



The Impact of Quality Dimensions and Some Other Critical Factors on Consumers' Furniture Purchasing Decisions

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Abstract

This research examined the influence of quality dimensions and various other factors on consumer choices in the Turkish furniture market, aiming to bridge a literature gap by leveraging theoretical insights and empirical data. Utilizing a detailed survey, the study captured consumer perceptions of factors influencing furniture purchases, focusing on Garvin's eight quality dimensions: suitability, perceived quality, features, aesthetics, service, durability, reliability, and performance. The methodology included a 19-question survey targeting Bursa's population to gather data on demographic characteristics and purchasing influences, which was analyzed via Microsoft Excel. The findings underscored the paramount importance that consumers placed on durability and performance, suggesting a pragmatic approach to furniture buying where functionality trumped aesthetics. A notable preference for sustainable and eco-friendly furniture emerged, aligning with broader environmental trends. Demographically, most respondents were young, university-educated adults, indicating a market segment with distinct tastes and preferences, particularly toward modern-style furniture. These insights advocated for furniture industry stakeholders to adopt marketing strategies emphasizing product durability, performance, and environmental friendliness, aligning with consumer expectations for quality and sustainability. This alignment could be crucial for guiding product development and design to cater to contemporary consumer needs.

Keywords: Consumer preferences, Furniture industry, Purchasing, Decisions, Quality dimensions

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1. Introduction

As society progresses, the evolution of human needs has become increasingly complex and multifaceted, transcending beyond basic survival to encompass a richer tapestry of desires and aspirations. In the early stages of human development, needs were predominantly focused on physiological sustenance and safety – essentials for survival. However, as civilization advanced, these needs evolved, placing a greater emphasis on social belonging, esteem, and self-actualization. Today, in a world characterized by rapid technological advancements and a plethora of choices, human needs have further diversified, integrating aspects of digital connectivity, environmental sustainability, and personal well-being. This evolution reflects a shift from mere survival to a quest for a more meaningful, interconnected, and self-aware existence. In this dynamic landscape, individuals seek not only physical comfort and security but also opportunities for personal growth, social connectivity, and a more profound sense of purpose. The evolution of human needs, thus, mirrors the journey of humanity itself – from basic survival to a pursuit of holistic fulfillment in an ever-changing world.

The intricate interplay between human motivation and behavior finds a compelling narrative in Abraham Maslow's Hierarchy of Needs, a theory that delineates the gradation of human necessities from the basic to the self-actualizing [1]. When applied to furniture needs, this hierarchy transcends beyond mere functionality, intertwining with the quality dimensions of furniture to reflect a broader spectrum of human desires and aspirations. Furniture, in its essence, is not just a fulfillment of the fundamental physiological need for rest and comfort but a representation of one's journey through Maslow's pyramid. Each quality dimension of furniture – from durability and comfort, aligning with the basic needs of safety and security, to aesthetic design and craftsmanship, resonating with the higher-order needs of esteem and self-actualization – mirrors the multifaceted nature of human needs.

Furniture has been presented in different styles for various uses from the past to the present. In the past, furniture, as a luxury and status symbol, involved intensive handcraftsmanship. The development of design, material, and production technologies has made it possible to offer a wide variety of options to consumers from all segments [2]. Although furniture in the past was a luxury and status symbol based on its handcraftsmanship, design, and production technology, it can still be used as a symbol of luxury and status even if not functionally necessary [3]. Therefore, furniture consumers' purchase decisions change based on essential demographic characteristics such as age, gender, and education [4]. Consumers' purchasing behaviors generally aim to achieve the highest yield at the lowest cost, regardless of the product and service [5]. Therefore, consumers generally prioritize brands widely accepted and preferred by everyone. However, each consumer's socio-cultural, psychological, demographic, and situational factors differ. This reflects on the purchasing process and shapes their preferences.

Studies in the literature on consumers' furniture choices revealed that age and income have been statistically significant factors, with age having a more potent effect in determining consumer preferences for different types of wood in furniture. Older participants preferred oak, while younger ones opted for spruce. Participants with higher income levels preferred cherrywood, whereas oak was chosen by those with lower income levels [6].

In their study conducted in Slovakia, Kaputa and Supin (2010) surveyed through email to determine the factors influencing furniture consumers' purchasing decisions. They found that the most important factors affecting consumers'

purchase decisions were quality, price, and design and noted that participants preferred more modern-style furniture [4]. Palus et al. (2012) examined consumer preferences in Slovakia and Poland for wood products, including joinery products and household furniture. They observed that consumers preferred wood-based materials for their ecological properties, environmental friendliness, renewability, naturalness, and health and safety features [7].

In another study, Olsiakova et al. (2016) used a survey and a structured Kano model to examine consumer requirements for wood products in 2004 and 2014. Their research suggested that Price was no longer the most critical factor for consumers, highlighting that quality had become more prominent [8]. Oblak et al. (2017) conducted a study using the Analytic Hierarchy Process (AHP) to analyze the purchasing behaviors of furniture consumers in Slovenia and Croatia. This research aimed to assist manufacturers and retailers in developing their marketing strategies. The study revealed that a lower price significantly incentivized furniture purchasing. It also observed that, in addition to obtaining information from furniture stores, potential consumers predominantly preferred the Internet as their primary source of information [9].

