



# “A Study on Consumer Behavior towards Online Furniture shopping in Bangalore”.

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## Abstract

E-shopping or web based shopping is the strategy whereby buyers directly purchase stock or associations from a dealer continually, without any intermediate, over the Web. The Indian Furniture Market is anticipated to grow at the CAGR of 13.38% during the period of 2018-2023. The report by HKTDC expected the Indian Furniture Market to grow over \$ 27 Billion by 2022, representing a huge opportunity for furniture exporters across Asia. The Indian furniture production and consumption market appears to be better than anywhere. The internet users are huge in the urban cities so that consumer behavior towards online purchasing gives furniture future growth and profitability. Aggressive advertisement, publicity, sales promotions, new designs, quality and stylish furniture brings more customers to the company. India is the greatest shipper on the planet and also India imports furniture woods from various countries. The Industries will do the procurement, Designing, Production and Distribution. Furniture Company produces different categories of products and the online portals worked to get the best prices and excellent deals from all favorite furniture stores in Bangalore. The study attempts to identify the consumer behavior for online furniture purchase. Its an attempt to understand and analyze the factors influencing consumer to go for online shopping. It also tries to evaluate the consumer's perception towards the online shopping for furniture's among the respondents.

It also analyzes the pros and cons in online shopping.

A sample size of 160 was drawn on the basis of convenience sampling technique. The research instrument used for data collection was questionnaires. Potential customers were chosen as the respondents for collecting the information. The collected information has been analysed through chisquare, bar charts, pie charts. Based on the analyzed data findings of the research were determined and suggestions were given. Through the research it can be concluded that customers are not keen in buying the furniture online where it is type of a product which requires a touch and feel factors to be associated with it. Hence the companies has to think about making it more innovative in order to meet the requirement of the people and come out with an idea in order to reach the expectations of the customers. It is very much essential for the companies to be on their toes in order to achieve the competitive advantage over the competitors.

**Key Words: Consumer behavior, Furniture, Online shopping.**

## Introduction

The wooden furniture is foreseen to proceed with its strength during the estimate time frame in Indian furniture market and expected to develop with a CAGR of 11.32% during the gauge time frame 2018-2023. Despite the fact that, the development of family units, effect of western culture has influenced the interest for wood furniture and changing taste and inclinations for various ruler of furniture is pushing the development of market and enthusiasm of clients is redirecting towards utilizing diverse material like cowhide and glass and making them a rewarding fragment in the coming future.

The India Furniture advertises is additionally portioned by part into private and business. Private fragment represented USD 20.65 billion out of 2018. Further, India private furniture showcase is relied upon to develop at a CAGR of 14.16% over 2018-2023. In addition, the market of private part is required to accomplish with the growth rate of 15.08% in 2023 when contrasted with earlier year.

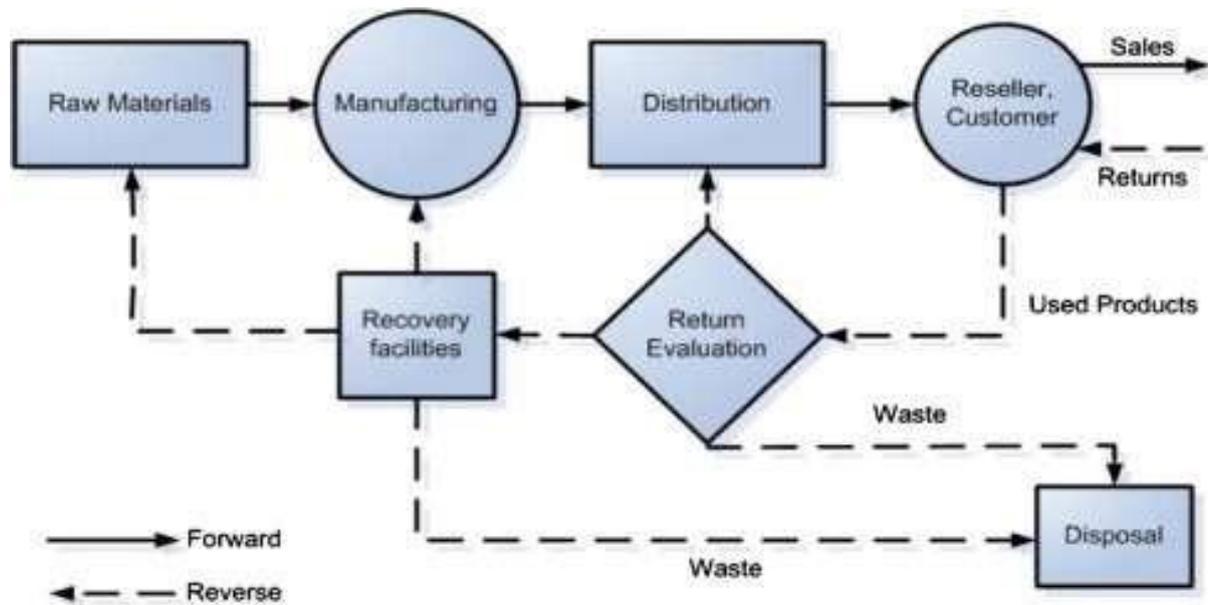
The innovative progressions, for example, accessibility of rapid web systems, for example, 4G and spiked assimilation of keen contraptions is boosting the e-retail area in India. These headways further give simplicity to the clients to purchase furniture through online channels. Likewise, the rising number of Cell phone clients the nation over and internet shopping is empowering the furniture business players to present their items through online channels.

