

## RESEARCH ARTICLE

## FACTORS INFLUENCING CUSTOMER'S CHOICE: A STUDY ON TABLE FURNITURE IN ARGAO, CEBU, PHILIPPINES

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## ABSTRACT

This study examined the factors influencing customer choices for table furniture. Convenience sampling and Yamane's formula were used to select three hundred ninety-eight participants. To collect demographic profiles and customer perceptions, an adapted survey questionnaire was used. Data were analyzed using frequency count, simple percentage, mean, weighted mean, standard deviation, scoring procedures, and a parameter limit scale. Results showed that females under twenty to thirty-four years old, with an education level below bachelor's, unemployed, and having a monthly income of less than ten thousand pesos were the majority of respondents. Quality, durability, color, design, features, brand, and warranty contract were important attributes for table furniture, with quality and durability being the most considered. Wood is the material for table furniture that is predominantly taken into account when making purchases. The researchers developed recommendations for both sellers and buyers of table furniture in Argao to improve their buying and selling experience.

## KEYWORDS

Customer Preferences, Furniture Makers, Product Attributes, Purchase, Wooden Table

## 1. INTRODUCTION

Furniture market is constantly changing due to customer preferences. Organizations in the furniture product industry strive for performance and fulfillment in order to meet their customers' needs and perceptions. This industry provides design, fabrication, processing, and practice of furnishings (Industry Today, 2020). Statista Research Department, 2022, stated that the global furniture market is a multi-billion-dollar industry that employs a large number of people around the world. This will be a fast-expanding worldwide business that is connected to demography, economic performance, and societal trends that can affect the entire world's population (Ratnasingam et.al.,2022). According to succeed in the furniture industry, you need an efficient marketing strategy to drive customers and make them loyal (Luong, 2022).

In the Philippines, furniture is one of the most labor-intensive and artistic industries. It aims to become a global innovator and hub for sustainable materials by 2030, with thriving domestic and international markets, and a competitive and active workforce. However, demand for certain types of furniture can decrease due to growing industry. According to from Philippine Daily Inquirer, local furniture exporters have received an unprecedented volume of canceled orders from abroad due to fears of a recession (Monzon, 2022). This is due to the current crisis in the country prior to pandemic.

Researchers conducted a study about examining the factors that affect customer product choice when purchasing table furniture in Argao, Cebu, Philippines. This was due to the finding that table furniture has the lowest demand among furniture shops in the area. Understanding customer preferences will help furniture manufacturers and the government develop a strategic plan to satisfy customer needs and increase sales

revenue and market share over competitors. This aimed to benefit various sectors, such as furniture buyers, manufacturers/sellers, researchers, and future researchers. Furniture buyers can get tips on factors to consider when purchasing home furniture, particularly tables, while manufacturers can use the study to develop a strategic plan to meet customer requirements effectively. Researchers and future researchers can broaden their knowledge and learn from the study's results. Additionally, convenience sampling was utilized to select target respondents for a structured survey questionnaire adapted from Attaphol Kittiakrastein's 2004 study. The questionnaire were distributed via online using Google form and in-person until the target number of responses is achieved. All questions were closed-ended; thus, respondents were responsible for answering them consistently and succinctly, wherein the gathered data were treated with utmost care and confidentiality.

In summary, this study will focus on examining the factors that influence customer product choice when purchasing table furniture in Argao, Cebu, Philippines. The findings of the study can help various sectors in making informed decisions and developing strategic plans to meet customer needs effectively. Recommendations were developed for both sellers and buyers of table furniture in Argao to improve their buying and selling experience.

## 2. METHODOLOGY

## 2.1 Design

The descriptive-survey research design was employed in this study to examine the factors that influenced customer's product choice based on the responses of selected individuals residing in the Municipality of Argao. The influencing factors were treated as independent variables, and the customer product choice decision as the dependent variable. Surveys were

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used to gather data about varying subjects. Yamane's formula was used to determine the number of samples, and samples were selected through convenience sampling. The research instrument, a survey questionnaire, was distributed online via Google form and face-to-face distribution. The data collected were analyzed and interpreted using statistical treatment, including frequency count, simple percentage, mean, weighted mean, and standard deviation.

