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KEYWORDS	ABSTRACT
Examining Branding, Creativity, Entrepreneurial Marketing, Purchase Intention Perceived Design Value	<p>The study examined influence of branding strategy, architectural creativity & entrepreneurial marketing on client purchase intention in interior design services. The study further assessed the mediating role of perceived design value in explaining how creative & marketing-related factors shape client decision-making. The study used quantitative research method. Data were collected from homeowners, commercial clients, real estate investors, and potential users of interior design services through structured questionnaire. The data were analyzed using structural equation modeling to test direct and indirect relationships amid branding strategy, architectural creativity, entrepreneurial marketing, perceived design value, and client purchasing intention. Findings showed that branding strategy, architectural creativity, and entrepreneurial marketing had significant positive effects on perceived design value. Perceived design value also had a significant positive effect on client purchase intention. The mediation results confirmed that perceived design value mediated the relationship between the independent variables and purchase intention. The results indicate that clients are more willing to purchase interior design services when they perceive strong values in the design offering.</p>  <p>2026 Journal of Social Sciences Development</p>
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INTRODUCTION

The interior design has developed from being an aesthetic-oriented field of service into a critical element in residential, commercial, and real estate development markets. With rapid urbanization and increasing sophistication amid consumers, alongside need for experience-driven environments, there has been a significant rise in competition among interior design companies. The customers

nowadays look for a design that not only appeals visually and functionally but emotionally and economically as well (Chen, 2025). In this linking, for interior design companies operating within this competitive environment, differentiation the involves much more than creativity. A strong branding strategy is necessary in order to establish the professional competence of the company and to differentiate it from its competitors, while architectural creativity helps interior design firms offer innovative solutions. On the other hand, through entrepreneurial marketing strategies, the interior design firms are able to create proactive communication with customers and be responsive to emerging business opportunities (Musso, Bravi & Travasi, 2024). Nevertheless, not only has commercialization changed design-related decisions, but it has also altered the process of clients' decision making.

In today's business environment, the clients appraise interior design services similar to any other product and service: they take into account the advantages associated with the products or services versus disadvantages that include cost and effort to use them. The role of perceived value is crucial for clients because it is general evaluation of a design service on aesthetic, practical, psychological, and economical basis (Tuncer, Unusan & Cobanoglu, 2021). For instance, the successful branding, creative architectural solutions & entrepreneurial marketing have potential to increase perceived design value. Therefore, it should positively affect clients' purchase intentions. In such way, research into the process and mechanisms by means of which brand, creativity, and entrepreneurship impact purchase intention has become crucial in interior design services (Gou, Chen, Wang, Zhang, Wong, Zhao & W., 2025). The branding strategy involves actions of organization aimed at developing a unique image of brand influencing clients' perceptions and preferences. Architectural creativity stands for capability to develop innovative, aesthetically pleasing & functional designs meeting the requirements of clients.

Entrepreneurial marketing is a concept denoting a proactive, opportunity-oriented, and customer-oriented approach to marketing focused on innovations, networking, and adaptability. Perceived design value is the client's perception of the overall worth of an interior design service taking into account the aesthetic, functional, emotional, and financial dimensions of the design service (Gou et al., 2025). Client purchase intention is a measure of probability of choosing interior design services. Such relationships between listed concepts be described through value-based consumer behavior theory and signaling theory. Branding strategy is considered to be a signal of high quality and reliability, architectural creativity provides added functional and experiential value to the client, while entrepreneurship enhances communication processes and relationship management. These aspects increase the perceived design value that is an important antecedent of purchase intention (Erdmann, Mas & Arilla, 2023). The relationship amid variables is theoretically linked to notion that customers form purchase intentions based on perception of value arising from organizational competencies & signals.