Consumer Behaviour is the study of Individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, and how the consumer's emotions, attitudes and preferences affect buying behavior. The factors influencing consumer behavior are: The study of consumer behaviour formally investigates individual qualities such as demographics, personality lifestyles, and behavioural variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), in an attempt to understand people's wants and consumption. Also investigated are the influences on the consumer, from groups such as family, friends, sports, and reference groups, to society in general, including brand-influencers and opinion leaders. Psychological (motivation, perception, learning, beliefs and attitudes). Personal (age

and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self concept). Social (reference groups, family, roles and status). Cultural (culture, subculture, social class system).

E-shopping or web based shopping, happens over the Web. It is an electronic trade. The course of action or purchase/ an exchange is done electronically. For example, in Amazon.com for new books. Every now and then, an agent might be available in a game plan or buy exchange, for example, the exchanges on eBay.com. An online shop, e-shop, e-store, web shop, web store, online store, or virtual store draws out the physical relationship of procuring things or associations at a pieces and-mortar retailer or in a strip mall. The method is called Business- to-Customer (B2C) web shopping. This is such an electronic business facilitated by relationship, for example, Amazon.com. Business firm purchases from another business is called Business-to-Business (B2B) web shopping. A wide pace of electronic business is driven completely in electronic structure for virtual things, for example, access to premium substance on a site, yet generally electronic trade joins the transportation of physical things by some methods. Online retailers are now and again known as e-retailers and online retail shows up and there known as e-tail. Each and every colossal retailer is correcting currently electronically appeared on the Internet. Online business centers, for example, eBay and Amazon Commercial centre have all things considered decreased cash related and reputational cut-off points to area for SMEs wishing to exchange on the web. These business centres give web area, progressing and partition associations. The players, for example, Pepperfry, Urban stepping stool and others are producing huge income through online stages. Additionally, the rising pattern of internet shopping is pushing the producers like Godrej Furniture, Nilkamal and so forth to present and sell their furniture through online space. For example, driving disconnected retailer of readymade furniture items named at Home, which is a leader brand of Nilkamal Pvt. Ltd, has propelled its internet shopping entryway for the selective scope for home furnishings, goods and home improving things. Further, the huge players incorporate furnishing industry are Godrej, Zuari, Durian, Nilkamal, Featherlite and others have their great market future in furniture industry in India.

## Value Chain Process of Furniture Industry



The methods used as a part of the collecting of furniture are standard procedures for tolerating material, cutting and trim, part creation, get together, finishing and packaging.

### Statement of the Problem

There is an increasing number of firms entering into the online business as shopping portals. Various studies have been conducted in India and abroad on consumers attitude, consumer perception and consumer behavior on online shopping on various products the untapped one is online shopping of furniture. With the increasing penetration of online shopping portals and the tough competitions among online sellers competition has made the business very tough. In order to achieve the competitive edge in this competitive dynamic market the marketers need to have thorough knowledge about consumer behavior in the field of online shopping. So it is key to explore and recognize the components which affect customers to shop online in order to get the solicitations of buyers. As online shopping is a booming trend, since there are lot of companies doing business in selling furniture online also, in this regard the study makes an attempt to know the factors influences customers to go for online shopping for the purchase of furniture's.

### Objective of the Study

1. To understand the customer interest towards online shopping.
2. To determine the factors influences the customers towards online shopping.
3. To evaluate the customer perception towards the online furniture shopping portals.

## Review of Literature

**Su-Chao Chang and Chi-Min Chou (2010)** Conducted an investigation on - Variables affecting client's web shopping conduct: Incorporating the need based and obligation based relationship viewpoints. This investigation intends to look at the relationship between the predecessors and outcomes of the two commitments based and control construct segments with respect to data structures post gathering utilizing web shopping as a blueprint. The outcomes exhibited that the messengers of fundamental based impacts - the appropriateness of web shopping districts (saw operational limit and correspondence) and the viewpoint of online customers' closeness in the relationship (client relationship meander and saw association) - have circuitous valuable outcomes on online customers' timeframe objective toward web shopping goals, as interceded by their trust in the web shopping site page and their impression of the exchanging cost. The information in like way displayed that constraint based impacts have a more basic impact than obligation based impacts (fulfilment and saw regard) on the period of time want toward web shopping goals.

**Claudia Extensions (2006)** Conducted an investigation on Web based Shopping Conduct: Key Measurements and Exploration Union. Indispensable targets join (a) To propose four estimations of the web shopping channel which solidifies heading, settlement, client association, and experiential uniqueness in context of the composed work audit and ace decisions, (b) To talk about these key estimations in the relationship of the set up standard channel forming; and (c) To examine the relationship between the normal channel lead and web shopping conduct. This assessment offered experts to investigate the types of progress in web some help with shopping creating and the more settled standard shopping channel forming.

