THE DETERMINATE OF CUSTOMER SATISFACTION OF HOME FURNISHINGS

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ABSTRACT

The home furnishing industry in Thailand is an extremely fierce market. With an aging population and increase in household income, demand for home furnishings has rose 4% every year until COVID-19 where only the home office sector have grown among the falling businesses during the pandemic. While, the Asian Pacific was forecast to make the fastest recover, it is important for home furnishing businesses to prepare in order to sustain their business and survive the competition. Understanding the customer behavior is, therefore, crucial to gain the business competitive advantage among the other players and threats from imported home furnishings.

The objective of this research is to investigate the factors that is the influential initiative of customer satisfaction of home furnishing purchases in the Bangkok Metropolitan Region and explore the key contributing factor that has the most influence on customer satisfaction.

In order to obtain the result, quantitative method was used. A total of 262 respondents participated in this survey through the mean of online questionnaire via Google Form. The survey had a total of 35 questions, which were separated into four sections. The survey asked respondents about their past purchase experience regarding six constructs of perceived quality, product design, store atmosphere, brand image, salesperson, and customer satisfaction. After the data were collected, SPSS was used to analyze the relationship between the independent variables and the dependent variables of customer satisfaction.

The finding of the current research indicates that three constructs had a significant relationship with customer satisfaction. Among them perceived quality had the most influence, followed by store atmosphere and brand image respectively. While salesperson was not found to influence customer satisfaction.

KEY WORDS: Customer Satisfaction / Home Furnishings / Perceived Quality / Store Atmosphere / Brand Image
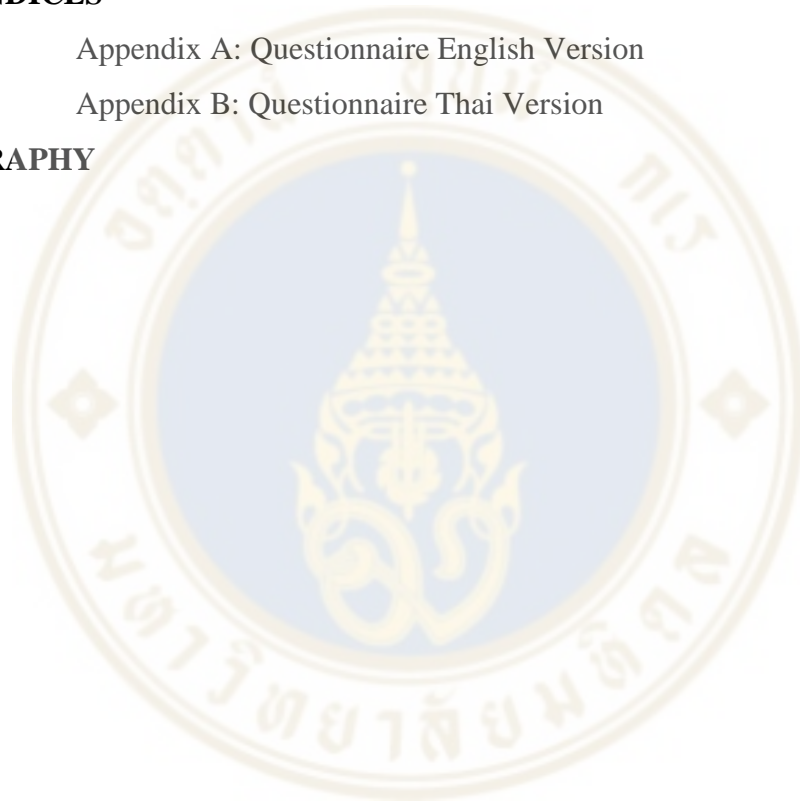
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CHAPTER I
INTRODUCTION

1.1 Background and Problem Statement

In today's rapidly evolving retail environment, the home furnishing industry has experienced many changes in both its manufacturing and consumption trends. The shift in consumer purchase of home furnishings can be affected by various factors including physiologic factors, extrinsic factors, economic factors, and personal factors, namely the buyer's age and lifestyle (Omondi, 2020). In recent decades, Thailand has evolved itself into an aging population. As defined by the United Nations International Society, when the population has more than 10% of its people aged 60 and over, it is a country with an aging population (Dong, Li, & Zhu, 2016). In 2020, Thailand recorded 18% of people aged 60 and above, and it is forecasted to account for up to 30 % in the next 14 years (Katharangsiporn, 2021). Nye Estate So (Katharangsiporn, 2021) a property developer, and Dong, Li, & Zhu (2016) have reported that an aging society has a positive influence on urban housing demand. Which, both the aging population and increase in household income have contributed to the condo boom in Bangkok in the past decade. While the increase in housing demand has led to a multiplier effect, defined by Merriam-Webster as a change in one economic factor that leads to the increase or decrease of another, toward other household necessities such as home furnishings. Meanwhile, the global pandemic has compelled consumers to adapt their lifestyles. Remote working for example is one of the changes that had a positive influence on the sale of home office furniture. Sales grew by 9 percent in 2020, a huge increase compared to the three percent tile in 2019 (Agbanrin, 2021).

The home furnishings industry encompasses various product categories such as indoor and outdoor furniture, decorations, home textile, bedding, lighting, etc. Despite the COVID-19 pandemic, the world's home furnishings industry is still valued highly at USD 585,915 million. The market growth was especially prevalent in North America with USD 8,451 million, recorded during 2020, a five percent growth, doubling

its growth in the previous year. Though the market in the Asia Pacific region has experienced a decline due to the pandemic, it is forecasted to witness the fastest market recovery. The sale between 2020 and 2025 is predicted to add up to USD 38,724 million (Agbanrin, 2021).

Thailand is one of the Southeast Asian major players in the manufacturing of furniture, and it has aimed to become a hub in the region. The country is abundant with natural resources for the production process, such as timber, steel, and cane. The 65 percent majority of furniture manufactured in Thailand is exported to North America, Europe, Japan, etc. Leaving 35 percent for domestic consumption (Thungpongprach, 2010). Before the Covid-19 pandemic, and with the push by the growth in numbers of condominiums being constructed, the home furnishing industry has had a constant growth rate of over 4 percent for more than a decade. The market value in 2020 is at THB109 billion, facing a huge 10 percent drop from its previous year. However, it is expected to recover post-covid-19 pandemic and reach almost THB138 billion by 2025 with a CAGR of six percent (Euromonitor, 2021). Regardless of the growth in e-commerce trend and the lock-down policy employed by the government during the Co-vid 19 pandemic, the distribution channel of home furnishings in Thailand is still largely dominated by store-based retailing with 94.2 percent of the retail value of 2020. The store-based retailing can be sub-categorized by grocery retailers such as the hypermarket, accounting for 27.1 percent, 17.8 percent shop at mixed retailers like department stores, and the largest group is the non-grocery specialists, which are the home and garden specialist retailers at 49.3 percent. As for non-store retailing such as e-commerce, home shopping, and direct sale, it still accounts for only 5.8 percent (Tangorn, 2020).

Currently, Thailand's home furnishings industry faces fierce competition not only from the sheer numbers of domestic competitors but also threats from imported furniture from China and Vietnam that are competing at a lower price point (Tangorn, 2020). In 2020, there are approximately 2,959 domestic manufacturers of furniture in Thailand. Of which, 2,821 are small manufacturers, which accounts for 95 percent of the total number. While there are 106 medium size and 32 large-scale manufacturers that make up the other 5 percent. The major brands of home furnishings in Thailand in 2020 are Ikea, SB, Phillips, Koncept Furniture, Modernform, Chanintr, etc. While the

company that has the most share in the home furnishing market is Index Living Mall. (Euromonitor, 2021; Tangorn, 2020).

With the competitive landscape of the home furnishing industry and other changes that have increased the home furnishings demand, understanding the current consumer's needs is crucial to gain competitive advantages and for the success of furniture retailers. Even though many studies have conducted research around the purchase of furniture in Thailand, such as the evaluation of IKEA's market opportunity in Thailand by Chaipornmetta (2010), and factors affecting customer satisfaction and loyalty intention of home decorative products by Kobthonsirichok (2020), there is still little research that has investigated the satisfaction of consumer living in the Bangkok Metropolitan Region and how it has changed after many consumers have adjusted their lifestyle with the pandemics.

1.2 Research Questions

1. What are the determinants of customer satisfaction toward home furnishings?

2. Which factors most influence the customer satisfaction of consumers living in the Bangkok Metropolitan Region with regard to home furnishings?

CHAPTER II
LITERATURE REVIEW

Purchases of home furnishings require an extensive decision-making process because it is a highly involved investment that concerns numerous factors that affect the consumer's purchase decisions (Perry, 2007). For home furnishing businesses, which encompasses a wide range but similar products, gaining a competitive advantage can be achieved through the success of which it can offer the best satisfaction that meets consumers' needs and demands. Thus, it is important for businesses to understand factors that attribute to the satisfaction of its customers. In order to apprehend the reason leading to satisfaction, we need to understand the decision-making process from the point of view of a customer (Dubrovski, 2001). The model of buying decision-making concerns five stages: (1) need recognition, (2) research for information, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase evaluation (Chaipornmetta, 2010; Ponder, 2013; and Omondi, 2020). According to Dubrosvski (2001), the model is not linear, but the post-purchase evaluation is directly influencing the first stage. Implying that satisfaction with a product or a service can led to new or repeat purchases. The current research aims to identify factors affecting consumer satisfaction and thus leading to repurchase intention with regard to home furnishings.

