

GENDER DIFFERENCES IN BUYING INTENTION

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Abstract : The measurement of purchase intention has been inevitable in marketing and economics. In order to increase the sales of the specific product for the purpose of profit maximization and sustainability, it is important to assess customer's needs and wants. The aim of the project was to focus on the various factors of buying intention influencing the customers' purchase intention towards modular furniture. The objectives of the project was to find the relationship between various factors of buying intention and its relationship with the purchase intention, and to understand the chances of the consumer's purchase intention of furniture based on the factors of buying intention. Data was collected with the scale from 112 participants between the ages of 25 to 60 years. The results revealed that there was no distinction between different gender and various socio-economic status with regard to the factors of buying intention and purchase intention. The Correlation results between the various factors of buying intention revealed that there was a significant relationship between various factors of buying intention and with purchase intention. The Linear Regression analysis indicated a statistically significant model of the factors of buying intention influencing the purchase intention of customers with regard to modular furniture.

IndexTerms - Purchase Intention, Buying Intention, Modular Furniture, EFA, Linear Regression.

I. INTRODUCTION

Economic growth along with the growth of impact of the Western culture, there has been many changes in the way sales of furniture product are moving in the Indian market. Furniture is always an important part of building a home. Home also indicates the identity of the person, which reflects the lifestyle and personal values of the consumer. Furniture is a type of product where consumer selects with great caution and spent a lot of time while purchasing the same (Oblak, Barčić, Klarić, Kuzman, & Grošelj, 2016). The individual is able to express his/her personality and feelings with the help of the arrangement of furniture. Furniture also plays as a status symbol, in turn, contributes to social status, and can symbolize standard of living of the person. Furniture being durable goods which involves extensive problem solving, the involvement of family members in decision making and frequency of purchase is less. Emotional factors are attached with furniture purchase so the consumers move through five stages of purchase decision process slowly and methodologically to ensure that the right piece of furniture is purchased.

In a constantly changing business environment, in order for the company to sustain in the competitive world, it is important to understand what impacts the consumer purchase intention. In order to strengthen the position in the market, companies need to find innovative new cost effective products with maximum quality which are in line with the needs of the customers. In order to satisfy changing customer needs furniture manufacturers are constantly developing new products and consider several factors. Various research had been done to analyze what influences the buying intention of the customers. Buyers would compare now and again merchandise like furniture dependent on suitability, quality, price, style, and functionality (Armstrong & Kotler, 2003). Several studies done on the consumer in purchase decision are available in the literature. For example, for the consumers in British Columbia quality is given first preference, followed by price (Forsyth, David, & Kozak, 1999). Based on the various studies reviews report that attributes of purchasing furniture are common but priority placed on each attribute would vary in a different market. The studies on Indian market are less and there is a need to study the factors which influence buying intention and how it affects the purchase intention of the customer.

1.1 Consumer Decision Process

Furniture being a durable product consumers select with a great caution and consideration and spend a lot of time and resources before they finally purchase it. The consumer buying decision is a process which has got five stages: need recognition, search for information, evaluation of alternatives, purchase decision, and post-purchase behavior. The consumer may stop the buying decision process at any point (Oblak, Barčić, Klarić, Kuzman, & Grošelj, 2016); therefore every stage of purchase is important. Consumer decision process depends on numerous factors, consumer identifies certain attributes on each stage and it is the marketer's responsibility to make appropriate marketing strategy to retain the customer throughout the process. Marketing professionals must not just come up with simple ways to influence consumers, but must instead learn how consumers really make their buying decisions (Kotler, 2000). The measurement of purchase intents has been inevitable in marketing and economics.

1.2 Purchase Intentions

The measurement of purchase intents has been inevitable in marketing and economics. Purchase intention is the indirect promise to one's self to buy the product when they are planning to a purchase (Morwitz, 2012). Measurement of purchase intents is used by marketers to predict future sales. In order to increase the sales of the specific product for the purpose of profit maximization and sustainability, it is important to assess customer's needs and wants. A marketing manager can use the purchase intention data to take a decision on marketing strategies, promotional strategies etc. Measurement of purchase intention depicts the idea of customer retention. There are certain factors which got strong influence on the purchase intention of the customer like product attributes, brand image, product quality, brand loyalty, and product knowledge (Goyal, 2014). Mohamed and Yi (2008) the study revealed that quality, design, and price are the main attributes that mattered to all the consumers and store related attribute also play a major role in the Malaysian market. Prior studies that have done in Jordan found that consumers make a decision based on the product quality, price, reference group, color, and family (Farah, 2003). Another study was done by Yoon and Cho (2009) concluded that there are eight factors considered for selecting the furniture those are style, color, price, quality, ease of maintenance, comfort, material.

