

Furniture Design in Temerloh and Jengka

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Abstract

The intention of this paper is to describe the finding of research on furniture design in Malaysia by owner companies and customers. It aims to anticipate what the future holds and how designers may respond accordingly. The paper focuses on a research project which examined the responses of respondent/customer users to various aspects of furniture design. Several of questions were taken from two companies randomly selected subject and 100 copies of questionnaires are distributed among the respondents/ customers. Data obtained from Ilham Design Furniture Company and Courts Mammoth Company.

Keywords: *Design research, Furniture design, Ilham Design Furniture and Courts Mammoth.*

INTRODUCTION

Design is a one of important basic that used to produce a one structure. It is because; it can provide the unique value in some structure. In other words, design can be define as an area of human experience, skill and knowledge which is concerned with man's ability to mould his environment to suit his material and spiritual needs (Archer, 1973). Design also is a one process of originating and developing a plan for a product, structure, system, or component with intention with the article for a particular use as well as planning of its construction. Furniture is always matched with design. It is because design plays an important role for the furniture production to create the character of furniture. This means the design will create a beautiful design, attractive and unique to each type of furniture. There are a variety of furniture designs in Malaysia which are a modern design, traditional design, the design of Provincial and contemporary design. The aim of this study is to determine the demand of furniture design in Malaysia.

MATERIALS AND METHODS

A total of 100 randomly selected customers who have been involved in this study. Customer review covers the variety of furniture including Ilham Design Furniture, Jengka and Courts Mammoth in Temerloh. All the customers answered a questionnaire in the company that they always visit. The researcher explained the questions and helped each customer individually to answer them, without the other factors being influenced. In addition, the two companies were used as experiments for this study. Shop owners were interviewed with a few questions to obtain data on furniture design.

Questionnaire

The questionnaire (also called survey) is a set of questions given to a sample of people (Elizabeth Lanthier, 2002). The purpose is to gather information about the people's attitudes, thoughts, behaviors, and so forth. In order to fulfill the purposes of this study, questionnaires were used as a method of this study. First, survey questions should be formed according to the study. Later, review the survey questions to suit the customers opinion and according to a study being made. The format for the final questionnaire consisted of multiple choice and customers opinions. To meet the questionnaire, 100 customers who are interested in the furniture will be chosen at random to answer the survey questions.

Customers/ Respondents

A customer is usually referred to a potential buyer or user of the products of an individual or organization. This is typically through purchasing or renting goods or services. Customers are an important method used in fulfilling the questionnaire. Randomly, 100 customers will be selected in this study. Researched customer is a customer who purchased any of furniture from any furniture outlets, including Ilham Design Furniture and Courts.

Interviews

An interview is the one that takes place between one interviewer and one interviewee, without ignoring that the number at either pole can vary (Etchegoyen, 2005). To meet the rules in interviews, questions for the interview should be come up and the outline the procedure of interview should be prepared as a method of this study. The format of questions for the interview method must be suitable with this study. To fulfill this method, Courts Company and Ilham Design Furniture Company were selected for interviews.

Owner of company

Store owner or manager is a founder of the business carried on by his. Business carried on regardless of the terms of service or product. The owner of furniture shop is one of the methods used for interviews. In this method, only two companies allowed to make interviews which are Courts Company and Ilham Design Furniture Company. The owner of the shop is Mr. Faris from the Courts, and Mr. Wan Munadi from Ilham Design Furniture.

Data analysis

Data analysis, using Microsoft Excel, involved the computation of descriptive statistics to describe the physical characteristics of the subjects. A final discussion of the analyzed data and conclusion with recommendation is given in the final section.

RESULTS AND DISCUSSIONS

Questionnaire for customers/respondents

Age and gender factor towards furniture design in Temerloh and Jengka

Figure 1 shows the effects of age and gender towards furniture design in Temerloh and Jengka. According to the figure 1, percentage of male gender is higher than females for an average of every age. It is because most of the male gender is more interested in furniture design when compared to the female. In addition, male have more knowledge about furniture designs than female. It is because male looking for quality furniture, while female is only looking at the beauty of furniture not on the quality of the furniture.