2.1 Customer Satisfaction

There is no consensus definition of customer satisfaction, however, Giese and Cote (2000) have noted in their study that the definitions used in past research have three common elements: first, it is an emotional or cognitive response; second, it is a response toward a certain focus (product, shopping experience, and expectation, etc.); third, it applies to a specific time of the experience (after purchase, after decision making, based on general experience, etc.). Anderson, Formell, and Lehmann (1994), however, argue that customer satisfaction can be conceptualized in two directions: transaction-

specific and cumulative. The former is the post-evaluation of purchase. While the latter is based on the overall evaluation formed through the purchase experience and the consumption of a product or service over time. Most research has favored satisfaction in the evaluation process context. Hwang and Zhao (2010) define that satisfaction occurs post consumption of a product when the expectation of the customer is met and when it does not meet the criteria but still has overall good performance. Likewise, Choi and Sheel's (2012) customer satisfaction occurs when the experience fulfills or surpasses the customer's expectations. For a business to sustain continuity, it must continue to attract customers repurchase intention to generate revenue, thus understanding customer satisfaction can help to bring the customer back to the business. It is proven in research conducted by Chinomona and Sandada (2013) that customer satisfaction and trust were factors that influence customer loyalty, entailing to repurchase intention. This implies that it is likely for a customer to use the same service/product, continue to use the same brand, and recommend it to others if they were satisfied with their experiences (Bansal, Irving & Taylor, 2004). Hence, achieving customer satisfaction is a crucial part of a business to gain competitive advantages.

In research conducted by Lee (2014), furniture product knowledge was found to be correlated with customer satisfaction, more specifically experience knowledge, which is measured through the consumer's past purchase experience of usage of the product. Meanwhile, Jeong and Lee (2010) study that a customer is satisfied with their purchase when they felt that the price paid for the furniture product is compensated. Their study indicates that product diversity, tangible, responsiveness, interaction, and stability of service quality have a positive influence on customer satisfaction toward furniture purchases in online shops.

Kobthongsirichok (2020) reported that among the factors influencing the loyalty intention and purchase satisfaction of furniture among Thai consumers, perceived quality has the most significant influence, preceded by salesperson and product design. Price, however, did not show to influence consumer intention. Likewise, in Ponder's (2013) research, the quality of the furniture ranks as the most important factor in the purchase decision. Moreover, it is found that country of origin is more influential than environmental factors, and in concur with Chaipormetta (2010), brand and store loyalty is not experienced by the consumers when purchasing furniture.

In this research, customer satisfaction is defined as the overall evaluation of home furnishing products formed over a cumulative period of time. In other words, it is to measure the customers' expectations post-purchase and pre-purchase beliefs.

2.2 Perceived Quality

In the past decades, the construct of perceived quality has been dubbed the key contributor to consumer purchase decisions (Asshidin, Abidin & Borhan, 2016; Saleem, Ghafar, Ibrahim, Yousuf & Ahmed, 2015; Jacoby, Olson & Haddock, 1971). Perceive quality is defined as the accumulation of attributes that guide the consumers' assessment of a product's excellence (Snoj, Korda, & Mumel, 2004). In other words, it is the result of an overall evaluation of the product level of quality derived through cues taken from the consumer's senses (Perceivedquality.co). For example, furniture made from solid timber is more durable than the ones made with plywood is a perception that is common among furniture shoppers. On many occasions, the construct of perceived quality has been used interchangeably with perceived value by the marketer as quality has a positive relation to consumers' perceived value (Snoj, Korda, & Mumel, 2004). Perceived quality is an important factor in the alternative evaluation stage of the decision-making because if consumers perceive a product as low quality, they may find other alternatives (Omondi, 2020). Perceived quality differs from satisfaction in that it is an overall evaluation of a product based on a specific feature, while it can also be a source that influences customer satisfaction (Asshidin, Abidin & Borhan, 2016).

According to Jacoby, Olson, and Haddock (1971), the measure of perceived quality includes price, product composition characteristics (e.g., color, style, size, etc.), packaging, brand manufacture, store image, advertising, word-of-mouth report, and past purchase experience. Of which, price and product composition is considered as an objective evaluation of the product quality. Whereas brand image is subjective, meaning that it depends on the consumer's connection to the brand (Jacoby, Olson & Haddock, 1971). The measure of perceived quality can also be categorized into intrinsic based attributes (e.g., performance, durability, style, etc.), and extrinsic based attributes (e.g., brand name, price, store image) (Asshidin, Abidin & Borhan, 2016; Kobthongsirichok, 2020). Often, consumers tend to judge a product's quality with its extrinsic indicators

(Kobthongsirichok, 2020). Past research has found that price in particular has an immense influence on quality perception when other determiners are constant (Tull, Boring & Gonsior, 1964). This means that consumers may consider a product to have higher quality if the price is marked higher when comparing the same two products. However, when the price is used together with other indicators, such as product composition characteristic or packaging, it is less pronounced than when it is the only attribute of perceived quality. (Jacoby, Olson & Haddock, 1971)

In the marketing of home furnishings, the perceived quality of a furniture piece is a crucial aspect because many pieces of research have resulted in a similar conclusion that quality is the most influential factor in the purchase behavior among consumers (Asshidin, Abidin & Borhan, 2016; Ponder, 2013; Kobthongsirichok, 2020; Omondi, 2020).

In the current research, perceived quality is defined as the consumer's overall presumption of product quality, by relying on the cues and information they received. This research would like to investigate whether the perceived quality would be the most influential factor in customer satisfaction even during an economic recession.

2.3 Product Design

Shopping for furniture or any home furnishings is sometimes considered an emotional investment for many as it reflects the consumers' self-identity that is expressed through his/her surroundings (Kobthongsirichok, 2020; Omondi, 2020). In a competitive market, a well-developed design can attract interest and influence purchases decision by promoting a positive perception of the product through its features (Hsu, 2009). An effective product design thereby should be derived from a comprehensive understanding of the consumer's needs. According to Lee (2014), functions, appearance, materials, technology, specifications, and quality should be addressed in a product design.

The construct of furniture design can be measured through three key features: functional design, human factor design, and external design. (Lee, 2010; Hsu, 2009; Kobthongsirichok, 2020, McDonagh, Bruseberg & Haslam, 2002). The functional

design feature refers to the practical purpose of the furniture that is offered to the user such as to help solve a problem. The human factor refers to a design that considers the ergonomics application such as ease of use, safety, and convenience of the user. Many modern designers emphasize their design on this feature. In particular, the modular man, a study of human proportion in relation to space by the architect Le Corbusier, was developed to understand how the human factor can be improved in a design (Cohen, 2014). Lastly, the external factor reflects the aesthetic appeal, consisting of style, color, material, and other physical appearance that is tangible to the consumer. The research conducted by Lee (2010) indicates that all the features influence customer satisfaction in purchasing furniture. Of which the function of the furniture is deemed as the number one aspect that contributes to consumer satisfaction. This is supported by Chaipormetta (2010), of which function was the most influential characteristic toward the purchase intention among Thai furniture shoppers.

In this research, product design is referred to as the overall appearance, function, and usability of the furniture and home furnishings.

2.4 Store Atmosphere

Store atmosphere or visual merchandising was first proposed by Kotler (1973), who defines the term as a design execution to foster an emotional response in consumers and increase their probability of purchase. In general, store atmosphere is used in the context of brick-and-mortar retail environments (Cerneka, 2019; Zhu, 2009). The purpose of the store atmosphere is to provide the consumers with enhanced visual satisfaction and an overall pleasant shopping experience (Kotler,1973; Cerneka, 2019). While various past studies have also indicated that the store environment is shown to affect sales, time in the store, and approach-avoidance behavior (Turley and Milliman, 2000; Zhu, 2019).

Building upon the past approach to categorizing atmospheric variables by Berman and Evans (1995), Turley and Milliman (2000) has proposed five factors to store atmospheric stimuli as follows: exterior variables, general interior variables, layout, and design variables, point-of-purchase, and decorative variables (interior display), and the additional human variable. The exterior merchandise is referred to as the elements

outside the establishment that encourage the consumer to visit the store (e.g., the window display, the building architectural style, the surrounding stores). The interior variables are the atmospheric element inside the store (e.g., scent, cleanliness, lighting, music). The layout concerns the floor plan and how products are categorized and allocated in the store. Point-of-purchase or interior displays consist of the product display, signages, price display, etc. The last variable which was later added to the original model is the human variable. It includes every person present in the store (e.g., crowdedness of the customers, consumers' characteristics, employees) (Cerneka, 2019; Turley and Milliman, 2000).

For home furnishing stores, the consumers prefer that the store provide a display that shows realistic usage of the furniture and decor (Cerneka, 2019). The furniture should be grouped by the room to which they belong. For instance, a living room set that has couches, a coffee table, and a rug arranged in a way that is aesthetically interesting for the consumer. Even though the e-commerce market is growing in many industries, local Thai consumers are still preferring to purchase their home furnishings in physical stores where they can fully immerse themselves in the shopping experience (Euromonitor, 2021). Therefore, realizing store atmospheric variables that are inviting to the consumer can help give businesses a competitive advantage.

2.5 Brand Image

Brand image is an important construct in marketing. By achieving a greater brand image, it can potentially lead to customer loyalty, higher competitive advantages, lessen price sensitivity, and increase the effectiveness of marketing promotion (Arslan and Altuna, 2010). According to Keller (1993), brand image is defined as "perceptions about a brand as reflected by the brand associations held in consumer memory." Three types of brand association are in the consumer's memory which makes up the brand image: attributes, benefits, and attitudes. The attribute is referred to as the descriptive trait of the product or service that is involved in the purchase. It can be both product-related and non-product-related. The former is the component that makes the product, while the latter is price, packaging, user image, and usage image. The associated benefit is the perceived value that the consumer gives the product. There are three types of

benefits: functional, experiential, and symbolic benefits. The last type of brand association is the brand attitude, which is the overall assessment of the brand by the consumer. The attitude toward a brand is important because it affects the brand choice (Keller, 1993)

In research conducted by Akbariyeh, Marabi, and Tahmasebifah (2015), they hypothesize that "brand name has a significant impact on consumers' purchase intention". The result supported the hypothesis that brand name was the third most influential factor that impacted purchase intention. Another research conducted on furniture purchase in Indonesia, measuring the influence of product quality, price perception, and brand image, also supported that there is a positive relationship between brand image and customers' satisfaction. They pointed out that the better the image of the furniture brand, the quicker the consumer will make their purchase decision (Hidayat, Triyani & Prapti, 2019). Thus, companies should monitor their brand image to increase their sales by developing their product and investing in their brand equity.

