



Teenager's Attitude Towards 3D View as A Persuasive Marketing Tool

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Abstract

Marketing is just not selling. It is the proficiency to recognize and match individual and social needs. Nowadays marketing tools are developing fast and incorporating new technologies has become a vital fragment of development. For the past many years, architects and designers have been using the 3D view as a marketing tool to visualize and sell their creative ideas to clients. Today young generation or teenagers are the main consumers who are tech-savvy. This study aims to investigate the perception of teenagers on 3D views. Do these views satiate them or do they expect more? Also inquired were the perceptions of the teenagers, intending to explore the lacking elements in 3D view. The outcome of these studies will help architects and designers to furbish their marketing tool which can significantly save their time and money.

Keywords: Interior Designer; Interactive; Marketing tool; Teenagers; 3D view

1. Introduction

Marketing is just not selling. It is the proficiency to recognize and match individual and social needs. The desires and needs of the consumers are the crucial issues it is a practical truism. The goal of marketing is to focus and deliver a magnificent experience to customers. It is solely a way of serving customers and businesses find their way and develop a mutually valuable relationship.

The experience of the customer has always been significant. As Bob Dylan stated lyrically, 'The Times They Are a-Changin''. Change is the reality of life. There is a constant need to change strategies in marketing, as generations are changing. Consequently, consumer likings and preferences are continuously changing. Today young generation or teenagers are the main consumers. According to Forbes, teenagers are poised to turn out to be prominent consumers by 2020.

This generation born in the world has an infinite online resource of information, and all things are done digitally, in technology they are brilliant and known as tech-savvy. (Nikodemaska, et al., 2019) ;(Anwar

2012). So approaches that used to grab the attention of old-generation consumers will not work now, and the strategy of marketing with them should be changed, it can't be in the traditional way (Budac, & Baltador (2014). Teenagers as customers are lucrative for various industries like clothing, food, electronics, interior design, and much more.

Interior design is the business where Interior designers introduce the latest trends, enhance the eminence of life, increase efficiency, satisfy needs and sell out-of-the-box ideas to their customers (Key 2004); Walsh (2000). The interior design market has grown significantly in the past decades. Interior design is the skill of intensifying the interior of a space, to accomplish a more youthful and more artistically beautiful atmosphere for the individuals utilizing the area (Tural, 2006). The work of the interior designer is to establish the goals and requirements of the client for the project, both in terms of functionality and aesthetics (Merrell et. al., 2011).

However, from the rise of this decade, parents are not merely satisfied by giving a separate room to their teenagers. On the contrary, they want an interior designer, to design an exclusive bedroom for their teenage child. Parents are delivering complete decision-making, and authority to teenagers for their room. Now parents want Interior designers to understand teenagers' interests, and desires, and consider them as clients or customers. Currently, the interior designer has the task of recognizing the essence of a teenager's personality, and requirements, encompassing the teenager's desire in the design, and selling them designers' creative design ideas. This creative idea is an Interior designer's product and they use various marketing strategies to sell this product. This marketing strategy has various manifestation techniques like sketches, 2d drawings, and 3d models, and 3d views these techniques play an undeniable role in architecture interior. It fosters the ability to fast thinking and promptly deliver details and well-defined visuals of the ideas in mind.

Hence, it is the task of a designer to make teenagers who are now their customers, understand this creative design idea, unless and until they will not understand the idea, they will not be going to buy it. The greatest challenge for the designer is to show that, they are fruitful through their deliberate point of view and the aesthetic aspect (Haddad 2013). It's laborious to trade something that doesn't materially exist. So, it becomes necessary to visualize that idea to teenagers, 2D presentations, sketches do not satisfy clients they need more visualization and 3D presentations give them exactly that (Alisa 2016). The visualization of 3D transforms the design and helps in conceiving creative ideas (Ghanimeh et al., 2000).

2. Statement of the problem

Architects and interior designers have been using 3D techniques for the past two decades for visualization (Boeykens et al., 2008; Ding 2008). Interior designers are extensively using 3D software like Max and Maya to reach out to their customers, as in 3d presentation clients are just spectators of the view (Kaleja & Kozlovská 2017). The latest study done by Narwan, et al., (2021) revealed teenagers, desire to view from several points they want to take a tour of the space to perceive an accurate idea about the space. But in 3d presentation, viewers can view the images from any particular angle. It appears that teenagers need

a new marketing strategy. What caused these experiences? What are the elements that shape teenagers' experiences? Are teenagers satisfied or dissatisfied with 3d views? All of those issues drove the present study to explore teenagers' perceptions towards 3d views.