1.3 Industry Profile

India furniture Industry is one of the leading furniture importers in the world with 17% market share worldwide. Opening up of the economy gave much-needed boom in the furniture industry that led the Indian furniture industry to become the world's largest importer of furniture products. The major portion of the furniture industry is in the unorganized sector so it makes a marginal contribution to the gross domestic product. Demand for furniture growing in the country due to the lifestyle changes and urbanization which offers opportunities for regional and domestic players in the market. Different types of raw materials are used for making furniture in India. includes wood, metal plastic, with bamboo and cane also being used in some cases. 65% of the furniture's are made out of wood in India. Indigenous and imported woods are used for the same. Infrastructural development in the country and boom in the real estate sector also augmented the demand for furniture. The middle class and upper middle-class segment are the main buyers of furniture products.

II. LITERATURE REVIEW

The study was done on factors affecting consumer buying behavior of home furnishing product in Pune, India (Samantha 2013), the study aimed at understanding the various factors influencing buying pattern of the consumer. The researcher had taken various consumer behavioral intention variables such as brand, quality, price, size, ease of cleaning, durability, product range, gender and family annual income for the study. Research showed that women are the most influential reference group on home furnishing product. The study revealed that the key influential drivers of consumer intention to purchase home furnishing are brand image and the reference group. The functional needs of the product are the most important characteristic that influences

purchase intention followed by size, quality, ease of cleaning, lifelong durability, matching with other items, ease of maintenance, comfort, design, price, material, and color. The study also revealed that brand is the most important product characteristic that influences purchase intention of home decor products positively followed by design, quality, price, discount, and packaging.

A study was done in Gujarat, India (Dodiya, 2015) on customers attitude and preferences towards branded plastic furniture revealed that the major variable affecting the buying intention of consumer in making a purchase decision. The study also showed that while the factors like age, educational level, marital status, and income level influenced the satisfaction level of customers towards branded furniture, gender played no influence on satisfaction level. Behavioural model and characteristics of decision making among potential furniture buyers in Hungary (Bednárík & Kováts, 2010) showed that price was an important factor of selection even among environmental and health conscious group, along with quality, durability, and functionality. Cheap design and cheap chic is the characteristic of the furniture market in Hungary, customers prefer more imaginative and more beautiful products at less price.

Mohamed and Yi (2008) conducted a study on consumers perspective on wooden furniture purchase attributes in Malaysia. The result showed that respondents placed an importance to three product-related attributes when deciding on wooden furniture purchase in which quality of the product is most important deciding attribute followed by, design, and price. A similar study was done among potential furniture buyers in Slovenia and Croatia (Oblak, Barčić, Klarić, Kuzman, & Grošelj, 2016) on the quality of the product, the price, after-sales services, and payment facilities. The results however showed different order of criteria. The Price was in the first place to decide upon purchase followed by payment facilities, quality of products and after-sales service in the fourth position. Both the countries showed different results in terms of involvement of partners in decision making. In Slovenia the decision to purchase furniture mostly done by both the partners whereas in Croatia mostly the decision made by women. Similar to the first research, a study was done in Iran (Taghizadeh & Fesghandis, 2011) which found that there were eleven factors which affect the consumer behavior in making the purchase decisions towards furniture. The customer's perception of product value is associated with these factors. These factors, in order of priority, include quality, satisfaction, styling, price, finishing operation, performance, safety, worth, shape, use, and excellence. A study was conducted on consumer behavior dynamics and marketing of household furniture products in Uzbekistan (Ostonakulova, 2017) to identify the product attributes that consumer considers most important when choosing the furniture for household use. The result showed that all the categories of consumer gives more importance to the quality of furniture than design, price, and service. The family decision was also considered important while making a purchase decision, and preference was given to a blend of the national international style of furniture.

A study done in the U.S. by Ponder (2013) revealed that the quality is the priority expected by the consumer, and products made in the U S A is a strong sentiment among consumer so the retailer can use this sentiment as a selling point for American made furniture. Another study was done (Al-Azzam, 2014) in Jordan on the effect of social factors on the consumer behavior towards purchasing home furnishing product. The study concluded that “reference group, family, price quality and color factors were the greatest predictor of buying intention of potential consumers.” Western Canadian consumer attitude towards certified value-added wood products (Kozak, Cohen, Lerner, & Bull, 2004) found that the key attribute consumer perceives in purchase decision were quality, and followed by design, and price competitiveness, along with the origin of the wood. This was also the results of the study by Pakarinen and Asikainen (2001) that quality and design are the most important attribute followed by raw material, service price, style, and advertising, and that it is very difficult to influence a person's choice of furniture with style and advertising.

