applicability of Relationship Marketing and the 7Ps in service-oriented companies. The "People" and "Product" aspects of D'Kartel's customized approach are excellent, while the "Process" and "Promotion" aspects continue to be inadequate.

The predominance of word-of-mouth is consistent with Berry's (1995) Relationship Marketing theory, which shows how consumer happiness and trust result in enduring loyalty. However, the underutilization of contemporary marketing techniques that could improve visibility and engagement is shown by the absence of structured digital analytics.

Using the AIDA paradigm (Attention–Interest–Desire–Action), D'Kartel's visual storytelling successfully draws viewers in, but because of sporadic updates, it is unable to maintain their interest. This gap might be filled by incorporating engagement statistics and putting in place a content calendar. Additionally, the SERVQUAL dimensions show that although "Assurance" and "Reliability" are strong, "Responsiveness" can be enhanced by using feedback mechanisms and quicker communication routes. The business might assess marketing ROI and consumer sentiment more successfully by implementing an internal CRM and data-driven feedback system.

Conclusion

According to the study's findings, marketing tactics have a significant impact on how customers perceive and are satisfied with creative service companies. The secret to D'Kartel Interior Studio's successful marketing strategy is its ability to blend superior design with dependable client relationships. However, the company needs to improve its web presence, use structured data analytics, and institutionalize consumer feedback systems in order to maintain competitiveness in a market that is becoming more and more digitalized.

D'Kartel may move from reactive marketing to strategic brand building by combining relational involvement with digital marketing. This strategy enhances acquisition and retention while solidifying the brand's reputation as a dependable, imaginative, and client-focused interior design company in Kerala.

References

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Berry, L. L. (1995). Relationship Marketing of Services—Growing Interest, Emerging Perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236–245.
- Booms, B. H., & Bitner, M. J. (1981). *Marketing Strategies and Organizational Structures for Service Firms*. American Marketing Association.
- Chaffey, D. (2018). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12–40.

Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.