



TARGETED DIGITAL MARKETING: AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOUR IN THE FURNITURE INDUSTRY (FURNITECH) OF NAVI MUMBAI

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Paper Received On: 21 APRIL 2026

Peer Reviewed On: 25 MAY 2026

Published On: 01 JUNE 2026

Abstract

This study examines the impact of direct marketing strategies on consumer buying behaviour in the furniture industry, with special reference to Furnitech in Navi Mumbai. In an increasingly competitive and digitalized marketplace, businesses are adopting targeted communication techniques such as email marketing, telemarketing, and social media advertising to influence consumer decisions. The research aims to analyse how direct marketing tools affect customer awareness, engagement, and purchase decisions. A structured questionnaire was used to collect primary data from consumers, while secondary data was gathered from journals and reports. The findings reveal that personalized communication, timely offers, and direct interaction significantly influence buying behaviour and enhance customer satisfaction. However, excessive or irrelevant communication may lead to negative perceptions. The study concludes that effective direct marketing, when properly targeted and executed, plays a crucial role in shaping consumer preferences and improving business performance in the furniture sector.

Key words: Direct Marketing, Consumer Buying Behaviour, Furniture Industry, Digital Marketing, Customer Engagement.

Introduction

The furniture industry in India has experienced significant growth due to rising urbanization, changing lifestyles, and increasing disposable income. With the expansion of both organized

and unorganized sectors, businesses are increasingly adopting innovative marketing strategies to attract and retain customers.

Direct marketing has emerged as a powerful tool that enables companies to communicate directly with customers without intermediaries. Unlike traditional marketing, it focuses on personalized interaction through channels such as emails, SMS, telemarketing, and social media platforms.

Consumer buying behaviour refers to the process individuals follow when selecting, purchasing, and using goods or services. It is influenced by psychological, social, cultural, and marketing factors. In today's digital era, direct marketing plays a vital role in shaping consumer decisions by providing relevant information and personalized offers.

This study focuses on analysing the effectiveness of direct marketing strategies adopted by Furnitech in Navi Mumbai and their impact on consumer buying behaviour.

The furniture manufacturing industry involves multiple processes such as cutting, shaping, joining, and finishing materials like wood, metal, plastic, and glass. Advanced tools such as saws, drills, routers, and sanders are commonly used, while modern technologies like 3D printing and computer-aided design (CAD) have significantly improved efficiency and precision. Furniture is distributed through various channels including retail stores, wholesalers, and e-commerce platforms. While traditional retail outlets remain popular, online platforms such as Amazon, Wayfair, and Alibaba have transformed the industry by offering convenience and wider product access.

The furniture market is highly competitive and influenced by factors such as consumer preferences, economic conditions, and housing market trends. Materials used in production—like wood, metal, leather, and fabric—play a crucial role in determining product cost, durability, and sustainability. In recent years, there has been a strong shift toward eco-friendly practices, with manufacturers adopting sustainable materials such as bamboo and recycled wood. Additionally, modern trends such as minimalist designs, multifunctional furniture, and smart furniture with features like wireless charging are gaining popularity. However, the industry continues to face challenges such as rising raw material costs, supply chain disruptions, and the lasting effects of the COVID-19 pandemic.

Direct marketing is a promotional strategy where companies communicate directly with target customers without intermediaries. It involves methods such as emails, text messages, phone calls, and social media promotions, allowing businesses to deliver personalized messages to potential buyers. This approach is highly targeted, ensuring that marketing efforts reach

individuals most likely to respond. Unlike traditional advertising, direct marketing enables immediate feedback and measurable results, helping companies track customer responses and improve future campaigns. Overall, it is an effective strategy for building customer relationships, increasing engagement, and driving sales.

Direct Marketing Tools and Their Effectiveness

Direct marketing involves the use of various tools that enable companies to communicate directly with customers and encourage immediate responses. One of the most widely used tools is direct marketing emails, which are designed to prompt quick action such as clicking a link or making a purchase. Unlike regular emails or newsletters, these emails include strong calls to action and can be tracked to measure customer responses. However, marketers must design them carefully to avoid spam filters while still maintaining effectiveness.