3. Purpose of the Study

Although the study regarding changes in marketing style for teenagers for different fields is expanding, dearth of studies related to marketing style for teenagers in architecture and interior design. So, it's high time to study the perception of teenagers on this marketing style. A study was done to find out the viewpoint of teenagers towards 3D presentation, do they find it perfect or with time it need to change? The outcome of this study will for sure help the architect designers to transform their marketing styles.

4. Literature Review

This paper performed a survey of literature on marketing tools used by Interior designers, which are 3d design representations, their benefits, and constraints of the existing tool. Nowadays, 2D presentations do not satisfy clients anymore they need more visualization and 3d gives them exactly that (Alisa 2016). 3D techniques have increased among architects and interior designers, as it gives great visualization (Boeykens et. al., 2008). The designers use the 3D- software Max to create the model and to display the designer's idea (Zhang, 2015). It just fills the gap between designers and their clients and increases their communication. 3d makes the design concepts visualization fast as compared to the traditional way (Zainudin & Isa. 2011). Supported by Lee (2009) who explored 3d presentation and assisted the designer in communicating with clients clearly, from the initial phase of the planning. Designers can offer more accurate simulations of the space that is designed for consumers and understand the design in a much better way for which they are paying. 3d visualization saves cost and time for both the designer and the client affirmed by Benzenberg (2011). This 3d presentation makes communication with clients easy as it gives visualization and a grasp of all decisions of the designer. So, this reduces the possibility of confusion, and the time in drawing correction, and drives clients to make decisions. On the contrary, Haque & Dasgupta (2008) elucidated, that 3D presentations and walkthroughs are pre-defined animations, and Users can't interact. As affirmed by Kaleja & Kozlovská (2017) in 3d views, clients are just spectators of the view. Supported by Narwan et al., (2021) who affirmed that in 3d presentation the viewers can view the images only from the particular angle given by the designer.

5. Methodology

The descriptive research methodology was adopted for this study. A well-defined questionnaire with different 3-D views attached to it was created for collecting perceptions of teenage consumers, and their attitude towards 3d presentation. Seeing as the study emphasizes, exploring perceptions of teenage consumers, participants between the age group of 13-19 were chosen as the respondents for the study. The research was confined to 102 students including 57 females and 45 males, wittingly casual demographics and gender sampling were done for the study. To evaluate the attitudinal info. a five-point Likert scale was applied. The standard deviation and mean method have been applied along with the percentage analysis for the interpretation and analysis of the data.

6. Results and Discussion

The study aimed to find out the perceptions and opinions of teenagers towards 3d views. This perception was based on their own experiences and understanding. The findings that were obtained from the survey have been studied and presented in this section

Particulars		Respondents	Percentage
Geographical location	Urbane	68	67%
	Rural	34	33%
	Total	102	100%
Gender	Female	57	56%
	Male	45	44%
	Total	102	100%

Table 1: Demographic Profile

When the demographics summary was analysed to study whether the demographic particulars affect the perception of teenagers. As shown in **Table1**, 67% were from urban areas, and 56% were females. After rendering the demographic profile, it was found that Geographical location and Gender don't affect the perception of the participants.

Table 2 below presents the list of both helpful and unhelpful attributes of the 3D view that were incorporated into the questionnaire. It tried to include all the elements that shape teenagers' experiences. To determine the perception and views of teenagers towards the 3D view, the participants were asked to specify their degree of agreement and disagreement with the statements, utilizing a 5-point Likert scale varying from strongly agree to strongly disagree.

Table 2: Perception of Teenagers Towards 3d View

S.No.	Particulars	Mean	SD
1.	3D views help to figure out furniture placement.	3.84	3.51
2.	3D views help to figure out furniture design.	3.85	3.52
3.	3D views help to figure out wall material (colour, texture, wallpaper)	3.83	3.51
4.	3D views help to figure out floor material.	3.79	3.49
5.	3D views help to comprehend the colours.	3.71	3.42
7.	3D views help to comprehend the textures.	3.50	3.24
8.	You can experience the design details.	3.54	3.29
9.	You can sense the depth.	2.05	1.91
10.	3D views help to explore natural and artificial lights.	3.35	3.16
11.	3D views help to analyse every nuanced detail.	2.10	1.97
12.	You can interact with a 3D view.	1.88	1.71
13.	3D views help to explore design from different angles profoundly.	2.05	1.93
14.	3D views offer you 360 views	1.91	1.71

It can be witnessed from the table above that a 3D view helps the teenager to understand the furniture placement (Mean 3.84), design (Mean 3.85), the material of wall (Mean 3.83), and floor (Mean 3.79) with the highest values of the mean score. The same was demonstrated by Ding (2008) who affirmed 3D view as the communication tool for interior designers and their clients. Further, the evaluation showed that the 3D view provides teenagers with satisfactory information on colour (Mean 3.71), texture (Mean 3.50), and light (Mean 3.35), and helps in understanding the design details (Mean 3.54), which have been formerly reported by Morteza pour (2014).

