



**Factors Affecting Consumers Preference and
Decision Making of Furniture Brand in some Selected
Furniture PLC**

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DECLARATION

I, **Tsige Eshetu**, hereby declare that this Master Thesis titled “**Factors Affecting Consumers Preference and Decision Making of Furniture Brand in some Selected Furniture PLC**” is an original work. I have carried out the present study independently with the guidance and support of the research advisor **Dr. Tewodros Mesfin**. Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

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Date _____

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Date _____

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List of Abbreviations

- 3F - Finfine Furniture Factory
- PLC - Private Limited Company
- SMEs - Small and Micro Enterprises
- F - Female
- M - Male
- Ads - Advertise

Abstract

The main objective of this study was to investigate furniture consumers, brand preference and decision making comparing Finfine Furniture Factory (3F), Deluxe and Wanza with locally assembled furniture factory brands. In order to find out the brand preference of consumers and decision making, the study considered four factors namely social, personal, and psychological and brand attributes. To assess the factors influence, a sample size of 250 was selected using convenience sampling technique. Based on the theoretical frame work and objectives of the study 22 items were provided in a 5 point Likert scale to the respondents. The gathered data was analyzed by descriptive analysis. The analysis revealed that personal, social, psychological and brand were the major factors influence for a furniture purchasing decision among the consumers. In addition, friends or family and the neighbors' were the major sources of information from where consumers get to know new furniture brands. Finally, consumer behavior attribute were more influential in consumers brand preference than brand attribute dimensions. In general, 3F, Deluxe and Wanza manufactures and local furniture companies should focus on building their social, personal and psychological equity.

KEYWORDS: *Consumer, Consumer Preference, Decision making, Consumer Attributes, Furniture Brand*

CHAPTER ONE

Introduction

1.1. Background of the study

Marketing, more than any other business function, deals with customers. Marketing means the process by which companies create for customers, if companies know more about the consumer decision making process, they can design marketing strategies and promotional messages that will affect consumers more effectively and build strong customer relationship in order to capture value from customers in return. It consists of the firms marketing mix, the set of marketing tools the firm uses to implement its marketing strategy (Kotler , 2010, p. 36).

Consumers represent the starting point for all marketing activities. In one of the pioneer formal studies, discovered that the base for effective marketing and selling comes from understanding the target group's needs and wants as well as the market place within which the company operates.

Consumer preferences involve the ranking of goods and services according to how much benefit they afford. The study of consumer preferences employs assumptions about consumers' behavior and how they decide preferences.

Consumer preference can be defined as the power or ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction, greater capability or improved performance. Brand preference is defined as the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb & Ferrell, 2006, p. 76).

Consumers make buying decisions every day and many people do not even know the factors that drive them to this decision. There are characteristics behind every buying decision that can come from social, personal or psychological factors. Each of these factors includes dimensions that can be used in marketing.

The American Marketing Association (2014) defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance, and many others.

In addition, consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

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.

Currently in Ethiopia little is known about what factors influence furniture choice. This lack of knowledge affects not only the consumer but also the industry. For example, consumers may not find what they desire when shopping for home furnishings while the home furnishings industry is challenged with not having a good understanding of consumers' tastes and priorities.

During the previous few decades, doing business has been highly competitive in Ethiopia including Finfine Furniture Factory (3F) ,Deluxe and Wanza PLC; the consumers have a great deal of diverse selections and options to decide on. Consumers play an important role as they are the ones who are directly involved in the final buying of products or services. Majority of consumers today are more informed, more knowledgeable, more demanding, more perceptive than ever before.

Factors Affecting Consumer Preference and decision making in Finfine Furniture Factory (3F), Deluxe and Wanza PLC which consisted of variables that measured the factors that are considered to make up consumers brand preference. Which are includes

social, personal, psychological and furniture brand. These four attributes would be included and analyzed in the present study.

Finfine Furniture Factory (3F) is one of the biggest furniture factories in Ethiopia. It manufactures kitchen cabinets and office furniture using skilled manpower and state-of-the-art technology.

Deluxe, which imports finished furniture for sale in the local market. The company was established in 2003 with 135 employees, as a division of Minaye PLC. It has seven outlets, including one in Hawaasa. All imported from Malaysia and China.

Wanza Furnishing Industry PLC, with its high-tech machineries and long years of accumulated experience, makes tables, shelves, chairs, guest chairs and black/white boards for offices, schools, universities, hospitals, etc. That meets the standard and requirement of the customers.

The study was conducted to evaluate Factors Affecting Consumer Preference and Decision making of Furniture Brand: In some selected Furniture PLC. The purpose of the study was tried to evaluate how the factories use furniture product, it can be a strong brand image that corresponds with consumers' preference.

1.2. Background of the Organization

1.2.1. Finfine Furniture Factory

Finfine Furniture Factory (3F) is established in 1959 E.C. and is playing a critical role in the development of the furniture industry by inventing new design furniture's and applying modest technologies. The Company is fully owned by an Ethiopia investor and creates job opportunity for four hundred sixty nine (469) permanent and eighty nine (89)temporary workers.

Vision

The vision is to be excellent and second to none in manufacturing Furniture, Doors, and Kitchen Cabinets etc using skilled manpower and state of the art technology to produce quality furniture, doors, and kitchen cabinets etc for local and export markets.

Mission

Organize the company using all the necessary resources for the production of quality furniture doors, kitchen cabinets etc, based on the needs of customers. For the attainment this objective train the manpower, use up-to-date technology to cope in line with the inevitable sectoral change and back the endeavor by research and development.

Values

Finfine Furniture Factory devotes them to achieve better results by creativity and effectiveness is there most desired targets there for 3F existence is based on their satisfied customers. Continual learning is the root cause of their effectiveness in quality; for change is absolute they stand for it. Supplying quality products at a reasonable price accompanied by excellent customer service and punctuality are there motto.

The company stands to meet the needs of the ever increasing demand through hard working and implementation of the vast experience that the company has in the industry.

3F involved in the manufacturing of dining room furniture, living room furniture, bed room furniture, spring mattress, office furniture and construction items (doors, built - in cupboard, Kitchen cabinet, parquet, staircase, etc.)by using limited resources.

1.2.2. Deluxe Furniture Factory

Deluxe Furniture is a company is working in furniture business sectors. It is a division of Minaye PLC has been in business since January of 2003. Deluxe Furniture specialized in fine collections of office furniture, home furniture, vertical blinds and safes.

Deluxe Furniture's products are handpicked from the best furniture makes around the world. Deluxe provide products in variety of woods and texture. They are designed to appeal to a wide range of consumer tastes and cover all style categories, including traditional, Modern,

contemporary, and many more. Deluxe Furniture also specializes in custom made vertical blinds with various colors and styles.

Deluxe furniture's main branch found Rep. Congo Street Bole Minaye building in the old airport area Addis Ababa, There are three show rooms Wollo Sefer Tebabber Berta building, Cathedral Churchill Avenue Eliana Mall and Hawassa town in the area commonly known as "ArebSefer".

1.2.3. Wanza Furniture Factory

Wanza furnishings industries PLC a member of the MIDROC Ethiopia Technology Group, was established in July 2003 and is engaged in manufacturing of wooden furniture used in offices, home and industries.

Wanza manufacture special quality wooden and metal furniture and fixture and supply to both the domestic and export markets on retail and wholesale basis provide consultancy, installation, after-sales and similar services relating to of the products and distribute to the customer.

Vision

Quality products and sustained services to every customer and user

Objectives

Manufacturing and selling of high quality wooden and metallic furniture for household, office, schools and construction companies both for local as well as foreign markets in wholesale or retail basis.

Product

Wanza Furnishing industry PLC, with its high-tech machineries and long years of accumulated experience, makes tables, shelves, chairs, gust chairs and black/white boards for offices, schools, universities, hospitals, etc. That meets the standard and requirement of the customers.

Wanza Furnishing located Addis Ababa behind St. Lideta Cathedral, Addis home depot near Bistrate Gebreal Cathedral, Summit near Pepsi MOHA premises and Hawassa wanza furnishing industries PLC, in Hawassa.

1.3. Statement of the Problem

Poor financial performance of a business can be attributed to a variety of possible reasons within sales and marketing, including failures of proper product development, ineffective promotion, and misidentified target markets (Rouzlies , 2005, p.356). The lack of communication between marketing and sales also has been suggested as a root cause of the problem (Hughes & Malshe, 2012, p 48). Marketing and sales functions are principally responsible for revenue generation for the firm. In particular, marketing considers competitive pressures and customer preferences when establishing the revenue per unit for a company's products and services through the marketing strategies.

This research paper the researcher would have to conduct is a problem solving research; detecting the reasons for Factors Affecting Consumer Preference for Purchasing Furniture Brands buying behavior and decision making. For this kind of a products and necessary actions to be taken in order to create a solid position on customers mind, create awareness and opportunities of 3F, Deluxe and Wanza PLC products in Ethiopia Furniture market.

Seventy eight large and medium scale furniture manufacturing industries in Addis Ababa; there are two hundred ninety (290) similar businesses in the country, according to a data from Ethiopian Chamber of Commerce and Sected Association ECCSA. The Addis Ababa City Administrations Small and Micro Enterprises Development Agency gives a figure of three thousand (3000) , including the SMEs, but the agency is conducting another count to identify updated date because many others have joined and some have joined and some have left the sector.

In 3F, Deluxe and Wanza PLC furniture industry, for example, companies thus have forced to find their consumer's needs and wants by learning and understanding their consumer preference in order to make them buy so as to earn revenue and to survive in the market. Companies then have to provide new products or services for consumer satisfaction. As a result, the understanding of consumer preference is vital to succeed in the business. The better the company understand the consumer's behavior, the more sales it can generate. In contrast, vague understanding of consumer habit makes the company hardly compete with other Chinese and other rivals wood substitute product, this occurrence might force company to withdraw from the market.

3F started manufacturing in 1959 E.C., targeting its competition against imported furniture. Some, like 3F, Wanza and other local manufactures and major importers of furniture products, such as Deluxe Furniture are competing in the market for the supply of the country's growing demand for furniture products. The products, has been an increasing demand for furniture products every years since the company established and become functional in 2002 with 135 workers.

Those in china manufacture at a low cost within a shorter period of time, but those teams are imported to Ethiopia at a high cost. This was Wanza drew its encouragement from join the sector. The construction boom in the Ethiopia, including universities by the government, which has flourished over the last ten years, is the major push factor for high demand of furniture.

Understanding the behavior of consumers before they made purchase decision will help for product manufacturers and service providers to develop strategies in line with customers' actions. Particularly knowing what makes customers to prefer between brands will make the manufacturer to adapt strategies based on the influential factors. Unable to analyze the antecedents hinder companies from being competitive. Hence, understanding the behavior of consumers specially their brand preference has to be a critical issue and concern for strategic developers.

The main purpose of this study is to answer the following questions.

1.4. Basic Research Questions

- Do social factors affect or not furniture buying behavior of consumer's?
- Do personal factors affect or not furniture purchasing decisions of individual's?
- Does psychological factors affect or not furniture buyer's choices?
- Does brand affect or not consumer's preference of furniture?

1.5. Research Objectives

1.5.1. General Objective

The general objective of the study will be to assess Factors Affecting Consumer Preference and decision making of Furniture Brand: In some selected Furniture PLC of Finfine Furniture Factory, Deluxe and Wanza PLC

1.5.2. Specific research objectives

- To assess whether social factors affect or not Consumers preferences purchasing decision.
- To assess whether individual's purchasing decisions are affect or not by personal factors.
- To assess whether buyer's choices affect or not by psychological factors.
- To identify whether brand affect or not consumers preference of furniture brand.

1.6. Significance of the study

This study will be important to different individuals and organizations. The significance of the study is listed below:

- Finding of the study will be useful and important among students and academicians as an input for doing similar research in this field in the future.
- The identification of consumers' preference towards furniture brands will assist local factories to develop an effective marketing strategy and to help them compete effectively against foreign brands specially, Chinese in the market.

1.7. Scope of the Study

The population of the study is limited to Addis Ababa, capital city of Ethiopia. This geographical limitation is not only chosen because of time, access and cost restriction, but also it is believed that a considerable number of furniture consumers are available in Addis Ababa.

The scope of the study is basically limited to the analysis of the consumer preference and decision for purchasing furniture products. It will be delimited to some selected furniture PLC in Ethiopia that are 3F, Deluxe and Wanza.

