

**Availability and Use of Wall Decorations in Modern Interiors**

**By  
Akshaya. E  
(17PIR001)**

**A thesis submitted to the  
Avinashilingam Institute for Home Science  
and Higher Education for Women,  
Coimbatore- 641 043.**

***In partial fulfilment of the requirements for the Degree of  
Master of Science in Interior Design and  
Resource Management***

**April 2019**

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**Certified as a Bonafide Research work**

  
25/4/19  
**Signature of the**  
**Guide**

  
25/4/19  
**Signature of the**  
**Head of the Department**

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## INTRODUCTION

The art of designing the interior of a building or room is Interior design. It is the art and science of enhancing the interior of a building to achieve a healthier and more aesthetically pleasing environment for us to use the space. An interior designer is someone who plans, researches, coordinates, and manages such projects. Interior design is a multifaceted profession that includes conceptual development, space planning, site inspections, communicating with the stakeholders of a project and execution of the design.

The home is so tied up with ourselves that it can seem almost inseparable from being. Home is the base, a place that roots to the earth, to the city or the landscape. Dwelling is both place and process. The idea of lives can be read through the homes, through the decoration and the design. Home means not one, but many things. A house is a museum, an exhibition of the changes in the way life has been lived. A house or any building has different components, foundation, wall, roof and floor. (Heathcote 2014)

A wall is a structure that defines an area, carries a load, or provides shelter or security. It is a usually solid structure that defines and sometimes protects an area. Most commonly, a wall delineates a building or space in the open air it also supports its superstructure, separates space in buildings into rooms and protects the inmates. There are three principal types of structural walls: interior walls, exterior boundary walls, and retaining walls. Interior walls come in a tremendous variety of structures and finishes, and they contain most of a structure's plumbing and wiring work. (<https://en.wikipedia.org/wiki/Wall>)

Wilson (2002) states that walls usually occupy the largest space in the room, and they make the most impact in interior. Simply white walls are boring, so the plain walls need some decoration on it. Walls are great place to show our creativity and personality. We can decorate wall by our self, using clever ideas

as starting point to dressing our wall area within a budget. Wall decoration makes such a major difference to the interior.

Wall decoration often means finding something of one's taste that brings meaning to the interior. The vacant space on the wall makes the whole room appear empty. Wall decorations can be decorated to suit the individual's taste with one's designs and effort. (<https://www.elledecor.com/wall-decor/>)

Wall decoration is a fast and easy way to freshen up our space, without spending more money. Sometimes a little paint is all that is needed to transform an interior wall. When tired of the plain, flat wall finish in certain areas of the home, add the pizzazz of a faux finish to create a touch of elegance. Additionally, sponging and ragging add a look of texture and depth to the walls. It is great idea to enhance the living room, bed room, dining room or kitchen of the house. This massive decoration made on concrete wall with the decoration such as stencilling, sponging, wall paper and wall art with varied in colours and sizes, form a beautiful, intricate and interesting pattern. Building becomes the part of nature too. They are a quality that one will often attributes to a "design classic". (<https://foter.com/exterior-house-wall-decorations>)

Codman (2014) suggest that rooms may be decorated in two ways, by a superficial application of ornament totally independent of structure, or by means of those architectural features which are part of the organism of every house, inside as well as out.

Cassello (2000) also surmise that the principal of good design are natural and to a large extent innate. It is good to know that there are parameters in design and that they are not just of individual own making. There is a starting point to designing room and to end up. Creating design that expresses the taste of the owner and needs and by applying the principle of harmony, proportion, symmetry and balance leads to a project success.

Decorating a home is about finding personal style defining environment that sustains the spirits and reflects what is being valued when faced with the blank slate of an empty room. Breathing life into a stale or empty room doesn't have to involve an expensive overhaul. One should create a room that is as practical as it is comfortable and pleasing to the senses. (Nayar, 2005)

Decorating walls can transform an interior space to dramatic effect that harmoniously creates a rich, sophisticated look. Wall covering also includes a sampling of premier decorative wall designs from around the world that have evolved over the centuries, including fresco, stencilling, and wallpaper (Dampierre, 2011)

Decorating walls is an important part of interior design. A focal point is an area in room that will set centre stage. It is generally appointed to the widest wall in the room. Walls are an area in which the eyes are drawn when entering the space. Wall decoration are applied on the focal wall, the focal wall will be the object of emphasis by carefully selecting the decoration. All remaining walls are defined as subordinate and should not be in competition with focal wall. (Mitchell, 2013)

Cassello (2000) views that good wall decoration is also substance. Pattern used on wall can enhance the appearance and colours. Before selecting wall decoration in the room, one has to look around the room and should decide with an expert the material, shape and colour to be used in the living space. Wall make powerful contribution to our perception of a room. If its covered with wrong wall decoration, they can appear to be no more than boundary makers. Wall decoration can obviously affect the volume of light in the interior. The home is the first and foremost place for living in. Hence one should spend adequate time in decorating and improving the living space to sleep, rest and to spend family time together. They will never be anything more than beautifully decorated, fabulously improved walls. Lifeless spaces balance the needs and aspiration with the space one acquires, walls are rarely stencil on words. Design makes a clear, more personal statement about the owners.

Designing a home is equivalent to the clothes we wear. It should be perfectly suited to the lifestyle, it should look beautiful and make one feel good too. Finding a style is an opportunity to explore the way in which one wants to live. It's not about fitting into a set of rules, but about exploring what works best for the interior wall. Individuals should properly choose the decoration which suits the structure of their home (Hopwood, 2014)

Nielto (1994) also opines that good quality decoration can transform a home by improving its visual appearance and comfort and increasing its value. Application of wall decoration is the quickest and simplest and most economic means of changing the character of an interior. Hopwood (2014) expresses that choosing the best wall decoration for the interior is important in terms of decorative effects such as selecting colours, fabrics and furnishings. A wall decoration can transform a cold room into a cosy one, a boring room into a beautiful one and an out-of-date room into an ultra-cool one.

Primer, as the word signifies, is a base for a wall decoration. The goal of primer before applying a wall decoration is essential. Paint primer adheres well to the background and evens out the surface porosity. Care must be taken to choose suitable primer for the material to be covered. Undercoat adheres to the primer, builds up the paint thickness and obliterates surface irregularities. The undercoat should bring the surface to a suitable colour for receiving the finishing (Heather, 2005)

Hammy (1995) informs that colour is certainly the most important factor in setting the wall decoration. Different moods are created especially by using contrasting schemes and dynamic colour schemes. Most patterns of the wall decoration have a clear identity. A well-judged blend of patterns, discreet stripes, a large floral and bold checks establish a restful ambience for a small living room. Textured design, a natured pattern, is derived from subtle change in shade, texture on weave which catches the light in different ways, giving a beautiful subtle effect. Abstract patterns tend to be much freer and less rigid than more formal or naturalistic designs, giving an irregular, slightly quirky look. Florals appear

universal and floral motifs has been interpreted and reworked many times in hundred ways in any kind of wall decoration like stencilling, wallpaper or wall art. Small floral design as wall decoration have purely delicately coloured blooms repeated every few centimetres will be quiet appealing. Large will be good but won't be very attractive. Stripes with their adjacent band of different colour or tones, strips are among the most versatile of pattern. Stripes can play the cleverest of visual tricks.

An oversize painting will command attention and set the tone in a small space. A black and white art or colour with a vibrant abstract art or mural on walls transport one to another place. Whether it is hand painted or choosing a wall decoration, the motif definitely will make a big impact on the appearance of a room. A tapestry or wall paper can add colour and pattern, as well as a sense of softness to a space. (Geethika, 2004)

Hopwood (2014) views that a wall decoration like rich leather bring classic sophistication to a home. Subtle techniques produce a back ground for small spaces or for a room where the walls blend with existing décor. Geometric design produces obvious pattern more suitable for larger spaces and accent walls. Decoration on walls of the room where the inmates spend most time should be done first. The space should be planned according to the preference such spaces that as light and bright and space that need to be cosy. The architecture of the house should also be considered while providing wall decoration. However, considering the taste and personality of the owner should be also given a thought. From the simplest of painted walls to vibrant wall decoration finish adds atmosphere and creates character in a room.

Paper (2005) expresses that the walls in a home measure up to have more square footage than any other surface. A vast variety of wall decorations are existing today. Wallpaper is a traditional choice. But it includes a host of patterns appropriate for every style. Paint options have moved beyond a single colour brushed on all four walls, fancy wall decorations are becoming the norm.

Making the walls should be an integral part of the decorating process instead of treating them as an afterthought.

Decorative paints techniques will transform any room with their intriguing patterns. We can achieve a range of look with each method simply by varying the colours of paints. Although some techniques require special paint tools, many require only ordinary tools. The more subtle techniques produce a back ground for small spaces and for room where the walls blend with existing décor. Geometric design produces obvious pattern more suitable for larger spaces and accent walls. (McCauley, 2005)

There are numerous wall decorations available in the market to suit the expectation of the customers. The individuals especially the upper middle- and high-income families try to decorate their interior walls with the latest and trendy wall decorations. Though the availability of wall decorations also changes with changing needs of the customers, the investigator developed interest to find out the trendy wall decorations available and use for residential and commercial space at present. Hence, she made an attempt to gather information on the wall decorations used in the interior of commercial and residential buildings.

## **Objectives of the study:**

### **The objectives of the study are to: -**

- Collect the information on the availability of wall decorations in the market.
- To find the types of wall decoration used in recently constructed residential and commercial buildings
- To gather information on the types of wall decorations recommended to their clients by an architect.
- To suggest few wall decorations for selected residential interior.

Hope the study would be helpful to know about the types of wall decorations available in the market and the purpose for using wall decoration in the modern interiors of households and commercial space. The information on the preference of wall decoration by the customers, care and maintenance and tools used for the application of wall decorations and to know about the quality and durability of wall decorations. This information gathered may enlighten us with fund of knowledge on wall decoration. This may also serve as a guidance to the people who are planning to give a different wall decoration to their interiors.

## II REVIEW OF LITERATURE

*“Design is a plan for arranging elements in  
Such way as best to accomplish a particular purpose”*

*- Charles Eames*

The literature pertaining to the study on “Availability and Use of Wall Decorations in Modern Interiors”

- A. Types of Wall Decorations**
- B. Advantages of Wall Decorations**
- C. Tools Used for Wall Decorations**
- D. Care and Maintenance of Wall Decorations**

### **A. Types of Wall Decorations**

Albert (1998) informs that there are many different types of wall decoration that may be used to decorate the interior wall of the home, office, or other area in which decorations are needed. Wall decoration gives an attractive look to the wall. Wall decoration such as stencilling, sponging, wall art, spraying and wall paper are attractive in looks. Wall decoration types such as stencilling, wall art, wallpaper, sponging and spraying can be used separately or it can be combined together to create a new and unique design to the interior wall.

### **1. Stencilling**

Miller (2006) states that among the various techniques used in the stencilling process, there are examples of where an arts and crafts stencil design had been applied in a solid colour or two. This provides the desired effect and often was the easiest application method on walls. Colours were shaded giving depth to a single colour or blended into another completely different hue.

Glovier (2002) reveals that stenciling produces an image or pattern by applying pigment to a surface over an intermediate object with designed gaps in it which create the pattern or image by only allowing the pigment to reach some parts of the

surface. The context in which stencil is used makes clear which meaning is intended. The stencil is usually a thin sheet of material, such as paper, plastic, wood or metal, with letters or a design cut from it, used to produce the design on an underlying surface by applying pigment through the cut-out holes in the material.

Brown (2003) informs that stencils are usually applied in the home with a paint or roller brush along wall borders and as trim. They can also be applied with a painted sponge for a textured effect. Stencilling is widely used for wall decoration in houses. Stencilling is the method of applying a design onto a surface by sponging, spraying, rolling or brushing paint through a cut-out overlay placed on a surface. Plate: 1 represents the wall decorations- stencilling and wall art.

## **2. Wall decal**

Marotta (2015) states that a wall decal, also known as a wall sticker, wall tattoo, or wall vinyl, is a vinyl sticker that is affixed to a wall or other smooth surface for decoration and informational purposes. Wall decals are cut with vinyl cutting machines. Most decals use only one color. The stickers are easily removed from the book and stuck on the wall and will not leave a mark on the wall after removal. We can instantly get a sophisticated and consistent look for a room or whole home with these stick able works of art. Smith (2015) mention that wall decals are simple way to customize the room. Wall decals are especially awesome because it can be changed whenever it has to be changed. Wall decal are creative with different designs and shapes and geometric pattern

### **Difference between a wall decal and wall stickers:**

Wall decals are transferred from one surface to another. This needs three different parts where the stickers only have two, a backing paper, the actual sticker and finally a transfer surface on top. Decals often consist of several separate part-like letters, patterns or designs, because the transfer surface they can be attached on the wall exactly with the same spacing as they were designed to have. <https://www.madeofsundays.com/>.

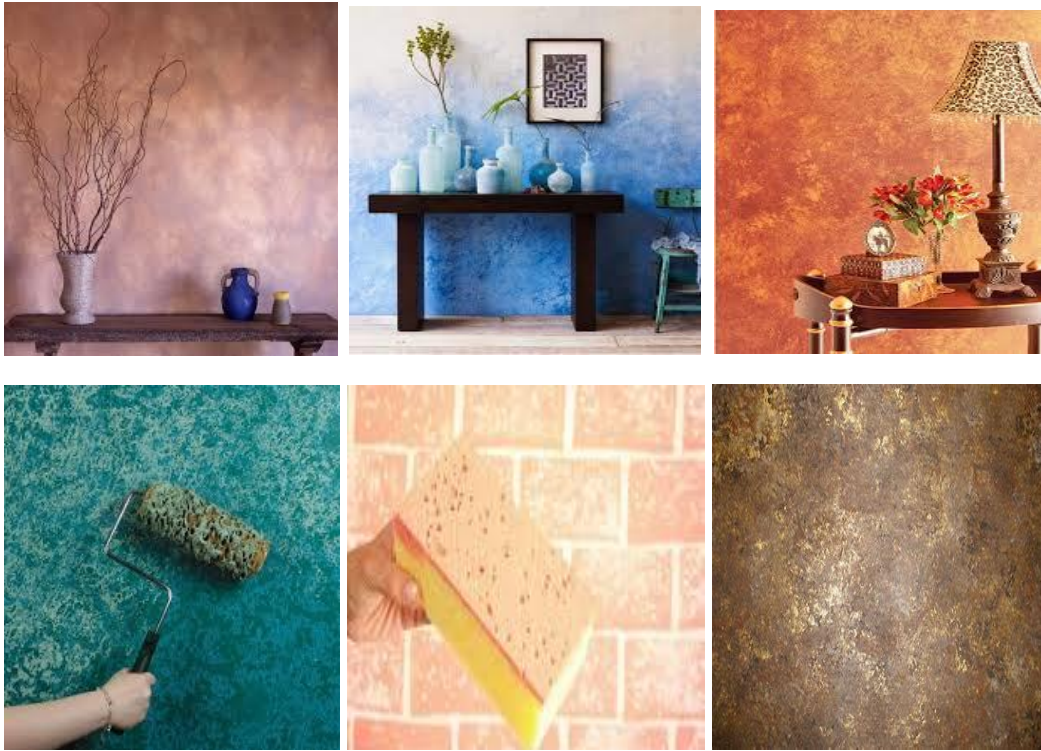


### STENCILING

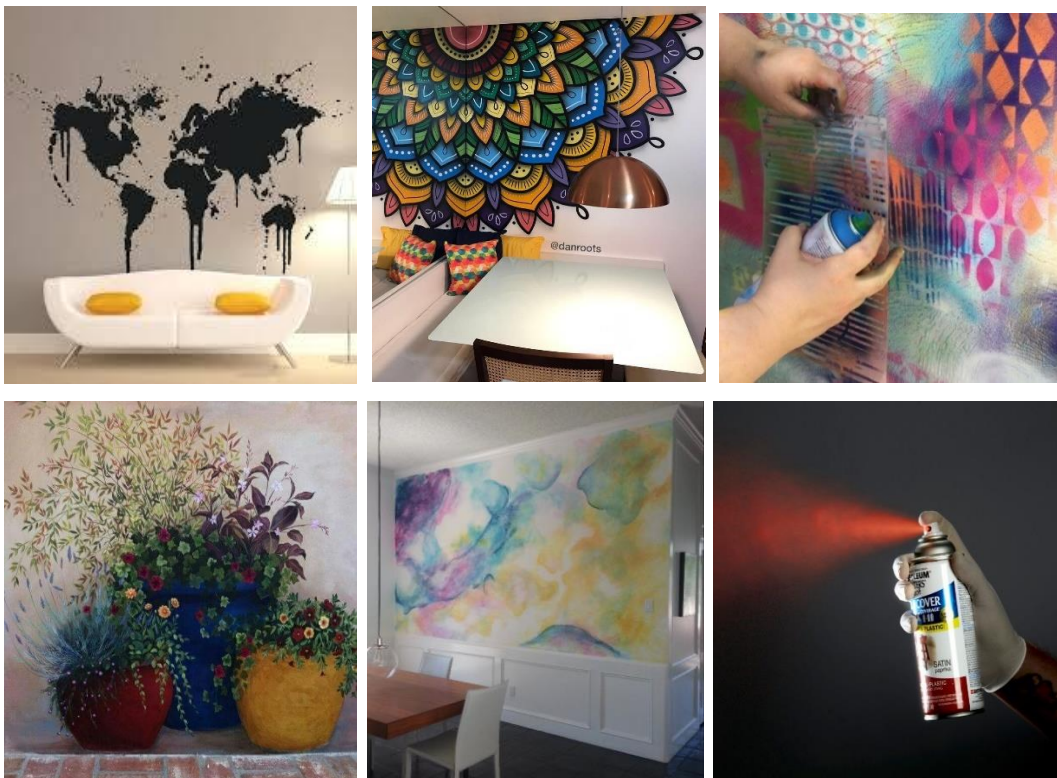


### WALL ART

**Plate 1: Types of Wall Decorations- Stenciling and Wall art**



SPONGING



SPRAY PAINTINGS

**Plate 2: Types of Wall Decorations- Sponging and Spraying**



Fabric Wallpaper



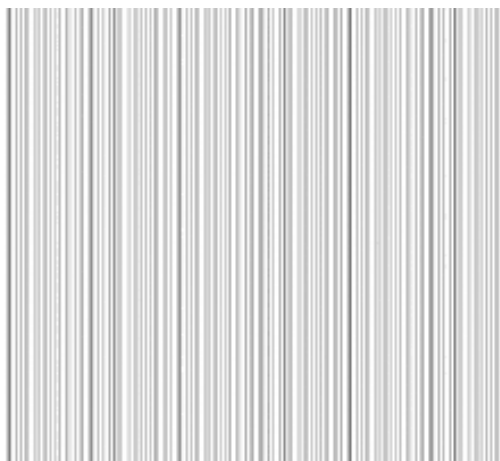
Paper-based fabric Wallpaper



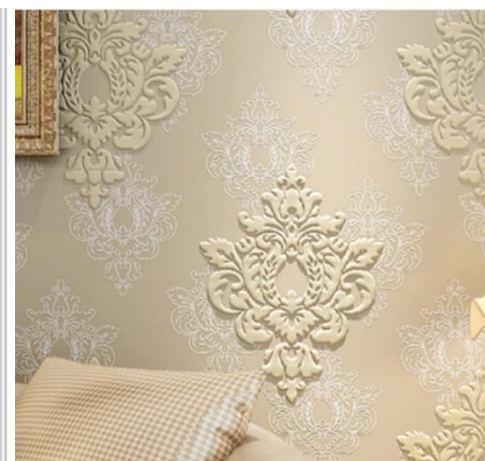
Vinyl Wallpaper



Foil Wallpaper



Liner Wallpaper



Embossed Wallpaper

**Plate 3: Type of Wall Decorations- Wallpapers**

### **3. Wall paper**

Hendon (2018) states that the wall paper has been used to decorate the most intimate and personal of spaces of the home. The history of wallpaper is the story of changes in fashion. Wallpaper is a starting point for thinking about changes in the ways we use the space in the home in which we live.