In this study, the brand image refers to the perception of the brand that is made by the consumers' associations with their beliefs and impression of the brand.

2.6 Salesperson

A salesperson can be crucial for the consumer to make purchase decisions. Merriam-Webster defines a salesperson as an individual whose responsibility is to sell the product, either in a retail setting or through telephone communication. In today's competitive retail environment, products and store environments can be indistinguishable, achieving a competitive advantage is therefore reliant on the performance of a salesperson. Where, the salesperson acts as a linkage between the customer and the retailer (Punwatkar & Varghese, 2014; Kang, 2012). The way in which a salesperson can influence a customer's satisfaction intention is through greeting, helping with customer purchase, providing information about the product, showing interest in the customer's need, persuasion, etc. (Kang, 2012).

In the process of shopping for home furnishings, having adequate information about the product is necessary to help with the purchase decision. According to Kobthongsirichok (2020), a salesperson is the second most influential

factor of customer satisfaction with regard to home decorative products, behind only the factor of perceived quality. She explains that because Thailand is a collectivist society, the consumers are more inclined to others' persuasion and make purchases based on a built relationship with the salesperson. The fact that Thailand is a service-minded country can also contribute to her statement. In concur, Punwatkar and Varghese (2014), pointed out that sales at a furniture mart are dependent on six key abilities of a salesperson: product knowledge, presentation skills, listening ability, objection handling, convincing skill, and interpersonal ability. Their research has found that almost all the competencies of a salesperson, except for presentation skills, have an impact on the sales performance of the store.

The current research defines the salesperson as someone who assists the customer to close the purchase process. As technology has become more advanced in today's society, searching for product information is at the tip of our fingers, resulting in people having reduced social interaction. The study would like to identify whether the salesperson would still have an influence on customer satisfaction when they are able to search the product information themselves, and the social distancing behavior is practiced during the Covid-19 pandemic, or the human exchange builds more trust towards the salesperson.
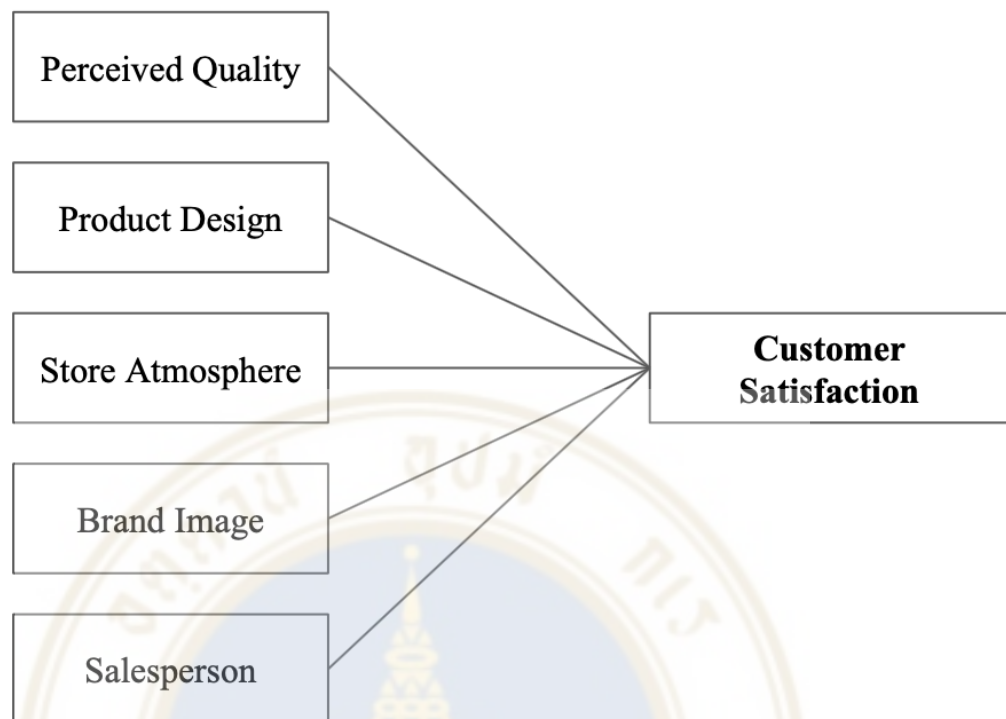
Figure 2.1 **Conceptual Framework**

CHAPTER III
RESEARCH METHOD

The purpose of this research is to examine the factors influencing the satisfaction of consumers regarding their home furnishings purchases. The qualitative research method was applied through an online questionnaire with the mean of Google form. A qualitative method is an appropriate approach used to measure purchase intention of a random sampling of a large group population (Creswell, 2013). This research used convenience sampling by asking acquaintances and reaching out to people through public social media platforms i.e., Line, Facebook, Instagram, and Twitter. All participants were selected on the basis of having lived in the Bangkok Metropolitan Region and having purchased a home furnishings product at a retail store in the past two years. A total of 262 samples were collected, and 213 were left after the screening section. As a result, a sample size of 213 is used for this research.

Survey Instrument

There are a total of 35 questions in the survey. The questionnaire was separated into four sections: the screening questions, the general questions, factors questions, and demographic questions.

Section 1: Screening questions

Two questions were asked in the screening section to filter out respondents who are not prominent for the objective of the survey. The respondent who answered yes to the question asking whether they live in the Bangkok Metropolitan Region and have purchased a home furnishings product at a retail store in the past two years were allowed to continue in sections two through four.

Section 2: General questions

Two general questions were asked in regard to the respondents' consumer behavior in purchasing home furnishings, asking how often they make a purchase and the reason they commonly purchase for.

Section 3: Determinants of satisfaction of home furnishing purchase questions

In this section, there were a total of 24 questions divided equally among the 6 constructs: perceive quality, product design, store atmosphere, salesperson, and satisfaction.

The respondent was asked to rate the level of agreement towards each statement. The four-point Likert scale was employed as the research did not want the scale to have a natural range. The scale is ranging as follows:

1) = Strongly disagree
2) = Disagree
3) = Agree
4) = Strongly agree

Section 4: Demographic questions

As for this section, the respondents were asked seven questions regarding their gender, age, income, occupation, education, status, type of residence they live in. The data collected was used to analyze the behavior differences between the different demographic groups.

CHAPTER IV
RESEARCH RESULTS

4.1 Frequency

The studied population of the data collected is 213 respondents. The demographic studies were separated into two parts: 1) consumer behavior, 2) the profiling of the individual.

The demographic of the respondents is shown as the following result.

Table 4.1 Frequency of home furnishings purchases

	Frequency	Percent
Once a year or more	142	66.7
Once every 2-3 years	54	25.4
Once every 4 years or less	17	8.0
Total	**213**	**100.0**

According to table 4.1, out of the 213 respondents, the majority (66.7%) purchase a home furnishing product one a year or more. While one-fourth of the respondents purchase it once every two to three years. Lastly, only a handful of respondents (8.0%) state that they purchase home furnishing products once every four years or less frequently.

Table 4.2 Reason for home furnishings purchases

	Frequency	Percent
Utilitarian use	90	42.3
Redecorate	54	25.4
Replace	35	16.4
Impulsive purchase	34	16.0
Total	**213**	**100.0**

Table 4.2 illustrates the most common reason for the respondent to purchase a home furnishing product. The most frequent reason is that they needed to use the product or for utility purposes with 90 people (42.3%) agreeing. The second most common reason where one-fourth (25.4%) answered is to redecorate a space. Meanwhile, replacing old home furnishings and impulsive buying both have similar results with 16.4% of respondents choosing these as their common reasons for purchasing their home furnishings.

Table 4.3 Gender

	Frequency	Percent
Female	184	86.4
Male	29	13.6
Total	**213**	**100.0**

Out of the 213 respondents who participated in the survey, the majority is conducted by females (86.4%) as shown in table 4.3. While male participants are made up of 13.6% of the total respondents.

Table 4.4 Age

	Frequency	Percent
Under 18	21	9.9
18-27	119	55.9
28-35	35	16.4
36-45	17	8.0
46-55	10	4.7
Older than 55	11	5.2
Total	**213**	**100.0**

As illustrated in table 4.4, the age group in the survey is categorized into six groups consisting of the ages under 18, 18-27, 28-35, 36-45,46-55, and older than 55. Most of the respondents are between the ages of 28-27 with a total of 119 people who participated or 55.9%. The second-largest group with a considerable gap between the first is the people ages 22-35 with a total of 35 people (16.4%). The third group is the people under the age of 18, accounting for 9.9% of the respondents. And 36-45 (8%), 46-55 (4.7%), and older than 55 (5.2%) are the groups with the least respondents respectively.

Table 4.5 Income

	Frequency	Percent
Less than THB 15,000	74	34.7
THB 15,000 - 35,000	84	39.4
THB 35,001 - 50,000	30	14.1
THB 50,001 - 85,000	14	6.6
More than 85,000	11	5.2
Total	**213**	**100.0**

In terms of average monthly income, this study has categorized them into five groups from the least to most amount per month. The participants mostly have an average salary of THB 15,000 - 35,000 with 84 people (39.4%), followed by less than THB 15,000 with 74 people (34.7%). Participants who had an income of THB 35,001 - 50,000, accounted for 14.1%, followed by 6.6% from people with THB 50,001 - 85,000 income. While the participants who earned more than THB 85,000 were the smallest group with only 11 people (5.2%).

