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Research Paper

Consumer preferences for theme based home furnishings

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■ **ABSTRACT :** The present study was conducted in Hisar and Gurgaon city to assess the consumer's preferences about theme based designing for home furnishings. Fifty consumers from each city (Hisar and Gurgaon) were selected purposively, which constituted a total sample of hundred consumers. The consumers were the ultimate users of home furnishings. The data revealed that majority of the respondents (81.00%) were not awared or had no idea about theme based home furnishings but they decorate the area of home according with the matching interiors (63.00%). Consumers (2.59 $\overline{X}_w$) preferred the area for theme based home furnishings were drawing cum lounge area followed by lounge area and drawing room because family members generally relax, socialize in this area and use it for leisure and informal entertainment. Ten theme based design line were created for home furnishings by using different designing software's in 2D and 3D rendering in virtual design drawing cum lounge area

■ **KEY WORDS:** Consumer, Home furnishings, Preferences, Theme, Design

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Necessity and usage of furnishings are not new in today's world. It is evolved and developed parallel to the needs and requirements of human beings. The form, scale, material and proportions of a furnishing are designed conveniently with the conditions of every historical period. The role of furnishing in the design history also takes part while designing interior spaces (Grimley and Love, 2007). Home furnishings are one of the most demanding and emerging fields, full of scope of innovation and creativity. Consumer choices in home decoration keeps on changing from time to time, due to changing fashion trends as well as need for comfortable home environment. So there is a great demand for theme based designing. Today, peoples want modern and well-furnished homes in place of dull looking house to new theme like traditional. Therefore, they are ready to accept new and expensive home textile products that could fill colours of newness and excitement to their life (Chaudhary and Shahid, 2012). Décor and furnishings can also contribute to their sense of mental and physical wellbeing. For these reasons, many people take great care when decorating the interiors of their homes. Human life has evolved in close intimacy with nature along with the basic desire for decoration and ornamentation in their mind, which leads to development of design and ornamentation not in ancillaries/accessories but also in textiles.

Design has an important and social change that does not stop at creating a new or better product. Design gives an identity to an object and in all its form is a powerful tool for creativity. Designing is a rich play of elements and principle of design and creativity is alive by constantly

experimenting with new media and designing techniques (Katiyar, 2001). Today, consumers demand for value addition, diversified product, technology refinement and innovation in home textiles. Consumers are moving from decorating in a style or period to establishing a personality or attitude in their homes and thus moving towards theme based designing. They want furnishings that are "as versatile as the little black dress in their wardrobe-equally stylish for day and night events" (Caringer, 1997). "Theme is a unifying or dominant idea, motif, etc., as in a work of art" or "A theme is the broad idea, moral, or message, or testing to be a part of environment around. Theme based home furnishing can have their place in the new markets as now-a-day's fashion trends are fragile and consumer constantly demand innovative changes over existing designs. Keeping the above fact in the present study an attempt has been made with the following objectives:

– To study the preferences of the consumer for theme based home furnishing

– To find out the opinion of the consumers for the developed theme based designs

■ RESEARCH METHODS

For the present study Hisar and Gurgaon city of Haryana state were selected purposively. On the basis of the availability, fifty consumers from each city were selected purposively, which constituted a total sample of hundred consumers. These were the ultimate users. An interview schedule was prepared to collect the information from the respondents/consumers. Preferences regarding theme based home furnishings were taken by consumers (fashion designing students, students doing fine arts and experts) using preferential index. Consumers' preferences were studied for preferred area of the home for theme based home furnishings and which used to be happening area for the family. Among the different area of home *i.e.* drawing room, lounge, dining room, bed room and drawing cum lounge, the preferred area for theme based designing was studied through self structured interview schedule.

■ RESEARCH FINDINGS AND DISCUSSION

The results of the present study have been discussed follows:

Knowledge or idea about themes for designing/ decorating home :

The information regarding knowledge about theme based designing/decorating home presented in Table 1 revealed that eighty one per cent consumers had no idea about theme based designing and 19 per cent having an idea of theme based designing as per overall results. The consumers aware of commonly used concept of themes were 'Floral', 'Traditional/conventional' and 'Colour combinations'

Preferences for decorating the area of home in accordance with the matching interiors :

In the Table 2 preference for decorating the area of home in accordance with matching interiors was sought and results revealed that 63 per cent respondents had showed interest and 37 per cent were not interested in decorating the areas of home with matching interiors in both the cities. 'Drawing cum lounge' was found most preferred area of 96.2 per cent Hisar respondents followed by bath room (88.8%) while in case of Gurgaon city 88.8 per cent respondents used to decorate the bathroom area with matching interiors followed by drawing cum lounge (80.5%).