2.2 Environment



Figure 1: Location of Municipality of Argao via Google Map

The research was carried out in the coastal municipality of Argao (9° 52' 46" North, 123° 35' 44" East), located in the island province of Cebu, Philippines, which is recognized as a major hub of commerce and culture in the southern part of the province. Argao is located in the southeast of Cebu and is situated 67 kilometers (42 miles) away from Cebu City. It is made up of 45 barangays, has 16,574 households, and a population of 78,187 as determined by the 2020 Census. This population represents 2.35% of the total population of Cebu province, or 0.97% of the overall population of the Central Visayas region. Due to the large population, Argao has a substantial number of businesses, including six furniture stores that have been accredited. However, the study found that tables are not in high demand in Argao after conducting a survey of five furniture stores or shops.

2.3 Respondents

The study targeted individuals residing in Argao as its respondents. The 2020 census recorded the population of Argao to be 78,187, and the researchers utilized the Yamane method to calculate the sample size, which resulted in 398 respondents. To determine the sample size, the formula  $n = N/(1+N(e)^2)$  was used, where n represents the number of samples, N is the total population, and e is the tolerance of margin error. Convenient sampling was employed by the researchers to select the respondents, picking out those that were readily available and located in the vicinity or online during the survey.

2.4 Instrument

The researchers employed a structured survey questionnaire for the study, which was adapted from Attaphol Kittikrastein's (2004) research. The questionnaire was presented in the local language to ensure that the respondents could comprehend and provide precise and coherent answers. The survey was conducted through both online via Google Form and in-person distribution of questionnaires. The questionnaire was divided into three sections, including the demographic profile of the respondents, questions related to their experiences in purchasing table furniture, and a four-point Likert scale.

3. RESULTS

3.1 Demographic Information

Age and Gender. Table 1 indicates that majority (52.51%) of the respondents were females, and 47.49% were males. Also, majority of the respondents (61.06 %) were under the age range of 20 to 34 years. This implies that there were greater number of females who have participated in the survey. According to a study from the San José State University as stated in Oak Mountain Digital LLC (2012), women are more likely to participate than men, and younger people are more likely to participate than older people.

Table 1: Age and gender of respondents in percentage

Gender	Age					Total (gender)	%
	below 20	20 to 34	35 to 49	50 to 64	65 and above		
Male	14	94	32	12	4	156	39.20
Female	19	149	49	18	7	242	60.80
Total (age)	33	243	81	30	11	398	100
%	8.29	61.06	20.35	7.54	2.76	100	-

Educational Attainment/ Level. Based on the result, table 2 indicates that the majority of the respondents (73.12%) have not obtain a degree in college (below bachelor). This implies that most of the respondents who participated in the study have attained lower level of education which could give a difference on what occupation and how much income they could obtain, as well as the capability to purchase table furniture. This is in line to the study of which presents that education status is often included in defining the social class and also an autonomous socio-economic variable impacting any buying decision (Kumar, 2014).

Table 2: Educational level of respondents in percentage

Education Level	No. of Respondents	%
Below Bachelor	291	73.12
Bachelor	95	23.87
Master	7	1.76
Higher Master	5	1.26
TOTAL	398	100

Occupation. Based on the result, table 3 indicates that majority (43.22%) of the were identified as unemployed, 35.18% were employees, 15.08% were self-employed, and, 6.53% were business owners. This implies that the occupational status of the customers could affect his purchasing decision as to the affordability of the product. According to Clootrack, an intelligent customer experience analytics platform, occupation of a consumer influences the buying behavior. A person tends to buy things that are appropriate to this/her profession.

Table 3: Occupation of respondents in percentage

Occupation	No. of Respondents	%
Business Owner	26	6.53
Employee	140	35.18
Self-employed	60	15.08
Unemployed	172	43.22
TOTAL	398	100

Monthly Income. As indicated in Table 4, majority (67.59%) of the respondents have the monthly income of less than Php10,000. This implies that income has the ability to influence the buying behavior of a person (Clootrack). Customers who have limited income tend to spend their money very cautiously and that is within the range of their monthly income (Rehman et al., 2016).

Table 4: Monthly income of respondents in percentage

Monthly Income (Php)	No. of Respondents	%
Less than 10,000	269	67.59
10,000 -20,000	65	16.33
20,001-30,000	42	10.55
30,001-50,000	16	4.02
50,001 and above	6	1.51
TOTAL	398	100

**3.2 Profile that Influenced the Customer’s Product Choice**

Experiences and plans in purchasing table furniture. Table 5 indicates that 75.63% of the respondents were identified that they already had an experience of purchasing table furniture, as well as plans to do so as indicated by the response “yes” and 24.37% who responded “no”. The result implies that majority of the respondents have plans or experiences in purchasing table furniture since it has the largest percentage than those who have no plans or experience purchasing furniture. Purchasing experience influences customer’s perception of product, financial, and privacy risk associated with it (Dai, 2007).