Table 4.6 Occupation

	Frequency	Percent
Employee	101	47.4
Student	64	30.0
Self-employed	27	12.7
Unemployed	21	9.9
Total	**213**	**100.0**

Table 4.6 shows the occupation type of the respondents. The majority (47.4%) of the participants are employees, both full-time and part-time. Followed by students with 64 people (30%) in that category, and self-employed with 27 people (12.7%). The least percentage is 9.9%, which belongs to respondents who are currently unemployed.

Table 4.7 Education

	Frequency	Percent
High school or lower	30	14.1
BA degree	146	68.5
Master's degree or higher	37	17.4
Total	**213**	**100.0**

As illustrated in table 4.7, the majority of the respondents include a bachelor's degree, with 146 people or 68.5% of the total 213. This is followed by

respondents who have a master's degree or higher education, with 37 people (17.4%). Lastly, participants who have a high school diploma or lower education account for 14.1% of the total respondents or 30 people.

Table 4.8 Status

	Frequency	Percent
Single	185	86.9
Married	28	13.1
Total	**213**	**100.0**

Table 4.8 shows that the majority of the participants accounting for 86.9% of the respondents are single, while the rest (13.1%) are married.

Table 4.9 Resident Type

	Frequency	Percent
House	95	44.6
Condominium	49	23.0
Townhouse	48	22.5
Dormitory	21	9.9
Total	**213**	**100.0**

This research wanted to study whether there is a difference in consumer behavior of respondents who lived in different types of the resident. Table 4.9 illustrates that almost half (44.6%) of respondents live in a single or stand-alone home. While there is a similar size of respondents who live in condominiums and townhouses, with 23% and 22.5% respectively. The least common type of resident of the respondents are people who live in dormitories, accounting for 9.9% or 21 people.

4.2 Reliability

Table 4.10 Reliability

Variables	Cronbach's Alpha	N of Items
Perceived Quality	.660	4
Product Design	.673	4
Store Atmosphere	.656	4
Brand Image	.642	4
Salesperson	.664	4
Satisfaction	.641	4

The Cronbach's Alpha scale was used to examine the internal consistency of each construct, thus determining its reliability for the current research. The coefficient is ranged from zero to one. The item with a coefficient value closer to one is of better consistency. While the criteria for research are between 0.6- 0.8. As shown in Table 4.10, the construct of perceived quality, product design, store atmosphere, brand image, salesperson, and satisfaction have a coefficient value of <.6, meaning that the constructs are acceptable and appropriate to use for the research.

4.3 Descriptive

The descriptive statistic is used to determine the mean score of each statement in the survey. The range is from 1 to 4, ranging from one as being the least agreed by the respondents and four being the most agreed. Each table as shown belong has a range of the statement of each construct with the highest mean score to the lowest.

Table 4.11 Perceived Quality

Perceived Quality	Mean
PQ I tend to buy home furnishings that are made from durable materials.	3.49
PQ I think the quality is the prior criteria I consider when I buy home furnishing	3.46
PQ The home furnishings that I own are of high quality.	3.20
PQ I think that the higher price of home furnishing, the higher the quality	3.14

Table 4.1 shows the descriptive mean score for the construct of perceived quality. The statement which is the most agreeable with the respondent with a mean score of 3.49 is "I tend to buy home furnishings that are made from durable material." Followed by "I think the quality is the prior criteria I consider when I buy home furnishing", having a mean score of 4.46. The third most agreeable statement with a mean of 3.2 is "The home furnishings that I own are of high quality." followed by the last statement of "I think that the higher the price of home furnishing, the higher the quality." with a mean score of 3.14. Overall, the mean score of all the statements of perceived quality leans towards an agreeable side by the respondents.

Table 4.12 Product Design

Product Design	Mean
PD When buying home furnishings, I pay more attention to the style.	3.73
PD A beautiful home furnishing will increase my purchase intention.	3.69
PD The design of a home furnishing product should provide users with ease of use.	3.69
PD I always consider the texture of a home furnishing product, namely if it feels good when I touch it.	3.47

Table 4.12 shows the descriptive mean score for the construct of product design. The most agreeable statement is "When buying home furnishings, I pay more attention to the style." recording a mean score of 3.73. This is followed by the statement

"A beautiful home furnishing will increase my purchase intention." and "The design of a home furnishing product should provide users with ease of use". Which both have a mean score of 3.69. Lastly, "I always consider the texture of a home furnishing product, namely if it feels good when I touch it". Scored the least mean score in the product design construct, but still has a high mean score of 3.47. Similar to the previous construct, product design statements all have a mean score that is most agreeable to the respondents.

Table 4.13 Store Atmosphere

Store Atmosphere	Mean
SA The cleanliness of the furnishing store motivates me to want to shop there.	3.59
SA The creative arrangement of home furnishing in the store helps me in the selection of products.	3.56
SA The store environment encourages me to buy home furnishing.	3.40
SA I tend to enter the home furnishing store that has a pleasant atmosphere.	3.19

Table 4.13 shows the descriptive mean score of the construct of store atmosphere. The highest mean score of all the statements is about the cleanliness of the store stating, "The cleanliness of the furnishing store motivates me to want to shop there." with a mean score of 3.59. Followed by "The creative arrangement of home furnishing in the store helps me in the selection of products". Scoring 3.56. The third most agreeable statement is "The store environment encourages me to buy home furnishing." Which has a mean score of 3.40. Last is the statement "I tend to enter the home furnishing store that has a pleasant atmosphere." scoring 3.19.

Table 4.14 Brand Image

Brand Image	Mean
BI I tend to buy the home furnishing brand that is reliable	3.08
BI I tend to buy the home furnishing brand that has a good reputation	2.85
BI I tend to buy the home furnishing brand that is attractive	2.85
BI I tend to buy the home furnishing that is a social status symbol	2.20

Table 4.14 shows the descriptive mean score of the construct brand image. The highest mean score of 3.08 belongs to the statement "I tend to buy the home furnishing brand that is reliable". The second most agreed statement is "I tend to buy the home furnishing brand that has a good reputation" with 2.85, followed by the remark of "I tend to buy the home furnishing brand that is attractive", which has the same mean score. On the other hand, most of the respondents do not seem to agree with the statement "I tend to buy the home furnishing that is a social status symbol", which has a mean score of 2.20, leaning toward the disagreeable side. This is also the statement with the least mean score when compared to all the statements in the current study.

Table 4.15 Salesperson

Salesperson	Mean
SP I tend to buy when the amount of contact I have had with the salesperson was adequate.	3.13
SP I tend to buy when the salesperson made me feel comfortable	2.94
SP I tend to buy when the salesperson provides all the information I ask for.	2.76
SP I tend to buy when the salesperson is persuasive.	2.50

Table 4.15 shows the descriptive mean score of the construct of the salesperson. The statement most agreed with by the respondents is "I tend to buy when the amount of contact I have had with the salesperson was adequate", having a mean

score of 3.13. Followed by the statement "I tend to buy when the salesperson made me feel comfortable" which has a score of 2.94. And "I tend to buy when the salesperson provides all the information I ask for." with a score of 2.76. While the remaking stating "I tend to buy when the salesperson is persuasive." has the mean score exactly right in the middle of the scale at 2.50. This can be concluded that the respondent neither feels agreeable nor disagreeable with the statement.

Table 4.16 Satisfaction

Satisfaction	Mean
SAT I was happy with my home furnishing purchase experience.	3.46
SAT I am satisfied with my home furnishing purchase	3.34
SAT I will recommend the brand of home furnishing I purchase to acquaintances	3.15
SAT My trip to shop for home furnishing products was pleasant.	3.10

Table 4.16 shows the descriptive mean score of the construct of satisfaction. Most of the respondents agree with the statement "I was happy with my home furnishing purchase experience." Not followed far behind is the statement "I am satisfied with my home furnishing purchase", scoring 3.34. The following statement "I will recommend the brand of home furnishing I purchase to acquaintances," and "My trip to shop for home furnishing products was pleasant" has a mean score of 3.15 and 3.10 respectively. With all the mean scores over the three-point mark, it can be concluded that the respondents are satisfied with their past home furnishing purchase experience.

4.4 Test of differences

This section will discuss the relationship differences between demographic groups namely, gender, age, monthly income, occupation, education, status, residential type, frequency of home furnishings purchase, and the reason for purchasing the other

construct of perceived quality, product design, store atmosphere, brand image, salesperson, satisfaction by using one-way ANOVA and T-Test. The criteria for determining the differences are one-way ANOVA Sig. and T-Test Sig (2-tailed) value is less than 0.05.

4.4.1 One-way ANOVA

Table 4.17 ANOVA Age

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
BI good reputation	Between Groups	7.602	5	1.520	2.788	0.018
	Within Groups	112.886	207	0.545		
	Total	120.488	212			
BI social status symbol	Between Groups	12.202	5	2.440	3.728	0.003
	Within Groups	135.516	207	0.655		
	Total	147.718	212			

Table 4.17 ANOVA Age (cont.)

Descriptives		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
BI good reputation	36-45	17	3.35	0.606	0.147	3.04	3.66	2	4
	>55	11	2.36	0.674	0.203	1.91	2.82	1	3
BI social status symbol	<18	21	2.71	0.845	0.184	2.33	3.10	1	4
	18-27	119	2.08	0.766	0.070	1.95	2.22	1	4
	> 55	11	1.73	0.467	0.141	1.41	2.04	1	2

Table 4.17 ANOVA Age (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) 2. Age	(J) 2. Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
BI good reputation	36-45	> 55	.989*	0.286	0.010	0.14	1.84
	> 55	36-45	-.989*	0.286	0.010	-1.84	-0.14
BI social status symbol	<18	18-27	.630*	0.192	0.018	0.06	1.20
		> 55	.987*	0.301	0.018	0.09	1.88
	18-27	< 18	-.630*	0.192	0.018	-1.20	-0.06
	> 55	< 18	-.987*	0.301	0.018	-1.88	-0.09

As shown in table 4.17, there are significant differences between the age groups, concerning two statements belonging to the construct of brand image. The first statement stating "I tend to buy the home furnishing brand that has a good reputation" has a one-way ANOVA sig. value at 0.018 between the age group of 36-45 and older than 55. The Bonferroni of these two groups is 0.010. The mean score of respondents aged 36-45 toward the statement is 3.35, showing that they most strongly agree with it. While the mean score for respondents older than 55 was shown to be 2.36, leaning toward almost disagreeing with the statement. The second remark that is shown to have different outcomes of the age groups is "I tend to buy the home furnishing that is a social status symbol" with a one-way ANOVA sig. value at 0.003. The age group of less than 18 is shown to have differences between both the age group of 18-27 and those older than 55. The mean score for respondents aged less than 18 is 2.71, showing that they are inclined to agree with the statement. While the people aged 18-27 has a mean score of 2.08, and people older than 55 have a mean score of 1.73. This shows that both groups disagree with the statement.

