

ANALYSIS OF FURNITURE DESIGN CONCEPT AND ITS IMPACT IN DIGITAL PLATFORM APPEARANCE

Case Study: Furniture E-Commerce in Indonesia

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ABSTRACT

Furniture Industry in Indonesia today is one of leading industry in digital platform business. Numerous strategies, including utilizing digital platform, are implemented by interior design business owners to gain trust of consumers. Among those strategies, design concept also holds important role in the business sustainability. It can become an effective strategy to captivate the interest of consumer to buy furniture products through digital platform. This research aims to analyze the most effective design concept that successfully attracts the digital platform users, especially in furniture design. The method used in this research is qualitative methods, by doing the comparison between literature studies and website/ mobile application appearances of e-commerce. This research also compared each e-commerce user experiences through questionnaire survey that led them to buy furniture products from website/mobile application.

Keywords: design concept, furniture, digital platform

INTRODUCTION

The growth of the interior design industry sector, especially furniture is increasingly getting support from various parties, including digital platform technology activists. Most of the users do commercial activities through the internet. This shows that the buying and selling of products and services through digital platforms is now increasingly in demand by the public. One platform that is currently rife is the e-commerce site. The use of e-commerce technology is a business mechanism that works electronically by focusing on online business transactions and having the opportunity to build more humane and personalized relationships with customers (Qin, Z., Chang, Y., Li, S. and Li, F., 2014).

Along with the high growth in market and demand for interior design, especially furniture, digital platform activities in Indonesia are also ready to support the growth of this business. Indonesia, as one of the highest digital platform accessing countries in the world, is an excellent opportunity to be utilized by interior design industry people. Based on (JP Morgan, 2019), In Indonesia, the furniture and household appliances industry ranks third after travel and fashion, with the percentage of 8.7%, this shows that the furniture industry is still promising and its market is broad.

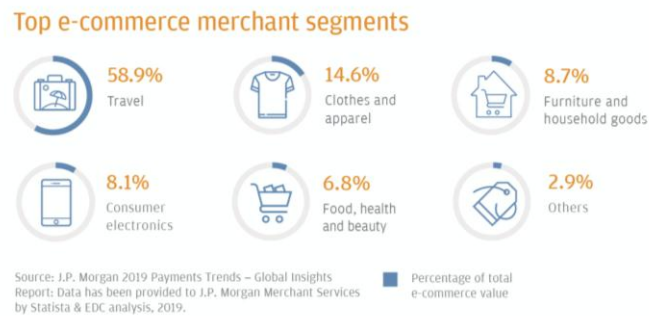


Figure 1. Top 6 E-Commerce Merchant Segments
Source: JP Morgan 2019

Various kinds of strategies using digital platforms are carried out by interior design businesses to build trust with consumers. Currently there are several platforms that are very attractive to consumers that can be an alternative choice for consumers of interior design businesses. Some of these business platforms have implemented their respective strategies to be better known to the public through the approach of product design concepts, web display concepts, and also other shopping bid strategies that attract buyers (Mastra, 2018). Of all the strategic choices, the design concept was considered to have an important role in business processes. This design concept can be the most effective strategy to attract consumers' interest in buying interior design products through a digital platform. Therefore, it is necessary to do a separate analysis of to which extent the concept of design is what the consumers are interested in when choosing interior design products. The design concept itself is a combination of several elements that form a single unit, consisting of lines, shapes, colors, and textures that all work well together, which is why this must be well thought out to achieve a perfect design appearance. The relationship between the various elements and basic elements of the design is also a determining factor for how good an idea and an interior concept is.

The success factor of an e-commerce website design is influenced by 4 dimensions namely Appearance, Navigation, Content and Shopping Process (Flavian, 2009). One of the aspects most related to this research is Appearance, where an attractive appearance is important to get a high level of credibility on the site. Based on previous research, appearance is the main feature on a website that can give a good impression on consumers as a support to increase consumer interest (Pratama, 2014). Appearance also offers a clear mix of colors and shapes on the website.