The study is done with evidence from 3F which has branch in Adama, Deluxe and Wanza which are branches in Hawassa. The samples were taken only from Addis Ababa. The rationale for using sampling from Addis Ababa is that we can find many diverse personalities, habits, emotions and feelings of the furniture consumers' who have a number of alternative furniture brands in close proximity.

The reason behind those three PLC selected was 3F represent the factory which are established for to produce furniture are different in that use well-seasoned lumbers, which are dried up to the level of applicable moisture content before a product gets to the final stages. Whereas Deluxe represent furniture PLC they are most of the time import from different foreign country, for instance Deluxe, which imports finished furniture for sale in the local market, most of the time imported from Malaysia and china .Finally, Wanza manufacture represent the factory use special quality wooden and metal furniture and fixture and supply to both the domestic and export markets on retail and wholesale basis and provide consultancy.

The last five years has been a period where the demand for furniture has been followed by many newcomers into the sector, the competition among the manufacturer and the importers of furniture products is getting tougher and this forces them to use different strategies to sustain their success in the market.

The imported products have a price difference from the locally produced products-almost half the price, keeping the raw materials of the exaggerated prices sometimes happen because of the heavy taxes imposed to import the products to the country even if the furniture market flourishing, several obstacles are being faced. These factors include the social, personal, psychological and furniture brand preference.

The primary delimitation for this study would be lack of published data or study that is conducted on brand preference in furniture, especially with regard to consumers' choice. This makes the measurement instruments very difficult.

Finally, this study can be further analyzed in terms of different dimensions like brand preference and decision making among different ethnicities, gender, income level as well as various factors consumers 'choose furniture brands since this is not included in this study.

1.8. Organization of the research paper

The research paper organized in logical sequence for the sake of the readers to easily understand. The paper contains the following chapters:-chapter one deals about the introduction part background of the study, background of the organization, statement of the problem, objective of the study, significant of the study, scope of the study. Chapter two discuss with review of the related literature about Factors Affecting Consumer Preference and Decision making of Furniture Brand in some Selected Furniture PLC . Chapter three deals with methodology of the study and chapter four discuss data analysis and interpretation. Finally, based on the finding of the study summary, conclusion and recommendation was presented on chapter five.

CHAPTER TWO

Review of Related Literature

2.1 Introduction

This chapter aims to provide a review of related literature. There is no related Furniture Brand study in Ethiopia. In line with the objectives of this study, this chapter covers concepts related to consumer buying behavior, consumer buying decision process, factors affecting furniture brand preference, and brand. In addition to these the theoretical framework of this study is also included.

2.2 Consumer Buying Behavior

Consumer buying behavior is the sum total of a consumer's attitudes, preference, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service.

Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. (Kotler et al.,2011 ,p.405).

Understanding the behavior of consumers before they made purchase decision will help for product manufacturers and service providers to develop strategies in line with customers' actions. Particularly knowing what makes customers to prefer between brands will make the manufacturer to adapt strategies based on the influential factors. Unable to analyze the antecedents hinder companies from being competitive. Hence, understanding the behavior of consumers specially their brand preference has to be a critical issue and concern for strategic developers. (Peter and Olson 2002, p 211)

2.2.1 Consumer Buying Decision Process

Consumer buying decision process consists of a series of processes or steps, beginning with a felt need or want arising from either internal or external services and terminating with a confirmation

of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. In any event a tension is created which sooner or later must be quit. In order to further understand the decision making process study has taken the consumer buying decision making process model from David Jobber (2007).

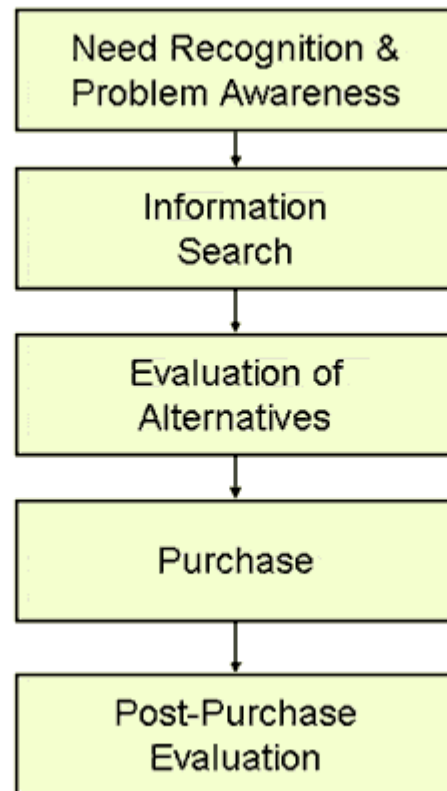


Figure 2.1 Consumer decision making process, Jobber (2007)

2.2.2 Need Recognition

Accordingly to Jobber et al 2007,p. 206 the need recognition is essentially functional and recognition may take place over a period of time. This occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The need can be triggered by internal stimuli or by external stimuli. Internal stimuli can trigger a need when one of the individuals' normal needs like hunger, thirst shelter raises to a level high enough to become a drive. From previous experience, the individual has learnt how to cope with this drive and is motivated towards objects that will satisfy the need.

External stimuli can also trigger a need. In this instance, the marketer needs to determine the factors and situations that usually trigger consumer need recognition. The marketer should research consumers to investigate what kind of need or problem arises and what brings a consumer to prefer one brand over the other. In this stage of the consumer buying process the consumer perceives there is a problem to be solved, which may be large or small, simple or complex. In this study furniture is viewed as the product which will satisfy consumer need for 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 in their day to day activities.

2.2.3 Information Search

The information search begins with the identification of alternatives ways of gathering information about the product consumer intend to purchase (Jobber, 2007, p. 286). It is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision. Normally, the amount of information searching activities of a consumer depends on the type of product which either require high involvement or low involvement. For a product that requires high involvement there might be a significant differences between brands which require an immense effort or insignificant differences between brands which leads to dissonance reducing buying decisions.

The consumer can acquire information regarding a particular product from various sources. These sources include personal sources like family and friends, commercial sources like advertising, salespeople or displays, public sources like mass media and social networking sites and finally experiential source like handling, examining and using of product. The relative influence of these information sources varies with the product and the buyer. In the furniture consumer, the source of information for furniture can be collected based on their previous experience on usage as well as external source like friends, colleagues, neighbors, several published Medias and so on.

2.2.4 Evaluation of Alternatives

Consumers evaluate or assess the various alternatives, using the information they have at hand to come to a decision (Jobber, 2007, p. 289). This process involves comparing the information

gained in the information search process for alternative products and brands to the product-judging criteria or standards the consumer has developed. For purchase decisions, the choice alternatives are the different product classes, product forms, brands, or models the consumer considers buying (J. Paul and Jerry, 2010, P .111). However, given their limited time, energy, and cognitive capacity, consumers seldom consider.

Every possible choice alternative, usually only a subset of all possible alternatives, called the consideration set, is evaluated. Some brands in the consideration set may be activated directly from memory; this group is called the evoked set. For highly familiar decisions, consumers may not consider any brands beyond those in the evoked set. If consumers are confident they already know the important choice alternatives, they are not likely to search for additional ones (J. Paul and Jerry, 2010, P .118).

Consumers' evaluations of the choice alternatives in the consideration set are based on their beliefs about the consequences of buying those products or brands. The specific consequences used to evaluate and choose among choice alternatives are called evaluation criteria. Evaluation criteria are the dimensions used to judge the merits of competing brands (Michael & Margaret, 2006, p .451).

2.2.5 Purchase Decision

A purchasing decision usually follows strong purchase intentions. In this stage the consumer actually buys the product they have chosen. Generally, the consumer's purchase decision will be to buy the most preferred brand. A consumer's decision to change, postpone or avoid a purchase decision is influenced heavily by perceived risk. Many purchases involve some risk and the amount of perceived risk varies with the amount of money at stake, the amount of purchase uncertainty and the amount of consumer self-confidence. A consumer takes certain actions to reduce risk, such as avoiding purchase decisions, gathering more information and looking for national brand names and product warranties. (Kotler & Armstrong, 2010, p. 264).

Post-purchase evaluation/behavior: in this stage the consumers take further action after the purchase decision by evaluating their satisfaction or dissatisfaction. Consumer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product

after it has been purchased. Consumers engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activities.

2.3 Factors Affecting Furniture Brand Preference

Consumer behavior studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. There is a huge variety of consumers from a small child asking mum to buy a new game to an international corporation executive making a huge investment deal. Consumers seek items to satisfy their basic needs and desires. Consumer behavior is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers' buying behavior (Solomon 2004, p. 6-8).

Marketers study consumers buying patterns to solve where they buy, what they buy and why they buy. However, why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind (Kotler & Armstrong 2010, p. 160). Generally consumers can be categorized to individual and organizational consumers. Individual consumers try to satisfy their own needs and wants by purchasing for themselves or satisfy the need of others by buying for them. These individual consumers can come from different backgrounds, ages and life stages (Kardes et al. 2011, p. 8).

A consumer's buying behavior is influenced by social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior; marketers can estimate how consumers might behave in the future when making purchasing decisions (Kotler & Armstrong 2010, p. 160).

2.3.1 Social Factors and Consumer Preference

Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status (Perreau, 2014, p. 55).

Every consumer is an individual, but still belongs to a group. The group to which a consumer belongs is called a membership group. This is a direct and simple classification. The second group type is a reference group. The reference group influences the self-image of consumers and consumers' behavior. The reference group provides some points of comparison to consumers about their behavior, lifestyle or habits. Usually there are many smaller reference groups, which are formed by family, close friends, neighbors, work group or other people that consumers associate with. The groups to which a consumer does not belong yet can also influence. These aspiration groups are groups where a consumer aspires to belong and wants to be part in the future (Khan 2006, p. 58).

Family members can influence individual consumers' buying behavior. A family forms the environment for an individual to acquire values, develop and shape personality. This environment offers the possibility to develop attitudes and opinions towards several subjects such as social relations, society and politics. A family creates first perceptions about brands or products and consumer habits. (Kotler & Armstrong 2010, p. 169). For example, the consumers who have created brand perceptions when they were young can carry out these same brand selections in the adult life without even recognizing that their family influenced these selections.

Individuals play many different roles in their lives. Each role consists of activities and attitudes that are expected from an individual to perform according to the persons around him (Kotler & Armstrong 2010, p.170).

Social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation. In many societies status is important and people want the admiration of others. Social status can be acquired by being successful in life or being born into money. Product and brand selection often reflects the social role and status (Wright 200, p. 360).

2.3.2 Personal factors and Consumer Preference

An individual's decisions are influenced by personal factors such as a buyer's age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. Consumers' change during their life and buying of products alter depending on age and stage of life. Age

related factors are such as taste in food, clothing, recreation and furniture. Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. Family life stages change purchasing behavior and brand selection. Traditionally a family life cycle included only young singles and married couples with children. Nowadays marketers are focusing on alternative, nontraditional stages such as unmarried couples, childless couples, same sex couples, single parents and singles marrying later in life. (Kotler & Armstrong 2010, p. 170). It can be assumed that consumers' taste can change during lifetime and has influence on furniture brand selection in different stages of life.

A consumer's occupation and purchasing power influence purchasing decisions and buying behavior. The income level affects what consumers can afford and the perspective towards money. People, who share similar occupations, tend to have similar taste in music, clothing and leisure activities. They usually socialize with each other, and share the same kind of values and ideas. Income level affects on what consumer can afford and perspective towards money. (Solomon 2004, p. 12). Individuals from lower income groups are probably more interested in buying products that are necessary for survival than spending on luxury brands or designer clothes.

Consumers' life style tells how the person lives and spends money. It is combined from earlier experiences, current situation and congenital characteristics. The product choices that consumers make are related to their lifestyle. An individual's lifestyle consists of different life style dimensions (Khan 2006, p. 18) these dimensions are:

- Activities describe how a consumer spends their time, e.g. work, hobbies or vacations.
- Interests are consumers' preferences and priorities e.g. family, home or food.
- Opinions tell how consumers feel about different issues, e.g. themselves, politics or products. (Plummer 1974, p. 34.)

These life style dimensions express a person's pattern of living. Lifestyle will influence consumers' buying behavior and decisions. (Kotler & Armstrong, 2010, p. 192).