Table 4.18 ANOVA Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PQ prior criteria	Between Groups	4.184	2	2.092	5.305	0.006
	Within Groups	82.802	210	0.394		
	Total	86.986	212			
PD ease of use.	Between Groups	1.930	2	0.965	3.620	0.028
	Within Groups	55.995	210	0.267		
	Total	57.925	212			
SA creative arrangement	Between Groups	2.507	2	1.253	3.374	0.036
	Within Groups	78.010	210	0.371		
	Total	80.516	212			
BI social status symbol	Between Groups	4.201	2	2.100	3.073	0.048
	Within Groups	143.518	210	0.683		
	Total	147.718	212			
SP persuasive.	Between Groups	9.211	2	4.606	7.007	0.001
	Within Groups	138.038	210	0.657		
	Total	147.249	212			

Table 4.18 ANOVA Education (cont.)

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
Descriptive									
						Lower Bound	Upper Bound		
PQ prior criteria	BA	146	3.37	0.675	0.056	3.26	3.48	1	4
	Master & higher	37	3.68	0.530	0.087	3.50	3.85	2	4
PD ease of use.	BA	146	3.64	0.562	0.046	3.55	3.73	1	4
	Master & higher	37	3.89	0.315	0.052	3.79	4.00	3	4
SA creative arrangement	HS	30	3.30	0.651	0.119	3.06	3.54	2	4
	BA	146	3.62	0.566	0.047	3.52	3.71	2	4
BI social status symbol	HS	30	2.53	0.860	0.157	2.21	2.85	1	4
	BA	146	2.12	0.778	0.064	2.00	2.25	1	4
SP persuasive	HS	213	2.20	0.835	0.057	2.08	2.31	1	4
	BA	30	2.87	0.730	0.133	2.594	3.14	2	4
	Master & higher	146	2.36	0.804	0.067	2.23	2.50	1	4

Table 4.18 ANOVA Education (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) 5. Education	(J) 5. Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PQ prior criteria	BA	Master & higher	-.306*	0.116	0.026	-0.58	-0.03
	Master & higher	BA	.306*	0.116	0.026	0.03	0.58
PD ease of use.	BA	Master & higher	-.255*	0.095	0.024	-0.48	-0.03
	Master & higher	BA	.255*	0.095	0.024	0.03	0.48
SA creative arrangement	HS	BA	-.316*	0.122	0.031	-0.61	-0.02
	BA	HS	.316*	0.122	0.031	0.02	0.61
BI social status symbol	HS	BA	.410*	0.166	0.042	0.01	0.81
	BA	HS	-.410*	0.166	0.042	-0.81	-0.01
SP persuasive	HS	BA	.5037*	0.1625	0.007	0.111	0.896
	BA	HS	-.5037*	0.1625	0.007	-0.896	-0.111
		Master & higher	-.3937*	0.1492	0.027	-0.754	-0.034
	Master & higher	BA	.3937*	0.1492	0.027	0.034	0.754

Table 4.48 shows the significant differences that occurred between the different educational level the respondent has received. According to the one-way ANOVA, there are differences in the construct of perceived quality, product design, store atmosphere, brand image, and salesperson.

The one-way ANOVA sig. value of the statement "I think the quality is the prior criteria I consider when I buy home furnishing" is 0.006 between respondents with a bachelor's degree and a master's degree and higher education. The Bonferroni sig. between those two groups is 0.026, with a mean score of 3.37 for people with a bachelor's degree and a mean of 3.68. Those two groups also have the one-way ANOVA sig. value of "The design of a home furnishing product should provide users with ease of use." as 0.028 and Bonferroni sig. as 0.026. The respondents with a master's degree and higher education have a mean score of 3.89, while it is lesser for the ones with a bachelor's degree with a mean value of 3.64. This shows that the people who have a master's degree and higher are more conform with the two statements of perceived quality and product design.

There are also significant differences between the group of high school diplomas and lower and bachelor's degrees with two statements. First is "The creative arrangement of home furnishing in the store helps me in the selection of products." with a one-way ANOVA sig. value of 0.036 and Bonferroni sig. of 0.031. The former group has a mean value of 3.30, while the latter has 3.62. The second statement with a different level of agreement is "I tend to buy the home furnishing that is a social status symbol." with a one-way ANOVA value of 0.048 and Bonferroni sig. Of 0.042. The respondents with a high school diploma or lower have a mean value of 2.53, meaning that are natural with the statement. This is not the case with the respondents with a bachelor's degree as they disagree with the statement with a mean value at 2.12.

Lastly the construct of salesperson, specifically the statement "I tend to buy when the salesperson is persuasive." has a one-way ANOVA sig. value of 0.001. The respondents with a bachelor's degree have a significant difference between those who have a high school diploma or lower and those with a master's degree or higher education. The Bonferroni value between the group of bachelor's degrees and the former is 0.007, and the latter group is 0.027. The result shows that the respondents with a bachelor's degree lean more towards agreeing with the statement, with a mean value of 2.87. On the other

hand, the other groups are more discontent with the statement, as the high school diploma or lower group has a mean score of 2.20, and the master's degree or higher education has a mean score of 2.36.

4.4.2 T-test

Table 4.19 T-Test Gender

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
SAT I am satisfied with my home furnishing purchase	Male	29	3.03	0.499	0.093
	Female	184	3.39	0.572	0.042
SAT I was happy with my home furnishing purchase experience.	Male	29	3.24	0.577	0.107
	Female	184	3.50	0.582	0.043

Table 4.19 T-Test Gender (cont.)

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
SAT I am satisfied with my home furnishing purchase	Equal variances assumed	27.720	0.000	-3.174	211	0.002
	Equal variances not assumed			-3.507	40.534	0.001

Table 4.19 T-Test Gender (cont.)

SAT I was happy with my home furnishing purchase experience.	Equal variances assumed	2.646	0.105	-2.227	211	0.027
	Equal variances not assumed			-2.242	37.567	0.031

        The T-Test shows the significant differences between two groups of respondents. Table 4.19 shows that there is a difference between male and female respondents towards two statements belonging to the construct of satisfaction. The first statement is "I am satisfied with my home furnishing purchase" with a sig. (2-tailed) value of 0.001 and t value of -3.507. The mean score for males is 3.03, compared to 3.39 for females. The second statement with a difference between the gender is "I was happy with my home furnishing purchase experience." with a sig. (2-tailed) value of 0.027 and t value of -2.227. The mean score for male respondents is 3.24, while for females is 3.50. This test demonstrates that the female respondents agree more with both statements of satisfaction.

Table 4.20 T-Test Status

Group Statistics					
Status		N	Mean	Std. Deviation	Std. Error Mean
PQ I think the quality is the prior criteria I consider when I buy home furnishing	Single	185	3.42	0.647	0.048
	Married	28	3.75	0.518	0.098
P I tend to buy when the salesperson provides all the information I ask for.	Single	185	2.70	0.770	0.057
	Married	28	3.14	0.651	0.123

Table 4.20 T-Test Status (cont.)

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
PQ I think quality is the prior criteria I consider when I buy home furnishing	Equal variances assumed	10.444	0.001	-2.561	211	0.011
	Equal variances not assumed			-3.016	40.928	0.004
SP I tend to buy when the salesperson provides all the information I ask for.	Equal variances assumed	3.834	0.052	-2.908	211	0.004
	Equal variances not assumed			-3.292	39.396	0.002

<p style="text-align:center; font-weight:bold;">Independent Samples Test</p>

The T-test is also used to determine the significant differences between single and married respondents. The sig. (2-tailed) value is 0.004 and the t value is -5.016 for "I think the quality is the prior criteria I consider when I buy home furnishing" with the mean value of 3.42 for single people, compared to 3.75 from married couples. While the sig. (2-tailed) value is also 0.004 and the t value is -2.908 for the remark "tend to buy when the salesperson provides all the information I ask for." Single people less sympathize with the statement than the married couple with a mean score of 2.70 compared to 3.14.

4.5 Factor Analysis

Factor analysis is used in the current research to determine how well the statement can measure each construct and reduce unnecessary data. In other words, it is used to find the correlation between the statement asked. If the r-value is 1 there is a perfectly positive correlation, likewise, if the r-value is -1, it means that there is a perfectly negative correlation. Before the factor analysis, the research had a total of six

constructs consisting of five independent variables and one dependent variable. The independent variables were 1.) perceived quality, 2.) product design, 3.) store atmosphere, 4.) brand image, 5.) salesperson. While the dependent variable is satisfaction. In the rotated component matrix, two criteria are used to determine if the statement is kept: 1.) the value is above 0.4 (<0.4), and 2.) there is no cross-loading between the components.

Table 4.21 Rotated Component Matrix

	Component				
	1	2	3	4	5
PQ I think the quality is the prior criteria I consider when I buy home furnishing	.826				
PQ I tend to buy home furnishings that are made from durable materials.	.763				
PQ The home furnishings that I own are of high quality.	.648				
PD The design of a home furnishing product should provide users with ease of use.	.565				
PD I always consider the texture of a home furnishing product, namely if it feels good when I touch it.	.517				
SAT My trip to shop for home furnishing products was pleasant.		.768			
SAT I was happy with my home furnishing purchase experience.		.679			

Table 4.21 Rotated Component Matrix (cont.)

