

A STUDY ON CONSUMER PREFERENCE IN FURNISHING PRODUCTS

Mr. GNANA SEKAR G

¹PG Student, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai

ABSTRACT

This study aims to analyse consumer preference towards furnishing products at Home Curtains, Chennai, with a focus on understanding factors influencing customer buying behaviour, satisfaction, and overall perception. Furnishing products such as curtains, blinds, and sofa materials play a significant role in enhancing home aesthetics and functionality, thereby influencing purchase decisions.

The research was conducted using primary data collected from approximately 100–103 respondents through structured questionnaires and direct customer interaction. Statistical tools such as percentage analysis, Chi-square test, and ANOVA were used to analyse the data.

The findings reveal that product quality, design, pricing, and customization are the key factors influencing consumer preference. Customers show a higher inclination towards customized curtains and value personalized services such as measurement and installation. The results also indicate that demographic factors like age do not significantly affect preference or satisfaction levels.

However, challenges such as price sensitivity, limited design variety, and the need for improved customer service were identified. The study concludes that focusing on quality, innovative designs, and customer-centric services can significantly enhance customer satisfaction and business performance.

Key Words: Consumer Preference, Furnishing Products, Customer Satisfaction, Buying Behaviour, Product Quality, Customization, Home Curtains, Interior Décor

1. INTRODUCTION

In today's competitive business environment, understanding consumer preference has become essential for organizational success. Consumer preferences help businesses identify customer needs, expectations, and buying behaviour, enabling them to offer products that satisfy both functional and aesthetic requirements.

The home furnishing industry has witnessed significant growth due to rising living standards, urbanization, and increased awareness of interior décor. Products such as curtains, blinds, and sofa materials are no longer considered basic necessities but are viewed as important elements of home design and comfort. Factors such as fabric quality, design, pricing, customization, and service quality play a crucial role in influencing purchasing decisions.

Home Curtains, a well-established furnishing company in Chennai, provides a wide range of customized furnishing solutions. The company focuses on quality, innovation, and customer satisfaction, offering services such as measurement, installation, and product consultation.

This study focuses on analysing consumer preference towards furnishing products at Home Curtains and identifying key factors influencing purchase decisions and satisfaction levels.

2. BODY OF PAPER

2.1 Objectives of the Study

1. To study consumer preference towards furnishing products
2. To identify key factors influencing buying decisions
3. To evaluate the importance of quality, price, and design
4. To assess customer satisfaction levels
5. To provide suggestions for improving business performance

2.2 Review of Literature

Previous studies highlight that consumer preference in furnishing products is influenced by multiple factors such as quality, design, and pricing.

Kotler & Keller (2022) emphasized that consumer preference is shaped by both functional and emotional needs. Solomon (2018) noted that consumer behaviour includes both utilitarian and aesthetic considerations. Schiffman and Kanuk (2017) highlighted that furnishing products involve high customer involvement due to their long-term use.

Research by Batra and Kazmi (2019) identified durability and fabric quality as key decision factors, while Kumar & Joseph (2020) emphasized the role of design and aesthetics.

Mehta and Sharma (2021) found that customization significantly improves customer satisfaction.

Overall, the literature indicates that product quality, design innovation, and service experience are crucial determinants of consumer preference in the furnishing industry.

2.3 Research Methodology

The study adopts a **descriptive research design** to analyse consumer preferences.

- **Data Collection:** Primary data collected through structured questionnaires and direct interaction
- **Sample Size:** Approximately 100–120 respondents
- **Sampling Technique:** Convenience sampling
- **Tools Used:**
 - Percentage Analysis
 - Chi-square Test
 - ANOVA

These tools were used to identify patterns, relationships, and differences in customer preferences and satisfaction.

2.4 Key Benefits

1. Better Understanding of Consumer Needs

The study helps identify customer expectations regarding quality, design, and pricing.

2. Improved Product Strategy

Insights help businesses align products with market demand.

3. Enhanced Customer Satisfaction

Understanding preferences enables better service delivery and customer experience.

4. Data-Driven Decision Making

Statistical analysis supports informed business decisions.

5. Competitive Advantage

Businesses can improve their market position by focusing on customer-centric strategies.

2.5 Major Obstacles

1. Price Sensitivity

Customers are highly concerned about affordability and value for money.

2. Limited Design Variety

Consumers expect more innovative and trendy designs.

3. Customer Service Issues

Improvement is required in service quality and interaction.

4. Changing Preferences

Consumer tastes change frequently due to trends and lifestyle shifts.

5. Limited Awareness

Some customers lack knowledge about product variations and features.

2.6 Suggestions

- Improve product quality and durability
- Introduce innovative and trendy designs
- Offer competitive and flexible pricing strategies
- Enhance customer service and personalized assistance
- Strengthen online and offline marketing strategies
- Focus on customization and customer engagement
- Collect regular feedback for continuous improvement

3. CONCLUSIONS

The study concludes that consumer preference in furnishing products is mainly influenced by product quality, design, pricing, and customization. Customers are increasingly design-conscious and value personalized solutions that enhance home aesthetics.

Statistical analysis shows that demographic factors such as age do not significantly influence preference or satisfaction, indicating that product-related factors play a more important role.

Although customers are generally satisfied, there is scope for improvement in areas such as pricing, design variety, and service quality. Businesses that adopt a customer-centric approach, focus on innovation, and maintain high product standards will achieve better customer satisfaction and long-term growth.

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