Flammarion (2009) mention that wallpaper is a material used in interior decoration to decorate the interior walls of domestic and public buildings. It has been used since before the 18<sup>th</sup> century to cover walls and act as a decorative element for interior spaces. It has notably emerged during the renaissance period as an affordable alternative for tapestries, which were used by the rich classes back then to cover the stone walls to give colour to their rooms.

Wallpaper was initially used as an affordable substitute for lavish wall coverings, such as frescoes or hangings. Wallpaper transformed the world of interiors, offering depth and perspective, creating the illusion of panoramic vistas. (Flammarion, 2009)

Cassell (2000) states that wall paper can imitate wood effects too. It is more versatile than paint because it offers more in the way of texture. Wall paper may establish the character of a room quickly and at relatively low cost, but its impact can be dramatic and sometimes unexpected. The color and strength of pattern can heavily influence a room dimensions, lightly and balance of color. Pattern plays an important role in wall decoration. All patterned wallpapers may be divided into two main groups, machine printed and other one is hand printed.

According to Albert (1998) wallpaper is self-evident, but there is much in the application. Artistically, it can be a decorated in its own right, introducing color and design. Patterns and color of wall paper used judiciously can do much to alter the appearance of shape and to improve architectural dimensions that are not to be occupier's liking. There are different types of wallpaper available. Some of the wall papers are: -

**(a) Fabric wallpaper:** Wall fabric in different colour, glosses and design of nature chemical fibre such as cotton, linen, silk and wool are used. Then yarns are stuck on the base paper with different spinning techniques or colour yarn twisting process methods to create textile fibre wallpaper with many different patterns. (Ren, 2011)

**(b) Paper-based fabric wallpaper:** Ren (2011) also add that paper-based fabric wallpaper is produced by making thick and thin yarns or fabric with different lustre and patterns out of natural and chemical fibre such as cotton, wool and silk. Then bonding the yarns or fabrics with the base paper.

**(c) Vinyl wallpaper:** Vinyl wallpaper is popular one. This type of wallpaper is composed printed paper coated with a layer of vinyl. It has high durability. The thicker the vinyl coating layer is, the more durable the wallpaper will be. It is can also be washed, making for easy maintenance. Vinyl's are durable and easy to apply, they often come with paste used for sticking. They are all purposed, but especially suitable for kitchen and bathrooms. Some are also textured (Hopwood, 2014).

**(d) Foil wallpaper:** It includes material such as woven grass, silk, wood veneer and cork, backed with paper. They are often delectated. they are metallic wallcovering that can vary from a gentle sheen to almost mirror like apperance (Hopwood, 2014).

**(e) Liner wallpaper:** Also known as lining paper, this type of wallpaper is made from paper or fiberglass. It is effective for hiding wall defects and minimizing repairs, and it can be a base for more delicate wallpaper types. It can be used alone, and may be even painted. Moreover, it is easy to apply and remove.

**(f) Embossed wallpaper:** Textured or embossed wallpapers add depth and an interesting contrast to plain walls. The textures can range from delicate and soft fabric inspired imprints through to dramatic geometrics (<https://medium.com/learning-about-interior.../types-of-wallpaper-1>). Plate: 3 represents the type of wall decoration- wallpapers.

## 4. Sponging

Mcorrew (2002) views that sponging paint onto a surface has become the staple texturally technique for all levels of painting. Sponges, both sea salt sponge and synthetic sponges are formed into half-sphere shape. Sea sponges have large, erratically spaced pores are irregular in size. Sponging, block design in sponge roller, creates beautiful finish rendered, consistent, multiple prints for borders or all over pattern.

Sponging paint onto the wall with a natural sea sponge produce a pebbly, mottled finish with colour that invites a closer look. Sponge painting is so easy to master and works well with so many décor styles. Today sponging is subtle and blended, unlike the high contrast in colour that was once popular. Different sponged effects can be produced, depending on the colour choices, the number of colour layers, and the density of the sponging. Colour that are similar in tone to the base-coat colour produce the most harmonious results (McCauley, 2005).

Minnesota (1996) states that sponge painting, is a choice of style. For a softly pebbled effect, paints are applied and blended using sea sponges. Using cellulose sponges, a uniform repeating imprint is made. McCauley (2005) opines sponging adds the look of texture and depth to the walls, this is a good technique for walls that have some irregularities in the finish. Sponge painting can mask minor flaws, but major wall damage should be remedied before starting to paint.

Monochromatic looks can be achieved by sponging various shades of the same colour over a neutral base coat. Rich depth and colour interest develop when two or three analogous hues are used. In general, the more open the sponged design the more casual the appearance. Sponging is often combined with other paint techniques and design elements. It can be teamed with solid-colour painted walls in a room (McCauley, 2005)

Ostrow (2001) states that the decorative sponging effects that are given by the natural sponges, they make the best applicators. There are several types of natural sponge, with different pore configurations, some has regularly spaced, even pores, other sponge surface has an irregular combination of large pores.

Sponge with large pores works well on walls and sponge with smaller pores type for working into corners. Sponge paintings are one of the easiest wall decorations, it requires a small amount of paints, there is no need to get an expensive sea sponge. Regular household sponge can also be used (Kathleen Wilson, 2002).

## 5. Spraying

Spray paints are ideal, it imparts a dense smooth, even cost in a range of finishes from low lustre to high gloss. It also eliminates the gaps and sags usually associated with paint brush. The innovative nature of spray paint allows it to go where ever a brush can't reach. Spray painting on wall can be done quick and it is fast drying (Morrow 2002). Plate: 2 represents the types of wall decoration—sponging and spraying.

To obtain even and alternative finish it requires a special technique of spraying. The types of spraying methods followed are as follows: -

(a) **High volume low pressure (HVLP)**- A spray gun is used for applying paints on the wall. It is normally connected to a turbine motor that drives a high volume of warm air under low pressure into the gun. The gun shoots air mixed with paint or another substance. The escaping air atomizes the paint, spreading into droplets which provide the thin layer of paint on the applied surface.

(b) **Airless sprayer pumps paint**- At a very high pressure: up to 3,000 psi. The tip breaks up the paint evenly into a fan-shaped spray pattern of tiny droplets. Different tips could be used to spray thin liquids such as stain, lacquer, and varnish, or thicker liquids such as latex house paint.

(c) **Spray bottle painting**- It is a painting technique where a device sprays a coating through the air onto a surface. The most common types employ compressed gas usually air to atomize and direct the paint particles. Spray guns evolved from airbrushes, and the two are usually distinguished by their size and the size of the spray pattern they produce. (<http://sprayertalk.com/best-paint-sprayer-for-interior-walls>)

## **B. Advantages of Wall Decorations**

Wall decoration is decorative form it can be a background for other art forms, such as furniture or painting. It adds a beautiful look to the wall. It gives an appealing feel to the interior. Now a days there are many varieties of wall decoration available in the market. They also come in low cost and at affordable price. With less money we can decorate the interior wall more elegantly (Ptang, 2012). The advantage of various wall decorations are given below:

### **1. Advantages of wallpaper**

**Easy to clean:** Wallpaper is easy to clean. Some wallpapers are coated so that they could wiped clean from common household marks. Besides being easy to clean, the patterns on the paper will help to hide dirt and smudges. Wallpaper is a great option, for rooms where the walls are prone to get dirty

**More patterns:** Wallpaper, can be chosen from hundreds of patterns, colours, and design. It can even vary the way the wallpaper is placed in the room. Some rooms look great with a wallpaper border in the room, while others look best with a full wallpapering. Wallpaper becomes an extension of personality.

**Durable:** The wall covering more durable than some paints which fade over repeated scrubbing. Some types can be used for busy areas at home owing to its durability and easy maintenance. Wallpaper can hide blemishes in the wall's plaster far better than a coat of paint

**Anti-polluting:** Wallpapers have relatively good wear resistance and anti-polluting capacities, are convenient for cleaning. Comparing to emulsion paints, wallpaper's capacities on this aspect are excellent. Wallpaper may be more expensive than paint but it has many types, some of which are quite affordable. It is available in a wide variety of designs, patterns, and surface finishes.

**Easy fix:** There are many ways to attach wallpaper to the walls which include: paste the wall, paste the paper, and peel and stick. Wallpaper, and especially the peel-and-stick, can be easily removed and replaced. Some types can last for more than 15 years. Wallpaper can, also, be used to personalize temporary homes, since it can be easily installed and removed without leaving traces. It can add warmth, depth, and style to the interior (<https://wallcoveringsmart.com/blogs/news/all-advantages-of-wallpaper>).

## **2. Advantages of sponging**

Sponging plays main role in fashion and appearance. The term “sponging” actually refers to the sponge painting technique. It’s one of the easiest techniques to master. It can be used on the walls to give the room a bohemian, delicate and artistic look. Depending on the colours used as well as the type of sponge, the end result can offer the walls either a delicate or dramatic look.

A cosy ambience seems to exist in a room when the walls have a textured appearance. This visual texture is easy and inexpensive to create with a variety of techniques, using water-based paints and glazes. Distinctive patterns can be developed by rap rolling. Sponge techniques and ideas will help in decorating our home with a creative touch (Minnesota, 1996).

Although it’s usually just one wall that gets this treatment, one can choose to sponge all the walls and even the ceiling in a room. Perhaps this can be tried in the rooms in order to create a harmonious and cohesive look that suites. The colour should be subtle. The walls will end up looking textured, it’s usually traditional spaces that can best accommodate such decors in modern interiors (Fastmark 2000).

In order to create pattern, sponge can be shaped by using simple shape repeated in a pattern all across a wall to simulate wallpaper. This technique uses very little paint, and can be quite easy on the budget (Wilson 2002). Sponge painting is a quick and easy way to add texture to the painted surface. The technique can be applied in areas that need a boost in terms of style and décor. It’s also a fantastic way to camouflage an unsightly or uneven surface.

### 3. Advantages of stencilling

The benefits of Stencilling can change our art outlook. Customized stencils allow to decorate with one's own personal style. With the help of stencil designs one can make dream come true. A key advantage of using stencil is that it can be used repeatedly to rapidly reproduce a design or lettering. Stencils are fairly simple to reproduce with the use of laser technology. (Young, 2015)

**Quicken Art Activity:** Stencilling are ideal to use quickly and efficiently. Many designers use them to help speed up the creative piece of art. There are variety of stencils designs in a very simple way. And benefits of stencilling are it will enhance that dreary look of the room.

**Low Cost:** The stencil art wall will cost less than any other wall decorations. Purchasing a stencil will be less pricey than other wall decorations, and it will give a similar look. This is an easier do it yourselves activity compared to using other decorations. The added benefit is that, the stencilling can be done by oneself.

**Easy Removal:** Other wall decoration may last for a long time when used, but the time it takes when one want to remove it is very time-consuming work. So, when it comes to removing a stencil wall painting is very easy and less time-consuming. If want to change the wall stencil designs, simply cover the area by repainting the wall and can be stencil painted easily.

**Moisture Resistance:** In areas like the kitchen and bathrooms the moisture is more. So, it's not such a great idea to use wall decoration such as wall paper or wall sticker in these areas. Using wall stencil decoration is an alternative to decorate the walls in the kitchen and bathroom. Wall stencil patterns is becoming popular and there are several modern designs that are appealing to the eyes (<https://artofstencils.com/benefits-of-stenciling>).

#### **4. Advantages of wall art**

Wall art in the form of wall stickers are more popular now a days. The removable wall stickers are getting faster recognition in homes, office, apartments and so on. The popularity of removable wall stickers is fast developing because of its great aesthetic, cost effectiveness apart from easy application and purposefulness. The foremost benefit of these wall stickers is affordability simply because they are designed removable (Young, 2015).

Now if we compare the cost of these decorative items to traditional designing and decorative overheads including painting of a room or arranging new stylish wallpaper, these removable wall decals can simply make an individual wordless. Mostly, people prefer painting of their rooms once a year to spruce up the look of their premises. For most people buying of wall arts or stickers is not very much accepted. Painting is time taking job while the entire process involves lots of expenditure and obviously efficient refurbishment or painting team to attain expected results.

Using wall art prints and stickers is the latest thing in interior decoration. wall art is the best option to decorate the interior. The variety in wall art has increased ever since the option of digital canvas art and prints have been made available. One can take almost any picture now and make digital canvas wall art out of it. It can be done by oneself as well. Its quick and easy to fix on the wall.

All that are required to do is to peel the backside paper off and employ the removable wall stickers on the chosen walls. Entire decorating job takes hardly a few hours depending upon its volume. If it is decided to put a picture on the wall, it is essential to determine the expenditure against hiring an artist or designer which may add the charges of sundry costs of painting accessories ([www.strategiesonline.net](http://www.strategiesonline.net) > Home Improvement > Home Ideas > Art).

## 5. Advantages of spraying

**Speed and efficiency-** When it comes to spray painting large surface areas such as workshop flooring or walls, industrial spray painting can cover a considerable surface area within a matter of hours.

**High transfer application-** Industrial spray-painting systems produce a superior finish at reduced costs, with maximum utilisation of liquid painting materials.

**Controlled atomisation-** Airless spraying is one of the most popular industrial spray systems. Airless spray systems operate by means of a high-pressure build up, which forces the paint out of the nozzle in a 'soft' spray, resulting in a superior high-quality finish on all types of surfaces. A thicker paint requires a bigger nozzle and higher expulsion pressure to ensure that the paint particles are sufficiently broken up to produce a fine mist. Nozzle size and shape play an important part in the quality of the application and ultimate outcome of spray painting.

**Versatile applications-** Industrial spray painting works with a wide range of liquid materials such as paints, stains and primers, and offers a high degree of control and uniform coverage on surfaces such as walls.

**Reduced waste-** Many conventional painting techniques produce excessive overspray, resulting in wastage and poor paint efficiency. Spray-painting technique exert a 'soft' spray, thereby reducing material wastage and overspray, resulting in a cleaner spray environment.

**Uniform appearance-** A higher quality paint finish can be achieved with a single application, thereby reducing the need for repeated touch-ups and resprays on the end product. Paint particles in the form of tiny droplets are expelled at high pressure to produce a mirror-like finish on a variety of surfaces such as walls, wood and roofing other surfaces that require a tough, quick-drying paint.  
<https://www.tlcsurfacetreatment.com.au/.../top-7-benefits-spray-painting-syste>

### C. Tools Used for Wall Decorations

Tools are used in wall decoration to achieve the desire decoration on the interior wall such as roller-plain box wood, special roller, painting materials, paint pad, spraying equipment, felt covered and sponge or hard rubber, seam roller, trimmers, craft man, blocked print, brush filling, paint roller, silk screen printer and occasionally stencilling pattern machine made (Priti, 2003).

These are few main tools used in the wall decoration each tool has its uniqueness. Suitable tools should be used for the perfect outcome and for different wall decoration. sponge to apply glaze is a straight forward decorative process. The Spraying equipment: the introduction of airless spraying, the alternative type was variously been described as ‘conventional’, ‘air atomizing’ and air assisted. This latter being the commonest term employed. Tools are available in all types and qualities. The extent and nature of the work undertaken will decide on the types required and the quality of the work will decide the quality tools. To the professional, quality cutlery and tools are not only aid to quality work, but are in economy. Cutlery and tools suffer from having different names in different parts of the country (Albert, 1998).

**Low pressure air spraying-** Paint to suit the constant pressure. With pressure of 2.1 to 2.8 bars (30 to 40 psi) the thinning ratios (air atomizing spray) for oleo that a little extra thinning may be required where pressure of 2.8 to 3.5 bars (50/60 psi) recommend (Albert, 1998).

**Rollers-** They are available in many size and material. Air bubble can be eliminated by dumping roller and rubbing it as dry as possible on a paper or towel. A tray provides a reservoir of paint and a ramp to roll out the excess (Mcorraw 2002). Best rollers have a soft pils. A roller frame and removable cover allow easy cleaning. Create texture on a surface using a pattern foam roller and suitable paints – roller frame, foam cover, lamb’s wool, pile cover, synthetic pils cover, mohair cover, patterned foam roller (Niclto, 2000).

**Stencilling material-** To execute the stencil, one can use any type of paint brush, spray paint for smooth even coverage, paint brush or stencil cream paint applied with a stencil stipple brush for dense smooth coverage. Spray paint dry soon were cream paints take time. Spray glue to provide tacky backing on the stencilling (Mcorraw, 2002).

**Brush-** An ideal brush should have its size of 12mm or 25mm for brush. Angled- For painting edges, bristle length viewed from the wide face of the brush uniformly decrease from one end of the brush to the other. Flat- For painting flat surfaces, bristle length viewed from the wide face of the brush does not change. Tapered- Improves control, the bristle length viewed from the narrow face of the brush is longer in the centre and tapers toward the edges (Albert, 1998).

**Pad and sponge-** Paint pads are made of mohair bonded to a foam backing. like roller pads are best used water-based paints, small pads, large and spare pads. Pads make the paint smooth and even but can spread it too thinly, need more coating. Pad gives smooth finish. Roller can give smooth finish as well. (Hopwood, 2014).