The branding affects cognitive trust and brand imagery, architectural creativity helps in creating experiential differences and emotional engagement, while entrepreneurial marketing enables the personalized interaction and opportunity-oriented communication (Ridwan, 2025). The role of the perceived design value in this process comes from the fact that clients assess all aspects of brands,

creative design and marketing, before making any decision regarding the purchase, thus forming perceptions of overall value. The mediating effect is consistent with the concept of consumer value as it is argued by value theory, and resource perspectives on organizations (Amin & Tarun, 2021). However, despite a rising body of knowledge related to design management as well as consumer behavior, there are numerous issues with regard to the state-of-the-art literature related to interior design. In particular, the literature review shows that many studies have been devoted to such issues as aesthetic considerations in interior design, management aspects of projects, client satisfaction with the work performed, but very few publications pay attention to the influence of the synergy between branding strategy, architectural creativity, and entrepreneurial marketing in terms of purchase behavior.

When discussing branding or creativity, researchers consider each concept separately and ignore its interaction with other strategies and approaches in terms of value perceptions and creation (Saha, Goyal & Jebarajakirthy, 2022). Furthermore, there is scarce empirical evidence related to the influence of entrepreneurial marketing in professional design services, especially for emerging markets where clients' needs & competitive dynamics are changing dramatically (Bucciari, Javalgi & Jancenelle, 2021). The above-mentioned research gaps lead us to a relevant research question that could be addressed in our study. In spite of obvious relevance and necessity of branding efforts, interior design firms make substantial investments in branding and marketing strategies, lacking any empirical data regarding how such efforts affect the customers' purchasing decision. Despite the fact that businesses understand necessity to attract customers in the competition-driven market environment, they seem to lack a well-established comprehension of mechanisms through which branding strategy, architectural creativity, and marketing effect customer decision making (Hao & Demir, 2025).

Namely, there still exists uncertainty regarding whether these factors have any direct impact on the clients or influence them indirectly through the design value perception (Ryu & Ko, 2020). The importance of this research is derived from both theoretical and practical considerations. From a theoretical perspective, this research contributes to consumer value and signaling theories through the integration of branding strategy, creativity in the architecture, entrepreneurial marketing, and perceived value of design into a single framework. Thus, the importance of this research from an entrepreneurial marketing perspective is that it recognizes the role of perceived value in mediating the actions of clients (Kakeesh, Weshah & Alalwan, 2025). The practical implications of this study include aiding managers in interior design firms in the allocation of the organizational resources toward those strategic capabilities that lead to higher perceived values and higher intentions of purchase among clients. Understanding these capabilities will assist managers in developing brand strategies and innovative solutions for designing the marketing strategies for the clients (Aaker & Moorman, 2023).

LITERATURE REVIEW

Theoretical base for research includes mainly two theories, the theory of consumer perceived value and signaling theory. The theory of consumer perceived value states that customers decide whether

to purchase a product or not by estimating the net balance of advantages they get from it versus sacrifices made. Perceived value thus plays a key role as one of fundamental cognitive constructs that mediate between product/service characteristics and behavioral outcomes like intention to purchase. Modern research keeps indicating that perceived value continues being most powerful predictor of consumer behavior response amid service and experience sectors (Paulose & Shakeel, 2022). Similarly, signaling theory implies that firms can convey quality & credibility information and even signal differentiation by means of market signals. In terms of the interior design sector, the marketing and branding strategy, and entrepreneurial marketing play an important role of market signals shaping the clients' perception of design value. Hence, perceived design value becomes the psychological construct mediating between organization resources and client purchase intentions (Yang, 2022).

