

Marketing Development in Interior Design

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Abstract:

This article presents the development of the design sphere and marketing problems today, methods for their elimination and proposals.

Keywords: brand, heading, functional communication, animation, virtual, strategy, 3D modeling.

Design is not only about creating beautiful and functional objects or interfaces, but also an important factor influencing the development of technology, business, and society as a whole. In recent decades, the design profession has undergone significant changes. While traditional design disciplines such as graphic and industrial design exist, new areas such as interior design, web design, animation, virtual and augmented reality design have emerged. These changes require professionals not only to master new tools, but also to change approaches to training and training new personnel. One of the current problems in training specialists in the field of design is the lack of a single educational standard. There is no single educational standard that defines the set of knowledge and skills for future design specialists. Programs can vary greatly between schools, which can sometimes make it difficult for employers to find qualified candidates.[1] Designers may have similar skills, but differences in teaching methods can make their training less versatile. Design is also rapidly evolving along with rapidly changing technologies. It is no secret that artificial intelligence is expanding, virtual worlds and other new tools, software and technologies are emerging. Students who are just starting their studies are not sure what skills will be required in the future, and they face difficulties in choosing between traditional and new directions. [2]. Modern designers are not limited to artistic and technical skills. What is more important is knowledge in the fields of psychology, marketing, sociology, as well as the ability to work in a team with developers, engineers and managers. The lack of an interdisciplinary education system leads to the fact that many designers are not prepared for real working conditions. Lack of practical experience, one of the most important problems in training designers, is the lack of practice. A

number of design education programs focus on theoretical aspects such as design history, composition principles, and color theory.

While this knowledge is important, many employers emphasize that practical skills, including the ability to use modern tools and problem-solving skills, are in greater demand. The optimal solution for training future professionals is the integration of theory and practice, and one of the main steps towards further improving design professionals is to strengthen the practical part of educational programs. It is important for students to organize real projects, internships and cooperation with companies, where they can not only apply their knowledge in practice, but also acquire skills for working in the real market. Flexibility and relevance of educational programs. Educational institutions should actively update their courses to meet new industry requirements. It is important to monitor current design trends, analyze competencies in demand in the labor market and promptly incorporate them into educational programs. You can also use courses and certificates issued by leading companies and platforms in the world (for example, Adobe, Coursera, Udemy). Interdisciplinary education can also be beneficial in training designers by linking creative environments and production. A modern designer must understand the psychology of perception, the basics of marketing, and be prepared to work closely with technical specialists. To do this, the curriculum should include elements of related disciplines such as marketing, data analysis, and the basics of programming. Positive results can also be achieved by developing interpersonal skills. An important part of training future designers should be communication, teamwork, and project management skills. Today's designers often work in large teams, and their success is largely determined by how effectively they communicate with others on a project, understand client needs, and solve problems. With the rapid development of technology, it is important for designers to continue learning even after receiving formal education. Online courses, master classes, webinars, as well as communities and forums allow professionals to follow the latest trends, share experiences, and learn from industry leaders.

It is important to develop a mentoring culture in the design field, where experienced professionals share knowledge and help newcomers. This helps students quickly integrate into the professional environment and gives them the opportunity to see how theoretical knowledge is applied in practice.[3]. Interior design is not only the art of decorating space, but also a process that affects various aspects of human life. Proper interior design helps to create comfortable conditions for living, working or relaxing. However, certain problems may arise during the design and implementation process. Let's look at the main ones and possible solutions. 1. The problem of lack of space Many modern public buildings, and sometimes even residential buildings, are perceived as larger in area. Small space is one of the most common problems encountered in interior design. In such cases, the method of interior optimization is used. Proper organization of space and its functionality are important factors. To do this, they often use open layouts, connecting kitchens with living rooms, or zoning the space with the help of light partitions. In Uzbekistan, proposals are being developed for various regional features, depending on the function of the building. The use of furniture that can change its shape (for example, transforming sofas or tables) allows you to significantly save space. According to construction standards, the lack of natural light is caused by improper interior solutions. As a solution to such situations, it can be suggested that the use of light shades in the decoration of walls, floors and furniture will help to visually make the space lighter and more spacious. Mirrors installed on the walls significantly improve lighting by reflecting light and creating a feeling of more space. The use of various artificial light sources, for example, LED strips or built-in lamps, can compensate for the lack of natural light. The problem of stylistic inconsistency is also a very important factor. If the interior does not have a single stylistic concept, it will negatively affect the functionality of the interior. This is especially important when choosing furniture, decor and finishing materials, which should be in harmony with each other. In the design process, it is important to correctly interpret functional factors along with the color palette and

materials. In some cases, excessive attention is paid to small decorations, and in such cases the overall integrity is lost. The stylistic concept in design is used in a broad sense. It is important that the main goal of practical training is to familiarize future specialists with stylistics in design through new projects. At a time when modern construction is being carried out intensively, many shortcomings arise if the design of buildings and structures based on regulatory rules does not become the main tasks of specialists. By combining function and artistic solutions, the organization of holistic interior design can give positive results. For example, when designing a residential building, after determining the number and gender of family members, functional solution proposals are developed. By dividing the rooms into main sections, we move on to artistic solutions for the interiors.

