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The Importance of Product Design and Its Role in Innovation, Marketing and Consumers' Preferences of Product

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ABSTRACTS

Nowadays, there have been significant and considerable increments in the employment of product design in many companies, societies and fields. Product design has become an important tool for the growing of the image of the brand or trademark. The effective role of product design in the development of new product has been established. Product design has an influential effect on the marketing of any products. Also, product design has critical role in the judgment and decision making of consumers toward any product. In addition, innovation of designs has significant and positive effects on the performance of manufacturing. Thus, the aim of this paper is to review and evaluate the design importance, innovation, marketing and the factors that affecting the consumers' preferences toward the design.

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I. INTRODUCTION

Nowadays, with the rapid increment of the economy, companies have become under great pressures and competition to make higher quality products in reasonable prices and in a short time (Naseer, 2017; Li, et al., 2006; Bocken, et al., 2016). Similarly, designers started to face higher competition as this competition will open the door for more opportunities to show their skills and talents and to develop it as well.

However, this important competition increased rapidly with the recent development and implementation of new design methods using computers technology. This competition increment has forced researchers, managers, and lawmaker to become more interested in the methods and approaches that produce novel innovative products that increase the reputation, and customer satisfaction and win this competition (Bocken, et al., 2016; Saeidi et al., 2015; Nieto & Santamariam, 2006). Many results showed that design has a great role in the development process of a new product (Perks, et al., 2005).

Historically, the word design was originated from Italian word (disengnare) and it means drawing or shows initial plan, while others proposed that the meaning of design came from the industrial revolution and mass manufacturing as a modern manifestation or trend. Subsequently, design attracted the manufacturers' attention due to customers' interest and demand for elegant and aesthetic products such as durables refrigerators, vacuum cleaners, and cars (Perks, et al., 2005).

Design was also defined as a way to shape and make something different than standard or normal in order to show human capacity and meet their desires and

give meaning to it (John Heskett, 2002). Thus, many manufacturers sought design as a way to make their product better and more efficient in improving the quality of people's lives, as well as create economic value for their businesses.

This has expanded to reach a larger variety of people such as lawmakers and governments in many countries to put third-generation design policies that highlight the use of design as an important tool for establishing innovation and meeting shared challenges (Marino, et al., 2018; Hayakawa & Venieris, 2016). Therefore, this paper is highlighting the importance, innovation, marketing of product design, and some of the influential factors that affecting the consumers' preferences towards product design.

2. IMPORTANCE OF PRODUCT DESIGN DEVELOPMENT

The product design has become one of the most and mandatory factors to the success of any business or firms. The product design can lead to the increment of the income of the firm by increasing their marketing share and prices (Ulrich & Pearson, 1998). Product designs have great importance in the global market due to its strategic advantage of new product design in gaining the customers' loyalty and that product design was the most important contributing factor of sales success (Bloch, 1995).

The product design is like the main of communicating tool between the customers and the manufacturers (Matzler, & Hinterhuber, 1998). Therefore, designers should aim to change and develop the product design constantly in order to gain the big competition and stand among the crowd. Product design can be developed by; rearranging the elements, color, scheme, form, texture, and graphics of the

product to increase its attraction and value (Ulrich & Pearson, 1998). Furthermore, it has been suggested that designers and design of product has a significant contribution to the successful of new product development. Additionally, the attractive product design is highly linked to the company performance increment due to its potential effects throughout the process (Roper et al., 2016).

Apart from that, it has been found that the design of the product is of great benefit to the company performance and also in the product development process as it can amplify the competitive position and the income of company in the market (Hertenstein et al., 2005; Gemser & Leenders, 2001). They also advised the managers to consider the developing strategies that include the use of industrial design in the development of new product, taking into account the changing competition throughout the industrial growth.

However, Alegre & Chiva (2008) stated that there are some organizational factors that can affect the performance of the product design origination such as experiment, risk-taking, interaction with the environment, communication and decision making. They also highlighted the significance of identifying and using these factors in the performance of product design development. Other research highlighted the essential importance of interaction between consumers and manufacturers for the development of the product design (Gunasekaran, 1998).

This communication is of great importance for the designers so that they can react appropriately to the new market conditions by creating a design product

that satisfy the market demand. In fact, the relationship between the manufacturer and the customers plays a key role in the design of any product. A brilliant designer must be capable of understanding the customers and the market needs and implement it in the essence of an idea and turn it into commercial design to produce an innovative product.

3. CONSUMER PREFERENCES AND IT RELATION TO PRODUCT DESIGN

Customer perception plays a critical role in purchasing product and decision making (Hoyer & Stokburger-Sauer, 2012). Studies showed that customers' responses can help a lot in the designing of new products, and the most successful product development was achieved from direct contribution between customers and the designers (Perks, et al., 2005). Recent research found that designers have a great role in directing the product development process and attracting the consumers through their distinctive design (Von Stamm, 2003).

