

UNIVERSITI TEKNOLOGI MARA

**THE INVESTIGATION OF FACTORS
THAT INFLUENCE THE PERODUA
CARS INTERIOR COLOUR SCHEME**

SAIFULLIZAN BIN ABDUL WAHAB

Thesis submitted in fulfillment
of the requirements for the degree of
Master of Art and Design

Faculty of Art and Design

July 2019

ABSTRACT

Most of the time people sitting behind wheel doing their daily routine and activities. It is consider as a culture with kind of people behaviour for drivers going to office, sending kids to school and others preferred travelling or 'Balik Kampung'. One of the main impacts of these is a car interior and the focus has been given at the interior design through colour and trims. The colour and trim in car design consider the element of aesthetic, ergonomic and technical. Moreover, the aspect of colour and trim which is material, the designer and design team responsible in researching, designing and developing of the whole entire styling of the form. The aim of this study is focuses on understanding lifecycle trend of colour and trim for car interior design. Nowadays, car design is not only be attractive in exterior design, but design is able to comfort and pleasant feeling to the users while in interior aspects. However, some of interior designs have difficulty to provide comfort and pleasant feeling even emotion to its user while interacting with the car. In this context, colour refers to aspect that creates combination of intensity, and contrast to give the car a unique interior environment experience. Trim is known as material using in car design, therefore to create a good quality perception and a customer desire by the knowledge of material and surfaces treatments. This study analyses how the colour and trim can be used as a strategic tool to make car design stands out for its trends. To achieve the aim and objectives in this study, a mixed method has been chosen as the research method for the data collection. By using images and colours through survey questionnaires, data was collected among industrial design students at the Universiti Teknologi MARA (UiTM), Limkokwing University of Creative Technology (LUCT) and practitioners of Perodua in particular and supported by design practitioner's other car manufacturers in general. Content analysis was used to analyse the existing literatures and information. The frequencies distribution was used to analyse the survey clinic data and video observation through Visual Protocol Analysis were used to analyse the survey findings. As a result, it can be concluded that the information derived in this research can be used as a theory, model and tool leads to guideline that can be used as a unified point of reference for colour and trim, and strategic tools to predict the trends for Perodua car interior design. Additionally, the element of expression as interpreted by designer have a great ability to provide positive influence to the user. Also, results derived from this study answered the hypotheses made for this study which is "The Investigation of factors that influence the Perodua car interior colour scheme."

ACKNOWLEDGEMENT

“In the name of Allah, the Merciful and the Compassionate”

First and foremost, I would like to express my gratitude to ALLAH S.W.T. for providing me with the opportunity and health so that I could complete this research successfully and within the required time frame.

This research would have not been able to be produced without the guidance and assistance from my dedicated supervisor, Assoc. Prof. Dr. Shahrizan Zainal Abidin. He has constantly encouraged me throughout the duration of my study. I also would like to thank to Mr. Zamureen Musa Deputy General Manager Perodua Manufacturing Sdn.Bhd. for his support.

Special thanks to my parents, and my wife Sadina Binti Abd.Samad for always believing, motivating, and given me continuous moral support which has always kept me going to complete my studies. Thanks also to my siblings Mohd Suhaimi bin Abdul Wahab who have always given me encouragement to further my study.

Not forgetting to UiTM and the Malaysian Ministry of Education for giving me the opportunity and scholarship to financially support my study. Many thanks also to the Dean of Faculty of Art & Design, Assoc. Prof. Dr. Ruslan Abdul Rahim for giving me permission and the budget to attend conferences throughout the course of my study.

Last but not least, a big thanks to all my lecturers and friends for their constant support, May ALLAH S.W.T bless all of you. Only Allah can repay their kindness.

Thank you.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	xiii
LIST OF PLATES	xiv
LIST OF ABBREVIATIONS	xv
CHAPTER ONE: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	2
1.3 Objectives	3
1.4 Research Question	3
1.5 Research Significance	4
1.6 Limitation And Delimitation	4
1.7 Scope Of Research	6
1.8 Thesis Structure	6
CHAPTER TWO: LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Factors That Influence Perodua Car Interior Colour Scheme	8
2.2.1 Culture Factor	8
2.2.2 Social Factor	11
2.2.3 Personal Factor	12
2.2.4 Psychology Factor	14

CHAPTER ONE

INTRODUCTION

1.1 Research Background

When talking about of factors that influence the Perodua car interior colour scheme, styling designer behaviour is widely studied field. Understanding it completely is impossible, because it is related so closely to human mind. However, forecasting how a styling designer behaves in determine situations can be estimated through previous design decisions (see Tovey, Porter, & Newman, 2003). Styling designers make buying decisions every day and many people do not even know the factors that drive them to this decision. Buying a car based on the right interior preference almost automatically and does not need much information search (see Azhar, Abidin and Hassan, 2015).

There are characteristics behind every car interior design decision that can come from through Cultural factors, Social factors, Personal factors, Psychological factors, and Design factors (see Crilly, Moultrie, & Clarkson, 2004). Each of these factors includes dimensions that can be used in marketing (Karjalainen, 2004). Marketers can use these factors so subtle that consumers might not even recognize it. Styling designer might think that “I have always bought this same brand or product”, but they do not recognize that the affecting factor behind this decision can come from their family (Hiort af Ornäs, 2010).

This thesis studies these factors behind car interior design decisions through 1) Cultural factors; (2) Social factors; (3) Personal factors; (4) Psychological factors; and (5) Design factors. The researcher has chosen car interior design as a research subject on this thesis. Car interior design is one of the purchasing decisions of the car can be made routinely without any conscious activity. It is interesting to study how the consumer has ended up selecting the specific car interior design and what has been the effect of Cultural factors, Social factors, Personal factors, Psychological factors, and Design factors (see Monö,1997; Norman, 2002; Gedenryd, 1998; Crilly, 2005).