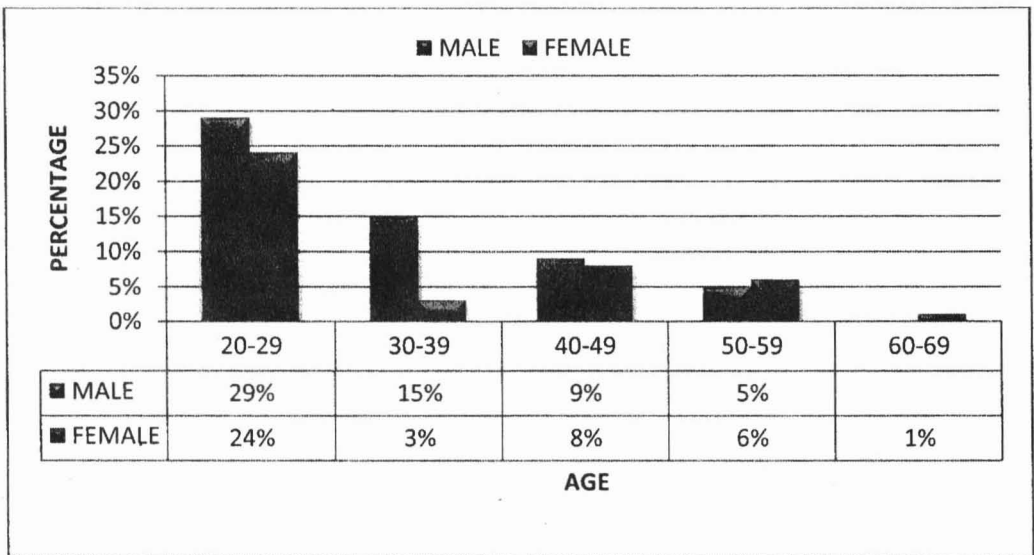


Figure 1: Percentages of age against gender

Age and race towards furniture design

Figure 2 shows that the age against race that involved in furniture design. Malay race shows the highest percentage of the total class interval when compared with

Chinese and Indian. It was due to the response from local residents that the monopoly of the Malay.