**Table 5: Experiences and plans of respondents in purchasing table furniture in percentage**

Have you bought or plan to buy table furniture?	Total	%
YES	301	75.63
NO	97	24.37
Total	398	100

Preferred type of material. Table 6 indicates that 74.37% of the respondents preferred wooden table furniture; 10.8% preferred plastic table furniture; 7.04% preferred glass table furniture; and, 2.51% preferred table furniture that is made up of combination of materials such as wood-metal, glass-metal, and so on. This implies that wood is also an aesthetically highly appreciated material used in many high-end

Gender and Price Attributes

**Table 7: Gender in relation to price attributes – less than Php5,000**

GENDER	Less than Php5,000			
	SD (1)	D (2)	A (3)	SA (4)
Male	2	8	37	109
Female	4	5	68	165
Total	6	13	105	274

f*1	f*2	f*3	f*4	total	weighted mean	visual interpretation	mean	standard deviation
2	16	111	436	565	3.62	SA	141.25	202.38
4	10	204	660	878	3.63	SA	219.5	308.01
6	26	315	1096	1443	3.63	SA	360.75	510.10

In terms of gender and price attributes, the majority of respondents (68.84%) preferred to purchase a furniture which cost less than Php5,000. Females obtained a higher mean and standard deviation, with the visual interpretation of strongly agree (SA) to the price less than Php5,000, compared to males. This suggests that women consider both subjective (customer reviews) and objective information while making a purchase decision,

Gender and Product Attributes

**Table 8: Gender in relation to product attributes – Durability**

GENDER	Durability			
	SD (1)	D (2)	A (3)	SA (4)
Male	3	1	71	81
Female	4	1	88	149
Total	7	2	159	230

f*1	f*2	f*3	f*4	total	weighted mean	visual interpretation	mean	standard deviation
3	2	213	324	542	3.47	A	135.5	160.12
4	2	264	596	866	3.58	SA	216.5	281.33
7	4	477	920	1408	3.54	SA	352	439.08

In terms of gender and product attributes, the majority of respondents (57.79%) considered durability as the most influential factor among other factors in terms of product attributes of table furniture. Females obtained a higher mean and standard deviation, with the visual interpretation of strongly agree (SA) to durability as factors influencing customers prior to

applications such as furniture and interior design (Rice et al., 2006). Moreover, wood is associated with the attributes of well-being, aesthetics and eco-friendliness (Gold et al., 2009).

**Table 6: Preferred type of material for a table furniture in percentage**

Type of Furniture Material	No. of Respondents	%
Wooden	296	74.37
Metal	21	5.28
Plastic	43	10.8
Glass	28	7.04
Others	10	2.51
TOTAL	398	100

**3.3 Demographic Profile and Factors Influencing Customer’s Product Choice**

In this study, any significant relationship between the respondent’s demographic profile (age, gender, educational attainment, occupation, monthly income) and price attributes, as well as any significant relationship between demographic profile and product attributes were realized. This was supported through the results indicated in the following tables:

whereas men prefer objective information (make, model, speed, etc.) over subjective information. This finding is supported by previous studies that pricing is more critical and relevant to consumer purchasing behavior, and people are willing to shop for cheaper goods in one category to free up resources for higher spending behavior in other categories (Kapferer and Bastien, 2009; Huo et al., 2021).

purchasing table furniture, compared to males. This finding suggests that reliable and durable products provide value for money to consumers and prevent overuse of resources and waste. Enhancing the reliability of products will not only provide economic benefits to consumers but also to companies and to the overall economy.

## Age and Price Attributes

**Table 9:** Age and its relation to price attributes of table furniture – less than Php5,000

AGE	Less than Php5,000			
	SD (1)	D (2)	A (3)	SA (4)
<i>Below 20</i>	0	0	20	13
<i>20 to 34</i>	15	22	101	105
<i>35 to 49</i>	8	13	35	25
<i>50 to 64</i>	0	0	19	11
<i>65 &amp; above</i>	1	1	5	4
<i>Total</i>	24	36	180	158

<i>f*1</i>	<i>f*2</i>	<i>f*3</i>	<i>f*4</i>	<i>total</i>	<i>weighted mean</i>	<i>visual interpretation</i>	<i>mean</i>	<i>standard deviation</i>
0	0	60	52	112	3.39	A	28	32.50
15	44	303	420	782	3.22	A	195.5	197.90
8	26	105	100	239	2.95	A	59.75	49.95
0	0	57	44	101	3.37	A	25.25	29.64
1	2	15	16	34	3.09	A	8.5	8.10

In terms of age and price attributes, the majority of the respondents with the age range of 20 to 34 years old were most likely to purchase a table furniture and agreed with the price of less than Php5,000. This finding is supported study entitled "the impact of age on the customers buying

behavior and attitude to price," which indicates that age is one of the factors influencing consumer buying behavior and attitude of the customer to price by (Slaba's, 2020).

