

IDENTIFYING THE EMOTIONAL NEEDS IN THE CONTEMPORARY INTERIOR DESIGN ENVIRONMENT IN OFFICES IN CHINA

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Abstract: *The importance of emotional factors in modern interior design for office spaces is examined in this study. The study explores how emotional elements affect design impressions and work environments by combining quantitative and qualitative methodologies. The research uses a mixed-methods methodology that combines quantitative surveys and qualitative interviews to provide readers a thorough grasp of the topic. The study supports the deductive research technique by highlighting how crucial it is to consider people's emotional requirements while making design decisions. This study ultimately attempts to promote pleasure and contentment in interior spaces by illuminating the enormous influence of emotional needs on contemporary interior design.*

Keywords: *Contemporary Interior Design, Emotional Considerations, Workplace Environments, Design Perceptions, Cognitive Psychology Principles*

Introduction

Modern interior design has a significant impact on how people feel emotionally, with psychology playing a key part. Tuszynska-Bogucka et al. (2020) emphasized the significance of taking into account consumers' moods and expectations, as well as managing problems like depression and anxiety, through design. Xu & Wu (2022) highlighted the growing requirement for interior spaces to satisfy customers' emotional and spiritual needs as they search for identity and fulfilment beyond functionality. Shemesh et al. (2021) stress the intricate connection between psychological responses and many architectural features, such as lighting, materials, and colours. Higuera-Trujillo, Llinares & Macagno (2021) discussed "designerly ways of knowing" as a foundation for emotional-cognitive dimensions in design, evolving to meet diverse and changing needs.

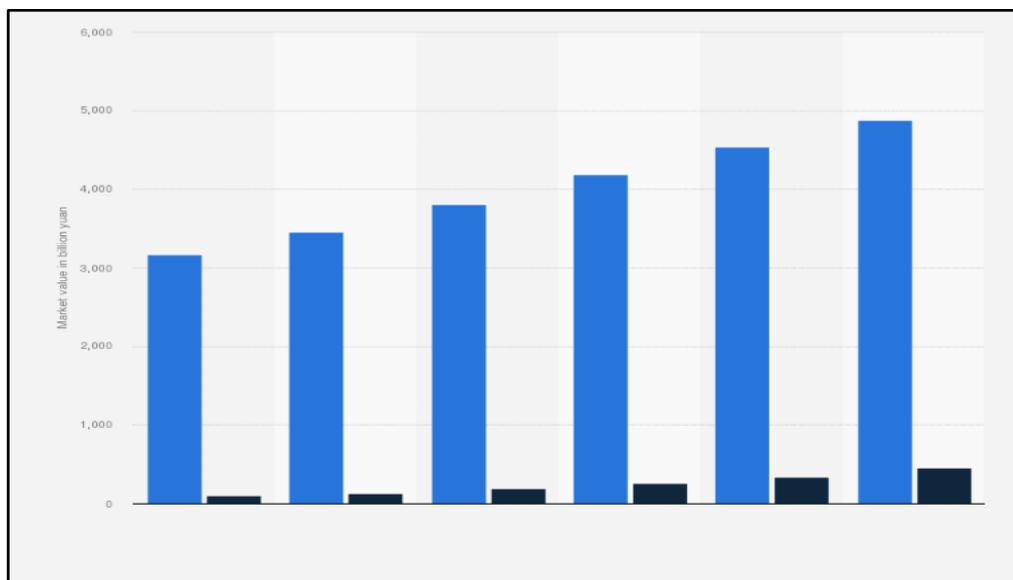


Figure 1: Online and offline market value of home decoration products in China from 2015 to 2020

(Source: Statista.com, 2021)

Li (2019) underscored the changing role of designers, which could have positive effects on the economy and society. Temza (2022) explained how modern interior design communicates a company's message in commercial settings and displays personal taste in home settings. Kim & Heo (2021) revealed the beneficial relationship between aesthetic components like colour, ornamentation, and lighting and favourable emotional responses. In conclusion, modern interior design is a multidimensional discipline where psychology, utility, and aesthetics come together to promote well-being.

A person's home is a very private place where they can find physical, emotional, spiritual, and social solace. In a chaotic life, it gives a sense of ownership and control. Cha, Zhang & Kim (2020) explored the influence of colours on modern interior design, which revealed considerable effects on heart rates, emotions, and cognition. However, there is a research vacuum since there is a lack of research on how consumer requirements and behaviours match modern interior designers' aspirations. Similarly, while Karol & Smith (2019) examined the impact of interior design on people who have cognitive impairments, research on the needs of people who have physical ailments is still insufficient. As a result, there is a lack of

knowledge about how modern interior design may optimise homes for people with physical disabilities through lighting, colour, and decorating.

