

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FURNITURE PRODUCTS

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ABSTRACT

This study aims to investigate consumer buying behaviour towards Furniture products Private Limited. The research focuses on understanding the factors that influence consumers in purchasing furniture, including psychological, personal, and social factors. Additionally, the study seeks to assess post-purchase behaviour, including satisfaction level, repurchase intention, and word-of-mouth recommendations. Furthermore, the research aims to develop recommendations for continuously updating furniture designs to cater to different customer preferences. Primary data for this study will be collected using a questionnaire with a sample size of 160, gathered through simple random sampling. The statistical tools employed for data analysis include the Mann-Whitney U test, Kruskal-Wallis H test, and Spearman's correlation. The findings of this study are expected to provide valuable insights for Furniture products Private Limited to understand and effectively respond to consumer preferences and behaviour in the furniture market.

Keywords: Furniture products, Buying behaviour, Factors influencing, Post purchase behaviour.

INTRODUCTION

Consumer buying behaviour is a complex process influenced by various internal and external factors. It involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Internal factors such as perception, motivation, attitudes, and learning shape consumer behaviour, while external factors like social, cultural, economic, and situational influences also play a significant role. Understanding consumer behaviour is essential for businesses to develop effective marketing strategies. It helps in identifying target audiences, understanding their needs and preferences, and tailoring products, services, and marketing efforts to meet those needs. By analysing consumer behaviour, businesses can anticipate market trends, forecast demand, and build stronger relationships with their customers. Factors influencing consumer behaviour can be categorized

into cultural, social, personal, and psychological factors. Cultural factors encompass the values, beliefs, and customs learned and shared among a group of people. Social factors include reference groups, family, social roles, and status. Personal factors include age, gender, income, occupation, lifestyle, personality, and values. Psychological factors relate to perception, motivation, attitudes, and learning. Consumer behaviour can be categorized into different types based on the complexity of the buying process. Complex buying behaviour involves extensive research and evaluation before purchase. Dissonance-reducing behaviour occurs when consumers experience post-purchase dissonance. Habitual buying behaviour involves repeat purchases out of habit or loyalty. Variety-seeking buying behaviour involves seeking novelty or variety in purchases.

NEED OF THE STUDY

Understanding the factors that influence consumer buying behaviour towards furniture products is essential for several reasons. Firstly, it can help Furniture products tailor its marketing strategies to better meet consumer needs and preferences, ultimately leading to increased sales and customer satisfaction. Secondly, by identifying the psychological, personal, and social factors that influence buying behaviour, Furniture can gain insights into consumer decision-making processes, allowing for more effective targeting and communication with customers. Lastly, assessing post-purchase behaviour can help Furniture gauge customer satisfaction and loyalty, enabling the company to improve its products and services.

OBJECTIVES OF THE STUDY

- To study the consumer buying behavior towards furniture products.
- To analyze the factors influencing consumers in purchasing furniture.
- To investigate how psychological, personal and social factors of consumers influence their buying behavior.
- To assess the post-purchase behavior of consumers including satisfaction level, repurchase intention and word of mouth recommendation.
- To develop recommendation for continuously updating furniture designs to cater different customer preferences.

SCOPE OF THE STUDY

The scope of the study includes analysing the factors influencing consumers in purchasing furniture, investigating psychological, personal, and social factors affecting buying behaviour, assessing post-purchase behaviour, and developing recommendations for updating furniture

designs. The study will focus on gathering data from consumers who have purchased furniture from Furniture, and will use both qualitative and quantitative research methods to collect and analyse data. The study will also consider the influence of factors such as pricing, product quality, brand reputation, and customer service on consumer buying behaviour. Additionally, the study will explore how demographic factors such as age, income, and lifestyle affect consumer preferences for furniture.

REVIEW OF LITERATURE

A. Muhammed Suhail, Dr. K Sasirekha (2024), Perfumes have evolved beyond mere scents; they now symbolize personal identity, luxury, and style. The fragrance industry is dynamic, shaped by the intricate behaviors and preferences of consumers. Understanding consumer buying behavior in the perfume industry is vital for businesses to customize their products, marketing approaches, and customer interactions. This understanding enables perfume manufacturers and retailers to meet the diverse needs and desires of their audience effectively.

Pinki Gupta (2023), understanding consumer behavior is critical for marketers as it directly impacts their success. By studying the factors that influence consumers' choices, marketers can determine the demand for products or services. This research focuses on the demographic profile of consumers of wireless telecom service providers in Haryana and its influence on their buying behavior.

