
Consumer Buying Attitudes and Behavior

Manufacturing Summit
Franklin Furniture Institute

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Overview

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- Description of survey / method
- Description of sample
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 - Favorite room and favorite furniture
 - Attitudes toward furniture “Made in the U.S.A.”
 - Attitudes toward environmentally-friendly furniture
 - Where consumers gather information about furniture
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Motivation for / Purpose of Research

- Manufacturers may be more “production-oriented” than “market-oriented”
- Not a lot of readily available information about consumers’ attitudes toward home furniture
- Some signs of economic recovery, along with changing consumer expectations
- And, Generation Y members are finally starting to move out of their parents’ homes!
- Survey addresses consumer perceptions of home furniture across a number of topics



Description of Survey

Furniture involvement	Store loyalty
Furniture and the self-concept	Furniture brand loyalty
Confidence in buying furniture	Favorite furniture brands
Favorite room in the home	Attitudes toward shopping online
Favorite furniture in the home	Sources of information
Furniture and the environment	Use of social media
Furniture made in the U.S.A.	Buyer's remorse
Opinion seeking before purchase	Personality variables



Method

- Data were recently collected using Qualtrics
- Final sample of 2,007 respondents was drawn from a list of online panelists registered with Qualtrics
- Goal was to collect data from consumers over 18, with key demographic variables (gender, age, income, ethnicity) matching those of the U.S. population



Description of Sample

Characteristic	Sample (n)	Sample (%)	U.S. Pop'n (%)	
Gender	Male	736	36.7	49.2
	Female	1,268	63.2	50.8
Age	18-24 years	130	6.5	9.9
	25-44 years	764	38.1	26.6
	45-64 years	937	46.7	26.4
	65 years & older	175	8.7	13.0
Region of country	Northeast	388	19.3	17.9
	Midwest	434	21.6	21.7
	South	701	34.9	37.1
	West	478	23.8	23.3



Description of Sample cont'd

Characteristic	Sample (n)	Sample (%)	U.S. Pop'n (%)
Ethnicity			
White/Caucasian	1,252	62.4	72.4
Hispanic/Latino	298	14.8	16.3
Black/African-American	270	13.5	12.6
American Indian and Alaska Native	18	0.9	0.9
Asian	98	4.9	4.8
Native Hawaiian/Other Pacific Islander	3	0.1	0.2
Multi-Cultural	38	1.9	2.9
Other	21	1.0	6.2
Primary Home Status			
Own home	1,355	67.5	64.7
Rent home	587	29.2	35.4
Other (main response: live with parents)	61	3.0	n/a



Results: Favorite Room in the Home

- From product economy to service economy, now experience economy

Favorite Room	Sample (n)	Sample (%)
Bedroom	519	28.0%
Living room	844	45.5%
Den/family room/TV room	218	11.7%
Dining room/eat-in kitchen	121	6.5%
Home office	69	3.7%
Other	85	4.6%



Results: Favorite Room and Furniture

Why is this your favorite room? Describe the furniture in your favorite room.

Bedroom

“because it reflects who I am perfectly. My bedroom is calm, restful, yet full of energy. Definitely my furniture is in essence my bedroom.” (F, 62)

“because it has beautiful oak furniture. It was our first furniture purchase when we got married. It cost a lot and is very beautiful and sturdy. Very beautiful and is a very nice room to sleep in. The furniture definitely makes it my favorite.” (M, 69)

“because sleep is my favorite hobby.” (M, 42) “because I love sleep!” (M, 30)

“My bed is Yum!” (F, 53) “My bed is my favorite because that is where I spend almost all of my time resting and catching up on sleep.” (M, 23)



Results: Favorite Room and Furniture

Why is this your favorite room? Describe the furniture in your favorite room.

