

2016/TIUCT/BBAIB/01	A Study on General Public Perception towards Upcycle Furniture
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ABSTRACT

Malaysia is blessed with rich natural resources and its wood based furniture industry is known to be one of the contributors to the national economy. Malaysian furniture industry is taking initiatives to enhance productivity besides addressing the needs to ‘green’ the manufacturing process. However, the industry is one of the main reasons for deforestation and decrease of our natural resources and this will harm the environment. The purpose of this research is to study the general public perception towards upcycled furniture.

For this research, quantitative method is used. There were 50 questionnaires distributed. A questionnaire was developed and used to gather data for this research. The data for the research was analyzed using pie chart and table by finding average and percentage.

The research result indicated 4 major findings, such as that the respondents’ knowledge of upcycled furniture is generally low, and majority of the respondent are presumed that upcycled furniture should be sturdy. Next, most of them does not willing to spend more on additional cost. Lastly, regarding the expectation, services that they offered and variety of products (furniture). From the result, it shows the researcher suggested several recommendations for implementation, such as create a signature product and get to know more on their customer.

Finally, the researcher created several areas that could be carrying out for future research about upcycled furniture. This area could be outside of Miri, such as Kuala Lumpur, Kuching, Kota Kinabalu and other areas.