In modern construction, universal solutions by introducing technical technologies into interiors give positive results. Most of our residential buildings do not include universal design principles, which leads to inconvenience for the elderly or people with disabilities. A positive result is achieved by designing according to the seven principles of universal design in eliminating inconveniences. Sometimes designers or apartment owners try to decorate the interior with many details, which leads to an excessive increase in free space and a decrease in the feeling of spaciousness. A feeling of spaciousness is achieved by leaving decorative elements that have a positive effect on human psychology. The essence of minimalism is to get rid of unnecessary things and only the most important. It is important to ensure that each element is not only beautiful, but also functional. The connection between interior design and marketing is very important, because together they play a decisive role in creating the face of a brand or company, its impact on customers and its overall image. One of the main tasks of marketing is to attract customers and make them loyal to a company or brand. To do this through interior design, proper branding has become a special point, because design reflects the state of mind of a brand and the value of products. This article will consider the role of interior design in marketing, its development paths and approaches. The importance of interior design in marketing is not only to create aesthetic beauty, but also to implement the brand's marketing strategy. Proper interior design affects how customers perceive the brand, how they evaluate the quality of the product or service. The following points show that interior design plays an important role in marketing, in the field of SMM this is called branding:

- Brand Identification: The company's brand can be recognized through interior design. Colors, shapes, materials and other design elements reflect the goals and values of the brand.
- Customer Engagement: Good interior design helps in attracting customers and retaining them for a long time. Customers are not only attracted to the aesthetic or
- Emotionality and Experience: Customers not only buy products, but also experience the environment. With the help of interior design, a brand can create an emotional experience for its customers.

Integrating Interior Design into Your Marketing Strategy As Will Rogers said, "You never get a second chance to make a first impression." In short, your marketing strategy should focus on making your first impression strong and positive. This will be a solid foundation for your long-term successful relationships with your customers. A designer's brand is their face. The logo, banners, business cards, and website design show the customer how professional the brand is. Customers often find interior designers on Instagram or other platforms. When posts, reels, and stories are high-quality and engaging, it makes the designer more credible. Here are some steps you can consider to integrate interior design into your marketing strategy:

- Reflecting the Brand: Every brand has its own values and image. Interior design is an important tool to convey these values and image to customers. For example, eco-friendly brands often choose interiors decorated with natural materials and green elements.

- Increase Sales: The right interior design can facilitate the sales process. For example, in stores, products are placed in places where they are easily visible and accessible to customers. By creating a certain atmosphere, customers may be more inclined to buy.
- Strengthen Marketing Communications: Interior design serves as a supplement to a brand's marketing communications. It enhances advertising and branding. For example, office design also helps to increase team efficiency, which directly affects the success of the company.

3. Innovative Approaches and Technologies Today, technologies and new approaches are helping to make interior design more effective for marketing. The following innovative approaches further enhance the importance of interior design in marketing:

- Digital Interior Design: With the help of virtual reality and 3D modeling, customers can preview how the interior will look. This creates new opportunities for marketing, as customers have the opportunity to customize the product or service to their needs.
- Interactive Elements: Interactive elements, such as touch screens or displays, can be added to establish direct contact with customers. This design is used not only to create aesthetic beauty, but also to attract customers and enrich their experience.
- Sustainability: Green design and sustainable interior solutions are also becoming relevant in marketing. Through environmentally friendly materials and energy-efficient systems, the company demonstrates its social responsibility, which helps attract environmentally and socially conscious customers.

4. Examples and Recommendations

- Store Design: Famous brands, such as Apple and Starbucks, attach great importance to interior design. Apple stores feature an open and minimalist design that helps customers engage with the products. Starbucks, on the other hand, creates a warm and inviting interior that provides a place for customers to linger for a long time.
- Office Design: Good interior design not only benefits customers, but also the company's employees. Good office design increases workplace efficiency, fosters collaboration among team members, and further strengthens the company's brand.

Conclusion. Keeping up with the times in the development of the design field, familiarizing yourself with modern materials, and understanding the artistic aspects of stylistic solutions requires knowledge and skills from designers. Every problem in interior design has its own solution. This requires not only a good sense of style, but also taking into account practical issues such as the size of the room, the needs of residents and functionality. Positive results can be achieved by familiarizing yourself with practical projects in the educational process and exchanging experience at construction sites. Interior design is becoming an integral part of marketing. To create and promote a brand, interior design can create an emotional experience, satisfy customer needs and increase sales. With the help of innovative approaches and new technologies, the role of interior design in marketing is becoming stronger and helps companies become more competitive.

Methodology

The methodology of this research is based on a combination of theoretical analysis and practical examples from the field of interior design and marketing. The study involves a review of current literature on the evolution of design practices, the role of interior design in marketing, and the integration of modern technologies. Additionally, case studies from successful brands are analyzed to illustrate how interior design impacts customer experience, brand identity, and sales. The research also considers educational approaches for preparing future designers, emphasizing the

importance of interdisciplinary knowledge, practical experience, and continuous learning in adapting to evolving industry demands.

Results and Discussion

The study reveals that interior design plays a crucial role in marketing by shaping customer perceptions, enhancing brand identity, and improving sales. Effective interior design strategies, such as the use of color, space optimization, and brand-consistent decor, significantly influence customer engagement and emotional experience. Innovative technologies like 3D modeling and virtual reality are also transforming the industry, offering customers interactive and personalized design experiences. The research highlights the need for designers to have an interdisciplinary education, combining creativity with practical skills in marketing, psychology, and technology. It also emphasizes the importance of real-world projects and internships in preparing students for industry challenges. Overall, integrating interior design with marketing strategies can lead to stronger brand recognition and customer loyalty. However, the lack of standardized education and practical experience in design education remains a challenge that requires attention for future development.

Conclusion

This article highlights the significant role of interior design in marketing and business development. It demonstrates how interior design not only enhances aesthetic appeal but also plays a crucial role in brand identity, customer engagement, and emotional experiences. The integration of modern technologies such as virtual reality and 3D modeling further strengthens its impact on marketing strategies. As interior design continues to evolve, its connection with marketing will remain vital in creating competitive advantages and fostering customer loyalty. Effective interior design practices can optimize space, reflect brand values, and contribute to increased sales, making it an essential tool for businesses in today's market.

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