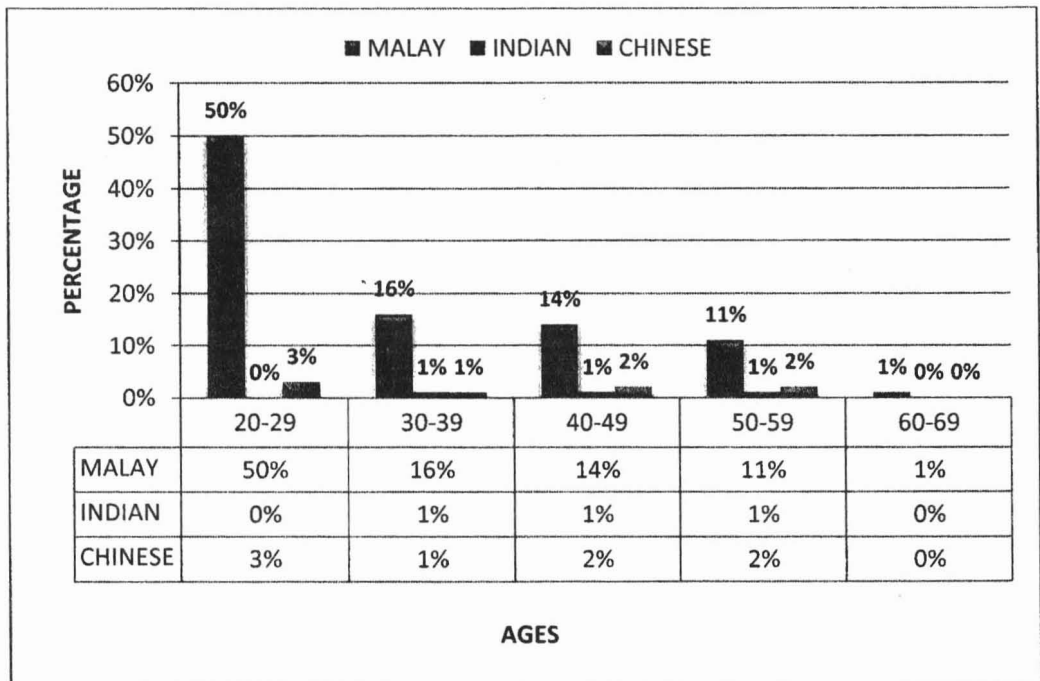


Figure 2: Percentage of age against race

Statistic of company towards furniture design

Figure 3 shows that statistic of company that relate with this study. The customer has chosen the company that has always been their attention to selecting furniture designs to meet their needs and requirements. But only a few companies that evaluated for the study which are IDF, IKEA, COURTS, CAVENZI and several companies. According to figure 3, the IDF is a company that has the highest rating of 40% because the IDF is located in a strategic area in the centre of Jengka Town and it is the largest furniture company in Jengka.

Age towards types of furniture design

Figure 4 shows that age against types of furniture design. It show that that 22% of customer in 20-29 ages of class intervals is the most preferred modern design than other design. This occurs because modern design has distinctive features that could attract the attention of the customer. For customers, the modern design is a very simple design, but beautiful at the same time it is very exclusive.

