

Fast fashion is familiar. But what about fast furniture?



Familiarity with fast furniture and furniture purchasing priorities

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Fast furniture and conscious furniture consumption

A production and consumption model

Fast furniture

- Low-cost production
- Mass availability (easy to buy)
- Short-lived trends
- Short use cycles
- Frequent replacement

Fast furniture is not automatically poor quality — the key issue is short use cycles.

Low price alone does not make furniture “fast”.

The issue is how furniture is produced, purchased, used and replaced.

More than buying an eco-friendly product

Conscious furniture consumption

- Materials
- Origin
- Durability
- Repairability
- Reuse

In this paper, we use the term broadly: considering product characteristics and the wider consequences of acquiring, using and disposing of furniture.

Methods

Slovak questionnaire survey

n = 558
**Non probability
sample**

18+ respondents
Slovak Republic

FF=0
unfamiliar
n=380

FF=1
familiar
n=178

14 purchase factors, 5-point scale
Mann–Whitney U + Brunner–Munzel test
**Benjamini–Hochberg adjustment for multiple
testing**

Self-reported familiarity with “fast furniture”

What did respondents evaluate?

14 furniture purchase factors

Price

Overall furniture quality

Design

Environmental properties of materials

Manufacturer's country of origin

Warranty terms

Colour finish

Brand / brand image

Product safety

Functionality

Cleaning & maintenance

Delivery time

Ease of assembly

Repairability

5-point scale: lower score = greater perceived importance

Descriptive pattern

Lower mean = greater perceived importance

Rated as more important overall

- Functionality
- Overall quality
- Price
- Design
- Product safety
- Colour finish

Generally less central

- Sustainability-related
- Provenance-related
- Service-related factors

Significant group differences

Two groups, two sets of priorities

**Greater importance in FF=0
unfamiliar with fast furniture**

Price

Overall furniture quality

Functionality

Ease of assembly

**Greater importance in FF=1
familiar with fast furniture**

Environmental material properties

Manufacturer's country of origin

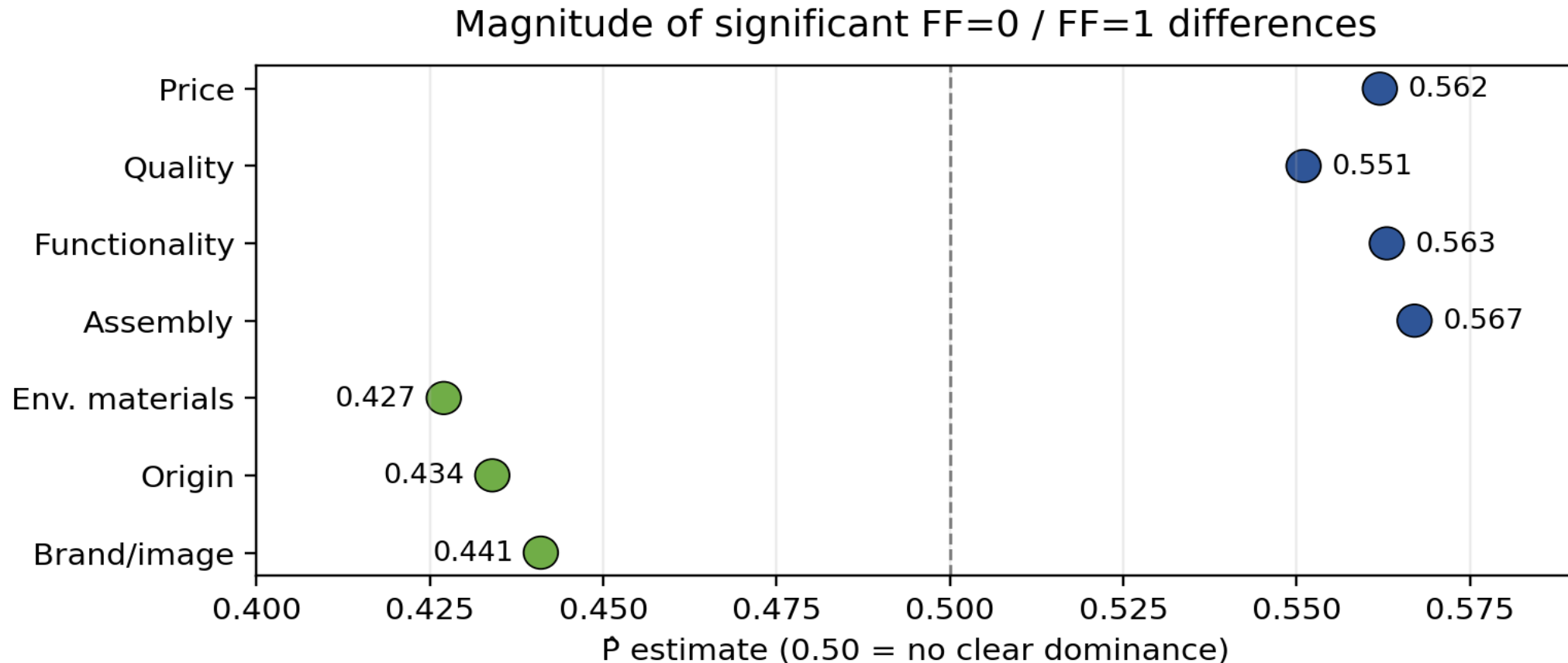
Brand / brand image

**Seven factors remained significant after BH
correction**

For the remaining seven factors, we did not detect a statistically significant difference between the groups.

How large were the differences?

$\hat{P}$ estimates were close to 0.50



Statistically significant does not mean dramatically different.

The groups differ modestly rather than forming sharply separated profiles.

Take-away message

A cautious answer to the research question

Do respondents who report knowing the term fast furniture evaluate purchase factors differently from those who do not ?

Familiarity with fast furniture is associated with selected purchase criteria that may reflect conscious furniture consumption.

Respondents familiar with the term gave greater importance to environmental material properties, origin and brand.
Yet quality, functionality and price remained important to them.

The associations are modest and cannot be interpreted causally.

Thank you!

Furniture purchase factor	M FF=0	M FF=1	q MWU	q BM	$\hat{P}$	Interpretation
Price	1.43	1.63	0.0202	0.0201	0.562	significantly greater importance in FF=0
Overall furniture quality	1.35	1.49	0.0306	0.0389	0.551	significantly greater importance in FF=0
Design	1.53	1.57	0.9472	0.9474	0.499	no significant difference
Environmental properties of the materials used	2.73	2.39	0.0202	0.0201	0.427	significantly greater importance in FF=1
Manufacturer's country of origin	3.03	2.72	0.0282	0.0259	0.434	significantly greater importance in FF=1
Warranty terms	2.16	2.28	0.2263	0.2186	0.537	no significant difference
Colour finish	1.75	1.81	0.3077	0.3040	0.529	no significant difference
Brand / brand image	2.86	2.57	0.0435	0.0439	0.441	significantly greater importance in FF=1
Product safety	1.70	1.74	0.7964	0.7984	0.508	no significant difference
Functionality	1.31	1.51	0.0202	0.0201	0.563	significantly greater importance in FF=0
Cleaning and maintenance of furniture	1.74	1.80	0.4626	0.4606	0.522	no significant difference
Delivery time	2.46	2.40	0.7884	0.7806	0.489	no significant difference
Ease of assembly	1.99	2.19	0.0244	0.0201	0.567	significantly greater importance in FF=0
Repairability	1.90	2.08	0.1903	0.2003	0.539	no significant difference