FACTORS AFFECTING CUSTOMER SATISFACTION AND LOYALTY INTENTION OF HOME DECORATIVE PRODUCTS

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ABSTRACT

The home decorative market has been competitive globally, as it covers a wide range of products. It makes the researcher would like to understand more about the industry. A vague understanding of customer attitudes and habits causes the business to struggle, and this incident may cause the company to withdraw from the market. Therefore, the researcher would like to conduct the research and determine what variables will affect the customer's satisfaction and loyalty intention of home decorative products.

This research has 3 main objectives: to study the vital influential drivers of customer intention that lead to customer satisfaction on home decorative products, to explore the significant barriers of consumer intention, and to investigate the potential of consumers' loyalty toward home decorative products.

In order to obtain the results, this research uses the quantitative research method. The researcher uses the population sample who has bought home decorative products within 1 year to know and measure customer satisfaction and loyalty. It also ensures that the respondents who the researcher collects data from have experience with home decorative products and providing useful information.

The finding shows that there are 3 variables affecting home decorative products' satisfaction: perceived quality, salesperson, and product design. Lastly, perceived quality, salesperson, product design, and customer satisfaction positively influence loyalty intention.

KEY WORDS: Satisfaction / Loyalty Intention / Home Decorative Product

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CHAPTER I
INTRODUCTION

1.1 Background

Home decor is a way of decorating houses with various furnishings and accessories that make it look more appealing. The global home market is estimated at $ 616.6 billion in 2019 and is expected to reach $ 838.6 billion by 2027. A 3.9% CAGR was expected to be recorded from 2020 to 2027. (Kadam, 2020). In developed countries such as North America and Europe home decor products' demand has been relatively high. In contrast, consumer demand in emerging countries such as South America and Asia is anticipating to be increased at a steady pace as almost everyone wants a well-decorated home that can represent themselves in different ways.

Furthermore, customers, especially Millennials, more state that they would like to purchase products from brands that include design and sustainability (White, 2019). The rise in environmental awareness among consumers has shifted their preference toward eco-friendly home decor products, a significant growth factor of the global market. According to Grand View Research (2019), furniture was the most significant product segment in the home decor market, representing 51.1% of the total revenue. Moving trends towards the selection of eco-friendly products have expanded the usage of products in several areas of the house such as, bedrooms, bathrooms, and others (Wood, 2019). Many raw materials used for making furniture like plastic, metal, leather, glass, etc., have increased share in the market.

The Asia Pacific countries are observing the significant growth of the real estate sector, meaning there are several developments of new houses and buildings. The rise of new condominiums in Bangkok continued in 2019 due to the development of the urban area and the increased public transport coverage. Thailand is one of the furniture production centers. According to Statista, the revenue in the furniture and homeware segment is about $160 million in 2020. The primary home decor vendors in Thailand include IKEA, Boonthavorn, Thai Watsadu, Homeworks, etc. The demand for environmentally

friendly products is expected to enter the furniture market. Eco indicates the responsibility to protect both people and the environment. The furniture is available in numerous materials such as wood, metal, rattan, bamboo, etc. With the growing awareness about the concern of eco-friendly and the negative impact of plastic pollution on the environment, it is expected that the use of recycled plastic materials will increase in the plastic furniture market. The synthetic materials substituted for wood are becoming popular because they are wood-alike, efficient cleaning, convenience to use, and easy to install. Moreover, there are several market growth attributes factors such as affordable price, adaptability, persistence, low or no maintenance, resistance to corrosion, resistance to termites and bugs, eco-friendly, and weather endurance.

Home decoration can represent the owner's personality and be considered one of the reasons to purchase products. A few prior researchers have explored the topics of consumer behavior and the home furniture industry in Thailand. Nevertheless, most of the study focuses on the factors that influence buying furniture in different product segments or population areas. The past research focused on the main furniture, such as table, chair, sofa, bed, and cupboard. The lack of a study on factors affecting customer satisfaction when using the product, such as decorated furniture (moulding, wall decoration materials, counter doors, and doors), is the knowledge gap that can be further studied.

1.2 Statement of the problem

Throughout the decades, running a home decorative business has been competitive globally. Consumers have various choices and options to choose from. Most consumers today are more knowledgeable, more informed, more demanding, more discerning than before. Businesses then must present new products or services for consumer satisfaction. Currently, I am working in a home decorative manufacturer company. It gives me a chance to get to know people in this field. At present, industrial business competition causes companies to be aware of quality, price, customer services, and a variety of products to meet the customer's needs. It enables companies to maintain a customer base and be able to expand. A vague understanding of customer attitudes and habits causes the business to struggle, and this incident may cause the corporation to withdraw from the market.

1.3 Research Objective

The knowledge of consumer behavior is crucial to improve customer satisfaction and succeed in the furniture business. Hence, my research objective is to study the vital influential drivers of customer intention that lead to customer satisfaction on home decorative products, explore the significant barriers of consumer intention, and investigate the potential of consumers' loyalty toward home decorative products.

CHAPTER II
LITERATURE REVIEW

The following section will focus on a few keywords, which are home decoration, furniture, salesperson, product designs, price, perceived quality, customer satisfaction, and loyalty intention.

2.1 Home decoration

Global home decor market segments into home textile, floor covering, and furniture (Kadam, 2020). Furniture designs can be modified through machine-based processes and handcrafting, including home accessories. Home textiles include several products such as living room, bath, bed, kitchen & dining textiles, etc. Floor coverings, including wood & laminate, carpets, vinyl & rubber, and others, were the leading segments that have the highest shares in the global market.

Current awareness of home decor originating in 19th-century homes has become an identity and status indicator (Pomeltsova, 2017). According to Bourdieu (1984), there is a positive relationship between the likelihood of expressing aesthetic aspirations for one's home and social class. In modern society, the class structure and individual personality may not be fixed anymore, identity creating through home decorating has become a means to develop and show individuality. The interior of the home normally represents the story of people who live there. Bennett et al. 's (1999) state the most interesting results by gender, with women highlighting functional, daily purposes, and men seeking status purposes such as owning a unique home. Home decoration is a broad topic, and most of the time, a manufacturer is specialized in one or some particular areas of decoration. In this research, home decoration described how home decorating, maintenance, and improvement internally. The purposes of home decoration are beauty, expressiveness, and function. Home decoration has to be nice, express owner personality, and function well.

2.2 Furniture

The Furniture or Home Furnishings Industry consists of businesses that produce and sell textiles, furniture, and associated goods (Value line, 2020). Standard products are desks and tables, chairs, cabinets and closets, beds, sofas, and kitchens. All kinds of furniture are manufactured from various materials (such as plastic, wood, textiles, metal, stones, etc.) and have a variety of designs (Cordella and Hidalgo, 2016).

Knowing how customers use furniture to shape individualities would require evaluating the combined impacts of status, age, gender, sexuality, family structure, and geographic area upon furniture consumption. (Leslie and Reimer, 2003). This research definition of furniture will focus on home decorating furniture which ismoulding, wall decoration, counter doors, and doors.

2.3 Salesperson

According to the Cambridge dictionary, a salesperson is a person who sells goods in a store or directly to clients by visiting or phoning potential clients. Hartline and Jones (1996) observed that customer satisfaction with salespeople has affected customer perceptions of quality and word-of-mouth intentions. Further indication proposes that rude or ignorant sellers lead to dissatisfied customers who are likely to turn into other brands. (Keaveney, 1995). Consumer satisfaction is affected not only through product evaluation and information but also through indirect influence such as interaction with the salesperson. It is not related to product performance. Home decorative products are the products that somehow the customer needs to know about installing or need a recommendation about decoration style. The salesperson helps customers obtain product information, positive guidelines about what should be expected, use of the product, and even problem-solving. The successful salesperson often tailors his presentation according to the customer needs, which increases overall customer satisfaction.

Salesperson support and sale strategies help create a perception of customer trust or distrust (Kennedy, M. S. et al., 2001). Product and market knowledge is often considered an essential criterion in determining customer satisfaction with salespeople. Holden (1990) explained that salesperson product expertise positively correlates to both the trust of the salesperson and the firm. The quality of the salesperson's communication

impacts the product's satisfaction as a salesperson usually represents the brand. Thai people are considered to be collectivists, so most of the time; they typically purchase the product because of good relationships. Therefore, salesperson behaviors should engage in increasing customer satisfaction and avoid activities that might lead to dissatisfaction. For example, a salesperson should offer a range of alternatives and has the expertise to assist the customers.

Not only business to end customers, but salespeople is also a critical factor in trust development for the business to business sector (Swan, J. E, et al., 1999). In this research, salespeople include salespeople who deal with both B2C and B2B customers. Also, the salesperson definition includes a PC or personal consultant who sells products in retail stores. When the customers feel that the salesperson has been fair in the offer, which is associated with ethical sales behavior will make them more satisfied. The repeated interaction between salespeople and customers also helps boost customer trust and satisfaction. Salespersons should be consistent, honest, responsible, and helpful. Salespersons who have this trait can maintain a good relationship with the customers.

2.4 Product Designs

Veryzer (1995) said that designing the right products not only improves operational qualifications for consumers but also has to satisfy customers' value. However, there still needs to be an equal focus as long-term satisfaction, and repeat usage will occur when the product fulfills the needs of customers. Page and Herr (2002) stated that product design is divided into product functions, human factors, and external appearance of the product. The studies functional design features note that the parts of a particular product may offer consumers ease of use, simple structure, and multi-purposes. Human factor design, including comfort, easy operation, and safety. The external design feature refers to the use of innovation to attract consumer purchases through its exterior features.

In the current highly competitive market, customer-oriented design is one of great concern to most companies. The aesthetic quality of products is a critical factor in achieving higher customer satisfaction. As the customers may have different needs, tastes, dreams, aspirations, and budgets, the customers will always want well-presented products with functionality yet aesthetically designed to match their style and preferences. Synthetic

materials that have a similar style to the original wood are readily accepted by customers who are concerned about eco-friendly. Since there are similar products in the market, the external appearance, or the design of the products becomes an essential factor. If provided an option between two products identical in price and function, customers will purchase the one they think more attractive (Kotler and Rath, 1984).

Moreover, changing lifestyles and growing household income have led to an increasing number of customers interested in design items. Many of them would like to use home decorative products to express their sense of identity. Most customers also consider simple designs that make the room comfortable and keep them in fashion for a long time. The products should join good design and useful functions with excellent quality and safety at an affordable price (Demirbilek and Sener, 2003). In the home decor market, product design plays an important role. The evaluation of the aesthetic is subjective and individualistic. The customers will select the brand with products that satisfy them and come in various styles such as antique, modern, etc. based on their preferences.

2.5 Price

The price is often used as a cue in their expectations of the product or service performance (Han and Ryu, 2009). Many qualitative studies conclude that there seems to be a positive relationship between price and perceptions of quality for some products and within particular price ranges (Rao and Monroe, 1989). Price also represents a vital role in rising demand, drawing customers, and developing brand loyalty.

Price represents a vital role in building consumer awareness about products, drawing customers, rising demand, and developing brand loyalty. Pricing strategy is one of the essential features of a business. It is not easy to create and set the right price. The study reveals that when customers judge the value of a product, they weigh the price they spend. (Zeithaml, 1988). In deciding the satisfaction level, the rational consumer behavior pattern shows that consumers will have a higher level of satisfaction if they receive higher products or services when compared to the price they spend. Consumers who believe that goods or services they receive equal to their pay will be less satisfying. However, this group satisfaction is still higher than the satisfactions of consumers who

believe that goods or services they receive are lower than the price them spending (Akhter, 2009).

Buyers expect to be loyal and satisfied when products are priced fairly. The price does not have to be significantly low or high, but it has to be reasonable and in line with the value the product can provide to the customers. When customers believe that prices are affordable, they tend to have positive opinions of the product, company, and brand. Moreover, for home decorative products, sometimes the buyer and the end-user are not the same people. Some homeowners give the budget to the constructors instead of choosing by themselves. This situation becomes another challenge of the company when considering the price setting.

2.6 Perceived quality

According to Alhaddad (2005), perceived quality gives value to a brand in many ways. High quality offers customers an excellent reason to purchase the brand. It enables the brand to differentiate itself from competitors, charge a premium price, and have power for the brand extension. Perceived quality reflects product quality and service dimensions (Samudro, A. et al., 2020). Martensen et al. (2000) stated that perceived quality is one of the main drivers of customer satisfaction and customer retention. Even though there are many explanations of several researchers, all of the reports have a shared similar meaning that perceived product quality refers to customers' perceptions of a particular consumption compared to the actual quality. Product quality refers to the product's real technical excellence, which can be measured and inspected (Modig and Rosengren, 2014). The perceived product quality of synthetic materials substituted for wood is durability, low or no maintenance, resistance to corrosion, resistance to termites and bugs, eco-friendly, weather endurance, etc. For the service dimension, Parasuraman et al. (1988) defined service quality as "An overall assessment of a specific service company offer compared to general expectations of customers that companies in the industry should work"

These are intrinsic cues and extrinsic cues. The intrinsic cue involves the physical aspects of the product, such as color, size, and design. However, consumers are often unable to use intrinsic cues in their decisions. Therefore, people usually judge quality based on extrinsic cues that are obvious such as price, manufacturer's image, retail store image, brand image, also the country of origin (Schiffman&Kanuk, 2000).

In recent years, service quality and product quality are equally important. Customers have some perception of products and services quality, values, and styles before they buy. Perceive quality is different among customers as well as product quality varies among the manufacturers. It combines customer expectations and experiences, so customers usually buy the product or service they think is suitable.