**Christy Cheung, (2005)** Conducted a research on A Basic Survey of Online Shopper Conduct: Exact Exploration this examination attempts to give an escalated audit of earlier hypothetical composed work and to give an integrative model of online buyer direct. The goals of this investigation are: (1) to give an effective and complete audit of online purchaser direct exploration, (2) to perceive irreplaceable adds to that are explicit to the setting of web increasing, (3) to propose a combined structure that upgrades our awareness of the basic driving portions of online customer conduct, and (4) to offer headings to future assessment around there. This system not just gives us a firm perspective of online customer lead, moreover fills in as a vital standard for analysts around there.

**Naiyi (2004)** conducted a research on Measurements of Buyer's Apparent Hazard in web based shopping. A structure model with seven portions of purchaser's unmistakable danger in web shopping is made in this paper. The outcomes have the expressive force about Chinese purchasers' conspicuous danger in Web shopping and offer structure to legitimate use in China's e-business advertises condition. Regardless of the way that the basic piece of this examination was to prove electronic trade hypothesis, some legitimate ramifications both for e-business specialists and bosses can be gotten from the subsequent assessment work.

**Tonita Ruyter (2004)** The author has conducted an investigation on - what drives clients to shop on the web? A Writing Audit. The focal point of this paper is to propose a structure to assess analysts' valuation for customers' outlooks toward web shopping in US and Europe and their target to shop on the Web. The structure utilizes crafted by the Innovation Acknowledgment Model (Hat) as an explanation, stretched out by exogenous segments and applies it to the web shopping setting. The outline shows that viewpoints toward web shopping and intend to shop online are not just affected by convenience, worth, and fulfilment, in addition by exogenous parts, for instance, purchaser attributes, situational sections, thing characteristics, past web shopping encounters, and trust in web shopping.

**Minjoon Kim (2004)** The author conducted an examination concentrated on Clients 'View of web retailing association quality and their fulfilment. The particular targets of this examination were to (1) Distinguish key covered estimations of web retailing association quality as observed by online clients; (2) Survey the relationship between the association quality estimations saw previously and the online clients' impression of general association quality; (3) Inspect the relationship between the association quality estimations and the online clients' overall fulfilment; and (4) Measure the connection between online clients' reasonable expansive association quality and their degree of fulfilment.

## Research Methodology

The study is descriptive in nature. Survey has been conducted with 160 respondents across various socio-economic groups, occupations, educational qualifications. The sampling technique used for the study is convenience sampling. The data is collected from both primary and secondary data. The primary data was collected through structured questionnaire and conducted an online survey. Secondary data collected through existing information such as books, Journals, Magazines, Website.etc. The information collected through survey has been analyzed & interpreted through graphs, charts and chi square test were used for statistical analysis.

## Limitations of the Study

1. The study focuses only on respondents residing Bengaluru.
2. The data collected from the respondents purely depends upon the mood and temperament and cannot be nullified.
3. The sample size is restricted to those customers who purchase furniture's online only.