Personality distinguishes one person from another by individual traits. These personal traits can be self-confidence, adaptability, sociability and dominance (Kotler & Armstrong 2010, p.172). Personality determines how we see ourselves and the world around us as well as how other people see us. Attitudes, values and people around us shape our personality. Personality alters during life when a person grows up and changes surroundings (Wright 2006, p. 296). Self-concept is a multi-dimensional and complex term. Kardes et al. (2011) describes the self-concept as follows “Self-concept is often described as the totality of an individual’s thoughts and feelings regarding him/her as an object.” In another words, it is the image that people hold about their selves formed by attitudes and beliefs. Many brands have developed an image and personality that correspond with consumers’ values and traits. It allows consumers to express themselves through brand choices (Kardes et al. 2011, p. 230). There are five dimensions of brand personality: sincerity, excitement, competence, sophistication and ruggedness.

Each of these dimensions includes different factors that relate to human personality dimensions, as shown in Figure 2.2. In the first dimension sincerity brings amiability of the brand by reflecting honesty and down-to-earth values. Excitement offers consumers up-to-date information and a spirited alternative like technology brand Apple. When using Mac computers, consumers can feel their selves young and laid back. While a brand that stands for competence offers responsibility and security to consumers. Sophistication affects upper class consumers by charming with luxury, e.g. designer products such as Guccior Rolex. The fifth dimension is ruggedness that attracts consumers opposite of sophistication. Ruggedness represents brands that are seen as tough, strong and outdoorsy (Kardes at el. 2011, p. 243).

A brand personality Framework

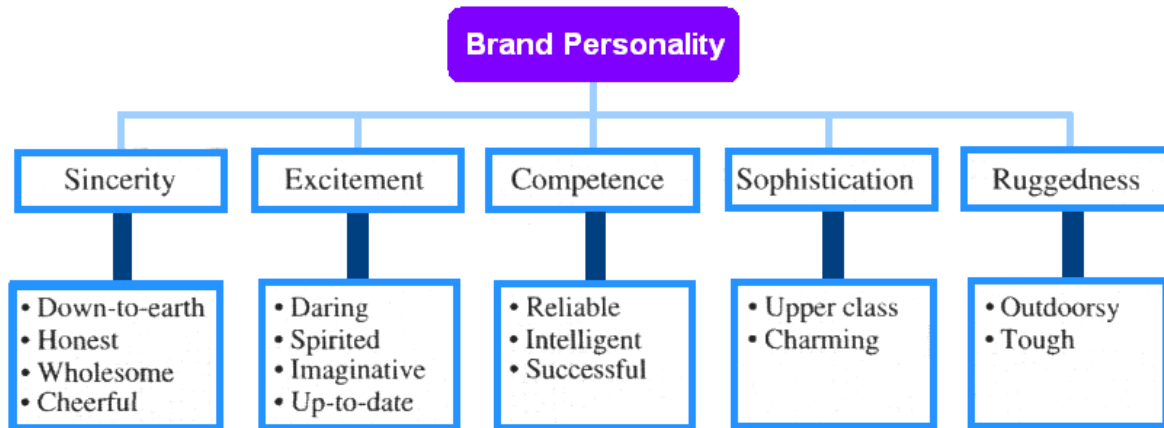


Figure 2.2A brand personality framework (Arpan 2011)

2.3.3 Psychological factors and Consumer Preference

A buyer's choices are also influenced by psychological factors, i.e. motivation, perception, learning, and beliefs and attitudes. A consumer is an individual who has different kind of needs. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is basically a need that drives a person to seek satisfaction. Abraham Maslow is probably the most know psychologist who has examined these human needs. He sought to explain why humans are driven by different needs at different times (Kotler & Armstrong 2010, p. 173). According to Maslow's hierarchy of needs from the most pressing at the bottom and the least pressing at the top. The basic rule is to satisfy first the basic need before proceeding up the ladder. When that need has been fulfilled, it stops being a motivator and a person focuses on the next most important need. Maslow's needs are:

- Physiological: basic need such as sleep, food or water.
- Safety: need to feel secured and protected.
- Belongingness: need to feel loved and be accepted by others.
- Ego needs: to accomplish something and have status among others.
- Self-actualization: to have enriching experiences and feel self-fulfillment.

A person acts according to his or her perception of the situation. Each person receives thousands of sensory stimuli like light, color, sound, smell, taste and texture per day. Perception is the process through which these sensations are selected, organized and interpreted to form a meaningful picture of the world. People have a possibility to form different perceptions of the same stimuli due to three perceptual processes: selective attention, selective distortion and selective retention. At the selective attention process an individual focuses only on a few stimuli that he is exposed. Consumers might neglect many stimuli in the environment and only focus on those related to their current need. For example, a consumer who desires to have a new car will pay more attention to different car ads while neglecting ads about houses. Selective distortion describes how people will interpret information in the way that it supports what they already believe. Every individual has a different perception based on own experience, beliefs and attitudes. Selective distortion leads people to situations that are compatible with their beliefs and values. For example, for brands, the message that brands communicate will never be the same among different consumers. When people are exposed to a huge amount of information and stimuli, they are not able to retain all of it. Selective retention means what person will retain from particular stimuli or situation. This can be seen when consumers remember good points about a brand they favor and forget everything good about a rival brand. (Kotler & Armstrong 2010, p. 174).

When people are motivated, they are ready to act. Learning comes from action. Learning illustrates changes in a person's behavior that emerge from experience. People can also learn by observing others without having their own personal experience. Learning can happen even unconsciously. Consumers can hum many jingles and recognize several brands even without using those themselves. This is known as incidental learning. People can learn all the time. Consumers' knowledge of the world changes constantly as they are exposed to new stimuli and situations. They can receive feedback that allows them to alter behavior when finding them in the same kind of situation than before (Solomon 2004, p. 83).

2.4 Furniture Brand Preference

Preference reflects a desire to use a particular company's products or services even when there are equally priced and equally available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service, even when it requires paying

more or expending more effort to obtain it. Brand preference is important to companies because it provides an indicator of their marketing tactics, and the strength of their respective brands.

These authors agree that brand preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them. A great brand can be something the consumer can trust and hang on with when the world around changes. It can reflect you as a person or what you want to be. A brand should provide values, personalities, stories, benefits and slogans for consumers. (Mallik ,2009 , p. 4).

A product can have a strong brand image that corresponds with consumers' personality. Consumers can express themselves through brand choices or give image of an ideal self. A brand image is consumers' perception towards the product and set of beliefs concerning the brand. Marketers can strengthen these brand images by advertising, promotions and packaging (Wright 2006, p.431). When consumers are buying a product, they are also buying a brand image. The image should be positive and unique. This brand image can be combined with brand personality. The brand can have personality that corresponds to a set of human traits (Aaker 1997, p. 347).

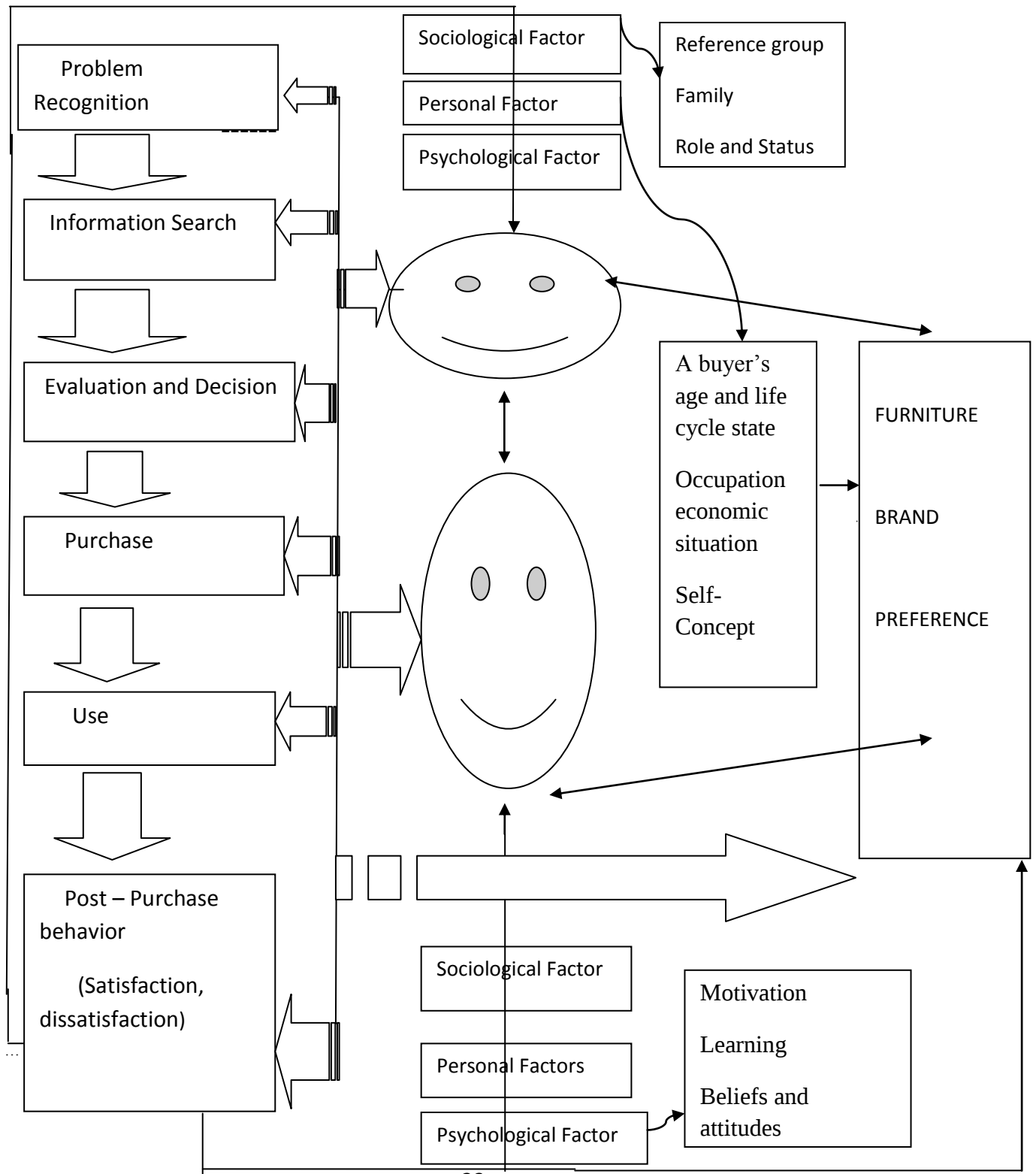
Decisions concerning branding require a lot of time from marketers. They need to position their brands in a way that they reach consumers' mind. In order to succeed in that, marketers can use three levels of positioning. At the lowest level, a brand can be positioned by product attributes. For example, in furniture brands can have attributes such as an environmentally friendly package or dark roast. Addis Abeba positioning by attributes works, but competitors can copy these attributes easily and the gained benefit with these attributes is lost. Fortunately, consumers are not so interested in attributes but in what these attributes can do for them. A better way to position a brand is to join its name with desirable benefits, e.g. car brand Volvo represents safety, Nike is known from its performance and Maserati with quality. Consumers can associate a brand name and its benefits in their mind without even having seen any tangible products. Highest level of brand positioning goes beyond attributes and benefits. It concerns strong beliefs and values. Brands are appealing to a consumer's emotional state by creating excitement and passion around the brand (Kotler& Armstrong 2010, p. 262-263).

Consumers can engage in brand switching for many reasons. It can be a lack of interest in a current product or simply the interest to try a new brand. When consumers want to try new

things, they get involved in variety seeking. This happens especially when there is less stimulation in the environment or people are in a good mood (Solomon 2004, p. 300). Another reason for brand switching can be better price, better quality, better selection or better features. If consumers switch the brand due to a lower price and the product does not deliver its promise, it will not keep consumer long (Perreau 2014 ,p 653). Nonetheless, people tend to buy same brand every time they go to store. As mentioned earlier, consumers can buy a specific brand out of habit, because the decision can be made with little or no effort. In these situations another product can be bought also easily, for example if the original product is out of stock. Consumers just need the right incentive to change the brand without consideration. On the other hand, the consumer can also be brand loyal and buy the same brand every time when the experience with the same brand has been positive and the consumer has made a conscious decision to buy that brand. Over time this purchase decision that has been based on brand loyalty, will change to habitual buying (Solomon 2004, p. 318-31).

