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### **Incorporating Market Survey of Environment Friendly Interior Products in Course Curriculum:A Mode of Enhancing Knowledge of the Students**

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#### **Introduction**

Buildings have a significant impact on energy use and the environment. The building Industry is striving to reduce energy consumption and minimize the environmental impact of all buildings. This focus has gained momentum in recent years. Houses have always represented a manageable opportunity for trying out new concepts and confirming performance. Interior design is a key aspect of any green building process. It is the design discipline that is most explicitly concerned with how people will experience their built environments and therefore has huge implications for human health, well-being and productivity, all central tenets of sustainable design. Choices made in designing an interior space have environmental and human health implications that extend far beyond the space itself into the neighbourhood, region and the whole planet. Sustainable design asks designers to expand their conventional thinking and to focus holistically on the occupants of the homes and other buildings. For this the interior designer needs to have good knowledge and has to be aware of the latest environment friendly products available in the market which can be used in construction. Interior Design work has become more important than it used to be as the interior works takes a major role in an overall construction works. Today the clients need the interior designers for implementing interior task and are eager to use or have the green or sustainable building idea to be implemented into their interior and also on their exterior project. Hence we must look back into the academic sectors where this field must play an important role in producing the designers especially the interior designer with fair knowledge on environmental friendly designs or in today term as design with sustainable or green design factors. The educational institutions should consider teaching practices that incorporate in depth understanding of sustainable practice. One of the method to enhance the knowledge of the students is incorporating the market survey in every course of interior design so that the students go to the market and find out the latest building materials and methods for developing environmental friendly designs. Interior designers need to have a wide body of knowledge in order to have a career as an interior designer. This body of knowledge includes things they need to know to be professional, as well as things they need to know about design. Interior designers not only need to have design skills and knowledge, they also need to meet certain requirements, including certifications, business systems, and interpersonal skills. Interior designers are charged with creating spaces that are not only functional, but also aesthetically pleasing.

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These spaces must meet client requirements, as well as government regulatory requirements. As a designer are responsible for ensuring the success of a project, which means that one will have to have a wide body of knowledge. Professional practice incorporates the practical knowledge interior designers must have to be professionals within the field. The professional practice knowledge area is not only informed by design, but also by business practices, including financial considerations, time delivery, human resources, as well as ethics, professional organizations, and project management.

Interior designers must have a breadth of knowledge when it comes to design. They must be very knowledgeable about human behavior that may influence their designs and inform how a space may be used. Additionally, designers need to understand the full process of design so they can successfully complete their projects through every phase.

### **Products and Materials**

Interior designers must have an in-depth knowledge of products and materials they may use on a project. They must also have knowledge of resources that are available to help them learn more about products and materials that they may use. In addition to having broad knowledge of available products and materials, many interior designers must also be aware of which materials and products are best for sustainable environment. When it comes to products and materials an Interior designer must have knowledge regarding the following for which market survey becomes all the most important:

- Materials (products, sources, selection, cost, installation, maintenance, specifications)
- Furnishings, fixtures, equipment, drawings, specifications, and installation
- Finishes (selection, cost, schedules, plans, specifications)
- Specifications
- Fixtures (location and specifications)
- Furnishings
- Supplier/vendor requirements (information, installation plans, shipping instructions)
- Cabinetry
- Equipment documents (location and specifications)
- Furniture documents (location and specifications)
- Product attributes (selection, cost, application, properties, performance criteria)
- Installation methods and costs
- Schedules
- Sustainable resources

(<https://www.universalclass.com/articles/business/interior-designers-bodies-of-knowledge.htm>)

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Some of the materials are latest and are environment friendly as follows:

Thus, the present study focussed on the opinion of the students regarding incorporating market survey of environment friendly interior products for enhancing their knowledge. The present study can help develop the sustainable interior designers in which all systems and materials are designed with an emphasis on integration into a whole for the purpose of minimizing negative impacts on the environment and occupants and maximizing positive impacts on environmental, economic and social systems over the life cycle of a building.

### **Objective**

To assess the opinion of the students regarding incorporating market survey of environment friendly interior products for enhancing their knowledge.

### **Methodology**

The descriptive research design was selected for the present study. The questionnaire was used for the data collection. The sample of the study comprised of 60 interior design students of Faculty of Family and Community Sciences selected purposively.

### **Findings**

The major findings were as follows;

**Section I: Background information of the respondents:** The background information of the Students of Post graduate Diploma in Hotel Interiors and Third Year B.Sc. (Home) Interior Design Major students of Family and Community Resource Management Department included age, education, and family income per month.

**Age of the Respondents:** Age of the respondents ranged from 20 years to 25 years. Majority of the respondents belonged to the age group of 20-23 years.

**Education of the Respondents:** Fifty percent of the respondents studying were doing their Post graduate Diploma in Hotel Interiors, Institute of Hotel Management and Catering Technology and rest were Third Year students of Interior Design Major, Department of Family and Community Resource Management, The Faculty of Family and Community Sciences, The Maharaja Sayajirao University Of Baroda, Vadodara.

**Family Income per Month:** The family Monthly Income of the respondents ranged from Rs. 20,000 to Rs. 50,000 and above. Little less than half of the respondents had their family income in between the range of Rs. 10,000 - Rs. 25,000. Little less than one fourth of the respondent's monthly income was Rs. 70,000 and above.

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### **Section: II Opinion of the students regarding incorporating market survey of environment friendly interior products for enhancing their knowledge**

The scale consisted of statements reflecting the opinion of the students regarding incorporating market survey of environment friendly interior products for enhancing their knowledge. The respondents were asked to respond on 3 point scale in terms of “yes”, “sometimes”, and “no”, for which the scores of 3, 2, and 1 were assigned respectively. The total numbers of statements for the entire opinion scale were 50 and hence minimum score was 50 and maximum score was 150. Minimum and maximum possible score were divided into 3 categories on the basis of equal interval to determine the opinion of the students into “unfavourable” “moderate” and “favourable” category. It was determined for the entire opinion scale. This reflected the opinion by the respondents..

**Table 1** Frequency and Percentage distribution according to the opinion of the respondents regarding incorporating market survey of environment friendly interior products for enhancing their knowledge.

The overall data revealed that 83percent of the respondents had favourable opinion and 17 percent had moderate extent of opinion; whereas there were none of the respondents who had unfavourable opinion regarding incorporating market survey of environment friendly interior products for enhancing their knowledge.

### **Conclusion**

The application of environmentally sustainable interior design practice till today has not reached the same level as is needed. Teaching methods that focus on improving environmentally sustainable interior design practice and an understanding of the life cycle impact of interior materials are needed. For this it becomes important for the leaders of the institutions to put market survey as a compulsory element to expose the students to the latest environment friendly interior and exterior designing materials for enhancing their knowledge. Many interior designers have limited knowledge of properties of materials that adversely affect the environment. Environmental issues are especially important in design development for the selection and specification of interior materials and products.

### **References**

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