2.7 Customer Satisfaction

The contribution of satisfaction to loyalty has been widely studied in the literature (Agustin and Singh, 2005). A satisfied customer will become a loyal customer if a high level of trust exists (Akbari et al., 2019). Customer satisfaction is typically conceptualized as an evaluation of post-purchase perceptions made related to pre-purchase expectations (Forsythe, 2012). The post-purchase evaluation shows customer satisfaction with products or services, whether it meets, exceeds, or falls below the initial expectations. Identifying these three types of customers is beneficial to the business because the incentives for repeat purchases are different for each category. Dissatisfied customers tend to look for other alternatives. Merely satisfied customers tend to remain and switch to other options when there is a more special value offer. Delight customers are more likely loyal. Moreover, it is also possible for customers to be loyal, even though they are not fully satisfied due to limited choice. However, there is also the case that customers are highly satisfied but not loyal because there are many alternatives. Nevertheless, in this research, it is expected to depend on the salesperson, product design, price, and perceived quality.

Customer satisfaction from a broad perspective is seen as "The most important way to carry out important and sustainable marketing performance" (Piercy, 1995). Many research findings on customer satisfaction state that it has a profound impact on brand loyalty and repeat purchase behavior, leading to long-term business profits (Awan & Rehman, 2014). Mittal and Kamakura (2001) also argued that repurchase behavior should be linked to satisfaction. "High level of satisfaction, together with customer support, creates a committed emotional attachment" (Jalilvandet al., 2017). It can be viewed as a tool to improve the company's revenue because satisfied customers are more likely to

repurchase. Also, the cost of retaining existing customers is less than the cost of finding new customers

2.8 Loyalty Intention

Loyalty occurs when consumers purchase a particular brand without contemplating the alternatives (Wilbanks, 2005). The concept of loyalty is fundamental because it allows businesses to have good performance and benefits. The two primary forms of loyalty are attitudinal and behavioral loyalty will be used in this study (Dick and Basu, 1994). According to Oliver (1999), loyalty has four phases: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. Cognitive loyalty is a state that customers feel one brand is preferable when compared to alternatives. In the second phase, affective loyalty is the attitude toward the brand that has evolved based on cumulatively satisfying from usage. The next phase is the conative or behavioral intention stage. Last is action loyalty by which intentions convert to actions.

According to Shafei and Tabaa (2016), behavioral loyalty occurs when consumers repeatedly buy products or services without necessarily having a good attitude towards the brand. However, attitudinal loyalty is the consumer satisfaction for the brand in the psychological process, including a commitment toward the brand. It is about recommending products to others, repurchasing intention, and tolerancing on price. Loyalty occurs when the quality of the product or service is well considered. Experience has delivered satisfaction and persists until after negative experience or post-purchase evaluation gives enough reason to stop being loyal (Selnes, 1993).

The home decorative products industry is quite competitive. Loyalty is what every company would like its customers to have. It is because when customers rebuy a favored product consistency in the future despite the situational and marketing influence, it means the company will have more revenue with less additional expenses. There will be fewer switching behavior if consumers are satisfied with the company's services and products. Customers who have loyalty intention tend to spread positive word of mouth, price-insensitive, and less complaint.
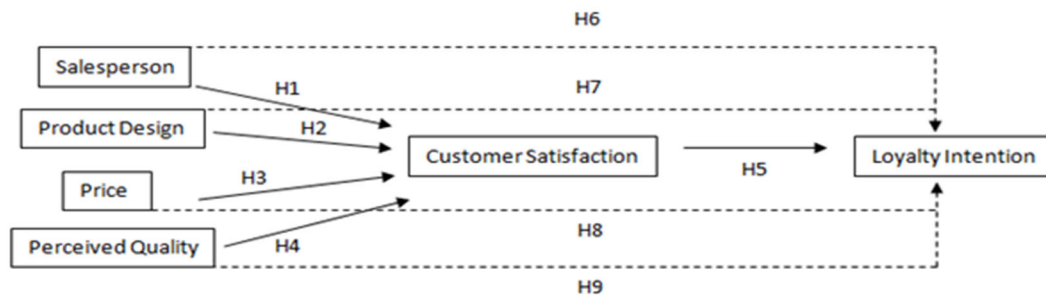
Figure 2.1 Conceptual Framework

The conceptual framework could be drawn as a picture. This framework seeks to understand better customers' needs to satisfy the best and lead to loyalty intention. Referring to the mentioned factors, customer satisfaction, and customer loyalty intention could be dependent variables, whereas salespersons, product design, price, and perceived quality are independent variables. The previous research indicated that these variables are related. The following study expects positive relationships between salespersons, product design, price, perceived quality, and satisfaction. More precisely, the research expects satisfaction to be affected by salespersons, product design, price, and perceived quality and will lead to loyalty intention.

Assumed and given the set of research questions, five hypotheses are developed for every scenario:

H1: Salespeople have a positive influence on customer satisfaction.

H2: Product design has a positive influence toward customer satisfaction.

H3: Price has a positive influence toward customer satisfaction.

H4: Perceived quality has a positive influence toward customer satisfaction.

H5: Customer satisfaction has a significant positive effect on brand loyalty.

H6: Salespeople have a positive influence on brand loyalty.

H7: Product design has a positive influence toward brand loyalty.

H8: Price has a positive influence toward brand loyalty.

H9: Perceived quality has a positive influence toward brand loyalty.

2.9 Benefit of the Study

The result of the research is to confirm the proposed relationship between the variables. In the end, I expect the benefit of the study as follows:

1. Enables manufacturers and retailers of the furniture industry in Thailand to know what influences customer satisfaction and leads to loyalty?

2. Enables manufacturers and retailers of the furniture industry in Thailand to apply the information with their company strategy to match the market needs.

3. Enables companies to improve customer satisfaction effectively.

CHAPTER III
MATERIALS AND METHODS

3.1 Data Collection

In order to explore the factors affecting customer satisfaction and loyalty intention of home decorative products, a quantitative method approach is used to fulfill the purpose of this study. Collect data from 400 Thais, who have bought home decorative products (moulding, wall decoration materials, counter doors, and doors) within one year. The number comes from Cochran's Sample Size Formula. The information is collected by using an online survey (quantitative). Respondents will be asked questions about the salesperson, product design, price, perceived quality, and other factors affecting satisfaction and loyalty intention, and demographic information to help verify the hypothesis and explain the following questions.

1. What are the vital factors of consumer intention to repurchase home decorative products in Thailand?

2. What are the major factors to increase consumer satisfaction and intention to purchase home decorative products in Thailand?

3. Is there any potential that consumers will have loyalty intentions toward home decorative products?

The online survey is to broaden the study and enhance the generalization of the result. It helps to provide a summary of all the details and figure out the factors that affect customer satisfaction and loyalty intention. The researcher will recruit the respondents from various backgrounds (age, gender, education level, income level, careers) but limited only Thai nationality to diversify the answer.

The questionnaire structure consists of seven sections.

1. Background: these questions covered respondents' personal information such as gender, age, income, etc. including screening questions.

2. Salesperson: measure the effect of the salesperson on customer satisfaction.

3. Product design: identify the subsequence effect of product design toward satisfaction.

4. Price: consider the impact of price on satisfaction.

5. Perceived quality: measure the customer's view on the quality of the products and satisfaction.

6. Customer satisfaction: after purchasing the products, what level of customer satisfaction is achieved?

7. Loyalty intention: include both behavioral and attitudinal loyalty aspects.

CHAPTER IV
RESULTS

4.1 Frequency

      The study is divided into 2 parts which are respondents' profile and consumer behaviors. Profile consists of different types of personal information which are gender, age, marital status, household member, monthly household income, house type, education, and occupation. Consumer behavior consists of buying information which are product types, buyer types, and places to buy

Table 4.1 Product, Buyer, and Place

Buying Information		Frequency	Percent	Valid Percent	Cumulative Percent
Product	Moulding	144	35.7	35.7	35.7
	Wall decoration	43	10.7	10.7	46.4
	Counter doors	87	21.6	21.6	68.0
	Doors	129	32.0	32.0	100.0
	Total	403	100.0	100.0	
Buyer	Yes	333	82.6	82.6	82.6
	No	70	17.4	17.4	100.0
	Total	403	100.0	100.0	
Place	Manufactured	106	26.3	26.3	26.3
	Dealers	107	26.6	26.6	52.9
	Retailers	190	47.1	47.1	100.0
	Total	403	100.0	100.0	

      According to the table 4.1, this study has a record of 403 respondents. The home decorative products that they have bought are moulding (35.7%), doors (32%), counter doors (21.6%), and wall decoration (10.7%) respectively and majority of the

buyers (82.6%) are the real users who buy the product and use it for themselves. Consumers usually buy the products from retailers (47.1%) rather than dealers (26.6%) and manufacturers (26.3%).

Table 4.2 Gender and Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	195	48.4	48.4	48.4
	Female	208	51.6	51.6	100.0
	Total	403	100.0	100.0	
Age	21-30 yo.	75	18.6	18.6	18.6
	31-40 yo.	148	36.7	36.7	55.3
	41-50 yo.	108	26.8	26.8	82.1
	51-60 yo.	52	12.9	12.9	95.0
	61 yo. and above	20	5.0	5.0	100.0
	Total	403	100.0	100.0	

In the study, we included 5 different age groups which are "21-30", "31-40", "41-50", "51-60" and "61 and above". From 403 questionnaires, the majority of the respondents fall into 31-40 age group (36.7%) followed by the 41-50 age group (26.8%), the 21-30 age group (18.6%), the 51-60 age group (12.9%) and the 61 and above (5%) respectively. A total 208 respondents are female (51.6%) while 195respondents are male respondents (48.4%)

Table 4.3 Education and Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Education	Lower than high school	19	4.7	4.7	4.7
	High school	102	25.3	25.3	30.0
	Bachelor's	234	58.1	58.1	88.1
	Master's	48	11.9	11.9	100.0
	Total	403	100.0	100.0	
Employment	Private company employee	213	52.9	52.9	52.9
	Government officer	50	12.4	12.4	65.3
	Self-employed	124	30.8	30.8	96.0
	Retired	16	4.0	4.0	100.0
	Total	403	100.0	100.0	

For participants' education level, the majority of them are Bachelor's degree 234 (58.1%), followed by high school with 102 (25.3%), Master's degree 48 (11.9%), and lower than high school 19 (4.7%). In perspective of employment status, most of the respondents work as private company employees for 213(52.9%) followed by self-employed 124 (30.8%), government officer 50 (12.4%) and retirees 16 (4%).

Table 4.4 Marital Status and Number of Household Members

		Frequency	Percent	Valid Percent	Cumulative Percent
Marital	Single	185	45.9	45.9	45.9
	Married	218	54.1	54.1	100.0
	Total	403	100.0	100.0	
HH_No	1 person	25	6.2	6.2	6.2
	2 person	70	17.4	17.4	23.6
	3 person	73	18.1	18.1	41.7
	4 person	108	26.8	26.8	68.5
	More than 4 person	127	31.5	31.5	100.0
	Total	403	100.0	100.0	

The result of 403 questionnaires, 185 are single (45.9%) while the rest of 218 participants are married (54.1%). The number of household members vary but 127 (31.5%) the majority households have more than 4 people followed by a household of 4 person 108 (26.8%), 3 person 73 (18.1%), 2 person 70 (17.4%) and 1 person 25 (6.2%).

Table 4.5 Household Income and House Type

		Frequency	Percent	Valid Percent	Cumulative Percent
HH_Income	Less than 10,000 THB	2	.5	.5	.5
	10,000-50,000 THB	178	44.2	44.2	44.7
	50,001-90,000 THB	107	26.6	26.6	71.2
	90,001-130,000 THB	64	15.9	15.9	87.1
	Over 130,000 THB	52	12.9	12.9	100.0
	Total	403	100.0	100.0	
H_Type	House	285	70.7	70.7	70.7
	Twinhouse	23	5.7	5.7	76.4
	Condominium	45	11.2	11.2	87.6
	Commercial building	26	6.5	6.5	94.0
	Townhouse	18	4.5	4.5	98.5
	Apartment	6	1.5	1.5	100.0
	Total	403	100.0	100.0	

Regarding household income, 10,000-50,000 THB group has the highest frequency of 178 (44.2%), followed by 50,001-90,000 THB of 107 (26.6%), 90,001-130,000 THB of 64(15.9%), over 130,000 THB of 52(12.9%) and less than 10,000 THB of 2(0.5%). This study also record the type of residents which 285 respondents live in house about (70.7%), followed by condominium about 45 (11.2%), commercial building about 26 (6.5%), twin house about 23 (5.7%), townhouse about 18 (4.5%) and apartment about 6 (1.5%).

4.2 Reliability

Cronbach's alpha reliability coefficient normally ranges between 0 and 1. There are 6 factors that have been tested on reliability analysis and the cut-off criteria are between 0.60-0.80. By convention, a lenient cut-off of 0.60 is common in exploratory research; alpha should be at least 0.70 or higher to retain an item in an "adequate" scale; and a cut-off of 0.80 for a "good scale".

Table 4.6 Reliability

Reliability Statistics		
	Cronbach's Alpha	**N of Items**
Salesperson	.896	5
Product design	.838	5
Price	.847	5
Product quality	.825	5
Customer satisfaction	.879	5
Loyalty	.903	5

All factors have shown Cronbach's alpha above 0.80. The closer the coefficient is to 1.0, the greater is the internal consistency of the items (variables) in the scale. The result means all factors have good scale and it can be used for further analysis.