2.5 Conceptual Framework of the Study

The main purpose of this study is to assess the consumer preference of furniture brand of 3F consumers of furniture brands. Based on the above concepts the conceptual frame work for this study is developed.



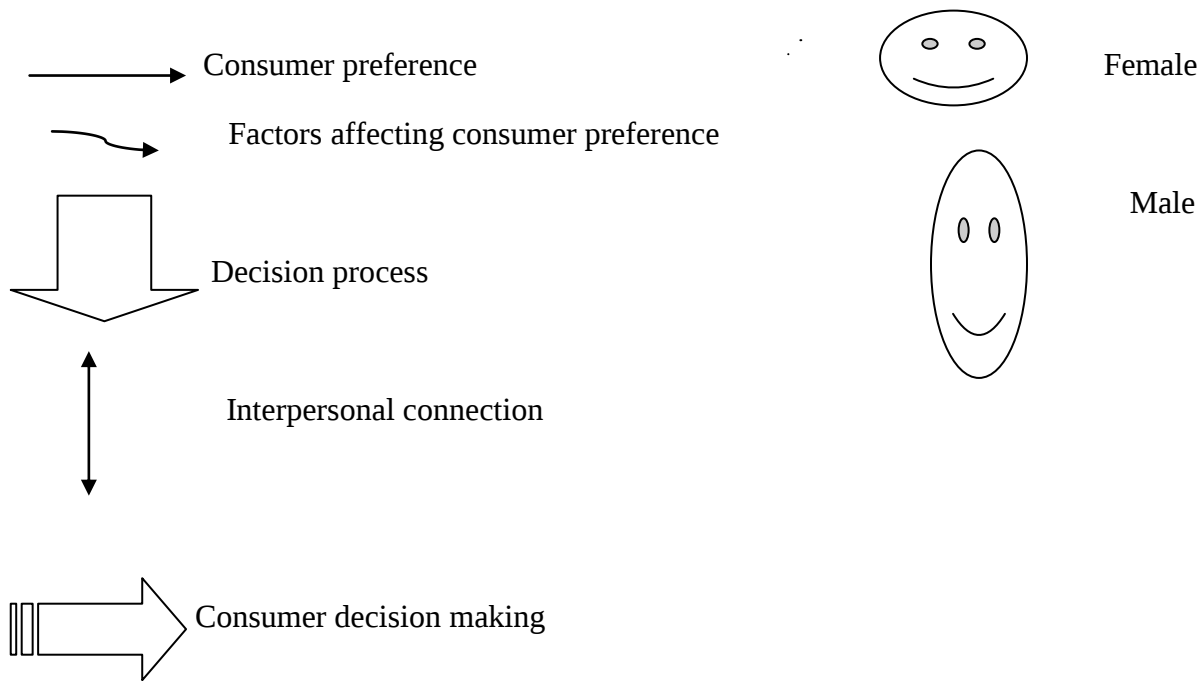


Figure 2.3 Conceptual framework of the study (A modified model of Alamro and Rowley, 2011, Hoffmann (1977), Pakaine (1997) and Torcsik (2007))

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

This chapter presents a detailed discussion of the research design and methodology employed in the study. Hence, topics related to research design, approaches to the research method, data type & source, target population, sampling technique and sample size, data collection procedure and method of data analysis are covered.

3.2 Research Design

According to Kothari, 2004, p 89, descriptive research sets out to describe and to interpret what is. It aims to depict the state of affairs as it exists and to describe some aspect of a phenomenon, i.e., the status of a given phenomenon. It can help to understand a topic and lead to causal analysis. This research try to identify what furniture brands are preferred by consumers and why they prefer that brand. The goal is to describe what really exists in consumers brand preference and the decision making process. Therefore, descriptive research is the appropriate method of design. The features of this study really match with descriptive research.

3.3 Research Approaches

Survey studies ask large numbers of people questions about their behaviors, attitudes, and opinions. Some surveys merely describe what people say, think and do. Other survey studies attempt to find relationships between the characteristics of the respondents and their reported behaviors and opinions. Because the number of population is very large, survey study is applied for this study. The purpose of the research is to identify factors affecting consumer's preference and decision making of furniture brands and to assess the reasons behind their preference. This is related with "Survey studies are appropriate to ask people what they say, think and do" (Kothari, 2004, p102). So to do this, survey is practical.

Survey studies provide information on large groups of people, with very little effort, and in a cost effective manner. By considering these merits and broad population and single individual accomplish the whole study, survey approach would be practical to accomplish the objectives of

the study. Totally, descriptive survey design is used because data is collected at one point in time only and this method is best suited for that purpose.

3.4 Research Method

Quantitative research involves studies that make use of statistical analyses to obtain findings. Key features include formal and systematic measurement and the use of statistics. So here, because statistical analysis would be applied to obtain the findings and because there is a formal and systematic measurement, the design method for this research is quantitative research.

3.5 Target Population

The target population (unit of analysis) of the study comprises of furniture consumers who use and consume the factory product that have a furniture brand 3F, Deluxe, Wanza. However, this target population was found to be very large so, the study focuses on Addis Ababa consumer's only. The consumers are either men or women age 18 and more years old and have at least a foundation education. Addis Ababa is the target location to obtain the respondents. Therefore, the researcher tried to cover those target population to get required data and recommendation.

3.6 Sample Size and Sampling Technique

In order to select the sample size out of the total population of furniture consumers which was infinite consumers, convenience sampling was used. Convenience sampling which is a non-probability sampling technique was used by administering prepared questionnaires. Even though there were some risks in adopting a convenience sampling technique such as a questionable representativeness, hence questionable credibility of the findings, (Bryman, 2008, p.112). However, the study avoided this by composing a diversified sample consisting of consumers from different places with different backgrounds in terms of income, age, gender and type of furniture brand they own. There were two basic reasons for employing convenience sampling in furniture brand.

Firstly, the population of the survey was too large for a comprehensive survey due to resource limitations like time and financial constraints. Secondly, furniture consumers were readily accessible to the researcher during the administration of questionnaires since there was an opportunity to access the consumers from their place of living and working; hence, this sampling technique helped facilitate the smooth operation of the study within the limited time frame of the research.

Given a population of furniture consumer, a sample of infinite consumers were chosen for the study. The sample size was determined using by Cochran (1977) using the formula for sample size determination when the population size is unknown. Furthermore, a quota sample from the chosen sample size was selected based on the type of furniture plc. Therefore, the sample size selected for this study goes in tandem with the total population of the study.

Cochran's formula for calculating sample size when the population is infinite: Cochran (1977) developed a formula to calculate a representative sample for proportions as

Where, n_0 is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the proportions as:

$$n_0 = \frac{z^2 pq}{e^2}$$

Where, n_0 is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, $q = 1 - p$ and e is the desired level of precision.

3.6.1 Sources of Data

Primary source of data was used in this study. Primary data was collected by the administration of questionnaires to the respondents.

3.7.2 Data Collection Procedures

One of the most important research instruments for collecting primary data was the questionnaire, which was employed for the purpose of this study. Questionnaires were distributed to furniture consumers. The choice of using pre-coded close ended questionnaire was based on Fisher's view on structured questionnaire. According to Fisher 2007, p.251, if the researcher wants to quantify the research material, then it is best to use a structured approach. He further noted that in order to compare the views and experiences of a great many people it is easier if pre-coded approach is used. Given that this study aims to compare the brand preference and decision making of furniture consumers between 3F, Deluxe and Wanza brands using structured questionnaire.

The questionnaire was designed in a way that was clear, brief and understandable to the respondents. It also covers the relevant aspects of the model used. According to Fisher (2007) it is recommended to keep the questionnaire as short as possible and give it a logical and sequential structure so that the respondent can easily see what the questionnaire is about and can follow its themes as they go through them. Hence, the questionnaire was composed of three parts. The first part of the questionnaire consisted of general information of consumers while the second part concentrated on basic information on the consumer's furniture and finally and consisted of variables that measured the factors that are considered to make up consumers brand preference and decision making. The most important part of the questionnaire which was part two was composed of four variables that reflected the consumers' brand preference of furniture brands was measured using a five point Likert scale.

A pilot survey was conducted on 20 consumers that had furniture prior to administering the questionnaire to the selected sample size. It was conducted to check if the questionnaire was clear, easy to understand and straight forward to ensure that the respondents could answer the questions with no difficulty. Based on the feedback from the pilot survey, some changes were made on the questionnaire before administering to the selected sample size.

The data was collected by a self-administered face to face survey within the Addis Ababa. The researcher personally distributed and collected the questionnaires in the place where the

consumers were easily accessible and greater in number. This was a good time to meet the majority of the consumers and to insure that the respondents were divers.

3.7 Validity Analysis

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In other words, validity is the extent, to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004, p.109). In order to ensure the quality of the research design content and construct validity of the research were checked.

According to Kothari, 2004, p.111) content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers as well as the feedback from the pilot survey were another way of checking the appropriateness of the questions.

3.8 Data Analysis

Before the analysis of the primary data that was collected through questionnaires, the data collected using the questionnaire was coded and processed. Out of the total questionnaires that was distributed two hundred fifty (250) response rate was obtained. During data editing process the questionnaires were checked for errors and 50 incomplete questionnaires were eliminated, finally leaving two hundred fifty (250) questionnaires for analysis. The findings of the study were then analyzed was done using descriptive data analysis tools to measure frequencies, percentages and graphic representation that helped present the data as accurately as possible.

CHAPTER FOUR

ANALYSIS AND DISCUSSION

4.1 Introduction

In this chapter, the collected data from the consumers of furniture in Addis Ababa are summarized and analyzed in order to realize the ultimate objective of the study. The purpose of this study is to investigate the furniture brand preference of consumers of Finfine Furniture Factory, Deluxe and Wanza locally assembled furniture. Accordingly, the demographic profile of the respondents, brands of furniture they currently possess, the criteria of their selection of furniture brands, source of information of new furniture brand and other related topics are discussed.

4.2 Demographic Profile of the Respondents

The first part of the questionnaire consists of the demographic characteristics of respondents that requested a limited amount of information related to personal and demographic. Accordingly, the following variables about the respondents were summarized and described in the subsequent table. These variables includes; gender, age, educational background, monthly income in ETB, and family size.

Variables		Frequency	Percentage
Gender	Male	133	53.2
	Female	117	46.8
	Total	250	100.0
Age (in years)	18 - 25	42	16.8
	26 - 35	86	34.4
	36 - 45	88	35.2
	46 - 55	26	10.4
	56 and above	8	3.2
	Total	250	100.0
Education	Primary School Education	19	7.6
	High school Education	55	22.0
	Diploma	67	26.8
	First Degree	86	34.4
	Masters and Above	23	9.2
	Total	250	100.0
Monthly Income (in ETB)	0 - 1000	11	4.4
	1001 - 2000	36	14.4
	2001 - 3000	40	16.0
	3001 - 4000	42	16.8
	4001 - 5000	59	23.6
	5001 and Above	62	24.8
	Total	250	100 .0
Family Size	Single	63	25.2
	<5 persons	101	40.4
	5-10 persons	69	27.6
	>10persons	17	6.8
	Total	250	100.0

Table 4.1 Profile of the Respondents

Survey Data (2018)

Table 4.1 shows the demographic profile of 250 respondents. In terms of gender, respondents were roughly proportionate between male and female, even though the numbers of male respondents are a bit higher (female 46.8 %, male 53.2%). Regarding the age of respondents, the sample population is largely dominated by the age group of 36 - 45 (35.2%) followed by the group within the age group of 26-35 (34.4%) and 26(10.4%) is in between 46 and 55 .This implies that most of the sample respondents are in between the age of 26 and 45. The rest of the respondents consists, 8 (3.2 %) with the age of 56 and above, and 42 (16.8%) are youngsters.

The largest group of the population comprises first-degree holders, which is 34.4% of the total respondents, followed by diploma holders which comprise of 26.8%.This shows that the respondents are well educated. The majority of respondents earned ETB 5001 and above monthly household income (24.8%) followed by those respondents who earn ETB 4001 - 5000 who account 23.6% while most respondents have a family size of between 2 and 5 persons (40.4%).

4.3 Basic Information on Furniture Brand

This section summarizes basic information on the customer's furniture, which includes the brands of furniture they currently own, the purchasing decision process when buying furniture, the information from which they get to know about new furniture and their ranking of the criteria for selecting furniture.