Gomathy and Sabarirajan (2018) have done a study on the influence of product quality on purchase decision of modular kitchen in Chennai city revealed that product quality influences purchase decision of potential customer in greater extent. Quality dimensions of a product like versatility, durability, performance, ease of use, serviceability, and prestige of modular products also determines the purchase intention of the consumer. The study confirmed that prestige is an important contributor in the customer

purchase decision, thus the company should try to improve the customer perceptions of overall product quality and should increase consumer preference. Consumer behavior study was done in Thailand (Kwan, 2012) revealed that delivery service was the most important factor consumer consider and the second most important factor is the store environment. Survey result showed that the most influencing attributes for furniture selection were quality, function, and size of the product in relation to available space among Thailand customers.

III. RESEARCH METHODOLOGY

The various objectives, variables, operational definition, hypothesis, instrument design, method of data collection, sampling type, and statistical design were also described in this chapter.

3.1 Objectives of the Study

The objectives of the study are four-fold. The researchers first tried to understand whether there is a gender difference and difference between various socio-economic status among the factors influencing the buying intention, and also the purchase intention of the consumer. The study also tries to analyze the relationship between purchase intention and the aspects of price, functionality, design, style, quality, and manufacturer of the product perceived by the consumer. Finally, the study tries to understand the chances of the consumer's purchase intention of furniture based on the factors of buying intention- price, functionality, design, style, quality, and manufacturer of the product- perceived by the consumer.

3.2 Variables

The researcher had obtained various demographic variables from the participants like their age, gender, levels of income, education qualification, marital status, family size, and profession from the demographic sheets. The other variables studied by the researcher are given below:

Dependent variable. The buying intentions of the consumer with specific regards to wooden furniture are the dependent variable. It is a binary variable where the consumer would either buy (yes) or not buy (no) the product.

Independent variables. The independent variables are the price, functionality, design, style, quality, and manufacturer of the furniture as perceived by the consumer.

3.3 Operational Definitions

Purchase intention. Purchase intention is a form of decision- making process when buying a particular product from a specific brand (Mirabi, Akbariyeh, & Tahmasebifard, 2015), or a situation that surrounds a consumer when deciding to buy a certain product (Egorova, Grudieva, Morinez, Kube, Santos, Da Costa & Antranikian, 2007).

3.4 Hypotheses

The hypotheses for the study are given below:

1. H1: There is a significant difference between various demographic variables with respect to the factors influencing the buying intention
 - H1a: There is a significant difference between males and females with respect to the factors influencing the buying intention
 - H1b: There is a significant difference between levels of income of the consumer with respect to the factors influencing the buying intention
2. H2: There is a significant difference between various demographic variables with respect to the purchase intention of the consumer

H2a: There is a significant difference between males and females with respect to the purchase intention of the consumer

H2b: There is a significant difference between levels of income of the consumer with respect to the purchase intention of the consumer

3. H3: There is a significant relationship between purchase intention and the factors influencing the buying intention

H3a: There is a significant relationship between purchase intention and price of the product

H3b: There is a significant relationship between purchase intention and quality of the product

H3c: There is a significant relationship between purchase intention and functionality of the product

H3d: There is a significant relationship between purchase intention and style of the product

H3e: There is a significant relationship between purchase intention and design of the product

H3f: There is a significant relationship between purchase intention and manufacturer of the product

4. H4: There is a significant influence of the factors influencing the buying intention on the purchase intention of the consumer

3.5 Instrument Design

The study focused on collecting primary data with the help of a questionnaire from the potential buyers who visit the interior designer stores to understand customer preference and buying behavior in the furniture industry. The questionnaire used is from an existing scale.

3.6 Method of Data Collection

The researcher had used both primary data to get adequate information. Quantitative phase was the source of the primary data. A scale was developed and used to collect the data from the participants. The participants were contacted from the list of customers in the company profile that the researcher was working with. The participants were informed about the study and informed consent was taken from them before they completed the survey. The data collected was stored in an Excel sheet and anything regarding the identifying information of the participant was not entered to secure the anonymity of the participant.

3.7 Sampling Type

The study was conducted by conducting a survey in cities of Bangalore, Cochin, and Coimbatore as they are urban cities with a high demand for the modular furniture product. The convenient sampling method was used to collect data from the 112 sample whose age ranged from 35 to 60 years.