4.3 Descriptive Statistics

The descriptive statistic can be used to determine measures of central tendency (mean) of each statement and factor from the scale of 1 to 5. Given that 1 being the least agreement while 5 being the most agreement with the given statements of each factor.

Table 4.7 Salesperson

Salesperson	N	Mean
S1: Salespeople accurately present product information.	403	3.95
S2: Salesperson was competent, professional, and knowledgeable.	403	3.82
S3: Salespersons visit and follow through as needed.	403	3.57
S4: I felt very little risk was involved when dealing with this salesperson.	403	3.84
S5: In general, a salesperson is friendly and helpful.	403	3.98
Salesperson	**403**	**3.83**

For descriptive statistics in perspective of brand equity, with the highest mean score 3.98 is the statement of S5: In general, a salesperson is friendly and helpful. Followed by S1: Salespeople accurately present product information with score 3.95 and S4: I felt very little risk was involved when dealing with this salesperson with score 3.84. The table 4.7 shows that the consumers in general think a salesperson is not only friendly and helpful but also can give accurate information. So they feel little risk when interacting with the salesperson. Therefore, it can imply that a salesperson has quite a strong impact on customers.

Table 4.8 Product Design

Product design	N	Mean
D1: I like when there is a variety of the offered products.	403	4.19
D2: When buying home decorative products, I pay more attention to models or styles.	403	4.13
D3: Current product features are desirable.	403	3.90
D4: Current product features are useful.	403	3.92
D5: Product design helps with installation.	403	4.03
Product design	**403**	**4.04**

The descriptive statistic of product design, the highest mean score is D1: I like when there is a variety of the offered products with 4.19 followed by D2: When buying home decorative products, I pay more attention to models or styles with 4.13 and D5:

Product design helps with installation with 4.03. Thus, it can be concluded that customers like when there is a variety of the offered products because they pay more attention to model and styles. They not only consider the aesthetic side but also the functionality of the design.

Table 4.9   Price

Price	N	Mean
P1: I think that the higher the price of a home decorative product, the higher the quality.	403	3.50
P2: Price and quality meet my needs.	403	3.69
P3: The prices I pay are fair.	403	3.68
P4: The price of the product provides the value.	403	3.85
P5: The price is affordable.	403	3.78
Price	**403**	**3.70**

As for the descriptive analysis for price factor, the most agreeable statement with the score of 3.85 is P4: The price of the product provides the value. Followed by P5: The price is affordable with 3.78 and P2: Price and quality meet my needs with 3.69. From the data, consumers perceive that the price of the products nowadays is affordable, value for money, and meet the needs.

Table 4.10   Perceived Quality

Perceived quality	N	Mean
PQ1: Home decorative brands that I use have a good quality.	403	3.90
PQ2: This product functions properly.	403	4.02
PQ3: I think that home decorative products have a long life cycle.	403	3.81
PQ4: It is likely that the brand offers excellent features.	403	3.75
PQ5: The product using and service experiences meet my expectations.	403	3.85
Perceived quality	**403**	**3.86**

The descriptive statistic for perceived quality the highest mean score is PQ2: This product functions properly with 4.02. Followed by PQ1: Home decorative brands that I use have a good quality with 3.9 and PQ5: The product using and service experiences meet my expectations with 3.85. Meaning the customers perceive that the products they bought function properly and have good quality. Moreover, customers feel that the experiences that they receive from both product use and service meet their expectations.

Table 4.11 Customer Satisfaction

Customer satisfaction	N	Mean
CS1: I like home decorative brands that I use.	403	3.85
CS2: I am satisfied with the performance of the product.	403	3.99
CS3: I am satisfied with the product design.	403	3.92
CS4: Home decorative products salespeople properly handle any problems that arise.	403	3.84
CS5: Overall, you were satisfied with the products.	403	3.98
Customer satisfaction	**403**	**3.91**

The descriptive statistic of customer satisfaction shows that CS2: I am satisfied with the performance of the product has the highest mean score 3.99. Followed by CS5: Overall, you were satisfied with the products with 3.98 and CS3: I am satisfied with the product design with 3.92. Customers who experience using the products are satisfied with the performance, design, and overall aspects of the products.

Table 4.12 Loyalty Intention

Loyalty intention	N	Mean
L1: I often speak favorably about home decorative brands that I use with others.	403	3.86
L2: I would highly recommend this home decorative product brand to others.	403	3.86
L3: I usually think of this home decorative product brand when needed.	403	3.87

Table 4.12 Loyalty Intention (cont.)

Loyalty intention	N	Mean
L4: I find that the current home decorative product brand is trustworthy.	403	3.97
L5: I will repurchase products from this home decorative product brand in the future.	403	3.92
Loyalty intention	**403**	**3.90**

The descriptive statistic of loyalty intention, the most agreeable statement is L4: I find that the current home decorative product brand is trustworthy with the mean score 3.97. Followed by L5: I will repurchase products from this home decorative product brand in the future with 3.92 and L3: I usually think of this home decorative product brand when needed with 3.87. From the table, customers trust the brand that they purchase the products from and usually think of the brand when they need home decorative products. Hence, there is a chance that customers will repurchase in the future.

Table 4.13 Overall Descriptive Statistic

Descriptive statistic	N	Mean
Salesperson	5	3.83
Product design	5	4.04
Price	5	3.70
Perceived quality	5	3.86
Customer satisfaction	5	3.91
Loyalty intention	5	3.90

The table shows that customers mostly agree with the statements of product design with the overall score 4.04 followed by customer satisfaction 3.91 and loyalty intention 3.9. Customers consider the product design the most while consider the least about the price as the score is 3.7. However, before jumping into the conclusion, it should be looked further in another analysis.

4.4 T-Test

T-Test is commonly used to test differences between the means of two groups. It cannot make comparisons among more than two groups. In this study, the researcher uses gender and marital status to see the differences of means from each statement.

4.4.1 Gender

Table 4.14 T-Test Gender

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
P2: Price and quality meet my needs.	Equal variances assumed	3.591	.059	2.319	401	.021
	Equal variances not assumed			2.324	400.997	.021
PQ5: The product using and service experiences meet my expectations.	Equal variances assumed	12.527	.000	2.856	401	.005
	Equal variances not assumed			2.877	391.120	.004
CS1: I like home decorative brands that I use.	Equal variances assumed	6.332	.012	2.789	401	.006
	Equal variances not assumed			2.802	398.577	.005
CS5: Overall, you were satisfied with the products.	Equal variances assumed	.786	.376	2.276	401	.023
	Equal variances not assumed			2.287	398.883	.023

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
P2: Price and quality meet my needs.	Male	195	3.79	.768	.055
	Female	208	3.61	.821	.057
PQ5: The product using and service experiences meet my expectations.	Male	195	3.95	.598	.043
	Female	208	3.75	.750	.052
CS1: I like home decorative brands that I use.	Male	195	3.94	.627	.045
	Female	208	3.75	.724	.050
CS5: Overall, you were satisfied with the products.	Male	195	4.05	.563	.040
	Female	208	3.91	.646	.045

According to the survey, this study has 403 samples from people who have bought home decorative products within one year. There are 208 females and 195 males. 4 statements show the difference (sig. <0.05) between groups of genders: 1 statement from the price questionnaire, 1 statement from the perceived quality questionnaire, and 2 statements from the customer satisfaction questionnaire.

The first aspect is one question of price. The result shows sig. equal to 0.059 in Levene's test for "Price and quality meet my needs." Since the value of variances is more than 0.05, look into row one, the sig. (2-tailed) value equal to 0.021 (sig<0.05), which means this statement has different influences between males and females. The result showed males think that price and quality meet their needs more than females.

Another aspect from a perceived quality, the result shows sig. equal to 0.000 in Levene's test for "The product using and service experiences meet my expectations." then look into the lower one in sig. (2-tailed), that is sig. equal to 0.004 (sig. <0.05), which means there is a difference between groups of genders and that the product using and service experiences meet the expectations of males more than females.

Regarding customer satisfaction, the first statement result shows sig. equal to 0.012 in Levene's test for "I like home decorative brands that I use." then look into the lower one in sig. (2-tailed), that is sig. equal to 0.005 (sig. <0.05), which means there is a difference between genders and that males like home decorative brands that they use more than females. The second statement, "Overall, you were satisfied with the products." result shows sig. equal to 0.376 in Levene's test, then look into the upper one in sig. (2-tailed), that is sig. equal to 0.023 (Sig. <0.05). It shows that males are satisfied with overall products more than females.

4.4.2 Marital Status

Table 4.15 T-Test Marital Status

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**
S1: Salespeople accurately present product information.	Equal variances assumed	5.535	.019	-2.132	401	.034
	Equal variances not assumed			-2.107	365.681	.036
S4: I felt very little risk was involved when dealing with this salesperson.	Equal variances assumed	2.755	.098	-2.592	401	.010
	Equal variances not assumed			-2.592	390.278	.010
S5: In general, a salesperson is friendly and helpful.	Equal variances assumed	.640	.424	-2.011	401	.045
	Equal variances not assumed			-1.993	373.506	.047
D3: Current product features are desirable.	Equal variances assumed	2.908	.089	-1.983	401	.048
	Equal variances not assumed			-1.965	372.028	.050

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
S1: Salespeople accurately present product information.	Male	185	3.86	.800	.059
	Female	218	4.02	.689	.047
S4: I felt very little risk was involved when dealing with this salesperson.	Male	185	3.73	.796	.058
	Female	218	3.94	.795	.054
S5: In general, a salesperson is friendly and helpful.	Male	185	3.89	.887	.065
	Female	218	4.06	.796	.054
D3: Current product features are desirable.	Male	185	3.82	.734	.054
	Female	218	3.96	.653	.044

The result can conclude from the aspects of 2 variables, which are a salesperson and product design. The result shows 3 statements that are relevant to the salesperson and 1 statement pertinent to product design.

Sig. equal to 0.019 in Levene's test for the first statement, "Salespeople accurately present product information." Since the value of variances is less than 0.05, we look into the row's bottom line, the value of sig. (2-tailed) equal to 0.036 (sig<0.05),

which this statement is different between single and married. The result showed the married person believes that the salesperson accurately presents product details more than the single. The other 2 statements, "I felt very little risk was involved when dealing with this salesperson." and "In general, a salesperson is friendly and helpful." the results of sig. in the Levene's test are more than 0.05, which equal to 0.098 and 0.424 respectively. Then look into the upper one in sig. (2-.tailed), All of them are less than 0.05 (sig.<0.05), which are 0.01 and 0.045, which means there is a difference between single and married. So, the married and single are different as married feel little risk involved when dealing with a salesperson and think that the salesperson is friendly more than single.

Regarding the product design, the result shows sig. equal to 0.089 in Levene's test for "Current product features are desirable." then look into the upper one in sig. (2-tailed), that is sig. equal to 0.048 (Sig. <0.05), which means there is a difference between single and married. The result showed the married person think that the current product feature design is more desirable than the single.

4.5 One-Way ANOVA

One-way ANOVA is used to examine a significant difference (sig. < 0.05) concerning main variables across age group, education background, employment status, number of household members, household income, and house types.

4.5.1 Age

This one-way ANOVA analyzes the age range subgroup of 21-30 years, 31-40 years, 41-50 years, 51-60 years, and 61 years and above with all 6 factors, which are salesperson, product design, price, perceived quality, customer satisfaction, and loyalty intention.

Table 4.16 ANOVA Age Model 1

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
S2 : Salesperson was competent, professional, and knowledgeable.	Between Groups	7.960	4	1.990	3.231	.013
	Within Groups	245.176	398	.616		
	Total	253.136	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
S2: Salesperson was competent, professional, and knowledgeable.	31-40 yo.	61 yo. and above	.57297*	.187	.023	.0452	1.101

The data shows the significant difference with the sig of 0.013 between 31-40 years and 61 years and above in the statement of S2: Salesperson was competent, professional, and knowledgeable. According to the Bonferroni table, it shows that subgroup of 31-40 years tend to think that salesperson was skilled, professional and knowledgeable more than 61 years and above subgroup with the mean difference of 0.57297

Table 4.17 ANOVA Age Model 2

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
P1: I think that the higher the price of a home decorative product, the higher the quality.	Between Groups	11.590	4	2.898	3.961	.004
	Within Groups	291.154	398	.732		
	Total	302.744	402			
P2: Price and quality meet my needs.	Between Groups	9.266	4	2.317	3.715	.006
	Within Groups	248.193	398	.624		
	Total	257.459	402			
P3: The prices I pay are fair.	Between Groups	14.290	4	3.573	5.739	.000
	Within Groups	247.774	398	.623		
	Total	262.065	402			
P4: The price of the product provides the value.	Between Groups	7.345	4	1.836	3.634	.006
	Within Groups	201.117	398	.505		
	Total	208.462	402			
P5: The price is affordable.	Between Groups	7.831	4	1.958	3.839	.004
	Within Groups	202.953	398	.510		
	Total	210.784	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
P1: I think that the higher the price of a home decorative product, the higher the quality.	61 yo. and above	21-30 yo.	-.67667*	.21525	.018	-1.2843	-.0691
		31-40 yo.	-.66486*	.20376	.012	-1.2400	-.0897
P2: Price and quality meet my needs.	31-40 yo.	51-60 yo.	.36175*	.12730	.047	.0024	.7211
P3: The prices I pay are fair.	21-30 yo.	41-50 yo.	.44370*	.11860	.002	.1089	.7785
		51-60 yo.	.44513*	.14238	.019	.0432	.8470
	31-40 yo.	41-50 yo.	.34785*	.09985	.005	.0660	.6297
P4: The price of the product provides the value.	31-40 yo.	41-50 yo.	.29705*	.08996	.010	.0431	.5510
P5: The price is affordable.	31-40 yo.	41-50 yo.	.28003*	.09037	.021	.0249	.5351

The data shows a significant difference with the sig of 0.004 between 21-30 years, 31-40 years, and 61 years and above in the statement of P1: I think that the higher the price of a home decorative product, the higher the quality. The Bonferroni table shows that subgroups of 61 years and above tend to think that the higher the price of a home decorative product means the higher the quality less than 21-30 years and 31-40 years subgroup with the mean difference of 0.67667 and 0.66486.

