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Consumer behavior towards multipurpose furniture and their concern for environment

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Abstract

People are well aware of their choices and wants. They spend their money after analyzing the various factors. As the living space is decreasing day by day so people are spending the money in purchasing space saving furniture. So they try to spend money in right type of multipurpose furniture. Before going for purchase they utilize their time in gathering information which could help them in purchase of product. There are various factors which affects the choice for the multipurpose so to analyze these factors the study was conducted through a properly framed research in two places of Uttarakhand i.e. Rudrapur and Haldwani with 120 respondents who were selected randomly from above mentioned places. The assessment of socio-economic status of the respondents was done with help of "Modified Kuppusswamy scale updated for year 2020". The assessment of factors influencing choice of multipurpose furniture was done via using "likert scale" and consumers view on environment with respect to purchase of multipurpose furniture was done through well framed questionnaire. The results revealed that quality is the most influencing factor and location of store was found to be least influencing factors to the choice of respondents. Income plays an important role in purchase of multipurpose furniture and respondents felt moral obligation to buy environmental-friendly multipurpose furniture.

Keywords: Consumer behavior, environment friendly, influencing factors, multipurpose furniture, quality

Introduction

Now a day's people are very busy with their daily schedule and life-style. Therefore they get very less time in relaxing at their home due to which there is need to have furnishings which serves comfort, aesthetics as well as easy to use. Furniture plays a significant role in the home. It serves many purposes such as sleeping, sitting, storage etc. Furthermore, the shift in social life from a large family to a small family and rural area to urban cities encourages rapid growth in multipurpose furniture market. As a result, variables affecting the growth of the furniture sectors are inextricably linked to real estate industry¹. Consumers are very much aware about the products and choice of furniture. In case of wooden furniture, quality and design plays an important role in choice of furniture for their home. On the other hand they are not much aware with the brands². The benefit of having a good manufacturer reputation include reducing operating costs, high rates of returning customers and consequently increasing sales and the possibility of rising product prices³ and consumer loyalty also play an important role in purchase it could be define as a customer's inclination to buy from or cooperate with a brand repeatedly as a result of a pleasant customer experience, customer pleasure and the value of the product or services received from the transaction⁴. As a whole all factors combines with each other and play significant role in buying of multipurpose furniture which depicts a direct relationship between consumer and product.

Methods and Material

Uttarakhand state was selected for the study purposively. Rudrapur and Haldwani were selected from two districts of Uttarakhand i.e. Udham Singh Nagar and Nainital respectively. Total 120 samples were collected from these two places with help of purposive random sampling method. For base of assessment self-made questionnaire was developed to gather the information on consumer behavior towards multipurpose furniture on the following points such as Factors influencing Choice of Multipurpose Furniture, Multipurpose Furniture and the Environment.

Broadly classified product, service, place and price, 17 factors were selected for analysis. Five point likert scale was used to identify factors affecting choice of furniture.

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For assessment of result 1 to 5 points were assigned to the factors such as “Not At All Important, Slightly Important, Moderately Important, Very Important and Extremely Important” respectively. Socio economic status was the independent variables and factors were the dependent variable in the study.

The socio economic scale “Modified Kuppaswamy scale updated for year 2020” by Saleem (2020) [5] was adopted to

study the socioeconomic status of the respondent. On the basis of marks gained, the respondents were categorized as ‘upper’, ‘upper middle’, ‘lower middle’ and ‘upper lower’ socio economic class. Chi square test was used to find the relationship between socio economic status and factors affecting choice of multipurpose furniture.

Results and Discussion

Table 1: Factors influencing choice of multipurpose furniture (Weighted Mean Score and Standard Deviation)

N=120

S. No.	Aspects	Weighted Mean Score	Std Deviation	Response Range	Rank
1	The location of the stores	3.17	1.20	Moderately Important to Very important	XVII
2	Utilization or function	3.93	0.989	Moderately Important to Very important	XI
3	Brand	3.45	1.09	Moderately Important to Very important	XVI
4	Colour	3.77	0.889	Moderately Important to Very important	XII
5	Lifelong durability	4.12	0.908	Very important to Extremely Important	VI
6	Design	4	0.800	Very Important	IX
7	Material	4.4	0.860	Very important to Extremely Important	II
8	Quality	4.43	0.853	Very important to Extremely Important	I
9	Warranty	4.22	0.826	Very important to Extremely Important	V
10	Fast service	3.69	1.039	Moderately Important to Very important	XIV
11	Comfort	4.24	0.939	Very important to Extremely Important	IV
12	Matching with other items	3.6	1.00	Moderately Important to Very important	XV
13	The personal care for customers	3.72	1.024	Moderately Important to Very important	XIII
14	Ease of cleaning/maintenance	4.03	0.835	Very important to Extremely Important	VIII
15	Service and Installation	4	0.821	Very important	IX
16	The size that is suitable for space	4.1	0.906	Very important to Extremely Important	VII
17	Price	4.34	0.926	Very important to Extremely Important	III

Attitude: Mean more than 2.5 = Positive/ Favourable

Mean less than 2.5 = Negative/ Unfavourable

From the Table 1, it was concluded that majority of respondents said quality is the most influential factor and ranked I, with weighted mean score 4.43. Rank II was given by respondents to material with WMS 4.4. Third rank was given to the price and WMS was found to be 4.34. Fourth rank was given to comfort with WMS 4.24. Fifth rank was assigned to warranty with WMS 4.22. Lifelong durability was ranked on VI and WMS was found 4.12.