3.8 Statistical Design

The Statistical Package for Social Sciences (SPSS) Version 21 was used for analyze the data. T-test and one-way ANOVA was used to find differences between the various groups based on the variables where appropriate. Correlation statistics was done to understand the relationship between the various factors of buying intention and with the purchase intention. A Linear Regression was done to model the relationship between the factors influencing buying intention and the purchase intention of the customers towards modular furniture.

IV. RESULTS AND DISCUSSIONS

The various results of the research were tested with appropriate statistics and are reported below. The researcher checked the reliability of the instrument used for the study to determine whether the instrument used was reliable enough.

Cronbach's alpha can be considered as a perfectly adequate indication of the internal consistency, and thus of reliability (Sekaran, 2000). The generally agreed upon most acceptable value for Cronbach's alpha is .70. The Cronbach's Alpha of the present 21 item scale is .77 which indicates that the scale is acceptable.

4.1 Analysis of Factors

The following table 4.1 indicates the descriptive statistics of the influencing factors of buying intention.

Table 4.1: Descriptive statistics of the influencing factors of buying intention with regards to purchase intention

	Mean	S.D.	W	Df	Sig.
Price	10.00	1.96	.96	110	.00**
Quality	12.68	2.19	.88	110	.00**
Functionality	12.64	2.53	.85	110	.00**
Style	8.93	2.39	.98	110	.05*
Manufacturer	11.08	2.38	.96	110	.00**
Design	12.03	2.79	.88	110	.00**
Purchase Intention	10.55	2.72	.97	111	.01*

Note. W= Shapiro-Wilk test of normality; ** $p < 0.01$; * $p < 0.05$

Results of Shapiro-Wilk test presented in the table indicate that score of purchase intention are not normally distributed among Price ($W(110) = .96, p > .01$), Quality ($W(110) = .88, p > .01$), Functionality ($W(110) = .85, p > .01$), Style ($W(110) = .98, p > .01$), Manufacturer ($W(110) = .96, p > .01$), Design ($W(110) = .88, p > .01$), and Purchase Intention ($W(111) = .97, p > .05$). Hence the researcher will use a non-parametric test to find the relationship between the influencing factors of buying intention and purchasing intention.

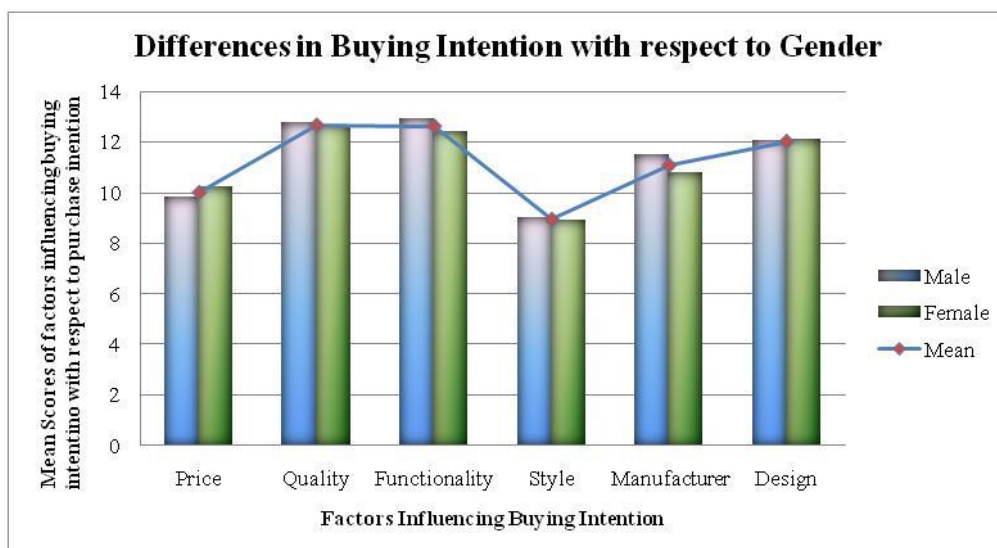
4.2 Analysis to Understand the Distribution of Demographics in the Factors

The following table 4.2 indicates t-test results indicating gender differences with regards to the factors influencing buying intention and the purchase intention. Also, the following figure 4.1 shows a graphical representation of the gender differences with respect to the mean of the factors of buying intention with regards to purchase intention.