Moreover, there is a significant difference with the sig of 0.006 between 31-40 years and 51-60 years in the statement of P2: Price and quality meet my needs. The Bonferroni table shows that subgroups of 31-40 years tend to think that a home decorative product's price meets their needs more than 51-60 years subgroup with the mean difference of 0.36175.

The information also shows a significant difference with the sig of 0.000 between 21-30 years, 41-50 years, and 51-60 years in the statement P3: The prices I pay are fair. The Bonferroni table shows that subgroups of 21-30 years tend to think that the price they pay is reasonable more than 41-50 years and 51-60 years subgroups with the mean difference of 0.44370 and 0.44513 respectively. The same statement also shows that subgroups of 31-40 years tend to think that the price they pay is fair more than 41-50 years subgroups with the mean difference of 0.34785.

Furthermore, the data shows a significant difference with the sig of 0.006 between 31-40 years and 41-50 years in the statement of P4: The price of the product provides the value. The Bonferroni table shows that subgroups of 31-40 years tend to think that the product's price provides the value more than 41-50 years subgroup with the mean difference of 0.29705.

Lastly, from the data, it shows the significant difference with the sig of 0.004 between 31-40 years and 41-50 years in the statement of P5: The price is affordable. The Bonferroni table shows that subgroups of 31-40 years tend to think that the product's price is more affordable than 41-50 years subgroups with a mean difference of 0.28003

Table 4.18 ANOVA Age Model 3

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
PQ1: Home decorative brands that I use have a good quality.	Between Groups	6.619	4	1.655	4.131	.003
	Within Groups	159.411	398	.401		
	Total	166.030	402			
PQ3: I think that home decorative products have a long life cycle.	Between Groups	18.076	4	4.519	7.170	.000
	Within Groups	250.827	398	.630		
	Total	268.903	402			
PQ4: It is likely that the brand offers excellent features.	Between Groups	5.068	4	1.267	2.879	.023
	Within Groups	175.116	398	.440		
	Total	180.184	402			
PQ5: The product using and service experiences meet my expectations.	Between Groups	6.756	4	1.689	3.673	.006
	Within Groups	183.011	398	.460		
	Total	189.767	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PQ1: Home decorative brands that I use have a good quality.	31-40 yo.	41-50 yo.	.27452*	.08009	.007	.0484	.5006
		61 yo. and above	.43378*	.15077	.042	.0082	.8594
PQ3: I think that home decorative products have a long life cycle.	61 yo. and above	21-30 yo.	-.84667*	.19978	.000	-1.4106	-.2827
		31-40 yo.	-.86622*	.18913	.000	-1.4001	-.3324
		41-50 yo.	-.61296*	.19325	.016	-1.1585	-.0675
PQ4: It is likely that the brand offers excellent features.	31-40 yo.	61 yo. and above	.49459*	.15803	.019	.0485	.9407
PQ5: The product using and service experiences meet my expectations.	31-40 yo.	41-50 yo.	.26677*	.08582	.020	.0245	.5090

This table shows the significant difference with the sig of 0.003 between 31-40 years, 41-50 years, and 61 years and above in the statement of PQ1: Home decorative brands that I use have a good quality. The Bonferroni table shows that subgroups of

31-40 years tend to think that the home decorative brands they use have a good quality more than 41-50 years and 61 years and above subgroups with the mean difference 0.27452 and 0.43378 respectively.

Also, there is a significant difference with sig of 0.000 between 21-30 years, 31-40 years, 41-50 years, and 61 years and above in the statement of PQ3: I think that home decorative products have a long life cycle. The Bonferroni table shows that 61 years and above subgroups tend to believe that home decorative products have a long life cycle less than 21-30 years, 31-40 years, and 41-50 years subgroup with the mean difference 0.84667, 0.86622, and 0.61296 respectively.

The information also shows a significant difference with the sig of 0.023 between 31-40 years and 61 years and above in PQ4: It is likely that the brand offers excellent features. The Bonferroni table shows that subgroups of 31-40 years tend to think that the brand offers excellent features more than 61 years and above subgroups with the mean difference of 0.49459.

There is a significant difference within the same factor with the sig of 0.006 between 31-40 years and 41-50 years in the statement PQ5: The product using and service experiences meet my expectations. The Bonferroni table shows that subgroups of 31-40 years tend to think that the product using and service experiences meet their expectations more than 41-50 years subgroups with the mean difference of 0.26677.

4.5.2 Education

This one-way ANOVA analyzes the education subgroup of lower than high school, high school diploma or equivalent degree, bachelor's degree and master's degree or higher with all 6 factors: salesperson, product design, price, perceived quality, customer satisfaction, and loyalty intention.

Table 4.19 ANOVA Education Model 1

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
S4: I felt very little risk was involved when dealing with this salesperson.	Between Groups	7.207	3	2.402	3.825	.010
	Within Groups	250.629	399	.628		
	Total	257.836	402			
S5: In general, a salesperson is friendly and helpful.	Between Groups	7.927	3	2.642	3.808	.010
	Within Groups	276.872	399	.694		
	Total	284.799	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
S4: I felt very little risk was involved when dealing with this salesperson.	High school	Bachelor's	.28582*	.09404	.015	.0365	.5352
S5: In general, a salesperson is friendly and helpful.	High school	Bachelor's	.29186*	.09884	.020	.0298	.5539

The ANOVA results have shown sig. equal to 0.010 (Sig < 0.05). Therefore, there is a significant difference in education levels from S4: I felt very little risk was involved when dealing with this salesperson. According to the Bonferroni table, high school graduate people give more importance to the statement than subgroups of bachelor's degree people with a mean difference of 0.28582 significantly.

Additionally, high school graduate people also differ from bachelor's degree people as The ANOVA results have shown sig. equal to 0.010 (Sig < 0.05) in S5: In general, a salesperson is friendly and helpful. The Bonferroni table shows that subgroups of high school graduate people give more importance to the statement than subgroups of bachelor's degree people with a mean difference of 0.29186 significantly.

Table 4.20 ANOVA Education Model 2

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
D5: Product design helps with installation.	Between Groups	5.120	3	1.707	3.206	.023
	Within Groups	212.394	399	.532		
	Total	217.514	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D5: Product design helps with installation.	High school	Bachelor's	.26395*	.08657	.015	.0344	.4935

From the ANOVA results sig. is equal to 0.023 (Sig < 0.05). Therefore, there is a significant difference in education levels from D5: Product design helps with the installation. According to the Bonferroni table, high school graduate people give more importance to the statement than subgroups of bachelor's degree people with a mean difference of 0.26395 significantly.

Table 4.21 ANOVA Education Model 3

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
P1: I think that the higher the price of a home decorative product, the higher the quality.	Between Groups	7.556	3	2.519	3.404	.018
	Within Groups	295.189	399	.740		
	Total	302.744	402			
P2: Price and quality meet my needs.	Between Groups	5.411	3	1.804	2.855	.037
	Within Groups	252.048	399	.632		
	Total	257.459	402			
P3: The prices I pay are fair.	Between Groups	6.797	3	2.266	3.541	.015
	Within Groups	255.268	399	.640		
	Total	262.065	402			
P4: The price of the product provides the value.	Between Groups	5.736	3	1.912	3.763	.011
	Within Groups	202.726	399	.508		
	Total	208.462	402			

Table 4.21 ANOVA Education Model 3 (cont.)

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
P1: I think that the higher the price of a home decorative product, the higher the quality.	High school	Bachelor's	.31096*	.10205	.015	.0404	.5816
P2: Price and quality meet my needs.	High school	Bachelor's	.27250*	.09430	.024	.0225	.5225
P3: The prices I pay are fair.	High school	Bachelor's	.30669*	.09490	.008	.0551	.5583
P4: The price of the product provides the value.	High school	Bachelor's	.27124*	.08457	.009	.0470	.4955

Based on the ANOVA results, sig. is equal to 0.018, 0.037, 0.015, and 0.011 ($Sig < 0.05$). Therefore, there is a significant difference in the levels of education from P1: I think that the higher the price of a home decorative product, the higher the quality, P2: Price and quality meet my needs, P3: The prices I pay are fair, and P4: The price of the product provides the value respectively. According to the Bonferroni table, high school graduate people give more importance to the statement than subgroups of bachelor's degree people with a mean difference of 0.31096, 0.27250, 0.30669, and 0.27124 significantly.

Table 4.22 ANOVA Education Model 4

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
PQ3: I think that home decorative products have a long life cycle.	Between Groups	7.134	3	2.378	3.625	.013
	Within Groups	261.769	399	.656		
	Total	268.903	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
PQ3: I think that home decorative products have a long life cycle.	High school	Bachelor's	.29739*	.09610	.013	.0426	.5522

Referring to the ANOVA results, sig. equal to 0.013 (Sig < 0.05). Therefore, there is a significant difference in the levels of education from PQ3: I think that home decorative products have a long life cycle. According to the Bonferroni table, high school graduate people give more importance to the statement than subgroups of bachelor's degree people with a mean difference of 0.29739 significantly.

Table 4.23 ANOVA Education Model 5

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
CS2: I am satisfied with the performance of the product.	Between Groups	7.556	3	2.519	3.404	.018
	Within Groups	295.189	399	.740		
	Total	302.744	402			
CS4: Home decorative products salespeople properly handle any problems that arise.	Between Groups	5.411	3	1.804	2.855	.037
	Within Groups	252.048	399	.632		
	Total	257.459	402			
CS5: Overall, you were satisfied with the products.	Between Groups	6.797	3	2.266	3.541	.015
	Within Groups	255.268	399	.640		
	Total	262.065	402			

Table 4.23 ANOVA Education Model 5 (cont.)

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
CS2: I am satisfied with the performance of the product.	High school	Bachelor's	.24233*	.07716	.011	.0377	.4469
CS4: Home decorative products salespeople properly handle any problems that arise.	High school	Bachelor's	.24057*	.08595	.032	.0127	.4685
CS5: Overall, you were satisfied with the products.	High school	Bachelor's	.22398*	.07174	.012	.0338	.4142

According to the ANOVA results, sig. equal to 0.021, 0.012, and 0.014 (Sig < 0.05). Therefore, there is a significant difference in the levels of education from CS2: I am satisfied with the performance of the product, CS4: Home decorative products salespeople properly handle any problems that arise, and CS5: Overall, you were satisfied with the products respectively. Referring to the Bonferroni table, high school graduate people give more importance to the statement than subgroups of bachelor's degree people with a mean difference of 0.24233, 0.24057, and 0.22398.

Table 4.24 ANOVA Education Model 6

		Sum of Squares	df	Mean Square	F	Sig.
L1: I often speak favorably about home decorative brands that I use with others.	Between Groups	7.504	3	2.501	6.421	.000
	Within Groups	155.434	399	.390		
	Total	162.938	402			
L2: I would highly recommend this home decorative product brand to others.is home decorative product brand when needed.	Between Groups	5.127	3	1.709	3.460	.016
	Within Groups	197.092	399	.494		
	Total	202.218	402			

Table 4.24 ANOVA Education Model 6 (cont.)

		Sum of Squares	df	Mean Square	F	Sig.
		ANOVA				
L3:: I usually think of this home decorative product brand when needed.	Between Groups	5.363	3	1.788	4.318	.005
	Within Groups	165.183	399	.414		
	Total	170.546	402			
L4: I find that the current home decorative product brand is trustworthy.	Between Groups	3.208	3	1.069	2.695	.046
	Within Groups	158.305	399	.397		
	Total	161.514	402			
L5: I will repurchase products from this home decorative product brand in the future.	Between Groups	5.210	3	1.737	3.820	.010
	Within Groups	181.405	399	.455		
	Total	186.615	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
L1: I often speak favorably about home decorative brands that I use with others.	High school	Bachelor's	.29336*	.07405	.001	.0970	.4897
		Master's	.37990*	.10925	.003	.0902	.6696
L2: I would highly recommend this home decorative product brand to others.	High school	Master's	.36275*	.12302	.020	.0366	.6889
L3: I usually think of this home decorative product brand when needed.	High school	Bachelor's	.26521*	.07634	.003	.0628	.4676
L4: I find that the current home decorative product brand is trustworthy.	High school	Bachelor's	.20312*	.07473	.041	.0050	.4013
L5: I will repurchase products from this home decorative product brand in the future.	High school	Bachelor's	.25440*	.08000	.010	.0423	.4665

This table shows ANOVA results sig. equal to 0.000 (Sig < 0.05). Therefore, there is a significant difference in the levels of education from L1: I often speak favorably about home decorative brands that I use with others. According to the Bonferroni table, high school graduate people give more importance to the statement than subgroups of bachelor's degrees and master's degree people with a mean difference of 0.29336 and 0.37990.