SAT I am satisfied with my home furnishing purchase		.583			
SAT I will recommend the brand of home furnishing I purchase to acquaintances		.477			
SP I tend to buy when the salesperson provides all the information I ask for.			.693		
SP I tend to buy when the salesperson made me feel comfortable			.660		
SP I tend to buy when the salesperson is persuasive.			.644		
SP I tend to buy when the amount of contact I have had with the salesperson was adequate.			.555		
SA The store environment encourages me to buy home furnishing.				.746	
SA The creative arrangement of home furnishing in the store helps me in the selection of products.				.628	
SA The cleanliness of the furnishing store motivates me to want to shop there.				.545	
BI I tend to buy the home furnishing brand that has a good reputation					.716
BI I tend to buy the home furnishing brand that is attractive					.685
BI I tend to buy the home furnishing that is a social status symbol					.672

After performing the rotated component matrix of factor analysis, five statements were taken out from the data (one from perceived quality, two from product design, one from store atmosphere, and one from brand image.) The two statements from the construct of product design were merged with perceived quality as they had aligned components. This resulted in the construct of product design being taken off the framework. Subsequently, after the factor analysis, the current research is left with five constructs consisting of four independent variables, and one independent variable. Therefore, perceived quality, store atmosphere, brand image, and salesperson are the construct that is used in the regression analysis to determine the factor that has an influence on customer satisfaction with home furnishing purchase.
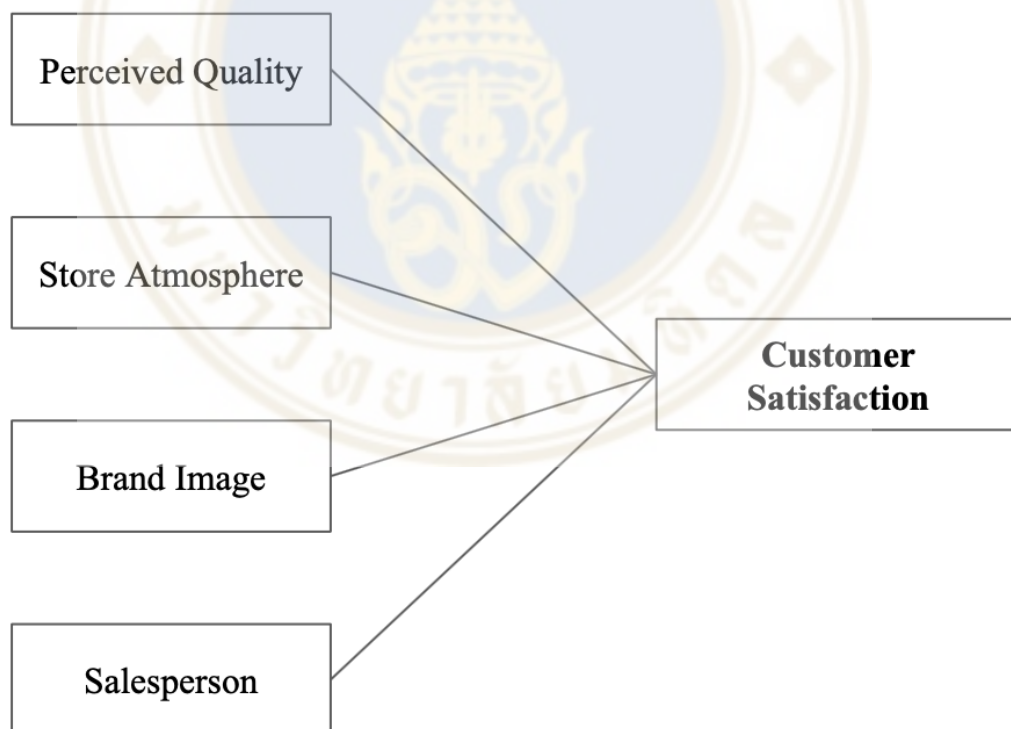

Figure 4.1 Conceptual Framework After Factor Analysis

4.6 Regression Statistic

Table 4.22 Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.587[a]	.345	.332	.37576

a. Predictor: (Constant), PMean, BIMean, PQMean, SAMean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	15.449	4	3.862	27.354	<.001[b]
	Residual	29.369	208	.141		
	Total	44.817	212			

a. Dependent Variable: SATMean
b. Predictor: (Constant), PMean, BIMean, PQMean, SAMean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficient		
		B	Std Error	Beta	t	Sig.
1	(Constant)	.759	.247		3.066	.002
	PQMean	.411	.063	.405	6.495	<.001
	SAMean	.183	.067	.177	2.722	.007
	BIMean	.116	0.47	.148	2.434	.016
	SPMean	.049	.053	.058	.915	.361

a. Dependent Variable: SATMean

*Remark (PQMean = perceived quality mean), (SAMean = store atmosphere mean), (BIMean = brand image mean), (SPMean = salesperson mean), (SATMean = satisfaction mean)

The regression model is used in this research to determine the relationship of the independent variable towards the dependent. A coefficient value less than 0.05(<0.05) is an indicator of a significant relationship result.

Table 4.22 shows that ANOVA has a sig. Value of <0.001[b], indicating that the result of the regression model is significant. Furthermore, the adjusted R Square value of 0.332 shows that the independent variables can explain 33.2% of satisfaction concerning home furnishings purchases experienced by the respondents.

The result of the standardized coefficient shows that perceived quality (sig. = <0.001), store atmosphere (sig. = 0.007), and brand image (sig = 0.016) have a significant relationship with customer satisfaction. However, the salesperson recorded a significant value above 0.05 with the value of 0.361, representing that the construct of the salesperson does not have a significant relationship with the dependent variable of satisfaction. Furthermore, the table also identifies that with a p (beta) value of 0.405, perceived quality has the most positive significant relationship with satisfaction, followed by store atmosphere with a p-value of 0.117. Likewise, brand image has the least significance with a p-value of 0.148, but still is positively influencing the satisfaction of consumers.

CHAPTER V
DISCUSSION

The objective of the current research is to comprehensively study customer satisfaction toward home furnishings within the context of the Bangkok Metropolitan Region. The result unveiled that perceived quality, store atmosphere, and brand image contribute to the dependent variable of customers' satisfaction.

Conforming to many past research studies, perceived quality is revealed to be one of the factors influencing customer satisfaction with home furnishing (Asshidin, Abidin & Borhan, 2016; Ponder, 2013, Kobthongsirichok, 2020; Omnodi, 2020). While customer satisfaction is the overall evaluation measured by the fulfillment level of the customer expectation, the perceived quality is the attribute that guides the consumer assessment (Snoj, Korda, & Mumel, 2004). Asshidin, Abidin, and Borhan (2016) explains that perceived quality is a source that influences customer satisfaction because it provides added value by differentiating the product from its competitors. The result also shows that among all the constructs studied in this research, perceived quality, which has a bata value of 0.405 is the most influential factor of customer satisfaction. This is concurred by Kobthongsirichok's (2020) study that resulted in perceived quality as the most conducive towards satisfaction and brand loyalty of home decorative products. The result of the descriptive mean value also indicates that the respondent has a strong agreement with all the statements belonging to perceived quality. When asked whether they identified with the statement "I think that the higher price of home furnishings, the higher the quality" The mean value for the statement is 3.14, meaning that most of the respondents have agreed with the statement. This is supported by Tull, Boring, & Gonsior's (1964) and Jacoby, Olson & Haddock's (1971) findings that price is one of the indicators of quality.

Moreover, store atmosphere is also founded to be the determinator of customer satisfaction with home furnishing purchases with a beta score of 0.1777. The prior study by Ndengane, Mason, and Misheck (2021) also found that the store

atmospherics has influenced customer positive image, time spent shopping, mood, and revisit intention. They then had concluded that these factors have been shown to also influence customers' satisfaction. Furthermore, the statement "the cleanliness of the home furnishing store motivates me to shop there." has the highest mean value of 3.59 which aligns with Cerneka's (2019) founding that the cleanliness was most frequently answered when asked about the most significant elements of store atmosphere.

The last construct that instigates satisfaction in customer purchase of home furnishing is the brand image. The research saw that its coefficient sig. value is 0.016, indicating that it has an influence on satisfaction with a beta value of 0.148, which is the least among the variables that were found to have significance. This is in line with the research of Hidayat, Triyani, and Prapti (2019) which had found that the brand image was a motivator of satisfaction. Further stating that it has a positive correlation with how fast customers decide on whether to purchase a furniture brand. If the brand image presented is well received by the customer, the quicker they would make a purchase decision. On the contrary, past research has shown that brand image has not been found to be experienced by customer satisfaction while purchasing home furnishings (Ponder,2013; Chaipormetta, 2010). This can imply that the customers' behavior regarding home furnishings may have changed in the past decade. The descriptive mean of brand image is however lower than the majority of the other construct, with only the statement regarding the reliability of the brand scoring more than the three-point mark. Correspondingly with the past research, the statement mentioning the brand of furniture as a social status symbol has a mean score of 2.20, showing that the respondents did not agree with the statement. Thus, home furnishing brands should present a positive image that shows reliability, good reputation, and attractiveness.

A further examination of the factors that correlate with the brand image of home furnishing reveals that there is a difference in consumer behavior among the age group. The result indicates that, while people in the age range of 36-45 are more trusted with a brand with a good reputation, the generation that is older than 55 feels indifferent. While this is similar to Chaipormetta's (2010) research where the result shows that home decor brand was only important for the group of people ages 41-50. Furthermore, behavior differences among age groups can also be detected in regard to brand image as an indicator of social status symbol. The result shows that the younger generation (ages

under 18), is inclined to purchase home furnishing based on the brand that can show their stature, as compared to older counterparts (ages 18 -27 and older than 55). This could be assumed that home furnishing products purchased by the older groups are on a larger scale, therefore regardless of the brand, the purchase is already considered a large expense. As well as the older buyers may care less about the external judgment against them compared to younger people.