Living room

"because it is where my friends and family gather to relax and enjoy one another." (F, 70)

"because everyone is in there and tells about their day. It is very comfortable." (F, 41)

"Family room because we spend a lot of time there together. We have a sectional couch that is one of my favorite pieces because we can all be on it together." (F, 41)

Dining room/eat-in kitchen

"It is bright, and has a nice dining table where we entertain dinner guests. All of the wood furniture in the room matches and all of my décor blends nicely." (F, 32)

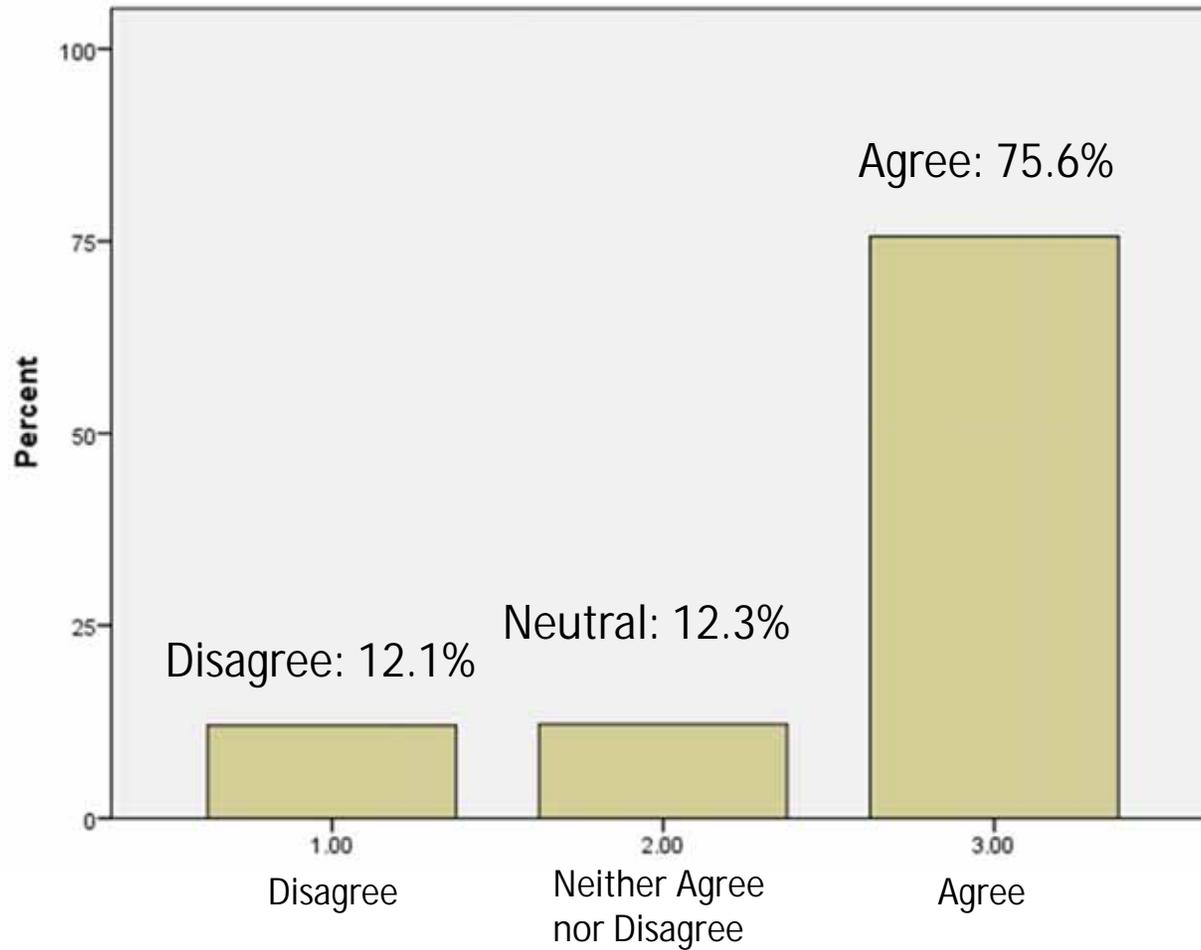
"because it is where everyone congregates and shares good times and good memories." (F, 61)

"because the dining table is where we eat together as a family and it is also where we do family activities like carving pumpkins and school projects." (F, 26)