Atılgan et al. (2018) surveyed 392 individuals in Afyonkarahisar to examine consumer preferences towards furniture styles. The results showed that 76.3% of consumers preferred modern-style furniture. It was also observed that affordability, durability, comfort, ease of transportation, and aesthetics influenced furniture preferences [10]. Kaputa et al. (2018) studied customers' preferences regarding furniture materials, characteristics, and styles during purchases in Slovakia and Croatia. The findings indicated that wooden furniture was preferred over other alternatives [3].

Oblak et al. (2020) carried out a combined analysis study to understand consumer behaviors in furniture purchasing in Slovenia, Serbia, and Croatia. Their findings identified the three most important factors influencing purchasing decisions: quality, price, and additional services [11]. In another previous study, Jost et al. (2020) observed and analyzed changes in customer preferences regarding furniture materials, qualities, and styles in Slovenia between 2010 and 2019. The study revealed that tastes for furniture materials had changed over the last decade, with wooden furniture being widely preferred. It was observed that there were significant differences in the choice of materials for outdoor furniture during the observed period. The study also found a decrease in futuristic furniture preferences in 2019, while preferences for rustic and retro styles remained constant over time [12].

In their study, Loucanova and Olsiakova (2020) employed the Kano model to determine how Slovak consumers perceive retro innovations in wood products and identify the key features necessary for customer satisfaction. The results indicated that consumers positively perceived retro innovations in wood products, especially furniture, carpentry products, and other wooden designs. The study also revealed that consumers prefer wood since it's eco-friendly, renewable, natural, and safe. Furthermore, the study documented that price is no longer perceived as an essential parameter by consumers; instead, quality has become a more significant parameter [13].

Guzel (2020) surveyed citizens of Kayseri, Turkey, a significant player in the furniture and wood products manufacturing sector, to measure consumers' thoughts, knowledge, and awareness about wooden materials. The study analyzed the collected data using descriptive statistics and one-way ANOVA, which revealed that consumers find wood to be a natural and organic material that provides pleasure and happiness when used. However, due to the cost of solid wood, consumers are inclined to use wooden composite furniture. Additionally, it was found that consumers prefer wood for its certain qualities, such as eco-friendliness, renewability, naturalness, safeness, fire resistance, and sturdiness [14].

Barcic et al. (2021) directed their attention towards the identification and comparison of the purchasing habits of furniture consumers prior to and amidst the COVID-19 pandemic. Two surveys were carried out in Croatia, one during April and May in 2020, and the second one in March 2021. Disparities were discovered in consumer purchasing behaviors and preferences for wooden furniture among respondents based on demographic and economic factors both before and during the pandemic.[15].

When all these previous studies were reviewed, it was evident that the factors influencing consumers' purchasing behaviors vary according to regions, economic conditions, and demographic characteristics. Women prioritize design, quality, and functionality, while men focus more on Price. Younger consumers are inclined to conduct detailed research on products, whereas older individuals seek expert or peer opinions. Additionally, with the advancements in internet technology, consumers' channels for gathering information about furniture have shifted towards digital platforms. Moreover, consumers highlight wood and wood-based composite furniture as their preferred raw materials for furniture. This preference could be attributed to the importance consumers place on parameters such as ecological sustainability, renewability, naturalness, healthiness, safety, fire resistance, and durability [3, 7, 8, 13, 14]. These findings suggest that catering to "green" consumers could create a potential niche market for eco-labeled furniture products.

As can be interpreted from the above layout of previous literature, in the dynamic world of consumer behavior, the furniture industry stands as a testament to the complex interplay of quality, aesthetics, and consumer preferences. Purchasing furniture goes beyond the mere acquisition of a household item; it embodies the consumer's taste, lifestyle, and perceptions of quality. This article delves into the intricate relationship between the quality dimensions defined by marketing discipline and consumers' purchasing decisions. Despite the substantial research on consumer behavior in various sectors, the furniture market presents unique challenges and opportunities that merit a dedicated investigation.

Quality dimensions in furniture encompass a range of factors, from material and design to durability and brand reputation. Each element plays a critical role in shaping consumer preferences and decisions. However, existing literature has often treated these dimensions in isolation without fully exploring their collective impact on the consumer's decision-making process. Moreover, the studies exploring the characteristics of the customer base in Türkiye, and the rationale underlying their furniture purchasing decisions were either limited or absent. This gap in research presents an opportunity to examine how these quality dimensions intertwine to influence consumer choices in the furniture market.