Regarding the differences between male and female customers' satisfaction when purchasing home furnishings, contrary to Kobthongsirichok's (2020) study, where satisfaction was more significant among males than females, the result indicates that females were more satisfied with their purchase, as well as identified to have a pleasant purchase experience, compared to their counterpart. Nevertheless, both the female and male customers still were shown to have satisfaction with their home furnishings purchase with a descriptive mean value of over three for both genders.

Touching on the differences between married and single individuals, it is evident that there is a significant difference between the two groups regarding perceived quality and salesperson. Essentially, a married customer is more reliant on the salesperson to provide them with information about the home furnishing product. This aligns with past research such that married customers feel more positive about the salesperson and expect more accurate information when it comes from the salesperson (Kobthongsirichok, 2020). Though both parties consider product quality as the prior critical factor when purchasing home furnishings, it is a deeper significance for married customers, which is agreed with Chaipormetta's (2010) research that shows a higher mean value for the consideration of quality with home decor products.

Lastly, further investigation into the dissimilarities between customers' behavior with different levels of education unveiled store atmosphere was more significant for people with a bachelor's degree than those with high school diplomas or lower education. On the contrary, the latter showed a more indifferent attitude toward buying home furnishing brands as a status symbol, while the former disagreed with the statement. On the other hand, it shows that product quality and product design function was felt more strongly by individual who attained a master's degree or higher education than those with a bachelor's degree.

CHAPTER VI
CONCLUSION

6.1 Conclusion

The purpose of the current research is to examine the determinants of customer satisfaction toward home furnishings purchases in the Bangkok Metropolitan Region and investigate the factors most significant in its regard. To meet the objectives of the study, the data were collected through a quantitative approach using a questionnaire survey. It employed the four-point Likert scale from one (strongly disagree) to four (strongly agree). Data were gathered from 213 respondents, after screening out 49 unqualified participants. The study initially focused on five independent variables toward satisfaction by using SPSS as a tool to analyze the data. However, after running through factor analysis, four independent variables remained: perceived quality, store atmosphere, brand image, and salesperson. These mentioned variables were later used to identify their correlation with satisfaction.

The result of the coefficient analysis revealed that among the four dependent variables, perceived quality, store atmosphere, and brand image were factors that had a significant effect on the satisfaction of home furnishing purchases, accounting for 33.2 percent of the behavior. Whereas the salesperson was the only construct not found to have any significance towards customers' satisfaction. The result further unveiled that perceived quality has the strongest influence on customers' satisfaction with a beta value of 0.405, followed by store atmosphere, and brand image. A further investigation into the demographic group has also found that younger customer was more susceptible to the brand image of home furnishing product that communicates status symbol. While married individuals are more critical of the product quality, compared to single customers. Likewise, consumers with higher education achievement are also shown to be more evaluative of product criteria and store atmosphere and less pleading with brand image. Females are shown to be more satisfied with their home furnishing purchases than their male counterparts.

Lastly, the current research can provide a better understanding of the factors influencing consumer satisfaction with regards to home furnishing products, which could be employed by marketing implication stakeholders as well as academicians. Having an insight on the topic can help home furnishing retailers gain a competitive edge over its competitor by planning marketing campaigns that would answer directly to customers' satisfaction. While satisfaction is a proxy to re-purchase intention, entailing that responding to customers' satisfaction may be an assurance of continuous revenue.

6.2 Recommendations

Based on the research findings, recommendations have been made for home furnishing retailers to leverage the potential marking strategy that would prompt customer satisfaction and entail further sales.

More than half of customers (66.7%) purchase their home furnishings at least once or more times a year. This denotes that a satisfied customer may revisit and repurchase at the store again given the frequency of their purchases. Clear communication with the customer during the process of information searching and alternative evaluation is key wherefore it shapes their perception of the home furnishing product and influences their post-purchase evaluation. Receiving an adequate evaluation outcome could boost store image thus gaining newer customers and maintaining old ones by triggering pleasurable memories of past purchases. To ensure customers have a pleasant experience, the study reveals that satisfaction with home furnishing purchases is motivated by perceived quality, store atmosphere, and brand image. Thus, marketing strategy should be created around these essences.

In terms of perceived quality, it is the most prominent attribute of satisfaction, therefore it should be carefully considered by home furnishing retailers. To establish an excellent perception of the home furnishing's quality, pricing is a crucial communicator. The study has shown that most customers believe that a high-quality product, comes together with a justifiable high price. Thus, the pricing of the home furnishing product should not be set low as it would drive away customers looking to

invest in a quality product. Furthermore, to convey a product superiority, the design aesthetic should not be overlooked. For instance, the design of the home furnishing product should be made of durable materials. Furthermore, marketing campaigns should be able to communicate its quality. Lastly, the retailer should make sure that customers believe that the home furnishing they purchase is more valuable than what they have paid for.

As of today, a large percentage (94.2 %) of sales are still from retail store, hence why it is important for retailers to provide a pleasing shopping environment to satisfy the customers. The result of the study reveals that store atmosphere is one of the determinants of customer satisfaction. The store should be clean and well kept. The home furnishing product should be arranged in a way in which the customers could be able to picture themselves living in it. For example, instead of displaying a sofa alone, it should be put in the environment it belongs like a living space. This would help create a homey atmosphere and a cozy feeling. Although the customer fails to make-instance purchases, they will still have a pleasant experience imagining the possibilities and return to make future purchases. Lastly, to create a pleasant shopping experience, lighting and music should be considered as well. A well-lit space enables the customer to examine the product closely or a warm tone light will create a welcoming atmosphere. When a customer enjoys their experience at the retail store, they are more likely to be satisfied with their purchase.

Lastly, it is essential that the home furnishings brands develop a strong brand image as it is also shown to affect customers' satisfaction. In order to achieve the following, furniture retailers should firstly invest in making the brand appear reliable by having a warranty or after-sale service provided for the customers. A good reputation of a brand may be achieved through having a consistently high-quality product provide for the customer's needs and demand. While the retailer should have a good visual presentation to showcase their products to help increase their attractiveness. This will lead to the home furnishing products becoming more desirable, thus increasing the satisfaction of the customers.

6.3 Limitation

Even though this study has answered all the questions that it has set towards, one should not overlook its limitations and make appropriate adjustments for further research. First, the time constraints together with the current situation of the COVID-19 pandemic hinder access to a broader respondent group. Therefore, the research was only able to conduct quantitative methods through the online platforms and limit its scope to the Bangkok Metropolitan Region. This may have resulted in a sample bias wherein the number and groups of respondents are restricted. The imbalance of the respondent group might have also impacted the analysis of the differences among the demographics. For instance, the number of females was as much as eight times the number of males who participate in the survey. Furthermore, because the survey form was posted to respondents on certain social media platforms, it attracted the younger (18-27-year-old) respondents as they are within the reach of those social platforms. There are other inequalities of the demographic group in this study that also need to be addressed including income, occupation, education, status, etc. For future research, researchers could expand the number of respondents and monitor the different group to direct the availability to groups that shows fewer responses. The future researcher could also adopt a qualitative data collection method, for a deeper insight into consumer behavior. The second limitation was the broadness of the scope of home furnishings, which included indoor furniture, home decoration, outdoor furniture, and lighting. Due to the COVID-19 pandemic, the research had made a broader scope to ensure enough data would be collected. The result may perhaps be strengthened providing that a specific category of home furnishings was selected. The third limitation is the language in which the survey was conducted is different from the one used in the report. It opens the possibility for mistranslation or misinterpretation of the respondent that could have occurred. Lastly, the research has explored only variables affecting satisfaction, from the perspective of perceived quality, product design, store atmosphere, brand image, and salesperson. While there are still other variables left to be explored. Further research could consider extending the study, diving into other constructs, and investigating the connectivity between satisfaction and repurchase intention of consumers in regard to home furnishings. Furthermore, the research could compare the differences between home furnishing that is purchase for utilitarian and hedonic purposes. It will be

interesting to explore how it might have changed from generations to generations and how smaller living space or nomadic style of living may have effect the home furnishing preferences of consumers.

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APPENDICES

Appendix A: Questionnaire English Version

Dear participants,

I appreciate your participation in our online survey.

I am conducting independent research on the most influential factor on satisfaction of home furnishing in Bangkok Metropolitan Region. This survey is only for research purposes and is not relevant to any sales. Your response will be kept anonymous and confidential. All of your input is extremely valuable to me.

☐ Yes, agree to participate

☐ No, do not agree to participate

Section 1

1. Do you live in the Bangkok Metropolitan Region? (Bangkok, Nakhon Pathom, Pathum Thani, Nonthaburi, Samut Prakan, or Samut Sakhon)

☐Yes   ☐No

2. Have you ever bought any furniture or home furnishings at a store within the last two years?

☐Yes   ☐No

If you answer YES for both questions, please continue section 2.

If you answer No in any of the two above questions, thank you for your cooperation. You may exit the survey.

Section 2

1. How often do you go shopping for home furnishing products?

☐ Once a year or more

☐ Once every 2-3 years

☐ Once every 4-5 years

☐ Once every 6 years or less

☐ Never

2. Reason to buy home furnishing

☐ Replace

☐ Move to a new resident

☐ Redecorate

☐ Impulsive purchase

☐ Want new model

☐ Utilitarian use

Section 3

Please rank the extent to which you agree or disagree with each statement below,

1. = Strongly disagree
2. = Disagree
3. = Agree
4. = Strongly agree

Perceived Quality	1	2	3	4
I think that the higher price of home furnishing, the higher the quality (The price is an indication of the quality of the home furnishing)				
I think the quality is the prior criteria I consider when I buy home furnishing				
The home furnishings that I own are of high quality.				
I tend to buy home furnishings that are made from durable materials.				