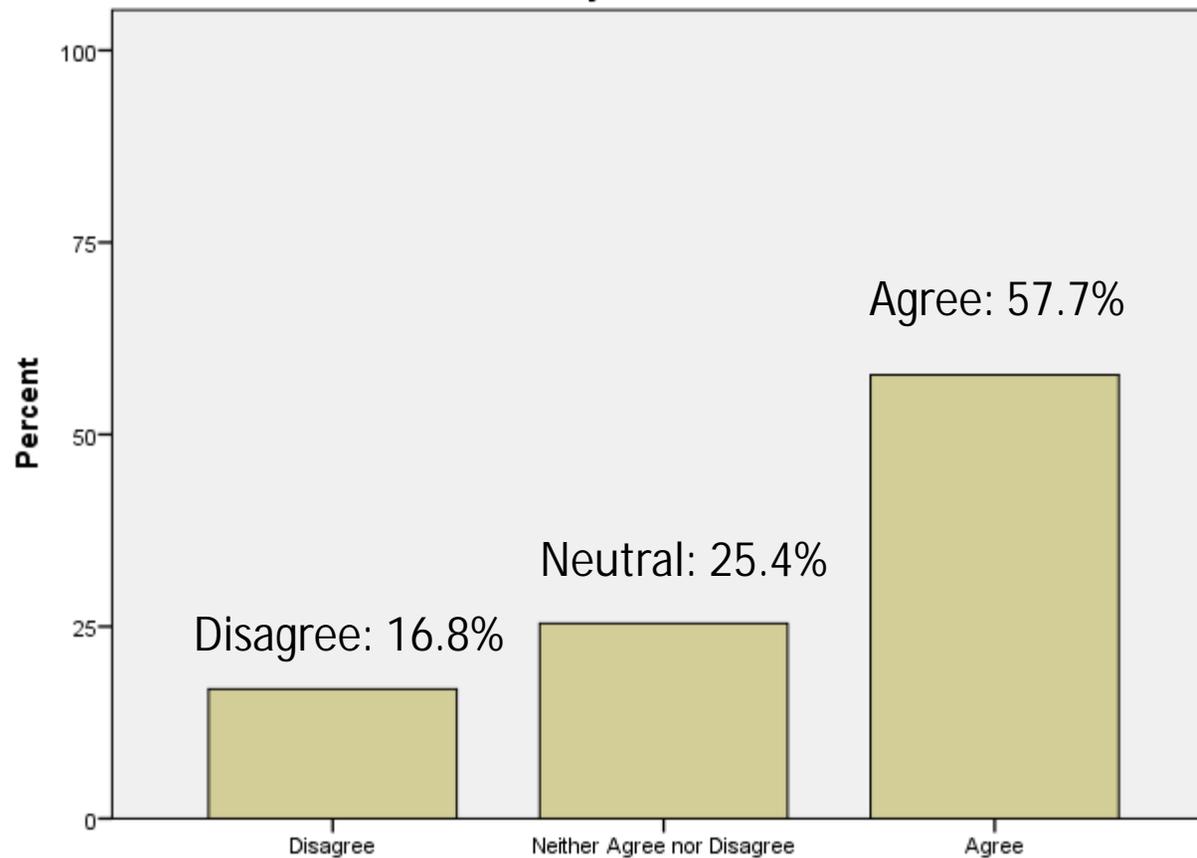
Results: Interest in Home Furniture

I am interested in home furniture.