The size that is suitable for space was given VII rank with WMS 4.1. Eighth rank was given to ease of cleaning/maintenance with WMS 4.03. Design, Service and Installation were given IX rank and WMS was found 4. Ninth rank was given to utilization or function with WMS 3.93. Colour was given rank XII with WMS 3.77. Rank XIII was given to personal care for customers with WMS 3.72. Rank XIV was assigned to fast service and WMS was found 3.69. Rank XV was given to the statement, furniture matching with other items with WMS 3.6. Brand was given XVI with WMS 3.45 followed by XVII rank was given to the location of the

stores and WMS was found 3.17.

Relationship between socio economic status and factors affecting choice of multipurpose furniture

The null hypothesis formulated for the study included were

- H0: There is no significant relation between income and price of the furniture
H1: There is significant relation between income and price of the furniture
- H0: There is no significant relation between socio-economic status and quality of furniture
H1: There is significant relation between socio-economic status and quality of furniture
- H0: There is no significant relation between socio-economic status and price of furniture
H1: There is significant relation between socio-economic status and price of furniture

Table 2: Relationship between variables

S. No	Variables	Degree of freedom	Tabulated value (p)	Chi- square value	Fisher's Exact Test	Hypothesis (Result and Conclusion)
1	Income/Price	18	28.869	32.925	-	H1 accepted
2	Socio-economic status /Quality	12	21.026	9.668	11.102	H0 accepted
3	Socio-economic status /Price	12	21.026	5.481	6.628	H0 accepted

*At 0.05 level of significance

From the analysis of the data it was found that there is significant relationship between income of the respondents with price of the multipurpose furniture. There is no

significant relationship between socio-economic status with price and quality of the multipurpose furniture.

Multipurpose Furniture and the Environment (How do the respondents feel about multipurpose furniture and the environment?)

Table 3: Frequency and percentage of respondent's feelings about multipurpose furniture and the environment

n=120

Statement	Frequency		
	Rudrapur	Haldwani	Total
I want my multipurpose furniture to be environmental-friendly.			
Yes	47 (78.33)	52 (86.67)	99 (82.5)
No	6 (10)	NIL	6 (5)
Neutral	7 (11.67)	8 (13.33)	15 (12.5)
I feel a moral obligation to buy environmental-friendly multipurpose furniture for my home.			
Yes	44 (73.33)	43 (71.67)	87 (72.5)
No	7 (11.67)	4 (6.67)	11 (9.17)
Neutral	9 (15)	13 (21.67)	22 (18.33)
I will not buy multipurpose furniture from a company that is ecologically irresponsible.			
Yes	39 (65)	40 (66.67)	79 (65.83)
No	10 (16.67)	7 (11.67)	17 (14.17)
Neutral	11 (18.33)	13 (21.67)	24 (20)
I would be willing to stop buying multipurpose furniture from companies who pollute the environment even though it might be inconvenient for me.			
Yes	40 (66.67)	38 (63.33)	78 (65)
No	6 (10)	7 (11.67)	13 (10.83)
Neutral	14 (23.33)	15 (25)	29 (24.17)
While buying multipurpose furniture I ask for eco-friendly material.			
Yes	32 (53.33)	33 (55)	65 (54.17)
No	15 (25)	11 (18.33)	26 (21.67)
Neutral	13 (21.67)	16 (26.67)	29 (24.17)
I am ready to pay an extra amount for the preferred furniture material over the actual amount of multipurpose furniture.			
Less than Rs 1000	15 (25)	24 (40)	39 (32.5)
Rs 1000-2500	18 (30)	29 (48.33)	47 (39.17)
Rs 2500-5000	19 (31.67)	4 (6.67)	23 (19.17)
More than Rs 5000	8 (13.33)	3 (5)	11 (9.17)

Note: Values in parenthesis indicates percentage

From the Table 3, it was found that 82.5 percent respondents said yes, that they want their multipurpose furniture to be environmental-friendly. Five percent respondents said no and 12.5 percent respondents were neutral for the same. For the statement "I feel a moral obligation to buy environmental-friendly multipurpose furniture for my home", 72.5 percent respondents said yes, 9.17 percent respondents said no and 18.33 percent respondents were neutral. About 65.83 percent respondents said yes that they will not buy multipurpose furniture from a company that is ecologically irresponsible, 14.17 percent respondents said no and twenty percent respondents were neutral for the statement. For the statement "I would be willing to stop buying multipurpose furniture from companies who pollute the environment even though it might be inconvenient for me", sixty five percent respondents said yes, 10.83 percent respondents said no and 24.17 percent respondents were neutral. While buying multipurpose furniture 54.17 percent respondents ask for eco-friendly material, 21.67 percent respondents said do not ask and 24.17 percent respondents were neutral. For the statement "I am ready to pay an extra amount for the preferred furniture material over the actual amount of multipurpose furniture", 39.17 percent respondents were ready to pay Rs 1000-2500, 32.5 percent respondents were ready to pay less than Rs 1000, 19.17 percent respondents were ready to pay Rs 2500-5000 and only 9.17 percent respondents were ready to pay more than Rs 5000 as an extra amount.

Conclusion

Quality was found to be the most influential factor followed by price, comfort and warranty. Among the 17 factors brand and location of the stores were two least influencing factors to the choice of the respondents. The analysis of the data shows

that there is significant relationship between income of the respondents with price of the multipurpose furniture. There is no significant relationship between socio-economic status with price and quality of the multipurpose furniture. Most of the respondents want to have eco-friendly multipurpose furniture in their home. They feel moral obligation to buy environmental-friendly multipurpose furniture. More than half of the respondents would be willing to stop buying multipurpose furniture from companies who pollute the environment even though it might be inconvenient for them. About half of the respondents ask for eco-friendly material while purchasing furniture and most of them were ready to pay extra money for it ranging between Rs 1000-2500.

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