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Marketing Strategies Adopted by Furniture Retailers in Tamil Nadu

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ABSTRACT: The furniture retail sector in Tamil Nadu has witnessed significant growth due to increasing urbanization, rising disposable income, and changing consumer lifestyles. Furniture retailers are adopting various marketing strategies to attract customers and improve sales performance in a highly competitive market. The present study aims to examine the marketing strategies adopted by furniture retailers in Tamil Nadu and analyze their influence on customer buying behaviour. The study is based on a descriptive research design and primary data were collected from 100 furniture retailers using a structured questionnaire. Statistical tools such as percentage analysis, Chi-square test, and One-way ANOVA were used for data analysis. The findings of the study reveal that pricing strategy, product variety, promotional activities, and customer service play an important role in influencing purchase decisions. The study also highlights the increasing importance of digital marketing and social media platforms in promoting furniture products and improving customer engagement.

KEYWORDS: Marketing Strategies, Furniture Retailing, Customer Buying Behaviour, Digital Marketing, Tamil Nadu

I. INTRODUCTION

The furniture retail industry in Tamil Nadu has experienced remarkable growth in recent years due to rapid urbanization, economic development, and changes in consumer lifestyle patterns. The expansion of residential apartments, commercial buildings, and office spaces has significantly increased the demand for furniture products such as sofas, beds, dining tables, wardrobes, and modular furniture. As living standards improve, consumers are increasingly focusing on furniture that provides comfort, durability, modern design, and value for money. This shift in consumer preferences has encouraged furniture retailers to introduce innovative products and improve their service quality to remain competitive in the market.

At the same time, the furniture retail sector in Tamil Nadu consists of both organized and unorganized retailers. Organized retailers include branded showrooms and franchise outlets that provide standardized products and professional services, while local retailers often specialize in customized furniture and flexible pricing. In order to attract customers and improve sales performance, furniture retailers adopt various marketing strategies such as promotional offers, competitive pricing, attractive showroom displays, product variety, and digital marketing through social media platforms. These marketing strategies play an important role in influencing customer buying behaviour and enhancing the overall competitiveness of furniture retailers in the market.

II. PROBLEM STATEMENT

The furniture retail market in Tamil Nadu has become highly competitive due to the presence of both organized branded showrooms and traditional local furniture retailers. Customers today have access to a wide range of furniture products and often compare price, quality, design, and service before making purchase decisions. Although retailers use different marketing strategies such as promotional offers, product variety, advertising, discounts, and digital marketing to attract customers, it is not always clear which strategies are most effective in influencing customer buying behaviour. Many furniture retailers invest time and resources in marketing activities without clearly understanding their impact on



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customer preferences and sales performance. In addition, the rapid growth of digital marketing and social media promotion has changed the way retailers interact with customers.

III. OBJECTIVES OF THE STUDY

The following objectives were formulated for the present study:

1. To study the marketing strategies adopted by furniture retailers in Tamil Nadu.
2. To understand the promotional methods used by furniture retailers to attract customers.

IV. REVIEW OF LITERATURE

S.No	Author & Year	Title / Area of Study	Key Findings
1	Subha Meena & Shireen Fathima (2024)	Consumer Buying Behaviour Towards Furniture Products	The study found that brand reputation and social recommendations significantly influence purchase decisions. Customers prefer furniture that offers quality, durability, and modern design.
2	Chinnaraja & Sivasubramanian (2022)	Impact of Organized Retailing on Small Traders	The study revealed that increasing competition from organized retailers forces local retailers to adopt innovative marketing strategies such as promotional offers and improved customer service.
3	Kavitha & Muthumani (2023)	Consumer Buying Behaviour Towards Online Shopping	The research reported that factors such as price, convenience, and promotional discounts significantly influence customer purchase decisions in the retail sector.
4	Somashekhar & Harshitha (2025)	Impact of Store Layout on Buying Behaviour	The study found that product placement, store atmosphere, and visual merchandising influence customer interest and repeat purchases in retail stores.

V. RESEARCH METHODOLOGY

- The present study adopts a descriptive research design to examine the marketing strategies adopted by furniture retailers in Tamil Nadu. This design helps in describing existing marketing practices and understanding their influence on customer purchase behaviour.
- The study uses both primary and secondary sources of data. Primary data were collected directly from furniture retailers through a structured questionnaire, while secondary data were collected from journals, books, research articles, websites, and previous studies related to marketing strategies and retail management.
- The sample size of the study consists of **100 furniture retailers** in Tamil Nadu.
- The respondents were selected using the **convenience sampling** technique, where participants were chosen based on their accessibility and willingness to provide information.
- A structured questionnaire was used as the main research instrument for data collection. The questionnaire included multiple-choice questions and Likert scale statements related to marketing strategies, pricing policies, promotional activities, and customer service practices adopted by furniture retailers.
- The collected data were analyzed using appropriate statistical tools such as **Percentage Analysis, Chi-Square Test, and One-Way ANOVA** to interpret the responses and examine the relationship between different variables. These tools helped in identifying patterns in the data and understanding the effectiveness of marketing strategies adopted by furniture retailers.
- These statistical techniques helped in identifying patterns and relationships between marketing strategies and customer purchase behaviour. They also assisted in analyzing the effectiveness of different marketing strategies adopted by furniture retailers and in drawing meaningful conclusions from the collected data.