Furthermore, the evolving consumer trends, driven by factors such as environmental consciousness and the pursuit of personalized experiences, have added new layers of complexity to this relationship. This study aims to bridge the gap in existing research by comprehensively analyzing how various quality dimensions and other critical factors collectively influence consumers' furniture purchasing decisions. By integrating theoretical insights with empirical findings, this article offers a nuanced understanding of consumer behavior in the furniture industry, providing valuable insights for manufacturers, retailers, and marketers alike. Such insights could provide significant opportunities for gaining a competitive advantage in the furniture industry. Therefore, the objectives of this study could be summarized as the identification of consumers' preferences related to furniture and the impact of the quality dimensions and other critical factors that influence their purchasing behaviors. Documenting the characteristics of customer preferences and attributes of the market could provide a deeper understanding of the dynamics shaping furniture purchasing decisions, offering

valuable knowledge for designers, furniture manufacturers, and marketers in product development, production, and marketing processes to ensure supply characteristics align with evolving needs and expectations of the market.

2. Material and Methods

The study was designed to snapshot the perceived importance of factors in consumers' furniture purchasing decisions. The research conducted by Kaputa and Supin (2010) on consumer preferences in furniture purchasing decisions in Slovakia has been adapted and altered to survey the Turkish consumer base [4]. The study was conducted after obtaining official approval from the Physical, Engineering, and Social Sciences Ethical Committee at Bursa Technical University.

Within the scope of this study, a 19-question survey was prepared using Google Forms. The survey form comprised two main sections: Demographic characteristics of consumers (3 questions) and factors influencing their purchasing decisions (16 questions). The demographic factors aimed to be identified were gender, age, and education level since consumers' furniture purchasing behaviors are influenced by demographic factors such as economic status, educational level, age, and gender [16, 17]. The questions regarding the factors influencing consumers' furniture purchasing decisions were constructed around Garvin's eight dimensions of quality, outlined in his work titled *Competing on The Eight Dimensions of Quality* [18]. These quality dimensions were suitability, perceived quality, features, aesthetics (design), pre- and post-sale service, durability, reliability, and performance. The impact of quality dimensions on the purchasing decision was also evaluated with the help of some indirect questions that explored the status of consumers' price sensitivity, shopping frequency, often-shopped-for furniture category, style preferences, and quality considerations while shopping for new furniture items. The survey utilized a 5-point Likert scale (Definitely Yes, Yes, Undecided, No, Definitely No) for the questions that did not require specific qualitative or quantitative answers.

Survey results were collected through digital link sharing, and the data was transferred to Microsoft Excel for visualization. For surveying purposes, Bursa, one of Turkey's largest furniture centers, was chosen as the study field. The population of Bursa, a total of 2.16 million people, formed the study population, and the study sample comprised city residents. From the population, at the 95% confidence level, 50% population variability, and $\pm 5\%$ margin of error, a sample size of 384 was determined by consequently using Equation 1 and 2 [19, 20].

$$n = \frac{z^2(pq)}{e^2} \quad (1)$$

Where;

n: Sample size

z: Standard error at the preferred confidence level

p: population variability

q: 100-*p*

e: Acceptable margin of error for the sample

$$n_{adjusted} = \frac{n}{1 + \frac{n-1}{N}} \quad (2)$$

Where;

$n_{adjusted}$ = Sample size adjusted for finite population

n = Calculated sample size with Equation 1

N = Population size

The data collection phase of the study was limited to three weeks, and the data obtained through Google Forms was compiled at the end of the three-week data collection period. Invitations were sent out in sets of 10 (five male and five female invitees) until the target sample size was reached within the data collection phase of the study. The study employed a Hybrid approach that combined Quota Sampling and Judgmental Sampling techniques. In quota sampling, the researcher determines quota characteristics based on factors such as demographics or product usage, and these are used to form quotas for each participant class [19]. A gender quota was applied in the study, with measures taken to ensure a balance close to a 50-50 distribution between male and female participants. The size of the quotas was determined based on the researchers' opinions about the proportional size of each participant class in the population.

In judgmental sampling, researchers used their judgment and the judgments of two furniture marketing experts to determine who would be included in the sample. This subjective and data-access-oriented method meant that certain population members had less chance of being selected than others. With the hybrid sampling approach, researchers invited population members whom they believed would provide the quickest access to data. The survey link was sent via email, online messaging applications, and social media to invite participation in the study.

3. Results and Discussion

In the study, nineteen questions were directed to the participants to observe the perceived importance of certain factors that could influence consumers' furniture purchasing decisions and the impact of various quality dimensions. The responses provided by the participants in the survey were summarized in graphical form. At the end of the data collection phase, the total number of invitations sent out amounted to 1600 (800 male and 800 female invitees), of which 384 people participated in the survey, and the responses of 2 people were invalidated due to inconsistencies, resulting in a 24% participation rate.

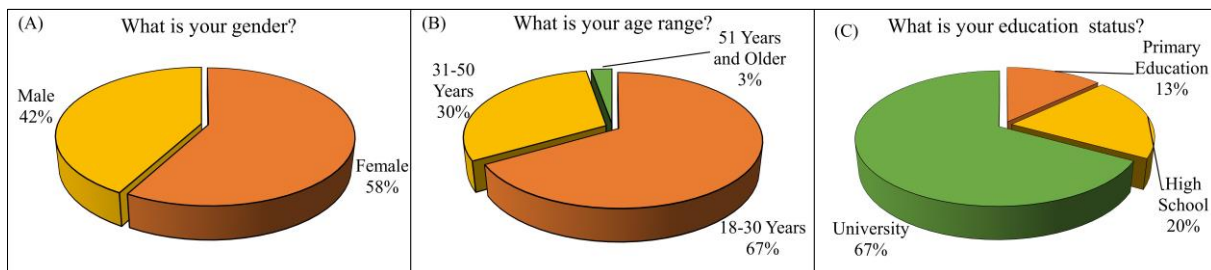


Figure 1. Demographics of the study participants.