## Age and Product Attributes

**Table 10:** Age and its relation to product attributes of table furniture – Quality

AGE	Quality			
	SD (1)	D (2)	A (3)	SA (4)
<i>Below 20</i>	0	0	13	20
<i>20 to 34</i>	13	18	84	128
<i>35 to 49</i>	8	10	32	31
<i>50 to 64</i>	0	0	19	11
<i>65 &amp; above</i>	1	1	5	4
<i>Total</i>	22	29	153	194

<i>f*1</i>	<i>f*2</i>	<i>f*3</i>	<i>f*4</i>	<i>total</i>	<i>Weighted mean</i>	<i>Visual interpretation</i>	<i>mean</i>	<i>Standard deviation</i>
0	0	39	80	119	3.61	SA	29.75	38.21
13	36	252	512	813	3.35	A	203.25	232.29
8	20	96	124	248	3.06	A	62	56.80
0	0	57	44	101	3.37	A	25.25	29.64
1	2	15	16	34	3.09	A	8.5	8.10

In terms of age and product attributes, the majority of respondents (49.74%) considered quality as the most influential factor among other factors in terms of product attributes of table furniture. The results also showed that respondents aged between 20 to 34 years old obtained a higher mean and standard deviation, with the visual interpretation of strongly agree (SA) to quality as factors influencing customers prior to purchasing table furniture. This suggests that younger respondents are more concerned about quality, which is an important factor to consider for

manufacturers and sellers of table furniture.

Overall, the study's findings suggest that there is a significant relationship between the respondents' demographic profile (age and gender) and price and product attributes of table furniture. This information can be useful to manufacturers and sellers of table furniture in designing and marketing products that cater to the preferences and needs of different age and gender groups.

## Education Level and Price Attributes

**Table 11:** Education level in relation to price attributes of less than Php5,000

Education level	Less than Php 5,000			
	SD (1)	D (2)	A (3)	SA (4)
<i>Below Bachelor</i>	6	8	142	135
<i>Bachelor</i>	4	11	46	34
<i>Master</i>	0	0	2	5
<i>Higher Master</i>	0	0	1	4
<i>Total</i>	10	19	191	178

<i>f*1</i>	<i>f*2</i>	<i>f*3</i>	<i>f*4</i>	<i>total</i>	<i>weighted mean</i>	<i>visual interpretation</i>	<i>mean</i>	<i>standard deviation</i>
6	16	426	540	988	3.40	A	247.00	276.49
4	22	138	136	300	3.16	A	75.00	71.97
0	0	6	20	26	3.71	SA	6.50	9.43
0	0	3	16	19	3.80	SA	4.75	7.63

Table 11 revealed that customers with an education level below a bachelor's degree were most likely to have purchased a table furniture product with a price of less than Php5,000, as they obtained a higher mean and standard deviation with the visual interpretation of agreeing (A) to the price less than Php5,000. This implied that customers who had not

graduated from college may have had less disposable income and, therefore, preferred a cheaper product. On the other hand, customers with relatively higher education levels may have had more knowledge about brands, products, and services, which could lead to differentiated insights when making purchase decisions.

Education Level and Product Attributes

<b>Table 12: Education level in relation to product attributes – Durability</b>				
<i>Education level</i>	<i>Durability</i>			
	SD	D	A	SA
	(1)	(2)	(3)	(4)
<i>Below Bachelor</i>	0	1	143	147
<i>Bachelor</i>	1	1	37	56
<i>Master</i>	0	0	3	4
<i>Higher Master</i>	0	0	3	2
<i>Total</i>	1	2	186	209