Besides, ANOVA results show sig. equal to 0.016 (Sig < 0.05). Therefore, there is a significant difference in education levels from L2: I would highly recommend this home decorative product brand to others. According to the Bonferroni table, high school graduate people give more importance to the statement than subgroups of master's degree people with a mean difference of 0.36275.

The ANOVA results also show sig. equal to 0.005, 0.046, and 0.010 (Sig < 0.05). Therefore, there is a significant difference in the levels of education from L3: I usually think of this home decorative product brand when needed, L4: I find that the current home decorative product brand is trustworthy, and L5: I will repurchase products from this home decorative product brand in the future respectively. According to the Bonferroni table, high school graduate people give more importance to the statement than subgroups of bachelor's degree people with a mean difference of 0.26521, 0.20312, and 0.25440 significantly.

4.5.3 Employment status

This one-way ANOVA analyzes the employment status subgroup of private company employees, government officers, self-employed, and retired with all 6 factors: salesperson, product design, price, perceived quality, customer satisfaction, and loyalty intention.

Table 4.25 ANOVA Employment Model 1

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
S2: Salesperson was competent, professional, and knowledgeable.	Between Groups	5.585	3	1.862	3.000	.030
	Within Groups	247.552	399	.620		
	Total	253.136	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Employment	(J) Employment	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
S2: Salesperson was competent, professional, and knowledgeable.	Private company employee	Retired	.57952*	.20418	.029	.0381	1.1209

There was a statistically significant difference between groups as the table show sig of 0.030 between the occupation subgroup in the statement of S2: Salesperson was competent, professional, and knowledgeable. According to the Bonferroni table, private company employees give more importance to the statement than the subgroup of retired with a mean difference of 0.57952 significantly.

Table 4.26 ANOVA Employment Model 2

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
P2: Price and quality meet my needs.	Between Groups	6.308	3	2.103	3.341	.019
	Within Groups	251.151	399	.629		
	Total	257.459	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Employment	(J) Employment	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
P2: Price and quality meet my needs.	Private company employee	Self-employed	.25984*	.08962	.024	.0222	.4975

From the data, there was a statistically significant difference between groups as the sig equal to 0.019 between occupation subgroups in the statement of P2: Price and quality meet my needs. According to the Bonferroni table, private company employees give more importance to the statement than the subgroup of self-employed with a mean difference of 0.25984 significantly.

Table 4.27 ANOVA Employment Model 3

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
PQ3: I think that home decorative products have a long life cycle.	Between Groups	16.066	3	5.355	8.451	.000
	Within Groups	252.837	399	.634		
	Total	268.903	402			
PQ4: It is likely that the brand offers excellent features.	Between Groups	6.917	3	2.306	5.309	.001
	Within Groups	173.267	399	.434		
	Total	180.184	402			
PQ5: The product using and service experiences meet my expectations.	Between Groups	6.966	3	2.322	5.068	.002
	Within Groups	182.801	399	.458		
	Total	189.767	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Employment	(J) Employment	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PQ3: I think that home decorative products have a long life cycle.	Private company employee	Self-employed	.28972*	.08992	.008	.0513	.5281
		Retired	.84214*	.20635	.000	.2950	1.3893
PQ4: It is likely that the brand offers excellent features.	Government officer	Private company employee	-.33221*	.10356	.009	-.6068	-.0576
		Self-employed	-.31032*	.11040	.031	-.6030	-.0176
PQ5: The product using and service experiences meet my expectations.	Private company employee	Government officer	.29202*	.10637	.038	.0100	.5740
	Self-employed	Government officer	.32742*	.11339	.025	.0268	.6281
		Retired	.48992*	.17980	.040	.0132	.9667

The table shows sig equal to 0.000 between occupation subgroups in the statement of PQ3: I think that home decorative products have a long life cycle. According to the Bonferroni table, private company employees give more importance to the statement than the subgroup of self-employed and retired with a mean difference of 0.28972 and 0.84214.

From the result, there is also sig equal to 0.002 between occupation subgroups in the statement of PQ4: It is likely that the brand offers excellent features. According to the Bonferroni table, government officers give less importance to the statement than the subgroup of private company employees and self-employed with a mean difference of 0.33221 and 0.31032.

Besides, the table shows sig equal to 0.000 between occupation subgroups in the statement of PQ5: The product using and service experiences meet my expectations. According to the Bonferroni table, private company employees give more importance to the statement than the subgroup of government officers with a mean difference of 0.29202. With the same statement, self-employed also give more importance to the statement than the subgroup of government officers and retired with a mean difference of 0.32742 and 0.48992.

Table 4.28 ANOVA Employment Model 4

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
CS4: Home decorative products salespeople properly handle any problems that arise.	Between Groups	5.938	3	1.979	3.774	.011
	Within Groups	209.253	399	.524		
	Total	215.191	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Employment	(J) Employment	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
CS4: Home decorative products salespeople properly handle any problems that arise.	Private company employee	Government officer	.31549*	.11380	.035	.0137	.6172

Based on the results above, sig is equal to 0.011 between occupation subgroups in the statement of CS4: Home decorative products salespeople properly handle any problems that arise. According to the Bonferroni table, private company employees give more importance to the statement than the subgroup of government officers with a mean difference of 0.31549 significantly.

Table 4.29 ANOVA Employment Model 5

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
L5: I will repurchase products from this home decorative product brand in the future.	Between Groups	5.464	3	1.821	4.012	.008
	Within Groups	181.151	399	.454		
	Total	186.615	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Employment	(J) Employment	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
L5: I will repurchase products from this home decorative product brand in the future.	Self-employed	Government officer	.30419*	.11288	.044	.0049	.6035

The information above shows sig equal to 0.008 between occupation subgroups in the statement of L5: I will repurchase products from this home decorative product brand in the future. According to the Bonferroni table, self-employed subgroups give more importance to the statement than the subgroup of government officers with a mean difference of 0.30419 significantly.

4.5.4 Number of household members

This one-way ANOVA analyzes the number of household members subgroups, including 1 person, 2 person, 3 person, 4 person, and more than 4 person with all 6 factors: salesperson, product design, price, perceived quality, customer satisfaction, and loyalty intention.

Table 4.30 ANOVA Number of Household Members Model 1

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
D5: Product design helps with installation.	Between Groups	6.330	4	1.583	2.983	.019
	Within Groups	211.183	398	.531		
	Total	217.514	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) HH_No	(J) HH_No	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D5: Product design helps with installation.	3 person	More than 4 person	.35854*	.10699	.009	.0565	.6605

The ANOVA results have shown sig. equal to 0.019 (Sig < 0.05) means there is a significant difference in the number of household members from D5: Product design helps with installation. According to the Bonferroni table, households of 3 members give more importance to the statement than subgroups of families with more than 4 members with a mean difference of 0.35854.

Table 4.31 ANOVA Number of Household Members Model 2

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
P1: I think that the higher the price of a home decorative product, the higher the quality.	Between Groups	8.323	4	2.081	2.813	.025
	Within Groups	294.422	398	.740		
	Total	302.744	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) HH_No	(J) HH_No	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
P1: I think that the higher the price of a home decorative product, the higher the quality.	4 person	2 person	.42884*	.13198	.013	.0563	.8014

From the ANOVA results sig. is equal to 0.025 (Sig < 0.05). Therefore, there is a significant difference in the number of household members from P1: I think that the higher the price of a home decorative product, the higher the quality. According to the Bonferroni table, households with 4 members give more importance to the statement than subgroups of households of 3 members with a mean difference of 0.42884 significantly.

4.5.5 Household income

This one-way ANOVA analyzes the number of household income subgroups which include less than 10,000 baht, 10,000-50,000 baht, 50,001-90,000 baht, 90,001-130,000 baht and Over 130,000 baht with all 6 factors which are salesperson, product design, price, perceived quality, customer satisfaction, and loyalty intention.

Table 4.32 ANOVA Household Income Model 1

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
S1: Salespeople accurately present product information.	Between Groups	7.533	4	1.883	3.479	.008
	Within Groups	215.474	398	.541		
	Total	223.007	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) HH_Income	(J) HH_Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
S1: Salespeople accurately present product information.	10,000-50,000 THB	50,001-90,000 THB	.26000*	.09001	.041	.0059	.5141
		90,001-130,000 THB	.31987*	.10724	.030	.0172	.6226

The data shows a significant difference with the sig of 0.008 between different levels of monthly household income in the statement of S1: Salespeople accurately present product information. The Bonferroni table shows that subgroups of households with monthly income around 10,000-50,000 THB tend to agree with the statement than

50,001-90,000 THB and 90,001-130,000 THB subgroups with the mean difference of 0.26000 and 0.31987 respectively.

Table 4.33 ANOVA Household Income Model 2

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
P4: The price of the product provides the value.	Between Groups	5.496	4	1.374	2.694	.031
	Within Groups	202.965	398	.510		
	Total	208.462	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) HH_Income	(J) HH_Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
P4: The price of the product provides the value.	10,000-50,000 THB	Over 130,000 THB	.35804*	.11257	.016	.0403	.6758

The results indicated a significant difference with the sig of 0.031 between different monthly household income levels in the statement of P4: The price of the product provides the value. The Bonferroni table shows that subgroups of households that have monthly income around 10,000-50,000 THB tend to agree with the statement than over 130,000 THB subgroups with a mean difference of 0.35804 significantly.

4.5.6 Type of residents

This one-way ANOVA analyzes the type of residents subgroups, including house, twinhouse, commercial building, townhouse, condominium, and apartment, with all 6 factors: salesperson, product design, price, perceived quality, customer satisfaction, and loyalty intention.

Table 4.34 ANOVA Type of Residents Model 1

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
D3: Current product features are desirable.	Between Groups	11.029	5	2.206	4.796	.000
	Within Groups	182.593	397	.460		
	Total	193.623	402			
D4: Current product features are useful.	Between Groups	5.844	5	1.169	2.960	.012
	Within Groups	156.772	397	.395		
	Total	162.615	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) H_Type	(J) H_Type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D3: Current product features are desirable.	Condominium	House	-.40000*	.10879	.004	-.7213	-.0787
		Twinhouse	-.77101*	.17383	.000	-1.2844	-.2577
D4: Current product features are useful.	Twinhouse	Townhouse	.64976*	.19776	.017	.0658	1.2337

From the ANOVA results sig. is equal to 0.000 (Sig < 0.05). Therefore, there is a significant difference in the type of residents from D3: Current product features are desirable. According to the Bonferroni table, customers who live in condominiums give less importance to the statement than subgroups of customers who live in houses and townhouses with a mean difference of 0.40000 and 0.77101.

The table also shows sig. equal to 0.012 (Sig < 0.05). Therefore, there is a significant difference in the type of residents from D4: Current product features are useful. According to the Bonferroni table, customers who live in twinhouses give more importance to the statement than subgroups of customers who live in townhouses with a mean difference of 0.64976 significantly.

Table 4.35 ANOVA Type of Residents Model 2

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
P2: Price and quality meet my needs.	Between Groups	14.773	5	2.955	4.833	.000
	Within Groups	242.686	397	.611		
	Total	257.459	402			
P3: The prices I pay are fair.	Between Groups	14.128	5	2.826	4.524	.001
	Within Groups	247.937	397	.625		
	Total	262.065	402			
P4: The price of the product provides the value.	Between Groups	7.461	5	1.492	2.947	.013
	Within Groups	201.000	397	.506		
	Total	208.462	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) H_Type	(J) H_Type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
P2: Price and quality meet my needs.	Condominium	House	-.52164*	.12542	.001	-.8920	-.1513
		Twinhouse	-.82126*	.20041	.001	-1.4131	-.2294
		Commercial building	-.58547*	.19260	.038	-1.1542	-.0167
P3: The prices I pay are fair.	Condominium	House	-.41637*	.12677	.017	-.7907	-.0420
		Twinhouse	-.79807*	.20256	.001	-1.3962	-.1999
		Commercial building	-.63419*	.19468	.018	-1.2091	-.0593
P4: The price of the product provides the value.	Twinhouse	Condominium	.65990*	.18238	.005	.1213	1.1985

Based on the ANOVA results, sig. equal to 0.000 (Sig < 0.05). Therefore, there is a significant difference in the type of residents from P2: Price and quality meet my needs. According to the Bonferroni table, customers who live in condominiums give less importance to the statement than subgroups of customers who live in a house, twinhouse, and commercial building with a mean difference of 0.52164, 0.82126, and 0.58547, respectively.

Moreover, the ANOVA results show sig. equal to 0.001 (Sig < 0.05). Therefore, there is a significant difference in the type of residents from P3: The prices I pay are fair. According to the Bonferroni table, customers who live in condominiums give less

importance to the statement than subgroups of customers who live in a house, twinhouse, and commercial building with a mean difference of 0.41637, 0.879807, and 0.63419, respectively.

Furthermore, refer to ANOVA results sig. equal to 0.013 (Sig < 0.05). Therefore, there is a significant difference in the type of residents from P4: The price of the product provides the value. According to the Bonferroni table, customers who live in twinhouse give more importance to the statement than subgroups of customers who live in condominiums with a mean difference of 0.65990 significantly.

Table 4.36 ANOVA Type of Residents Model 3

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
CS4: Home decorative products salespeople properly handle any problems that arise.	Between Groups	6.173	5	1.235	2.345	.041
	Within Groups	209.019	397	.526		
	Total	215.191	402			

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) H_Type	(J) H_Type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
CS4: Home decorative products salespeople properly handle any problems that arise.	House	Condominium	.34854*	.11639	.044	.0048	.6923

According to the ANOVA results, sig. equal to 0.041 (Sig < 0.05). Therefore, there is a significant difference in the levels of education from CS4: Home decorative products salespeople properly handle any problems that arise. Refer to the Bonferroni table, customers who live in houses agree more with the statement than subgroups of customers who live in condominiums with a mean difference of 0.34854 significantly.