As shown in Figure 1, 58% of the participants were female, and 42% were male. Even though the same number of male and female participants were invited, the balance between genders was slightly tilted due to the relatively low participation rate. Additionally, a significant portion of the participants were within the 18-30 age range (67%) and had a university degree (67%).

In response to the question “What type of furniture do you prefer for your home?” as shown in Figure 2A, 70% of participants preferred modern-style furniture. In contrast, the remaining participants were equally distributed among retro, custom, industrial, and other furniture design options. These results contradicted past studies, which observed a higher preference for wooden retro-style furniture [13].

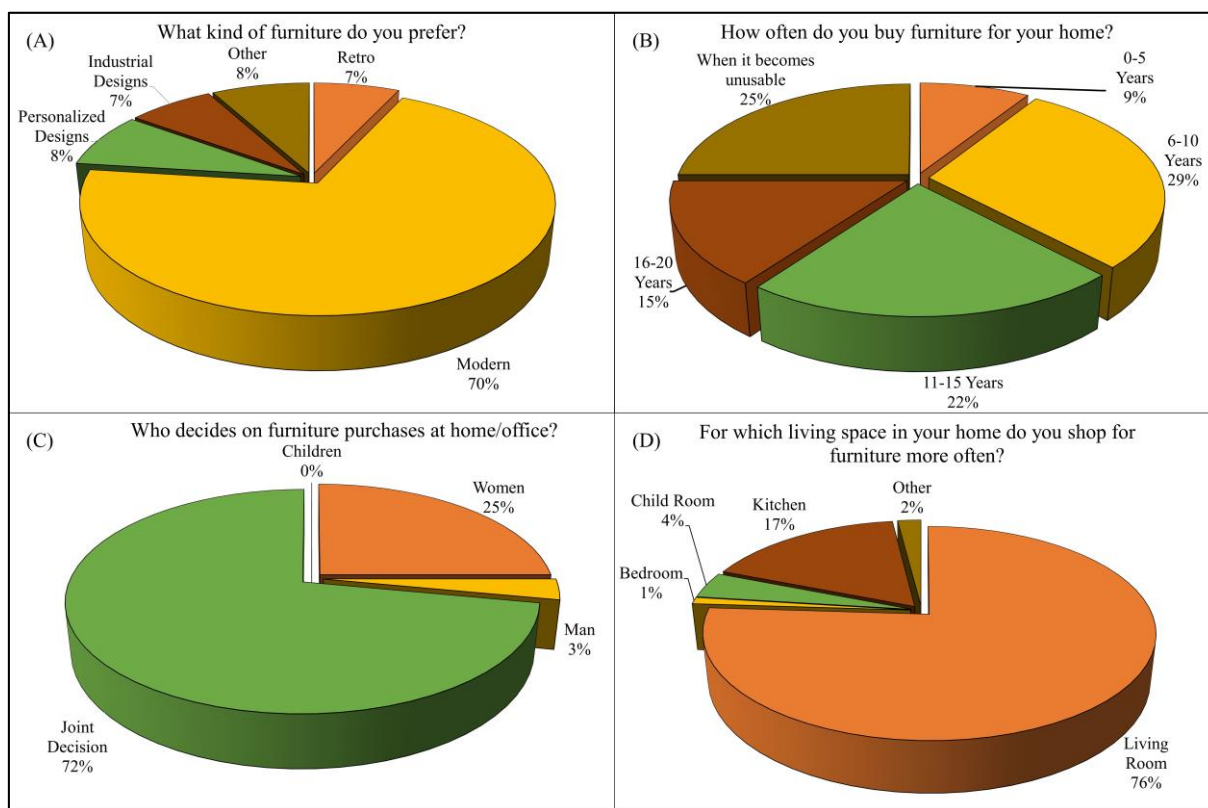


Figure 2. Distribution of Participant Preferences on (A) Furniture Type, (B) Shopping Frequency, (C) Decision Maker on Selection of the Furniture, and (D) Primary Living Space Considered for Furniture Shopping.

As shown in Figure 2B, 29% of participants reported a shopping frequency every 6-10 years, and the next 25% stated they only replaced furniture when it became unusable. 72% of the participants declared that furniture purchasing decisions for home/office are made jointly with other individuals in the home/office, as illustrated in Figure 2C. All participants reported that children do not have a significant influence on the furniture purchasing decision. This finding was contradictory to the findings of one previous study documenting the direct and indirect influence of children on purchasing decisions for various items [21, 22, 23]. Such a contradictory finding could be due to the lack of a question that explored the decision-making dynamics for specific furniture items that are directly used by children. In examining the responses of participants who did not consider furniture purchasing decisions to be joint decisions, 25% of these participants indicated that women significantly influence furniture purchasing decisions. In comparison, 3% stated that men are the final decision-makers. As shown in Figure 2D, 76% of the participants primarily consider replacing their living room furniture, followed by the next 17% who consider replacing their kitchen furniture first.

