A study on consumers’ attitude and preferences towards Branded Plastic Furniture with special reference to Amreli District

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Abstract: Today Furniture is necessity for any household and it has been considered as essential household items. Furniture facilitates comfort to relax and to carry out domestic affairs for the family members. To accommodate visitors, offices and business houses are also equipped with trendy furniture. Any organization like educational institutions, meeting halls and marriage halls, also use plastic furniture in to enhance their ambiance. Today there are many branded furniture company which are manufacturing plastic furniture. The plastic furniture observed by the customers is portable and attractive and it enhances the social status of customers. Earlier steel and wooden furniture used where users find difficulties. However, the hassle free plastic furniture has replaced steel and wooden furniture. Plastic furniture is easy to maintain and occupy little space and easy to accommodate. In this research paper an attempt is made to study the customers’ attitude towards branded furniture in Amreli District.

Keywords: Households, Furniture, Domestic affairs, educational.

I. INTRODUCTION

With the passage of time the modernization is becoming a common phenomenon. Day by day wooden furniture is losing its popularity and is replaced by steel furniture but steel furniture is replaced by plastic furniture. Customers are familiarized with the plastic furniture because of its durable, economical and portable in nature. It consists of Plastic chairs, dining tables, etc. which have occupied almost all the offices and households and replaced other types of furniture. Different types of varieties and models of different sizes are available to furnish the needs of the customers. Since plastic furniture is manufactured with molded plastic materials, it is uniform in size and design. Plastic furniture is readily available in markets and when customers want. Branded furniture matches the requirements of the customers. Such brands like Supreme furniture, Nilkamal furniture, Cello, etc.

II. OBJECTIVES

This research study was undertaken with the following objectives.

1. To examine the level of awareness of customers about branded furniture.
2. To discover the factors affecting the buying of branded furniture.
3. To find out the satisfaction level of customers towards branded furniture.

III. RESEARCH METHODOLOGY

This research study is mostly based on primary data. The purpose of the collection of 150 respondents is surveyed through questionnaire. For the selection of sample convenient sampling method is used. To analyze the collected data chi square test, ANOVA and Garrett Ranking are used.

IV. HYPOTHESES TESTING

- **Null Hypothesis (H0):** There is no significant association between demographic factors and awareness level of customers towards branded furniture.
- **Null Hypothesis (H0):** There is no significant association between demographic factors and satisfaction level of customers towards branded furniture.

V. DISCUSSION OF RESULT

With a view to accomplish the first objective, the awareness level of customers about branded furniture has been discovered. For this, the awareness level of customers towards different brands of furniture available, different sizes, varieties available, price, durability, Brand etc. has been obtained from the respondents in a five point scale. They were given five alternatives and the responses given by the respondents were assigned 1- for not at all aware 2- for not aware, 3-for neutral, 4-aware and 5-totally
aware. The minimum and maximum scores of respondents for their awareness on the selected six features of furniture have been determined as 6 and 30 respectively. The scores between 6 - 14 were considered as low level of awareness, the scores >=16 <=22 were considered as medium level of awareness and the scores more than 22 were considered as high level of awareness. The awareness level of the respondents has been compared with their demographic factors like age, gender, education level, marital status, and monthly income. (Table-1)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Satisfaction</th>
<th>P Value</th>
<th>F. Value</th>
<th>Chi-Sq Test</th>
<th>DF</th>
<th>P Value</th>
<th>Table Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>1.252</td>
<td>0.227</td>
<td>21.720</td>
<td>6</td>
<td>0.001</td>
<td>16.812</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>0.758</td>
<td>0.752</td>
<td>0.586</td>
<td>2</td>
<td>0.746</td>
<td>5.991</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>0.937</td>
<td>0.539</td>
<td>13.529</td>
<td>6</td>
<td>0.035</td>
<td>12.592</td>
<td></td>
</tr>
<tr>
<td>Marital status</td>
<td>1.003</td>
<td>0.462</td>
<td>9.303</td>
<td>2</td>
<td>0.010</td>
<td>9.21</td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>0.770</td>
<td>0.738</td>
<td>32.699</td>
<td>6</td>
<td>0.000</td>
<td>16.812</td>
<td></td>
</tr>
</tbody>
</table>

