

Comparative Study of Preference of Foreign and Internal Upholstery and Causes by Consumers in Tehran

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Abstract.

Shopping process of each commodity is influenced by various factors. Expectations of consumer from each commodities and services are named dimensions of quality. Furthermore, state and mentality of consumer have great effects during shopping.

In studying of fabrics, the most important dimensions of quality are design, material and also price. Another point is the place of production. However, the brand is not important aspect about the fabrics; the producing country has great effect on preferences of costumer unconsciously. The fact of this point has not demonstrated.

It is so significant for factories and companies and their production plan that which quality dimension is more important.

The upholstery is selected for case study due to the variety of fabrics.

In this project, first, all the people who keep in touch with upholstery, consumers, sellers and producers were interviewed for identifying all dimensions of quality and evaluation of marketplace. According to results of interview, two series of questionnaire were designed because of better evaluation. The questionnaire filled by consumers and sellers. At the last part of questionnaire, 11 types of fabrics were shown and asked them to recognize the producing countries of the fabrics, and also select the best and worst samples. Abrasion resistance and colourfastness against abrasion features of samples were tested. These tests were chosen because abrasion resistance and colourfastness are important for consumers as the results got from questionnaire. The results of questionnaire and physical tests were compared.

It was observed that the design had significant role on preferences of people. Then, the producing country is the factor that plays key role and also indirect role, even before buying, that influences the import plan, production plan and marketplace.

Keywords: Upholstery, Design, Material, Consumer, Producing Country