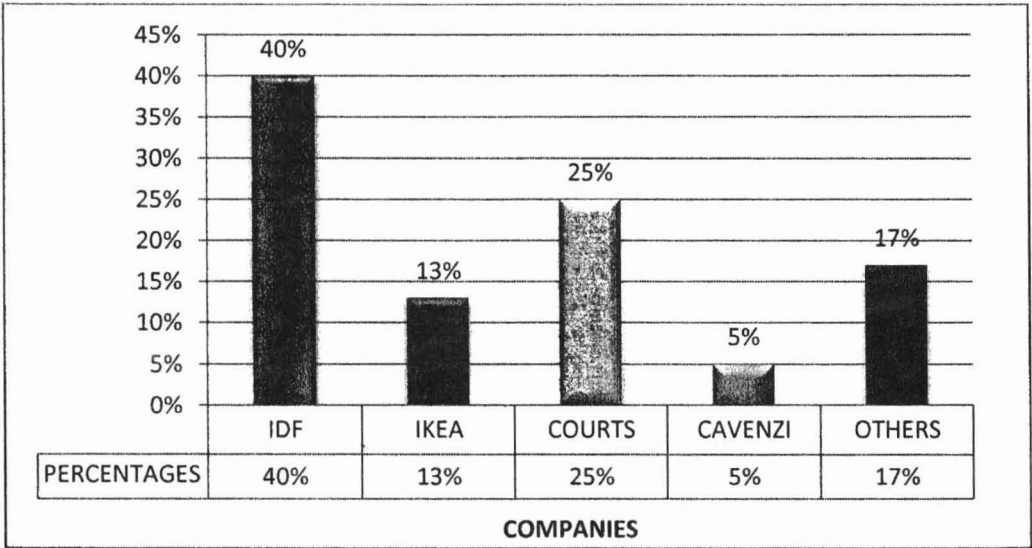


Figure 3: Percentages of company towards the furniture design in Malaysia

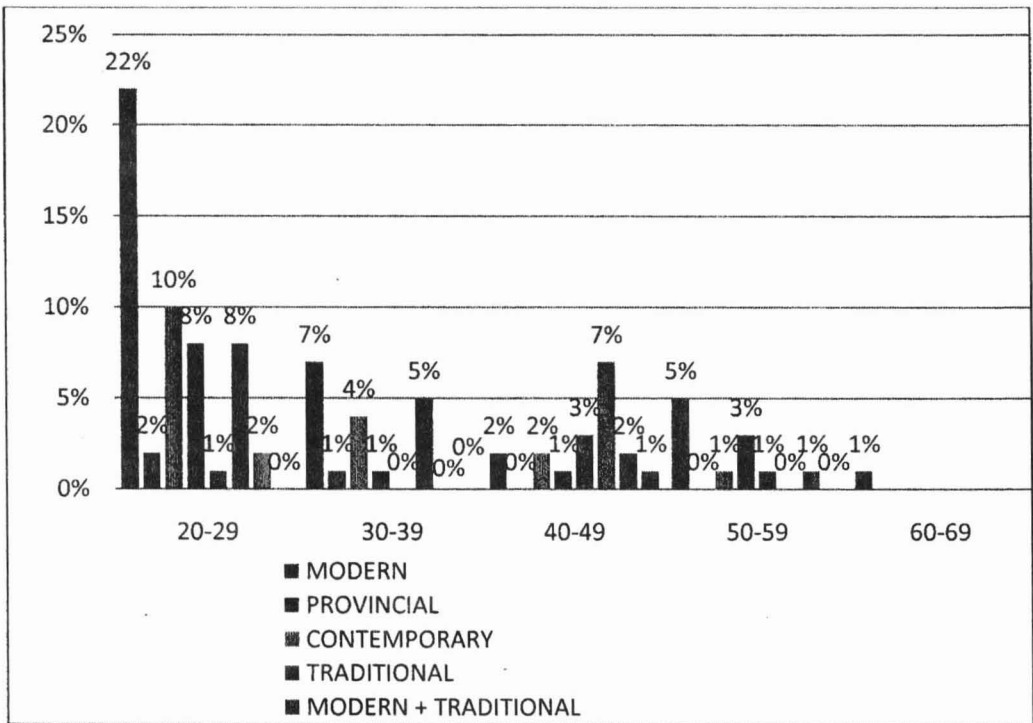


Figure 4: Percentages of ages against types of furniture design in Malaysia

Gender towards factors that selected furniture design

Figure 5 and figure 6 show that gender against the factors that selected furniture design. Design factor is the highest percentage of other factors. Male customer, 36% and 16% of female customer agreed that design is important factor to be considered

in selecting furniture. It was due to the features of furniture. Beautiful and attractive design will have a big impact to attract the attention of customers on the furniture. If the furniture is not an attractive design, it also has a big impact because customers are not interested in furniture and did not think to purchase furniture. Factor for the second highest is a price which is contain 16% of customers. The price is very important in the selection of furniture designs. If the price is not reasonable placed on the furniture, it will affect either the customers or shop owners.