4.6 Regression

4.6.1 Regression analysis of customer satisfaction

Table 4.37 Regression Analysis of Customer Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760ᵃ	.578	.574	.35491

a. Predictors: (Constant), PQ, Sales, Design, Price

ANOVAᵇ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.616	4	17.154	136.181	.000ᵃ
	Residual	50.134	398	.126		
	Total	118.749	402			

a. Predictors: (Constant), PQ, Sales, Design, Price

b. Dependent Variable: Customer satisfaction

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.550	.151		3.641	.000
	Sales	.131	.029	.173	4.459	.000
	Design	.162	.045	.160	3.612	.000
	Price	.001	.041	.001	.025	.980
	PQ	.571	.047	.556	12.261	.000

a. Dependent Variable: Customer satisfaction

The regression model is useful for describing the relationship between dependents and independent variables under the significant results (sig< 0.05). The model summary showed R Square 0.578, which means the predictor's independent variables can explain the dependent variable's change for 57.8%.

This table shows the relationship between 3 independent variables: salesperson, product design, and perceived quality related to a dependent variable; satisfaction, due

to the significant values from the coefficients table showing 0.000, which is less than 0.05. On the other hand, price is not relevant to satisfaction since the significant value is greater than 0.05. This means that salesperson, product design, and perceived quality influence customers' satisfaction. Besides, the standardized coefficient beta 0.556 shows the perceived quality factor is the most influential on customers' satisfaction compared to salesperson and product design with the standardized coefficient beta of 0.173 and 0.160, respectively.

4.6.2 Regression analysis of loyalty intention

Table 4.38 Regression Analysis of Loyalty Intention

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817[a]	.667	.662	.32693

a. Predictors: (Constant), Customer satisfaction, Sales, Price, Design, PQ

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.872	5	16.974	158.816	.000[a]
	Residual	42.432	397	.107		
	Total	127.304	402			

ANOVA[b]

a. Predictors: (Constant), Customer satisfaction, Sales, Price, Design, PQ

b. Dependent Variable: Loyalty

Coefficients[a]

	Model	B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	.157	.141		1.114	.266
	Sales	.074	.028	.094	2.663	.008
	Design	.102	.042	.098	2.439	.015
	Price	.008	.038	.009	.206	.837
	PQ	.250	.050	.235	4.969	.000
	Customer satisfaction	.523	.046	.505	11.329	.000

a. Dependent Variable: Loyalty

The model summary showed R Square 0.667, which means the independent variables of this study, can explain the change in the dependent variable for 66.7%. Moreover, it shows the relationship between 4 independent variables: salesperson, product design, perceived quality, and customer satisfaction related to the dependent variable; loyalty intention, due to the significant values from the coefficients table, is less than 0.05. On the other hand, price is not relevant to loyalty intention since the significant value is greater than 0.05. These means salesperson, product design, perceived quality, and customer satisfaction influence customers' loyalty intention. Moreover, the standardized coefficient beta of 0.505 shows the customer satisfaction factor is the most influential on customers' loyalty intention compared to a salesperson, product design, and perceived quality with the standardized coefficient beta of 0.094, 0.098 0.235, respectively.

CHAPTER V
DISCUSSION

5.1 Gender

Refer to the T-Test, study the differences among gender of male and females with each variable: salesperson, product design, price, perceived quality, customer satisfaction, and loyalty intention. There are differences between gender in price, perceived quality, and customer satisfaction factors. These 3 factors significantly influence males more than females. Male customers think that price and quality meet their needs, and product using and services meet their expectations. Therefore, they are more likely to like the product brands they use and have higher overall satisfaction. According to Radojka and Filipovic (2017), women pay more attention to price during shopping. Men did not compare prices or stick to a defined budget. It can be concluded that men, in general, were price insensitive and less inclined to reference. Thus, there is a higher chance that the products they have bought will meet their needs compared to women.

5.2 Marital status

T-Test results show differences between customers who are single and married in terms of salesperson and product design. Married people rate salesperson and product design as being significantly more important than did single. Married people tend to believe the salesperson as they think the salesperson's information is accurate. Thus, they felt very little risk of dealing with the salesperson as the general salesperson is friendly and helpful. Married customers have a more positive attitude toward salespeople than will single one. Moreover, according to Chaipornmetta (2010), the function is essential for married respondents concerning home decorative products. The result also demonstrates that married people think that current product feature design and function are more desirable than the single.

5.3 Age

The study has 5 different subgroups of 21-30 years, 31-40 years, 41-50 years, 51-60 years, and 61 years and above. Hawkins, Best, and Coney (1998) indicated that consumers in different age groups have different attitudes, values, and behaviors. This study shows significant differences among age ranges in terms of salesperson, price, and perceived quality. The result shows that customers aged around 31-40 have a positive attitude toward salespeople more than other groups. The price factor also found significant differences among age range subgroups that the 21-40 years also concern about price, whether it meets their needs and is the price fair. The 21-40 years tend to give importance to perceived quality more than the older age groups.

5.4 Education

The study observed that high school graduated customers had a significantly more positive attitude toward salesperson, product design, price, perceived quality, customer satisfaction, and loyalty intention compared to other subgroups. The subgroups include lower than high school, high school diploma or equivalent degree, bachelor's degree, and master's degree or higher. When dealing with the salesperson, high school graduates feel little risk involved. Moreover, they are satisfied with the products and prices, and high school graduates tend to think that the product's quality is durable. This perceived quality is affected by previous experiences, education level, and perceived risk from customers. Customer education is defined as all educational initiatives undertaken by a company to educate, inform, and develop the customers' knowledge and skills to unlock the products' full value at end-use (Antonios, 2011). However, in this research, high school graduates have a higher mean score in customer satisfaction and lead to loyalty intention than other groups, especially customers with higher education levels. The result can be supported by Mittal and Kamakura (2001) research. Based on the same level of average satisfaction, customers with higher education tend to have lower levels of retention than those with a high school education or less. Mishra (2014) results also show that the satisfaction level is different among customers from diverse educational backgrounds.

5.5 Employment status

The study found significant differences among employment status in terms of salesperson, price, perceived quality, customer satisfaction, and loyalty intention. The employment status subgroup includes private company employees, government officers, self-employed, and retired. The result shows that customers who work as private office workers have a higher preference for salespeople. If the salesperson provides good services and helps, it is more likely for office workers to be satisfied. The customers who hold a positive attitude towards a salesperson tend to be affected by that salesperson more. Besides, office workers concern more on price compared to other occupations. The study also reveals that office workers and self-employed tend to give importance to perceived quality and product durability. It is positively related to customer satisfaction and loyalty intentions. However, Mirzagoli and Memarian (2015) found that employment status variables have a common effect on customer satisfaction.

5.6 Number of household members

The result finds significant differences among a number of household members subgroups, including 1 person, 2 person, 3 person, 4 person, and more than 4 person. The study observed fewer household members customers had a significantly more positive attitude toward product design and usage. While a higher number of household members, customers are more about the price. Larger households are likely to have higher consumption rates than smaller households, so they tend to be more concerned about price. Many household products are jointly consumed. The family significantly influences the individual's attitude patterns by providing the fundamental values and a wide range of beliefs. In this research, the number of household members does not significantly differ in customer satisfaction and loyalty intention. However, the study of Anić and Radas (2006) found that the larger the household size is, the higher its loyalty.

5.7 Household income

The results demonstrate significant differences among a household income subgroup that include less than 10,000 baht, 10,000-50,000 baht, 50,001-90,000 baht, 90,001-130,000 baht, and Over 130,000. The previous study showed that income has a significant impact on loyalty (Alrubaiee, 2010). However, for this paper, there is no significant difference in loyalty intention. On the other hand, salesperson and price variables show the significant differences that lower-income customers will concern more than higher-income customers.

5.8 Type of residents

The factors product design, price, and customer satisfaction have a significant difference among customers' types of residents. This study types of residents include house, twinhouse, commercial building, townhouse, condominium, and apartment. People present their personalities through home decoration design. Therefore, there is a higher chance and interest when people want to show their personality in their house (Pomeltsova, 2017). All kinds of residents are concerned more about product design and price, which leads to customer satisfaction more than customers who live in condominiums.

5.9 Factors affecting customer satisfaction

Findings from the current research of 4 variables affecting customer satisfaction include salesperson, product design, price, and perceived quality. The correlation between perceived quality and customer satisfaction positive as the beta is 0.556 and sig 0.000. It means that product quality affects customers' satisfaction with home decorative products-followed by other factors also have a positive influence, which is salesperson and product design with the standardized coefficient beta of 0.173 and 0.160, respectively. The customers who more positively evaluated the quality of products, salesperson, and product design, had a greater tendency to choose the same home decorative brand and

to recommend the brand that they use to their family and friends than those who negatively evaluated the same factors (Souki and Goncalves, 2008).

5.10 Factors affecting loyalty intention

This study test 5 variables include salesperson, product design, price, perceived quality, and customer satisfaction with loyalty intention. Salesperson, product design, and perceived quality, which influence customer satisfaction, also lead to loyalty. All factors have a positive influence, with a beta of 0.094, 0.098. 0.235 and 0.505, respectively, which means that customers' loyalty intention depends on their satisfaction toward the salesperson, product design, and perceived quality. Lin (2012) indicates that the salesperson plays a vital role in retaining customer loyalty as its connection to the salesperson brings general faithfulness. Moreover, as the research results show, customer satisfaction has a significantly positive influence on loyalty intention. Result can be supported by those of previous studies done by other researchers (Agustin and Singh, 2005; Sahin et al., 2011)

CHAPTER VI
CONCLUSION

6.1 Conclusion

In a survey of all 403 respondents, this study became successful as it can fulfill all objectives. The research objective is to study the vital influential drivers of customer intention that lead to customer satisfaction on home decorative products, explore the significant barriers of consumer intention, and investigate the potential of consumers' loyalty toward home decorative products.

The vital influential drivers of home decorative products' customer satisfaction are perceived quality, salesperson, and product design as these factors show a positive influence. The perceived quality is the most influential factor, followed by salesperson and product design. It means that customer experiences about a product or brand have a substantial effect on customer satisfaction. Consequently, all home decorative product companies should not overlook the perceived quality concept, and they must make consumer perceptions of the quality match the actual quality of the product provided. Moreover, salespeople should communicate quality information continuously. Companies should also be aware of the factors affecting the design of products and use them efficiently. If the significant variables are fully utilized, they can provide advantages for the home decorative companies and increase customer satisfaction.

However, for the second objective, explore the significant barriers of consumer intention if perceived quality, salesperson, and product design are not perform well. There can also be considerable customer satisfaction barriers. The result indicates that perceived quality is one of the most critical aspects of customer satisfaction. It helps product and service development that defines the successful design and service provided. The genuinely challenging task is to reach optimal perceived quality based on given boundaries regarding technologies, employees' knowledge, development time, production systems capabilities, and financial limitations.

The last objective is to investigate the potential of consumers' loyalty toward home decorative products. To effectively influence loyalty, companies must understand which aspects contribute most to customer satisfaction as it has a positive relationship with loyalty intention. There is also the potential that customers who are more satisfied in terms of perceived quality, salesperson, and product design will have a higher chance of having loyalty intention toward the home decorative product brand. These are factors affecting customer satisfaction. It is essential to track these factors and improve them to make customers more loyal. Take care of every customer's needs, and the company will be rewarded with their gratitude and loyalty.

These should help manufacturers and retailers of the furniture industry in Thailand focus on the key factors. According to the analysis, the factor that has the most effect is perceived quality. Therefore, the company should apply and come up with a plan to match the market need. As a result, home decorative companies in Thailand will effectively increase customer satisfaction and have a higher chance that the customers will have higher loyalty intentions.

6.2 Recommendation

Acquiring new customers is costly and challenging in marketing for the company when the number of customers has peaked. With this research, the stakeholders can benefit from this research by using it to implement strategy and improve their businesses to increase customer satisfaction, leading to higher loyalty and profit. The study found that quality, salesperson, and product design have influenced customer satisfaction, leading to loyalty intention. The finding should help home decorative companies increase customer satisfaction and provide the right function needed to the customer.

The study indicates that home decorative products that customers have bought are moulding (35.7%), doors (32%), counter doors (21.6%), and wall decoration (10.7%), respectively, and the majority of 82.6% are the real users. The customers buy the product and use it for themselves. Therefore, home decorative companies should ensure that products and services meet each customer's expectations. It is essential to communicate and show that products and services provide good quality. Moreover, companies must

pay attention to the factors affecting the quality of products, such as price policy, store image, advertising, warranty, brand image, etc. Those factors can affect perceived product quality directly.

The companies should not use a low price strategy as it is not considered as a factor affecting customer satisfaction. Furthermore, it can make the perceived product quality decrease because some consumers often believe that too cheap products are suitable for low-end consumers. Besides, companies should select good image distribution channels, as most customers buy products from retailers. Using advertising, a warranty, and creating a brand image can help build customers' perceived product quality effectively. When the customers' perceived quality increases, they will be more satisfied, more likely to remain with the brand, recommend their current brand to others, and express a lesser desire to switch the brand.