Another important tool is telesales, where companies contact customers through phone calls. This method allows businesses to reach a wide audience and interact directly with customers. Although some consumers may find telesales intrusive, it can be effective when used strategically. For example, companies can adopt a two-step calling approach—first to understand customer needs and later to present relevant offers. Similarly, sales letters are used in websites and print media to persuade customers through repeated and convincing messages. A well-written sales letter focuses on customer needs and clearly explains how the product can satisfy those needs.

Infomercials are another form of direct marketing, usually broadcast on television. These advertisements are designed to be highly persuasive by using demonstrations, testimonials, and sometimes celebrities or experts to build trust. They often include special offers, bonuses, and money-back guarantees to encourage immediate purchase decisions. Regardless of the tool used, the primary objective of direct marketing is to generate a quick and measurable response from customers.

Direct marketing is particularly effective when companies clearly identify their target audience based on shared characteristics. The more accurately the target market is defined, the more successful the campaign becomes. It works best in situations where detailed explanation of products or services is required, especially for products with repeat purchase potential. Successful direct marketing programs deliver the right message, to the right person, at the right time, using the most appropriate medium.

Overall, direct marketing is a powerful communication process that helps build and maintain relationships with both existing and potential customers. By using the right tools and strategies,

companies can effectively capture customer attention, influence their decisions, and achieve long-term business success.

Research Methodology

The present study adopts a **descriptive research design** to examine the relationship between direct marketing and consumer buying behaviour. This design is suitable as it helps in systematically describing and analysing the preferences, attitudes, and responses of customers toward direct marketing strategies used by Furnitech. The research focuses on understanding how different marketing approaches influence customer decisions and overall satisfaction.

Both **primary and secondary data** were used for the study. Primary data was collected through a structured questionnaire distributed among customers of Furnitech, ensuring direct insights into consumer opinions and behaviour.

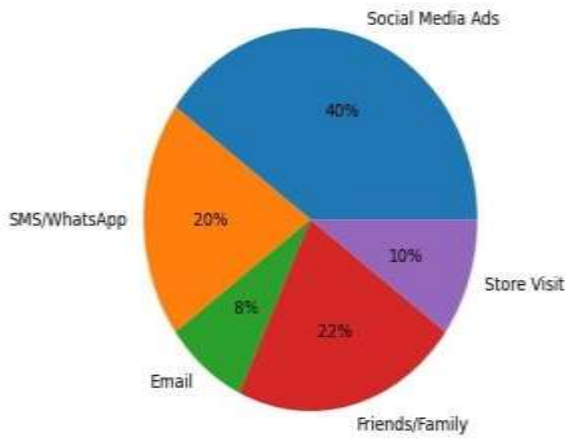
Secondary data was gathered from various reliable sources such as journals, articles, books, and company reports to support and validate the findings of the study. The **sample size consisted of 50 respondents** from Navi Mumbai, selected using convenience sampling, which allowed easy access to participants within a limited time frame.

For data analysis, simple and effective tools such as the **percentage method, charts, graphs, and comparative analysis** were used to interpret the collected data and present it in a clear and understandable manner. The main objectives of the study were to analyse the direct marketing strategies adopted by Furnitech, understand consumer buying behaviour, and evaluate the effectiveness of these marketing techniques. However, the study has certain limitations, including a limited sample size, time constraints, and the possibility of respondent bias, which may affect the overall generalization of the findings.

Results and Discussion

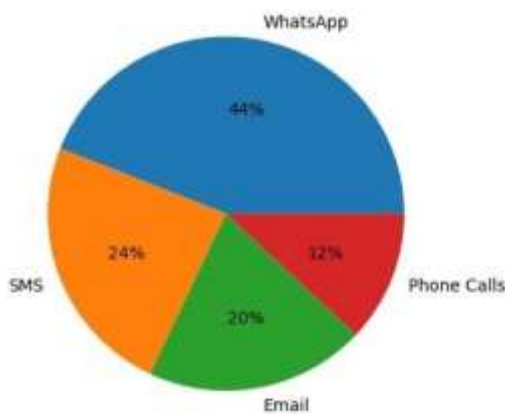
The findings of the study clearly indicate that direct marketing has a significant and positive impact on consumer buying behaviour toward Furnitech. The analysis of interview responses shows that digital channels, particularly social media, email, and WhatsApp, are the most effective means of reaching customers. Among the respondents, social media emerged as the most common source of exposure, followed by email and SMS, while telemarketing was the least preferred due to its intrusive nature. This shift highlights the growing importance of digital communication in modern marketing practices.