Most preferred area of the home for theme based home furnishings :

Data presented in Fig. 1 revealed that majority of

Table 1 : Distribution of consumers on the basis an idea about themes selected for designing/decorating home (n=100)

Sr. No.	Response	Hisar (n=50)		Gurgaon (n=50)		Total
		F	%	F	%	%
1.	Yes	7	14.0	12	24.0	19.0
2.	No	43	86.0	38	76.0	81.0
If yes,						**(n=19)**
Sr. No.	Name of the themes	Hisar (n=07)		Gurgaon (n=12)		Total
		F	%	F	%	(%)
1.	Floral	6	85.7	10	83.3	69.5
2.	Traditional/conventional	5	71.4	7	58.3	52.1
3.	Colour combinations	3	42.8	10	83.3	56.5

Table 2 : Preferences for decorating the area of home in accordance with the matching interiors (n=100)

Sr. No.	Response	Hisar (n=50)		Gurgaon (n=50)		Total	
		F	%	F	%	F	
1.	Yes	27	54.0	36	72.0	63.0	
2.	No	23	46.0	14	28.0	37.0	
If yes, area of the home						(n=63)	
Sr. No.	Home area	Hisar (n=27)		Gurgaon (n=36)		Total	
		F	%	F	%	F	%
1.	Bed room	15	55.5	8	22.2	13	20.6
2.	Dining area	7	25.9	5	13.8	5	7.9
3.	Drawing cum lounge	26	96.2	29	80.5	55	87.3
4.	Drawing room	12	44.4	27	75.0	39	61.9
5.	Kitchen	16	59.2	24	66.6	40	63.4
6.	Bath room	24	88.8	32	88.8	56	88.8