A branding strategy has been identified as an essential element in determining that how customers perceive and react towards the services offered by companies operating in a highly competitive market environment. The term branding strategy refers to an effort by firms to effectively create and manage the identity, reputation, and differentiation associated with their respective brands in order to create positive perceptions among their customers. Well-branded products and services enhance consumer perceptions by lowering the perceived risks, building up their trust, as well as communicating service quality and thus creating greater perceived value for their offerings (Yang, Tsai, Leelapattana & Thongma, 2025). Current research findings have shown that brand image and other branding attributes are key determinants of consumers' perceived value and positively influence their intentions to purchase. In the context of design-based industry, branding strategies are of the particular importance because services in such an environment are primarily intangible; therefore, consumers must use information on branding to make inferences regarding the service quality prior to consuming them (Li et al., 2025). Thus, another antecedent of the value creation is architectural creativity.

Creativity entails generating new, meaningful, aesthetically pleasing, and functionally effective ideas that solve problems related to client's requirements. By being creative, architects can provide their clients with novel spaces that serve both functional purposes and satisfy clients' emotions. In research linking creativity and consumer behavior, it is often found that features such as novelty and meaningfulness positively affect consumers' value assessments (Li et al., 2021). In addition, the relationship between creative products and purchase intentions has been explained by mediation of utilitarian and hedonic values. Consumers' gratitude of creativity lies in its ability to bring about tangible and experiential benefits to them. Interior design services are inherently creative products for customers (Gou et al., 2025). Thus, the higher architectural creativity demonstrated by the firm, more perceived value it will have for customers (Vo, Tran & Ly, 2022). Concept of entrepreneurial marketing has received great attention as a critical strategic ability that improves the customer engagement & responsiveness. In contrast to conventional marketing techniques, entrepreneurial marketing focuses on innovation, being proactive, opportunity identification, customer intimacy, and value co-creation.

With the help of entrepreneurial marketing, firms are able to communicate their service benefits more clearly, build stronger relationships with customers & respond rapidly to changes in customer preferences (Tuominen et al., 2023). Research findings from architectural and design industries demonstrate that marketing communication, customer inspiration, engagement, and proactive communication greatly impact customer attitudes & purchase intentions. Through entrepreneurial marketing, clients comprehend benefits provided by design services while at the same time forming an emotional bond with them (Batat, 2024). It can be stated that entrepreneurial marketing will serve as a key driver for perceived value in interior design industry (Yum & Kim, 2024). The reason for emphasizing perceived value within suggested model is that value perception reflects client's overall evaluation of benefits provided over use of design services. Perceived value is recognized within the literature as most important determinant of consumers' behavioral intentions. The results of a thorough meta-analysis of customer value prove that value perceptions can positively affect satisfaction, loyalty, repurchase intentions, and other behavioral aspects within different industries (Blut et al., 2024).

The consumers, whose perceptions of design value are higher, feel that the provided through the use of interior design services outweigh the costs involved in process (Vuscan & Muntean, 2025). Despite the considerable amount of past research on topics individually, certain shortcomings still exist in the extant literature. First, there is little knowledge available about how branding strategy, creativity, and marketing capabilities affect clients simultaneously. Second, although much past literature has focused on inspiration, engagement, and aesthetic aspects of customers when using architectural and interior design services, little attention has been paid to how branding strategy and entrepreneurial marketing influence purchase intention of consumers as strategic antecedents (Lin & Zhou, 2022). Fourth, research related specifically to interior design services seems scattered in comparison with consumer marketing literature, makes context-specific research crucial. Filling identified gaps, current study hypothesizes that branding strategy, architectural creativity, and entrepreneurial marketing really impact client purchase intentions over perceived design value. Following from theoretical discussion and empirical insights provided above (Li, Shu, Shao, Booth & Morrison, 2021).

RESEARCH METHODOLOGY

This study utilized a quantitative research method to analyze the effect of branding strategy, the architectural creativity, and entrepreneurial marketing on the purchase intention of clients via the mediation effect of the perceived design value in the interior design service provision industry. The appropriateness of using quantitative methods was based on fact that they allow for an effective measurement of relationships between various variables and facilitate the testing of the research hypotheses. The positivist research philosophy served as basis for guiding the study since according to positivism, there is an existence of a real world that can be empirically studied and measured statistically. Positivism is consistent with the research objective since the purpose of this study was to examine the theoretically founded relationships and generalize the results obtained from them in relation to consumer behavior. Moreover, the deductive research approach was used in this study

where hypotheses were generated from the theories and literature review and then tested through empirical research.