Table 4.2: t-test indicating gender differences (Female = 55, Male = 56) with regards to the factors influencing buying intention of the consumer and the purchase intention

	Gender	Mean	S.D.	t	Sig.
Price	Female	9.78	1.76	-1.17	.25
	Male	10.21	2.1		
Quality	Female	12.75	2.20	.29	.77
	Male	12.63	2.19		
Functionality	Female	12.89	2.51	1.04	.30
	Male	12.39	2.55		
Style	Female	8.96	2.45	.16	.88
	Male	8.89	2.35		
Manufacturer	Female	11.44	2.18	1.57	.12
	Male	10.73	2.5		
Design	Female	12.02	2.59	-.07	.95
	Male	12.05	2.99		
Purchase Intention	Female	10.40	2.65	-.61	.55
	Male	10.71	2.80		

Figure 4.1: Gender differences with respect to the mean of the factors of buying intention with regards to purchase intention

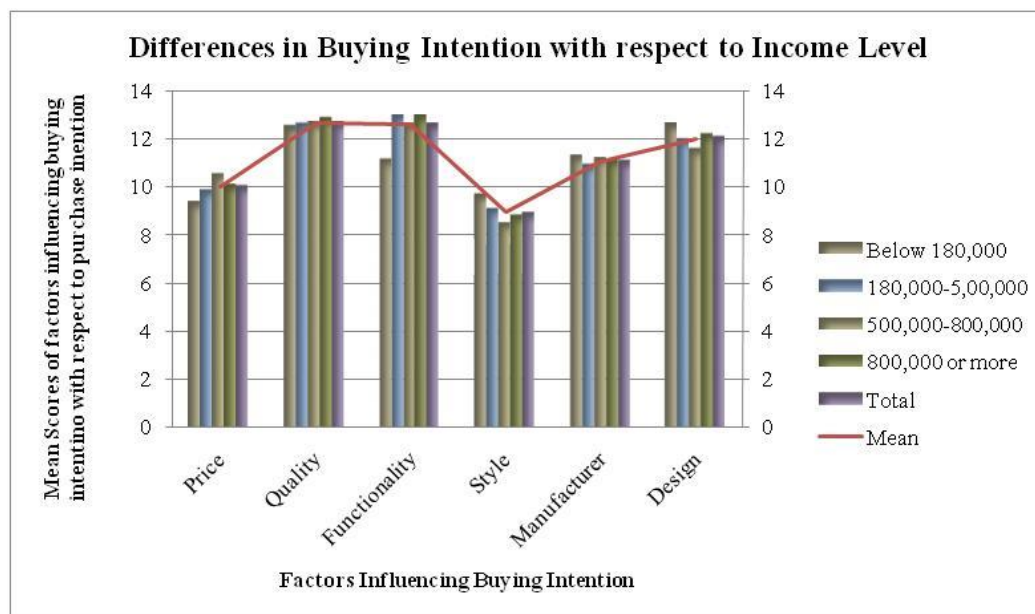


The hypothesis H1 that there is a significant difference between various demographic variables with respect to the factors influencing the buying intention is checked with the statistics. There is no statistically significant difference between females ($M = 9.78$, $SD = 1.76$) and males ($M = 10.21$, $SD = 2.1$) with regards to the price of the product, $t(109) = -1.17$, $p > .05$. There is no statistically significant difference between females ($M = 12.75$, $SD = 2.20$) and males ($M = 12.63$, $SD = 2.19$) with regards to the quality of the product, $t(109) = .29$, $p > .05$. There is no statistically significant difference between females ($M = 12.89$, $SD = 12.39$) and males ($M = 12.39$, $SD = 2.55$) with regards to the functionality, $t(109) = 1.04$, $p > .05$. There is no statistically significant difference between females ($M = 8.96$, $SD = 2.45$) and males ($M = 8.89$, $SD = 2.5$) with regards to the style, $t(109) = .16$, $p > .05$. There is no statistically significant difference between females ($M = 11.44$, $SD = 2.18$) and males ($M = 10.73$, $SD = 2.5$) with regards to the manufacturer, $t(109) = 1.57$, $p > .05$. There is no statistically significant difference between females ($M = 12.02$, $SD = 2.59$) and males ($M = 12.05$, $SD = 2.99$) with regards to the design of the product, $t(109) = -.07$, $p > .05$. The results indicate that the hypothesis H1a that there is a significant difference between males and females with respect to the factors influencing the buying intention, is rejected.

There is also no statistically significant difference between females ($M = 10.40$, $SD = 2.65$) and males ($M = 10.71$, $SD = 2.80$) with regards to the purchase intention, $t(109) = -.61$, $p > .05$. Hence hypothesis H2a that there is a significant difference between males and females with respect to the purchase intention of the consumer, is rejected.