Adedeji Ajayi (2022), this study aims to explore the factors influencing consumer buying behavior, focusing on understanding the reasons behind consumers' purchasing decisions. The research uses a qualitative approach to evaluate these factors, with a limitation being the absence of concrete quantitative data for statistical support. The study concludes that four main factors significantly impact consumer buying behavior: personal, economic, psychological, and social factors. Together, these factors influence consumers' decisions on what and how much to buy.

Ramya N, Dr S.A. Mohammad Ali (2018), this article investigates consumer buying behavior towards Amul Products in Coimbatore City, using a convenient sampling technique with a sample size of 150 customers. Data was collected through a questionnaire, revealing a high level of positive buying behavior among consumers. The study suggests that improving promotional strategies could further enhance sales for the company. Overall, the project concludes that the product has a strong reach and positive reception among consumers in Coimbatore city.

Namdev M. Gawas (2022), this paper explores the diverse nature of Indian consumers, who encompass a wide range of income levels, economic classes, and cultural backgrounds,

influencing their perceptions and purchase behavior. The research aims to understand how consumers perceive the healing properties of products and the environmental factors that shape their decision-making process. Conducted in Panjima City, Goa, India, the study focuses on consumers' green buying behavior regarding Ayurvedic cosmetic products. A total of 231 customers using these products were surveyed. The findings reveal that consumers consider both qualitative and quantitative factors when purchasing Ayurvedic products.

Ratisha Yadav (2024), in today's health-conscious society, consumers are increasingly mindful of their diets due to a rise in diet-related issues. Nutritional labelling plays a crucial role in assisting consumers in making informed food choices by providing detailed information about the nutrients contained in food products. Through hypothesis testing, we have determined that nutritional labelling significantly influences consumer purchasing decisions regarding food products. Our study also reveals that personal factors such as age, marital status, and occupation are significantly related to the use of nutritional labelling in consumer buying behavior, while factors like gender, qualification, and family income show no significant relationship. As this area of research is relatively new, further investigation is urgently needed to deepen our understanding of the impact of nutritional labelling on food purchasing decisions.

RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH:

Descriptive research design is adapted in this study. which aims to provide an accurate and systematic description of a population, situation, or phenomenon. Descriptive research can address questions related to what, where, when, and how, but not why. This approach allows for the use of various research methods to study one or more variables in depth.

PROBABILITY SAMPLING:

Probability sampling ensures that every member of a population has an equal chance of being selected. It is commonly used in quantitative research when researchers aim to obtain results that are representative of the entire population.

PILOT STUDY:

A pilot study is a small trial done before a bigger research project. It helps researchers check if their methods and tools work well and if the main study is feasible in terms of time, cost, and resources. It is determined using the following formula:

$$\begin{aligned} N &= [Z^2 (PQ)]/E^2 \\ &= [1.96^2(0.9 \times 0.1)]/0.05^2 \\ &= 138.24 \end{aligned}$$

Hence, I conclude it by 160. Whereas,

$$Z = 1.96$$

$$P = 27/30 = 0.9, Q = 3/30 = 0.1$$

$$E = \text{Error Term } 5\% = 0.05$$

$$\text{Confidence Level} = 95\%$$

SAMPLE SIZE:

The sample size taken into consideration for carry out this research is 160.

DATA ANALYSIS AND INTERPRETATION

NORMALITY TEST:

Null Hypothesis (H₀): The data follows Normal distribution.

Alternative Hypothesis (H₁): The data significantly deviated from Normal distribution.

Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
factors influencing consumers	.15	16	.00	.93	16	.00
psychological, personal and social factors influencing buying behaviour	.12	16	.00	.95	16	.00
post-purchase behaviour assessment	.16	16	.00	.93	16	.00
recommendations for continuously updating furniture design	.12	16	.00	.96	16	.00

INFERENCE:

From the above table it is inferred that all the factors related to consumer behaviour, buying behaviour influences, post-purchase assessment, and furniture design recommendations are not normally distributed ($p < 0.05$).

NON-PARAMETRIC TEST:

MAN-WHITNEY'S U TEST:

H₀: There is no significant difference between the mean rank of men & women with respect to the factors.

H1: There is a significant difference between the mean rank of men & women with respect to the factors.

Test Statistics

	Factors influencing consumers	Psychological, personal and social factors influencing buying behaviour	Pos-purchase behaviour assessment	Recommendations for continuously updating furniture design
Mann-Whitney U	2409.00	2783.00	2751.50	2776.00
Wilcoxon W	4005.00	4379.00	4347.50	4372.00
	-1.81	-.46	-.57	-.48
Asymp. Sig. (2-tailed)	.07	.64	.56	.62

INFERENCE:

The Mann – Whitney U test was conducted on the sample data, and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., $P > 0.05$. Therefore, the null hypothesis (H_0) is accepted. There is no significant difference between the mean rank of men & women.