Consumers usually buy products from retailers (47.1%) rather than dealers (26.6%) and manufactured (26.3%). Thus, salespeople also become important because it is another factor that affects customer satisfaction, and most customers do not buy products directly from manufacturers. The salespeople become representative of home decorative brands. If the salesperson gives the correct data and is helpful, then the customer will feel more fulfilled by the service. A salesperson that helps customers when they need it will make customers feel more satisfied and lead to loyalty. Therefore, home decorative companies should have training programs for salespeople to ensure that they know product information and other knowledge. Moreover, salespeople can frequently interact with their customers to seek feedback and ask for suggestions to improve and increase customer satisfaction.

It is also essential that product design should be desirable for customers. Product design is the process designers use to blend user needs with business goals to help brands make consistently successful products. To make customers' voices more precious, home decorative companies might use existing data in product reviews to identify discussed attributes. It involves seeking to identify the gap between what customers say is significant and their actual behavior. Moreover, the company should understand which attributes competitors focus on or are recognized to offer various designs to suit customers and fit their needs. It not only leads to better product design but also increases customer satisfaction and loyalty intention.

Customer satisfaction leads to customer loyalty, which is the most influential for survival in a business environment. The more satisfied customers are, the better the chances of them becoming loyal to the brand. Therefore, home decorative companies should fulfill the factors that affect customer satisfaction, including perceived quality, salesperson, and product design. Customer satisfaction information, including surveys and ratings, can help a company determine how to improve best or change its products and services. Apart from product quality and design, high-standard customer service also can win customers' hearts and make the brand recognizable within the target group. For example, home decorative companies can answer customers' questions, offer constant support, and send personalized messages or offer to keep them in touch with the brands. Happy customers will not look at the competitor's offers. They will happily interact with the brand again, make a purchase, and recommend the product further.

6.3 Limitation and future research

Even Though the hypotheses and the results of this study turn out to be related, there are some limitations during researching. For example, the number of sample sizes between males and females is imbalanced. Most respondents are females, which is different from expectations. In the beginning, the researcher predicted the number of males buying home decorative products more than females. So, the result would be inaccurate from the imbalance sample sizes. For example, gender might affect some factors involved in customer satisfaction and loyalty intention. Another limitation is that most of the respondents' monthly household income is 10,000-50,000 THB, and it does not represent all the population in Thailand. Caution should, therefore, be taken when generalizing the results towards Thai people. The result would be more accurate if it can distribute to the equal Thai population household income level. This research is also set in a Thai context, and hence in a non-Thai setting, the findings may be different. Lastly, in general, the home decorative products have a wide range. This study only focuses on 4 products: home decoration moulding, wall decoration materials, counter doors, and doors.

Future research could get further detail by using qualitative methods, such as interviews, to gain more insight. The research could also focus on other home decorative

products as there still a wide range of products in the market. Moreover, it could narrow down the distribution channel as the current study did not focus on specific distribution channels. It only focuses on the time frame that the customers should buy the product within 1 year from any distribution channels. The research might also be added another variable to see more relationships among other variables that might be useful.

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End Model and Synthesis of Evidence. *Journal of Marketing. 52*(3), 2–22.

APPENDICES

Appendix A: Certificates of Approval (COA)

COE No. MU-CIRB 2020/137.0210

Mahidol University Central Institutional Review Board

Certificate of Exemption

Title of Project: Factors Affecting Customer Satisfaction and Loyalty Intention of Home Decorative Products

Protocol Number: MU-CIRB 2020/307.3009

Principal Investigator: Miss Jutimaporn Kobthongsirichok

Co- Investigators: -

Affiliation: College of Management, Mahidol University

The criteria of Exemption: Research involving the use of survey procedures and:

- Recorded information CANNOT readily identify the subject (directly or indirectly/linked) OR
- Any disclosure of responses outside of the research would NOT place subject at risk (criminal, civil liability, financial, employability, educational advancement, reputation)

MU-CIRB is in full compliance with International Guidelines for Human Research Protection such as Declaration of Helsinki, The Belmont Report, CIOMS Guidelines and the International Conference on Harmonization in Good Clinical Practice (ICH-GCP)

Date of Determination: 2 October 2020

Signature of Chairperson: ....

(Professor Dr. Rutja Phuphaibul)

MU-CIRB Chair

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Page 1 of 1

MU-CIRB	คณะกรรมการจริยธรรมการวิจัยในคนส่วนกลาง มหาวิทยาลัยมหิดล	แก้ไขวันที่10/07/2020
เอกสารชี้แจงผู้เข้าร่วมวิจัย โดยการตอบแบบสอบถาม (Self-Administered Questionnaire Participant Information Sheet)		หน้าที่ 1ของ 1 หน้า

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เอกสารชี้แจงผู้เข้าร่วมวิจัย โดยการตอบแบบสอบถาม
(Self-Administered Questionnaire Participant Information Sheet)

</div>

☑ ต้นฉบับ ☐ การปรับเปลี่ยนครั้งที่.................................   วันที่ 30/9/63

เรียน ผู้ตอบแบบสอบถามทุกท่าน

       ด้วยดิฉัน นางสาว จุติมาภรณ์ กอบทองสิริโชค นักศึกษาปริญญาโทสาขาการจัดการมหาบัณฑิต หลักสูตรนานาชาติ วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล มีความประสงค์ทำวิทยานิพนธ์เรื่อง"ปัจจัยที่ส่งผลต่อความพึงพอใจและความภักดีของ ลูกค้าจากการใช้สินค้าตกแต่งบ้าน" ซึ่งประโยชน์ที่คาดว่าจะได้รับคือช่วยให้ผู้ผลิตและผู้ค้าในอุตสาหกรรมเฟอร์นิเจอร์ของ ประเทศไทยทราบว่าปัจจัยใดที่มีอิทธิพลต่อความพึงพอใจของลูกค้าและนำไปสู่ความภักดี โดยสามารถนำข้อมูลไปใช้กับกลยุทธ์ ของ บริษัท เพื่อให้ตรงกับความต้องการของตลาด และช่วยเพิ่มความพึงพอใจของลูกค้าและเพิ่มความสัมพันธ์ที่ดีระหว่างผู้ผลิต ผู้ จัดจำหน่ายและผู้บริโภค

       ท่านได้รับเชิญให้เข้าร่วมการวิจัยนี้เพราะ ท่านเป็นบุคคลสัญชาติไทย อายุมากกว่า 20 ปีและเป็นผู้ซื้อหรือใช้งานของ ตกแต่งบ้านประเภทไม้บัว ไม้แต่งผนัง บานซิงค์ ประตู อย่างใดอย่างหนึ่งในระยะเวลา 1 ปีที่ผ่านมา ในการนี้ผู้วิจัยมีความ จำเป็นต้องเก็บรวบรวมข้อมูลโดยใช้แบบสอบถามเรื่อง "FACTORS AFFECTING CUSTOMER SATISFACTION AND LOYALTY INTENTION OF HOME DECORATIVE PRODUCTS" ซึ่งประกอบด้วยคำถาม 7 ส่วน จำนวน 42 ข้อ แบ่งออกเป็น คำถามคัดกรอง คำถามทั่วไป และ คำถามประเมินความพึงพอใจ ใช้เวลาในการตอบประมาณ 10 นาที

       เนื่องจากแบบสอบถามประกอบด้วยคำถามหลายส่วน จึงขอความกรุณาให้ท่านพิจารณาตอบตามความรู้สึกของท่านให้ มากที่สุด โดยข้อมูลและคำตอบทั้งหมดจะถูกปกปิดเป็นความลับ และจะนำมาใช้ในการวิเคราะห์ผลการศึกษาครั้งนี้ โดยออกมา เป็นภาพรวมของการวิจัยเท่านั้น จึงไม่มีผลกระทบใดๆต่อผู้ตอบหรือหน่วยงานของผู้ตอบ เนื่องจากไม่สามารถนำมาสืบค้นเจาะจง หาผู้ตอบได้ ท่านมีสิทธิ์ที่จะไม่ตอบคำถามข้อใดข้อหนึ่ง หากท่านไม่สบายใจหรืออึดอัดที่จะตอบคำถามนั้น หรือไม่ตอบ แบบสอบถามทั้งหมดเลยก็ได้ โดยไม่มีผลกระทบต่อการปฏิบัติงานใดๆของท่าน ท่านมีสิทธิ์ที่จะไม่เข้าร่วมการวิจัยก็ได้โดยไม่ ต้องแจ้งเหตุผล

       หากผู้เข้าร่วมวิจัยมีข้อสงสัยเกี่ยวกับการวิจัยหรือแบบสอบถาม สามารถติดต่อสอบถามได้ที่ สถานที่ติดต่อ 171/140 หมู่บ้านเสรีเพลส ถ.พุทธมณฑลสาย4 ต.กระทุ่มล้ม อ.สามพราน จ.นครปฐม 73220 ในวันและเวลาราชการหรือโทร 086-3484155

       โครงการวิจัยนี้ได้รับการพิจารณารับรองจาก คณะกรรมการจริยธรรมการวิจัยในคนของมหาวิทยาลัยมหิดล สำนักงานอยู่ ที่ สำนักงานอธิการบดีมหาวิทยาลัยมหิดล ถนนพุทธมณฑล สาย 4 ตำบลศาลายา อำเภอพุทธมณฑล จังหวัดนครปฐม 73170 หมายเลขโทรศัพท์ 02-849-6224 ,6225 โทรสาร 02-849-6224 หากท่านได้รับการปฏิบัติไม่ตรงตามที่ระบุไว้ ท่านสามารถติดต่อ ประธานกรรมการฯหรือผู้แทน ได้ตามสถานที่และหมายเลขโทรศัพท์ข้างต้น

       ขอขอบพระคุณที่กรุณาสละเวลาในการตอบแบบสอบถาม

<div align="center">

ขอแสดงความนับถือ

จุติมาภรณ์ กอบทองสิริโชค

</div>

รับรองโดยคณะกรรมการจริยธรรมการวิจัยในคนชุดกลาง
มหาวิทยาลัยมหิดล (MU-CIRB)
รหัสโครงการ MU-CIRB 2020/307.3009
วันที่ - 2 ต.ค. 2563

Appendix B: Questionnaire English Version

Thank you for agreeing to take part in this survey measuring what are the factors that affect customer satisfaction and loyalty intention of home decorative products? I am a student from the College of Management Mahidol University. This survey is conducted for academic purposes and all responses are confidential for study purposes only. Thank you for taking your valuable time to complete this survey. (10-15 minutes to complete)

Questionnaires are consisted of 7 parts which are:

Part 1: Background including screening questions.

Part 2: Salesperson

Part 3: Product design

Part 4: Price

Part 5: Perceived quality

Part 6: Customer satisfaction

Part 7: Loyalty intention

Note: For this questionnaire, the word 'home decorative product' refers to home decoration moulding, wall decoration materials, counter doors, and doors. To answer all the questions, please refer back to the latest product that you purchase.
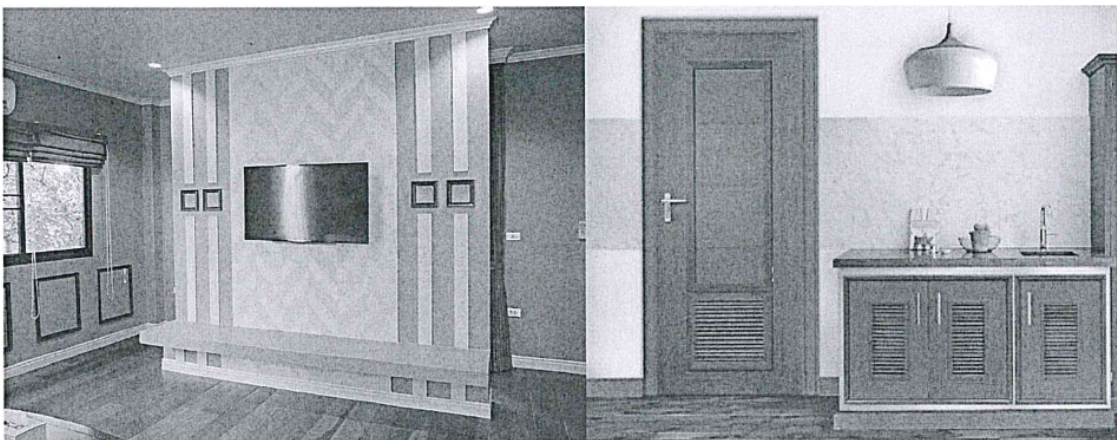
Moulding and Wall decoration   Counters doors and Doors

Screening question

1. Have you bought home decorative product with in one year

   ☐ Yes   ☐ No

2. Which is the latest product that you buy

   ☐ Moulding   ☐ Wall decoration

   ☐ Counter doors   ☐ Doors

3. You bought for own use

   ☐ Yes   ☐ No

4. Where did you buy the product

   ☐ Manufactured official platform (website, Facebook, Line)

   ☐ Dealers (local shops)

   ☐ Retailers (Thai Watsadu, Mega Home, SCG, etc.)

Part 1 Background: Demographic information

Please choose the answer that best describes you.