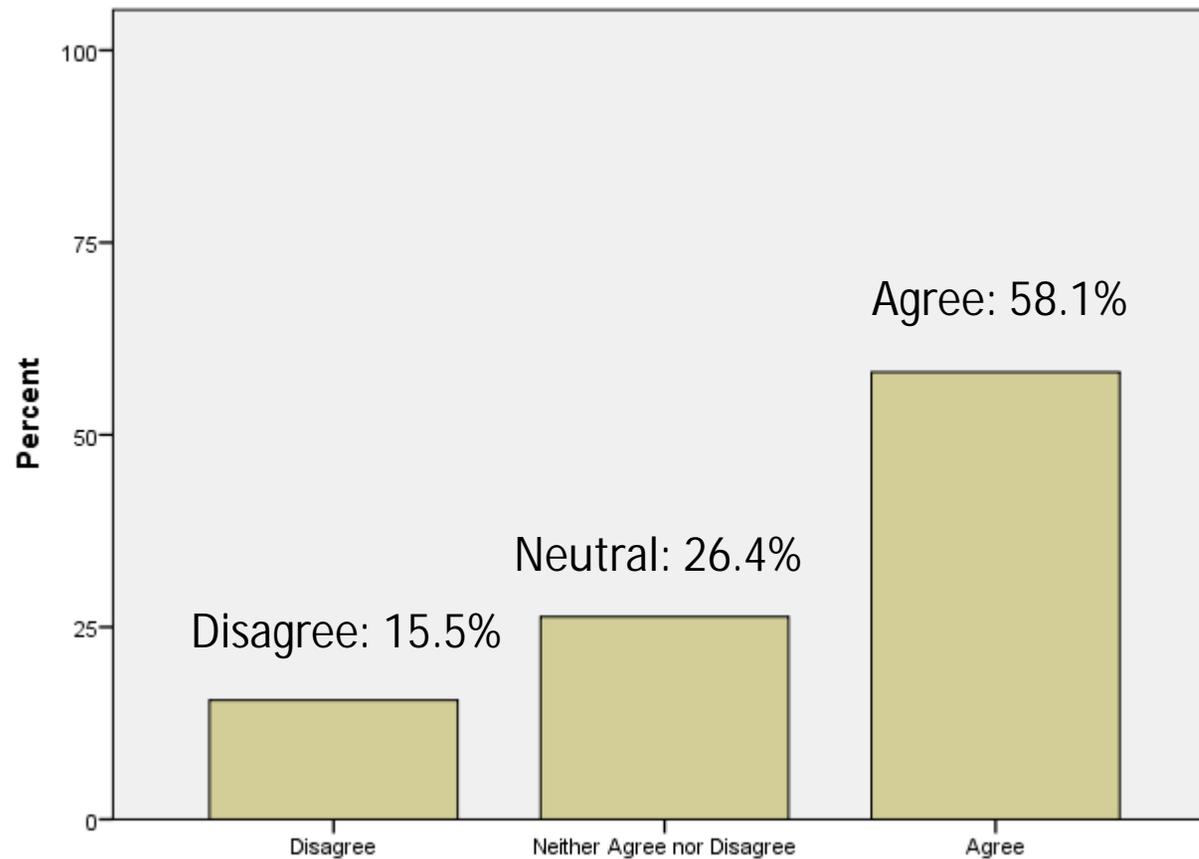
Results: Made in the U.S.A.

I try to buy furniture only if it is made in the United States.



