

PURCHASING FACTORS FOR FURNITURE AND CONSUMER GOODS

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Objective and methods

- ▶ **OBJECTIVE: to evaluate the importance of factors affecting** the third and fourth part of **the buying decision process** of buyers: **evaluation of alternatives** and **purchase decision**

- ▶ **Target groups from 2 independent studies :**
 - **furniture buyers (453 respondents) - 2016**
 - **and buyers of consumer goods (711 respondents) - 2018**
- ▶ **Analysed purchase decision factors: price, quality, environmental attributes, country of origin, brand, recommendations (not commercial) and advertising (promotion)**
- ▶ **Snowball sampling** (non-probability sampling method) used in both surveys
- ▶ **Frequency analysis and cross-tabulations** (Pearson's chi-squared test, Cramer's V coefficient, and the Pearson contingency coefficient)

Results

The results of frequency analysis for both samples – demographic descriptors

Demographic descriptors	Furniture buyers	Consumer goods buyers
Gender		
Male	43,05%	39,94%
Female	56,95%	60,06%
Education		
Primary education	4,42%	4,08%
Secondary education	63,36%	60,20%
University education	32,23%	35,72%
Age		
18 - 30 years	45,92%	44,16%
31 - 40 years	20,75%	17,58%
41 - 50 years	17,66%	15,47%
51 - 60 years	9,27%	11,25%
61 and more years	6,40%	11,53%
Net monthly household income		
less than 500 €	22,74%	13,50%
501 - 750 €	23,84%	22,08%
751 - 1000 €	26,05%	20,82%
1001 - 1500 €	19,65%	20,96%
1501 - 2000 €	5,08%	14,91%
2001 € - 3000 €	1,99%	5,77%
more than 3001 €	0,66%	1,97%

Results

Statistically significant differences in factors influencing purchase behaviour of the two independent samples

Factors influencing purchase behaviour	Pearson chi-square			Pearson contingency	Cramer's V	Rank according to strength of dependence
	Chi-square	df	p			
Price	221.1848	4	0.0000	0.3995984	0.4359144	2.
Environmental attributes	101.4583	4	0.0000	0.2831521	0.2952346	4.
Country of origin	92.53336	4	0.0000	0.2713702	0.2819504	5.
Brand	189.4240	4	0.0000	0.3741111	0.4034047	3.
Recommendations	281.9219	4	0.0000	0.4415623	0.4921391	1.
Advertising	47.91711	4	0.0000	0.1988423	0.2028938	6.

Importance of selected factors influencing purchase

	Buying furniture	Buying consumer goods
Price	2.	6.
Environmental attributes	4.	5.
Country of origin	3.	4.
Brand	5.	3.
Recommendations (not commercial)	4.	2.
Advertising (promotion)	6.	7.
Quality	1.	1.

Percentage of answers about importance of selected factors influencing purchase

	Answers	Price	Environmental attributes	Country of origin	Brand	Recommendations (not commercial)	Advertising (promotion)	Quality
when buying furniture	NO!	1,55%	11,70%	16,78%	11,48%	14,13%	19,21%	1,32%
	NO	4,86%	21,19%	19,65%	27,37%	22,30%	31,57%	2,87%
	Neutral	14,13%	37,75%	25,39%	35,98%	34,22%	26,05%	11,04%
	YES	28,70%	17,88%	24,50%	13,47%	20,97%	15,89%	29,36%
	YES!	50,77%	11,48%	13,69%	11,70%	8,39%	7,28%	55,41%
	Sum of positive answers	79,47%	29,36%	38,19%	25,17%	29,36%	23,17%	84,77%
	Rank of factors	2.	4.	3.	5.	4.	6.	1.
when buying consumer goods	NO!	19,55%	4,36%	7,45%	7,03%	1,83%	15,89%	1,27%
	NO	16,74%	10,41%	10,41%	6,75%	5,34%	17,16%	2,81%
	Neutral	25,46%	27,14%	21,80%	22,36%	16,46%	28,69%	15,05%
	YES	19,41%	34,18%	23,77%	32,77%	40,79%	24,19%	31,65%
	YES!	18,85%	23,91%	36,57%	31,08%	35,58%	14,06%	49,23%
	Sum of positive answers	38,26%	58,09%	60,34%	63,85%	76,37%	38,25%	80,88%
	Rank of factors	6.	5.	4.	3.	2.	7.	1.