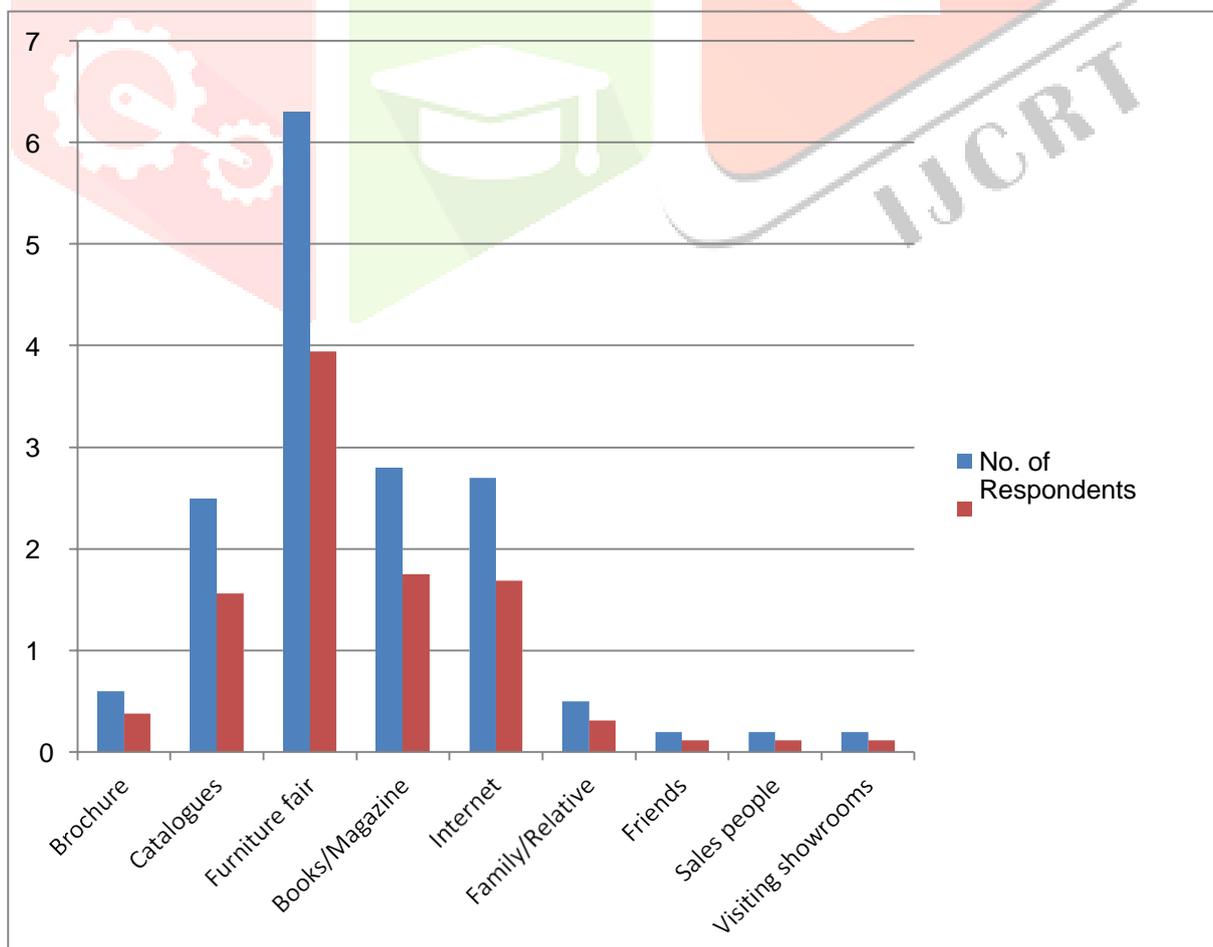
## Data analysis & Interpretation

**Table 1:** Showing the respondents response towards sources of collecting information before they buy furniture's.

Response	No. of Respondents	Percentage (%)
Brochure	6	3.8
Catalogues	25	15.6
Furniture fair	63	39.4
Books/Magazine	28	17.5
Internet	27	16.9
Family/Relative	5	3.1
Friends	2	1.2
Sales people	2	1.2
Visiting showrooms	2	1.2
Total	160	100

**Analysis:** The above table shows that majority of the respondents major source of information is through fairs with 39.4%, followed by depending on magazines, internet and catalogue etc.

**Graph 1:** Showing the respondent's response towards sources of collecting information before they buy furniture's.



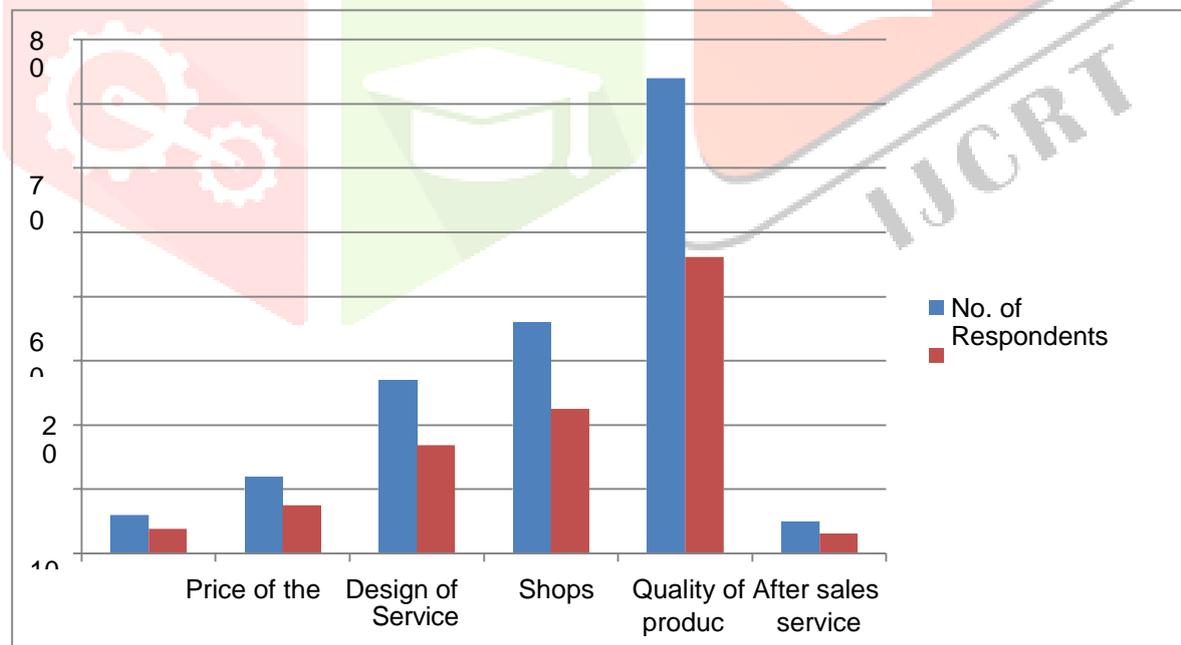
**Interpretation:** From the above graph it can be interpret that majority of the respondents source of information is fair and other sources are internet, magazine, and catalogues.