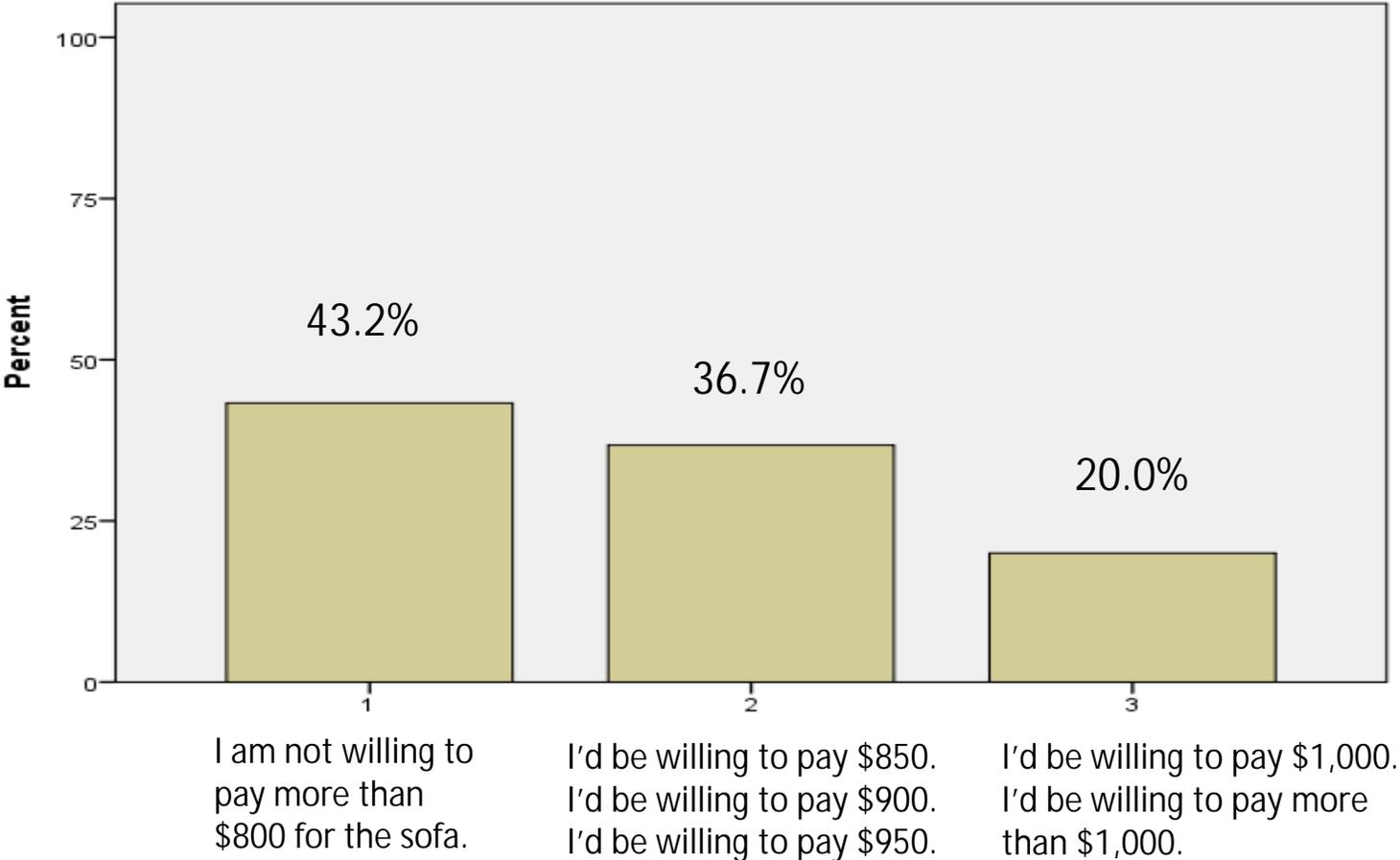
Results: Made in the U.S.A.

When it comes to shopping for furniture, I am willing to pay more money if the furniture is made in the U.S.A.