As shown in Figure 3, 93% of the survey participants prefer furniture options with average price/average performance when purchasing furniture. Only 1% of the consumers declared they would prioritize affordability even if the furniture item has a low performance. For any product, performance refers to a product’s primary operating characteristics.

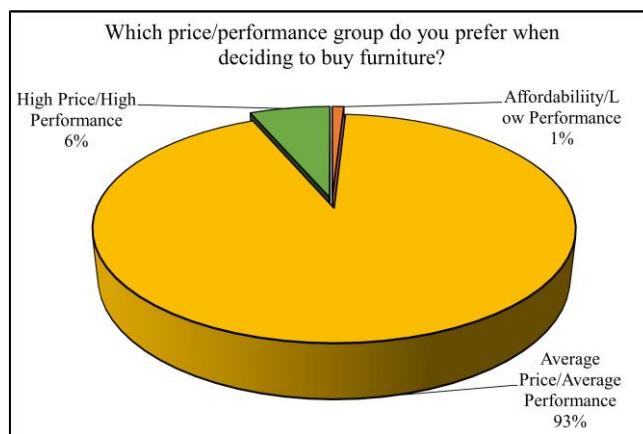


Figure 3. Distribution of Participants' Preferences Across Main Price/Performance Categories.

As shown in Figure 4A, the furniture price had a significant role in the furniture purchasing decisions of 87% of the study participants. Overall quality and design elements were also highly influential on furniture purchasing decisions based on the answers of 97.22% and 97% of participants, who voted at least “Yes,” respectively, as given in Figures 4B and 4C. Moreover, 24% of participants stated that the origin of the furniture does not influence their purchasing decisions, as illustrated in Figure 4D. Similarly, as shown in Figure 5A, 20% of participants declared that the Warranty Period does not influence their furniture purchasing decisions, whereas 13% were undecided. On the other hand, reliability was among the influential factors, as 97.22% of the participants voted at least “Yes,” as shown in Figure 5B. Color and Texture were highlighted as influential elements by 88% of the participants, while the remaining 12% were undecided or thought these elements were not that important, as shown in Figure 5C. Another notable study finding was that 21% of participants reported that the brand factor does not influence their furniture purchasing decisions, while 19% were undecided, and 59% stated that they deem the brand factor essential while shopping for furniture, as given in Figure 5D.

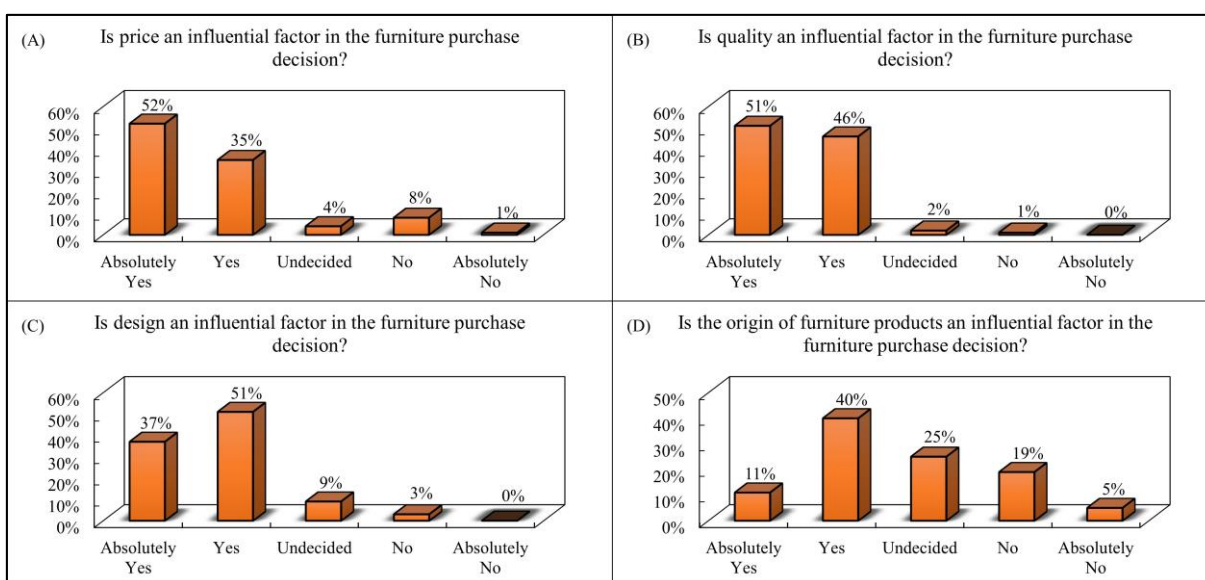


Figure 4. Consumer Preferences Regarding the Influence of the Price(A), Quality (B), Design (C), and Origin of Products (D) on Furniture Purchasing Decisions.