Research Objectives

- To explore various factors that influence the contemporary interior design environment.
- To analyse the emotional needs of the user that influence the contemporary interior design environment.
- To provide guidelines for the emotional needs in the contemporary interior design environment to cater to user needs specifications.

Research Significance

This study is significant because it examines how emotions affect modern interior design in both residential and business contexts. It considers how they affect design outcomes and emotional responses as it examines the compatibility between property owners' visions and interior designers' viewpoints. Furthermore, it emphasises the importance of a successful partnership by addressing the crucial issue of designer compatibility. The ability to create places that professionally reflect business messages and resonate with inhabitants' personalities through an understanding of how current interior design affects emotions is essential for enhancing well-being and positivity (Young, 2021).

Theoretical Model

According to *Maslow's theory of the hierarchy of needs*, people are driven by a variety of wants that range from physiological to self-actualization (QIN, 2022). Modern interior design helps to satisfy needs for both safety and beauty. Although this idea has changed, it still has an impact on architecture and design by taking into account consumers' practical and social demands. In order to help their clients attain self-actualization and, in turn, find professional fulfilment, designers strive to build places.

According to the *Attention Restoration Theory*, spending time in a natural setting might improve concentration and mental acuity. This idea provides the potential to improve focus in modern interior design, assisting people in overcoming daily mental tiredness. Biophilic design, as described by Zhong, Schröder & Bekkering (2021), promotes emotional ties with nature and has positive effects in a variety of situations by incorporating natural elements into interior spaces.

Emotional Design Theory, as discussed by Xu & Wu (2022), emphasises the role of emotions in contemporary interior design. It includes Reflective Design, emphasising recollection and self-image, Behavioural Design, emphasising usability and functionality, and Instinct Design, emphasising fashion and aesthetics.

Literature Review

Modern interior design is greatly influenced by emotional intelligence, which is closely related to people's sense of self and psychological health. Emotional requirements are vital in interior design because people frequently connect their sense of belonging to their self-worth and emotional condition (Norouzi et al., 2023). A number of elements, such as associations and hues, have a big impact on the designer's creative process and the space's ultimate goal. Particularly colours can stimulate a variety of feelings, from calmness to vigour. Importance of customer emotional needs in product design

As per the research of Ceschin & Gaziulusoy (2019), it is imperative that the emotional requirements of the user be taken into account when designing products. While efficiency and usefulness are essential components of every product, a product's ability to evoke strong emotions in its customers frequently determines its success in the market. Products that emotionally connect with clients are more likely to encourage brand loyalty and repeat business. A product can distinguish out from its rivals by recognising and satisfying emotional requirements, such as those related to aesthetics, comfort, and the overall user experience (Hashim et al., 2021). Additionally, goods that arouse pleasant feelings can generate enduring memories and attachments, enhancing the relationship between the buyer and the brand. Addressing emotional demands in product design is a strategic advantage that can promote customer loyalty, brand recognition, and long-term business success in today's competitive market where customers have a wide range of options (Kootenaie & Kootenaie, 2021).

Role and Importance of Emotional Needs in Contemporary Interior Design

Personalization and Individuality: Designing for emotional needs enables individualised solutions. According to the study of Bowe et al., (2020), a sense of ownership and commitment to the place is fostered by a contemporary interior design that takes into account a person's emotional preferences and personality, making it feel like a real representation of the resident.

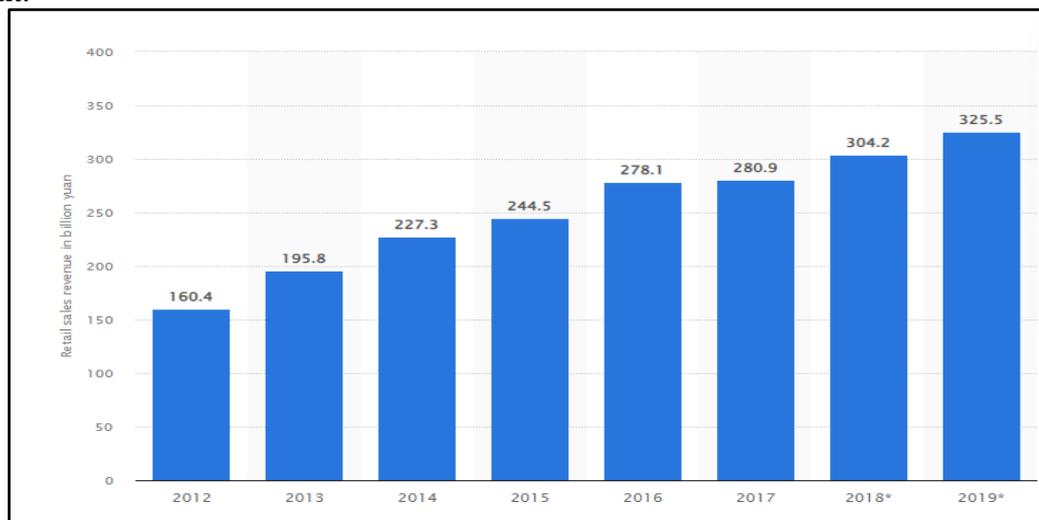


Figure 2: Total revenue generation from furniture, interior and home decoration business in China