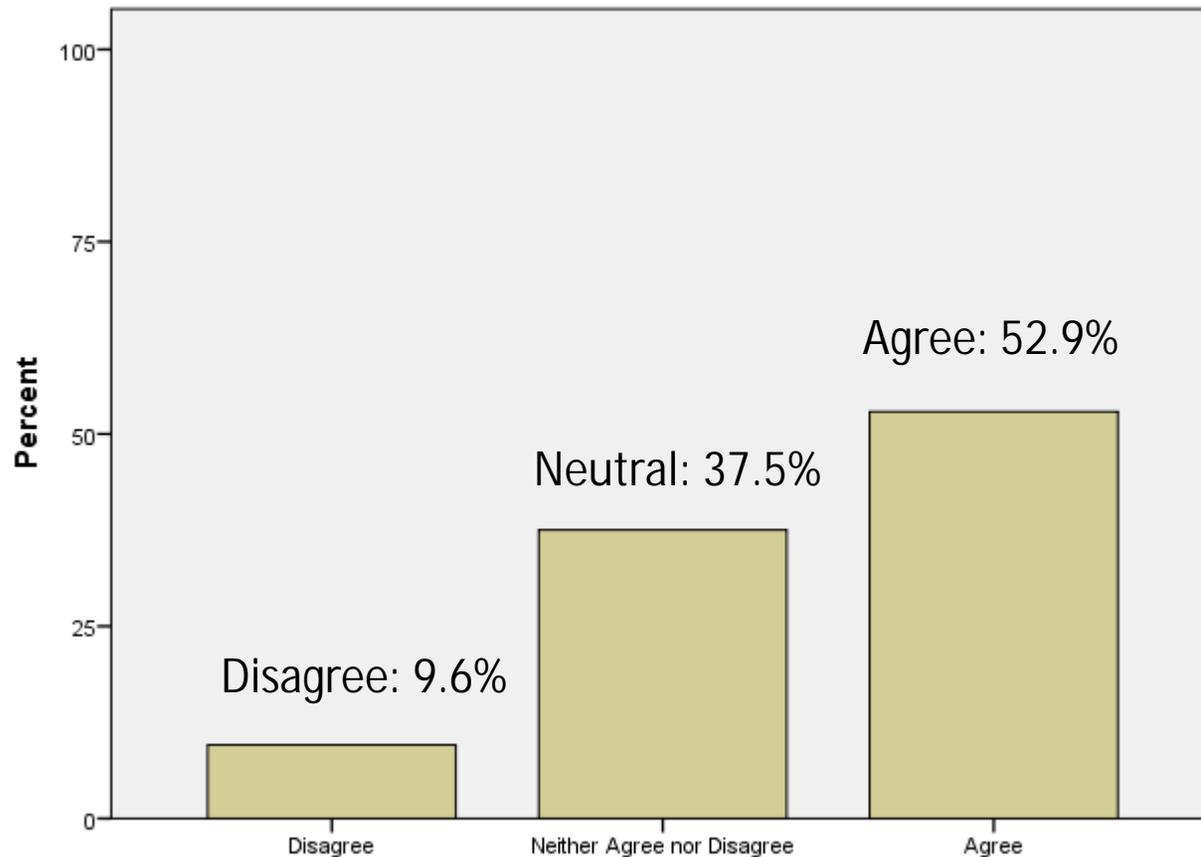
Results: Made in the U.S.A.

Suppose a sofa that you really like costs \$800 and is made in China. How much more are you willing to pay for the sofa if it is made in the U.S.A.?