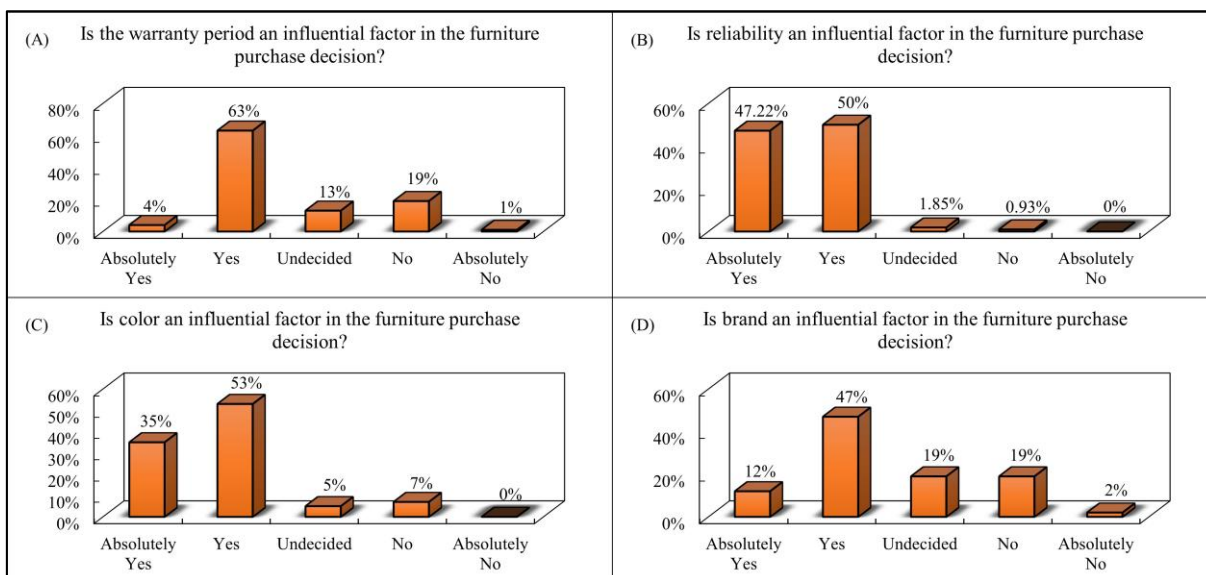


Figure 5. Consumer Preferences Regarding the Influence of (A) the Warranty Period, (B) the Reliability, (C) the Color, and (D) the Brand on Furniture Purchasing Decisions.

Furthermore, as shown in Figure 6, 32% of respondents were undecided about the influence of the product/production process’s environmental impacts on their furniture purchasing decision. 50% of the study participants stated that they consider the environmental impact of furniture products and their production processes while shopping for new furniture. In contrast, only 18% declared the environmental impact of the furniture products and production processes as non-influential. The results of this study were parallel with those of previous literature and indicated a growing preference for environmentally friendly production processes and products [3, 7, 8, 13, 14].

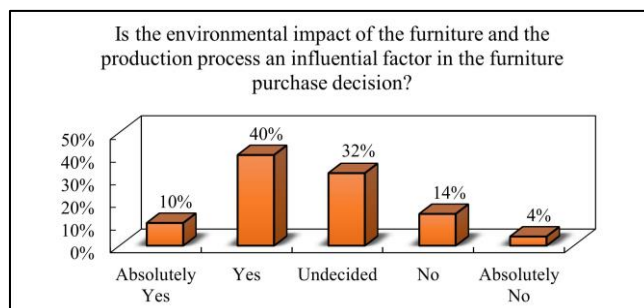


Figure 6. Consumer Preferences Regarding the Environmental Impact of Furniture and Furniture Production Process.

As for the marketing channels that are the primary information sources and trigger the consumers’ purchasing decision, according to 67.6% of consumers, stores were influential on their purchasing decision, followed by recommendations from close contacts such as family, friends, and relatives (62%) and brand’s website (46.3%), as illustrated in Figure 7. Social media marketing channels, which are trending nowadays, are also among the influential marketing outlets for 30.6% of consumers. However, only 11.1% of consumers stated that all marketing channels influence their furniture purchasing decisions. On the other hand, 3.7% of the respondents stated that no marketing channels influence them in their furniture purchasing decisions. Traditional marketing channels, such as radio and television advertisements, thought to be the most effective in common belief, have been found to influence the furniture purchasing decisions of only 4.6% of participants. Another traditional marketing channel, print media, was deemed an effective marketing tool in furniture purchasing decisions by only 0.9% of the consumer base. However, recent studies have shown that younger consumers prefer the Internet and social networks as primary marketing channels to gather information about products

and services; older consumers prefer more traditional media such as stores, recommendations from close contacts, and expert opinions [15].