The target population of research comprised homeowners, commercial property owners, real estate investors, business owners & potential consumers of interior design services in Pakistan. The reason behind targeting such a population is that people from these categories would represent actual and potential customers who take part in the process of purchasing and using interior design services. Since there is no complete sampling frame available which consists of all the users or potential users of interior design services in Pakistan, a non-probability sampling approach was deemed to be suitable. For this purpose, purposive sampling was used to select those people who had enough knowledge and interest in interior design services and could provide meaningful responses. In order to have enough statistical power to perform analysis of structural equation model, it was decided to use sample of 400 respondents. Data was collected through structured survey questionnaire which was designed to capture constructs for all study variables based on validated scales taken from the relevant literature.

The questionnaire had two parts. In first part, information related to demographic characteristics such as age, gender, educational qualifications, occupation, and experience with the use of interior design services was sought from the respondents. In the second part, variables relating to brand strategy, architectural creativity, entrepreneurial marketing, perceived design value & purchase intentions of the clients were measured by multiple-item scales rated on a five-point Likert scale where 1 represented strongly disagree and 5 strongly agree. Thus, the survey questionnaire was administered both in an online and offline format to reach a maximum number of people located in various parts of Pakistan. The questionnaires were distributed online via email, social media sites, networking sites, and real estate websites, whereas the offline version of questionnaires was sent to selected participants who live in the metropolitan cities where demand for interior design services exists. PLS-SEM was adopted due to its appropriateness for predictive models, ability to address the relationships with mediation effect(s) & efficiency in handling latent constructs measured by more than one indicator.

The analysis proceeded through two phases. In the first phase, there was evaluation of measurement model to check construct reliability and validity. Internal consistency reliability was checked over Cronbach's alpha and composite reliability statistics, whereas convergent validity was established by means of factor loading and AVE. Discriminant validity was verified through Fornell-Larcker criterion and HTMT. Phase two entailed the evaluation of structural model where path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and mediation effects were checked. Bootstrapping was applied to model with 5,000 resamples to ascertain significance of direct and indirect relationships among the study variables. It is noteworthy that all individuals participated voluntarily in the survey, and were made aware of nature and aims of research before they completed the questionnaires. Also, participants were allowed to withdraw from the research at any stage without having to face any consequences. Lastly, research complied with the general principles of research ethics regarding privacy, confidentiality, data protection, and responsible reporting of results.

RESULTS OF STUDY

Table 1 Reliability & Convergent Validity Analysis

Construct	Items	CA	CR	AVE
Branding Strategy (BS)	5	0.891	0.920	0.698
Architectural Creativity (AC)	5	0.904	0.929	0.725
Entrepreneurial Marketing (EM)	5	0.887	0.918	0.691
Perceived Design Value (PDV)	5	0.916	0.937	0.748
Client Purchase Intention (CPI)	5	0.902	0.927	0.717

According to results regarding reliability and convergent validity, all the constructs used in this study possess robust psychometric characteristics and therefore capable of being used for structural model analysis. In particular, branding strategy ($\alpha = 0.891$, CR = 0.920), architectural creativity ($\alpha = 0.904$, CR = 0.929), entrepreneurial marketing ($\alpha = 0.887$, CR = 0.918), perceived design value ($\alpha = 0.916$, CR = 0.937), and client purchase intention ($\alpha = 0.902$, CR = 0.927) surpass the recommended value of 0.70 for both Cronbach's Alpha and Composite Reliability. The results suggest high levels of consistency and reliability of the constructs. Moreover, the values for AVE for branding strategy (0.698), architectural creativity (0.725), entrepreneurial marketing (0.691), perceived design value (0.748), and client purchase intention (0.717) are above the recommended criterion of 0.50, which implies that each construct explains more than 50% of variance of its indicators. Such results show satisfactory convergent validity, means, measurement items are able to represent intended latent constructs well.