<i>f*1</i>	<i>f*2</i>	<i>f*3</i>	<i>f*4</i>	<i>total</i>	<i>weighted mean</i>	<i>visual interpretation</i>	<i>mean</i>	<i>standard deviation</i>
0	2	429	588	1019	3.50	SA	254.75	300.11
1	2	111	224	338	3.56	SA	84.50	106.37
0	0	9	16	25	3.57	SA	6.25	7.76
0	0	9	8	17	3.40	A	4.25	4.92

Table 12 showed that the majority of the respondents considered durability as the most influential factor among other factors in terms of product attributes for table furniture. Respondents who had attained an education level below a bachelor's degree obtained a higher mean and standard deviation with the visual interpretation of strongly agreeing (SA)

to durability as the factor that influenced customers prior to purchasing table furniture. This implied that regardless of a person's educational background, durability was a crucial factor in supporting product longevity through durable geometries and materials.

Occupation and Price Attributes

<b>Table 13: Occupation in relation to price attributes of less than Php5,000</b>				
<i>OCCUPATION</i>	<i>Less than Php5,000</i>			
	SD	D	A	SA
	(1)	(2)	(3)	(4)
<i>Business Owner</i>	0	1	12	13
<i>Self-employed</i>	0	5	63	72
<i>Employee</i>	1	4	25	30
<i>Unemployed</i>	3	4	86	79
<i>Total</i>	4	14	186	194

<i>f*1</i>	<i>f*2</i>	<i>f*3</i>	<i>f*4</i>	<i>total</i>	<i>weighted mean</i>	<i>visual interpretation</i>	<i>mean</i>	<i>standard deviation</i>
0	2	36	52	90	3.46	A	22.50	25.68
0	10	189	288	487	3.48	A	121.75	140.80
1	8	75	120	204	3.40	A	51.00	56.82
3	8	258	316	585	3.40	A	146.25	164.25

In Table 13, the majority of the respondents preferred a price of less than Php5,000 for a table furniture product. Unemployed respondents obtained the highest mean and standard deviation with the visual interpretation of

strongly agreeing (SA) to the price less than Php5,000. This suggested that people were more likely to purchase a product within their income range.

## Occupation and Product Attributes

**Table 14:** Occupation in relation to product attributes – Quality

<b>OCCUPATION</b>			<b>Quality</b>	
	SD (1)	D (2)	A (3)	SA (4)
<i>Business Owner</i>	0	0	7	19
<i>Self-employed</i>	0	0	65	75
<i>Employee</i>	1	1	16	42
<i>Unemployed</i>	5	2	53	112
<i>Total</i>	6	3	141	248

<i>f*1</i>	<i>f*2</i>	<i>f*3</i>	<i>f*4</i>	<i>total</i>	<i>weighted mean</i>	<i>visual interpretation</i>	<i>mean</i>	<i>standard deviation</i>
0	0	21	76	97	3.73	SA	24.25	35.89
0	0	195	300	495	3.54	SA	123.75	149.19
1	2	48	168	219	3.65	SA	54.75	78.62
5	4	159	448	616	3.58	SA	154.00	209.09

Table 14 showed that respondents who were unemployed obtained the highest mean and standard deviation with the visual interpretation of strongly agreeing (SA) to the product attribute of quality. This implied that unemployed customers considered quality an important factor when purchasing a table furniture product.

In conclusion, the tables provide valuable insights into how education level and occupation may affect a customer's purchasing behavior in terms of price and product attributes for a table furniture product. Customers with an education level below a bachelor's degree were more likely to prefer a table furniture product with a price of less than Php5,000, while

those with relatively higher education levels may have had more differentiated insights when making purchase decisions. Regardless of a person's educational background, durability was considered a crucial factor in supporting product longevity through durable geometries and materials. Furthermore, people were more likely to purchase a product within their income range, as seen with unemployed respondents strongly agreeing to a price less than Php5,000. Finally, unemployed customers considered quality an important factor when purchasing a table furniture product. These insights can be valuable to manufacturers and retailers in creating and marketing their products to meet the needs of different customer segments.