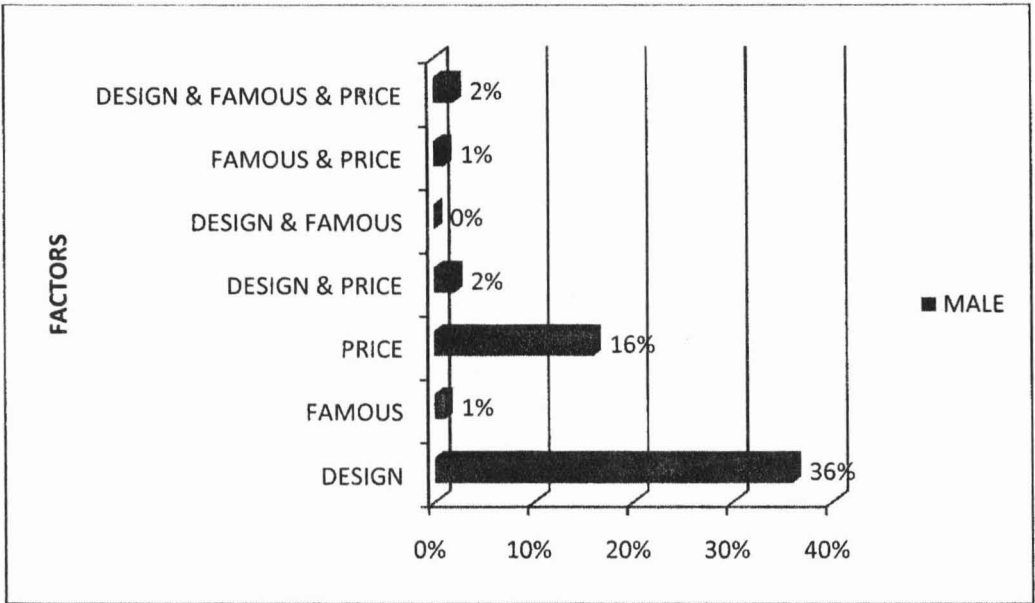


Figure 5: Percentages of male against factors that selecting furniture design

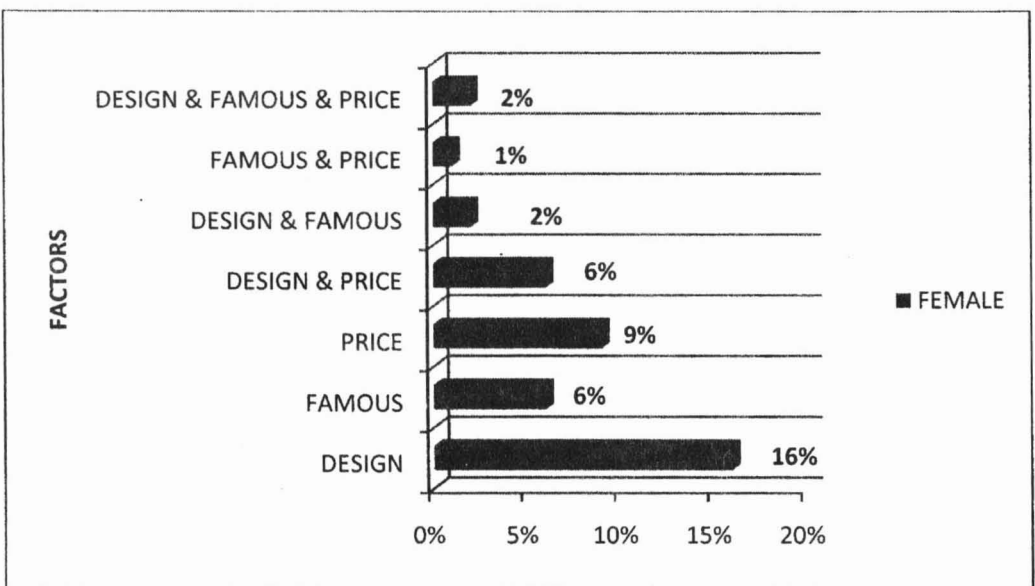


Figure 6: Percentages of female against factors that selecting furniture design

Interview for owner of company

Statistics of furniture design for the companies surveyed

Figure 7 and Figure 8 show that the statistics of furniture design based on each company. Based on figure 7, Ilham Design Furniture Company produces many modern designs for sale to customers. 60% of all types of furniture are a modern design. While for Courts Company in also produce a lot of modern design furniture. This can be seen through statistic of on the Figure 8 that as many as 80% of the total furniture is modern design.