Based on the explanation above, it can be seen that the advantages of e-commerce websites in the furniture retail business are determined by the appearance aspect in the form of colors and shapes, which are also components in the furniture design concept. Thus, in this study the furniture design concept will be analyzed in the form of color and shape elements of furniture that can affect the appearance of the e-commerce website.

DATA DESCRIPTION AND DISCUSSION

In this study, researchers used 3 examples of e-commerce that are well known in Indonesia. The 3 e-commerce are web A, web B, and web C. It also involved 150 respondents who were asked to fill out a questionnaire. As many as 66% of the total respondents are women, because basically women really like household furniture, shopping at e-commerce, and happy with residential decorating activities. Activities to buy household furniture are also often done by women, because compared to men, they are understand more about the laying of furniture that will

meet their household needs (Lutfiani, 2017). Of all respondents, 90% have visited furniture e-commerce, this proves that furniture e-commerce is developing rapidly through online media and is known by various groups of society. Based on the results of the questionnaire, web A occupies the first position of e-commerce most widely known to consumers, with as many as 137 out of 150 respondents or about 91.3%, the rest followed by web B, and web C. As is well known to the public, web A is a large retail furniture, where the concept carried in its furniture style is Contemporary Scandinavian. With the presence of web A in Indonesia, consumers are also affected by the style of furniture brought by this retail. Based on the survey results of all respondents, 72.7% liked the following two design concepts, which are of course very well known to Indonesians:

Scandinavian

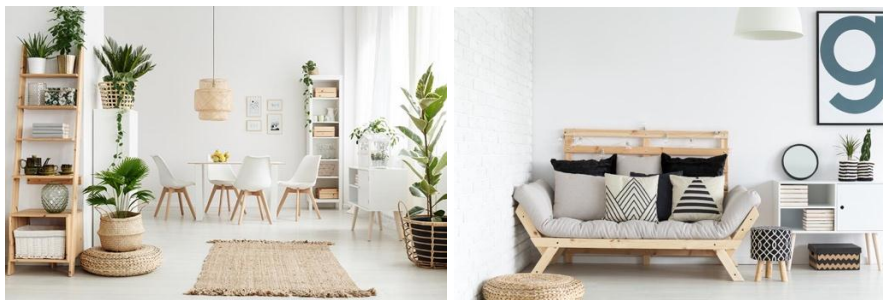


Figure 2. Scandinavian Concept
Source: archify.com

Scandinavian furniture design is characterized by clean lines, functional furniture, mostly using natural materials namely wood, with a modern style approach. The design focuses on clean work processes, materials and lines, where the philosophy behind this style continues to be relevant today (Meaghan, 2017). The spread of Scandinavian designs to Indonesia was greeted with enthusiasm. But to have Scandinavian furniture products, it takes time to increase prosperity in advance to encourage purchasing power of good designs. After prosperity has been achieved, Scandinavian furniture designs today can already be found in major cities in Indonesia (Jamaludin, 2018).

Modern Minimalist



Figure 3. Modern Minimalist Concept
Source: interiordesign.id

Modern minimalist theory regarding furniture is a theory about achieving better design quality through simplicity (simplicity of shape, space, material, details, and color). One well-known figure namely Ludwig Mies van der Rohe said "Less is more" to describe an aesthetic form where each element presents various benefits both visually and functionally, so that the concept of minimalism is found.

Buckminster Fuller then processed the phrase to "Doing more with less" and then Dieter Rams changed it to "Less but Better" (Wijaya, 2017).

From the two concepts above, it is known that Indonesian consumer tastes lead to design concepts that have natural colors which tend to be monochrome towards white, where the components are simple in shape and have little ornamentation, and the chosen material shows natural texture and clean surface. These things then become considerations to be compared with the appearance of e-commerce websites that offer furniture with the above concepts. The e-commerce that is being compared is web A, web B, and web C. Based on surveys that have been conducted beforehand, these three e-commerce sites have the largest number of followers among other furniture online shop businesses in Indonesia. Therefore, the relationship between appearance and furniture concept of each shop will be examined on these three e-commerce websites.



