

# Furniture Customization in the Design of Users to Participate in Value Co-Creation Willingness Research-Chengdu Incredibly Home as an Example

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**Abstract:** In this era of personality publicity, the speed of information dissemination is accelerating day by day, and people's values and social structure have been constantly impacted by new ideas. People are gradually no longer satisfied with the same products brought by large-scale production, and do not want to passively accept the unchangeable shape, colors and functions of the product, but also hope that the final form of the product can be flexible, and can be determined by their own redesign. Under this demand, personalized product design is more and more favored by the consumer because it emphasizes the characteristics of personality differences and the realization of self-value.

**Keywords:** User Participation in Value Co-Creation Willingness; Furniture Design; Customization; Emotional Experience Value; Perceived Value

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## 1. Background

Furniture industry is a traditional industry with a very long history, and with the development of modern industrial technology. Especially in the past ten years, China's real estate industry construction, greatly promoted the vigorous development of the furniture industry. China's furniture industry contains a huge market. With the rapid development of China's economy and the acceleration of the commercial process and the pace of people's life, the cake of the furniture market will gradually become bigger, and China has gradually become a world-class furniture production and consumption power. Furniture is no longer a simple articles for daily use, for the room and personality demand custom furniture is more and more popular with people, many furniture enterprises have carried out various forms of furniture custom design business. Furniture customized design has become a new form of furniture consumption market. This form can not only meet people's pursuit of high-quality furniture, but also fully highlight the characteristics of personalized needs of customers. Furniture industry, however, the threshold is low, the huge market not only produced more local furniture enterprises, also attracted many foreign furniture brands have entered the Chinese market, furniture market competition is more intense, the user has more and more independent choice at the same time, thus encourage more users continue to participate in the furniture value to create link in the process. Thus, the concept of value co-creation has been developed rapidly in the furniture market.

## 2. Research objectives

Analyzing the economic impact factors of users' willingness to participate in value co-creation in customized furniture design.

Exploring the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted optimization suggestions on users' willingness to participate in value creation in customized furniture design, so as to provide great reference opinions for furniture enterprises to improve in customized furniture design.

### 3. Range of study

#### 3.1 Significance and value

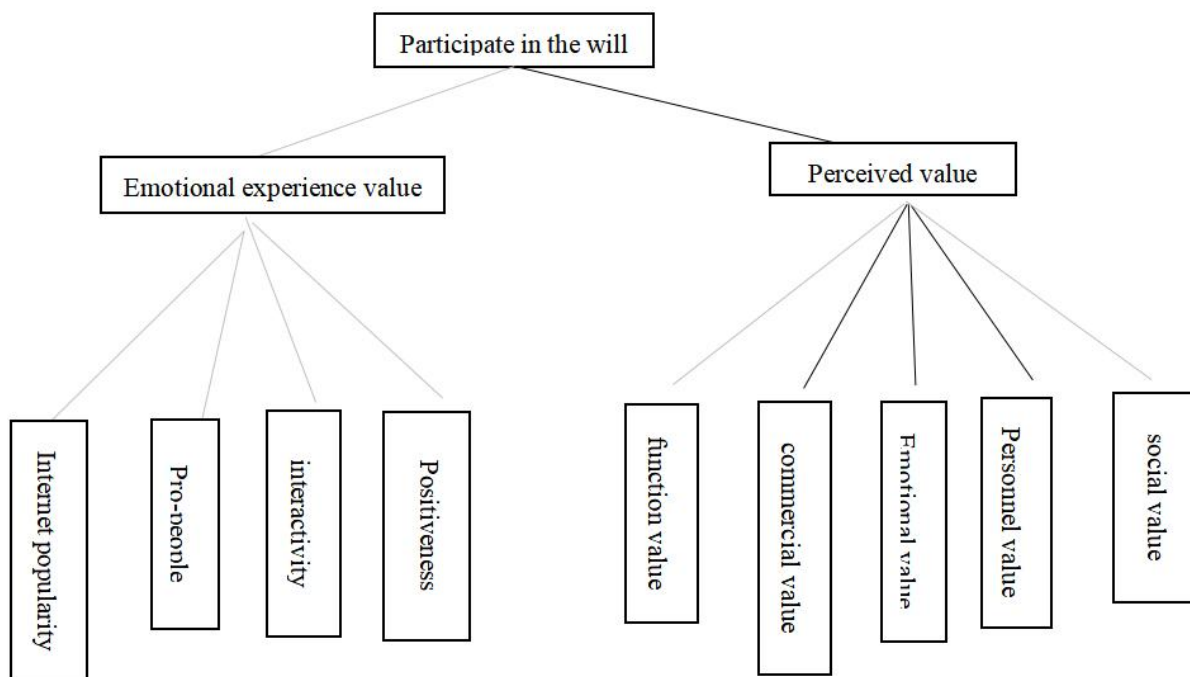
In terms of theory. This study on the basis of the classical literature at home and abroad, combined with the value creation theory, perceived value theory, the analysis of the furniture custom design user participation value to create will influence mechanism, build a can fully reveal the user participation of furniture custom design value creation will influence mechanism model, help rich value value theory, enrich and enrich the existing value creation theory, perceived value theory.