1. Gender

   ☐ Male   ☐ Female   ☐ Others

2. Age

   ☐ 21-30 years   ☐ 31-40 years   ☐ 41-50 years

   ☐ 51-60 years   ☐ 61 years and up

3. Education

   ☐ Lower than high school   ☐ High school diploma or equivalent degree

   ☐ Bachelor's degree   ☐ Master's degree or higher

4. Employment Status

   ☐ Private Company Employee   ☐ Government Officer

   ☐ Self-employed   ☐ Retired

5. Marital Status

   ☐ Single   ☐ Married

6. How many members are there living in the same household?

☐ 1 person   ☐ 2 persons   ☐ 3 persons

☐ 4 persons   ☐ More than 4 persons

7. Monthly household income

☐ Less than 10,000 Baht   ☐ 10,000-50,000 Baht

☐ 50,001-90,000 Baht   ☐ 90,001-130,000 Baht

☐ Over 130,000 Bah

8. Type of resident

☐ House   ☐ Twinhouse   ☐ Commercial Building

☐ Townhouse   ☐ Condominium   ☐ Apartment

Please specify how much do you agree with this statement from 1 to 5 which 1 means strongly disagree and 5 means strongly agree

Part 2: Salesperson

Salesperson	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. Salespeople accurately present product information.					
2. Salesperson was competent, professional, and knowledgeable.					
3. Salespersons visit and follow through as needed.					
4. I felt very little risk was involved when dealing with this salesperson.					
5. In general, a salesperson is friendly and helpful.					

Part 3: Product design

Product design	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I like when there is a variety of the offered products.					
2. When buying home decorative products, I pay more attention to models or styles.					
3. Current product features are desirable.					
4. Current product features are useful.					
5. Product design helps with installation.					

Part 4: Price

Price	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I think that the higher the price of a home decorative product, the higher the quality.					
2. Price and quality meet my needs.					
3. The prices I pay are fair.					
4. The price of the product provides the value.					
5. The price is affordable.					

Part 5: Perceived quality

Perceived quality	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. Home decorative brands that I use have a good quality.					
2. This product functions properly.					
3. I think that home decorative products have a long life cycle.					
4. It is likely that the brand offers excellent features.					
5. The product using and service experiences meet my expectations.					

Part 6: Satisfaction

Satisfaction	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I like home decorative brands that I use					
2. I am satisfied with the performance of the product.					
3. I am satisfied with the product design.					
4. Home decorative products salespeople properly handle any problems that arise.					
5. Overall, you were satisfied with the products.					

Part 7: Loyalty intention

Loyalty intention	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I often speak favorably about home decorative brands that I use with others.					
2. I would highly recommend this home decorative product brand to others.					
3. I usually think of this home decorative product brand when needed.					
4. I find that the current home decorative product brand is trustworthy.					
5. I will repurchase products from this home decorative product brand in the future.					

Appendix C: Questionnaire Thai Version

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาในระดับปริญญาโทสาขาการจัดการธุรกิจ วิทยาลัยการจัดการมหาวิทยาลัยมหิดลโดยผู้วิจัยมีวัตถุประสงค์ในการศึกษาปัจจัยที่ส่งผลต่อความพึงพอใจ และความภักดีของลูกค้าจากการใช้สินค้าตกแต่งบ้านประเภทไม้บัวไม้แต่งผนังประตูบานซิงค์และ ประตู

แบบสอบถามประกอบด้วย7 ส่วนดังนี้

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 2 พนักงานขาย

ส่วนที่ 3 การออกแบบสินค้า

ส่วนที่ 4 ราคา

ส่วนที่ 5 การรับรู้ถึงคุณภาพ

ส่วนที่ 6 ความพึงพอใจของลูกค้า

ส่วนที่ 7 ความภักดีของลูกค้า

โดยข้อมูลส่วนตัวของผู้ตอบแบบสอบถามจะถูกเก็บรักษาไว้ไม่เปิดเผยต่อสาธารณะเป็น รายบุคคลแต่จะรายงานผลการวิจัยเป็นข้อมูลส่วนรวมทั้งนี้จึงใคร่ขอความร่วมมือผู้ตอบแบบสอบถาม ให้ข้อมูลตามความเป็นจริงเพื่อประโยชน์ของงานวิจัยและขอขอบคุณที่ให้ความร่วมมือในการตอบ แบบสอบถามเป็นอย่างดี(ประมาณ10-15 นาที)

คำชี้แจง: สินค้าตกแต่งบ้านคือไม้บัวไม้แต่งผนังประตูบานซิงค์และประตูกรุณาตอบ แบบสอบถามด้านล่างโดยนึกถึงผลิตภัณฑ์ที่ระบุข้างต้นในการซื้อครั้งล่าสุด
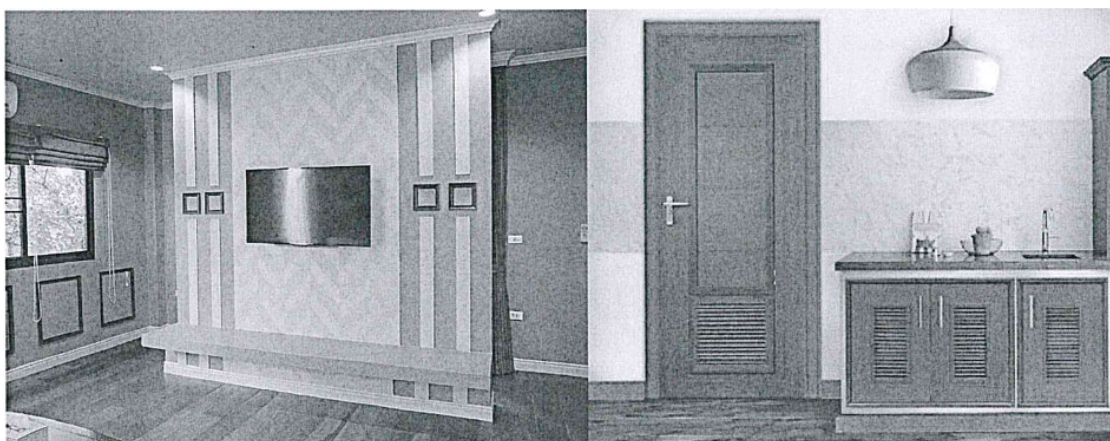
ไม้บัวและไม้แต่งผนัง   ประตูบานซิงค์และประตู

คำถามคัดกรอง

1. คุณได้ซื้อของตกแต่งบ้านภายในระยะเวลา 1 ปีที่ผ่านมา

    ☐ ใช่   ☐ ไม่ใช่

2. สินค้าที่คุณได้ซื้อล่าสุด

    ☐ ไม้บัว   ☐ ไม้แต่งผนัง

    ☐ บานซิงค์   ☐ Doors ประตู

3. คุณซื้อสำหรับใช้เอง

    ☐ ใช่   ☐ ไม่ใช่

4. คุณซื้อสินค้าที่ไหน

    ☐ ช่องทางหลักของผู้ผลิต (เว็บไซต์, เฟสบุ๊ค, ไลน์)

    ☐ ตัวแทนจำหน่าย (ร้านค้าทั่วไป)

    ☐ ร้านค้าปลีก (ไทวัสดุ, เมก้าโฮม, เอสซีจี, และอื่น ๆ)

ส่วนที่ 1 ข้อมูลส่วนตัว: ข้อมูลประชากร

กรุณาเลือกคำตอบที่ตรงกับคุณที่สุด

1. เพศ

    ☐ ชาย   ☐ หญิง   ☐ อื่น ๆ

2. อายุ

    ☐ 21-30 ปี   ☐ 31-40 ปี   ☐ 41-50 ปี

    ☐ 51-60 ปี   ☐ 61 ปีขึ้นไป

3. การศึกษา

    ☐ ต่ำกว่ามัธยมปลาย   ☐ มัธยมปลายหรือเทียบเท่า

    ☐ ปริญญาตรี   ☐ ปริญญาโทหรือสูงกว่าปริญญาโท

4. สถานะการทำงาน

    ☐ พนักงานเอกชน   ☐ ข้าราชการ   ☐ เจ้าของธุรกิจ

    ☐ เกษียณ

5. สถานะการสมรส

    ☐ โสด   ☐ แต่งงาน

6. จำนวนคนที่อาศัยอยู่ในบ้าน

☐ 1 คน ☐ 2 คน ☐ 3 คน

☐ 4 คน ☐ มากกว่า 4 คน

7. รายได้ต่อเดือนของครอบครัว

☐ น้อยกว่า10,000 บาท ☐ 10,000-50,000 บาท ☐ 50,001-90,000 บาท

☐ 90,001-130,000 บาท ☐ มากกว่า 130,000 บาท

8. ประเภทของที่อยู่อาศัย

☐ บ้านเดี่ยว ☐ บ้านแฝด ☐ อาคารพาณิชย์

☐ ห้องแถว ☐ คอนโดมิเนียม ☐ อพาร์ทเม้นท์

กรุณาให้คะแนนความเห็นด้วย 1-5 กับข้อความต่อไปนี้ โดย 1 หมายถึง ไม่เห็นด้วยอย่างยิ่งและ 5 หมายถึง เห็นด้วยอย่างยิ่ง

ส่วนที่ 2 พนักงานขาย

พนักงานขาย	1 ไม่เห็นด้วยอย่างยิ่ง	2 ไม่เห็นด้วย	3 เฉย ๆ	4 เห็นด้วย	5 เห็นด้วยอย่างยิ่ง
1. พนักงานขายนำเสนอขายข้อมูลสินค้าได้อย่างถูกต้อง					
2. พนักงานขายมีความสามารถเป็นมืออาชีพและรอบรู้					
3. พนักงานขายมีการเข้าเยี่ยมพบและติดตามงานตามลูกค้าต้องการ					
4. ฉันรู้สึกว่าการติดต่อพนักงานขายคนนี้มีความเสี่ยงน้อย					
5. พนักงานขายมีความเป็นกันเองและให้ความช่วยเหลือ					

ส่วนที่ 3 การออกแบบสินค้า

การออกแบบสินค้า	1 ไม่เห็นด้วย อย่างยิ่ง	2 ไม่ เห็นด้วย	3 เฉย ๆ	4 เห็น ด้วย	5 เห็นด้วย อย่างยิ่ง
1. ฉันชอบเวลาที่มีสินค้าหลายรูปแบบให้เลือก					
2. เวลาเลือกซื้อสินค้าตกแต่งบ้านฉันจะให้ความสนใจกับรูปแบบและสไตล์					
3. รูปแบบสินค้าที่มีอยู่ในตลาดตอนนี้เป็นที่ต้องการ					
4. รูปแบบสินค้าที่มีอยู่ในตลาดตอนนี้ใช้งานได้ดี					
5. การออกแบบสินค้าช่วยให้ติดตั้งง่าย					

ส่วนที่ 4 ราคา

ราคา	1 ไม่เห็นด้วย อย่างยิ่ง	2 ไม่ เห็นด้วย	3 เฉย ๆ	4 เห็น ด้วย	5 เห็นด้วย อย่างยิ่ง
1. ฉันรู้สึกว่าสินค้าตกแต่งบ้านที่มีราคาแพงมีคุณภาพที่ดี					
2. ราคาและคุณภาพเหมาะสมกับความต้องการของฉัน					
3. ราคาที่ฉันจ่ายมีความยุติธรรม					
4. ราคาของสินค้าเหมาะกับคุณค่า					
5. ราคาสามารถซื้อได้					

ส่วนที่ 5 การรับรู้ถึงคุณภาพ

การรับรู้ถึงคุณภาพ	1 ไม่เห็นด้วยอย่างยิ่ง	2 ไม่เห็นด้วย	3 เฉย ๆ	4 เห็นด้วย	5 เห็นด้วยอย่างยิ่ง
1. สินค้าตกแต่งบ้านที่ฉันใช้มีคุณภาพดี					
2. สินค้าใช้งานได้อย่างปกติ					
3. ฉันคิดว่าสินค้าตกแต่งบ้านมีอายุการใช้งานที่นาน					
4. แบรนด์ที่ฉันซื้อสินค้ามีสินค้าที่ยอดเยี่ยม					
5. ประสบการณ์ที่ได้รับจากการใช้สินค้าและการบริการเป็นไปตามความคาดหวังของฉัน					

ส่วนที่ 6 ความพึงพอใจของลูกค้า

ความพึงพอใจของลูกค้า	1 ไม่เห็นด้วยอย่างยิ่ง	2 ไม่เห็นด้วย	3 เฉย ๆ	4 เห็นด้วย	5 เห็นด้วยอย่างยิ่ง
1. ฉันชอบแบรนด์สินค้าตกแต่งบ้านที่ฉันใช้					
2. ฉันพึงพอใจกับการใช้งานของสินค้า					
3. ฉันพึงพอใจกับการออกแบบสินค้า					
4. พนักงานสินค้าตกแต่งบ้านสามารถรับมือกับปัญหาได้					
5. โดยรวมแล้วฉันพึงพอใจกับสินค้า					

ส่วนที่ 7 ความภักดีของลูกค้า

ความภักดีของลูกค้า	1 ไม่เห็นด้วย อย่างยิ่ง	2 ไม่ เห็นด้วย	3 เฉย ๆ	4 เห็น ด้วย	5 เห็นด้วย อย่างยิ่ง
1. ฉันมักจะพูดถึงแบรนด์สินค้าตกแต่งบ้านที่ฉันใช้ในทางที่ดีกับผู้อื่น					
2. ฉันจะแนะนำแบรนด์สินค้าตกแต่งบ้านที่ฉันใช้ให้กับผู้อื่น					
3. ฉันมักจะนึกถึงแบรนด์สินค้าตกแต่งบ้านที่ฉันใช้เมื่อต้องการซื้อสินค้าตกแต่งบ้าน					
4. ฉันพบว่าแบรนด์สินค้าตกแต่งบ้านที่ฉันใช้มีความน่าเชื่อถือ					
5. ฉันจะซื้อสินค้าจากแบรนด์สินค้าตกแต่งบ้านนี้อีกในอนาคต					