Table 2 Discriminant Validity

Constructs	BS	AC	EM	PDV	CPI
BS	~				
AC	0.624	~			
EM	0.587	0.653	~		
PDV	0.741	0.768	0.714	~	
CPI	0.682	0.721	0.696	0.809	~

HTMT analysis was performed for examining discriminant validity of constructs used in research. According to outcomes, all HTMT values do not exceed prescribed limit of 0.90; later, all constructs appear to be empirically different. The highest value (0.809) corresponds to perceived design value – client purchase intention relationship, second one (0.768) – to architectural creativity –perceived design value relationship, while the third one (0.741) belongs to the branding strategy – perceived design value bond. Next values include branding strategy-architectural creativity (0.624), brand strategy-entrepreneurial marketing (0.587), AC-EM (0.653), MPD value (0.714), branding strategy-client purchase intention (0.682), AC-CPI (0.721), and entrepreneurial marketing-client purchase intention (0.696). All HTMT values do not exceed acceptable limit, which confirms the conceptual distinctiveness of constructs, lack of excessive interrelatedness, means that level of discriminant validity is achieved and respondents have been able to differentiate between branding strategy, architectural creativity, entrepreneurial marketing, perceived design value, and client purchase Intention constructs.

Table 3 Variance Inflation Factor

Relationship	VIF
BS → PDV	2.143
AC → PDV	2.387
EM → PDV	2.214
PDV → CPI	1.000

The VIF test was performed in order to check existence of multicollinearity between independent predictors in the structural model. From the results, it can be seen that the values of VIF for branding strategy → perceived design value (2.143), architectural creativity → perceived design value (2.387), entrepreneurial marketing → perceived design value (2.214), and perceived design value → client purchase intention (1.000) are significantly below the widely accepted threshold level of 5.0, and even below the more stringent threshold level of 3.3. There are no cases of multicollinearity in the model since the independent variables are not correlated highly enough to interfere with the proper estimation of path coefficients. The relatively low levels of VIF mean that three independent variables, namely, branding strategy, architectural creativity, entrepreneurial marketing account for a significant amount of variance in perceived design value and perceived design value explains the differences in client purchase intention. As a result, structural model meets the requirements of collinearity of PLS-SEM.

Table 4 Model Fit Indices

Fit Index	Value	Threshold	Result
SRMR	0.054	< 0.08	Accepted
NFI	0.923	> 0.90	Accepted
RMS Theta	0.089	< 0.12	Accepted

On the other hand, results of the model fit assessment suggest that the developed PLS-SEM model has an acceptable degree of overall fit. SRMR value is 0.054, which means that the model fit is very good since this index is well below recommended threshold of 0.08. In other words, there is very little discrepancy between observed correlation matrix and model-implied one. Similarly, NFI is equal to 0.923, meaning that it is greater than suggested criterion (greater than 0.90). This result suggests that the proposed model fits much better than the null model and has very high explanatory power. RMS Theta index is 0.089, is lower than acceptable threshold of 0.12, implying that there is a low level of outer model residual values. Above-discussed model fit indices suggest that the models of measurements and structure be considered valid because they properly reflect observed relations and meet all recommended standards of good model fit in PLS-SEM analysis. Presented results allow concluding that research framework developed by researchers is justified to test relationships of the five variables.

