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Communication and Competitive Strategies in Home & Furniture Retail: A Comparative Study.

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Abstract: *This comparative study examines how leading home and furniture retailers employ communication tools and competitive strategies to differentiate their brand, enhance customer experience, and strengthen market presence. By analyzing elements such as omnichannel communication, visual merchandising, promotional techniques, digital engagement, customer relationship management, and value-based positioning, the research identifies key similarities and distinctive approaches within the sector.*

• Introduction

The home and furniture retail sector has become increasingly dynamic and competitive due to evolving consumer expectations, digital transformation, and market globalization.

Communication strategies and competitive positioning now play a central role in shaping brand identity, influencing purchasing behavior, and building long-term customer loyalty.

Material and method

This research employs a qualitative, comparative methodology focused on analyzing communication patterns and strategies in home and furniture retail. Data were collected from academic literature, marketing field studies, and documented case studies from different home and furniture companies.

• Results and discussions

The findings highlight the importance of integrated communication, emotional branding, and strategic adaptability in responding to consumer trends and competitive pressures. Ultimately, the study demonstrates that effective communication and well-designed competitive strategies represent critical drivers of performance and sustainable growth in the home and furniture retail industry.

• Conclusions

The study concludes that companies must integrate online and in-store experiences to succeed, leveraging data-driven communication to enhance customer loyalty and combat challenges like out-of-stock products. Key strategies include focusing on product differentiation through design, implementing targeted communication for customer retention, and adopting a customer-centric approach that emphasizes relationships and loyalty to maintain a competitive advantage in a dynamic market.

