

The Study of Customer Participation on Satisfaction to the Process of Customerization in Interior Design

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ABSTRACT

Based upon the different life states and population variables, this research goal is to discuss the relevance of the participation cognition factor and the satisfaction degree in the interior design customization process. Its purpose is to discover the participation cognition condition and the reasons of influence on the degree of satisfaction. The study through relevant literatures constructs research mainframe. This research divides the interior design customization process participation cognition factors into two types: the designer guidance and the customer participation guidance. The degree of satisfaction is divided into three parts: the designer profession, the entity of work and the overall degree of satisfaction. The life state colony analysis has two styles: " feels at ease whatever the circumstance is " and " be enthusiastic and open-minded ". The individual attribute has the factors of the age, the sex, the education level, the household register locus, the family state, the housing state and the household income, etc. The research is based upon the random sampling for the volunteers in Taipei city and county. There were totally 800 questionnaires and 293 samples recycled. The collected data are statistically analyzed by description, colony and card side, etc. The results discover that the different individual characteristics can affect the degree of satisfaction and the cognition of interior design customization process participation essential factors. The different life state will affect the cognition of interior design customization process participation essential factors and the degree of satisfaction. The higher the cognition degree of the process participation essential factors, the higher is the degree of satisfaction. People of female, highly educated, high participation cognition and enthusiastic open-minded life state have higher degree of satisfaction in the overall interior design customization process. The research results help to understand the interior design customization process participation cognition factor, the degree of satisfaction, the different population variables and the relevance of the life states, and deliver some information to interior design entrepreneur as the reference of customer service and further studies.

Keywords : nterior Design ; Customerization ; Life- style ; Customer Participation ; Customer Satisfaction

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