Form Preferences of Hand Tools Product By Using Conjoint Analysis

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ABSTRACT

Because of the elevation of general living standard as well as personal ideology, more and more people expect to develop their own unique living styles, thus cause the expansion of DIY markets. Consumers pay their attention not only on the functional attribute of a product, but also increasingly on exclusive feeling that a product can provide. The trend influences the designs of hand tools, which used to be more focused on their functional aspects, to turn to be more customer-oriented and trendy. In the era of customer-oriented markets, providing merely functional products will not be able to satisfy the needs of customers nor stand out from the plenty competitors. To attract the attention of customers and communicate designer 's ideas, a product needs appropriate appearance so as to become successful in the markets. In the process of design, there are neither a benchmark for judging what a good or accurate product design is, nor any standard to tell whether the design satisfying to the customers or not, since they are all very subjective. Therefore, there is no clear rule for product designers to follow while doing design. However, a successful product must attribute to a combination of several customers ' preferences, and the form attribute of a product plays the most important role and has the most direct impact on consumers. In nowadays, while markets determine business 'directions, one must correctly predict the trend of customers' preferences in order to having more chances to win the markets. Especially for those products in mature stage, owing to the maturity of engineering technologies as well as similarities of products in the markets, it has become difficult to profit from advanced engineering technologies or controlling manufacturing costs, therefore, the appearance of mature products plays an important role in influencing consumer buying behavior. This research uses conjoint analysis to determine the relative importance of form attributes in manual screwdrivers for consumer purchase policy. Also, the researcher tries to use quantity displays to represent consumers 'qualitative recognition so that the relationship between the models can be significantly discussed. Finally, product designers can be benefit from this research by using the efficient way to create product forms that will meet customers ' desires.

Keywords: form attributes, conjoint analysis

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