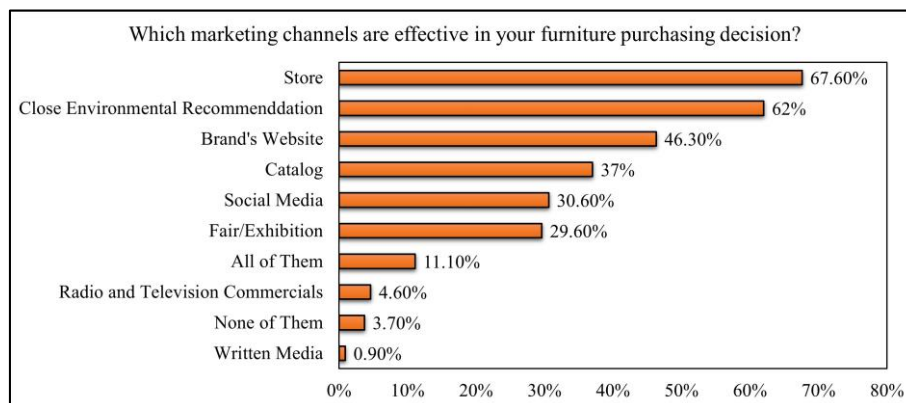


Figure 7. Marketing Channels That Are Influential on Furniture Purchasing Decisions.

Finally, consumers were asked which quality dimension they paid the most attention to while purchasing furniture this question aimed to prioritize the quality dimensions based on consumer perceptions. According to the participants, the most critical dimensions were durability and performance, highlighted by 25.93% and 20.37% of participants, respectively, as shown in Figure 8. In the literature, there is evidence that durability and performance are crucial elements of furniture design for better service life and customer experience [24]. The third and fourth most considered dimensions were reliability and serviceability, both with percentages of 12.96%. The least considered quality dimensions during furniture purchase decisions were aesthetics and features, which were mentioned by only 2.78% and 4.63% of consumers. Conformance and perceived quality dimensions made the list after serviceability with percentages of 11.11% and 9.26%, respectively.

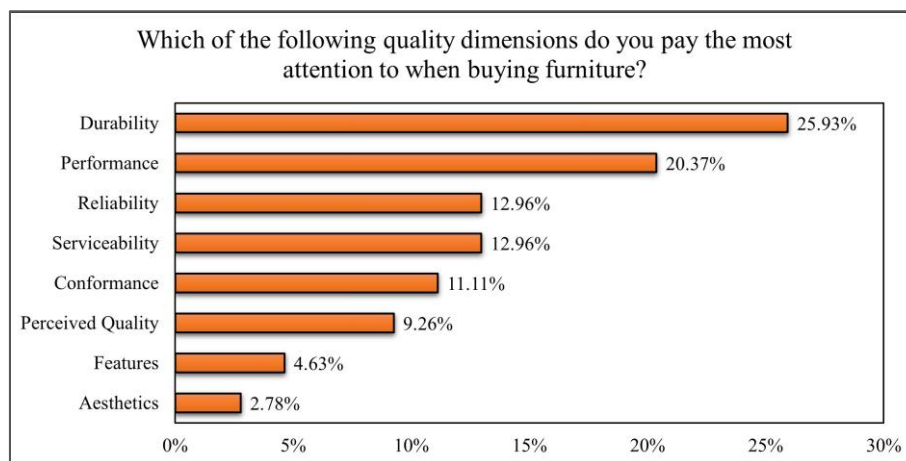


Figure 8. The Prioritization of Quality Dimensions by Consumers When Purchasing Furniture.

The findings of this study were explained in detail in the previous sections of the article. According to the survey carried out within the study, it was determined that furniture consumers predominantly prefer modern-style furniture, which was consistent with other studies in the literature. Kaputa and Supin (2010) observed that consumers mostly favored modern-style furniture [4]. Similarly, Atilgan et al. (2018) found that consumers primarily chose modern-style furniture items [10].

This research documented that price, perceived quality, design, warrant period, color and texture, brand, and reliability are all significant factors in consumers' furniture purchasing decisions. Findings of previous literature also yielded similar results. Kaputa and Supin (2010) indicated that perceived quality, price, and design were influential factors in purchasing decisions [4]. Atilgan et al. (2018) stated that affordable prices, durability, comfort, and aesthetics influenced purchasing decisions [10]. Oblak et al. (2020) achieved similar results, identifying quality, price, and additional services as influential factors in purchasing decisions [11]. However, contradictory to the findings of this study, Olšiaková et al. (2016) argued that Price was no longer an influential factor in furniture purchasing decisions [8]. Similarly, Loučanová and Olšiaková (2020) found that Price was no longer an adequate criterion in purchasing decisions and that quality was a more influential criterion [13].

Furthermore, the study results indicated that participants considered the store, recommendations from close contacts, and the brand's website the most influential marketing channels. Previous literature published by Kaputa and Supin (2010) identified stores, catalogs, and internet platforms as influential marketing channels in purchasing decisions. Since print media was not deemed significantly influential by the target consumer base of this study, previous literature findings documented by Kaputa and Supin (2010) were complementary and contradictory [4].