KRUSKAL-WALLIS H TEST:

H₀: There is no significant difference between the mean rank of the age with respect to the factors.

H₁: There is a significant difference between the mean rank of the age with respect to the factors.

Test Statistics

	Factors influencing consumers	Psychological, personal and social factors influencing buying behaviour	Pos-purchase behaviour assessment	Recommendations for continuously updating furniture design
Chi-Square	1.76	3.55	3.77	3.61
df				
Asymp. Sig.	.62	.31	.28	.30

INFERENCE:

The Kruskal Wallis H test was conducted on the sample data, and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., $P > 0.05$. Therefore, the alternative hypothesis is rejected. There is a significant difference between the mean rank of the age with respect to the factors.

CORRELATION:

			Factors influencing consumers	Psychological, personal and social factors influencing buying behaviour	Pos-purchase behaviour assessment	Recommendations for continuously updating furniture design
Spearman's rho	Factors influencing consumers	Correlation Coefficient	1.000	.515**	.274**	.170*
		Sig. (2-tailed)	.	.000	.000	.031
		N	160	160	160	160
	Psychological, personal and social factors influencing buying behaviour	Correlation Coefficient	.515**	1.000	.422**	.305**
		Sig. (2-tailed)	.000	.	.000	.000
		N	160	160	160	160
	Pos-purchase behaviour assessment	Correlation Coefficient	.274**	.422**	1.000	.516**
		Sig. (2-tailed)	.000	.000	.	.000
		N	160	160	160	160
	Recommendations for continuously updating furniture design	Correlation Coefficient	.170*	.305**	.516**	1.000
		Sig. (2-tailed)	.031	.000	.000	.
		N	160	160	160	160

INFERENCE:

From the above table, it is inferred that there are significant positive correlations between factors influencing consumers and psychological, personal, and social factors influencing buying behaviour, as well as post-purchase behaviour assessment. There is also a significant positive correlation between psychological, personal, and social factors influencing buying behaviour and post-purchase behaviour assessment, as well as recommendations for continuously updating furniture design. This inference is supported by the p-value, which is less than the typical significance level of 0.05. These findings suggest that these factors are related and may influence each other in the context of consumer behaviour towards furniture products.

FINDINGS

The largest age group among respondents is between 35-45 years, comprising 42.5% of the total. Male respondents make up the majority, accounting for 65% of the sample. A significant

majority, 83.1% of respondents, are married. The majority, 51.2% of respondents, are employed. The highest proportion of respondents (36.9%) has a monthly income between 30,000-40,000. 37.5% of respondents agree on the quality of the furniture. 83.8% of respondents consider brand reputation before making a purchase. 28.7% of respondents strongly agree on the prices of the furniture. 33.8% of respondents agree on the comfort level of the furniture. 38.1% of respondents agree on the customer service. 36.9% of respondents agree on the durability of the furniture. 40.6% of respondents agree on promotional offers and discounts offered. 38.8% of respondents agree that lifestyle and social status influence furniture buying behavior. 40% of respondents agree on the availability of stocks. 85.6% of respondents are influenced by recommendations from friends and family. 32.5% of respondents agree on their recent purchase. 86.9% of respondents recommend Furniture products to others. 35% of respondents agree on the delivery and installation process. 33.1% of respondents agree that purchased Kalpana Furniture products meet their needs and expectations. 31.9% of respondents strongly agree on their overall shopping experience. 31.9% of respondents agree on the availability of customization options. 35% of respondents agree on the range of materials used in Furniture. 32.5% of respondents are neutral about the level of innovation in Furniture. 86.3% of respondents change furniture to keep up with new trends. 42.5% of respondents agree on the availability of current design options.

SUGGESTIONS

Understanding consumer perceptions of design, customization, materials, and innovation is crucial for developing products that align with preferences and stand out from competitors. Collaborating with designers and influencers can create excitement and lead to unique designs. Digital marketing, including online ads, SEO, and social media, is key for brand visibility and engagement. Use data analytics to tailor strategies. Recommend marketing approaches that enhance brand appeal, improve market position, and meet diverse consumer needs, focusing on product promotion, customer engagement, and brand positioning for maximum impact.

CONCLUSION

In conclusion, this study has provided valuable insights for Furniture. It highlights the importance of product quality and design, pricing strategies, marketing communication, and customer satisfaction in influencing consumer buying behaviour. To enhance its appeal and improve market position, Furniture should focus on developing innovative designs, maintaining high-quality standards, and implementing effective pricing strategies. Targeted marketing campaigns that

resonate with the target audience and prioritize customer satisfaction are also crucial for success in the furniture industry.

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