RESULTS

- ▶ 1. factor - **“recommendations (not commercial)”** – moderately strong relation - more than **three-quarter of respondents buying consumer goods** considered recommendations as an **important factor** in contrast with **nearly one-third of respondents buying furniture** - “a taste and a style” of the consumer play important role in buying behaviour and can overcome rational reasons and recommendations.
- ▶ 2. factor – **price** - moderately strong relation – approximately **80% of respondents** perceived the "price" as **important factor which influences their furniture buying decision** and **38.26%** of the respondents **when buying consumer goods** - most of those products are closely related to the health and well-being of individuals, who are focusing on other product features and purchasing factors instead of price.
- ▶ **3.factor – Brand** – Nearly **39% of respondents when buying furniture did not consider "brand" as an important purchase factor** and more than 35% of them had a neutral attitude. **In contrary, almost two-thirds of respondents when buying consumer goods** claimed that this factor is important.

RESULTS

- ▶ 4. factor - **Environmental attributes** – weak relation - more than **58% of respondents (consumer goods) took into consideration the environmental attributes** of goods during purchase **while only 30% of furniture buyers** had the same attitude - consumer goods are closely related to a health of respondents. So, buying “healthy products” could be perceived as “healthy for the environment” as well.
- ▶ 5. factor – **Country of origin** - weak relation – country of origin took into consideration **more than 38% of respondents when buying furniture and approximately 60% of respondents when buying consumer goods. The previous study** performed in Slovakia by Kaputa and Šupín (2010) **showed a lower percentage of respondents (27%)** that considered the country of origin as an important attribute **when making furniture buying decisions.**
- ▶ 6. factor – **advertising (promotion)** – weak relation - **only 23,17% of furniture buyers** perceived this factor **as important** and **almost 38.5%** of respondents **when buying consumer goods**

RESULTS

The comparison among studies

	Consumer goods (present study)	Food products Nadányová, 2015 (SVK)	Furniture (present study)	Furniture Kaputa, Šupín, 2010 (SVK)	Furniture Oblak et al., 2017	
	Rank of factors				CRO	SLV
Quality	1.	1.	1.	1.	3.	1.
Recommendations (not commercial)	2.	5.	4.	-	-	-
Brand	3.	3.	5.	8.	-	-
Country of origin	4.	4.	3.	9.	-	-
Environmental properties	5.	-	4.	7.	-	-
Price	6.	2.	2.	2.	1.	2.
Advertising (promotion)	7.	-	6.	-	-	-
Design of the product	-	-	-	3.	-	-
Colour	-	-	-	4.	-	-
Safety	-	-	-	5.	-	-
Waranty	-	-	-	6.	-	-
Payment facilities	-	-	-	-	2.	4.
After sales services	-	-	-	-	4.	3.
Manufacturers reputation	-	-	-	-	5.	5.

Conclusion

- ▶ The statistically significant differences with moderately strong relations were revealed in these factors: **recommendations (not commercial), price, brand** and with weak relations: environmental attributes, country of origin, and advertising. Overall, the surveyed respondents of both samples are equally sensitive to the **quality of a product** (not statistically significant difference).
- ▶ The **most important factors for FURNITURE BUYERS** according to the result of this study are **quality** and **price** (approximately 80 % of respondents), other analysed factors are less important (less than 39 % of respondents). Nevertheless, the “taste and the style” of the consumer can overcome many rational reasons and recommendations (commercial or not commercial) when buying furniture.
- ▶ As for **BUYERS of CONSUMER GOODS**, the most important factors for approximately 80 % respondents are Quality and recommendations (not commercial), the second important factors for approximately 60 % of respondents are: Brand, Country of origin and environmental attributes. The less important factors are price and advertising (only 38%).
- ▶ The recommendations are related to consumer' experience with a product. Users of products, brands share their knowledge and experiences among their friends and this process resulting in the reputation (bad or good) of the brand or a particular product. We also have to take into consideration the nature of consumer goods (food, personal care products, clothes, footwear, household supplies etc.), these products are not durable as furniture and they are closely related to the health and well-being of the individuals, that's why consumers prefer personal experiences with the product and references from real consumers rather than references from advertising.

Хвала лепо!