**Table 2:** Showing the respondent's response towards most significant criteria while buying furniture's.

Response	No. of Respondents	Percentage (%)
Price of the product	6	3.8
Design of the product	12	7.5
Services delivery	27	16.9
Shops location	36	22.5
Quality of product	74	46.2
After sales services	5	3.1
Total	160	100

**Analysis:** The above table shows that study was aimed to know the factor that the buyers look forward while buying the furniture and majority of the respondents with 46.2% said that they their primary criteria is quality followed by other things like shop location, delivery services etc.

**Graph 2:** Showing the respondent's response towards most significant criteria while buying furniture's.

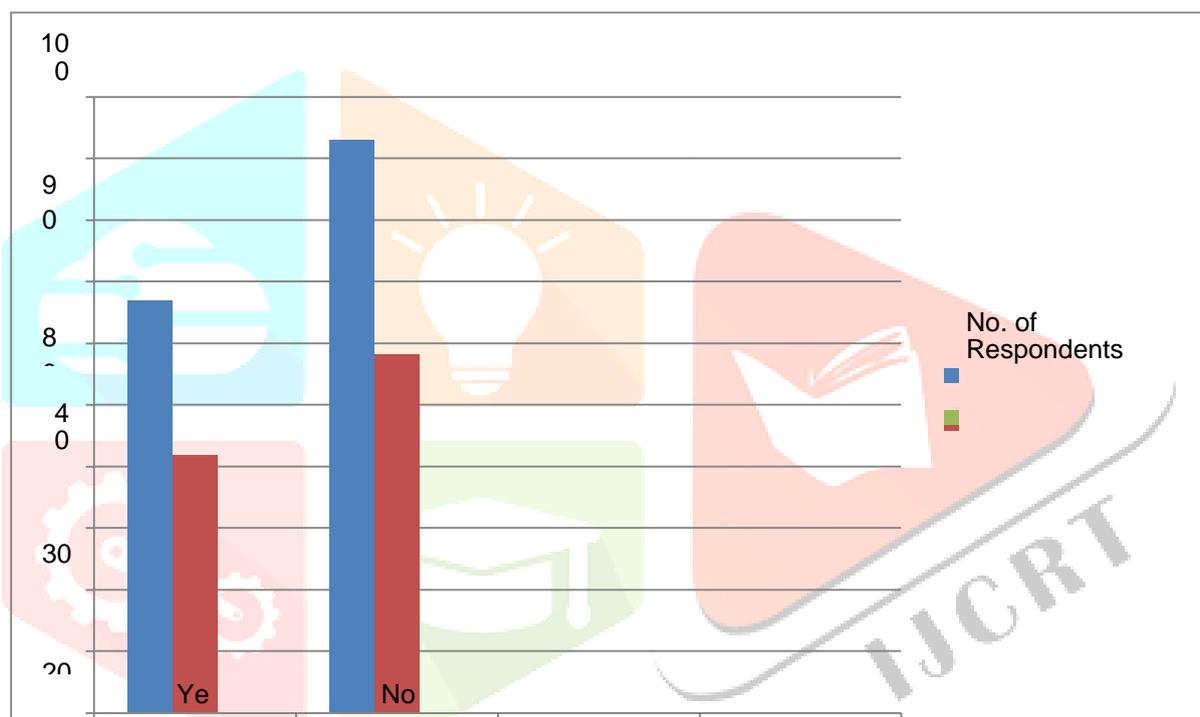


**Interpretation:** From the above graph it can be interpret that majority of respondents are gives more importance to quality of products and some are shops location and delivery service.

**Table 3:** Showing the respondents response towards buying furniture's through online portals.

Response	No. of Respondents	Percentage (%)
Yes	67	41.9
No	93	58.1
Total	160	100

**Analysis:** The above table clearly depicts the whether they have furniture's online where in majority of them said that 58.1% they have not bought furniture's online and only 41.9% of them have purchased furniture's online.

**Graph 3:** Showing the respondent's response towards buying furniture's through online portals.

**Interpretation:** From the above graph it can be interpret that majority of the respondents will not buy the furniture products through online portals and other respondents will agreed to yes.