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VI. DATA ANALYSIS AND INTERPRETATION

The data collected from furniture retailers were analyzed using appropriate statistical tools to understand the effectiveness of marketing strategies adopted in the furniture retail market of Tamil Nadu. Percentage analysis was used to describe the demographic characteristics of respondents. The Chi-Square test was applied to examine the association between selected variables, while One-Way ANOVA was used to analyze differences among marketing strategy factors influencing customer purchase behaviour.

6.1 PERCENTAGE ANALYSIS

Percentage analysis is used to present the distribution of respondents based on selected variables. It helps in understanding the proportion of responses and identifying trends among furniture retailers.

TABLE 6.1: PROFILE OF FURNITURE RETAILERS (N = 100)

Variable	Category	Respondents	Percentage
Type of Retailer	Local / Independent	77	77%
	Branded	23	23%
Ownership Structure	Proprietorship	43	43%
	Partnership	33	33%
	Private Limited	15	15%
	Franchise	9	9%
Monthly Turnover	Below ₹10 Lakhs	22	22%
	₹10–25 Lakhs	29	29%
	₹25–50 Lakhs	34	34%
	Above ₹50 Lakhs	15	15%

INTERPRETATION

The data shows that the majority of furniture retailers (77%) are local or independent stores, while only 23% operate as branded showrooms. Proprietorship (43%) is the most common ownership structure among retailers, followed by partnership firms (33%). In terms of monthly turnover, most retailers fall within the ₹25–50 lakhs category (34%), indicating moderate business performance among furniture retailers in Tamil Nadu.

1.2 CHI-SQUARE

The Chi-Square test is used to examine whether there is a significant association between ownership structure and business performance.

TABLE 6.2: CHI-SQUARE TEST RESULTS

Variables Tested	χ^2 Value	df	p-value	Result
Ownership vs Monthly Turnover	92.86	9	4.32×10^{-16}	Significant
Retailer Type vs Area of Operation	20.62	2	3.33×10^{-5}	Significant

INTERPRETATION

The Chi-Square test results indicate that the relationship between ownership structure and monthly turnover is statistically significant ($p < 0.05$). This suggests that ownership structure plays an important role in determining business performance. Private limited companies are more likely to achieve higher turnover compared to proprietorship firms.



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1.3 ONE-WAY ANOVA

One-Way ANOVA is used to identify which marketing strategies are most effective in improving sales and attracting customers.

TABLE 6.3: ANOVA RESULTS

Marketing Category	Mean Score	F-Value	p-value	Result
Core Marketing (Pricing, Product Variety)	4.53 (Pricing)	13.97	8.34×10^{-11}	Significant
Digital Marketing (Google Reviews, Social Media)	4.02 (Reviews)	5.818	0.0001	Significant

INTERPRETATION

The ANOVA results show that pricing strategy (Mean = 4.53) is the most influential marketing factor affecting furniture retail performance. Digital marketing tools such as Google reviews and social media promotions also play a significant role in attracting customers and improving sales.

VII. FINDINGS

The study reveals that most furniture retailers in Tamil Nadu operate as local or independent stores, with proprietorship being the most common ownership structure. The Chi-Square analysis indicates a significant relationship between ownership structure and monthly turnover, suggesting that business structure influences financial performance. The ANOVA results show that pricing strategy is the most effective marketing factor influencing sales performance. In addition, digital marketing tools such as Google reviews and social media promotion also play an important role in attracting customers and improving business growth.

VIII. SUGGESTIONS

The study suggests that furniture retailers should focus on competitive pricing strategies and maintain product variety to attract more customers. Retailers should also strengthen their digital presence through social media marketing and online customer reviews to improve visibility and credibility. In addition, providing better customer service, attractive showroom layouts, and flexible payment options can help retailers enhance customer satisfaction and increase sales performance.

IX. CONCLUSION

The study concludes that marketing strategies play a significant role in the success of furniture retailers in Tamil Nadu. The findings highlight that pricing strategies, product variety, and effective promotional activities influence customer purchase decisions and business performance. Statistical analysis such as Chi-Square and One-Way ANOVA confirms that ownership structure and marketing strategies have a significant impact on retail performance. In addition, the growing importance of digital marketing tools such as social media and online reviews has become essential for attracting customers in the modern retail environment. Therefore, furniture retailers should adopt effective marketing strategies and digital promotion techniques to remain competitive and achieve sustainable growth in the furniture retail market.

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