Figure 2 Homepage Display Concepts Comparison of Three Furniture E-Commerce

From the three e-commerce homepage views above, it appears that the three choose a different dominant color even though the furniture design concept offered tends to be of the same type, namely Scandinavian and modern minimalism. The display of Web A e-commerce homepage is dominated by white, Web B appears with dominant white and green accents, while Web C chooses the dominant orange color adjusted to the accent color on the logo. Based on the survey, 84% of respondents are more comfortable with the appearance of Web A and Web B which are predominantly white. Respondents who chose Web A were greater than Web B, which was 43.3%. Overall, the selection of furniture design concepts that becomes the consumers' favorite has to do with the dominant color composition in e-commerce display. The next display aspect that will be discussed is the product selection page on e-commerce.

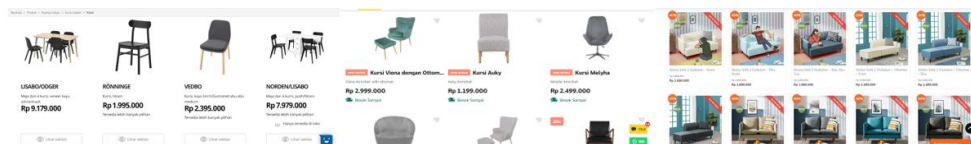


Figure 3 Product Selection Page Display Concept Comparison of Three Furniture E-Commerce

Based on the answers from respondents, 68.7% chose the display of product selection from Web A e-commerce. The dominance of white color and the simplicity of the fonts used make this display comfortable for consumer visuals. The main focus is on the furniture design choices that are displayed. In line with the concept of furniture design, the appearance of white domination is considered comfortable for the eyes of consumers.

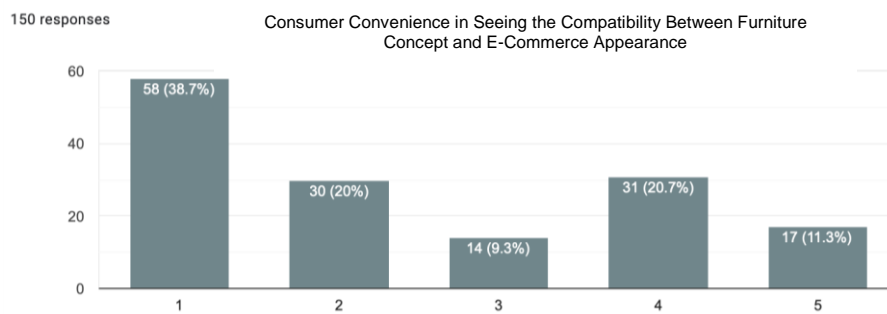


Figure 4 The Effect of Desain Concept on the Display of Furniture E-Commerce

As seen from Figure 5, 58.7% of respondents (38.7% strongly agree & 20% agree) realize that aspects of furniture design concepts affect the e-commerce appearance, where e-commerce displays that present clean visuals, do not have a lot of ornaments, and is dominated by white, becoming the choice that gives buyers visual comfort. This is in line with the buyers' design tastes, which are more fond of Scandinavian and modern minimalist concepts that also dominated by white and simple furniture appearance.

CONCLUSION

Forming elements of furniture design concepts that will be displayed on the website become an important focus to pay attention to, such as colors and shapes, so that they can be captured and passed on to become display design components in online stores in the furniture field. Out of the three e-commerce display samples that have the same furniture design concept, web A is the best example that can apply the compatibility between the furniture design concept and the e-commerce display elements. This makes consumers have a pleasant and comfortable experience while visiting the online store. Therefore, based on this research, it is recommended for online shop start-ups in the furniture sector to find out the following:

1. Consumer tastes in the Indonesian market today are modern and Scandinavian-style furniture which is dominated by white and simplicity.
2. The concept of furniture design becomes an important element that needs to be considered to determine the components of e-commerce display.
3. With the suitability between the concept of furniture with the concept of appearance in e-commerce, consumers feel comfortable in sorting and carrying out activities on the website.

The series of conclusions above is expected to be a guide for business starters in the field of furniture who want to create an e-commerce site to support their sales.

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