4.3.1 Current Furniture Brands of Respondents

Figure 4.1 below, illustrates the current furniture brand owned by the respondents and the ownership of the brands with respect to gender.

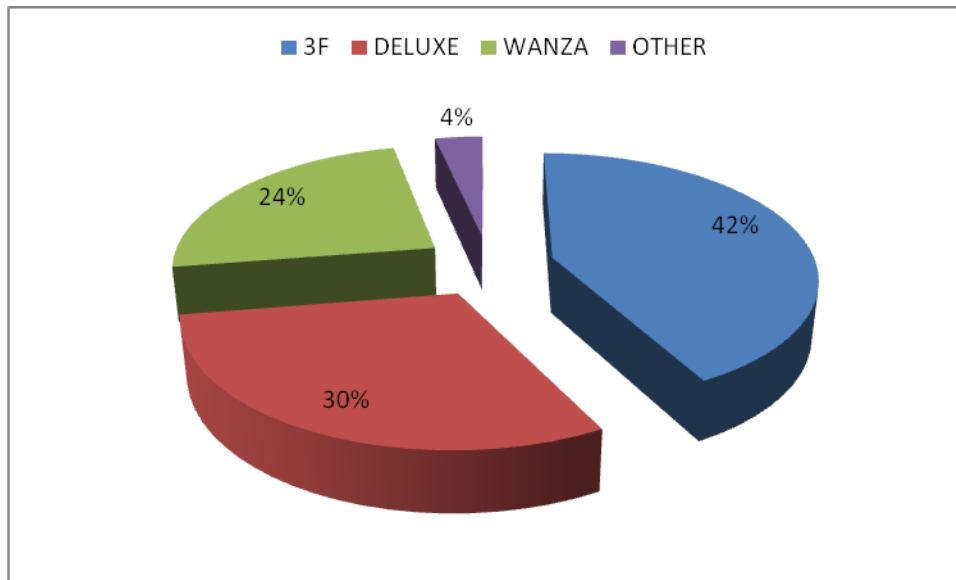


Figure 4.1: Current furniture brand of respondents

Source: Survey Result, 2018

As per figure 4.1, when asked the brand of their current furniture respondents answered Finfine Furniture Factory (42.25%), Deluxe (30.25%) and Wanza (24.05%) were the top three brands the respondents currently own. In addition, other, specify (3.45 %) Legend, YD, Techno style furniture was found to be the least three favored brands owned by the respondents.

4.4 Factors Affecting Furniture Brand Preference

In order to analyze consumers brand preference on furniture by comparing 3F, Deluxe and Wanza furniture factory, four factors were used namely social, personal, psychological and brand. There were 22 items divided under social, personal, psychological and brand. Therefore, the analysis results are presented in four parts. The first part deals with consumers results of social factors which include: reference groups, family, role and status. The second part personal factors that include; a buyer's age, life cycle state, occupation, economic situation, lifestyle, personality and self-concept. The third parts psychological, i.e. motivation, perception, learning, beliefs and attitudes. The last part deals with brand. These variables are presented comparing 3F, Deluxe and Wanza furniture factory. In order to compare consumers brand preference and decision making descriptive statistics, frequency and percentage is used. The percentage

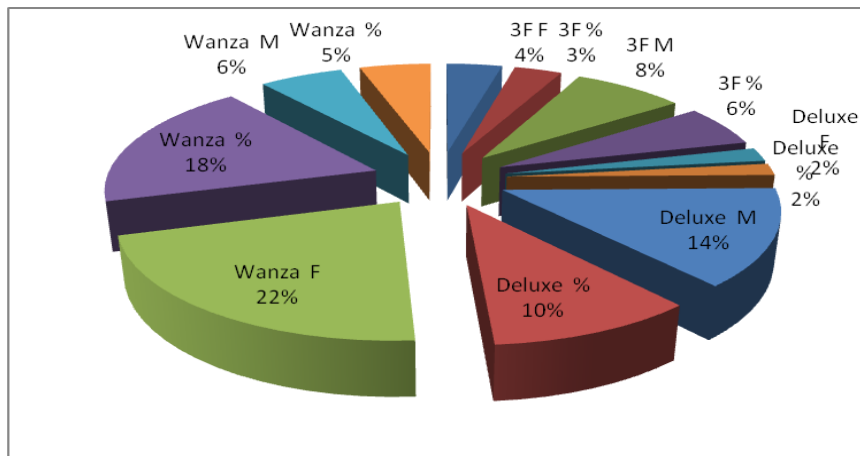
indicates to what extent the sample group agrees or disagrees with the different statements. The higher the percentage the more the respondents agree with the statement while the lower the percentage the more the respondents disagree with the statement.

4.4.1 Social Factors

Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status. In this section each element of social results from the respondents was compared to show consumers furniture brand preference and decision making for 3F, Deluxe and Wanza furniture factory.

4.4.1.1 Reference Group

The term reference group refers to those groups or people who are sociologically significant for one's attitudes and behavior. Having this in mind the respondents were asked 4 items related to reference group and the analysis is presented in figure and table below.



Source: Survey Result, 2018

Figure 4.2: Reference Group Analysis

Social Factor		3F				Deluxe				Wanza			
Reference group		F	%	M	%	F	%	M	%	F	%	M	%
By buying furniture brands as my friends, I achieve a sense of belonging.	Strongly Disagree (1)	2	1.71	4	3.01	1	0.85	7	5.26	11	9.40	3	2.56
	Disagree (2)	4	3.42	6	4.51	2	1.71	9	6.77	8	6.84	7	5.98
	Neutral (3)	3	2.56	2	1.50	4	3.42	5	3.76	17	14.53	3	2.56
	Agree (4)	30	25.64	59	44.36	22	18.80	58	43.61	44	37.61	50	37.59
	Strongly Agree (5)	78	66.67	62	46.62	88	75.21	54	40.60	37	31.62	70	52.63
	Total	117	100	133	100	117	100	133	100	133	100	133	100
If I want to be like someone, I try to buy same brands that they buy.	Strongly Disagree (1)	67	57.3	70	53.63	55	47.01	80	60.15	44	37.61	62	46.62
	Disagree (2)	24	20.5	32	24.06	32	27.35	20	15.04	40	34.19	59	44.36
	Neutral (3)	8	6.84	12	9.023	15	12.82	12	9.02	11	9.40	8	6.02
	Agree (4)	12	10.26	10	7.52	8	6.84	10	7.52	9	7.69	3	2.56
	Strongly Agree (5)	6	5.13	9	6.77	7	5.98	8	8.27	13	9.77	1	0.752
	Total	117	100	133	100	117	100	133	100	117	100	133	100
I buy the furniture brands that people expect me to buy.	Strongly Disagree (1)	3	2.56	6	4.51	4	3.42	2	1.50	5	4.27	1	0.75
	Disagree (2)	1	0.85	6	4.51	1	0.85	5	3.76	4	3.42	10	7.52
	Neutral (3)	2	1.71	17	12.78	8	6.84	9	6.77	11	9.40	18	13.53
	Agree (4)	41	35.04	50	37.59	22	18.80	47	35.34	35	29.91	28	21.05
	Strongly Agree (5)	70	59.83	54	40.60	82	70.09	68	43.61	62	52.99	76	57.14
	Total	117	100	133	100	117	100	133	100	117	100	133	1000

Table 4.2: Reference Group Analysis

Source: survey result, 2018

Table 4.3 illustrates that respondents scored highest for reference group for 3F, Deluxe and Wanza brands. The item that the respondents scored highest for furniture plc was the item “By buying furniture brands as my friends, I achieve a sense of belonging”. This item scored with for two brands; 3F and Deluxe scoring female(66.67%),

(75.21%)respectively while Deluxe brands scoring female(75.21%) while scoring male(40.60%) and Wanza brands scoring female(31.62%)and male (52.63%).

The item that had the least score percentage for three brands was “If I want to be like someone, I try to buy same brands that they buy”. The result indicated reference group gives the brand a specific meaning for consumers, such that the brand with a positive image in the eyes of the reference group is preferred by consumers, whereas the brand with a negative image in the eyes of the reference group is more likely to be rejected by consumers.

The overall percentage score for reference group dimension was very high. This indicates that respondents either strongly agree or agree with most items listed in reference group for 3F, Deluxe and Wanza brands, so that any person or group of people who significantly influences an individual’s preference and decision making behavior.

4.4.1.2 Family

A family creates first preference and decision making about furniture brands and consumer habits. The analysis is presented in figure and table below.

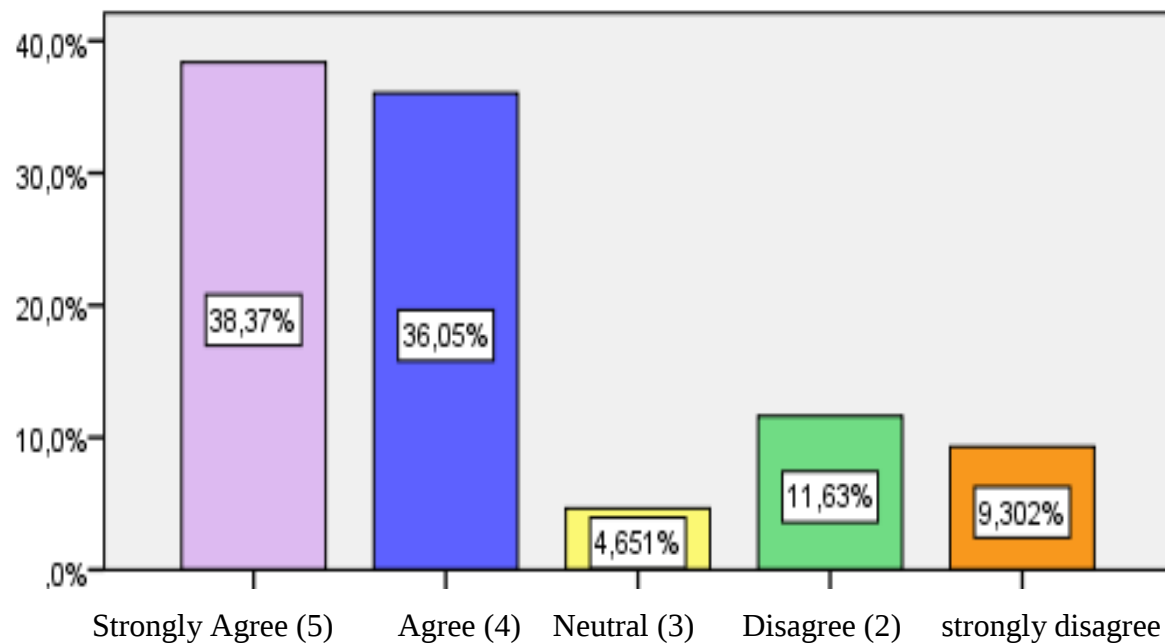


Figure 4.3: where consumers receive information about furniture brands

Source: Survey Result, 2018

To gain knowledge of why people decide to buy specific brand, it is first important to know where they receive information about the product. 38.37 percent of respondents received information from family. Another important source was neighbors with 36.05 percent (Figure 4.3). It seems to be that consumers rely on family and people close to them when searching information about products.