About Furnitech in digital marketing:



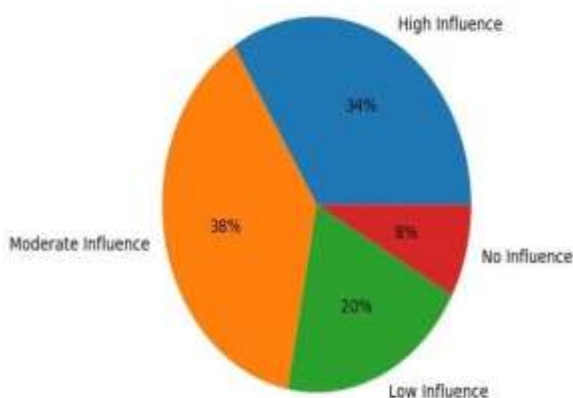
The survey shows that social media is the main source of awareness for Furnitech, followed by word-of-mouth from friends and family. This highlights the growing importance of digital marketing in reaching a large audience quickly and effectively. Traditional methods like SMS, email, and store visits have a smaller impact. Overall, digital platforms and personal recommendations play the most important role in creating brand awareness.

Method are used direct marketing influences:



WhatsApp is the most influential direct marketing channel, followed by SMS and email. Customers prefer quick and easy communication, making instant messaging more effective. WhatsApp is more engaging due to multimedia features like images and catalogues. Phone calls are least preferred, so Furnitech should focus more on WhatsApp for better results.

Overall Buying behaviour towards Furnitech:



Most respondents said direct marketing has a moderate to high impact on their buying decisions. It helps keep customers engaged through offers and updates, influencing purchases. However, factors like price, quality, and brand reputation also affect the final decision.

The survey results further highlight that brand awareness for Furnitech is very high, suggesting successful marketing efforts and strong market presence. Social media and word-of-mouth

were identified as the primary sources of awareness, emphasizing the importance of digital platforms and customer recommendations. Additionally, most respondents receive direct marketing messages regularly, which helps maintain engagement and brand recall. However, the frequency of communication must be carefully managed, as excessive messaging can lead to irritation among customers.

In terms of effectiveness, the majority of respondents rated direct marketing as either effective or very effective. WhatsApp was identified as the most influential channel due to its convenience, instant communication, and ability to share multimedia content. Promotional offers and discounts were also found to strongly influence buying decisions, as they create a sense of value and urgency. At the same time, some respondents reported occasional annoyance with frequent messages, indicating the need for better targeting and personalization.

Overall, the study concludes that direct marketing plays a vital role in influencing consumer behaviour by increasing awareness, engagement, and purchase intention. While it is highly effective, its success depends on the relevance, timing, and frequency of communication. Businesses like Furnitech can further enhance their performance by focusing on personalized strategies, optimizing digital channels, and maintaining a balance between communication and customer comfort.

Conclusion

The study concludes that direct marketing plays a crucial role in influencing consumer buying behaviour, especially in the context of Furnitech. With the growing use of digital platforms, customers are increasingly exposed to personalized and targeted marketing messages that directly impact their purchase decisions. The findings show that social media, email, and messaging platforms are the most effective tools for engaging customers and building brand awareness. Furnitech has successfully established a strong market presence through its quality products, customer-centric approach, and effective communication strategies.

Additionally, the research highlights that factors such as convenience, attractive offers, and easy access to information encourage consumers to prefer online shopping. Direct marketing not only increases awareness but also drives customer engagement and conversion. However, maintaining the right balance in communication is essential to avoid customer dissatisfaction. Overall, Furnitech focus on innovation, sustainability, and digital marketing positions it well for future growth in the competitive furniture industry.

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