Multiple responses

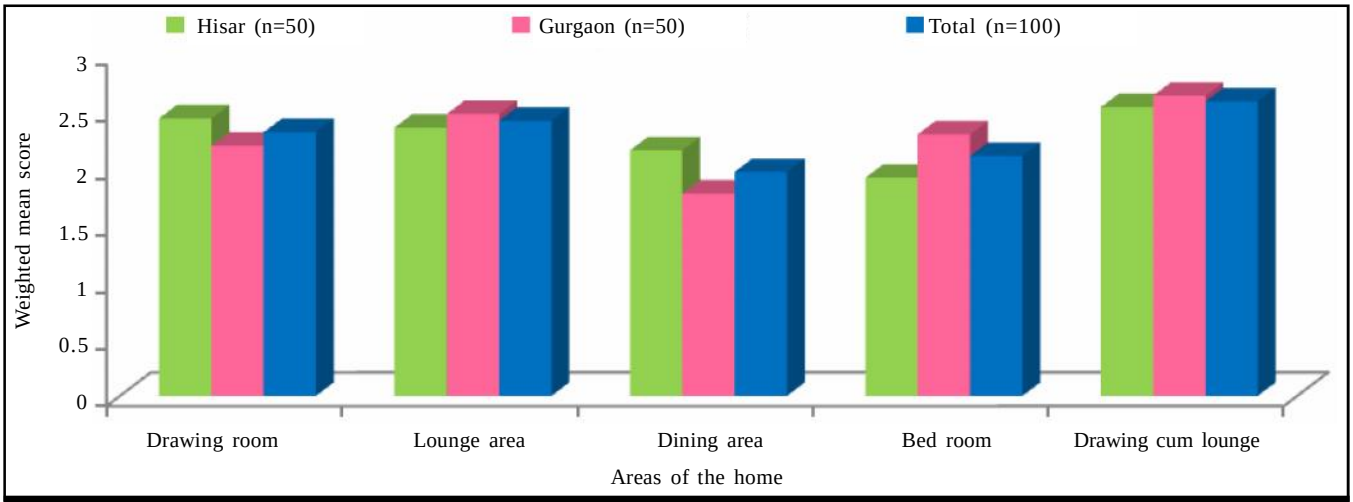

Fig. 1 : Most preferred area of the home for theme based home furnishings

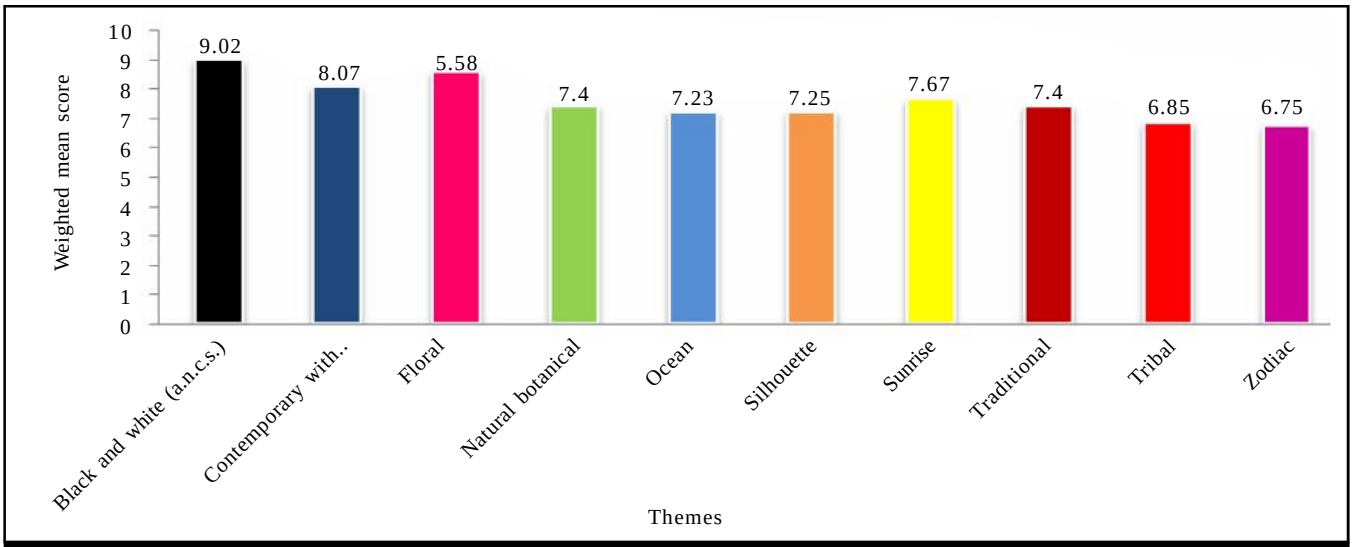

Fig. 2 : Preferential choice of created themes for Drawing cum lounge area

the respondents from both the cities preferred the that is 'drawing cum lounge' area of home for theme based designing (2.59 $\overline{X}_w$) and ranked 1st. As earlier results showed that in this area respondents spend most of the family time followed by 'lounge area' and 'drawing room' (2.42 and 2.32 $\overline{X}_w$) securing 2nd and 3rd rank, respectively. The results are in line with Erguden (2012) living spaces are the most preferred spaces by family members among others. It is the common gathering space for family members with each other. Living spaces are accepted as the social space by people that carry out most of their activities in living spaces. Majority of people considered living spaces as a comfortable place; also conservation and relaxing activities take place. Their way of organizing the furnishings also reflect the function of the living space. People rarely gather in living spaces for entertaining and socializing purposes. In general, taking comfort into consideration affect the usage of soft furnishings in living spaces.

Preferential choice of created themes :

Ten themes were created with the help of CAD/CAM for home furnishings out of which Black and white (accented neutral colour scheme) theme and Floral theme were most preferred by the consumers on the basis of its overall appearance followed by Contemporary with polka dots, Sunrise, Traditional, Natural botanical, Silhouette, Ocean, Tribal and Zodiac themes. The results are in line with Marwaha and Arasu (2012) reported that Today, home design is about tailoring a space which reflects the personality and giving distinct stamp to the owner. From intricately embroidered weaves to bold floral prints, the perfect juxtaposition of art and utility is something that everyone looks in upholstery (Fig. 2).

Mathur and Hira (2002) in their article 'Textiles in Home Furnishing' depicted that the household textile industry is regionalized; the tastes and preferences of consumers vary depending upon their culture, their interests and likings and geographical area. Hence, the end product varies considerably with respect to design, style, size and performance.

Conclusion :

To conclude, the execution of this study revealed that Consumer preferences in home decoration keeps on changing from time to time, due to changing fashion trends as well as need for comfortable home environment. Also as in the present world, fashion trends are fragile and the consumers constantly demand for innovative changes over the existing fashion. This effort might help in home furnishings market both at national and international level consumers.

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