The study also asked, "Is the environmental impact of furniture and its production process a significant factor in purchasing decisions?" To this question, 50% of participants responded with at least "Yes." Meanwhile, 32% of respondents remained neutral. In the literature, Barčić et al. (2021) emphasized a trending perceived importance of sustainability in the wooden furniture sector [15]. Guzel (2020) demonstrated that consumers prefer wood in furniture due to its ecological and renewable properties [14]. Parallely, Palus et al. (2012) argued that wood's ecological properties, environmental friendliness, renewability, and naturalness make it preferable over non-wood materials [7]. Conversely, Kaputa et al. (2018) found that many consumers in furniture production do not consider environmental issues [3]. Varying consideration levels of consumers regarding ecological aspects of the products and production processes could be due to the regional sustainability awareness levels or the severity of the environmental issues encountered as part of consumers' personal experiences, which could trigger the development of a sense of elevated ecological responsibility.

Several managerial, practical, and academic implications could be derived from the results of this study. Managerial implications could be summarized under four main titles: Targeted Marketing Strategies, Product Development and Design, Pricing Strategy, and Customer Relationship Management. As for the first title, understanding how different demographic groups (age, gender, and education) make furniture purchasing decisions allows for more targeted and effective marketing strategies. For instance, in this study, most participants were young adults who value durability and performance more; therefore, marketing efforts can be directed toward highlighting furniture products' useful life and expected functionality. Within the product development and design scope, insights into quality dimensions valued by consumers (like durability, performance, and reliability) could effectively guide product development efforts. Furniture manufacturers might prioritize these aspects in their designs to meet consumer expectations. When it comes to pricing strategy, understanding the price sensitivity of various consumer segments can help set appropriate pricing strategies that balance quality and affordability to appeal to the target market. In addition, from the perspective of customer

relationship management, knowing the importance of serviceability and pre- and post-purchase service can lead to the development of robust customer service policies, enhancing customer satisfaction and loyalty.

Scientific implications of the study could be structured around the theme of Consumer Behavior Research. This study contributes to the academic literature on consumer behavior, particularly in the context of the furniture industry. It offers new insights or validates existing theories regarding the factors influencing furniture purchasing decisions. Moreover, the study employed a hybrid sampling methodology intending to contribute to methodological diversity in market research.

Last but not least, Practical implications of the study could be discussed within the context of Consumer Education, Industry Benchmarks, and Policy Development. The study's findings could be used to educate consumers about the importance of various quality dimensions in furniture, aiding them in making more informed purchasing decisions. The study could be used as a reference source to establish benchmarks for quality and service standards in the furniture industry, encouraging overall industry improvement. Additionally, insights from the study could contribute to informed policy decisions regarding consumer protection, fair trading, and sustainable practices in the furniture industry. Furthermore, since the study's findings highlighted a slight skewness towards sustainable products and production processes, it could be perceived as a clue to promote a greater industry focus on eco-friendly and sustainable furniture, impacting environmental conservation efforts.

Overall, this study provided valuable insights for furniture industry stakeholders, contributed to academic knowledge in consumer behavior and market research, and had practical implications for consumers, industry standards, and potentially policymaking.

4. Conclusion

This study aimed to observe the impact of demographic factors such as age, gender, and education level on consumers' furniture purchasing decisions and the influence of the eight quality dimensions on consumer purchase decisions.

- The demographic information of the survey participants shows that the majority (58%) were female, 66.67% were aged between 18 and 30, and 67% were university graduates.
- The responses to the survey questions showed that 69% of consumers preferred modern-style furniture, with the remaining participants almost equally distributed among retro, custom designs, industrial designs, and other furniture styles.
- 29% of the participants stated that they shop for furniture every 6-10 years, followed by the next 25% who shop for furniture when it becomes unusable, and 22% who renew their furniture every 11-15 years.
- 72% of consumers make furniture purchasing decisions based on consensus, and children do not influence these decisions.
- Most consumers (76%) commonly shop for living rooms.
- 92.59% of the participants prefer furniture products that come at an average price and offer average performance.
- Price, quality, design, origin of furniture products, warranty period, reliability, color, brand, the environmental impact of the furniture, and its production process all influence consumers' furniture purchasing decisions.
- Durability (25.93%) and performance (20.37%) were the most influential quality dimensions. Surprisingly, the least

considered quality dimensions were features (4.63%) and aesthetics (2.78%).

As can be interpreted from the above conclusive remarks, this study provided valuable insights for furniture designers, manufacturers, and marketing specialists about consumer purchasing behaviors, what consumers pay attention to when selecting furniture, and their preferences in furniture styles. Additionally, it has been observed that consumers, when purchasing furniture, not only consider visible factors such as Price, aesthetics, and quality but are also reasonably concerned about the environmental friendliness of the furniture itself and its production process.

When considering future research topics in this area, researchers could extend similar studies to a broader geographic area, encompassing various consumer groups at regional, national, and continental levels. Additionally, they could conduct comparative analyses of consumer preferences in furniture purchasing decisions by working with equally sized samples in different regions or cities within a country. On the other hand, this study could be extended beyond the furniture sector to address different industries that cater to end consumers. By re-evaluating consumer desires and preferences under the influence of various factors, findings could be obtained that would enable more accurate strategies to guide different sectors.

This study is expected to serve as an essential resource and reference for professionals and academics working in the fields of furniture design, production, and marketing.

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