(Source: Statista.com, 2020)

Positive Mood and Productivity: Interiors with thoughtful design may arouse good feelings, uplift mood, and increase productivity (Enwin et al., 2023). Natural light, vivid colours, and well-chosen materials may be used to design rooms that stoke motivation and creativity.

Connection to Nature: Biophilic design satisfies the psychological demand for a connection to nature by incorporating natural materials into homes (Radha, 2023). This strategy has been demonstrated to lower stress, enhance mental clarity, and boost tranquility.

Cultural and Emotional Significance: Design elements with emotional and cultural resonance may give modern homes depth and purpose (Zhang & Wen, 2020). Including

aspects from a person's cultural or personal past in a room might help them feel more identified with it.

Impact of Contemporary Interior Design on Mental Wellbeing

Modern interior design has a significant influence on psychological health, affecting emotions, moods, and general psychological well-being.

Stress Reduction: Contemporary rooms that are well-designed can dramatically lower stress levels. Natural materials, peaceful colour palettes, and ergonomic furniture combine to provide tranquil settings that aid in people's relaxation (Jiale & Li, 2021).

Enhanced Productivity: Modern interior design may increase concentration and productivity in workspaces for work or study (Alamry, 2022). Better focus and work performance are aided by clutter-free, well-organized environments that have ergonomic furniture and good lighting.

Creativity and Inspiration: Innovative and imaginative aspects are frequently used in contemporary design, which can excite people. Interiors that are artistic and distinctive encourage original thought and problem-solving skills (Dong et al., 2021).

Connection to Nature: Natural components are incorporated into interior spaces according to biophilic design concepts, which have been linked to better mental health (Mohammed et al., 2023). Views of greenery, indoor plants, and natural materials foster a connection to nature that lowers stress and anxiety.

Personalization: Individuals may construct environments that represent their likes and preferences because of contemporary design's flexibility. Positive effects on mental health are caused by a feeling of place and identity (Ramkissoo, 2020).

Modern home design is a potent tool for improving mental health; it's not just about aesthetics. When done carefully, it produces environments that lower stress, elevate mood, stimulate productivity, and foster creativity, eventually resulting in an increase in quality of life and a better state of mental health.

Conceptual Framework

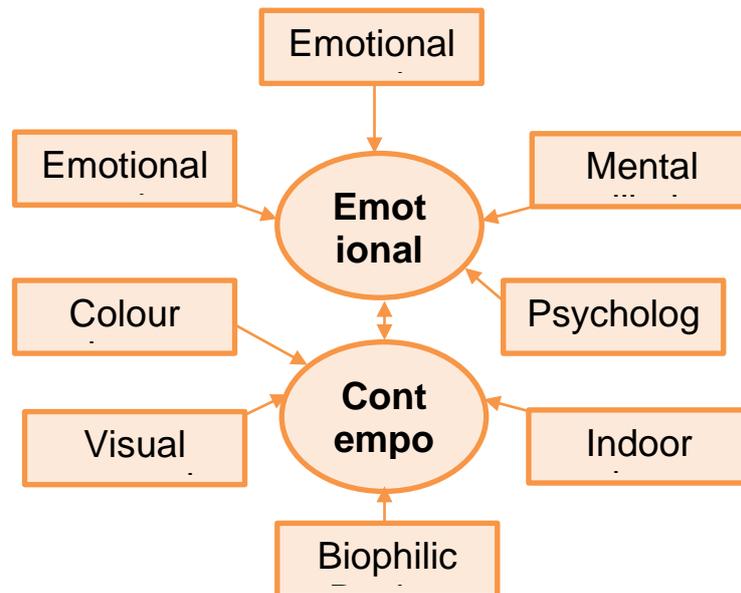


Figure 3: Conceptual Framework

(Created by the Learner)

Summary

Thus, it can be concluded that modern interior design is essential in determining how people feel and how they function in constructed spaces. It includes a wide range of components, such as colour schemes, room layouts, and biophilic design, all of which have a substantial impact on people's feelings and mental states. There is a vacuum in the literature, particularly in various cultural contexts like China, about the precise manner in which emotional demands influence design choices.

