

A Study on Customer Perception and Buying Behaviour Towards Livin Interior Services, Bangalore

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ABSTRACT:

This study analyzes customer perception and buying behavior towards Livin Interior Services in Bangalore. The interior design industry has become highly competitive, making customer satisfaction, brand trust, and digital engagement crucial for business success. Using primary survey data and secondary literature, the study evaluates factors such as service quality, pricing, social media influence, and brand reputation.

Keywords: Customer perception, Buying behavior, Interior design, Livin Interiors, Service quality, Brand loyalty, Social media marketing, Bangalore.

INTRODUCTION:

Interior design has evolved from a luxury service to a necessity in urban living. Increasing disposable incomes, exposure to global trends, and lifestyle aspirations have fueled demand for professional interior services. Livin Interior Services offers customized residential and commercial solutions, making it essential to understand how customers perceive its services and what influences their purchase decisions. Mission is to create exceptional home interiors that enhance how families live, relax, and connect and prioritize comfort, harmony, and personalization in every project-designing spaces that are not only visually stunning but also tailored to meet the lifestyle of each client. With a focus on quality, creativity, and attention to detail, Livin Decors ensure that every corner of your home tells your story.

OBJECTIVES:

Primary Objective:

- To study customer perception and buying behavior towards Livin Interior Services.

Secondary Objectives:

- To identify factors influencing purchase decisions.
- To assess customer satisfaction levels.
- To study the role of social media and brand trust in buying behavior.

RESEARCH METHODOLOGY:

The study adopts a descriptive research design. Primary data was collected from 120 respondents in Bangalore using structured questionnaires. Secondary data was sourced from journals, books, company websites, and industry reports. Percentage analysis and graphical tools were used for data interpretation.

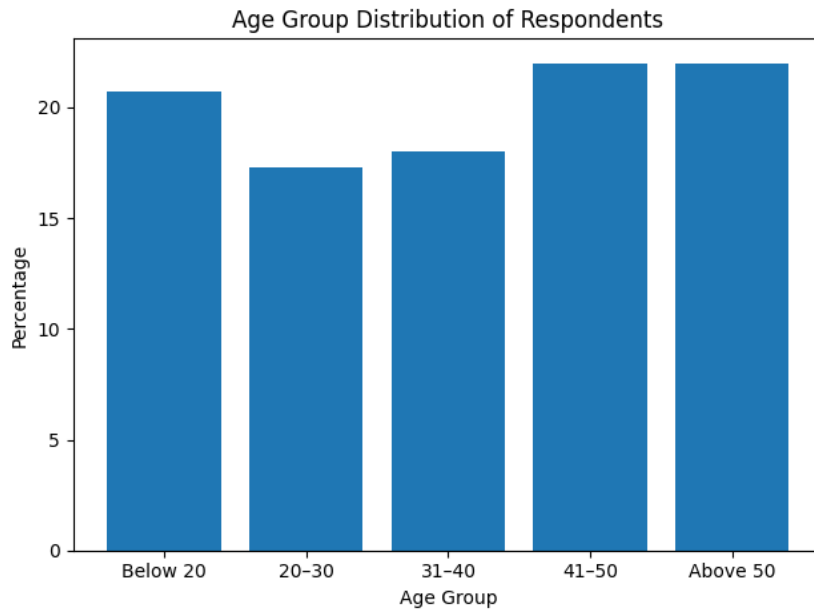
REVIEW OF LITERATURE:

Sharma & Bhatia (2024) highlighted the importance of service quality in shaping customer perception. Nair (2024) found that social media significantly influences buying decisions in urban interior markets. Kumar & Singh (2023) emphasized trust as a key driver of brand loyalty in service industries. These studies support the present research framework.

DATA ANALYSIS AND INTERPRETATION:

The analysis focuses on demographic profile, digital engagement, and perception variables. Graphs are used to visually represent key findings for better understanding.