Social Factor		3F				Deluxe				Wanza			
Family		F	%	M	%	F	%	M	%	F	%	M	%
My family has a crucial Influence on My furniture Purchase.	Strongly Disagree (1)	5	4.27	3	2.56	6	5.13	2	1.50	4	3.42	6	4.51
	Disagree (2)	2	1.71	8	6.02	1	0.85	6	4.51	3	2.56	5	3.76
	Neutral (3)	7	5.98	4	3.01	6	5.13	4	3.01	2	1.71	1	0.752
	Agree (4)	40	34.19	50	37.59	54	46.15	80	60.15	18	15.38	100	75.19
	Strongly Agree (5)	63	53.85	68	51.12	46	39.32	41	30.83	90	76.92	21	15.79
	Total	117	100	133	100	117	100	133	100	117	100	133	100
It bothers me if my family disapproves of my furniture purchase.	Strongly Disagree (1)	48	41.03	70	52.63	58	49.57	72	54.14	67	57.3	70	53.63
	Disagree (2)	17	14.53	34	25.56	42	35.9	50	37.59	24	20.5	32	24.06
	Neutral (3)	5	4.27	10	7.52	7	5.98	7	5.98	8	6.84	12	9.023
	Agree (4)	27	20.30	11	8.271	6	5.13	2	1.50	12	10.26	10	7.52
	Strongly Agree (5)	20	17.09	8	6.84	4	3.42	2	1.50	6	5.13	9	6.77
	Total	117	100	133	100	117	100	133	100	117	100	133	100
I receive information about Furniture brands from my Family, neighbors, friend's	Strongly Disagree (1)	1	0.85	2	1.50	1	0.85	1	0.752	2	1.71	2	1.50
	Disagree (2)	2	1.71	3	2.56	2	1.71	1	0.752	2	1.71	2	1.50
	Neutral (3)	2	1.71	1	0.752	1	0.85	1	0.752	1	0.85	3	2.56
	Agree (4)	27	20.30	30	22.56	21	17.95	35	26.32	12	10.26	32	24.06
	Strongly Agree (5)	85	72.65	97	72.9	92	78.63	95	71.43	100	85.47	94	70.68
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.4: Family Analysis

Source: survey result, 2018

The item that the respondents scored highest for Family members can influence individual consumers' buying behavior 3F, Deluxe and Wanza brands was "My family has a crucial influence on my furniture purchase "This item scored highest to Wanza brands for both gender, for female 76.92% and male 75.19%. This indicates that a family forms the environment for an individual to acquire values, develop and shape personality. This environment offers the possibility to develop preference and decision making towards furniture purchase. The overall percentage score for family dimension was very high. This indicates that respondents either strongly agree or agree with most items listed in family. As a result family members can influence individual consumers' buying behavior.

4.1.13 Role and status

Preference and decision making of furniture brand often reflects the social role and status .The analysis is presented in table below.

Social factors		3F				Deluxe				Wanza			
Role and stats		F	%	M	%	F	%	M	%	F	%	M	%
A consumer's product and brand selection often reflects the social role.	Strongly Disagree (1)	14	11.97	15	11.28	13	11.11	16	12.03	5	3.76	9	6.77
	Disagree (2)	2	1.71	3	2.56	5	4.27	7	5.26	8	6.84	12	0.752
	Neutral (3)	4	3.42	5	3.76	3	2.56	6	4.51	4	3.42	1	0.752
	Agree (4)	50	42.74	22	16.54	30	25.64	47	35.34	45	38.46	39	29.32
	Strongly Agree (5)	47	40.17	88	66.17	66	56.41	41	30.83	55	47.01	72	54.14
	Total	117	100	133	100	117	100	133	100	117	100	133	100
A consumer's buying behavior is influenced and reflected by the position that individuals have in social groups based on such things as money and wealth, education or occupation.	Strongly Disagree (1)	2	1.71	3	2.56	4	3.42	5	3.76	6	5.13	3	2.56
	Disagree (2)	3	2.56	3	2.56	5	4.27	7	5.26	6	5.13	1	0.75
	Neutral (3)	1	0.85	2	1.50	4	3.42	8	8.27	2	1.71	14	10.53
	Agree (4)	10	8.55	26	19.55	7	5.98	19	14.29	11	9.40	19	14.29
	Strongly Agree (5)	101	86.32	99	74.43	97	82.91	94	70.68	92	78.63	96	72.18
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.5 : Role and Status Analysis

Source: survey result, 2018

Table 4.5 illustrates the item that the respondents scored highest for 3F, Deluxe and Wanza brands was the item “A consumer’s buying behavior is influenced and reflected by the position that individuals have in social groups based on such things as money and wealth”. This item scored highest with for three brands; 3F, Delxe and Wanza: scoring female (86.32%), male (74.43%), female (82.91%) male (70.68%), female (78.635) male (72.18%) respectively as a result In many societies status is important and people want the admiration of others. Social status can be acquired by being successful in life or being born into money.

In addition that the item respondents scored highest percentage for two brands was “A consumer’s product and brand selection often reflects the social role”. Respondents scored this item for 3F brands with a score of male (66.17%) and for female (56.41%) deluxe brands. This indicates that Individuals play many different roles in their lives. Each role consists of activities and attitudes that are expected from an individual to perform according to the persons around him.

4.1.1 Personal factors

An individual’s decisions are influenced by personal factors such as a buyer’s age and life cycle state, occupation, economic situation, lifestyle, personality and self-concept. In this section each element of personal results from the respondents was compared to show consumers furniture brand preference for 3F, Deluxe and Wanza furniture factory.

4.1.1.1 A Buyer's Age and life cycle state

Consumers' decision making change during their life and consuming of furniture alter depending on age and stage of life. The analysis is presented in table below.

Personal factors		3F				Deluxe				Wanza			
A buyer's age and life cycle state		F	%	M	%	F	%	M	%	F	%	M	%
A consumer's buying behavior change during consuming of furniture alter depending on age.	Strongly Disagree (1)	6	5.13	2	1.50	4	3.42	3	2.56	3	2.56	7	5.26
	Disagree (2)	1	0.85	6	4.51	3	2.56	8	6.02	2	1.71	9	6.77
	Neutral (3)	6	5.13	4	3.01	2	1.71	4	3.01	1	0.85	5	3.76
	Agree (4)	54	46.15	80	60.15	18	15.38	50	37.59	19	16.24	58	43.61
	Strongly Agree (5)	46	39.32	41	30.83	90	76.92	68	51.12	92	78.63	54	40.60
	Total	117	100	133	100	117	100	133	100	117	100	133	100
Family life stages (i.e. single, married, married couples with children, childless couples) change consumer's purchasing behavior and brand selection	Strongly Disagree (1)	4	3.42	2	1.50	4	3.42	3	2.56	6	5.13	3	2.56
	Disagree (2)	6	5.13	2	1.50	3	2.56	8	6.02	6	5.13	1	0.75
	Neutral (3)	7	5.98	7	5.98	2	1.71	4	3.01	2	1.71	14	10.53
	Agree (4)	42	35.9	50	37.59	18	15.38	50	37.59	11	9.40	19	14.29
	Strongly Agree (5)	58	49.57	72	54.14	90	76.92	68	51.12	92	78.63	96	72.18
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.6: A buyers' age and life cycle state Analysis

Source: survey result, 2018

As per table 4.6, when asked the consumer's buying behavior change during buying of furniture alter depending on age. Respondents strongly agree and agree answered the highest score percentage for two brands. The Finfine Furniture Factory for male (60.15%) and Wanza for female (78.63%) were the top two brands. Age related factors are such as taste in food, clothing, recreation and furniture. Moreover, preference, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime.

The item "Family life stages (i.e. single, married, married couples with children, childless couples) change a consumer's purchasing behavior and brand selection" This item scored highest to Deluxe and Wanza brands for female that are (76.925%), (78.63%) respectively. This indicates that family life stages change consuming behavior and brand preference. Traditionally a family life cycle included only young singles and married couples with children. Nowadays marketers are focusing on alternative, nontraditional stages such as unmarried couples, childless couples, single parents and singles marrying later in life. It can be assumed that consumers' decision making can change during lifetime and has influence on furniture brand selection in different stages of life.

4.1.1.1 A consumer's occupation and purchasing power

A consumer's occupation and purchasing power influence purchasing decisions making and preference behavior. The analysis is presented in table below.

Personal factors		3F				Deluxe				Wanza			
A consumer's occupation and purchasing power		F	%	M	%	M	%	F	%	F	%	M	%
I am still willing to buy furniture from brand "X" even if its price is a little higher than that of its competitor	Strongly Disagree (1)	5	3.76	9	6.77	4	3.42	3	2.56	13	11.11	16	12.03
	Disagree (2)	8	6.84	12	0.752	3	2.56	8	6.02	5	4.27	7	5.26
	Neutral (3)	4	3.42	1	0.752	2	1.71	4	3.01	3	2.56	6	4.51
	Agree (4)	45	38.46	39	29.32	18	15.38	50	37.59	30	25.64	47	35.34
	Strongly Agree (5)	55	47.01	72	54.14	90	76.92	68	51.12	66	56.41	41	30.83
	Total	117	100	133	100	117	100	133	100	117	100	133	100
I will buy cheaper furniture rather than more expensive one, but the former must meet certain quality requirements.	Strongly Disagree (1)	58	49.57	72	54.14	67	57.3	70	53.63	4	3.42	5	3.76
	Disagree (2)	42	35.9	50	37.59	24	20.5	32	24.06	5	4.27	7	5.26
	Neutral (3)	7	5.98	7	5.98	8	6.84	12	9.023	4	3.42	8	8.27
	Agree (4)	6	5.13	2	1.50	12	10.26	10	7.52	7	5.98	19	14.29
	Strongly Agree (5)	4	3.42	2	1.50	6	5.13	9	6.77	7	5.98	8	8.27
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.7: A consumer's occupation and purchasing power Analysis

Source: survey result, 2018

As per table 4.7, illustrates the list of items consumer's occupation and purchasing power influence purchasing decisions, the percentage score for the item "I am still willing to buy furniture from brand "X" even if its price is a little higher than that of its competitor " was relatively high for both 3F and Deluxe furniture brands. However, Deluxe scored higher than 3F with female respondent a percent score of (76.92). This indicates that respondents income level affects what consumers can afford and the perspective towards money.

Furniture industry has a wide range of customers from low income to high income. Consequently, set up multiple price range of furniture products is recommended to retailers in order to respond to diverse customers' needs. In relation to the prior product section, manufacturing furniture in set can also reduce cost with economy of scale due to mass production. Thus, lower price can be set by the retailers. Furthermore, Price has been found to have a direct relation to consumer preference of home furnishings goods.

4.1.1.2 Self-Image

Furniture brand preference reflect the individual who uses it and tends to build an image of the consumer. The analysis is presented in figure and table below.

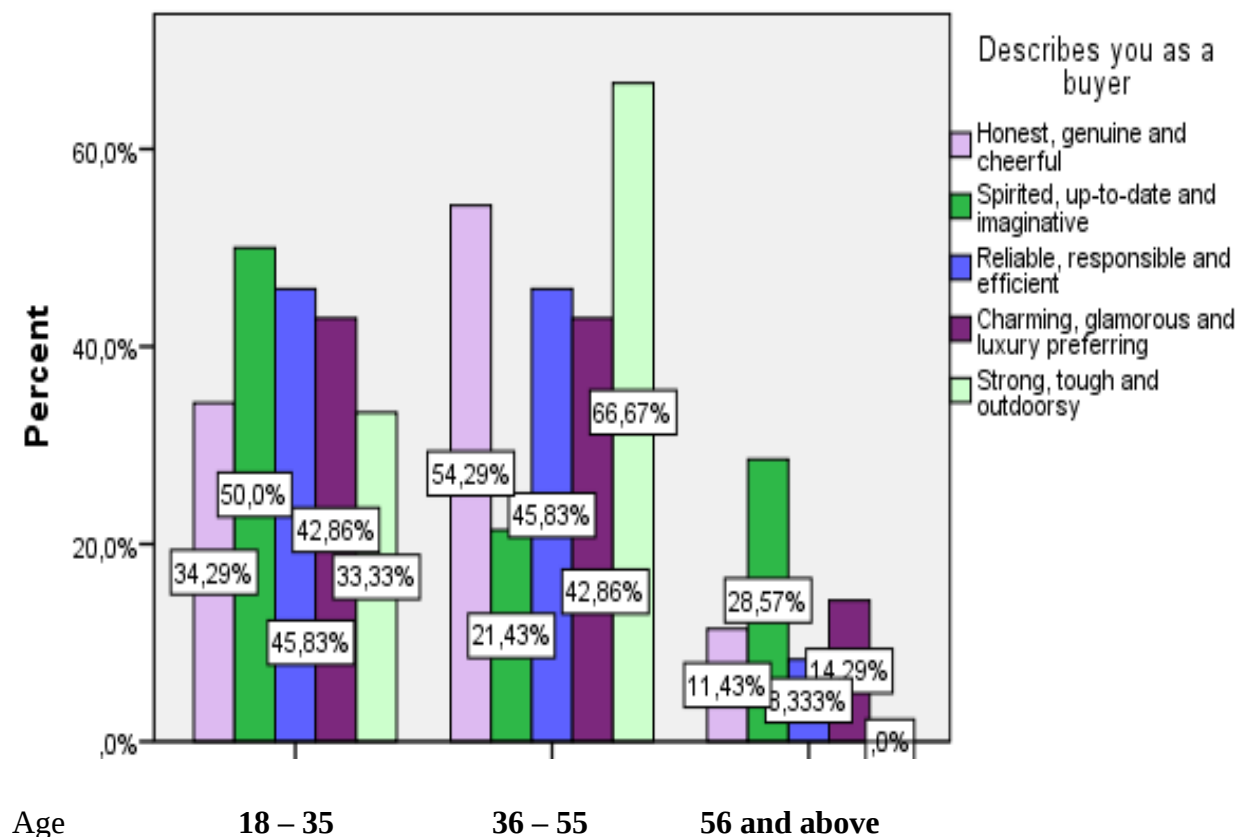


Figure 4.4 Brand Personality

Question was asking how consumers describe themselves as buyers. In the age group of 18 - 35 years old people described themselves as spirited, up-to date and imaginative (Figure 4.4). This corresponds to the excitement traits of brand personality. People can feel themselves as young and laid back as people in that age are assumed to be. The result in the age group of 56 and above years was interesting, because usually older people are maybe more described as reliable, responsible or honest and genuine. In this result consumers described themselves more as spirited, up-to-date and imaginative buyers.