Methodology

The systematic strategy used to conduct research to learn more about how emotional requirements affect modern interior design in China is described in the methodology section. The study philosophy, design, methodology, data collecting methods, sample tactics, data analysis methods, reliability, validity, and ethical issues are all covered in this section. The project intends to collect thorough data that will shed light on the link between emotional requirements and modern interior design in China by using a mixed-methods approach, which includes surveys and interviews.

The theory of art inquiry serves as the foundation for the research philosophy of this work. This philosophical perspective, which emphasizes the aesthetic and emotional components of design, is consistent with the creative character of contemporary interior design (Celadyn & Celadyn, 2022). It emphasizes the need to attend to residents' emotional needs and acknowledges that emotions have a significant impact on design decisions. It has been determined that by adopting this stance, the research seeks to dive deeply into the emotional elements of modern interior design and investigate how designers might create settings that connect with people's emotions (Pandey & Pandey, 2021). Thereby promoting happiness and contentment in interior environments.

Research Approach

Deductive research methodology was selected for this investigation. With this strategy, general theories are followed by focused observations and data gathering (Casula et al., 2021). It fits the obvious research topic on the impact of emotional demands on modern interior design, making it appropriate for this study. The study uses a deductive methodology to examine and confirm pre-existing ideas in relation to emotional requirements and interior design. It offers a well-organized framework for collecting quantitative and qualitative data through surveys and interviews, enabling a thorough investigation of the subject while maintaining concentration on answering the research questions (Al-Ababneh, 2020).

Research Design

This study's research design, which incorporates both quantitative and qualitative data-gathering techniques, is predominantly correlational in nature (Mohajan, 2020). In order to examine the connection between emotional demands and modern interior design, a survey will collect quantitative data, and structured interviews will offer qualitative insights. The study topic has been thoroughly examined with the help of the mixed-method design. A descriptive study component will also aid in illuminating the problems associated with emotional requirements and interior design (Pandey & Pandey, 2021). The research design, taken as a whole, provides a well-structured and balanced strategy to efficiently address the study's objectives and research questions.

Data Collection Process

This study uses a mixed-method strategy for data collecting that includes both quantitative and qualitative data. Surveys have been used to distribute a structured questionnaire to 200 participants in order to collect quantitative data on the influence of emotional demands on modern interior design. Additionally, 10 interior design managers have been interviewed in-depth to get qualitative data. Rich, situation-specific information has been provided through these interviews. Combining these approaches will provide a thorough analysis of the study issue and ensure a more comprehensive knowledge of the function of emotional demands in modern interior design (Sahin & Öztürk, 2019). The validity and breadth of the analysis in the study are improved by the varied data-gathering procedure.

Data Analysis Process

This study's data analysis methodology will combine quantitative and qualitative methods. In order to find trends, correlations, and statistical significance, quantitative data from the surveys has been examined using statistical software like SPSS (Kafle, 2019). In order to identify important themes and insights pertaining to emotional demands in modern interior design, the qualitative data from the interviews has been subjected to thematic analysis. It has been determined that by combining these two approaches, which supply both quantitative data and rich qualitative background, the study topic has been fully understood. This mixed-method approach ensures a thorough investigation of the influence of emotional demands on modern interior design, increasing the depth and validity of the research findings (Pandey & Pandey, 2021).

Ethical Consideration

Informed agreement from participants, data confidentiality, and the use of reliable sources for the literature evaluation are all ethical issues for this study. It is crucial to safeguard the rights and privacy of survey and interview respondents (Quan-Haase & Ho, 2020). Additionally, ethical requirements for academic research include correct citation and the avoidance of

plagiarism. The study will abide by all applicable ethical standards and uphold integrity throughout the procedures of data collecting and analysis. The study approach for examining the impact of emotional demands on modern interior design in China is summarized in this chapter. It uses a mixed-method strategy that combines quantitative research with in-depth interviews. The research topic and hypothesis are in line with the deductive research methodology. Descriptive analysis and correlational study design has been used. Surveys with 200 respondents and management interviews with 10 people are two data collecting techniques. Thematic analysis and SPSS has been used for data analysis.

Summary

The study approach for examining the impact of emotional demands on modern interior design in China is summarized in this chapter. It uses a mixed-method strategy that combines quantitative research with in-depth interviews. The research topic and hypothesis are in line with the deductive research methodology. Descriptive analysis and correlational study design has been used. Surveys with 200 respondents and management interviews with 10 people are two data collecting techniques. Thematic analysis and SPSS has been used for data analysis.

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