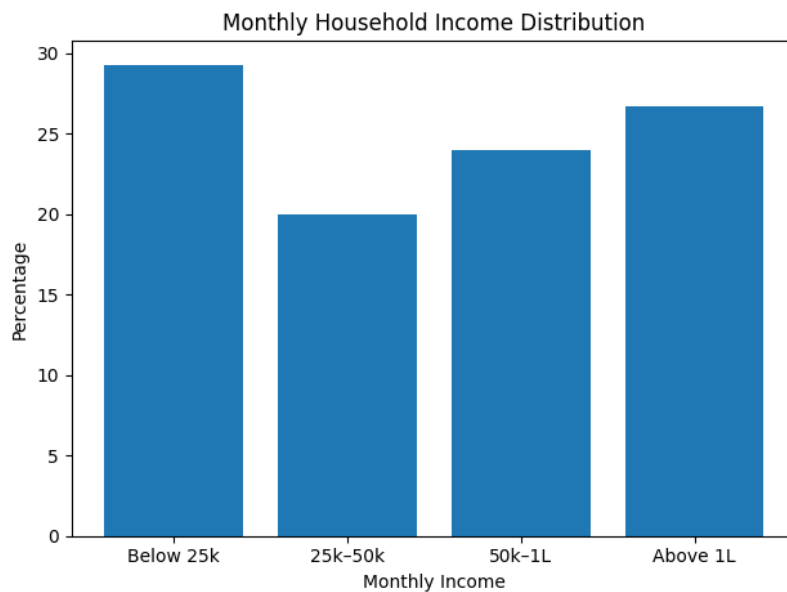
Figure 1: Age Group Distribution



Interpretation:

The percentage analysis reveals that the majority of respondents fall under the age groups 41–50 and Above 50. This indicates that Livin Interiors attracts a balanced mix of middle-aged and senior consumers, which suggests a preference among mature age groups for professional interior services.

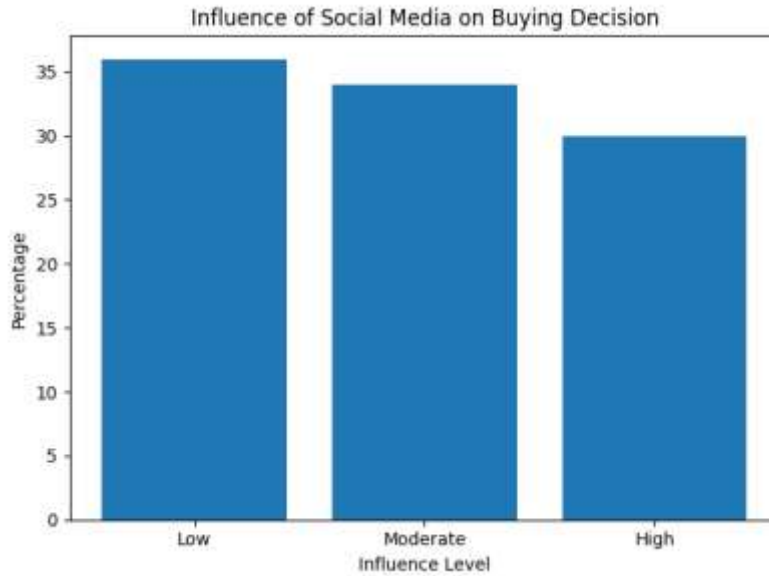
Figure 2: Monthly Income Distribution



Interpretation:

The data shows the monthly household income of respondents. Most respondents (42) earn above ₹1,00,000, followed by 38 who earn below ₹25,000. Thirty-six respondents fall in the ₹25,001 – ₹50,000 range, and 34 earn ₹50,001 – ₹1,00,000. Overall, the income is fairly evenly spread, with slightly more people in the highest income group.

Figure 3: Social Media Influence on Buying Behavior



Interpretation:

The data shows that most respondents gave moderate ratings (mainly three), indicating that influencer endorsements have a moderate impact on their opinions or purchasing decisions. A fair number of respondents rated it one or two, suggesting that some people are not strongly influenced by influencers. However, a notable portion rated it five, showing that influencer endorsements do have a strong influence on a specific segment of respondents. Overall, the results suggest mixed perceptions, with influencer marketing being moderately effective overall.

Figure 4: Anova Test

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
quality	Between Groups	8.070	4	2.017	1.039	.389
	Within Groups	281.670	145	1.943		
	Total	289.740	149			
offers	Between Groups	6.785	4	1.696	.845	.499
	Within Groups	291.109	145	2.008		
	Total	297.893	149			

Interpretation:

The ANOVA results show that the significance values for both service quality ($p = 0.389$) and offers ($p = 0.499$) are greater than 0.05, indicating no statistically significant difference among the groups. This means that perceptions of service quality and offers are consistent across all respondent groups, suggesting that customers share a similar opinion about Livin Interiors' quality standards and promotional offers.

FINDINGS:

- Middle-aged customers form the core customer base.
- Social media significantly affects awareness and shortlisting.
- Higher-income groups show stronger brand trust.

SUGGESTIONS:

- Strengthen digital marketing through visual storytelling.
- Improve transparency in pricing and execution timelines.
- Use CRM tools for better customer engagement.

CONCLUSION:

The study concludes that customer perception towards Livin Interior Services is positive and largely driven by service quality, brand trust, and digital presence. Strategic improvements in personalization and technology adoption can further enhance customer satisfaction and loyalty.

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