**Containers-** Paint containers depend on what application we are using metal or plastic is best for paint brush. Types for roller and paint pad texture and sponge same.

**Scissors or shears-** Scissors are usually made in sizes 10 inch, 11inch and 12 inch, a choice of tip shapes and bow sizes and however worthy of consideration. Blade tip can be pointed, the latter being something knowns as ‘vigo’ scissors.

**Spray gun:** Smaller handheld paint sprayers are not up for the job. This will take up time and effort. High volume low pressure type are not great either but can work on small walls. They are good for fine production. The higher atomized air leads to more overspray, causing more mess. With little control over the air pressure, it cannot control the amount of paint sprayed. They do provide great assistance when touching up small areas of interior walls.

## **D. Care and Maintenance of Wall Decorations**

A good care and maintenance are very important for the wall decoration for its life span. If proper care is not taken it may tend to peel off from the wall. There are different type of wall decorations and different ways for maintaining. For Cleaning - the wiping direction should be from bottom to top to protect the baseboard and prevent streaking. Wiping should be in direction of the vertical seams. Dry dust can be wiped off using a dry cloth. Spot clean by wiping off fingertips and other smudge stains around light switches.

Stubborn dirt stains can be wiped off using a clean damp cloth As with any quality product, proper care and maintenance will extend the useful life of wall decoration and help maintain its original beauty and finish. Wall decoration such as wall paper should be washed regularly enough to prevent dirt and grime from accumulating, and to maintain the original beauty of the wall paper. Wall paper should be washed from one to two or three times a year.

Stains should be removed as quickly as possible to eliminate any possible reaction between the staining agent and the wall decoration. Time is especially important for removing materials containing colours or solvents such as ballpoint ink, tints and some foodstuffs. It should be noted that wall decoration such as wall paper, spraying, sponging etc., should not be sprayed with wax or other protective coatings. Such applications would only tend to discolour the material. Bristle brush or vacuum in low pressure can be used to remove dirt from the crevices of deeply textured patterns in wall paper and sponging

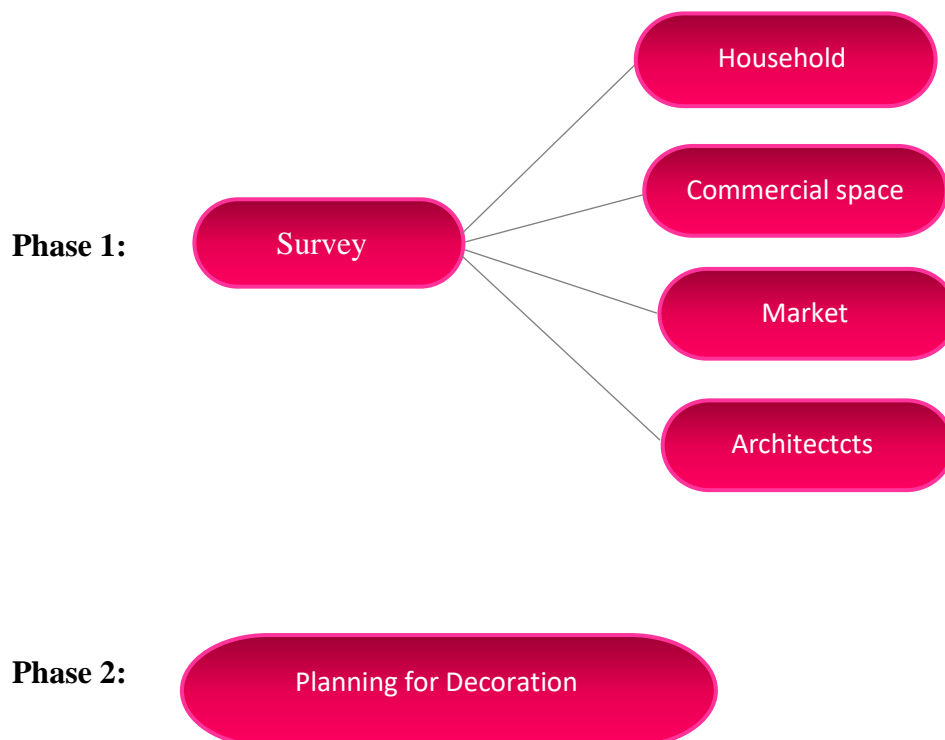
Dry wiper with soft, lint free cloth for cleaning the wall decoration for the smooth surface so that the texture won't get spoiled. For more difficult stains that are only surface deep, the use of a stronger detergent is recommended. Regular cleaning in necessary in wall decorations for a good appearance. (<https://hmhub.me/wall-finishes-composition-care-and-cleaning>)

### III METHODOLOGY

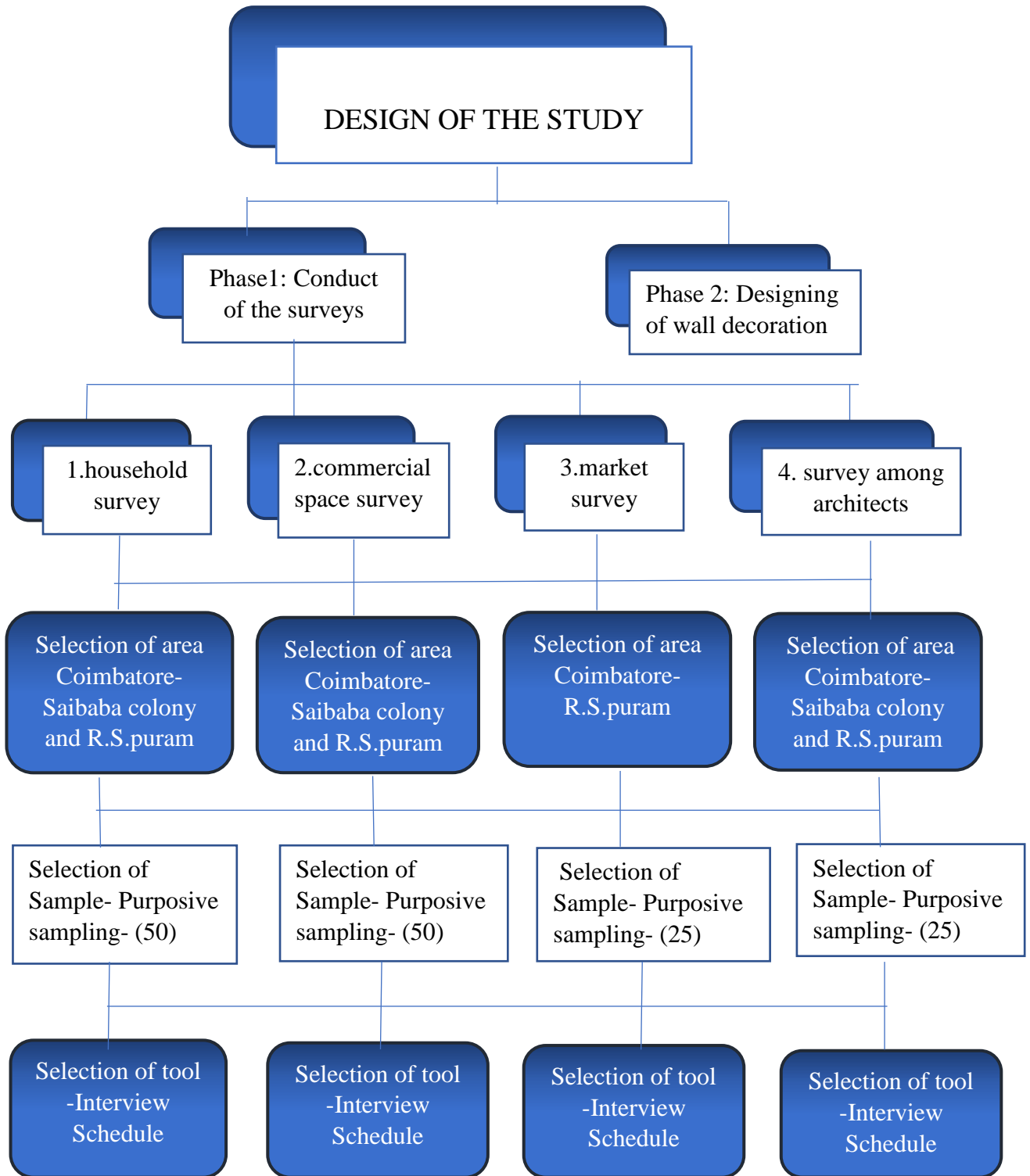
A design is used to structure the research. Research design can be thought of as the structure of research. It is the glue that holds all of the element in research project together (Debastis 2009). Research methodology is one of the most fascinating aspects of being involved in research. Research methodology involves the conceptual framework of ideas, philosophies, approaches and concepts that are brought together in order to conduct a piece of research (Wall 2014). Bhattacharyya (2003) expresses that “Research methodology is a scientific and systematic way to solve research problem. The research methodology is a means of taking decision from the result obtained from collective, natural, or social phenomena (King 2009).

The design of the study is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The design of the study entitled “**Availability and Use of Wall Decorations in Modern Interiors**” followed the flow chart of the methodology given below: -

**The study included two phases:**



**Flow chart of the procedure followed for the conduct of the study**



**Figure 1: Design of the study**

Surveys were conducted to find out “**The Availability and Use of Wall Decorations in Modern Interiors**”. As a requirement of research, the ethical clearance was obtained from Avinashilingam Institute for Home Science and Higher Education for Women. The ethical clearance is given in Appendix I.

## **PHASE 1:**

### **A. Household Survey**

A survey among household was felt necessary by the investigator to obtain information about the availability and use of wall decoration in recently constructed interiors. According to Agarwal (2009), a survey is a process of collecting data from the existing sources about a problem under study with no particular control over the factor that affect the characteristics of interest in the study. The household survey included the following steps given below.

The survey was conducted following the steps given below:

- 1. Selection of Area**
- 2. Selection of Sample**
- 3. Selection of Methods**
- 4. Selection of Tool**
- 5. Conducting the Survey**
- 6. Collection of Data**
- 7. Consolidation of the Data**

#### **1. Selection of Area**

Coimbatore is a city in the South Indian state of Tamil Nadu. To the northwest is the centuries old, Dravidian style Arulmigu Subramaniaswami Temple, Marudamalai. Coimbatore is the second largest city in Tamilnadu, the 16th largest urban agglomeration in India With a population of more than 15 lakhs. There are more than 30,000 tiny small, medium and large industries and textile mills. The city is known for its entrepreneurship of its residents. There are more than 25,000 small, medium, large scale industries and textile mills.

Saibaba colony and R.S. Puram in Coimbatore city were selected for the study. These areas were chosen because majority of the upper middle and high-income families are located in these areas. Ease of access by the investigator also was taken into consideration. Familiarity to the place and co-operation extended by the homemakers were the other criteria which influenced the selection of the households.

## **2. Selection of Sample**

Sampling is the process of selecting units from a population of interest so that by studying the sample we may finally generalise the result back to the population from which it was chosen. Purposive sampling was selected for the survey.

In purposive sampling, samples were chosen with purpose in mind. Usually the sampling would have one or more specific pre-defined groups. In a sample, the investigator not only is likely to get the opinions of the target population, but also likely to overweight sub group in the population that are more readily accessible. Purposive sampling are ideal “The methods what we want- we are sampling with a purpose”. Hence it is known as purposive sampling (Debastis, 2009). The households selected for the survey were modern interiors one that was recently constructed within past five years.

## **3. Selection of Method**

Direct personal interview method was chosen for conducting the study. Singh (2011) states that a research interview is a conversation between the interviewer and the respondent for purpose of finding some data and information from the respondent. Hence the investigator personally conducted the survey to gather the required information from the households.

#### **4. Selection of Tool**

The tool used for the study was a well-prepared interview schedule which was a set of question used to get data from the samples by the interviewer. It is a research tool or an instrument for collection of data (Gupta, 2006). According to Sharma and Jain (2004) an interview schedule is a proforma containing a set of questions and is very useful in gathering information.

The interview schedule was framed in such a way so as to gather information on availability and use of wall decorations in modern interiors. The prepared schedule was pretested among five households, so as to check for its clarity and continuity. Based on the suggestion given by the samples the tool was modified and finalised. The prepared interview schedule is given in Appendix II

#### **5. Conducting the Survey**

The investigator approached the homemakers personally at their convenience and developed a good rapport. Later she explained about the purpose of the study. The interview was conducted with the modified interview schedule. The method used in collecting data was direct personal interview and observation methods. Data are the basic input in any decision-making process. Direct personal interview and observation methods are considered advantageous for collecting data (Panneerselvam,2006). The interaction was effectively carried out by the investigator. Thus, the investigator selected their respective households (fifty households) and collected the data, at their convenience.

#### **6. Collection of Data**

Data collection is a process by which the researcher collects the information from all the relevant sources to find answers to the research problem. While collecting the data, the researcher must identify the type of data to be collected, source of data, and the method to be used to collect the data. (<https://businessjargons.com/data-collection.html>).

Thus, the data were collected by the investigator putting forth the questions to the sample from the interview schedule and recorded the information instantly.

## **7. Consolidation of the Data**

The necessary details collected were consolidated and presented in suitable Tables and the consolidated Table were discussed in Chapter IV-Results and Discussion.

## **B. Survey in Commercial Space**

A commercial survey is any survey that is administered at the commercial level. It collects information about shops, office and café in those commercial space. The commercial survey is the collection of data on name of the place, monthly income, yearly turnover, area of the place and year of establishment (Panneerselvam, 2005).

The survey among commercial space followed the steps given below.

- 1. Selection of Area**
- 2. Selection of Samples**
- 3. Selection of Methods**
- 4. Selection of Tool**
- 5. Conducting the Survey**
- 6. Collection of Data**
- 7. Consolidation of the Data**

### **1. Selection of Area**

Coimbatore also known as Kovai is a second major city of Tamil Nadu. It is located on the banks of the Noyyal River. It is administered by the Coimbatore Municipal Corporation and is the administrative capital of Coimbatore district.

Coimbatore was the area selected for the commercial space survey. More number of luxury shops, café and offices are located in Saibaba colony and in R.S.puram were in these commercial space the wall decorations were used. The wall decorations applied in the commercial space are trendy and modern. Hence the investigator selected this area for the survey.

## **2. Selection of Samples**

Purposive sampling has strategies. Researchers have to do considerable intellectual work in deciding and justifying their strategy of sampling. The sample has to do a great deal of work in the study. Purposive sampling characterises researchers as making sampling decisions in the research from the very earliest stages of planning a study through to its completion (Emmel, 2013).

Fifty commercial space were selected at random to see the wall decoration used by them in order to attract their customers as well as to give a modern look to the interior. Commercial space that were started within past five years were surveyed.

## **3. Choosing the Methods**

Interviewing is a commonly used method of collecting information from people. Interviewing can be flexible, when the interviewer has the freedom to formulate questions as they come to mind around the issue being investigated (Ranjith, 2005). Direct personal interview method was selected to gather the necessary information on availability and use of wall decoration in commercial space interiors.

## **4. Selection of Tool**

Interview schedule was selected as a tool for this survey. The interview can be administered anonymously. Knowing that their responses are anonymous encourages respondents to be truthful. According to Patten (2016) the researchers conducting personal interview may be able to build rapport with their respondents, leading them to develop a sense of trust and to be open in their responses. The researcher finalised the time and day for conduct of the survey with the owner of the shop and survey was conducted at their convenient time.

## **5. Conducting the Survey**

Parker (2012) states that the cost and time requirements of conducting a sample survey are significantly less. The survey is a reasonably accurate method of collecting data. The required data was collected using the well-structured interview schedule which was pre-tested among five shops well ahead. Based on the feedback the schedule was modified and finalised schedule was used for conducting the survey. The finalised schedule is given in Appendix III.

## **6. Collection of Data**

The survey research is only one among several methods associated with the process of data collection. The survey project can be organized so that the actual data collection is performed in a relatively short period of time (Parker 2012). Data forms the basic building blocks for all scientific inquires. Collection and processing of research data are indeed the project (Zozus, 2017). The required data were collected from the owner of the shop. Necessary clarification was done and the answers were recorded in the schedule prepared by the investigator.

## **7. Consolidation of the Data**

The necessary details collected were consolidated and presented in suitable Tables and discussed under Result and Discussion-Chapter IV.

## **C. Market survey**

A market survey was founded essential to understand the wall decorations available in the market to cater to the needs of the consumers. Hence a survey was conducted among the shops which sell the wall decorations.

Survey methodology studies the sampling of individual units from a population and associated techniques of survey data collection. Researchers carry out statistical surveys with a view towards making statistical inferences about the population being studied ([https://en.wikipedia.org/wiki/Survey\\_methodology](https://en.wikipedia.org/wiki/Survey_methodology)).

The market survey was conducted by following the steps given below:

- 1. Identifying the Location**
- 2. Selection of Samples**
- 3. Selecting the Method of Study**
- 4. Selection of Tool**
- 5. Conducting the Survey**
- 6. Collection of Data**
- 7. Consolidation of the Data**

### **1. Identifying the Location**

Coimbatore city is also known for its educational institutions. Coimbatore Agricultural University is renowned as one of the best colleges of its kind in South Asia. In spite of its industrial and technological growth, traditions and age-old customs are still held in high esteem. The rich black soil of the region has contributed to Coimbatore's flourishing agriculture industry and the successful growth of cotton has served as a foundation for the establishment of its famous textile industry.

There are number of locations in Coimbatore which have engaged in recent years to cater to the needs of the customers. Besides due to the development of knowledge and facilities people are trying to keep with the advancement of interior decoration.

### **2. Selection of Samples**

Purposive sampling strategies assume that explanation on real phenomena requires more than a faithful abstracted rendering of events and experience. It requires direct engagement between strategy of sampling (Emment, 2001). The sample were selected with a purpose. The markets which were selling wall decorations were surveyed.

### **3. Selecting the Method of Study**

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This method can be used through personal interviews.

**Personal interview:** Personal interview method requires a person known as the interviewer asking questions generally in a face-to-face contact to the other person or persons. The interviewer initiates the interview and collects the information. This sort of interview may be in the form of direct personal investigation. In the case of direct personal investigation, the interviewer has to collect the information personally from the sources concerned (<https://www.wisdomjobs.com>). The investigator sought for personal interview method to gather the required information from the selected samples of 25 shop.