Self Image		3F				Deluxe				Wanza			
		F	%	M	%	F	%	M	%	F	%	M	%
I prefer furniture from brand "X", which increase my status and esteem	Strongly Disagree (1)	11	9.40	3	2.56	5	3.76	9	6.77	55	47.01	80	60.15
	Disagree (2)	8	6.84	7	5.98	8	6.84	12	0.752	32	27.35	20	15.04
	Neutral (3)	17	14.53	3	2.56	4	3.42	1	0.752	15	12.82	12	9.02
	Agree (4)	44	37.61	50	37.59	45	38.46	39	29.32	8	6.84	10	7.52
	Strongly Agree (5)	37	31.62	70	52.63	55	47.01	72	54.14	7	5.98	8	8.27
	Total	133	100	133	100	117	100	133	100	117	100	133	100
Furniture from brand "X" says a lot about the kind of person I am or want to be	Strongly Disagree (1)	6	5.13	3	2.56	1	0.85	7	5.26	4	3.42	2	1.50
	Disagree (2)	6	5.13	1	0.75	2	1.71	9	6.77	1	0.85	5	3.76
	Neutral (3)	2	1.71	14	10.53	4	3.42	5	3.76	8	6.84	9	6.77
	Agree (4)	11	9.40	19	14.29	22	18.80	58	43.61	22	18.80	47	35.34
	Strongly Agree (5)	92	78.63	96	72.18	88	75.21	54	40.60	82	70.09	68	43.61
	Total	117	100	133	100	117	100	133	100	117	100	133	100

I describes me most as a buyer Spirited, up-to-date and imaginative.	Strongly Disagree (1)	1	0.85	3	2.56	2	1.71	4	3.01	5	4.27	6	5.13
	Disagree (2)	2	1.71	4	3.01	3	2.56	5	3.76	3	2.56	1	0.75
	Neutral (3)	8	6.84	2	1.5	1	0.85	3	2.56	6	5.13	2	1.5
	Agree (4)	39	33.3	62	46.6	50	42.7	70	52.6	40	34.2	44	33.08
	Strongly Agree (5)	67	57.3	62	46.6	61	52.1	51	38.35	63	53.8	80	60.15
	Total	117	100	133	100	117	100	133	100	117	100	133	100
I describes me most as a buyer Strong, tough and outdoorsy.	Strongly Disagree (1)	2	1.71	1	0.75	4	3.42	7	5.3	3	2.56	2	1.5
	Disagree (2)	3	2.56	2	1.5	5	50.6	10	7.52	4	3.42	1	0.75
	Neutral (3)	5	4.27	2	1.5	8	6.84	1	0.75	4	3.42	2	1.5
	Agree (4)	40	34.2	35	26.34	50	42.7	25	18.80	31	26.50	33	24.8
	Strongly Agree (5)	67	57.3	93	69.9	50	42.7	90	67.67	75	64.1	95	71.43
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.8: Self-image Analysis

Source: survey result, 2018

Table 4.8 shows that majority of the respondents scored the list of items related to “Furniture from brand “X” says a lot about the kind of person I am or want to be” is high. The respondents scored with a percent of (78.63%) for 3F,(75.21%) for Deluxe and (70.%) for Wanza brands. This indicates that consumers use brand to build their own identity; it reflects what the customer wishes to be seen as a result of using a brand. Furniture brands are one way consumers express their personality and build their self-image.

4.1.2 Psychological factors

A consumer’s choices are influenced by four psychological factors, i.e. motivation, perception, learning, and beliefs and attitudes.

4.1.2.1 Motivation

A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is basically a need that drives a person to seek satisfaction. The analysis is presented in table below.

Psychological factors		3F				Deluxe				Wanza			
Motivation		F	%	M	%	F	%	M	%	F	%	M	%
I remember good points about brand “X” I favor and forget everything good about rival brand.	Strongly Disagree (1)	6	5.13	9	6.77	13	11.11	15	11.28	5	4.27	3	2.56
	Disagree (2)	12	10.26	10	7.52	5	4.27	3	2.56	2	1.71	8	6.02
	Neutral (3)	8	6.84	12	9.02	3	2.56	5	3.76	7	5.98	4	3.01
	Agree (4)	24	20.5	32	24.06	30	25.64	22	16.54	40	34.19	50	37.59
	Strongly Agree (5)	67	57.3	70	53.63	66	56.4	88	66.2	63	53.85	68	51.12
	Total	117	100	133	100	133	100	117	133	117	100	133	100
When people are motivated, they are ready to act	Strongly Disagree (1)	4	3.42	3	2.56	4	3.41	3	2.26	48	41.03	70	52.63
	Disagree (2)	3	2.56	8	6.02	5	50.6	3	2.26	17	14.53	34	25.56
	Neutral (3)	2	1.71	4	3.01	4	3.42	2	1.5	5	4.27	10	7.52
	Agree (4)	18	15.38	50	37.59	7	5.98	26	19.54	27	20.30	11	8.271
	Strongly Agree (5)	90	76.92	68	51.12	97	82.91	99	74.43	20	17.09	8	6.84
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.9: Motivation Analysis

Table 4.9 shows that majority of the respondents scored higher the list of item “When people are motivated, they are ready to act “respondents scored for two brands with a percent score of (76.92) for 3F and (82.91) for Deluxe. This indicates that consumers do motivated, they are ready to act.

4.1.2.2 Learning

Learning comes from action. Learning illustrates changes in a person's decision making and preference behavior that emerge from experience. The analysis is presented in table below.

Psychologic al factors		3F				Deluxe				Wanza			
Learning		F	%	M		F		M		F		M	
The consumer who has negative experience with a furniture is more likely to avoid that brand in the future.	Strongly Disagree (1)	4	3.42	2	1.50	14	11.97	15	11.28	4	3.42	6	4.51
	Disagree (2)	6	5.13	2	1.50	2	1.71	3	2.56	3	2.56	5	3.76
	Neutral (3)	7	5.98	7	5.98	4	3.42	5	3.76	2	1.71	1	0.752
	Agree (4)	42	35.9	50	37.59	50	42.74	22	16.54	18	15.38	100	75.19
	Strongly Agree (5)	58	49.6	72	54.14	47	40.17	88	66.17	90	76.92	21	15.79
	Total	117	100	133	100	117	100	133	100	117	100	133	100
Consumers' knowledge of the brand changes constantly as they are exposed to new stimuli and situations.	Strongly Disagree (1)	5	4.27	6	4.51	2	1.71	3	2.56	5	3.76	9	6.77
	Disagree (2)	2	1.71	6	4.51	3	2.56	3	2.56	8	6.84	12	0.752
	Neutral (3)	7	5.98	17	12.78	1	0.85	2	1.50	4	3.42	1	0.752
	Agree (4)	40	34.19	50	37.59	10	8.55	26	19.55	45	38.46	39	29.32
	Strongly Agree (5)	63	53.85	54	40.60	101	86.32	99	74.43	55	47.01	72	54.14
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.10 : Learning Analysis

Source: survey result, 2018

Table 4.10 shows that majority of the respondents scored the list of items related to learning significantly high. The item “The consumer who has negative experience with furniture is more likely to avoid that brand in the future.” respondents also scored this item relatively highest than the rest of the items related to learning with Wanza brand a percent score of (76.92)for female and 75.19 for male.This indicates that respondents either strongly agree or agree with most items listed in learning for 3F, Deluxe and Wanza brands.

4.1.2.3 Beliefs and Attitudes

The attitude describes consumers ‘feelings or evaluations toward an object (furniture) or idea. The analysis is presented in table below.

Psychological factors		3F				Deluxe				Wanza			
		F	%	M	%	F	%	M	%	F	%	M	%
When buying a furniture , brand “X” would be my first choice .	Strongly Disagree (1)	6	5.13	9	6.77	5	3.76	9	6.77	1	0.85	7	5.26
	Disagree (2)	12	10.26	10	7.52	8	6.84	12	0.752	2	1.71	9	6.77
	Neutral (3)	8	6.84	12	9.023	4	3.42	1	0.752	4	3.42	5	3.76
	Agree (4)	24	20.5	32	24.06	45	38.46	39	29.32	22	18.80	58	43.61
	Strongly Agree (5)	67	57.3	70	53.63	55	47.01	72	54.14	88	75.21	54	40.60
	Total	117	100	133	100	117	100	133	100	117	100	133	100
External influence like family or neighbors	Strongly Disagree (1)	3	2.56	6	4.51	6	5.13	3	2.56	7	5.98	8	8.27
	Disagree (2)	1	0.85	6	4.51	6	5.13	1	0.75	8	6.84	10	7.52
	Neutral (3)	2	1.71	17	12.78	2	1.71	14	10.53	15	12.82	12	9.02
	Agree (4)	41	35.04	50	37.59	11	9.40	19	14.29	32	27.35	20	15.04
	Strongly	70	59.83	54	40.60	92	78.63	96	72.18	55	47.01	80	60.15

combined with learning produces beliefs that will influence consumers' buying behavior.	Agree (5)												
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.11 : Beliefs and Attitudes Analysis

Source: survey result, 2018

Table 4.11 shows that majority of the respondents scored the list of items related to "When buying a furniture , brand "X" would be my first choice was high. respondents scored this item for 3F brands with a percent score of female (57.3) ,to Deluxe male (54.14) and Wanza (75.21) for male. And also, the item "external influence like family or neighbors combined with learning produces beliefs that will influence consumers' buying behavior" respondents scored this item high for three brands with a percent score of (59.83) for 3F , (72.18%) for Deluxe and Wanza (60.15%) . This indicates that respondents either strongly agree or agree with most items listed in beliefs and attitudes for 3F, Deluxe and Wanza brands. This indicated both beliefs and attitudes are hard to change. Those are anchored deep in consumers mind and can be part of a person's psychology.

4.1.2.4 Furniture Brand Preference

On one hand awareness as the customers' ability to recall and recognize the furniture brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. On the other hand brand loyalty as the attachment that a customer has to a furniture brand. The analysis is presented in table below

Brand		3F				Deluxe				Wanza			
`		F	%	M	%	F	%	M	%	F	%	M	%
I can recognize the brand "X" quickly among other competing brands	Strongly Disagree (1)	4	3.42	3	2.56	2	1.71	3	2.56	1	0.85	7	5.26
	Disagree (2)	5	4.27	1	0.75	3	2.56	3	2.56	2	1.71	9	6.77
	Neutral (3)	4	3.42	14	10.53	1	0.85	2	1.50	4	3.42	5	3.76
	Agree (4)	7	5.98	19	14.29	10	8.55	26	19.55	22	18.80	58	43.61
	Strongly Agree (5)	97	82.91	96	72.18	101	86.32	99	74.43	88	75.21	54	40.60
	Total	117	100	133	100	117	100	133	100	117	100	133	100
I will keep on buying furniture from brand "X" even if the other brands has the same functionality	Strongly Disagree (1)	1	0.85	15	11.28	4	3.42	2	1.50	4	3.42	5	3.76
	Disagree (2)	2	1.71	3	2.56	3	2.56	6	4.51	5	4.27	7	5.26
	Neutral (3)	4	3.42	5	3.76	2	1.71	4	3.01	4	3.42	8	8.27
	Agree (4)	22	18.80	22	16.54	18	15.38	80	60.15	7	5.98	19	14.29
	Strongly Agree (5)	88	75.21	88	66.17	90	76.92	41	30.83	97	82.91	94	70.68
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.12: Brand Analysis**Source: survey result, 2018**

As per table 4.12, illustrates the list of items comprising of brand awareness, the percentage score for the item “I can recognize the brand “X” quickly among other competing brands” was relatively high for both 3F and Deluxe furniture brands. However, Deluxe brands scored higher than with a percentage score of (86.32) and 3F brand scored (82.91). This indicates that awareness is a key determinant identified in almost all three furniture factory. Therefore, Brand knowledge is the full set of brand associations linked to the furniture brand.