From the table, it is observed that the computed value of F showing the association between gender and awareness level was found 0.758 while the value of p was 0.752. Since the p value is larger than 0.05, the null hypothesis is accepted and it is observed that there is no significant association between gender of customer and awareness level. The computed value of F showing the association between age of customer and awareness level and value for p was found 1.252 & 0.227 respectively. It depicts that the respondents’ age and their awareness level are not significantly associated since the value of p is greater than 0.05. The computed value of F showing the association between educational level and awareness level of respondents was found 0.937 & 0.539 respectively. Since the value of p is more than 0.05, the null hypothesis is accepted & found that the educational level of customers of branded furniture is insignificantly associated to their awareness level. The association between marital status of the respondents and their awareness level has been measured by using ANOVA and the results found that the computed value of (F) was 1.003 and the value of p was 0.462. It shows that there is no significant association between marital status and awareness level towards branded furniture since the value of p is greater than 0.05. It can be announced that there is no significant association between monthly income and awareness level of customers towards branded furniture because the value of p & the computed value of (F) are 0.738 and 0.770 respectively.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Quality</th>
<th>Price</th>
<th>Variety</th>
<th>Size</th>
<th>Colours</th>
<th>Durability</th>
<th>Availability</th>
<th>Comfortability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Score</td>
<td>8515</td>
<td>8754</td>
<td>8804</td>
<td>8112</td>
<td>7284</td>
<td>6300</td>
<td>6229</td>
<td>6458</td>
</tr>
<tr>
<td>Mean Score</td>
<td>56.77</td>
<td>58.36</td>
<td>58.69</td>
<td>54.08</td>
<td>48.56</td>
<td>42.00</td>
<td>41.53</td>
<td>43.05</td>
</tr>
</tbody>
</table>

The factors affecting the buying of branded furniture have been analyzed in this study by selecting the factors like price, quality, variety available, sizes, durability, availability, status symbol, comfort ability and portability. The selected respondents were asked to rank these variables according to their choice for preference of branded furniture. The responses were analyzed by using Henry Garrett Ranking Technique. Total scores and mean scores for the variables affecting buying of branded furniture have been generated from the Henry Garrett Table. Table-2 shows that the total score of price of branded furniture was 8754 and 58.36 respectively and the total score of quality of furniture was 8515 and its mean score of 56.77. The total score of variety was observed 8804 and its mean score was 58.69 whereas the size was awarded total score of 8112 with the mean score of 54.08. the colours of furniture was awarded the total score of 7284 & the mean score of 48.56 and the total score and mean score of durability of furniture were 6300 & 42 respectively. As per the Garrett Table, the total score of availability was 6229 with mean score 41.53. The total score awarded to comfort ability was 6458 and its mean score was 43.05. From the total scores and means score of selected variables, it is observed that the variety was the first variable affecting the customers to buy branded furniture while the price & quality were the other variables affecting the buying of branded furniture.

VI. FINDINGS OF THE STUDY

From this research study it is found that the awareness level of customers towards branded furniture. The major variables affecting the buying of branded furniture were variety of furniture, price and quality while comfortability, durability of furniture and availability were not considered by the customers for the buying of branded furniture. The satisfaction level of customers towards branded furniture has been affected by demographic factors like, age, educational, marital status and monthly income. Though, genders of the customers have no influence on their satisfaction level towards branded furniture.
VII. CONCLUSION

Today the branded furniture companies are taking place of steel and wooden furniture. The branded plastic furniture has created brand image in the mind of the customers. Customers using plastic furniture for domestic as well as commercial purpose because of its affordable price, convenience, durability, variety. The usage of plastic branded furniture is increasing day by day but on the other hand they are facing competition from local players. The awareness level towards branded plastic furniture of customers in Amreli District has been observed to be more convincing.

REFERENCES