### **4. Selection of Tool**

An interview schedule is a research instrument consisting of a series of questions for the purpose of gathering information from the respondents. It allows a mass of information to be collected but is very time-consuming when samples tend to be small. Concept of interviewing can be extended and people interviewing in group can make process more efficient (John, 2007).

An interview schedule was prepared to gather information on the availability of wall decoration in the shops surveyed that are relevant for the study. The interview schedule prepared to conduct the survey among the shops is given in Appendix IV

### **5. Conducting of Survey**

Conducting Surveys can be used to find out attitudes and reactions, to measure client satisfaction, to gauge opinions about various issues, and to add credibility to the research. Surveys are a primary source of information that is, directly ask someone for a response to a question, rather than using any secondary sources (<https://explorable.com/how-to-conduct-a-survey>).

The survey was conducted by contacting the samples well in advance and explained the purpose of study. A time convenient to the sample was fixed and the investigator conducted the survey among the samples.

## **6. Collection of Data**

Data are collected in a standardized form. This is usually, done by means of a questionnaire or interview. Surveys are designed to provide a ‘snapshot of how things are at a specific time’ There is no attempt to control conditions or manipulate variables, surveys do not allocate participants into groups or vary the treatment they receive (Kelley, 2003). The investigator approached the samples at the time convenient to them by often developing a good rapport and put forth the questions one by one and reordered the answers instantly.

## **7. Consolidation of the Data**

The necessary details collected were consolidated and presented in suitable Tables and discussed under Chapter IV-Results and Discussions.

## **D. Survey Among the Selected Architects**

Singh (2009) states that survey is the process of collection of data and this is the first step for any statistical enquiry. Blaxter (2001) points out survey research as the method of collecting data by asking a set of pre-formulated questions in a predetermined sequence. Survey have become a widely used and acknowledged research tool. The concept of considering information derived from a relatively small number of people to be an accurate representation of a significantly larger number of people has become a familiar one (Parker, 2012).

The survey among the selected architects were conducted by adopting the steps given below:

- 1. Selection of Area**
- 2. Selection of Samples**
- 3. Selection of Method of Study**
- 4. Selection of Tool**
- 5. Conducting the Survey**
- 6. Collection of Data**
- 7. Consolidation of the Data**

### **1. Selection of Area**

Coimbatore is the third largest city of the state, one of the most industrialized cities in Tamil Nadu, known as the textile capital of South India or the Manchester of the South India. When Kongunadu fell to the British along with the rest of the state, its name was changed to Coimbatore and it is by this name that it is known today, in local Tamil language it is also called as Kovai. Coimbatore was selected as the area for locating the architects.

### **2. Selection of Samples**

Sample selection is a key factor in research design and can determine whether research questions will be answered before the study has even begun. Good sample selection and appropriate sample size strengthen a study. Not every study can achieve design perfection and researchers often seek a balance between the ideal sample and one that is feasible or convenient.(<https://ebn.bmj.com/content/2>)

The architects for survey were selected from Saibaba colony and R.S.puram. Twenty-five architects were located in this area who are carrying the business of designing and constructing the houses.

### **3. Selecting the Method of Study**

An interview is a conversation for gathering information. A research interview involves an interviewer, who coordinates the process of the conversation and asks questions, and an interviewee, who responds to those questions. Interviews will be conducted face-to-face (interviewing\_for\_research\_pdf). The researcher selected the personal interview methods for gathering the information from the architects.

### **4. Selection of Tool**

Interview schedule have more advantages that do not require as much effort and often have standardized answers that make it simple to compile data. Interviews are also sharply limited by the fact that respondents must be able to answer to the questions. (<https://en.wikipedia.org/wiki/Interview>)

### **5. Conducting the Survey**

Surveys can produce a large amount of data in a short time for a fairly low cost. Researchers can therefore set a finite time-span for a project, which can assist in planning and delivering the end results (Kelley, 2003). Hence the researcher conducted the survey among the architects and gathered information on “Availability and Use of Wall Decorations in Modern Interiors.

### **6. Collection of Data**

The first and foremost task of a research is to collect and assemble his data (Ramamurthy, 2011). According to Singh (2011) the process of collecting data for the research purposes is known as data collection. The information so collected is presented in the standard format in an analytical way, through the coding, editing and using table, diagrams and graphs.

### **7. Consolidation and Presentation of the Data**

The necessary details collected were consolidated and presented in suitable Tables under Chapter IV-Results and Discussion. Plate: 4 represents the image of the investigator collecting information from the household, commercial space and shops.



Household survey



Commercial survey



Market survey

**Plate 4: Conduct of Surveys by the Investigator**

## PHASE: 2

### Planning for Decoration

*“Design is an expression of the purpose,  
and it may later be judged as art”*

- *Charles Eames*

Autodesk is an American multinational software corporation that makes software services for the architecture, Autodesk builds software that helps people imagine, design, and make a better world.

Autodesk 3ds Max, formerly 3D Studio, is a professional 3D computer graphics program for making models and images. It has modelling capabilities and a flexible plugin architecture. It is frequently used by architectural visualization studios. Autodesk's Media and Entertainment division creates software for visual effects, colour grading and design visualization.

The wall decoration was designed by the investigator by using the software 3ds Max. Living and dining room were designed by using the materials such as stencilling, sponging, wall art and wallpaper. Vibrant colour scheme was chosen. Only in one side of the wall were given with wall decoration in designs, because the decorativeness can be easily achieved by applying wall decoration on one side of the wall. By applying wall decorations, it gives a tremendous change to the interior. In order to visualize the wall decoration before it is being applied on the wall for the clients designing wall decorations through software has become essential. This will reduce the complication which may be created when the clients express their dissatisfaction towards a wall decoration after being done on the wall.

The wall decorations designed by the investigator through 3ds max is given in Results and Discussion- Plate: 6.

## **IV RESULTS AND DISCUSSION**

The results of the study on “**Availability and Use of Wall Decorations in Modern Interiors**” are presented in two phases given below:

### **Phase A: Results of the survey conducted among**

- 1. Households**
- 2. Commercial space**
- 3. Markets and**
- 4. Architects**

### **Phase B: Designing Wall decoration for interiors.**

#### **PHASE A: (1) Results of Survey Conducted Among Households**

This phase of the findings presents the data received from the selected 50 households. They are presented under the following topics:

- I. General family background of the households
- II. Details of the households
- III. Selection and purchase of wall decoration for interior
- IV. Maintenance of the wall decoration

#### **I. General Family Background of the Households**

The use and application of wall decoration in interiors is something that differ from person to person. Its concept, for every person is influenced by various function of member in the family.

The essence of interior design will always be about people and how they live. Its concept developed in an individual is influenced by the age, educational qualification and the occupational status of the person living in the home, the income of the family head of the selected households. These details are discussed under Table I.

**Table I: Socio-Economic Status of the Selected Households**

<b>Demographic background of the respondents</b>	<b>No. of: Respondents</b>	
	<b>N=50</b>	<b>Percentage</b>
<b>Gender</b> <ul style="list-style-type: none"><li>• Male</li><li>• Female</li></ul>	5 45	10 90
<b>Age</b> <ul style="list-style-type: none"><li>• 20-30</li><li>• 30-40</li><li>• 40-50</li></ul>	37 10 3	76 20 6
<b>Type of family</b> Nuclear family Joint family Extended family	36 9 5	72 18 10
<b>Monthly income in (Rs)</b> 10,000-20,000 20,000-30,000 30,000-40,000 Above 40,000	4 7 15 24	8 14 30 48
<b>Religion followed</b> Hindu Muslim Christian	32 15 3	64 30 6

When it comes to household survey, women take part mainly in the survey. Maximum 90 per cent of the surveyed respondents were women among surveyed houses. Since its about wall decoration they were interested in responding to the survey.

With regard to the age group, maximum 76 percent of the sample belonged to the young adult group (20-30 yrs) as they had more knowledge and showed greater interest about the wall decoration.

Everyone needs a house to live in but a supportive family is what builds a home. From the survey taken 72 percent belonged to nuclear family, and the rest were living in joint and extended families.

Income is some monetary returns periodically received from some definite source. Among the surveyed households maximum 48 per cent of respondents were earning above Rs.40,000 per month.

Among the surveyed respondents, 16 percent of people were running other business such as bakery, tailor shop and xerox shop.

## II. Details of the house

Information on the plinth area of the house, year of construction, type of the house and cost incurred in construction is given in Table II

**Table II: Details of the House**

<b>Details</b>	<b>N=50</b>	<b>Percentage</b>
<b>Plinth area (sq. Ft)</b>		
500sq.ft -1000	42	84
1001sq.ft -1500	6	12
1501sqft – 2000	2	4
<b>Year of construction</b>		
Before 2013	32	64
2013-2015	12	24
2016-2018	6	12
<b>Cost incurred (lakhs)</b>		
11-20	37	72
21-30	5	12
31-40	4	8
Above 40	3	6
<b>Type of house</b>		
Apartment	42	84
Individual	6	12
Villa	2	4

Due to the rising cost of materials and labour cost, the plinth area of the houses are getting minimized. Maximum 84 per cent of the surveyed respondents had constructed their house in the plinth area ranging between 500sq.ft -1000sq.ft. However, 12 per cent of the surveyed families owned houses whose plinth area was ranging between 1001sq.ft -1500sq.ft and the remaining four per cent of the surveyed respondents had constructed their households in the plinth area of 1501sq.ft - 2000sq.ft.

Among the surveyed households it inferred that maximum 64 per cent of the houses were constructed during the period of before 2013. Maximum 72 per cent had spent 11- 20 lakhs for constructing the houses.

Now a day's people choose compact and low budget houses. Among the surveyed respondents for construction of house 72 per cent had incurred cost ranging between 11-20 lakhs. Twelve per cent spent 21-30 lakhs. However, eight per cent had expended 31- 40 lakhs and for the remaining six per cent the cost went above 40 lakhs. Among the surveyed households 84 per cent were apartments, 12 per cent were individual houses and the remaining four per cent were villas.

### **III. Selection and Purchase of Wall Decoration for Interior by the Respondents**

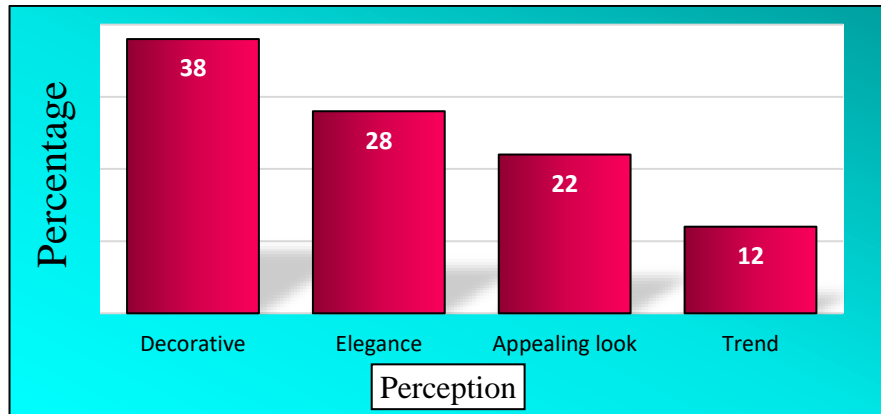
Recently people have started to give greater importance for wall decorations as they are the latest trend. This part of the study discusses on

- a) Perception of wall decorations
- b) Types of wall decorations used
- c) Area covered by wall decorations
- d) Cost range of wall decorations
- e) Reasons for choosing the wall decorations
- f) Person responsible for application of wall decorations
- g) Factors considered while purchasing wall decorations
- h) Preference in quality of wall decorations

The Table III and Figure II represents information on the perception of the respondents toward Wall Decorations.

**Table III: Perception of the Respondents Toward Wall Decorations**

<b>Perception of Wall Decorations</b>	<b>N=50</b>	<b>Percentage</b>
Decorative	19	38
Elegance	14	28
Appealing look	11	22
Trend	6	12



**Figure 2: Perception of Respondents Towards Wall Decorations**

From the Table III and Figure 2 it could be understood that wall decorations were used by the 38 percent of the respondents to give a decorative look to the room, while for its elegance 28 per cent preferred wall decorations. Twenty-two per cent had used the wall decorations as it gives appealing look. Twelve per cent considered it for giving the room a trendy look. Plate 5 represents the wall decoration used in surveyed households.



Radium stencilling



Stencilling



Sponging



Wallpaper

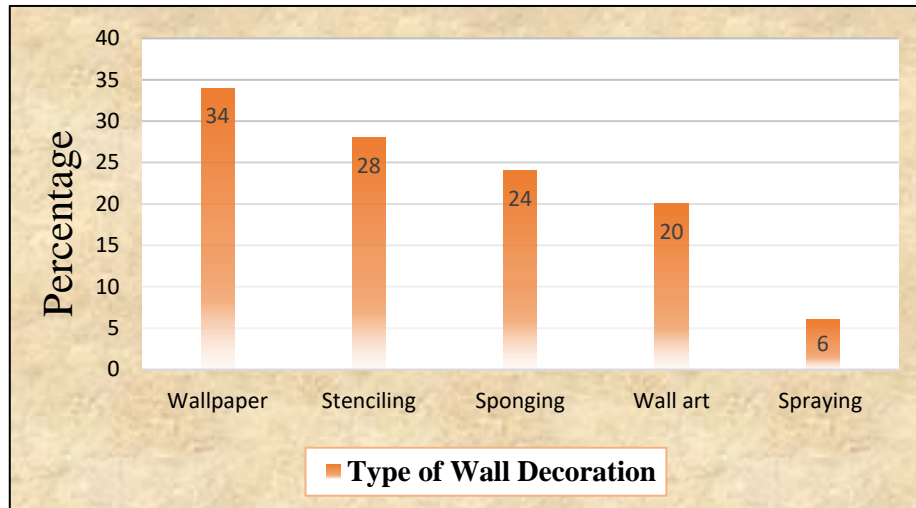
**Plate 5: Type of Wall Decoration Used in the Surveyed Households**

Table IV below represent the types of wall decoration used by the households.

**Table IV: Types of Wall Decoration Used by the Surveyed Households**

Types of wall decoration	No. of respondents	
	N=50	*Percentage
Wall paper	17	34
Stencilling	14	28
Sponging	12	24
Wall art	10	20
Spraying	3	6

\*Total exceeds 100 due to multiple response



**Figure 3: Wall Decoration Used by the Surveyed Households**

Wall decoration gives a beautiful look to the interiors. Every type of wall decoration has their own unique appearance. Among the surveyed households maximum 34 per cent samples had used wall paper, followed by stencilling by 28 per cent of samples. Twenty-four per cent samples had used sponging and wall art by 20 per cent of the samples. Spraying of paint on the wall was done only among six per cent of the samples.

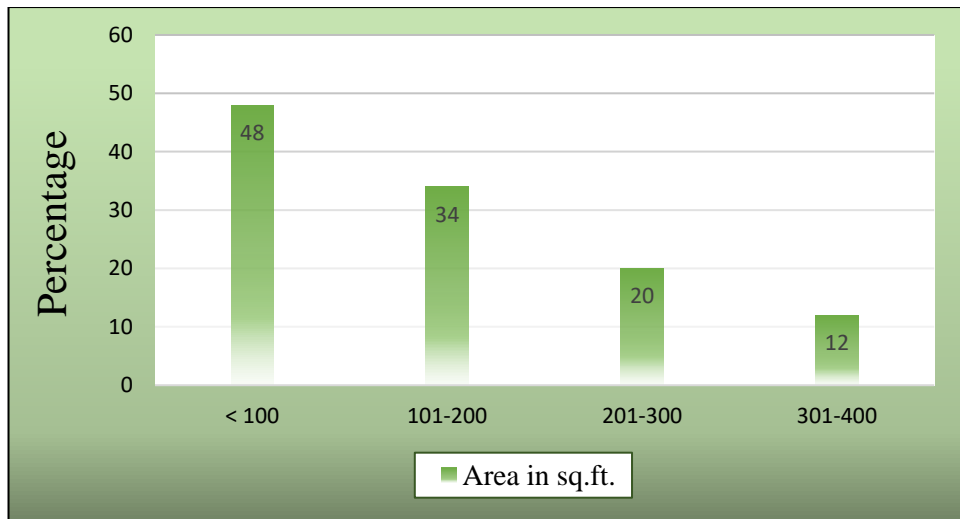
Generally, wall decorations are not preferred for all the walls in a house. The home owners had preferred to use the wall decoration only to the walls of specific rooms such as living and bed room.

Total wall area covered using wall decoration is represented in Table V and Figure 4

**Table V: Area of Wall Covered Using Wall Decoration**

Area of wall decorations used (sq. ft)	N=50	*Percentage
Less than 100sq.ft	24	48
101sq.ft - 200sq.ft	17	34
201sq.ft - 300sq.ft	10	20
301sq.ft - 400sq.ft	6	12

\*Total exceeds 100 due to multiple response



**Figure 4: Area of Wall Covered Using Wall Decoration**

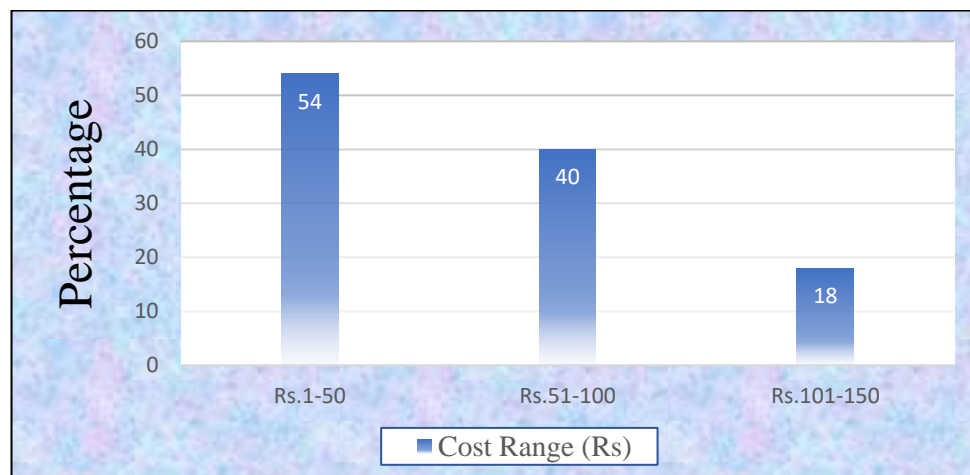
Wall decoration gives an attractive look even if it is covered in a small place. Among the respondents 48 per cent disclosed that they had applied wall decoration in an area of less than 100sq.ft. Thirty-four per cent of the surveyed respondents had applied special wall decoration in which the area ranged between 101sq.ft - 200sq.ft. Twenty-four per cent used wall decoration in an area ranging between 201sq.ft-300sq.ft. However, 12 per cent of the respondents applied 301-400 sq.ft of special wall decoration.