Accordingly, the manners of consumers when buying have been studied extensively due to its role in determining their preferences and its relationship with the design of product. Therefore, designers need to be aware of their viewers and their preferences. The most influential factors that designers must know are the reasons behind customers' consumption behaviors. Generally, there are two basic reasons for the consumption behaviors of customers and why would they purchase something over another. The first is the consummatory affective (hedonic) satisfaction reason which

caused by sensations that result from the experience of using products. The second is influential utilitarian reason caused and resulting from the functions implemented by the products (Hanzaee & Rezaeyeh, 2013; Alba, & Williams, 2013; Voss, 2003). In a study (Botti & McGill, 2010), found that consumers preferences for products or services to achieve a hedonic (pleasure) goal is higher than achieving the utilitarian goal.

This is because consumers are tending to like the activities that increase their pleasure sensation including amusement, fashion, food, games and even drugs. This has been proved in many studies such as (Holbrook & Hirschman, 1982; Chatfield, 2011; Fredrickson, 2002; Koster, 2013; Sassatelli, 2013). This indicate that the more the product design is pleasurable and likable the superior the design.

In, (2012), Dazkir & Read, studied furniture design and their influence on consumers' emotional responses, they suggested that furniture design plays a critical role in judgment and decision making of consumers as it can induce emotions through design and result in rich interactions. However, there are some factors that influence consumers' preferences choices for a specific design and their pleasure sensation such as religions, nationalities, financial and their desire to escape reality. Therefore, designers must know these variables and take it into account in their design.

It has been indicated that consumer preferences are divided into 5 categories that consumers look out for to be included in the design. These categories are the products novelty,

price, and quality (Hassan et al 2010; Li et al. 2006). In addition, some researchers addressed delivery dependability, and time to market as an influential factor for customers attraction since the consumer choice, as all other human activities, are now subjected to the most important element the limitation of time (Marino, et al., 2018; Hayakawa & Venieris, 2016).

Apart from that, the link between the design and its price and whether it worth it or not is also affecting the consumers preferences. This is because the consumers' earnings and status in the community will have an impact on their judgment when buying, where the rich educated people use more knowledge when choosing their selected item. On the other hand, store selection based on price, a variation of the product, location, and discounts have an effect on consumer preferences and affect its design preferences (Hassan, et al., 2010).

However, Hayakawa & Venieris, in (2016) argued that consumer preferences are interdependent, and it is either directly due to the merging of social and cultural styles in the consumer's choice or indirectly over the arguments of prices into the design utility function. However, this is because the social environment has become more difficult and complicated and the customers are behaving accordingly under this social pressure that comes from the environment. Thus, the consumers' preferences toward the design are affected by others individual from the same social environment.

Therefore, it can be said that the cultural, economic, sociological, and demographic factors are behind the consumers' reference towards any design which in turn might affect the real value of the design itself.

4. PRODUCT DESIGN EFFECT ON MARKETING

Product marketability is considered one of the main influential factors in product design (Bovea & Pérez-Belis, 2012; Tatikonda & Montoya-Weiss, 2001). Studies have found that the main cause of companies' failure comes from their lack of use of good techniques for marketing their products. This is due to their unawareness of the market situation that they are pursuing, design that customers need and the market growth. Moreover, in order to satisfy the demands and expectations of the market and the customers, the target of the market needs to be identified as well as the establishment of proper design that satisfy the requirements and preferences of consumers which would have a practical and suitable outcome (Azizi, et al., 2016). This identification can be determined by

On the other hand, in order to have access to the market, collaboration with firms within the country may be necessary to increase the marketing and the publicity of product design. This decreases the doubt of presenting new merchandises to the market and allows the use of facilities and skills of designers that exist or found in that region (Bullard, West 2002). An important approach to market a

furniture product is to display it fashionably design in a way that attracts customers into buying them.

The atmosphere of the shop and how to display the products in a way that shows its design is also plays an important role in attracting customers into the shop. It also plays a role in attracting the type of consumers that the shop is aiming to attract from upper-class clients to lower class. For example, the store is designed bigger and roomy and the product are displayed separated enough to show their design when attracting rich people. In furniture marketing, shops now place their furniture in a way that shows the customers their significant design and how it will look and how it functions after placement.

This allows the customers to visualize the design they want to buy better and will help them in choosing their item positively (Rath et al 2014; Kotler 1973; Kapferer 2012; Kapferer & Bastien 2009). Despite the importance of fashion in furniture and product design, however, fashion creates a distinction of social status, and the idea of need goes beyond it (Gabriel & Lang 2015).