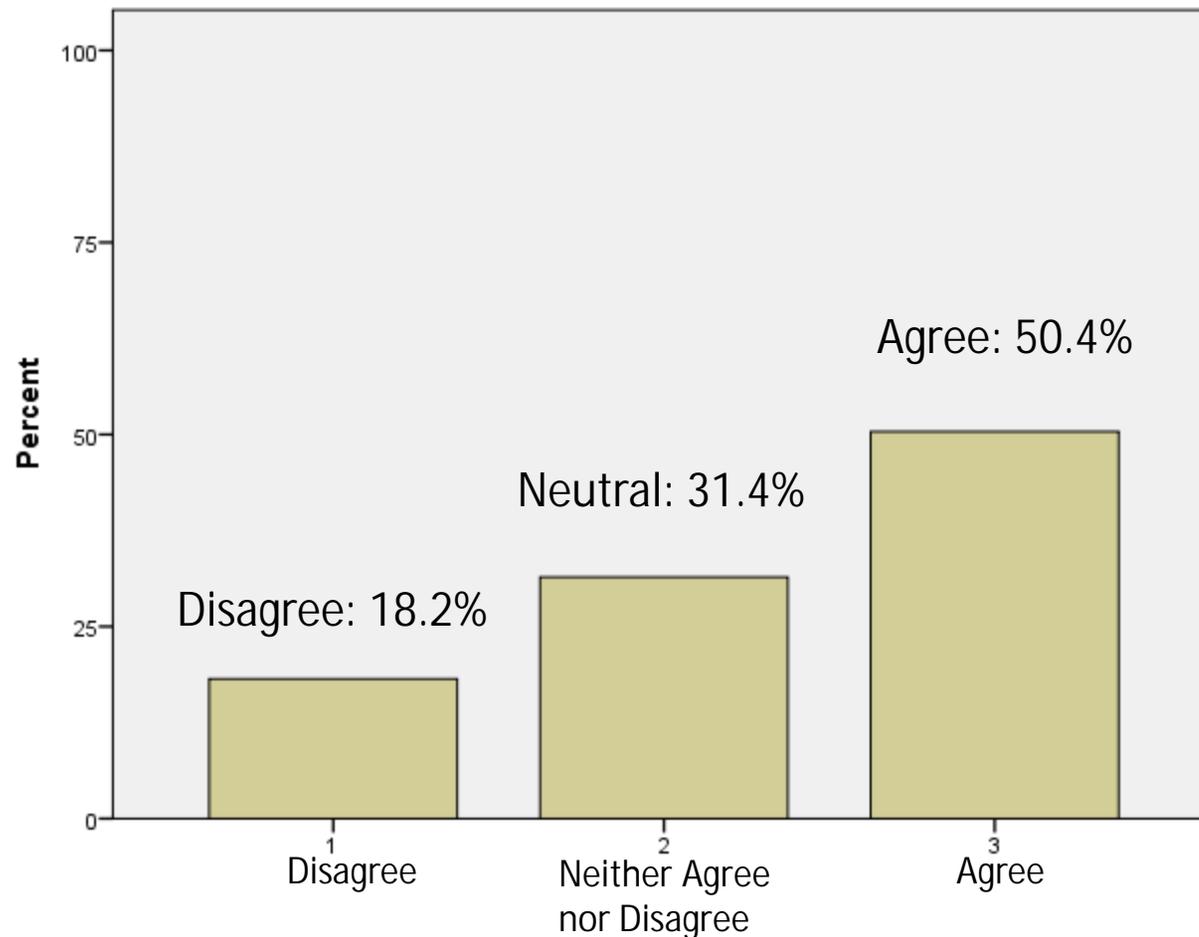
Results: Environmentally-friendly Furniture

I want my furniture to be environmentally friendly.



