



# A STUDY ON CUSTOMER SATISFACTION OF FURNITURE AND FITTINGS PRODUCTS SPECIAL REFERENCE WITH COIMBATORE DISTRICT

DRNGPASC 2020-21 COM118

**\*Niswar ushen. S , \*\*Mr. K. Ponnurani**

*\*Student, Department of Commerce , Dr. N.G.P Arts and Science College, Coimbatore - 48*

*\*\*Assistant Professor, Department of Commerce , Dr. N.G.P Arts and Science College, Coimbatore - 48*

## ABSTRACT

Furniture are considered as movable assets and it is devised for the purpose to support various activities of the people. The purpose for the usage of the furniture is as follows; ie, chairs for seating, tables for eating and beds for sleeping etc. It also includes desks, cupboards and benches etc. The usage of furniture starts from home and find its place everywhere including offices, industries, commercial space like banks, malls etc. Earlier furniture are non-branded products. But nowadays people are looking for branded items. So we can understand people's desire for quality furniture. Wood and steel furniture are finding their space everywhere and those who are looking for low price furniture are met with PVC furniture. Based on the requirement of the furniture by the consumers more companies are entering into the market of furniture with specific brands along with the factors such as price, style, colour, comfort and durability etc and they attract the customers through various advertisements. So it tends the customers to go for a particular brand. This study indicates that, most of the customer were satisfied towards branded furniture.

**KEYWORDS:** Furniture, Manufacturing, Marketing, Consumer behaviour towards the furniture.

## INTRODUCTION

As we know that the requirement of the furniture is important for the people as it is designed for supporting their various activities such as seating, eating, sleeping etc. The consumer plays a vital role in the searching, purchasing, using and evaluating of various furniture according to their choice, taste and preference. The consumer behaviour towards the furniture are good due to its brand, quality, durability, style, colour, price and comfort etc and it also satisfies the consumers through the payment method and discount while they purchase the furniture directly from the furniture stores. It has been observed that the consumers are satisfied through the purchase of furniture in the basis of wood like ply wood, teak wood and rosewood etc.

## STATEMENT OF THE PROBLEM

Furniture designs are one of the most trending one in the market, which makes our home,

office and every place more beautiful. Going beyond the basics, it also there to express our sense of style. And as our needs and life circumstances change, so does our furniture. The presents study aims at

- To know the consumer behaviour on furniture and fittings products.
- To analyse the customer satisfaction towards furniture and fittings products.

## OBJECTIVES OF THE STUDY

- To analyze the marketing mix of furniture industry.
- To know about the consumer behaviour towards furniture and fittings products.

## RESEARCH DESIGN

Information has been gathered from both primary and secondary sources.

- Primary data was collected through a structured questionnaire filled up by the respondents.



- Secondary data sources include websites, journals, and research papers.

### **SAMPLE DESIGN**

Convenience Sampling was carried out for the study. The sample consisted of consumers who had bought products from the furniture industry. The sample size is 135.

### **SAMPLING TECHNIQUES**

Convenience sampling technique is used for the study.

### **METHODS OF DATA COLLECTION**

Questionnaire method is used to collect the data from the respondents.

### **SOURCES OF DATA**

Both the primary and secondary data are used for the study. The primary data has been collected from the respondents through questionnaire and secondary data has been collected from articles, books, magazines and newspaper.

### **TOOLS USED IN THE STUDY**

The following tools were employed in tune with the objectives of the study.

- a. simple percentage analysis.
- b. chi-square test
- c. Average rank analysis.
- d. weighted average

### **LIMITATIONS OF THE STUDY**

- The study confined to coimbatore city only and hence the results cannot be generated to other areas.
- Internal prejudice of the respondents serves as a limitation of the study.

### **REVIEW AND LITERATURE**

Chen et al. (2016) With the blend of present day furniture plan and Hui-style architecture, the traditional for particular architecture social components are brought into the furniture outline in parts of shaping, surface, and development. The smooth and adaptable plan are introduced through Hui-style corbie-step type sofa backrest and therefore

the carved window with Jiangnan style, which may be viewed because the synopsis of the advancement outline of Chinese customary furniture and therefore the demand of the time.

### **CONSUMER CHARACTERISTICS**

Consumer characteristics is the major factor which affects the consumers perception and react to the stimuli. Consumers are shaped to some extent by the environment during which consumers live and consumers influence environments through consumer behaviors successively.

1. Culture
2. Social
3. Personal
4. Psychological

### **CONSUMER DECISION- MAKING PROCESS**

In consumer decision-making process, consumers undergo all five stages with every purchase. But in routine purchases consumers often reverse or skip some of these stages. By understanding these stages the companies can learn why individuals are buying or are not buying products or services. Companies can also learn through these stages that what can be done to get people to buy more or buy specific product or service.

### **FURNITURE PURCHASING DECISION PROCESS**

1. Planning and research
2. Shopping
3. Item selection
4. Store experience

### **DATA ANALYSIS AND INTERPRETATION**

The analysis and interpretation of the study is based on the information applied by a sample of 135 respondents.