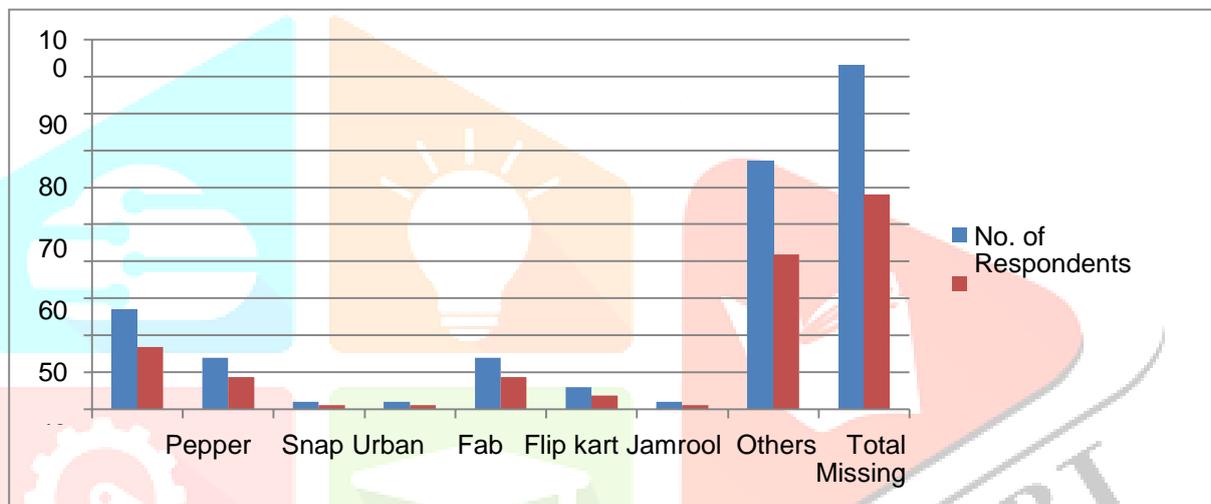
**Table 4 :** Showing the respondents response towards online portals through which they buy furniture.

Response	No. of Respondents	Percentage (%)
Pepper fry	27	16.9
Snap deal	14	8.8
Urban ladder	2	1.2
Fab India	2	1.2
Flip kart	14	8.8
Jamrool	6	3.8
Others	2	1.2

Total	67	41.9
Missing system	93	58.1
Total	160	100

**Analysis:** The above table shows the various online shopping portals through which the respondents bought furniture only 67 respondents have taken into consideration since only those respondents have bought the furniture online and majority of them have bought it from pepper fry.com followed by snap deal, flip kart and followed by others.

**Graph 4:** Showing the respondents response towards through online portals they bought furniture.



**Interpretation:** The graph shows the majority of respondents will buy the furniture products in the pepper fry and some are changed to snap deal, flip kart and followed by others.

**Table 5:** Showing the respondents response towards overall experience with the online portals they bought furniture.

Response	No. of Respondents	Percentage (%)
Excellent	20	12.5
Very good	30	18.8
Good	14	8.8
Average	3	1.9
Below average	3	1.9
Missing system	90	56.25

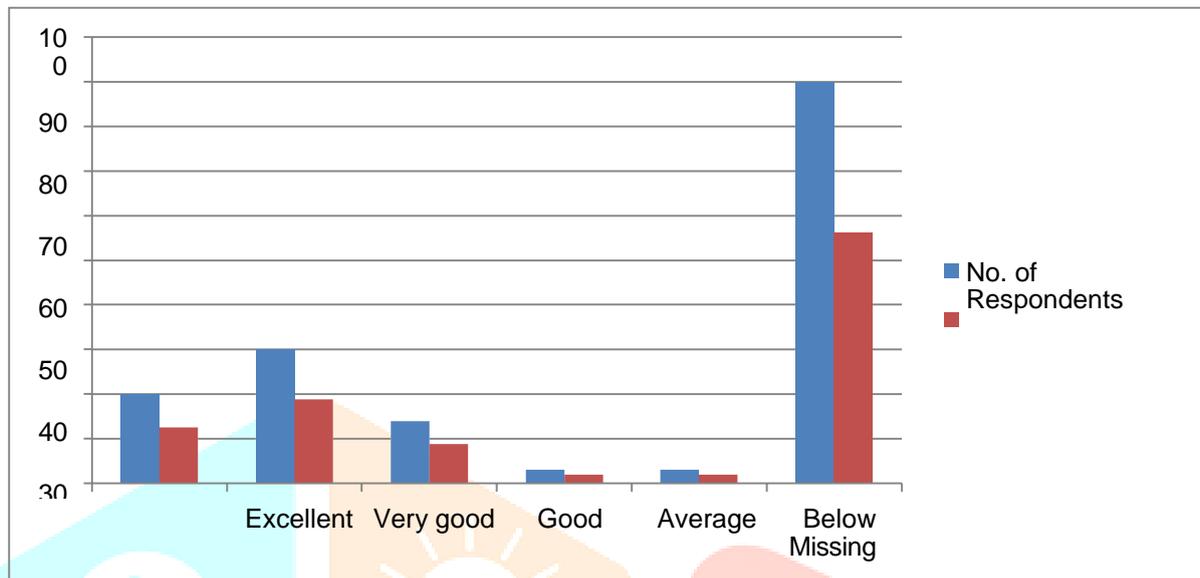
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Total	160	100
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**Analysis:** The above table shows the overall experience of the respondents with the buying of furniture's online through different shopping portals where majority of them said that the experience was very good with 18.8% followed by 12.5% saying excellent and least responses are said average.