In the surveyed households 36 per cent of wall decorations were customised by the respondents themselves as it worked out economical and they could design the wall decoration according to their taste and however the rest sought the help from experts.

Table VI and Figure 5 presents details on price range of wall decorations used by the respondents

**Table VI: Cost of Wall Decoration per sq. ft**

Cost per Sq. Ft	N=50	Percentage
Rs.1-50	27	54
Rs.51-100	20	40
Rs.101-150	9	18



**Figure 5: Cost of Wall Decoration per sq. ft**

Among the samples among 54 per cent of houses who had used wall decoration, the cost ranged between Rs.1-50/ sq. ft. Minimum 18 per cent of respondents had used wall decoration whose cost ranged between Rs.101-150.

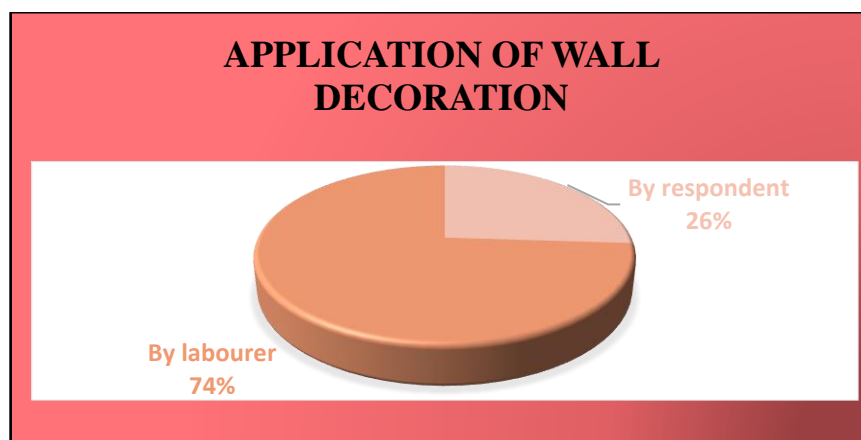
Among the selected samples 42 per cent informed that wall decoration was suggested by their Interior designer, 34 per cent of wall decoration were suggested by the friends and relatives of the respondents. 18 per cent of wall decoration were recommended by their architects. However, six per cent of the respondents took interest to choose the wall decorations by themselves.

The major reason that influenced the respondents in selections of the particular wall decorations were suitability (38 per cent), ease of maintenance (34 per cent), economic price (20 per cent) and the interest of the respondents on wall decoration (8 per cent). This is represented in Figure 6 below.



**Figure 6: Reason of Choosing Wall Decoration**

Wall decorations such as stencilling, sponging and wall art can be easily done by the respondent themselves. They were very much interested in decorating their walls with their creativity. Some wall decorations such as wall paper has to be fixed by experts and it needs skill. Tremendous design of stencilling or wall art can only be done by the skilled labours. Among the surveyed households 74 per cent of respondents had engaged skilled labourers to do wall decoration in their interiors. Twenty-six per cent of respondents have done the wall decoration by themselves. This is represented in Figure 7.

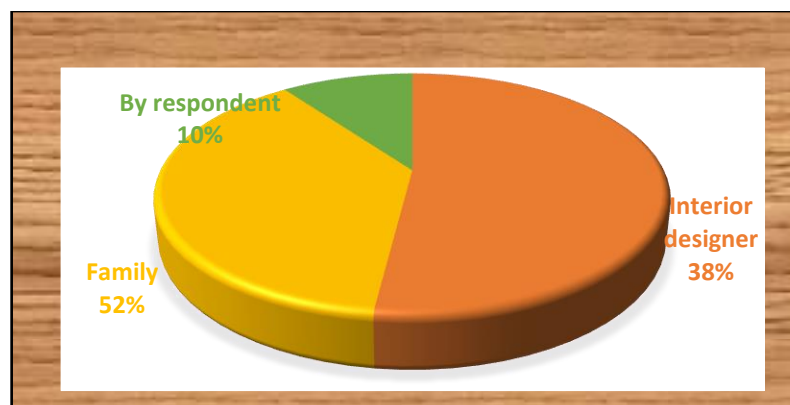


**Figure 7: Person Responsible for Application of Wall Decoration**

Different types of wall decorations are entering in the market day by day. However, the collections available in the shop depends upon the type of shop and the owner's interest in selling their products. Among the surveyed samples 82 per cent of respondents expressed that they had more choice while selecting wall decoration from the shops and 18 per cent of samples had to purchase the wall decoration from the shop which had no choice.

Literature states that, the wall decorations are very durable, some decoration stays even for more than 20 years as well. There won't be need of changing wall decoration until if there is any dissatisfaction or boredom due to the wall decorations. Among the surveyed respondents six per cent of them had changed the wall decoration used in their interior, while 94 per cent of respondents did not have an opportunity to change the wall decoration in their interior as it was in good condition. Those who had changed did so as they got bored with the previous wall decoration used.

While selecting wall decorations for the walls in the houses of respondent they mainly depended on the suggestion of the family members (52 per cent). Thirty-eight per cent of respondents had taken help from the interior designer. However, 10 per cent were solely responsible for the decisions taken with regard to selection of wall decorations. This information is represented in Figure 8.



**Figure 8: Person Who Helped while Selecting Wall Decorations**

Among the surveyed respondents 62 per cent of them got suggestion from sales person while purchasing wall decoration while the rest 38 per cent did not get any suggestion in this regard.

The quality of the material is very important. Good quality wall decorations will sustain for a longer time. In the surveyed households 80 per cent of respondents expressed that the material what they had purchased is as per their expectation, while the rest where not happy about the material what they had bought.

Among the surveyed households 34 percent of respondents purchased their wall decoration from the wholesale dealers since they assumed that the price will be competitive. Sixty-six per cent of respondents had purchased their wall decoration from the retail shop, as they thought retail shops will have wide range of brands, quality and colour. Hence some preferred to buy in retail shops.

Among the respondents who showed preference in the selection of wall decoration they had some criteria in their mind. Table VII and Figure 9 shows the criteria considered while selecting the wall decoration by the respondents.

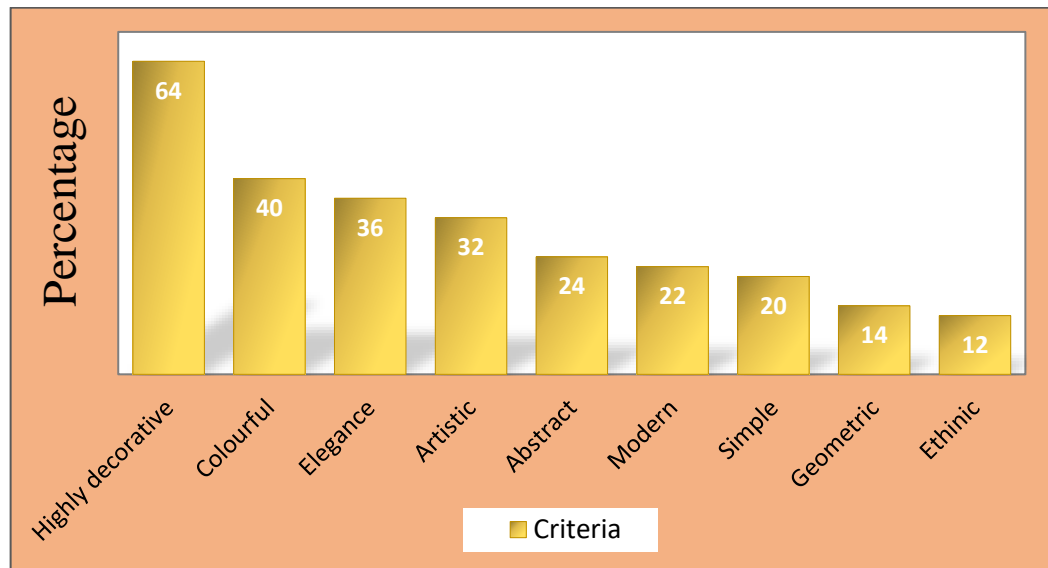
**Table VII: Criteria Considered by the Respondents While Selecting Wall Decoration for their Interiors**

<b>Criteria in selecting wall decorations</b>	<b>N=50</b>	<b>*Percentage</b>
Highly decorative	32	64
Colourful	20	40
Elegant	18	36
Artistic	16	32
Abstract	12	24
Modern	11	22
Simple	10	20
Geometric	7	14
Ethnic	6	12

\*Total exceeds 100 due to multiple response

While selecting the wall decorations maximum 64 per cent wanted it to be highly decorative. Colour (40 per cent), elegance (36 per cent), artistic appearance (32 per cent), abstract (24 per cent), modern (22 per cent), simple (20 per cent), geometric

(14 per cent) and ethnic (12 per cent) were the other criterion given importance while selecting the wall decorations. This is also represented in Figure 9



**Figure 9: Preferred Style in Wall Decoration**

Other than the criterion considered while selecting a wall decoration, various factors influenced the choice of wall decoration. The factors which had influenced the selection of wall decorations are discussed under Table VIII

**Table VIII: Factors Influenced Selection of Wall Decoration**

Factors	N=50	*Percentage
Durability	19	38
Suitability	16	32
Colour	12	24
Cost	8	16
Texture	6	12
Material	3	6

\*Total exceeds 100 due to multiple responses

Durability of the wall decorations were given maximum importance by 38 per cent of the respondents surveyed. Suitability was also considered among 32 per cent of the respondents. Other factors which influenced their selection were colour (24 per cent), cost (16 per cent), texture (12 per cent) and material (6 per cent).

Except eight per cent of the surveyed respondents the rest were satisfied with the performance of the wall decorations. Majority of 92 per cent of the surveyed respondents were satisfied with the material they had purchased.

#### **IV. Maintenance of Wall Decoration**

With regard to care given for wall decoration by the households 50 per cent respondents themselves cleaned the wall decoration. In 30 per cent of the households surveyed, servants were given the work of cleaning the wall decorations and in 20 per cent of the surveyed families one of the family member of the respondents were cleaning the wall decorations.

Depending upon the type of wall decoration the type and frequency of cleaning varied. The frequency of cleaning the wall decoration is given in Table IX

**Table IX: Frequency of Cleaning Wall Decoration**

<b>Frequency of cleaning</b>	<b>N=50</b>	<b>Percentage</b>
Everyday	7	14
Once in a week	14	28
Once in 6 months	19	38
Once in a year	10	20

The Table above indicates maximum 38 per cent of the respondents were cleaning once in six months. Twenty-eight per cent of the respondents cleaned their wall decorations once in a week. Twenty per cent of surveyed respondents cleaned their wall decorations once in a year. Only 14 per cent informed that they clean the wall decorations every day.

In order to clean the wall decorations dusting was done by 60 per cent of the households. Thirty per cent just wiped the wall decorations with a wet cloth while 10 per cent were wiping the surface of the wall decorations using soap water.

Only sixteen per cent were using special equipment such as vacuum cleaner for cleaning the wall decoration once in a way.

Generally, people have a tendency to consider their decision as the best in selection of any material. Among the selected respondents when enquired about the wall decorations they would suggest to others when given an opportunity, the wall decoration recommended by them are given in Table X and Figure 10

**Table X: Wall Decorations Recommended to Others by the Respondents**

Wall decorations	N=50	Percentage
Wallpaper	18	36
Stencilling	14	28
Sponging	9	18
Wall art	6	12
Spraying	3	6



**Figure 10: Wall Decorations Suggested to Other by Respondents**

The Table X and Figure 10 above revealed the fact that maximum 36 per cent suggested wall paper as the best wall decoration. Stencilling, sponging, wall art and spraying were suggested as the best decorations by 28 per cent, 18 per cent, 12 per cent and six per cent of the respondents respectively.

## PHASE A: (2) Results of Survey Conducted Among Commercial Space

This phase of the findings present the data received from 50 commercial buildings surveyed. They are discussed under the following topics:

- I. Details of the commercial space
- II. Selection of wall decoration for commercial space
- III. Maintenance of the wall decoration

### I. Details of the commercial space

This part of the study discusses the information on the type of commercial space, year of establishment, type of building and plinth area of the selected commercial space. The Table XI given below presents general information of surveyed commercial space.

**Table XI: General Information of the Commercial Space**

Details	N=50	Percentage
<b>Types of Commercial place</b>		
Others	20	40
Shops	19	38
Café	7	14
Office	4	8
<b>Year of establishment</b>		
Year (2010-2012)	19	38
Year (2013-2015)	22	44
Year (20106-2018)	9	18
<b>Plinth area</b>		
sq. ft 300-600	15	30
sq. ft 601-900	25	50
sq. ft 901-1200	10	20

Forty per cent of the surveyed commercial space were classified under (others) which included restaurants, hotels, milk shake bars and chocolate shops.

The Table above reveals that among the selected commercial space 38 per cent were shops such as boutique, textile store and foot wear shops, 14 per cent were café's and eight per cent were offices.

Among the surveyed commercial space 38 per cent were established in the year between 2010-2012, 44 per cent had started their business in the year 2013-2015 and 18 per cent had established in the year between 2016-2018.

It is interesting to know that 56 per cent of surveyed building were newly constructed. 28 per cent were old buildings and the rest 16 per cent were remodelled buildings.

The Table above revealed that the plinth area of 30 per cent of commercial space were ranging between 300-600 sq. ft, 50 per cent covered a space ranging between 601-900 sq. ft and 20 per cent of the shops were running in the space ranging between of 901-1200 sq. ft.

## II. Selection of Wall Decorations for Commercial Space

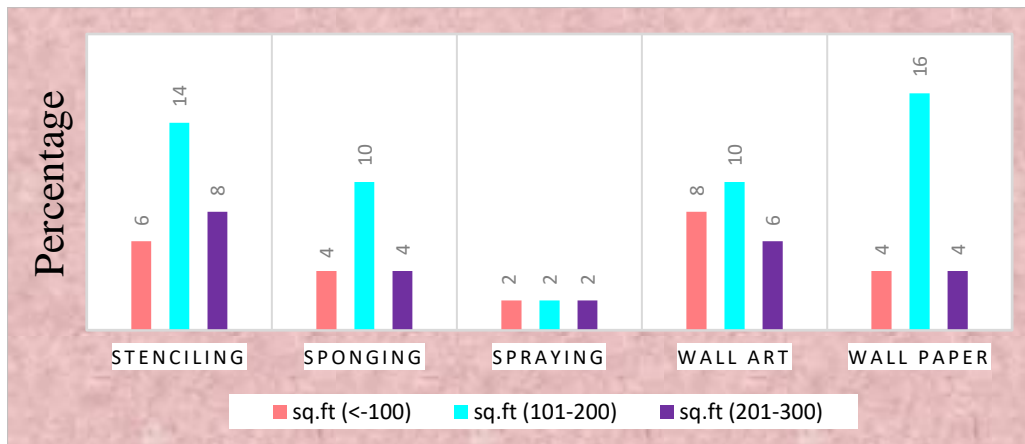
Use of wall decoration at least on one major wall which attracts the attention of the people who enter the room is the latest trend whether it is a residential or commercial building. The reasons behind using wall decorations is presented in Table XII

**Table XII: Reasons for Choosing Wall Decoration in Commercial Space**

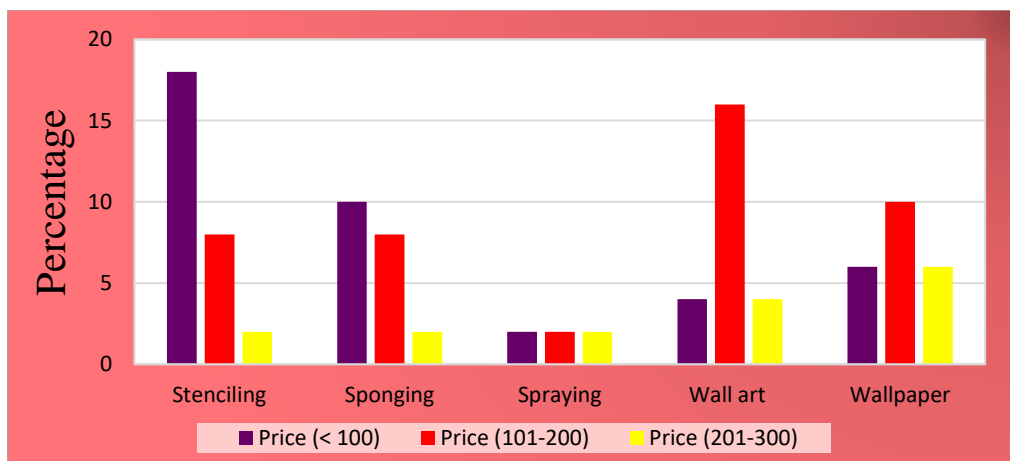
Reasons	N= 50	Percentage
Attractive	31	62
Interested	12	24
Rich look	7	14

The surveyed commercial space expressed that the major reason for using wall decorations in their space is mainly due to its attractive look is (62 per cent), twenty-four per cent used the wall decorations due to their interest and 14 per cent used just because it gives a rich look to their interior.

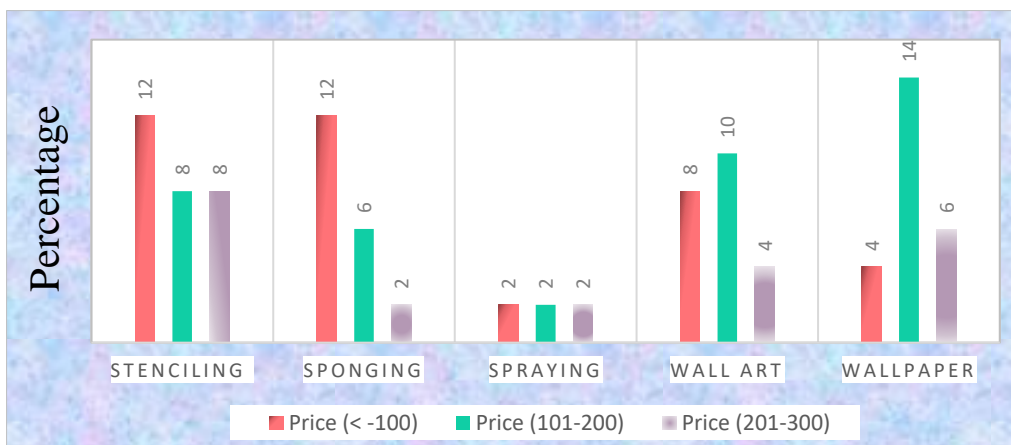
Type of wall decoration used in commercial space and its material and labour cost is represented in Figure 11,12 and 13.



