A Study On Consumer's Attitude And Preference Towards Branded Furniture Showrooms With Special Reference To Coimbatore City

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Abstract: *The Indian furniture industry is one of the fast growing markets in the world. Steady growth of the Indian economy, real estate/ hospitality sector boom, an increase in spending power coupled with lifestyle changes have fuelled the growth of the furniture market in the country. The Indian furniture market is characterized with a large number of small players, accounting for nearly 80% of the domestic production. However, with the onset and growing popularity of online furniture market, the industry is likely to witness consolidation. E-tailing of furniture has not only provided greater choice for consumers but also opened up plethora of opportunities for the small players to sell their products. Furniture market is primarily concentrated in the metropolitan cities, Tier I and Tier II cities with the major user segments being residential, office, commercial and institutions. The purpose of this research is to find out the consumer's attitude and preference towards retail furniture showrooms with special reference to Coimbatore city.*
Keywords: *Furniture, consumer's attitude, Domestic affairs.*

I.   Introduction

The Indian furniture industry is one of the fast growing markets in the world. Many changes occurred in Indian society over the past decade that either directly or indirectly impacts the furniture industry. Technological changes, the rise of social media, evolving demographics, and the increasing purchasing power are just a few factors that furniture manufacturers and retailers must consider in their marketing efforts. As the economy continues to show signs of modest recovery, furniture makers are trying to determine the best ways to adjust to these changing consumer demands.

In order to implement a successful marketing strategy, a keen understanding of consumers is needed, particularly with respect to how they shop for and purchase furniture. According to Dewey(1910), consumers move through five stages as they contemplate an impending purchase decision:1.problem or need recognition, 2. Information search, 3. Alternative evaluation, 4. Outlet selection and purchase, and 5. Post-purchase evaluation. Furniture is a product that requires extensive problem solving, as it is expensive, durable, and not purchased with great frequently. Further, many consumers view their home and the furniture in them as an extension of themselves, so it can be considered an emotional purchase (Perry 2007). Thus, as consumers do not necessarily have a lot of furniture buying experience to rely on, they typically move through these stages of the decision process slowly and purposefully to try to ensure that the right piece of furniture will be purchased.

II.   Objectives

This research study was undertaken with the following objectives:
1.   To examine the level of awareness of customers about branded furniture showroom.
2.   To discover the factors affecting the buying of branded furniture showroom.
3.   To find out the satisfaction level of customers towards branded furniture showroom.

III. Research Methodology

This research study is based on both primary and secondary data. The primary data is collected from the 150 respondents through structured questionnaire. The secondary data is collected from publications, research reports, and published and unpublished research dissertations and from the relevant websites. For the selection of sample convenient sampling method is used. To analyze the collected data Chi- square test, ANOVA and Garrett Ranking are used.

IV. Hypothesis Testing

- There is no significant association between demographic factors and awareness level of customers towards branded furniture showroom.
- There is no significant association between demographic factors and satisfaction level of customers towards branded furniture showroom.

V. Discussion Of Result

With a view to accomplish the first objective, the awareness level of customers about branded furniture showroom has been discovered. For this, the awareness level of customers towards different brands of furniture available, different sizes, varieties available, price, durability, Brand etc. has been obtains from the respondents in a five point scale. They were given alternatives and the responses given by the respondents were assigned 1- for not at all aware 2- for not aware, 3- for neutral, 4- for aware and 5- totally aware. The minimum and maximum scores of respondents for their awareness on the selected six features of furniture have been determined as 6 and 30 respectively. The scores between 6 – 14 were considered as low level of awareness, the scores>=16 <=22 were considered as medium level of awareness and the scores more than 22 were considered as high level of awareness. The awareness level of the respondents has been compared with their demographic factors like age, gender, education level, marital states, and monthly income. (Table-1)

Table – 1: Demographic Factors and Awareness level and Satisfaction level of customers

