

BEDSIDE TABLE WITH DIMMABLE LED RGB STRIP LIGHT

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ABSTRACT

BEDSIDE TABLE WITH DIMMABLE LED RGB STRIP LIGHT

Many bedside tables exist in the furniture industry. Small things such as mobile phones, alarm clocks, and books are placed on top of bedside tables. Bedside tables are popular furniture that may hold items on top of it and are available in a variety of designs on the market. Customers also want a bedside table with storage space and the ability to generate light at night because the design may provide additional benefits while still saving space. Therefore, the purpose of this study is to design a bedside table attached with a dimmable LED RGB strip light. The prototype of the product was then promoted to the 157 potential buyers via an online questionnaire consisted of five sections: respondent's background, knowledge, design, marketing, and satisfaction towards bedside table with dimmable LED RGB strip light. Findings reveal that design has a significant strong positive relationship with the potential buyers' satisfaction towards a product. Furthermore, this study also found that the bedside table was acceptable to be marketed in the furniture business.