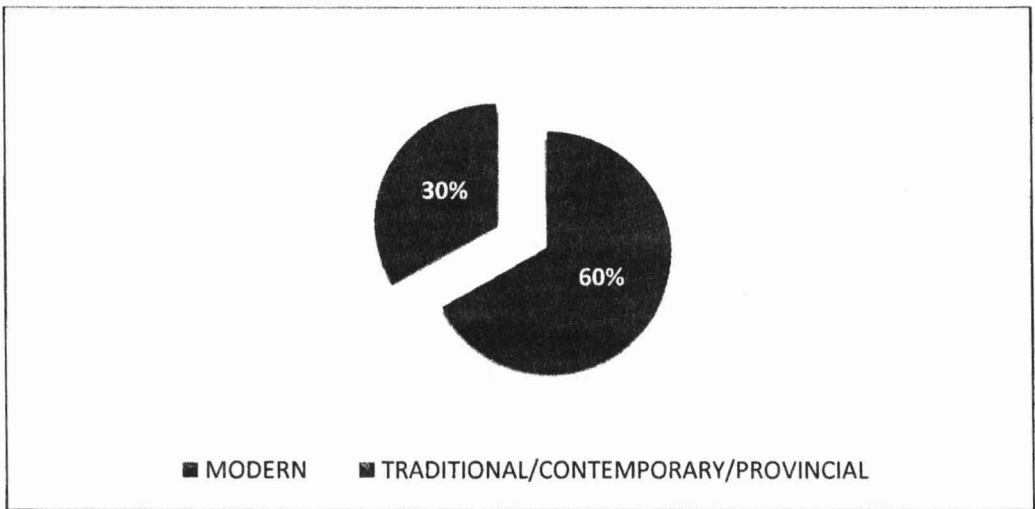


Figure 7: Statistics of furniture design in Ilham Design Furniture

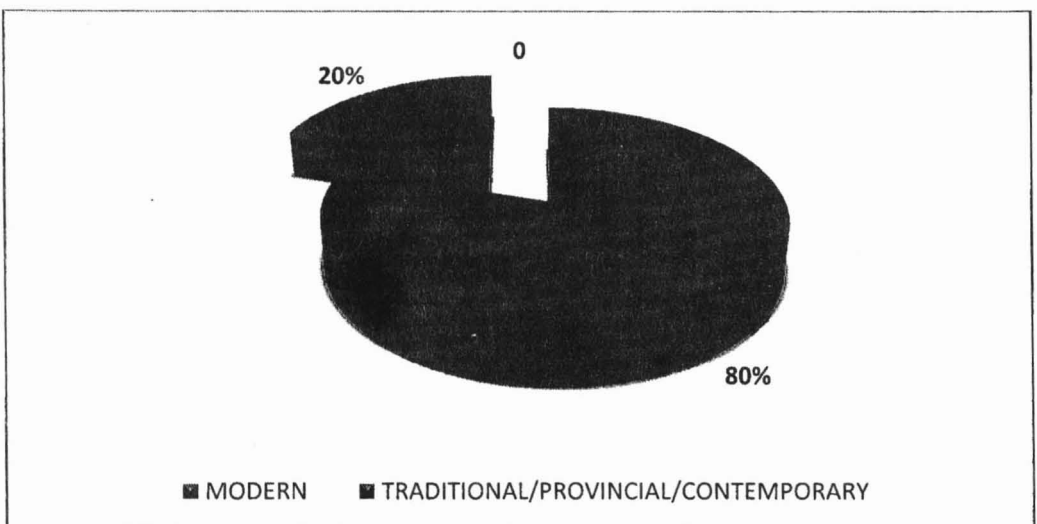


Figure 8: Statistics of furniture design in Courts

CONCLUSIONS

The aim of this paper has been to establish criteria for determine the highest demand of furniture design in Temerloh and Jengka. The questionnaire and interview methodology has been applied to this study. After applying the methodology as assessment method, the data has been obtained. The results show that the modern design is most attention design from customers who visit the furniture store. This is most likely due to the characters found in modern design. Modern design is a design that has the properties of simple, beautiful. It is cheaper than other designs. It has no carvings or other forms to show that modern design but it has only a very simple design structure. It is suitable for all residential.

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