**Figure 11: Type of Wall Decoration, Area Covered in the Commercial Space**



**Figure 12: Material Cost of Wall Decoration Used in the Commercial Space**



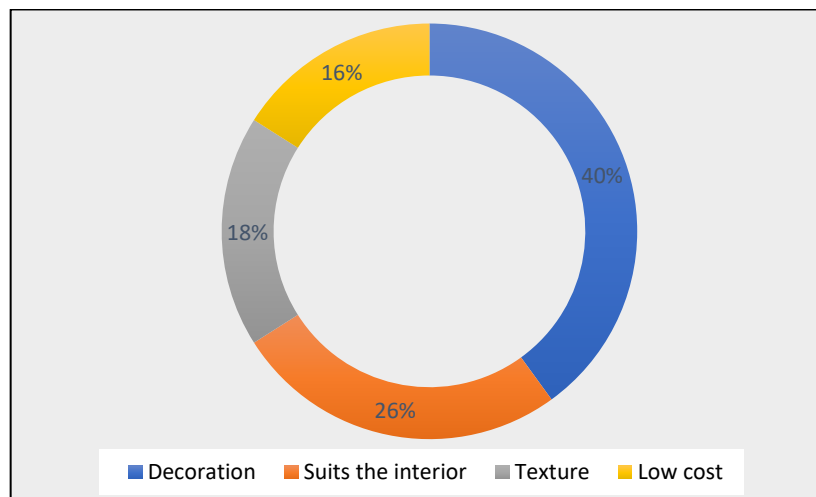
**Figure 13: Labour Cost for Applying Wall Decoration in Commercial Space**

Out of 50 commercial space surveyed 28 per cent had used stencilling, 22 per cent had used sponging, two per cent had used spraying of paint, 24 per cent had used wall art, and another 24 per cent had used wall paper.

The surveyed respondents shared the reasons for choosing the particular type of wall decoration. The information is presented in Table XIII

**Table XIII: Reason for Choosing the Particular Wall Decoration**

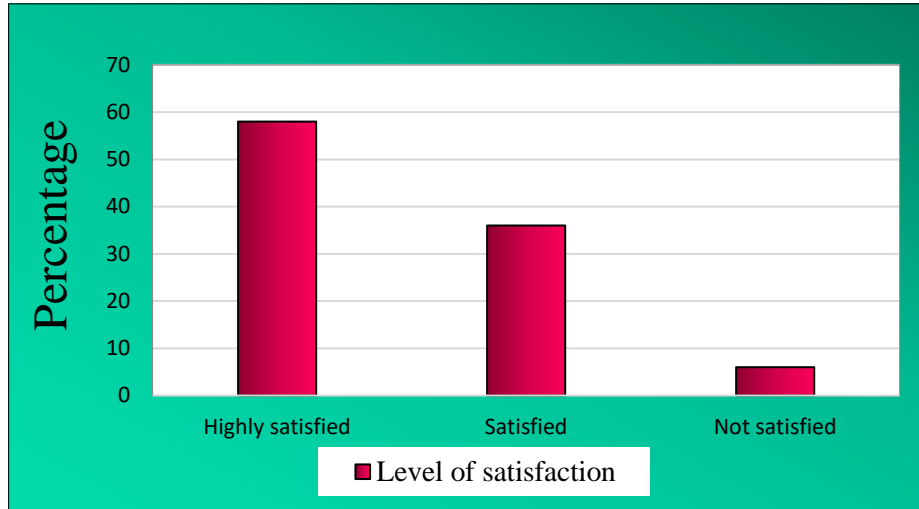
Reasons	N=50	Percentage
Decorativeness	20	40
Suits the interior	13	26
Texture	9	18
Low cost	8	16



**Figure 14: Reason for Choosing Wall Decoration for the Commercial Space**

Maximum 40 per cent of respondent's reason for choosing the particular type of wall decoration is for its decorative appearance, while 26 per cent had selected the particular wall decoration as it suited their interior. Due to its appealing texture of the material 18 per cent of the respondents had selected the wall decoration. Economic cost was referred by 16 per cent of the respondents for selection of the wall decoration they had applied for the walls in the commercial space.

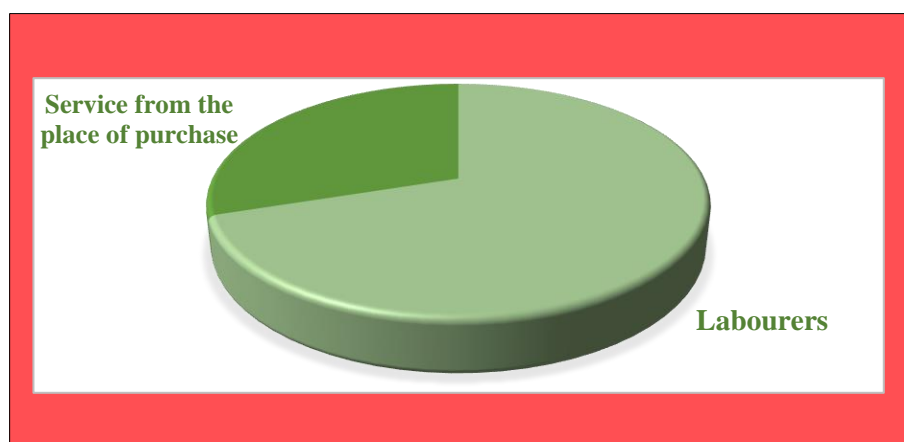
Ninety-four per cent of the respondents revealed that they were either highly satisfied or satisfied with the wall decorations as it suited the space where they had used. This is represented in Figure 15



**Figure 15: Ambience of Interior After Using Wall Decoration**

After the application of the wall decoration 70 per cent of the owners of commercial space expressed that their regular customers appreciated the wall decorations applied on the walls of the commercial space.

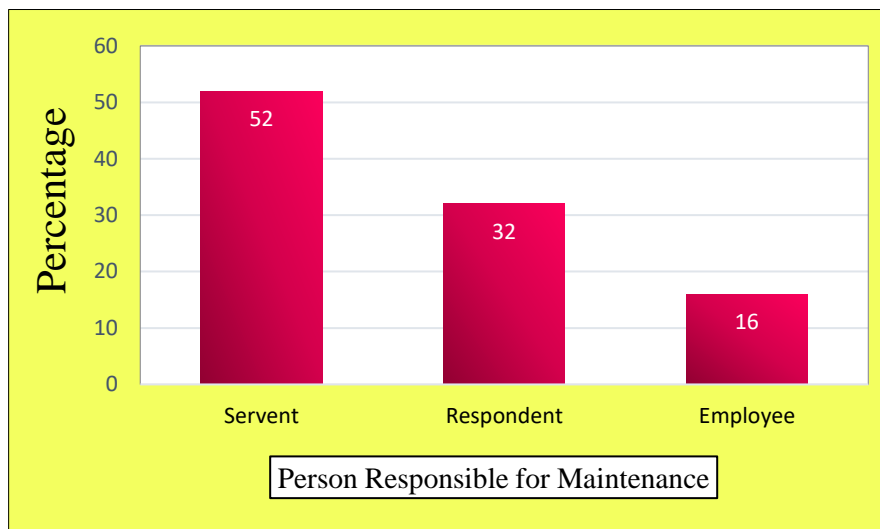
Seventy per cent of the wall decoration of the surveyed respondents had employed labourers to apply the decoration on the wall. While 30 per cent were benefited by service extended from the shops from where they procured the wall decorations. This is shown in Figure 16.



**Figure 16: Person Responsible for Application of Wall Decoration**

### III. Maintenance of wall decoration

Whatever may be the wall decoration, it required a regular maintenance for extending its lifetime as well as to make it look appealing. Among fifty-two per cent of the respondents mentioned that their servants who are employed for cleaning does the job of maintaining the wall decoration, among 32 per cent of respondents they themselves cleaned the wall decoration of their commercial space and in 16 per cent of wall decoration of the respondents were maintained by the employee working in the respective commercial space. This is represented in Figure 17



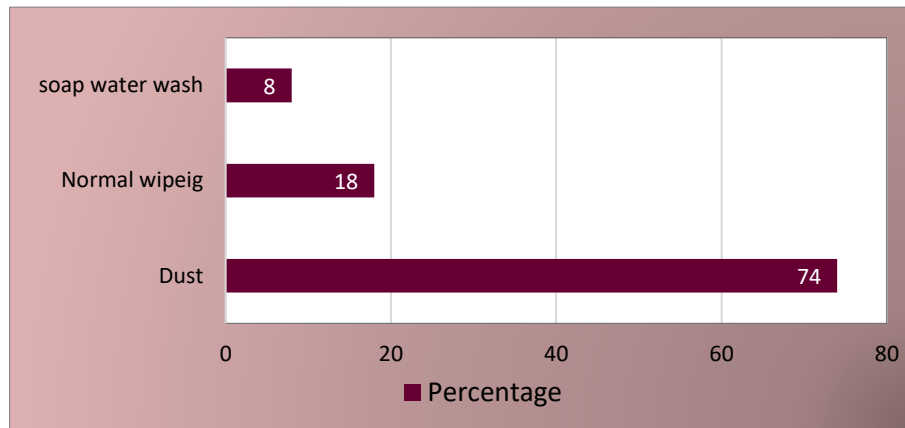
**Figure 17: Person Responsible for Maintenance of Wall Decoration**

Whatever may be the type of wall decoration used, the methods of cleaning and frequency of cleaning followed were based on the wall decoration applied. That is depicted in Table XIV and Figure 18

**Table XIV: Method of Cleaning Wall Decorations**

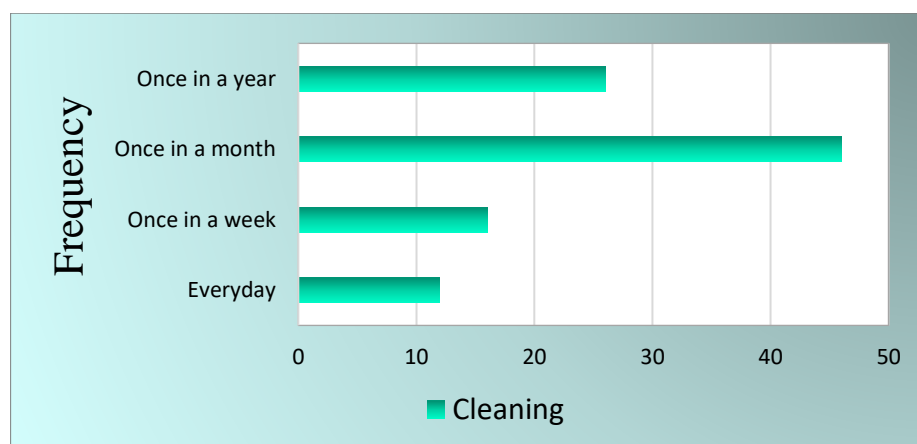
Frequency	N=50	Percentage
Dusting	37	74
Normal wiping	9	18
Soap water wash	4	8

Among the surveyed respondents 74 per cent used to dust the wall decorations. The other methods of cleaning were by wiping with dry cloth by 18 per cent and washing with soap water was done by eight per cent. Figure 18 depicts the methods of cleaning the wall decoration followed by the respondents.



**Figure 18: Method of Cleaning of Wall Decoration**

Maximum 46 per cent of the shop owners expressed that they cleaned the wall decoration once in a month. 26 per cent of the respondents stated that cleaning of wall decoration was done once in a year, 16 per cent of the respondents said they cleaned once in a week and 12 per cent of respondents mentioned that they do the cleaning every day. The frequency of cleaning the wall decoration in order to maintain the wall decoration is presented Figure 19



**Figure 19: Frequency of Cleaning the Wall Decorations**

Special equipment such as vacuum cleaner was used for cleaning the wall decoration only by 16 per cent of the respondents.

### PHASE A: (3) Results of the Survey Conducted in the Market

This phase of the findings presents the data received from the selected 25 shops which sold the wall decorations. They are presented under the following topics:

- I. Details of the Shop
- II. Availability of Wall Decoration in the Shop
- III. General Information About their Customers and Service Rendered

#### I. Details of the Shops

Information on the nature of business, year of establishment, level of satisfaction in the business, type of sales by the selected shops is discussed under this part of study. Table XV represents the above said information.

**Table XV: General Details of the Shop**

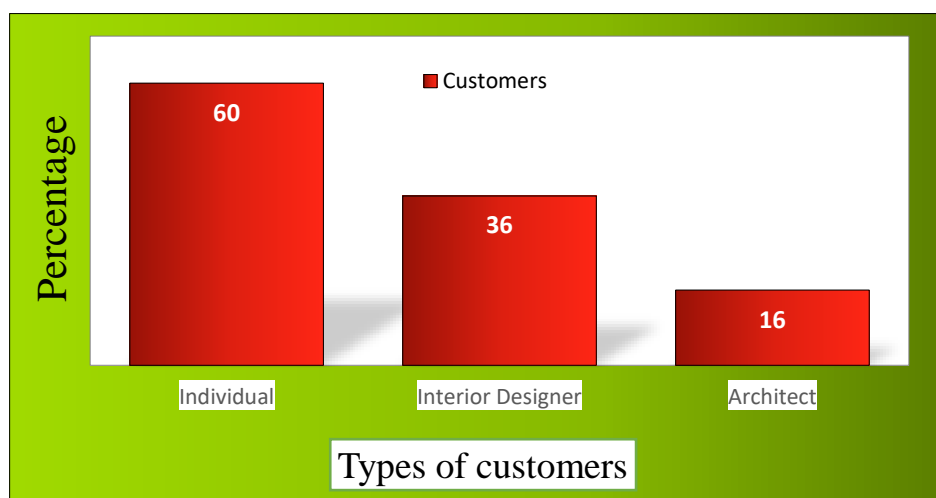
Details	N=25	Percentage
<b>Nature of business</b>		
Wallpaper	10	40
Paint	8	32
Home décor	7	28
<b>Year of establishment</b>		
Year (2010-2012)	12	48
Year (2013-2015)	9	36
Year (2016-2018)	4	16
<b>Level of satisfaction in business</b>		
Highly satisfied	12	48
Satisfied	10	40
Not satisfied	3	12
<b>Type of sales</b>		
Readymade	5	20
Custom design	2	8
Both	18	72

From the Table it could be understood that among the selected 25 shops, a majority of 40 per cent of shops were selling wall paper. 32 per cent were selling paints for stencilling, sponging, wall art and spraying and 28 per cent are home décor shop where we could find designs of wall art, stencilling and sponging tools and paints.

In the survey it was understood that 48 per cent of the shops were established in the year between 2010-2012. Thirty-six per cent of shops were started in the year between 2010-2012. Sixteen per cent of the shops were initiated in the year between 2016-2018. It is interesting to know that 48 per cent of respondents said that they are highly satisfied with their business in this competitive field.

Among the surveyed shops 20 per cent of them were selling readymade designs while in eight per cent of the shops they customised designs for their customers. Maximum in 72 per cent of the shops were selling both readymade and customised design in wall decoration.

Regarding the type of customers they received, the owners of the shop disclosed the fact that all the type of customers come to their shop to purchase the wall decorations. However, to be specific only 36 per cent and 16 per cent of interior designer and architects respectively, visited their shop. However, 60 per cent of owners pointed out that individual owners of the building also visited their shop to purchase the wall decorations. This information is also represented in Figure 20.



**Figure 20: Types of Customers Visited the Shop**

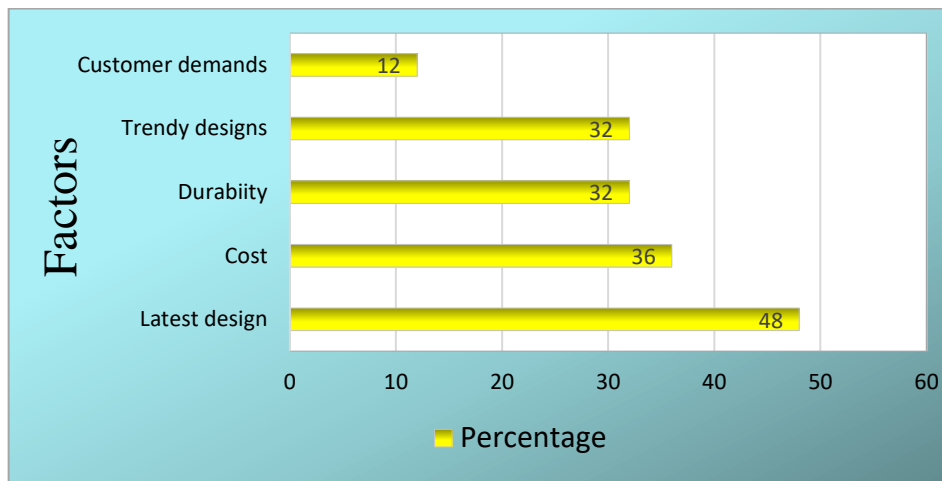
## II. Availability of Wall Decorations in the Shop

For sale of wall decoration in their shop, the owners of the shop bought the goods from the other places. The factors they considered while purchasing wall decorations for sales in their shop is presented in Table XVI and Figure 21.

**Table XVI: Factors Considered While Purchasing the Wall Decoration**

Factors	N=25	*Percentage
Latest design	12	48
Cost	9	36
Durability	8	32
Trendy designs	8	32
Customer demands	3	12

\*Total exceeds 100 due to multiple responses



**Figure 21: Factors Considered While Procuring Wall Decorations**

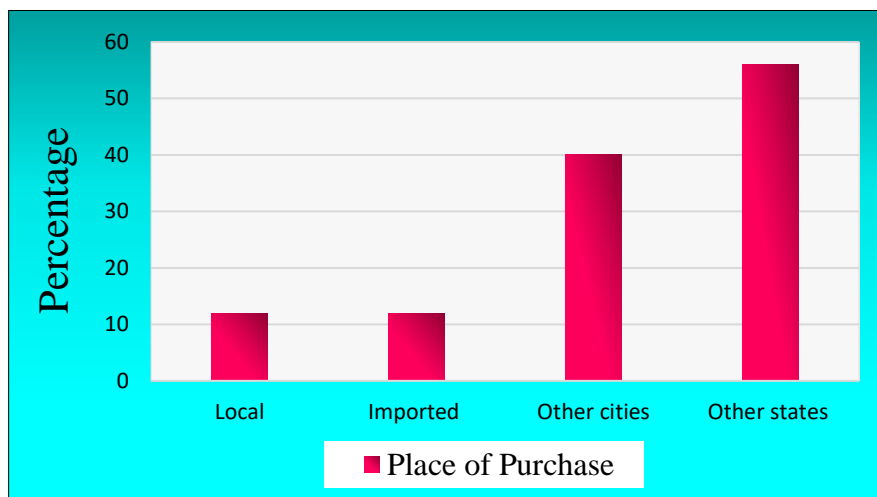
While purchasing wall decorations for sales in their shop, maximum 48 per cent of the surveyed shop owners informed that they procured latest wall decoration and trendy designs (32 per cent). Durability (32 per cent) and cost (36 per cent) was also given priority in their selection of wall decorations for sales. Based on the demand of the customers 12 per cent purchased the goods for sales. This data is represented in the above Figure 21.