**Graph 5:** Showing the respondents response towards overall experience with the online shopping of furniture.



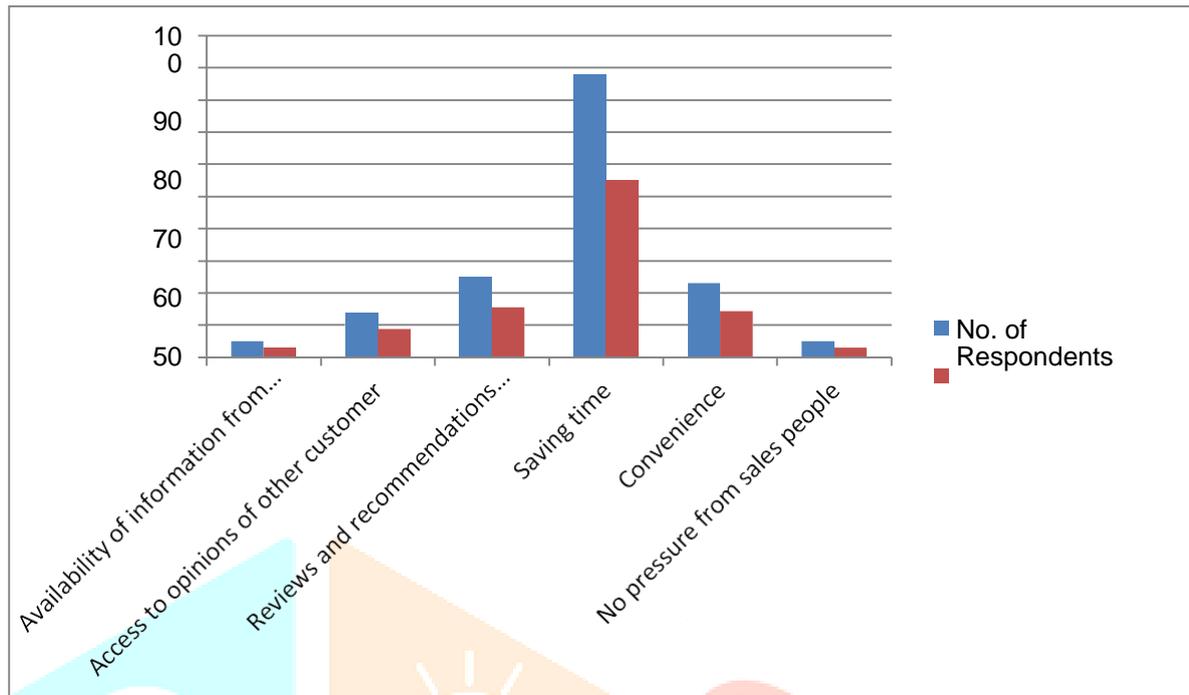
**Interpretation:** From the above graph it can be interpreted that majority of the respondents having very good perceptions towards overall experience with the online portals and some said excellent and good.

**Table 6:** Showing the respondent’s response towards key reasons for using internet while purchasing the product.

Reasons	No. of Respondents	Percentage (%)
Availability of the information from Vendor	5	3.1
Access to opinions of other customer	14	8.8
Reviews and recommendations from Experts	25	15.6
Saving time	88	55
Convenience	23	14.4
No pressure from sales people	5	3.1
Total	160	100

**Analysis:** The above table shows that important reason for buying products online is time saving followed by it gives reviews and recommendations.

**Graph 6:** Showing the respondent’s response towards key reasons for online purchase.



**Interpretation:** From the above graph it can be interpreted that majority of respondents main reasons for online shopping is for saving the time.

**HYPOTHEIS**

**1. H0:** There is No significant relationship between the online shopping portals and its reliability/genuine.

**H1:** There is significant relationship between the online shopping portals and its reliability/genuine.

Response	Observed No	Expected No	Residual
Agree	20	40	-20
Neutral	48	40	8
Disagree	66	40	26
Strongly Disagree	26	40	-14
Total	160		