Product Design	1	2	3	4
When buying home furnishings, I pay more attention to the style.				
A beautiful home furnishing will increase my purchase intention.				
The design of a home furnishing product should provide users with ease of use.				
I always consider the texture of a home furnishing product, namely if it feels good when I touch it.				

Store Atmosphere	1	2	3	4
The creative arrangement of home furnishing in the store helps me in the selection of products.				
The store environment encourages me to buy home furnishing.				
I tend to enter the home furnishing store that has a pleasant atmosphere.				
The cleanliness of the furnishing store motivates me to want to shop there.				

Brand Image	1	2	3	4
I tend to buy the home furnishing brand that is attractive				
I tend to buy the home furnishing brand that is reliable				
I tend to buy the home furnishing brand that has a good reputation				
I tend to buy the home furnishing that is a social status symbol				

Salesperson	1	2	3	4
I tend to buy when the salesperson provides all the information I ask for.				
I tend to buy when the salesperson made me feel comfortable				
I tend to buy when the amount of contact I have had with the salesperson was adequate.				
I tend to buy when the salesperson is persuasive.				

Satisfaction	1	2	3	4
I am satisfied with my home furnishing purchase				
I was happy with my home furnishing purchase experience.				
My trip to shop for home furnishing products was pleasant.				
I will recommend the brand of home furnishing I purchase to acquaintances				

Section 4

Demographic Profile

1. Gender

☐ Male

☐ Female

2. Age

☐ Under 18

☐ 18-27

☐ 28-35

☐ 36-45

☐ 46-55

☐ More than 55

3. What is your average monthly income?

☐ Less than THB 15,000

☐ THB 15,000 - 35,000

☐ THB 35,001 - 50,000

☐ THB 50,001 - 85,000

☐ More than 85,000

4. What is your Occupation

☐ Student

☐ Unemployed

☐ Part-time

☐ Full-time

☐ Self-employed

5. What is your Education

☐ High school or lower

☐ BA degree

☐ Master Degree or higher

6. What is your marital status

☐ Single

☐ Married

7. Type of resident

☐ House

☐ Townhouse

☐ Dormitory

☐ Condominium

☐ Apartment

Appendix B: Questionnaire Thai Version

คำชี้แจง,

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยปัจจัยที่มีผลต่อความ พึงพอใจในการซื้อสินค้าตกแต่งบ้าน ในเขตกรุงเทพมหานคร และปริมณฑล ผู้วิจัยจึงใคร่ควรขอความกรุณาจากผู้รับแบบสอบถามนี้ ทำแบบสอบถาม ตามความเป็นจริงของท่าน ข้อมูลที่ได้รับจากแบบสอบถามนี้จะไม่นำไปใช้ในเชิงการตลาด หรือ นำ ไปเปิดเผยเจาะจง เป็นรายบุคคล คำตอบทั้งหมดของท่านมีค่าอย่างยิ่งแก่ผู้วิจัย จึงขอขอบคุณทุกท่านที่ให้ความร่วมมือ ณ ที่นี้ด้วย

☐ ยินดีให้ความร่วมมือ

☐ ไม่ยินดีให้ความร่วมมือ

ส่วนที่ 1

1. ท่านอาศัยอยู่ในเขตกรุงเทพมหานครและปริมณฑลใช่หรือไม่ ?

☐ Yes ☐ No

2. 2 ปีที่ผ่านมา ท่านได้ซื้อสินค้าตกแต่งบ้านบ้างหรือไม่ ?

☐ Yes ☐ No

หากท่านตอบ "ใช่" ในทั้งสองข้อ กรุณาตอบส่วนที่ 2

หากท่านตอบ "ไม่ใช่" ในข้อใดข้อหนึ่ง ขอบคุณสำหรับความร่วมมือ

ส่วนที่ 2

1. ท่านซื้อของตกแต่งบ้านบ่อยแค่ไหน

☐ ปีละครั้ง หรือ มากกว่า

☐ 2-3 ปีครั้ง

☐ 4-5 ปีครั้ง

☐ 6 ปีครั้ง หรือน้อยกว่า

☐ ไม่เคย

2. อะไรคือเหตุผลที่ท่านเลือกซื้อของตกแต่งบ้าน มากที่สุด

☐ ทดแทนอันเก่า

☐ ย้ายบ้าน

☐ ตกแต่งบ้านใหม่

☐ หุนหันพลันแล่น (เห็นแล้วถูกใจ)

☐ ต้องการรุ่น (แบบ) ใหม่

☐ ต้องการใช้งาน

ส่วนที่ 3

โปรดเลือกเพื่อแสดงขอบเขตที่ท่านเห็นด้วยหรือไม่เห็นด้วยกับข้อความด้านล่าง

1. = ไม่เห็นด้วยอย่างยิ่ง
2. = ไม่เห็นด้วย
3. = เห็นด้วย
4. = เห็นด้วยอย่างยิ่ง

Perceived Quality	**1**	**2**	**3**	**4**
1. ท่านคิดว่าราคาสามารถบ่งบอกถึงคุณภาพของสินค้าตกแต่งบ้านได้				
2. ท่านคิดว่าคุณภาพเป็นปัจจัยแรก ๆ ในการตัดสินใจซื้อสินค้าตกแต่งบ้าน				
3. สินค้าตกแต่งบ้านของท่านเป็นสินค้าที่มีคุณภาพดี				
4. ท่านพิจารณาซื้อสินค้าตกแต่งบ้านที่ทำจากวัสดุที่แข็งแรง				

Product Design	**1**	**2**	**3**	**4**
1. ท่านให้ความสำคัญกับแบบ (style) ในการเลือกซื้อสินค้าตกแต่งบ้าน				

2. สินค้าตกแต่งบ้านที่มีรูปแบบที่สวยงามทำให้เพิ่มความต้องการในการซื้อมากยิ่งขึ้น				
3. สินค้าตกแต่งบ้านควรมีรูปแบบ (design) ที่สะดวกต่อการใช้งาน				
4. ท่านพิจารณาถึงผิวสัมผัส (texture) ที่ดีของสินค้าตกแต่งบ้าน ว่าสัมผัสแล้วรู้สึกดี				

Store Atmosphere	**1**	**2**	**3**	**4**
1. การจัดวางสินค้าของตกแต่งบ้านที่สร้างสรรค์ในร้านค้า สามารถช่วยในการเลือกซื้อสินค้า				
2. บรรยากาศของร้านค้าสามารถกระตุ้นให้ท่านซื้อสินค้าของตกแต่งบ้าน				
3. ท่านมักจะเข้าร้านค้าของสินค้าของตกแต่งบ้านที่มีบรรยากาศที่รื่นรมย์				
4. ความสะอาดของร้านสินค้าของตกแต่งบ้านกระตุ้นให้ท่านอยากใช้บริการที่ร้านนั้น				

Brand Image	1	2	3	4
1. ท่านมักจะซื้อแบรนด์สินค้าตกแต่งบ้านที่น่าสนใจ				
2. ท่านมักจะซื้อแบรนด์สินค้าตกแต่งบ้านที่น่าเชื่อถือ				
3.ท่านมักจะซื้อแบรนด์สินค้าตกแต่งบ้านที่มีชื่อเสียงที่ดี				
4.ท่านมักจะซื้อแบรนด์สินค้าตกแต่งบ้านที่เป็นสัญลักษณ์สถานะทางสังคม				

Salesperson	1	2	3	4
1. ท่านมักจะซื้อสินค้าตกแต่งบ้านเมื่อพนักงานขายให้ข้อมูลตามข้อซักถามของท่าน				
2. ท่านมักจะซื้อสินค้าตกแต่งบ้านเมื่อพนักงานขายทำให้ท่านรู้สึกสะดวกสบาย				
3.ท่านมักจะซื้อสินค้าตกแต่งบ้านเมื่อพนักงานขายให้บริการแบบพอเหมาะพอควรแก่ท่าน				
4. ท่านมักจะซื้อสินค้าตกแต่งบ้านเมื่อพนักงานขายมีการโน้มน้าวที่ดี				

Purchase Intention	1	2	3	4
1. ท่านพึงพอใจกับการซื้อสินค้าตกแต่งบ้าน				
2. ท่านมีความสุขกับประสบการณ์ในการเลือกซื้อสินค้าตกแต่งบ้าน				
3. ทริปไปเลือกซื้อสินค้าตกแต่งบ้านเป็นที่น่าพอใจ				
4. ท่านจะแนะนำแบรนด์สินค้าตกแต่งบ้านที่ท่านเคยซื้อให้แก่คนรู้จัก				

ส่วนที่ 4

ข้อมูลเกี่ยวกับผู้สอบถาม

1. เพศ

    ☐ ชาย

    ☐ หญิง

2. อายุ

    ☐ ต่ำกว่า 18

    ☐ 18-27

    ☐ 28-35

    ☐ 36-45

    ☐ 46-55

    ☐ สูงกว่า 55

3. รายได้เฉลี่ยต่อเดือน

    ☐ ต่ำกว่า 15,000 บาท

☐ 15,000 - 35,000 บาท

☐ 35,001 - 50,000 บาท

☐ 50,001 - 85,000 บาท

☐ มากกว่า 85,001 บาท

4.อาชีพ

☐ นักเรียน

☐ ว่างงาน

☐ พนักงานชั่วคราว

☐ พนักงานประจำ

☐ ธุรกิจส่วนตัว

5. ระดับการศึกษา

☐ มัธยมศึกษาหรือต่ำกว่า

☐ ปริญญาตรี

☐ ปริญญาโทหรือสูงกว่า

6. สถานภาพ

☐ โสด

☐ แต่งงาน

7. ประเภทที่อยู่อาศัย

☐ บ้านเดี่ยว

☐ ทาวเฮาท์ หรือ ตึกแถว

☐ หอ

☐ คอนโดมิเนียม

☐ อะพาร์ทเมนต์