The following table 4.3 indicates ANOVA results in the factors influencing the buying intention of the consumer among different level of income of the consumer. Also the following figure 4.2 shows the graphical representation of the differences among the income levels with respect to the factors influencing buying intention and the mean of factors influencing buying intention with respect to the purchase intention.

Figure 4.2: Differences among the income levels with respect to the factors influencing buying intention and the mean of factors influencing buying intention with respect to the purchase intention



The table indicates There is no statistically significant difference in perception of price among the different levels of income, $F(3, 107) = 1.29, p > .05$. There is no statistically significant difference in perception of quality among the different levels of income, $F(3, 107) = .07, p > .05$. There is no statistically significant difference in perception of functionality among the different levels of income, $F(3, 107) = 2.22, p > .05$. There is no statistically significant difference in perception of style among the different levels of income, $F(3, 107) = .44, p > .05$. There is no statistically significant difference in perception of manufacturer among the different levels of income, $F(3, 107) = .94, p > .05$. There is no statistically significant difference in perception of design among the different levels of income, $F(3, 107) = .69, p > .05$. The results indicate that the hypothesis H1b that there is a significant difference between levels of income of the consumer with respect to the factors influencing the buying intention, is rejected.

Table 4.3: ANOVA table indicating the factors influencing the buying intention of the consumer among different levels of income of the consumer

Factors influencing buying intention	Income level	N	Mean	S. D.	F	Sig.
Price	Below 180,000	15	9.33	1.68	1.29	.28
	180,000-5,00,000	34	9.82	2.04		
	500,000-800,000	25	10.52	1.92		
	800,000 or more	37	10.08	1.99		
	Total	111	10.00	1.96		
Quality	Below 180,000	15	12.53	2.03	.07	.97
	180,000-500,000	34	12.62	2.07		
	500,000-800,000	25	12.68	2.15		
	800,000 or more	37	12.81	2.44		
	Total	111	12.68	2.19		
Functionality	Below 180,000	15	11.13	2.79	2.22	.09
	180,000-500,000	34	12.94	2.58		
	500,000-800,000	25	12.64	2.46		
	800,000 or more	37	12.97	2.28		
	Total	111	12.64	2.53		
Style	Below 180,000	15	9.67	2.85	.91	.44
	180,000-500,000	34	9.09	2.18		
	500,000-800,000	25	8.44	2.39		
	800,000 or more	37	8.81	2.38		
	Total	111	8.93	2.39		
Manufacturer	Below 180,000	15	11.27	2.52	.13	.94
	180,000-500,000	34	10.88	1.90		
	500,000-800,000	25	11.20	2.77		
	800,000 or more	37	11.11	2.51		
	Total	111	11.08	2.38		
Design	Below 180,000	15	12.60	2.44	.48	.69
	180,000-500,000	34	11.97	2.94		
	500,000-800,000	25	11.56	2.99		
	800,000 or more	37	12.19	2.71		
	Total	111	12.04	2.79		
Purchase Intention	Below 1,80,000	15	10.33	2.74	1.31	.28
	180000-500000	34	9.88	2.96		
	500000-800000	25	11.16	2.81		
	800000 or more	37	10.86	2.36		
	Total	111	10.56	2.72		

The hypothesis H2 that there is a significant difference between various demographic variables with respect to the purchase intention of the consumer, is tested. The table indicates that there is no statistically significant difference in purchase intention of

the consumer among the different levels of income, $F(3, 107) = 1.31, p > .05$. The hypothesis H2b that there is a significant difference between levels of income of the consumer with respect to the purchase intention of the consumer, is rejected.

4.3 Analysis of the Relationship among the Factors

The following table 4.4 shows the results of the Spearman's Correlation between the different influencing factors of buying intention and the purchase intention. The hypothesis H3 that there is a significant relationship between purchase intention and the factors influencing the buying intention is tested below.