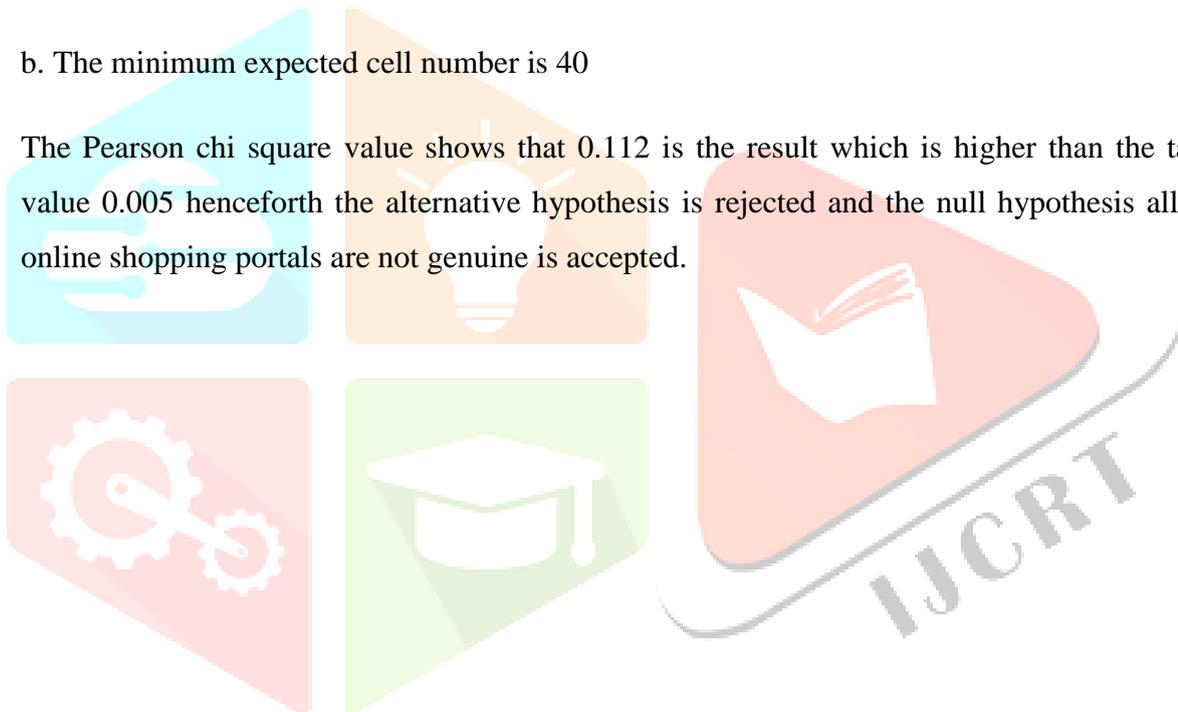
**Test Statistics**

Tests	All the shopping portals are genuine
Chi- square	33.400 <sup>a</sup>
Df	3
Asymp. Sig.	0.112

a. 0 cells (0%) have expected frequencies less than 5

b. The minimum expected cell number is 40

The Pearson chi square value shows that 0.112 is the result which is higher than the table value 0.005 henceforth the alternative hypothesis is rejected and the null hypothesis all the online shopping portals are not genuine is accepted.



**2. H<sub>0</sub>:** There is No significant relationship between purchase decision of goods and mode used for purchase.

**H<sub>1</sub>:** There is a significant relationship between purchase decision of goods and mode used for purchase.

	Observed No	Expected No	Residual
All (close to 100%)	9	40	-31
Most (close to 75%)	67	40	27
Half (close to 50%)	75	40	35
Few (close to 25%)	9	40	-31
Total	160		

#### Test Statistics

Tests	Do you always buy the products searched in the internet
Chi-Square	96.900 <sup>a</sup>
Df	3
Asymp. Sig.	0.000

a. 0 cells (0%) have expected frequencies less than 5

b. The minimum expected cell number is 40

The Pearson chi square value shows that 0.000 is the result which is lesser than the table value 0.005 henceforth the null hypothesis is rejected and the alternative hypothesis customers does buy goods/products searched in the internet is always accepted.

## Findings

**71% of the respondents agreed that online shopping takes less time to purchase products.**

- Majority of the respondents for the study depend on the furniture fair i.e., 39.4% as the source of collecting the information about the furniture's and the brands followed by depending on magazines, internet and catalogue for collecting the various information about the furniture's.
- 89.4% of the respondents said that they do have knowledge about the furniture shopping portals.

- Majority of the respondents i.e., 58% have not bought furniture's through online and 41.9% of them have purchased furniture's through online.
- Majority of them have bought furniture from pepper fry.com followed by snap deal and flip kart. Etc....

## Suggestions

- It is very important to bring in radical changes to improve the digital literacy through which people would be in position to make the online purchasing.
- There is an urgent need to address the issue of touch and feel for the online shopping so there is great scope for companies to come out with the innovative ideas to attach the touch and feel to the online shopping which could definitely work in the business.
- There is need for online shopping portals to bring in changes in their approach for the furniture unlike standard products which are easily accepted by the customers.
- The online shopping portals can think about making the furniture customized considering the customer requirement.
- The shopping portals can think about creating an app to give both online and off line touch where in directing the customers with the details of the product through online and asking them to visit the nearest stores to have a physical look at the furniture offline.

## Conclusion

In the present world, where the market is volatile, uncertain, competitive and ambiguous survival in the market has become a big question mark for any business. The competition is dynamic in nature. There is a requirement for the incremental improvement in the business and the process to be unique from the others. Online shopping which is considered to be the sun rise industry where the entire world is going online in their approach starting from paying the bills to booking the tickets and the cars. Online shopping for the furniture the study made an attempt to know how people perceive towards the online shopping for furniture. It has been observed that customers are not keen in buying the furniture online where it is type of a product which requires a touch and feel factors to be associated with it. So the companies have to think of making it more innovative in order to meet the requirement of the people and come out with an idea in order to reach the expectations of the customers.

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