Though Coimbatore is the second largest city in Tamil Nadu some of the wall decorations are available only in Chennai, Mumbai and Bangalore. Some designs were also imported by the shop owners. The information on place of purchase of wall decoration by the owners of the shop is given in Table XVII and Figure 22.

**Table XVII: Place of Purchase of Wall Decoration**

Place of purchase	N=25	*Percentage
Local	3	12
Imported	3	12
Other cities	10	40
Other states	14	56

\*Total exceeds 100 due to multiple responses



**Figure 22: Place of Purchase of Wall Decoration**

Among the surveyed respondents 12 per cent of shop owners bought their wall decorations in the local markets. Twelve per cent informed that their wall decorations are imported from China. Forty per cent of the shops bought the wall decorations for sales in their shop from Chennai while 56 per cent revealed that they purchased the wall decoration from other states such as Mumbai and Bangalore. These are the places where latest design of wall decorations are available in abundance. This reveals the fact the place of purchase of wall decoration varied with its type design and their need.

Majority of the owners discussed the fact that they added to their existing stocks with the new ones, once in every six months. This is mainly when they purchased the goods from other states. Those who placed order from other countries purchased the goods for sale once in a year.

The type of wall decorations what they were selling varied with the type of shops. Most of the big shop (78 per cent) sold all the varieties of wall decorations which were demanded or required by the customers.

Table XVIII indicali the types of customers who purchased the wall decoration in the shop as stated by the shop owners.

**Table XVIII: Type of Customers Who Purchased the Wall Decoration**

<b>Types of customers</b>	<b>N=25</b>	<b>*Percentage</b>
High income customer	20	80
Professional	10	40
Middle class	3	12

\*Total exceeds 100 due to multiple responses

Regarding the information on type of customers usually visits their shop, the owners of the shop revealed that mostly high-income customers and professional peoples like architects and interior designers visited their shops to purchase the wall decorations.

The shop owners expressed that wallpaper was the mostly preferred wall decoration by 52 per cent of the customers. Maximum 64 per cent of the respondents used wall decorations for living room. The other rooms preferred were bed room and dining room.

From the shop owner's point of view about their customer's option they stated that 82 per cent of them preferred latest design as for their wall decorations are concerned.

### **III. General Information on Customers and Service Rendered by the Shops.**

The shop owners as well as the sales person in the shop shared their expertise with the customers in selecting the wall decoration.

Regarding the service extended by the shop owners for their customers, the survey revealed that the customers were well informed since they usually collect the required information from friends and relatives before they came for the purchase. They also gathered the required information from net and by surveying the market before they purchased a wall decoration.

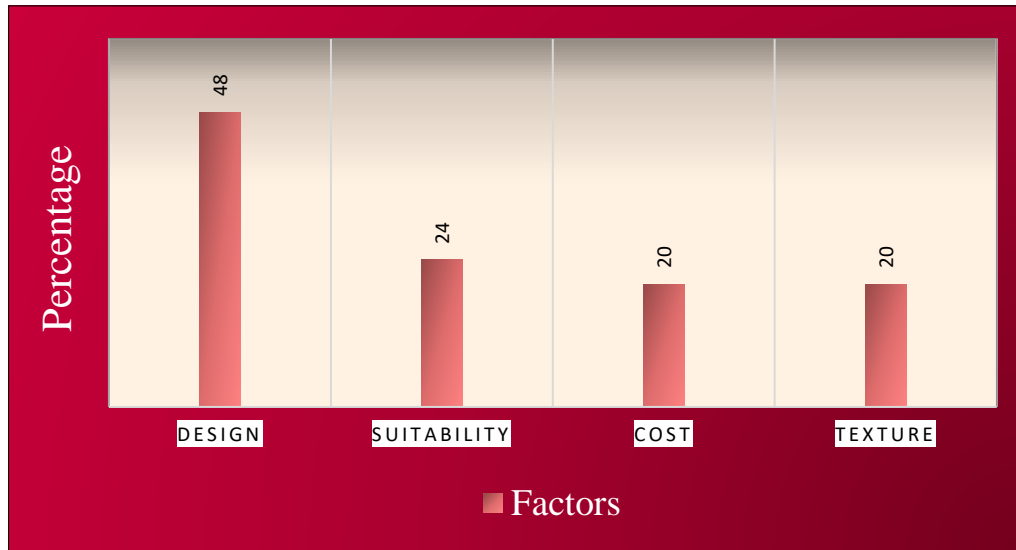
Majority of the customers (60 per cent) preferred modern design for wall decoration. Thirty-six per cent showed their liking for contemporary style and the remaining 16 per cent showed their interest towards traditional style wall decorations. In the surveyed shops, 76 per cent of respondents said that they also gave their opinion to their customers while they were selecting wall decorations.

According to point of view of the shop owners the factors considered by the customers while selecting wall decorations for their interiors is shown in Table XIX and Figure 23.

**Table XIX: Factors Considered While Purchasing Wall Decoration**

<b>Factors considered</b>	<b>N=25</b>	<b>*Percentage</b>
Design	12	48
Suitability	6	24
Cost	5	20
Texture	5	20

\*Total exceeds 100 due to multiple responses



**Figure 23: The Factors Considered by the Customers**

According to the views of shop owners, design of the wall decoration was the major factor considered by 48 per cent of their customers. Twenty-four per cent considered suitability to their interior. 20 per cent gave importance for cost of the material and 20 per cent gave priority to texture of the wall decorations.

Regarding the cost of the wall decorations it was available in wide range of price. However, the cost varied with quality of the material. The customers did a thorough study about the cost in different shops and purchased their goods required in the shop in which they feel satisfactory.

From the surveyed respondents 80 per cent expressed that their customers showed greater interest towards wall decorations.

The sales people appointed in the shop showed catalogues to their customers and picked up the orders from the customers. The catalogues gave an idea about how the design, texture and colour of the wall decorations looks after completion. Eighty-four per cent of shops provided catalogues for their customers to visually see the designs. From the survey done in the shops it is understood that 76 per cent of shops even gave demonstration to their customers.

From the survey it is understood that only 20 per cent extended their service for repair and maintenance to their customers for a period of one year.

## PHASE A: (4) The Results of Survey Conducted Among Architects

This phase of the findings presents the data received from thee selected 25 architects. Under the following topic:

### I. Information About the Wall Decoration

#### I. Information About the Wall Decorations Used

**Table XX: Information on Wall Decoration Provided by Architects**

Wall decoration for buildings	N=25	Percentage
It is optional	10	40
Included in the cost	15	60

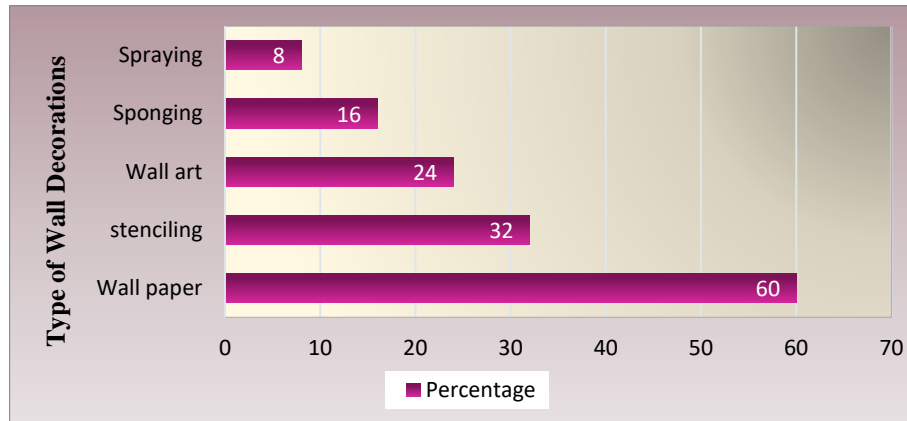
The architects surveyed informed that 60 per cent of them included the cost of wall decoration in their cost of construction, while 40 per cent had offered wall decorations as optional to their clients. Hence, they charged an extra amount when wall decoration is done.

The preference of the clients of the architects as expressed by them is given in Table XXI and Figure 24.

**Table XXI: Type of Wall Decoration Preferred by the Clients**

Wall decoration preferred	N =25	*Percentage
Wall paper	15	60
Stencilling	8	32
Wall art	6	24
Sponging	4	16
Spraying	2	8

\*Total exceeds 100 due to multiple responses



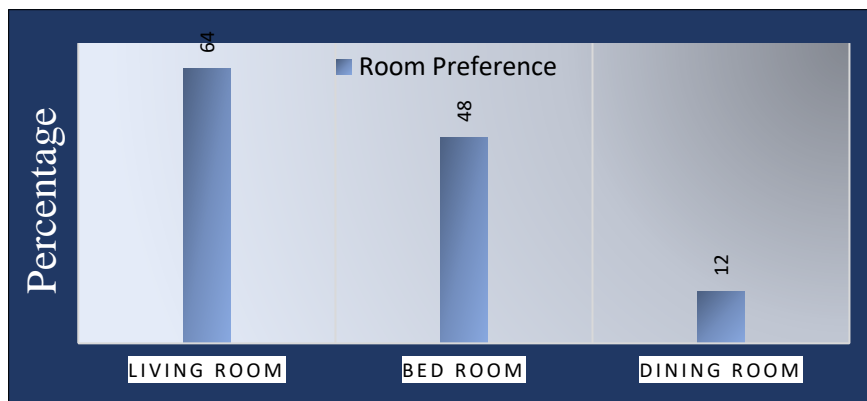
**Figure 24: Type of Wall Decoration Preferred by Clients**

As per the information given by the architects, wallpaper as wall decoration was mostly preferred by 60 per cent by their clients followed by 32 per cent for stencilling, 24 per cent for wall art, 16 per cent for sponging and eight per cent for spraying.

Table XXII gives information on the room which wall decoration are preferred by the client of the architects.

**Table XXII: Room Preferred by their Clients for Wall Decorations**

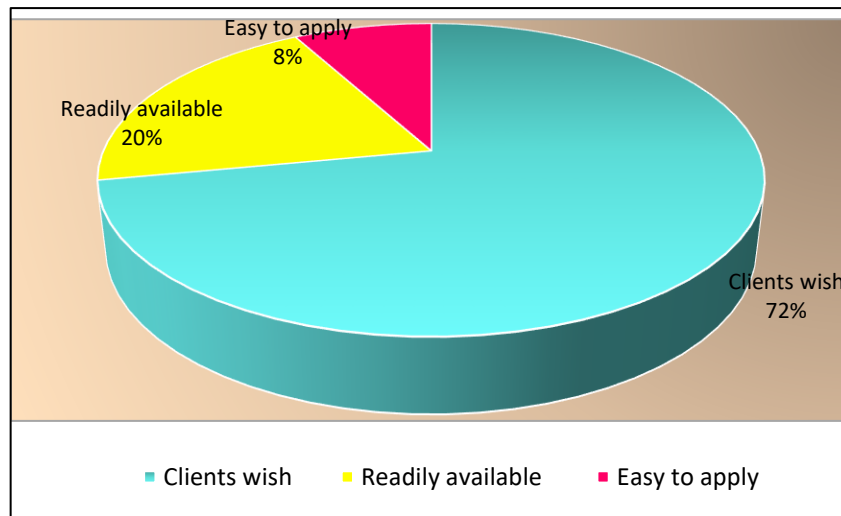
Mostly used wall decoration in	N=25	Percentage
Living room	16	64
Bed room	12	48
Dining room	3	12



**Figure 25: Room Preferred for Wall Decorations by the Clients**

The architects who were surveyed informed that living room (64 per cent) and bed room (48 per cent) were the most preferred area for wall decoration.

While selecting the wall decoration. The architects considered the preference of their clients (72 per cent). Twenty per cent of the architects purchased wall decoration which were readily available. Eight per cent of the architects even opted for wall decoration which are appealing and easy to apply by them. This information is given in Figure 26



**Figure 26: Factors Considered by the Architects**

Whatever may be the wall decorations all of them were satisfied with the wall decoration they had applied in their clients building.

**Table XXIII: Reasons for Suggesting Wall Decoration**

Advantages	N=25	Percentage
Easy to apply	12	48
Easy maintenance	8	32
Low cost	5	20

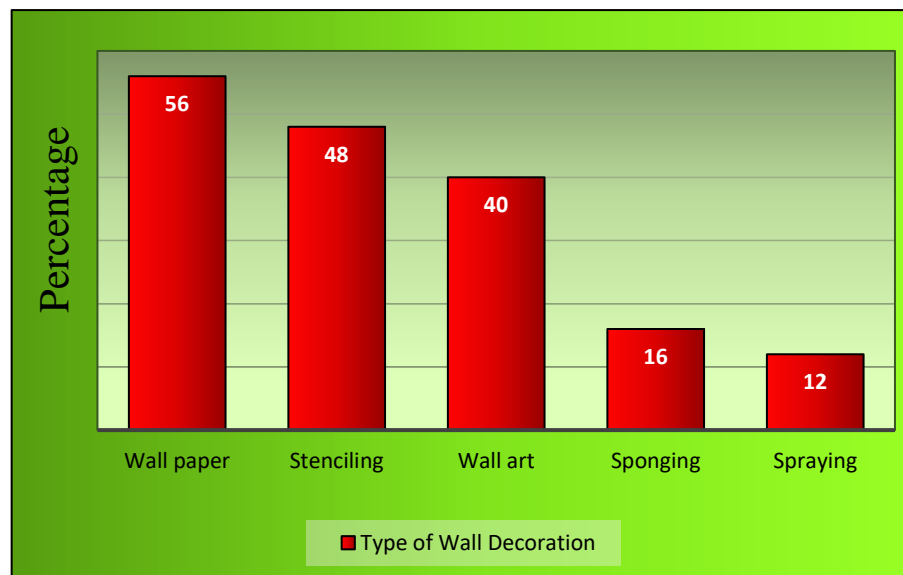
The survey revealed the fact that 80 per cent of the architects gave their suggestions to the clients in selection of wall decoration. While suggesting the wall decorations to the clients, the architects considered ease of application (48 per cent) ease of maintenance (32 per cent) and economic price as the major factors.

In the experience of the architects the most preferred wall decoration by their clients is given in Table XXIV and Figure 27

**Table XXIV: Most Preferred Wall Decoration by the Clients**

Wall decorations	N=25	*Percentage
Wall paper	14	56
Stencilling	12	48
Wall art	10	40
Sponging	4	16
Spraying	3	12

\*Total exceeds 100 due to multiple responses



**Figure 27: Most Preferred Wall Decoration by the Clients**

From the information gathered from the architects 56 per cent of their clients showed preference for wall paper. 48 per cent for stencilling, 40 per cent for wall art, 16 per cent for sponging and 12 per cent for spraying of paints. The architects generally tried to satisfy the expectations of their clients.

Thought majority of architects included the cost of wall decoration in their construction cost, the labour cost varied with the type of wall decoration and the intricacies involved in applying.

Table XXV gives information on the amount of labour charged for wall decoration by the architects.

**Table XXV: Amount Charged for Wall Decoration by an Architects and for Labour.**

Charge of wall decoration	Range (1-50)				Range (51-100)				Range (101-150)			
	N=25		* %		N=25		* %		N=25		* %	
Stencilling	8	10	32	40	12	11	48	44	5	4	20	16
Sponging	10	12	40	48	11	11	44	44	4	2	16	8
Spraying	4	4	16	16	2	2	8	8	-	-	-	-
Wall art	3	5	12	20	10	9	40	36	12	11	48	44
Wall paper	3	5	12	20	7	14	28	36	15	6	60	24

\*Total exceeds 100 due to multiple responses

Among the five wall decorations listed, cost of spraying of paint seems to be less when compared to other wall decorations. Similarly, for wall paper they had charged maximum of Rs.101-150 by 40 per cent of the surveyed architects. With regard to the labour cost of fixing the wall decoration, wall art and wallpaper were demanded more by the labourers when compared to other wall decorations. The architects paid their labourers on the basis of labour cost/ day (72 per cent). Only 28 per cent of the architects paid their labourers based on rate per sq.ft. However, the labour cost also ranged widely for each type of wall decoration, wide difference in labour cost was also noticed for the same wall decoration.

Among the surveyed architects, the reason for providing wall decoration were in order to give a unique look (68 per cent), and to satisfy clients wish (32 per cent).

Eight per cent architects had given suggestions to their clients regarding the selection and application of wall decoration.



LIVING ROOM



DINING ROOM



LIVING CUM DINING ROOM

**Plate 6: Designs planned for an interior**

## **PHASE 2: Planning for Decoration**

The wall decorations were designed by the Autodesk 3ds max. A living room and dining room were designed using the wallpaper, stencilling, wall art and sponging by giving vibrant colours. After the necessary alteration, the finalised design was presented. The design of wall decoration in interior was created to give an idea about the wall decoration. This is shown in Plate 6. These types of designs will give an idea about the wall decoration before it is actually applied on the wall. These types of design when showed to the clients they will get an idea about the wall decoration which may reduce the cost of reapplication when they are not really satisfied.

## V SUMMARY AND CONCLUSION

Interior design is a multifaceted profession that includes conceptual development, space planning, site inspections, communicating with the stakeholders of a project and execution of the design of living space. A house is a museum, an exhibition of the changes in the way life has been lived. A house or any building has different components, foundation, wall, roof and floor. A wall is a structure that defines an area, carries a load, or provides shelter or security. walls usually occupy the largest space in the room, and they make the most impact in interior. Simply white walls are boring, so the plain walls need some decoration on it. Walls are great place to show our creativity and personality. We can decorate wall by our self, using clever ideas as starting point to dressing our wall area within a budget. This massive decoration made on concrete wall with the decoration such as stencilling, sponging, wall paper and wall art with varied in colours and sizes, form a beautiful, intricate and interesting pattern. Decorating a home is about finding personal style defining environment that sustains the spirits and reflects what is being valued when faced with the blank slate of an empty room. Decorating walls can transform an interior space to dramatic effect that harmoniously creates a rich, sophisticated look. Hence the investigator made an attempt to study “Availability and Use of Wall Decorations in Modern Interiors”.