Further analysis revealed that participants' experiences with that 3D view didn't help them completely to analyze every nuanced detail (Mean 2.10), sense the depth (Mean 2.05), and profoundly explore design from different angles (Mean 2.05). Similarly, it was elucidated by Narwan et al., (2021) that in 3D view the viewers can watch the images from any specific angle given by the designer, on the contrary users desire to view from several points they want to take a tour of the space to perceive the accurate idea about the space.

Budac & Baltador (2014) stated teenagers are more confident, inquisitive need to rotate and interact, and want to do or understand their own. Conversely, a significant percentage of participants manifested that the 3D view doesn't offer them a 360 view which they are anxious about (Mean 1.91), and even they are not able to interact with it which they love the most (Mean 1.88). Further, the consistency in the response could be inferred from the lowest degree of standard deviation (SD1.71) for the same.

Darling et al., (2000) disclosed when children turn into teenagers, there is an increase in disagreement, viewpoint, and increased independence this all shows, deviations in teenagers' decisions. They only agree when they are completely satisfied. Considering this, the last question in the questionnaire was, Is the 3D view competent to satiate the teenagers, are they able to understand everything from a 3D view and ready to take the final call on the creative design idea?

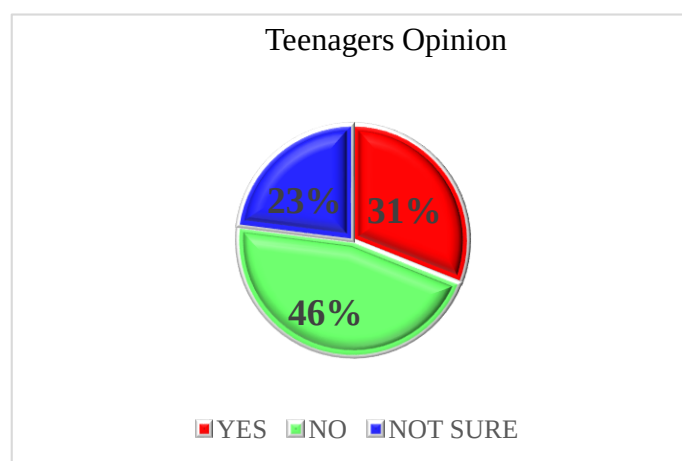


Chart 1 Teenagers' Opinion

Chart 1. displays the opinion of teenagers on 3D view. Despite the wide popularity of the 3d view as a marketing tool for designers, the responses above clearly indicate that the majority of teenagers (46%) are not so satisfied and strongly feel that the 3d view doesn't help them significantly to reach any decision.

Key Findings

Based on the interpretation and analysis of the elements, shown in the previous segment, the following is a brief of the key findings;

- 3D views help teenagers visualize furniture design and placement,
- 3D views serve well in visualizing wall and floor materials for teenagers.
- Teenagers can sense both artificial as well as natural light through 3D view.
- Teenagers don't find the 3D view adroit to present them every nuanced detail.
- 3D view is not agile to offer 360 views to teenagers so, they can explore design from different angles.
- Teenagers love tangible interactive visualization and the 3D view is inept at doing this.

7. Conclusion

Architect designers are making use of the 3D view as a marketing tool to coax and sell their creative ideas, and it has been acknowledged in previous decades. But time is changing, and so is the generation and their choices and needs. The outcome of the study indicates that teenagers are not completely satisfied with the 3d view they don't find it a persuasive marketing tool. Although there are a few elements that teenagers visualise through 3d view, at many points they don't find 3D view profound and prolific to satiate them. Teenagers' heads are buzzing with so many questions regarding the creative design idea given by the designer and 3D view is not able to completely bottle it down. As professional interior designers are supposed to use the best tool for marketing undoubtedly, it's a gateway to a market victory! So, it's high time for architectural designers to rethink new marketing tools from the ground up to satiate teenagers. Kaleja & Kozlovská (2017) acknowledged interactive walkthroughs, called Dynamic real-time visualization (DRTV) make the communication between designer and client more effective compared to 3d. The study advocates an interactive approach that should give liberty to teenagers to see 360 views according to their wishes, interact with a view and provide fast visualization with a sense of depth. This will be a better marketing tool that will help Architect designers, coax and sell the creative idea to teenagers.

Recommendation for the future:

- Instead of a static particular view future models should allow users a tangible dynamic tour of the space.
- Future models must be interactive it should allow users to interact in real time.

Architects and Interior designers must work out the changing requirements and wishes of their empowered teenage clients. Finally, the paper suggests the new marketing approach needs to be switched to a facilitator instead of just an instructor.

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