- Simple percentage
- Ranking Analysis
- Weighted Average Analysis
- Chi-square Analysis

**SIMPLE PERCENTAGE ANALYSIS****TABLE 1 BUYING THE FURNITURE BY THE RESPONDENTS**

S NO	BUY FURNITURE FROM	NO OF RESPONDENTS	PERCENTAGE
1	Showroom	74	54.8%
2	Small workshop	32	23.7%
3	Road side furniture shop	19	14.1%
4	Direct from manufacturer	10	7.4%
	<b>TOTAL</b>	<b>135</b>	<b>100</b>

*Source: Questionnaire***INTERPRETATION**

The above table reveals the place of buying furniture by the respondents. It is clear that 54.8% are purchase from showrooms, 23.7% are purchase from small workshop, 14.1% are purchase from roadside furniture shop and 7.4% are purchase direct from manufacturer.

**RANKING ANALYSIS**

Under this method the respondents are asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the various factors which influence to select the primary health care centres and the respondents are used to rank as 1,2,3,4, and 5. It does not matter which way the items are ranked, item number one may be the largest or it may be the smallest.

**PURCHASE FURNITURE ON THE BASIS OF WOOD**

WOOD	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
<b>Teak wood</b>	45	14	29	23	24	135	II
	225	56	87	46	24	438	
<b>Plywood</b>	19	44	43	19	9	135	I
	95	176	129	38	9	447	
<b>Imported wood</b>	16	26	51	30	12	135	III
	80	104	153	60	12	409	
<b>Rose wood</b>	21	21	35	40	18	135	IV
	105	84	105	80	18	392	
<b>Mahogany</b>	21	14	50	30	20	135	V
	105	56	150	60	20	391	

**INTERPRETATION**

The above table shows the purchase furniture on the basis of wood that are ranked based on the return by the respondents.

Ply wood are ranked I by the respondents.

Teak wood are ranked II by the respondents.

Imported wood are ranked III by the respondents.

Rosewood are ranked IV by the respondents.

Mahogany are ranked V by the respondents.

**WEIGHTED AVERAGE ANALYSIS**

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researchers total the weights which are given to each item. The highest weighted score is ranked first. Correspondingly the other ranks are assigned.

$$\text{Weighted Average} = \frac{\sum f(x)}{N}$$

N

**FACTORS DECIDING PURCHASE OF FURNITURE DIRECTLY FROM FURNITURE STORES**

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
PRICE	54 270	48 192	23 69	5 10	5 5	135 546	4.044
BRAND NAME	27 135	74 296	28 84	4 8	2 2	135 525	3.889
QUALITY	45 225	43 172	38 114	7 14	2 2	135 527	3.904
PAYMENT METHOD	22 110	51 204	45 135	15 30	2 2	135 481	3.563
DISCOUNT	31 155	52 208	31 93	14 28	7 7	135 491	3.637

**INTERPRETATION**

The above table shows the factors deciding purchase of furniture directly from furniture stores. The highest mean score is 4.044 for the price of the furniture.

**CHI SQUARE ANALYSIS**

A Chi-square is a statistical significance test based on frequency of occurrence. It is applicable

both to qualitative and quantitative variables. Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi-square test is any statistical hypothesis test in which the test statistic has a Chi-square distribution if the null hypothesis is true.

**RELATIONSHIP BETWEEN MARITAL STATUS AND PURCHASING PLACE OF FURNITURE**

S NO	MARITAL STATUS	PURCHASING PLACE OF FURNITURE				TOTAL
		SHOWROOM	SMALL WORKSHOP	ROAD SIDE FURNITURE SHOP	DIRECT FROM MANUFACTURER	
1	MARRIED	3	3	2	0	8
2	UN-MARRIED	70	29	18	10	117
	<b>TOTAL</b>	73	32	20	10	<b>125</b>

To find out the association between marital status and purchasing place of furniture of respondents, chi-square test is used and result is given below.

**HYPOTHESIS**

There is no significant relationship between marital status and purchasing place of furniture of respondents

**CHI-SQUARE**

Factor	Calculation value	Df	Table value	Remarks
Marital status	2.304 <sup>a</sup>	3	7.82	Accepted

**INTERPRETATION**

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is more than the table value. Hence the hypothesis is accepted. So there is no relationship between marital status and purchasing place of the furniture.

**FINDINGS****SIMPLE PERCENTAGE ANALYSIS**

> Majority (54.8%) of the respondents are purchase from showroom.



### **RANKING ANALYSIS**

- From the above ranking analysis purchase of furniture on the basis of woods, it was found that plywood ranks 1, teak wood ranks 2, imported wood ranks 3, rosewood ranks 4 and mahogany ranks 5.

### **WEIGHTED AVERAGE ANALYSIS**

- From the above table shows the factors deciding purchase of furniture directly from furniture stores. The highest mean score is 4.044 for the price of furniture.

### **CHI-SQUARE ANALYSIS**

- There is no significant relationship between marital status and purchasing place of furniture of respondents

### **SUGGESTIONS**

- Most people will research a company online before they shop in-store. This means that it's more important than ever for your furniture ecommerce website to be attractive, optimized, and user-friendly.
- Customer retention is critical for furniture store marketing. The cost of acquiring new customers far exceeds keeping current customers, so it's important to keep your customers engaged with your brand.
- One of the most important keys of furniture store marketing is identifying your audience and engaging them where they are. You need to be able to reach out to them instead of trying to get them to reach you — because most likely, they won't. Not on their own.

### **CONCLUSION**

This research would be beneficial for furniture manufacturing and retailing companies in Coimbatore to understand process of customer decision making. Customers behaviour, and factors that have impact on customers decision. This study will help the companies to be more competitive in a furniture market. Once the products are produce based on the customers wants, the sale volume will growth its finally will trigger the country GDP.