In practical terms. This study has been clear about the furniture custom design in the user participation value to create the influence mechanism, makes the home of Chengdu enterprises can for furniture customized design user participation value to create will influence mechanism to adopt corresponding marketing strategy, service strategy to promote furniture customized design user participation value to create the will. It will also help to enhance the willingness of users to participate in value co-creation in furniture customized design, and help furniture enterprises to obtain considerable economic benefits in the customized market, which has a certain practical value.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper comes from Chengdu area, mainly with the consumers of Chengdu Unexpectedly Home. Based on the area limited by the research topic, the researchers strictly defined the scope of the study and distributed the sample area. According to their own capabilities and scope, the researchers limited the sample collection category to Chengdu, and investigated the influencing factors of users' willingness to participate in value co-creation in customized furniture design.

### 4. The conceptual framework of the study



### 5. Theoretical principle

Bo Litong (2014) deeply explores the influence of customer participation on customers' subjective perception and customer perceived value in new product development, and then reveals how customer participation affects the performance of new product development. Therefore, this paper has good theoretical and practical significance. The relevant literature of customer participation, emotional experience, product difference and customer perceived value is reviewed and sorted out, and the conceptual model of this paper is constructed on this basis. Su Haili (2017) divided the dimensions of perceived value in the crowdfunding environment, and used questionnaire survey and PLS-SEM structural equation model on the impact of perceived value on users' willingness to participate in the PLS-SEM structural equation model in the crowdfunding environment.

## 6. Correlation studies

Lengnick Hall (2018) According to the perspective of customer input, the customer participation behavior is divided into: resource provision, joint production, purchase and use. Zeithaml (2019) The two scholars mainly study the perceived value from the perspective of customers, including two levels: one is the psychological perspective of customers and the consumption experience of customers. Psychological perspective mainly refers to the customer will compare the consumption objects from multiple angles when the consumption behavior. Customer evaluation mainly refers to the main evaluation of consumer products after customers make consumption, including whether their functions and effects meet their own needs.

## 7. Conclusion

Users' willingness to participate: First of all, people design or make furniture by themselves. Although the starting point and motivation are different, once this behavior is successful, it often produces a sense of achievement. Because of this, some people often show the results of their "design development" to others. Secondly, for users, through the participatory furniture can achieve self-help, independent life. The value of emotional experience is the self-expression and the satisfaction of social needs, which is mainly reflected in the user's recognition of the community. Emotional experience value: First of all, it can be reflected by users' recognition of their willingness to participate. Users' recognition is an important factor driving them to participate in the development of new products in enterprises, which has a positive impact on their participation in product or service innovation. Secondly, the emotional experience value is that the emotional, intellectual and mental efforts of the customers, physical, intellectual and mental efforts to have a good feeling based on the sense of pleasure, satisfaction and self-realization. Perceived value: users participate in the design of furniture or other service process, and perceive the gain and loss of value to consider the real value. The perception acquisition is the embodiment of the real feelings of users in the process of participation, and the perception loss is the bad consequence or experience that users get in the process of participation, such as the reduction of the sense of participation value, and the product or service cannot meet consumers' expectations in advance.

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