## Monthly Income and Price Attributes

**Table 15:** Monthly income in relation to price attributes of Php5,001 to Php10,000

<b>MONTHLY INCOME</b>		<b>Php5,001 - Php10,000</b>		
	SD (1)	D (2)	A (3)	SA (4)
<i>Less than Php10,000</i>	9	16	125	119
<i>Php10,001 to Php20,000</i>	2	2	33	28
<i>Php20,001 to Php30,000</i>	0	1	17	24
<i>Php30,001 to Php50,000</i>	1	1	9	5
<i>Php50,001 &amp; above</i>	0	1	4	1
<i>Total</i>	12	21	188	177

<i>f*1</i>	<i>f*2</i>	<i>f*3</i>	<i>f*4</i>	<i>total</i>	<i>weighted mean</i>	<i>visual interpretation</i>	<i>Mean</i>	<i>standard deviation</i>
9	32	375	476	892	3.32	A	223.00	237.62
2	4	99	112	217	3.34	A	54.25	59.42
0	2	51	96	149	3.55	SA	37.25	45.72
1	2	27	20	50	3.13	A	12.50	13.03
0	2	12	4	18	3.00	A	4.50	5.26

In Table 15, it can be observed that customers with a monthly income of less than Php10,000 have a higher tendency to prefer a table furniture product with a price range of Php5,001 to Php10,000, as they obtained a higher mean and standard deviation with the visual interpretation of strongly agreeing (SA) to this price range. This suggests that customers

with a lower monthly income may have a higher willingness to pay for a slightly more expensive product than those with higher monthly incomes. However, it is worth noting that the majority of the respondents still preferred a table furniture product with a price of less than Php5,000, regardless of their monthly income.

## Monthly Income and Product Attributes

**Table 16:** Monthly income in relation to product attributes – Quality

<b>MONTHLY INCOME</b>			<b>Quality</b>	
	SD (1)	D (2)	A (3)	SA (4)
<i>Less than Php10,000</i>	4	3	107	155
<i>Php10,001 to Php20,000</i>	0	0	27	38
<i>Php20,001 to Php30,000</i>	1	1	15	25
<i>Php30,001 to Php50,000</i>	0	1	6	9
<i>Php50,001 &amp; above</i>	0	0	2	4
<i>Total</i>	5	5	157	231

<i>f*1</i>	<i>f*2</i>	<i>f*3</i>	<i>f*4</i>	<i>total</i>	<i>weighted mean</i>	<i>visual interpretation</i>	<i>mean</i>	<i>standard deviation</i>
4	6	321	620	951	3.54	SA	237.75	295.18
0	0	81	152	233	3.58	SA	58.25	73.24
1	2	45	100	148	3.52	SA	37.00	46.74
0	2	18	36	56	3.50	SA	14.00	16.73

In Table 16, the majority of the respondents considered quality as the most influential factor among other factors in terms of product attributes for table furniture. Respondents who have a monthly income of less than Php10,000 obtained the highest mean and standard deviation with the visual interpretation of strongly agreeing (SA) to quality as a factor that influenced customers prior to purchasing table furniture. This indicates that despite having a limited income, customers still value quality when purchasing a table furniture product.

In conclusion, the findings suggest that customers' monthly income has an impact on their preference for the price range and product attributes of table furniture. While those with a lower income may be willing to pay slightly more for a higher-priced product, the majority still preferred a lower-priced product. Additionally, quality was identified as the most influential factor among other product attributes for table furniture, with customers valuing it regardless of their monthly income. These findings suggest that furniture companies should consider offering a range of products at different price points and prioritize the quality of their products to appeal to a wide range of customers with varying income levels.

#### 4. DISCUSSION

The study concludes that the demographic profile of customers, such as age and gender, has a significant impact on their preferences for the price and product attributes of table furniture. Customers with different educational backgrounds and occupations have varying opinions on the price and attributes of table furniture. The study also found that monthly income plays a vital role in a customer's preference for the price range and product attributes of table furniture. Quality was identified as the most important factor among other product attributes for table furniture, with customers valuing it regardless of their monthly income. The findings of the study have significant implications for furniture manufacturers and retailers. The insights obtained from the study suggest that furniture companies should consider offering a range of products at different price points to appeal to a wide range of customers with varying income levels. Additionally, the study highlights the importance of prioritizing product quality in designing and marketing table furniture products.

Furthermore, the study provides valuable insights into how the demographic profile of customers can influence their preferences for table furniture products. Manufacturers and retailers can use these insights to design and market products that cater to the needs and preferences of different age and gender groups. For instance, customers with an education level below a bachelor's degree were more likely to prefer a lower-priced product, while those with relatively higher education levels may have had more differentiated insights when making purchase decisions. Therefore, furniture companies should consider offering products with varying attributes to cater to the needs and preferences of different educational backgrounds.

Overall, the study provides valuable insights into the factors that influence customers' purchasing behavior for table furniture products. Furniture companies can use these insights to develop marketing strategies that cater to the preferences and needs of different customer segments, resulting in increased sales and customer satisfaction.

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