Table 4.4: Spearman's Correlation between the different influencing factors of buying intention and the purchase intention

	Price	Quality	Functionality	Style	Manufacturer	Design
Price	1					
Quality	.27**	1				
Functionality	.18	.40**	1			
Style	.11	.08	.01	1		
Manufacturer	.23*	.46**	.34**	.16	1	
Design	.27**	.42**	.33**	.25**	.57**	1
Purchase Intention	.24*	.21*	.18	.07	.24*	.44**

** $p < 0.01$; * $p < 0.05$

With regards to Objective 1 of the study, the following hypotheses were tested using the Spearman's correlation test and the result is shown in the above table. Since the data is not normally distributed, the non-parametric test Spearman's rho was conducted to analyze the correlation between the influencing factors of buying intention and the purchase intention. Spearman's Correlation between Purchase Intention and Price is found to be significant at $r_s = .24, p < .05$. Hence hypothesis H3a that there is a significant relationship between the purchase intention and price of the product, is accepted. Spearman's Correlation between Purchase Intention and Quality is found to be significant at $r_s = .21, p < .05$. Hence hypothesis H3b that there is a significant relationship between purchase intention and the quality of the product, is accepted. Spearman's Correlation between Purchase Intention and Functionality is found to be insignificant at $r_s = .18, p > .05$. Hence hypothesis H3c that there is a significant relationship between purchase intention and functionality of the product, is rejected. Spearman's Correlation between Purchase Intention and Style is found to be insignificant at $r_s = .07, p > .05$. Hence hypothesis H3d that there is a significant relationship between purchase intention and style of the product, is rejected. Spearman's Correlation between Purchase Intention and Design is found to be significant at $r_s = .44, p < .01$. Hence hypothesis H3e that there is a significant relationship between the purchase intention and design of the product, is accepted. Spearman's Correlation between Purchase Intention and Manufacturer is found to be significant at $r_s = .24, p < .05$. Hence hypothesis H3f that there is a significant relationship between purchase intention and manufacturer of the product, is accepted.

4.4 Regression Analysis

The following table 4.5 indicates the linear regression between the influencing factors of buying intention and the purchasing intention. The R^2 in the model indicates that 25.5% of the changes in the Purchase Intention can be explained by changes in the influencing factors of buying intention namely Price, Quality, Functionality, Style, Manufacturer, and Design. Adjusted R^2 which indicates the generalizability of the results to the population is .21. The ANOVA results indicate that the model is statistically significant, $F(6, 104) = 5.92, p < .01$. Hence hypothesis H4 that there is a significant influence of the factors influencing the

buying intention on the purchase intention of the consumer, is accepted. The Standardised Coefficient β ($t=2.14$) is significant at $p<.05$ indicates that the independent variable is a good predictor of the dependent variable.

Table 4.5 Regression table indicating the Linear relationship between the influencing factors of buying intention and the purchase intention

Predictors	R^2	F	β	t	Sig.
(Constant)	.255	5.92**		2.14	.04*
Price			.15	1.62	.11
Quality			-.05	-.48	.64
Functionality			.05	.45	.66
Style			-.04	-.49	.62
Manufacturer			.01	.04	.97
Design			.45	3.84	.00

Note. ** $p<0.01$; * $p<0.05$

4.5 Discussion

The results of the study show that there is a positive relationship between Purchase Intention and Price, Quality, and Functionality. Price is one of the most significant factors regarding by customers when making furniture purchasing according to the author's study. The furniture industry has a wide range of customers from low income to high income. Consequently, set up multiple price range of furniture products is recommended to retailers in order to respond to diverse customers' needs. In relation to the prior product section, manufacturing furniture inset can also reduce cost with an economy of scale due to mass production. Thus, a lower price can be set by the retailers (Chaipornmetta, 2010; Thanyamon, 2012). Furthermore, Price has been found to have a direct relation to consumer preference of home furnishings goods (Burnsed, 2009; Drlickova, Kusa, Palus, Supin, Zauskova, & Jelacic, 1999; Ozanne & Smith, 1996). Although previous studies have recognized price as one of the main factors that consumers use in the assessment criteria of home furnishings case goods, it has not been found to be the most significant attribute (Burnsed, 2009; Drlickova, et al., 1999; Ozanne & Smith, 1996; Wang, Shi, & Chan-Halbrendt, 2004). Instead, past research has identified design/style, color to be the most significant attribute (Wang, Shi, & Chan-Halbrendt, 2004). Finally, Pricing has played a vital role in consumer purchasing behavior and decision-making process (Pandey & Dixit, 2011; Theodosiou, 2000). For international markets, pricing is one of the most vital fundamentals of marketing product mix, generates cash and determines a company's survival (Yaprak & Solberg, 2001).

Karki (2000) have studied on species, furniture type, and market factors influencing furniture sales in southern Germany revealed that design was the most influencing factor for purchase decision followed by price, green attributes, finishing of product and quality. In Germany design of the furniture, species, and pro-environmental aspects were most influencing factors of purchase. Quality of the product was associated with "superiority, refinement, and excellence and included in several assessment standard sets of products" (Destiny, 2012; Goldsmith, Kim, Flynn, & Kim, 2005) and services.

