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Characteristics of Cabin Design for Female-Friendly Car
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Abstract

Nowadays, half of the car users around the world are female. The percentage of female customers is more significant than before due to women's liberation and women's sufficient economic stability to purchase more expensive products. This study aims to identify the characteristics of a female-friendly car (FFC), which is focused only on interior design characteristics and related features. The research objectives are (1) to identify the types of cars preferred by female drivers, (2) to identify the car models that are highly mentioned by the car websites, and (3) to determine the characteristics of interior design for the cabin of FFC. 76 car models from 29 brands were selected as a sample based on the frequency of time mentioned by websites related to FFC. Data collected were analyzed using descriptive analysis in MS Excel. The researchers analyzed the samples by the frequency of the car models mentioned on the selected nine websites. There are five car categories: SUV, sedan, hatchback, minivan, coupe, and crossover. The author did an assessment checklist of FFC characteristics on eight car models to determine the details of features applied in the car cabin. The study found that SUVs, sedans, and hatchbacks were the most preferred type of cars by female drivers. The eight car models have the highest frequency mentioned on the websites are Tucson-Hyundai, Beetle-Volkswagen, Eos-Volkswagen, Soul-KIA, Nissan Rogue, Nissan Micra, 3-Mazda, and Yaris-Toyota. The study also found that a car cabin has two (2) main characteristics related to FFC: interior design features and safety features. The interior design features of FFC are spaciousness, comfortability, and practicality. The safety features associated with FFC are up-to-date technologies, materials, and child safety equipment. This study will benefit car industries, designers, and researchers in their design development. The car industries also could gain an advantage in improving their sales markets. © 2023, The Author(s), under exclusive license to Springer Nature Singapore Pte Ltd.

Author Keywords

Design characteristics; Female driver; Female-friendly car; Interior design

Index Keywords

Architectural design, Interiors (building), Model automobiles, Sales, Web Design; Car cabins, Car models, Design characteristics, Design features, Female driver, Female-friendly, Female-friendly car, Interior designs, Safety features, Volkswagen; Automotive industry

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