Thus, shops should market their design in a way that attracts people of all social status and do not focus on a stylish design that suits a specific group. On the contrary, a diverse type of products design, local and imported is used to draw regulars to the shop with taking into account the suitable location of the store. These customers

shop at the store based on the offered product, designs, their cost, and setting of the shop (Bovea & Pérez-Belis, 2012; Long et al, 1993).

However, regular customers and non-regulars are greatly influenced by the image the store carries (Hassan 2010; Matzler et al 2015). Another important marketing process is the skills of the salesperson and employees in promoting the design and affecting the customers (Besch 2005). Skillful and helpful sellers attract more customers easily at a higher rate and they promote the product design more effectively and eventually increasing its marketing.

They also encourage customers to buy from their shop by introducing the new design and showing its advantages over other products using their merry and positive energy. Sellers should keep a tidy and clean store with proper lighting to attract customers to the shop and the merchandise should be displayed in order with the colors matching and proper settings so that products blend neatly together to empower the design to stand and attract the customers.

Clarifying the product design will help in promoting the store image and increases customers' interest in buying the stuff. Furthermore, offers, discounts, and best items should be displayed on windows and storefront as it has a visual stimuli effect on customers and attracts in trying new designs from walking by customers and encourages walk-ins.

Hence, customers buy their products with trust and confidence (Mehta, Chugan 2014; Chaudhary, Jadhav,

2014). In addition, it has been found that consumers tend to obtain and choose unique design and product in order to be differentiated from other people as this behavior varies among individuals (Tian, et al., 2001) and, thus, designers should choose proper marketing motivations that attempt to enhance self-perceptions of uniqueness to influence the consumer responses.

5. INNOVATION THROUGH DESIGN

Furniture design developed with companies pleasing the consumers with new designs and products that attract people into buying them (Lee et al., 2017; Kotler & Alexander Rath, 1984; Perks, et al., 2005). Rampino, (2011) clarified the role of design in product innovation either for corporate management, national or international institutions.

Companies commercialize innovations through their product design and business models and the new designed product will return higher economic outcomes (Hertenstein et al., 2005; Ulrich & Pearson, 1998). The more essential the product innovation, the more challenging and greater the changes are required to the traditional business products and model.

In fact, the innovation of the product goes hand in hand with business model innovation, so the products can overcome the competition and pressure in the market (Hertenstein et al. 2005; Bocken et al. 2016). Similarly, collaboration with suppliers, clients and research organizations also has a

positive impact on the novelty of innovation (Nieto & Santamarı, 2007).

Likewise, Gemser & Leenders (2001) found that the innovation of designs has significant and positive effects in the performance of industries. Respectively, beyond being innovative in the products field, innovation in design and design strategy is beneficial in boosting up the attractiveness and competitiveness image of the product regardless of the industry development (Gemser & Leenders, 2001).

In another study, Huang found that innovation has a great role in getting consumers' attraction and keeping them connected in shopping sites, and suggested that product innovation is the key to successfully shaping attitudes, delivering content and soliciting responses of the consumers (Huang, 2000). Consumers always look for new design and up-to-date look, thus products that are totally innovative is likely to have extensive lives and profits than other products.

This is because customers will have more interest in their new products that they tend to enjoy and will develop greater expectations for the trademark because they are different from their competitors (Verganti, 2006).

On the other hand, many retail firms nowadays started to look for innovating design as a way to survive the nonstop completion in the market. These firms started to use design-driven innovation as an approach in strategic innovation projects that designed to attain higher performance

(Bellini, et al., 2017; Dan, et al., 2018) examined the sources of design innovations and compared them to the sources of technological innovations. They found that design innovations were dominant in fast-growing smaller markets while technology innovations were dominant in larger markets.

Verganti & Dell'Era, (2009) suggested that there are two strategies for innovating the meaning of things; the user-driven and design driven. They argued that the user-driven and design prove to be more effective for growing the innovation and the purpose of the design process is to design a product with better satisfaction for the consumers.

In addition, it has been claimed that the designers increases the innovation by about a fifth (Roper et al., 2016). Thus, designers are having great role in the upraising of the company image with their innovative design which in turns will result in increasing the profitability of the manufacturing company.

6. CONCLUSION

Designers and design of product play a significant impact to the successful of new product development. The marketing of an attractive, innovative new product require the involvement of significant product design. This design will lead to increase the value of the manufacturing company, shares, market price and income. However, understanding the market situation can help designers in optimizing the best product design.

Manufacturing companies competition increasing rapidly due to the development and innovation in product design. Thus, a successful unique design plays a vital role in providing a product with pleasant choice for the consumers.

Therefore, productions and decision-makers should be aware of the important effects of design in general and on the specificity in relation to business economics.

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