Forecasting Consumers' Satisfaction of Furniture Design through Semantic Differential Method

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Abstract
Purpose: The objective of this paper is to forecast and analyse consumers' satisfaction level based on physical furniture design features particularly occasional chair. The rational thinking and behaviour responses from participants when accessing furniture allow researcher to predict the valuable input of seeking people perceptions and expectation in its physical appearance.
Design/methodology/approach: Two chair prototypes were designed and built in this study to explore end user feedback on how they perceived furniture and the qualities features and image that contribute to a better understanding of the preferences and taste. The Semantic Differential questionnaires were applied thoroughly to examine participants' perceptions especially those related in consumer studies.
Findings: The writing concludes; (i) the end users' satisfaction and furniture features significantly revealed positive relationships; (ii) furniture designers should employ the three product design attributes namely aesthetics, form and utility for their design criteria during the design processes and (iii) the Semantic Differential approach together with actual scaled prototype able to provide prediction and suggestions what to embed into furniture creation in order to increase consumers' satisfaction and fulfil end user needs and requirements.
Research limitations/implications: The results of this study are drawn from a limited geographic region, and the number of participants should be increased in order to obtain fairer results.
Practical implications: There is real evidence that the semantic differential concept is reliable and can be adapted to further studies, especially for those who are involved professionally with consumer research.
Originality/value: The prior knowledge of the participants of chair samples affects their understanding of the product form and characteristics. The level of interpretation and understanding of the chair samples differ widely and depend on the experience and context in which the participants developed their experience with the class or type of object. The behavioural, cognitive and affective reactions to furniture design are able to supply valuable information to designers about how people perceive furniture, and the quality and expectations they wish and aspire to find therein.

Keywords: Consumer Satisfaction, Furniture Design, Semantic Differential Approach, Furniture Design Features