Variables	Satisfaction					
	P Value	F Value	Chi-sq Teas	DF	P Value	Table Value
Age	1.252	0.227	21.720	6	0.001	16.812
Gender	0.758	0.752	0.586	2	0.746	5.991
Education	0.937	0.539	13.529	6	0.035	12.592
Marital status	1.003	0.462	9.303	2	0.010	9.21
Income	0.770	0.738	32.699	6	0.000	16.812

From the table, it is clear that the computed value of F showing the association between gender and awareness level was found 0.758 while the value of P was 0.752. Since the P value is larger than 0.05, the null hypothesis is accepted and it is observed that there is no significant association between gender of customer and awareness level. The computed value of F showing the association between age of customer and awareness level and value for p was found 1.252 & 0.227 respectively. It depicts that the respondents age and their awareness level are not significantly associated since the value of p is greater than 0.05. The computed value of F showing the association between education level and awareness level of respondents was found 0.937 & 0.539 respectively. Since the value of p is more than 0.05. the null hypothesis is accepted and found that the educational level of customers of branded furniture is insignificantly associated to their awareness level. The association between marital states of the respondents and their awareness level has been measured by using ANOVA and the results found that the computed value of (F) was 1.003 and the value of p was 0.462.Iit shows that there is no significant association between marital status and awareness level towards branded furniture since the value of p is greater than 0.05. It can be announced that there is no significant association between monthly income and awareness level of customers towards branded furniture because the value of p and the computed value of (F) are 0.738 and 0.770 respectively.

Table – 2: Factors affecting buying of branded furniture

Variables	Quality	Price	Variety	Size	Colours	Durability	Availability	comfort ability
Total score	8815	8754	8804	8112	7284	6300	6229	6458
Mean score	56.77	58.36	58.69	54.08	48.56	42.00	41.53	43.05
Rank	3rd	2nd	1st	4th	5th	7th	8th	6th

The factors affecting the buying of branded furniture have been analyzed in this study by selecting the factors like price, quality, varieties available, sizes, durability, status symbol, comfort ability and portability. The selected respondents were asked to rank these variables according to their choice for preference of branded furniture showrooms. The responses were analyzed by using Henry Garrett Ranking Technique. Total scores and mean scores for the variables affecting buying in branded furniture showroom have been generated from the Henry Garrett Table. Table – 2 shows that total score of price of branded furniture was 8754 and 58.36 respectively and the total score of quality of furniture was 8515 and its mean score 56.77. The total score of variety was observed 8804 and its mean score was 58.69 whereas the size was awarded total score of 8112 with the mean score of 54.08 the colours of furniture was awarded the total score of 7284 and the mean score of 48.56 and the total score and mean score of durability of furniture were 6300 and 42 respectively. As per the Garrett Table, the total score of availability was 6229 with mean score 41.53. The total score awarded to

comfort ability was 6458 and its mean score was 43.05. From the total scores and means score of selected variables, it is observed that the variety was the first variable affecting the customers to buy branded furniture while the price and quality were the other variable affecting the buying in branded furniture showroom.

VI. Findings Of The Study

From this research study it is found that the awareness level of customers towards branded furniture showroom. The major variables affecting the buying of branded furniture were variety of furniture, price and quality while comfort ability, durability of furniture and availability were not considered by the customers for the buying in branded furniture showrooms. The satisfaction level of customers towards branded furniture showroom has been affected by demographic factors like, age, education, marital status and monthly income. Through, genders of the customers have no influence on their satisfaction level towards branded furniture showrooms.

VII.   Conclusion

Today the branded furniture showrooms are taking place of steel and wooden furniture. The branded furniture showrooms has created brand image in the mind of the customers. Customers using branded furniture for domestic as well as commercial purpose because of its affordable price, convenience, durability, variety. The usage of branded furniture is increasing day by day but on the other hand they facing competition from local players. The awareness level towards branded furniture showrooms in Coimbatore city has been observed to be more convincing.

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