In literature, the issue of how the service quality should be measured has been discussed by Yoo and colleagues (2010). The prior studies suggest that quality is not perceived as a one-dimensional concept by the customer. But also there is no agreement about how to access the service quality (Tong & Hawley, 2009). Furthermore, quality is a significant standard to consider buying a perfect furniture piece. The value of product relies on the skills. The products made by skillful labor not only will result in the stylish-neat products but also their durability (Rust, Danaher, & Varki, 2000). Finally, for home furnishings case goods, the

perceived quality assessment criteria consists of external surface construction, type of wood, types of construction joints, and overall construction details (Brinberg, Bumgardner, & Daniloski, 2007).

However, Samanta (2013) found that costumers' intention to buy household furniture was driven to buy the brand image and the major reference group. The most significant feature was seen to be the functional need which had a major positive effect on the purchase intention, followed by the effect on the size, quality, ease of cleaning, lifelong durability, matching with other items, ease of maintenance, comfort, design, price, material, and color. However, the brand was also seen as an important product characteristic that had a growing effect on "home decoration purchase intention, design, quality, price, discount or scheme, and packaging."

Taghizadeh and Fesghandis (2011) found that the customers taste changes with a change in demand of the product, and with new competitors in the market to supply the product. Manufacturers need to upgrade themselves with new technologies, improve the style and shape of the product to meet the desires and demands of the customers. It was seen in the study by Oblak, Barčič, Klarić, Kuzman, and Grošelj (2016), while Slovenia considered the following factors in the order of priority of purchase of furniture as the quality of the item, the cost, after-sales services, and finally payment facilities, Croatia considered a different priority level as the cost of the product was followed by payment facilities, and finally, the quality of the product. Hence, there would be cultural differences in the priority in the influencing factors of buying intention while purchasing furniture.

It was found in a study about the awareness level of customers towards branded furniture, the major variables affecting the buying of branded furniture were a variety of furniture, price, and quality while comfortable, the durability of furniture and availability were not considered by the customers for the buying of branded furniture (Dodiya, 2015). The satisfaction level of customers towards branded furniture has been affected by demographic factors like age, educational, marital status and monthly income. Though, genders of the customers have no influence on their satisfaction level towards branded furniture.

Durability and functionality are exceptionally significant in the case of price-sensitive customers (Bednárík & Kováts, 2010). They found that in proportion to importance averages, the above factors are closely followed by aesthetics and design. Fashionableness was found to be a moderately important factor. The survey was done by Mohamed and Yi (2008) uncovered that quality, plan, and cost of the wooden household furniture matters to all customers. Area of the retail outlet is the main store-related quality saw essential by the shoppers. Also, there exist exceedingly critical contrasts in the apparent significance of the traits by statistic factors which are valuable while elevating wooden family unit furniture to explicit sections of the populace.

V. SUMMARY AND CONCLUSIONS

The present study looked into the various factors of buying intention and its relationship with the purchase intention, and to understand the chances of the consumer's purchase intention of furniture based on the factors of buying intention. The data collected from 112 samples were analyzed. It was noticed that there was no statistically significant difference between females and males with regards to the various factors of buying intention namely price of the product, quality, functionality, style, the manufacturer, and the design of the product. Among the various factors, males and females had higher mean scores on quality and functionality, followed by design, and the price and finally style. It was understood that there is no statistically significant difference in the perception of price, quality, functionality, style, manufacturer, and design among the different levels of income. It was seen that there was no statistically significant difference between females and males with regards to the purchase intention and no statistically significant difference in purchase intention of the consumer among the different levels of income. It was understood that there was a significant relationship between purchase intention and price, and the quality of the product. However, there was no significant relationship between purchase intention and functionality and style. The regression model depicting the relationship between the factors influencing the buying intention and purchase intention was found to be significant. 25.5% of the changes in the Purchase Intention can be explained by changes in the influencing factors of buying intention namely Price, Quality, Functionality, Style, Manufacturer, and Design.

Consumers in India mostly stimulated to purchase furniture due to design, followed by quality, price, and manufacturer. These findings could help furniture companies to set the marketing strategies. The future research can focus on more factors influencing purchase intention. Urban population was focused in the present study, and so future research needs to focus on their decision making processes of customers residing in rural setting and research into the kind of furniture that they purchase. Future research can also do a qualitative design to understand the reasons behind the purchase intention.

The researcher focused on only six factors influencing purchase intention and could have added more to it. Urban population was focused in the present study, and so the research cannot be generalised into the rural settings. A qualitative design could have been used to understand the reasons behind the purchase intention.

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