### **The Objectives of the Study are as follows:**

- Collect the information on the availability of wall decorations in the market.
- To find the types of wall decoration used in recently constructed residential and commercial buildings
- To gather information on the types of wall decorations recommended to their clients by an architect.
- To suggest few wall decorations for selected residential interior.

The research study involved two phases namely

- **Phase 1:** Survey among households, commercial space, markets and architects.
- **Phase 2:** Planning for Decoration

### **Phase 1**

Surveys can produce a large amount of data in a short time for a fairly low cost. A survey was conducted to know about the availability, latest design and cost of wall decoration in market, maintenance and use of wall decorations in households and commercial space and to know the most preferred wall decoration by people through architects.

Interview schedule have more advantages that do not require much effort and often have standardized answers that make it simple to compile data. The interview schedule was framed in such a way as gather information on “Availability and use of wall decorations in modern interiors”. Surveys were conducted among households, commercial space, market as well as with architects using four different interview schedules. The samples included 50 residential and commercial space each and 25 market and survey among architects. The prepared schedules was pretested, so as to check for its clarity and continuity. Based on the suggestions given by the samples the tool was modified and finalised.

### **Phase II**

A wall decoration was designed by the investigator by using a software called Autodesk 3ds max. 3D studio max, is a professional 3D computer graphics program for making 3d image. Five wall decoration were designed for the interior walls using 3ds max.

The results of the study are presented in two phases given below:

**Phase 1:** The results of the survey conducted among households, commercial space, markets and architects.

**Phase 2:** Planning for Decoration

### **Phase 1**

#### **(i) The Results of the Survey Conducted Among Households**

Among the selected 50 households, Maximum 90 per cent of the surveyed respondents were women. Many youngsters were aware about wall decorations. Maximum 76 percent of the samples belonged to the young adult group (20-30yrs). Among the surveyed households maximum 48 percentage of respondents were earning above Rs.40,000 per month. Majority 84 per cent of the surveyed respondents had constructed their house in the plinth area ranging between 500sq.ft -1000sq.ft. Among the surveyed households it could be inferred that maximum 64 per cent of the houses were constructed during the period of 2010-2012.

The wall decorations were used by 38 per cent of the respondents to give a decorative look to the room. Among the surveyed household maximum 34 per cent samples had used wall paper. Forty-eight per cent disclosed that they had applied wall decoration in an area of 100sq.ft. Since it was easy to do wall decorations 36 per cent wall decoration were customised by the respondents themselves. Among the samples 54 per cent of houses who had used wall decoration, had spent Rs.1-50/ sq. ft. Among the selected samples 42 per cent informed that wall decoration was suggested by their Interior designer because they have more knowledge about wall decorations.

The major reason that influenced the respondents in selection of the particular wall decorations were suitability (38 per cent). Seventy-four per cent of respondents had engaged skilled labourers to do wall decoration for their interior. Eighty-two per cent of respondents expressed that they had more choice while selecting wall decorations. Some decoration stays even for more than 20 years as well.

While seeking for wall decoration for the walls in house of respondents depended on the suggestion of their family members (52 per cent).

Eight per cent of respondents expressed that the material what they had purchased was as per their expectations. Among the surveyed households 34 percent of respondents purchased their wall decoration from the wholesale dealers since the price will be competitive. While selecting the wall decorations maximum 64 per cent wanted it to be highly decorative. Durability of the wall decorations were given maximum importance by 38 per cent of the respondents surveyed.

Majority 82 per cent of the surveyed respondents were satisfied with the material they had purchased. With regard to care given for wall decoration by the households 50 per cent respondents with great care cleaned the wall decoration. Maximum 38 per cent of the respondents were cleaning the wall decoration once in six months. In order to clean the wall decorations dusting was done by 60 per cent of the households. Maximum 36 per cent of the respondents suggested wall paper as the best wall decorations.

#### **(ii) The Results of Survey Conducted Among Commercial Space**

Among the surveyed commercial space 40 per cent were classified under others which included restaurants, hotels, milk shake bars and chocolate shops. Thirty-eight per cent of commercial space were established in the year between 2010-2012. The wall decoration were applied mostly in recently constructed building (56 per cent). The plinth area of 30 per cent of commercial space were ranging between 300-600 sq. ft.

The surveyed commercial space expressed that the major reason for using wall decorations in their space is due to its attractive look (62 per cent). Due to easy application and requirement of minimum maintenance 28 per cent had used stencilling method in commercial space. Maximum 40 per cent of respondents had chosen the particular type of wall decoration what they had applied for its decorative effect. Ninety-four per cent of the respondents revealed that they were satisfied with the wall decoration applied. Seventy per cent of the wall decoration of the surveyed respondents had employed labourers to apply the decoration on

the wall. Among the surveyed respondents 74 per cent dusted the wall decoration because wall decorations don't need more maintenance. Maximum 46 per cent of the shop owners expressed that they cleaned the wall decoration once in a month. Special equipment such as vacuum cleaner was used for cleaning the wall decoration only by 16 per cent of the respondents.

### **(iii) The Results of Survey Conducted Among Markets**

Wall papers are the most popular and elegant wall decoration, so maximum 40 per cent of shops were selling wall paper. In the survey it was understood that 48 per cent of the shops were established in the year between 2010-2012. It is interesting to know that 48 per cent of respondents shared that they are highly satisfied with their business. Building owners who are constructing a building generally are more concerned about the design of their interiors, so 60 per cent of shop owners pointed out individual owners of the building also visited their shop to purchase the wall decorations. Maximum 48 per cent of the surveyed shop owners informed that they procured latest wall decorations from the market. Fifty-six per cent of the respondents revealed that they purchased the wall decorations for sales from other states such as Mumbai and Bangalore.

Some of the fast-moving and new collections of wall decorations in market were added with the existing products every six months. Owners of the shop revealed that mostly high-income people visit their shop. The shop owners also expressed that wallpaper was the mostly preferred wall decoration by 52 per cent of the customers. Design was the major factor considered by 48 per cent of the customers while purchasing wall decoration. From the surveyed respondents 80 per cent mentioned that their customers showed great interest towards wall decorations.

### **(iv) The Results of Survey Conducted Among Architects**

The architects surveyed informed that 60 per cent of them included the cost of wall decoration in their cost of construction. As per the information given by the architect, wallpaper as wall decoration was mostly preferred by 60 per cent of their clients. The architects who were surveyed informed that living room (64 per cent) was the most preferred area in building to apply wall decoration.

While selecting the wall decoration architects considered the preference of their clients (72 per cent). Among the surveyed architects, the reason for providing wall decoration for the interior was to give a unique look (68 per cent) to the room.

## **Phase 2**

A wall decoration for interior was designed by the investigator. By using the computer software called 3ds max. A living room, dining room and living cum dining room were designed by using the vibrant colour scheme. The models created may be of great help to the clients to visualize the wall decoration before they are actually applied. So interior designers can take up such projects so that they will be able to satisfy their clients in applying the wall decoration.

## **Conclusion:**

There are lots of wall decorations available in the market more than we imagine. Now a day's wall decorations have become a trend, as it gives unique and modern look to the interiors. Wall decorations are used almost in every modern interiors. They are very durable and last longer as any other finishes. Interior designers will have more options while selecting wall decorations for their clients. Stencilling and sponging are low budget wall decorations and easily available. They also come in wide range of designs, colours and cost. They do not require much effort for maintaining. Besides the market is getting flooded with new materials, new ideas and new collections. Modern technology has improved a lot and today we have wall decorations that are both beautiful and easy to maintain. The individuals who are interested in applying wall decorations have to do a survey in the market to gather required knowledge on wall decorations. The small effort taken by the investigator may give them the required information from which they may select a suitable wall decoration which may give them greatest satisfaction.

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## APPENDIX I

### Ethical Committee Clearance Certificate

#### INSTITUTIONAL HUMAN ETHICS COMMITTEE



*Avinashilingam*

**Institute for Home Science and Higher Education for Women**

Deemed to be University Under category 'A' By MHRD, (Estd. u/s 3 of UGC Act 1956)

Re Accredited with 'A' Grade By NAAC, Recognised by UGC Under Section 12 B

Coimbatore - 641043, Tamil Nadu, India

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Principal, PSG Institute  
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Ms.D.Kavitha  
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Dr.G.Victoria Naomi  
Dr. Judith Justin  
Dr.Anitha Subash

24 January 2019

To

Ms. Akshaya.E

Department of Resource Management

Avinashilingam Institute for Home Science and

Higher Education for Women

Coimbatore – 641 043

Dear Akshaya.E,

Ref: Your proposal No. IHEC /18-19/IDRM/13 entitled  
“Availability and Use of Wall Decoration in Interiors” submitted for  
approval to the IHEC on 30.09.18.

The Institutional Human Ethics Committee of our University hereby  
grants approval to your research proposal No. IHEC /18-  
19/IDRM/13 entitled “Availability and Use of Wall Decoration in  
Interiors” submitted by you. The Approval number for the same is  
AUW/ IHEC/IDRM-18-19/XPD/13.

We wish you all the best in your research endeavours.

Regards,

*S. Uma Mageshwari*  
Dr.S.Uma Mageshwari  
Member Secretary



## APPENDIX II

### An Interview Schedule to Collect the Information on the Use of Wall Decoration in the Households.

#### **A. General Family Background**

1. Name of the head of the family:
2. Address:
3. Phone number:
4. Email ID (if any):
5. General information of the family:

Name of the family members	Age (in yrs)	Sex	Educational qualification	Occupation	Monthly income (approximately)

6. Other source of income \_\_\_\_\_
7. Types of family  
 Joint family       Nuclear family       Extended family
8. Religion followed  
 Hindu       Muslim       Christian

#### **B. Details of the house**

1. Rented house/ Own house? \_\_\_\_\_
2. Plinth area (in sqft):

3. Year of construction:

4. Person who was responsible for constructing?

Constructed by an architect       Bought readily constructed

5. Cost of the house in lakhs: \_\_\_\_\_

6. Type of house

Individual house       Apartment

Villa       Any other \_\_\_\_\_

**C. Selection and purchase of wall decoration for interior**

1. Why do you think wall decoration is important for decorating an interior?

\_\_\_\_\_

2. Does it gives an aesthetic look your interior?

Yes       No

3. What are the wall decoration you have used in interior

S.No	Room wall	Types of Wall decoration Used	Area covered	Readymade or prepared	Cost per Sq.ft
1	Living room				
2	Bed room				
3	Dining room				
4	Bath room				
5	Puja room				
6	Kitchen				

4. Who suggested the wall decoration for your interior? \_\_\_\_\_

5. Reason for choosing this particular wall decoration? \_\_\_\_\_

6. Who applied the wall decoration to your interior?

- By yourself       By labour

If labour, what was the charge \_\_\_\_\_

7. Did you have more choice while selecting wall decoration for your interior?

- Yes                       No

8. Have you changed the wall decoration?

- Yes                       No

If yes, how often do you change the wall decoration? \_\_\_\_\_

9. Who will help in the purchase? \_\_\_\_\_

10. Do you get some suggestion from anybody while purchasing wall decoration?

- Yes                       No

11. Did you get the wall decoration material as you expected?

- Yes                       No

12. Are you satisfied with the material purchased?

- Yes                       No

13. Where did you purchase your wall decoration from?

- Wholesaler       Retailer       Any other

14. What are your general preference of the style of wall decoration?

- Elegant                       Ethnic  
 Colourful                       Artistic  
 Simple                       Modern  
 Geometrical                       Highly decorative  
 Abstract                       Any, other please specify \_\_\_\_\_

15. What are the factors you consider most in the selection and purchase of the wall decoration?

- Durability                       Colour  
 Texture                               Material  
 Suitability                           Purpose  
 Cost                                       Any, other specify \_\_\_\_\_

16. Perspective regarding the quality of your wall decoration?

- Satisfied       Highly satisfied       Not satisfied

17. Have you ever found any dissatisfaction regarding the wall decoration after purchasing?

- Yes                       No

**D. Maintenance of wall decoration**

1. Who actually take care of the wall decoration? \_\_\_\_\_

2. How often you do clean the wall decoration? \_\_\_\_\_

3. How do you clean you wall decoration?

- Dusting       Normal wiping       Soap water wash

4. Do you use any special equipment to clean / dust your wall decoration

- Yes       No

If yes, mention the equipment name \_\_\_\_\_

5. If you would like to suggest for a wall decoration what type of wall decoration you would suggest? \_\_\_\_\_

## APPENDIX III

### An Interview Schedule to Collect Information on Use of Wall Decoration in the Commercial Space

#### A. Detail of the shop

1. What type of commercial place?

Office    Shop    Cafe    Any, other please specify\_\_\_\_\_

2. Name of the place:

3. Name of the owner /manager:

4. Address:

5. Phone number:

6. Year of establishment:

7. Type of building?

New building

Old building

Reconstructed building

8. Plinth area:

**B. Selection of wall decoration for commercial space**

1. Reason for choosing wall decoration for your commercial space \_\_\_\_\_

2. What are the wall decoration you have used in your commercial space and their labour cost?

S.No	Wall decoration	Sq.ft	Cost of the material (sq.ft)	Labour cost	Special maintenance (If any)
1	Stencilling				
2	Sponging				
3	Spraying				
4	Wall art				
5	Wall paper				

3.State the reason for choosing this wall decoration \_\_\_\_\_

4. Do you think it makes you commercial space look more appealing?

Yes       No

5. Ambience of your commercial space after using wall decoration. \_\_\_\_\_

Satisfied     Highly satisfied     Not satisfied

6. Was it liked by your clients/ employs?

Yes       No

7. Who applied the wall decoration?

Labour       Person from the place of purchase

8. Does the wall decoration suits your commercial space

Yes       No

10. Did your clients appreciate your wall decoration

- Yes       No

**C. Maintenance of the wall decoration**

1. Who actually take care of the wall decoration? \_\_\_\_\_

2. How do you clean your wall decoration?

- Dusting       Normal wiping       Soap water wash

3. Time interval of cleaning / dusting

- Everyday       Once in a month

- Once in a week       Once in a year

4. Do you use any special equipment to clean / dust your wall decoration

- Yes       No

If yes, mention the equipment name \_\_\_\_\_

## APPENDIX IV

### An Interview Schedule to Collect Information on Availability of Wall Decoration in the Shops.

#### **A. Detail of the shop**

1. Name of the shop:
2. Name of the shop owner:
3. Address:
4. Nature of the business:
5. Year of establishment:
6. No. of member working in the shop/ showroom:
7. What is the approximate turnover per year?
8. Level of satisfaction regarding business:
9. Type of service:  
 Readymade       Custom designed       Both
10. Types of clients you get?  
 Architects     Engineers     Designers     Individual

#### **B. Availability of wall decoration in the shop**

1. Which criteria would you consider while purchasing wall decoration for sales in your shop?  
 Availability                       Durability  
 Latest designs                       Cost  
 Current trends                       Customer demands

2. Place of purchase of wall decoration?

- Local  Imported brands  
 Other cities (mention name)  Other states (mention name)

\_\_\_\_\_

3. How often do you do you place order for new wall decoration

- Once in every month  Once in 6 months  
 Once in 3 months  Once in a year

4. What are the types of wall decoration do you sell?

- Stencilling  Wall paper  
 Wall art  Sponging  
 Spraying  All

5. What type of customer prefer wall decoration in recent times

- Middle class people  
 Professionals  
 High class people

6. State the top selling wall decoration in your shop? \_\_\_\_\_

7. In which room wall decoration are used/ applied most?

- Living room wall  Dining room wall  
 Kitchen wall  Bed room wall  
 Any other, please specify \_\_\_\_\_

8. What are the factors they consider while choosing wall decoration \_\_\_\_\_

**C. General information on customers and service**

1. Do you feel customer are well informed regarding the wall decoration?

- Yes                       No

2. Which is the most preferred style among the customers?

- Traditional       Modern       Contemporary

3. Do you give suggestion on selection of wall decoration to your customers

- Yes

If yes, do they accept your suggestion? \_\_\_\_\_

- No

4. What are the factors they consider while purchasing wall decoration \_\_\_\_\_

5. What is the approximate cost of each wall decoration material?

S.No	Wall decoration Materials	Per sq.ft	Cost
1	Stencilling		
2	Sponging		
3	Spraying		
4	Wall art		
5	Wall paper		

6. Do you feel the recent customers are more interested in wall decoration

- Yes                       No

If yes, mention the types of decoration they are preferring \_\_\_\_\_

7. Do you provide catalogue with visually appealing image of wall decoration to your customers?

Yes             No

8. Do you give them demonstration before they purchase?

Yes             No

9. Do you extend service to your customer

Yes             No

## APPENDIX V

### An Interview Schedule to gather the Information on Wall Decoration Among the Architects.

#### **A. Detail of the promoters**

1. Name of the firm:
2. Name of the architect:
3. Address:
4. Phone number:
5. E. mail:
6. Do you provide wall decoration for your building?

It is optional / Included in the cost

#### **B. Detail about the wall decoration**

1. Which wall decoration are mostly preferred most by your clients? \_\_\_\_\_
2. In which room wall decoration are preferred mostly?
  - Living room
  - Bed room
  - Kitchen
  - Any, other \_\_\_\_\_
3. Factors you will consider for choosing the types of wall decoration in your construction
  - Readily available material
  - Easy to apply
  - Client's wish
4. Are your clients satisfied with the wall decoration provided by you to their interior?
  - Yes
  - No

5. What are the advantage of wall decoration

- Low cost       Easy maintenance  
 Easy to fix       Any, other\_\_\_\_\_

6. Which type of wall decoration you widely suggest to your clients?

- Stencilling       Wall paper  
 Wall art       Sponging  
 Spraying      why? \_\_\_\_\_

7. For designing each wall decoration how much will be your charge?

S.No	Wall decoration	Per Sq.ft	How much will you charge	Labour cost (in range)
1	Stencilling			
2	Sponging			
3	Spraying			
4	Wall art			
5	Wall paper			

8. What are the reason for providing wall decoration? \_\_\_\_\_

9. Do you give any suggestion to your clients regarding wall decorations?

- Yes       No

If yes, what suggestions you would give \_\_\_\_\_