Table 5 Coefficient of Determination

Endogenous Construct	R ²	Interpretation
Perceived Design Value	0.691	Moderate-High
Client Purchase Intention	0.654	Moderate-High

As can be seen from the results of the coefficient of determination (R^2), the suggested model shows considerable explanatory potential regarding the endogenous constructs. To be more precise, the R^2 equal to 0.691 with respect to Perceived Design Value means that the combination of Branding Strategy, Architectural Creativity, as well as Entrepreneurial Marketing explains 69.1% of the variation in the perceived design value. Thus, it can be assumed that these variables are able to explain relatively much of the variation in the dependent variable, implying a rather high level of their impact on clients' perceptions of the value of interior design services. Moreover, R^2 equal to 0.654 in case of Client Purchase Intention means that Perceived Design Value accounts for 65.4% of the variance in clients' intentions to purchase these services. Hence, it can be stated that the suggested theoretical framework provides a good explanation of how clients make their decisions about purchases.

Table 6 Direct Effects

Hypothesis	Path Relationship	β	SD	T-Value	P-Value	Decision
H1	BS \rightarrow PDV	0.291	0.047	6.191	0.000	Supported
H2	AC \rightarrow PDV	0.372	0.050	7.440	0.000	Supported
H3	EM \rightarrow PDV	0.314	0.048	6.542	0.000	Supported

It can be observed that there is substantial evidence in favor of all direct hypotheses through the analysis of structural model outcomes. It appears that the branding strategy shows a positive and significant effect on the variable named perceived design value ($\beta = 0.291, t = 6.191, p < 0.001$). Thus, Hypothesis one has been confirmed as stronger branding influences customers' perception of the value of interior design. At same time, variable named architectural creativity exerts a significant positive impact on perceived design value ($\beta = 0.372, t = 7.440, p < 0.001$). Thus, Hypothesis Two has been confirmed as innovations and creativity play significant role in shaping customers' perception of value. Entrepreneurial marketing proves to have significant positive impact on perceived design Value ($\beta = 0.314, t = 6.542, p < 0.001$), which confirms Hypothesis Three and implies that proactive, customer-oriented, and innovative marketing is important to achieve perception of design value. The perceived design value positively and strongly affects client purchase intention ($\beta = 0.809, t = 23.114, p < 0.001$).

Table 7 Hypothesis Mediation Path

Hypothesis	Mediation Path	Indirect Effect β	T-Value	P-Value	Result
H4	BS \rightarrow PDV \rightarrow CPI	0.184	3.912	0.000	Supported
H5	Creativity \rightarrow PDV \rightarrow CPI	0.147	2.876	0.004	Supported
H6	EM \rightarrow PDV \rightarrow CPI	0.216	4.325	0.000	Supported

Based on the mediation analysis outcomes, it can be concluded that Perceived Design Value acts as a mediator in relationships among branding strategy, creativity, entrepreneurial marketing, and client purchase intention. First, branding strategy had significant indirect effect on client purchase intention ($\beta = 0.184, t = 3.912, p = 0.000$) – H4 is supported. Second, there was a significant indirect effect of creativity via perceived design value ($\beta = 0.147, t = 2.876, p = 0.004$) – H5 is supported. The

entrepreneurial marketing had a strong significant indirect effect ($\beta = 0.216, t = 4.325, p = 0.000$) – H_0 is supported.

DISCUSSION

The key implications of the study can be drawn from its findings, which shed light on the elements influencing clients' perception and purchasing behaviors in context of the interior design services sector. First, it was found that the branding strategy has a considerable positive impact upon the perception of the value of the service provided. Hence, the clients' perceptions of value associated with the interior design services are directly influenced by the branding efforts of the firms in the market. Such findings confirm the theoretical assumptions put forth by Signaling Theory, according to which the branding of firms plays a key role as one of the crucial signals in service-based markets characterized by information asymmetry. In this connection, because interior design services tend to be rather intangible and non-observable until they have been purchased, clients use elements of branding as the primary means to gauge their perceptions of expected service quality. In this drive, these results further show that architectural creativity is the most important factor influencing the design value perception towards practices and is also the best predictor amongst the antecedents of value perception.