The respondents scored the item “I will keep on buying furniture from brand “X” even if the other brands has the same functionality ” high among the list of items related to brand loyalty for three furniture brands. The percent score for 3F,Deluxe and Wanza brands regarding this item was (75.21),(76.92) and(82.91)respectively. This indicates that behavioral loyalty is linked to consumer behavior in the marketplace that can be indicated by number of repeated purchases or commitment to re-buy the the furniture brand as a primary choice.

When comparing overall brand awareness and loyalty of respondents; 3F and Wanza brands scored similar (82.91). This shows that the respondents are more aware of 3F than Wanza brands. Therefore, Deluxe producers must aggressively promote their products to consumers in order to raise level of their brand awareness.

4.2 Overall brand preference and decision making

Overall furniture brand preference and decision making		3F				Deluxe				Wanza			
		F	%	M	%	F	%	M	%	F	%	M	%

I have my own preferences or opinions on which to base my buying decision.	Strongly Disagree (1)	6	5.13	9	6.77	13	11.11	15	11.28	5	4.27	3	2.56
	Disagree (2)	12	10.26	10	7.52	5	4.27	3	2.56	2	1.71	8	6.02
	Neutral (3)	8	6.84	12	9.02	3	2.56	5	3.76	7	5.98	4	3.01
	Agree (4)	24	20.5	32	24.06	30	25.64	22	16.54	40	34.19	50	37.59
	Strongly Agree (5)	67	57.3	70	53.63	66	56.4	88	66.2	63	53.85	68	51.12
	Total	117	100	133	100	133	100	117	133	117	100	133	100
A consumer's preference and decision making is influenced by social, personal and psychological factors.	Strongly Disagree (1)	2	1.71	1	0.75	3	2.56	2	1.50	4	3.4	5	3.76
	Disagree (2)	3	2.56	5	3.76	2	1.71	3	2.26	1	0.85	2	1.50
	Neutral (3)	1	0.85	2	1.50	3	2.56	2	1.50	2	1.71	4	3.01
	Agree (4)	20	17.09	31	23.31	21	17.95	36	27.07	24	20.51	22	16.54
	Strongly Agree (5)	91	68.42	94	70.68	88	75.21	90	67.67	86	73.50	100	75.19
	Total	117	100	133	100	117	100	133	100	117	100	133	100

Table 4.13: Overall furniture brand preference and decision making analysis

Source: survey result, 2018

The item in this question asked if a person bases their buying decisions on their own preferences or opinions. 66.2 percent of respondents stated often to base decisions on their own preferences or opinions. This indicates that one of the psychological factors, beliefs and attitudes affects consumers' decision making.

The last item in this As per table 4.13, the study shows that consumer's buying behavior is influenced by social, personal and psychological factors. Accordingly, respondents that owned furniture brand scored this item highest percentage for (75.21) Deluxe brand than those 3F and Wanza brands that scored (70.68), (75.19) respectively. This implies that respondents that owned furniture do prefer their furniture brands based on social, personal and psychological factors. Finally, the study shows that consumers overwhelmingly prefer 3F, Deluxe and Wanza brands over locally assembled furniture brand.

5 CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this chapter, the conclusion and recommendation of the study is presented. The aim of this study was to examine how social, personal and psychological factors have effect on consumer behavior preference when selecting a furniture brand, and gain knowledge of the decision-making process. The theory part included the overview of these factors and steps of the decision-making process. A questionnaire was created based on these issues.

Recommendation that focuses on how the problem identified could be addressed is also included in this chapter. Finally, limitation of the study and suggestion for further research is also included at the end of this chapter.

5.2 Summary Findings

The primary objective of this study was to investigate furniture consumers, specifically brand preference and decision making comparing Finfine Furniture, Deluxe and Wanza PLC. Ethiopian consumers especially in Addis Ababa are exposed to a wide variety of foreign as well as local brands. Hence, this study also tries to answer the research questions it stated within the introduction.

In order to find out the furniture brand preference of consumers, the study considered four factors namely social, personal, and psychological and brand. These factors had sub elements therefore, the analysis results are presented in four parts which included the first part deals with social factors that are affect furniture brand preference which include: reference groups, family, role and status. The second part personal factors that include; a buyer's age and life cycle state, occupation and economic situation, lifestyle and self-concept. The thired part psychological, i.e. motivation , learning, beliefs and attitudes. The last part was brand that are furniture brand awereness and loyalty.

To assess the factors influence, a sample size was selected using convenience sampling technique. Based on the theoretical frame work and objectives of the study 22 items were

provided in a 5 point Likert scale to the respondents. The gathered data was analyzed by descriptive analysis using descriptive statistics.

The results of the descriptive analysis indicates that reference group, self image, beliefs and attitudes were the top three influential factors of brand preference and decision making for consumers with regards to furniture brands while motivation was the least influential factor. On the other hand, status, purchasing power, learning and brand were the most influential factors of brand preference and decision making for consumers towards furniture brands.

This finding indicates that Addis Ababa consumers are highly aware of local furniture factory brands and is a major factor for their brand preference. In addition, the consumers perceive that Chinese furniture brands to be low quality and inferior to local brands. In conclusion, the study shows that personal, social,, psychological factors are the most influential factors for consumers brand preference.

5.3 Conclusion

In general as per the findings of the study, it can be concluded that consumers of furniture overwhelmingly prefer Ffine Furniture Factory for male and Deluxe for female over locally assembled furniture brands.. Social, personal, brand and psychological are the major criteria for a furniture purchasing decision. In addition, friend, family and the neighbors are the major sources of information from where consumers get to know new furniture brands. Finally, consumer attribute i.e social, personal and psychological factors dimensions are more influential in consumers' brand preference than brand attribute dimensions.

- Social factors affect consumer behavior significantly: Family, friends and neighbors are the most important factors that affect consumers preferences making when purchasing decision on selecting furniture brand.
- An individual's decisions are influenced by personal factors: a buyer's age and life cycle state, occupation, economic situation and self- image are the most important factors that affect individuals preferences making when purchasing decision on selecting furniture brand.
- A consumers choices are influenced by psychological factors, i.e. motivation, learning, beliefs and attitudes.therefor, a consumers can base their furniture brand selection on psychological factor.
- A consumers choices are influenced by brand factors,that is brand awareness and loyalty are the least influential factors for consumers preference of furniture brand.
- There was a relationship between social, personal and psychological factors and the decision-making process in furniture brand selection.

Recommendations

Based on the findings of the study and conclusions made, the following possible recommendations are given.

- Local Furniture factories should focus on the decision criteria of consumers as a guide to develop furniture products to tap into this market segment. These include social (reference groups, family, status...) .personal factors that include; economic situation, a buyer's age and life cycle, self- image ...), brand and psychological, i.e. motivation, learning and beliefs.
- Understanding what the consumer market segment needs and wants should be the main primary activity for factories in the furniture industry. Furniture factories that are currently serving and those personal factories that want to enter and serve this segment must provide furniture brands that are preferred to be of high quality and says a lot about the kind of person they are or want to be.
- Furnitur factories should embark on intensive campaign to create stronger brand awareness and brand loyalty.
- Factories could build their brand by investing more on research and development. Based on their research and development into the best approaches and lessons of on international brands they could develop effective strategies and innovative products to build well know preferred brands.

5.4 Limitation and Suggestion for Further Studies

The findings of this study are based entirely upon the research conducted among the consumers of Addis Ababa and hence may not be representation of whole preference of consumers Ethiopia. This study should be carried out on a wider scale taking sample from the different Ethiopia regional state not only Addis Ababa but also include other private furniture factory.

Future researchers can investigate consumers brand preference by including other factors that might influence brand preference. In addition, researchers could find out more about consumers furniture brand preference and decision making by applying additional statistical techniques like factor analysis, regression analysis and so forth.

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Appendixes

A Questionnaire on Factors Affecting Consumers Preference and Decision Making of Furniture Brand in some Selected Furniture PLC

Dear respondents:

I am a graduate student at Addis Ababa University School of Commerce and currently conducting a research for the completion of my Masters in Marketing Management. This questionnaire is designed to collect data on the Factors Affecting Consumer Preference of Furniture Brand: In some selected furniture PLC that are Finfine Furniture Factory (3F), Deluxe, and Wanza. Please take a few minutes of your time to answer this questionnaire about your personal experience with your Furniture Preference and decision making. Your willingness and cooperation in giving reliable information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality.

If you would like further information about this study, or have problem in completing this questionnaire please contact me via +251913208360 or tsigeeshetu2014@gmail.com

Thank you for your cooperation!

Instruction: Please mark your answer with a tick (✓) in the space provided.

Part I. Demographic Data

1. Gender: Female ☐ Male ☐

2. Age: 18- 25 ☐

26- 35 ☐

36-44 ☐

46-55 ☐

56 and above ☐

3. Educational Background: Primary education ☐

Secondary education ☐

Diploma ☐

First Degree ☐

Masters and above ☐

4. Monthly income in ETB :< 1000 ☐

1001-2000 ☐

2001-3000 ☐

3001- 4000 ☐

4001- 5000 ☐

>5000 ☐

5. Family Size: Alone ☐

<5persons ☐

5-10persons ☐

>10persons ☐

6. Do you own Furniture?

Yes ☐

No ☐

If you have answered 'No' for question No, 6 above, this is the end of the questionnaire for you.

Once again, many thanks for your support!

7. What is the brand of your current Furniture brand?

Finfine Furniture Factory (3F) ☐

Deluxe ☐

Wanza ☐

Other, specify _____

PART II: The statements below are designed so that they give information on which factors affect furniture brand preference and decision making. The statements drawn (X) are referring to the brand you have selected in question 7 above.

Please use tick (✓) mark the number that best describes your opinion in the answer boxes that reflect your rating

A. Social Factor

Reference group	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
By buying furniture brands as my friends, I achieve a sense of belonging.					
If I want to be like someone, I try to					

buy same brands that they buy.					
I buy the furniture brands that people expect me to buy.					
Family	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
It bothers me if my family disapprove of my furniture purchase.					
I receive information about Furniture brands from my Family, neighbors, friend's.					
My family creates first perceptions about brands or products and consumer habits.					
Role and status	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
A consumer's product and brand selection often reflects the social role.					
A consumer's buying behavior is influenced and reflected by the position that individuals have in social groups based on such things as money and wealth, education or occupation.					

B. Personal factors

A buyer's age and life cycle state	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
A consumer's buying behavior change during buying of products alter depending on age.					
Family life stages (i.e. single ,married , married couples with children, childless couples) change a consumer's purchasing behavior and brand selection					
A consumer's occupation and purchasing power	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I am still willing to buy furniture from brand "X" even if its price is a little higher than that of its competitor					
I will buy cheaper furniture rather than more expensive one, but the former must meet certain quality requirements.					
Self Image	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I prefer furniture from brand "X", which increase my status and esteem					
Furniture from brand "X" says a lot about the kind of person I am or want to be .					
I describes me most as a buyer Spirited, up-to-date and imaginative.					
I describes me most as a buyer Strong, tough and outdoorsy.					

C. Psychological factors

Motivation	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I remember good points about brand “X” I favor and forget everything good about rival brand.					
When people are motivated, they are ready to act					
Learning	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
The consumer who has negative experience with a coffee is more likely to avoid that brand in the future.					
Consumers’ knowledge of the brand changes constantly as they are exposed to new stimuli and situations.					
Beliefs and Attitudes	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
When buying a furniture, brand “X” would be my first choice					
External influence like family or neighbors combined with learning produces beliefs that will influence consumers’ buying behavior.					

D. Furniture Brand

Brand	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I can recognize the brand “X” quickly among other competing brands					
I will keep on buying furniture from brand “X” even if the other brands has the same functionality					

Overall brand preference	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I have my own preferences or opinions on which to base my buying decision.					
A consumer’s buying behavior is influenced by social, personal and psychological factors.					