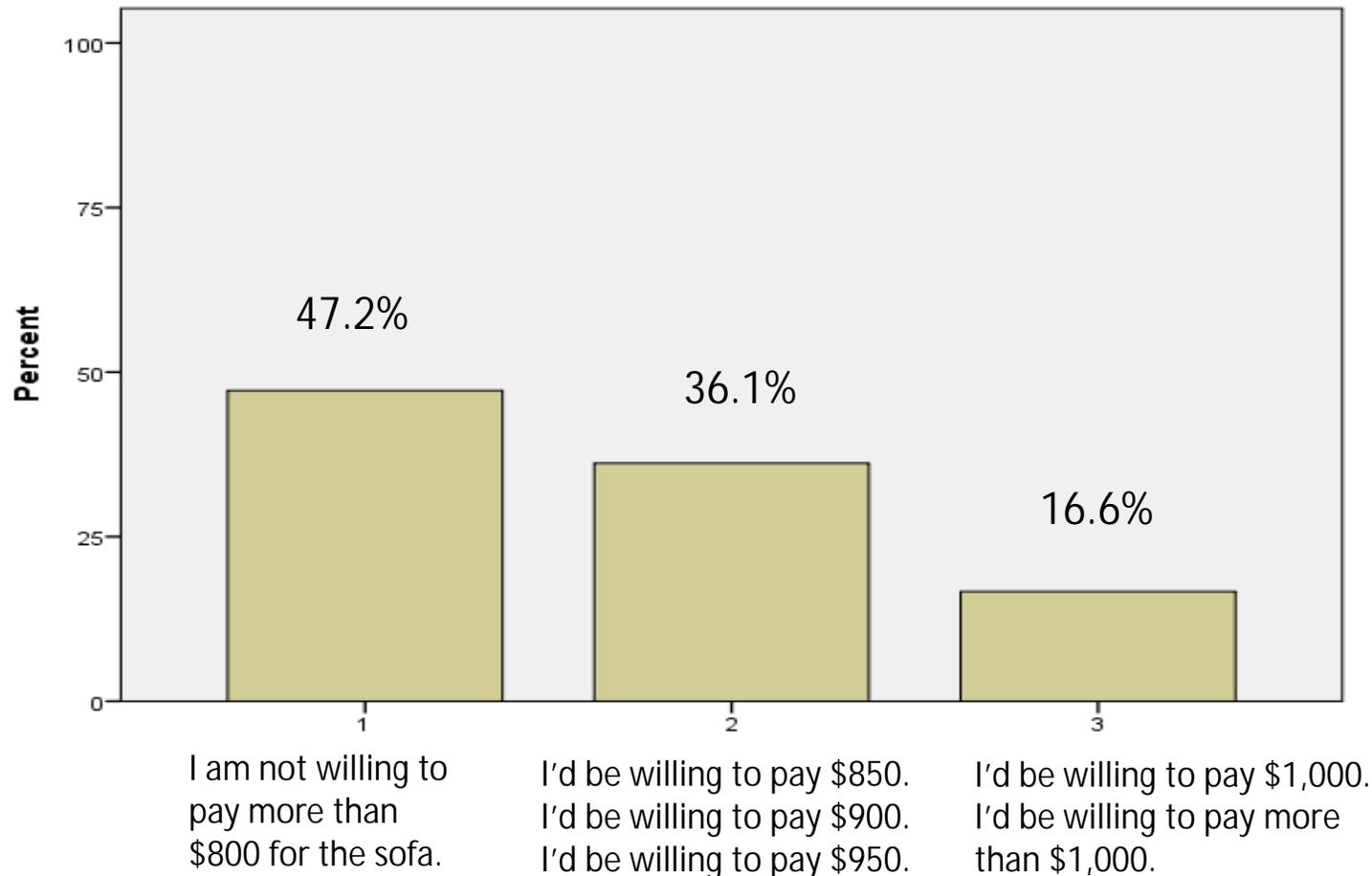
Results: Environmentally-friendly Furniture

When it comes to shopping for furniture, I am willing to pay more money if the furniture is made with environmentally-friendly materials.



Results: Environmentally-friendly Furniture

Suppose a sofa that you really like costs \$800 and is made with materials that have a negative impact on the environment. How much more are you willing to pay for the sofa if it is made with environmentally-friendly materials?



Results: Gathering Information Online

What are your thoughts about shopping for furniture online?

Question	Agree (n)	Agree (%)
I search for information on the internet.	1,386	69.1%
I like to look at different brands of furniture online.	1,286	64.1%
I do research online before I go to furniture stores to shop for furniture.	1,279	63.7%
I intend to shop for furniture online over the next few years.	699	34.8%
I have purchased furniture online.	433	21.6%
I am willing to purchase furniture online.	1,044	52.0%



Results: Other Sources of Information

When I gather information on furniture before making a purchase decision...

Question	Agree (n)	Agree (%)
I watch home decorating themed programs on television (such as HGTV).	978	48.7%
I pay attention to television advertisements.	1,018	50.7%
I read lifestyle and home magazines.	828	41.4%
I pay attention to magazine ads.	858	42.7%
I gather information from catalogs and/or sales brochures.	944	47.0%
I ask others about the furniture in their homes.	702	35.0%



Implications

- Keep in mind that furniture facilitates experiences in the home, both private and shared.
- People appear more willing to pay more money for furniture made in the U.S.A., rather than for furniture made with environmentally-friendly materials.
- Still, 43% will not pay any more for a sofa made in the U.S.A., and 47% will not pay any more for a sofa made with environmentally-friendly materials.



Implications

- Consider having an online presence, as the majority of respondents search for furniture via the internet before making a purchase.
- Over half of respondents would consider purchasing furniture online; mainly Generations X and Y.
- Television programs and ads, furniture catalogs, and to a lesser extent magazines and magazine ads are consulted before buying home furniture.



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**Thank you!
Questions?**

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