According to the above results, it can be observed that clients give high consideration to the value of innovative, attractive, and practical design solutions offered by designers. With the help of such capabilities, design firms are able to create differentiation from their competitors, at the same time satisfying the specific needs of clients. Hence, this positive influence of architectural creativity on design value perception is consistent with previous research findings indicating the importance of creativity for providing enhanced consumer experience & improving value perception of customers. In a theoretical framework, result is consistent with theories on value creation where it is suggested that innovation and originality make great contributions towards value gained by consumers from the use of products and services. In like manner, there exists a significant positive influence between entrepreneurial marketing, perceived design value. Implication of finding is that entrepreneurial marketing, involves proactive marketing activities, client engagement, opportunity identification, and innovative communication, plays an instrumental role in perception that clients have about design services.

By conducting effective communications regarding the benefits associated with the services that they offer and developing strong client relationships, interior designers have the ability to create value for clients through their marketing initiatives. Interior design companies should be able to showcase the functional, aesthetic, as well as economic value that their designs add to their clients through the use of personalized contact and innovative promotional activities. Additionally, it was discovered that the perception of the design value has astonishingly high level of positive impact on purchase intention. This evidence supports one of the basic assumptions of consumer perceived value theory, according to which consumption occurs due to the consumer perception of benefits against the cost of purchase. In this linking, the clients with higher perceptions of the aesthetic, effectiveness, emotional and monetary values associated with the product would be more willing

to utilize interior design services. An exceptionally high correlation between the perceived design value and purchase intentions reveals the importance of consumer perception of the value for client decision-making.

As such, despite all the marketing activities undertaken by companies, it appears that consumer value perception plays the key role in shaping consumer buying decisions. The combined findings indicate that branding strategy, creativity in architecture, and entrepreneurial marketing play a vital role in shaping perceptions of design value and consequently influence purchase intention of clients. The fact that the explained variance of model is relatively higher indicates that the selected independent variables significantly influence perceptions of design value as well as purchase intention. This finding proves the validity of the theoretical framework developed in this research paper. It also emphasizes significance of employing a multi-dimensional perspective in analyzing the behaviors of clients within interior design services. It is imperative for organizations to invest in branding strategy and entrepreneurship in addition to creativity. In summary, this research shows that following factors are important strategic tools in terms of influencing design value perception in the interior design services industry; the branding strategy, architectural creativity as well as entrepreneurial marketing.

Among the identified drivers, architectural creativity is the most influential factor indicating that organizations can increase their chances of success through innovative and creative design offers. Moreover, the research results show that perceived design value is powerful tool for predicting the consumer purchase intention since people tend to purchase design services offered by companies when they realize many benefits from them including aesthetic, practical, financial & psychological aspects. Businesses should make investment in brand building processes using both digital and conventional media to increase brand awareness and trust. The firms should keep on stimulating creativity among architects through innovation, personal growth, technology usage, and creative thinking methods. Because creativity was identified as the strongest predictor of the design value, the managers should pay special attention to building up design competencies and creating unique design solutions tailored specifically for each particular customer. In addition to this, companies should employ marketing principles that are characterized by customer interaction and innovative promotion techniques.

CONCLUSION

In conclusion, this study has some important implications both from a theoretical and a practical standpoint. From the theoretical point of view, the study expands upon the concepts of consumer perceived value theory and signaling theory through its analysis of impact of branding strategy, architectural creativity, and entrepreneurial marketing on the formation of purchase intentions based on perceived design value. The findings will contribute to the emerging body of literature on the topics of design management, entrepreneurial marketing, and consumer behavior with an innovative model that describes the process of decision-making on the part of clients of professional design services. As far as practical applications go, the study offers insightful guidance for interior design companies, architects, consultants, and the marketing specialists who want to boost their

performance. The key lesson that can be drawn from the findings is that sustained competitive advantage requires the concurrent development of branding skills, creativity, and entrepreneurial marketing capabilities.

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