**Factors Affecting Consumers' Choice of Furniture : In the example of Lankaran City**

**Summary**

The study of the requirements of the exploiter in the economic life of modern society is of special importance in the organization of production. The study of the requirements of the operator has the function of information for production and regulation for the market. The information function characterizes the number, range and quality of products. The regulatory function balances the market and prices. Comfort, aesthetics, longevity and reasonable price of furniture products are among the requirements set by the manufacturer. Surveys conducted among the population to study the needs, requirements and tastes of consumers for products, as well as to regulate the market, make it necessary to organize both the design and production process based on scientific and technological achievements, rather than spontaneous. The southern zone was selected as the site for the survey. In particular, due to the more active participation of the population in Lankaran, we analyzed the results of the surveys in Lankaran. In order to determine the factors influencing the choice of furniture products, the occupations of the respondents, occupation, family composition, age, family members with disabilities, type, area of ​​housing, and other characteristics were studied. It has been found that most people pay more attention to the choice of furniture style than the factors mentioned above. According to the results, 81.2% of respondents prefer classic styles, and 18.2% prefer modern furniture styles. Some people generally do not have their own opinion on the choice of furniture. When choosing furniture, consumers pay attention to the convenience of its comfortable long-lasting price and a number of other factors. The purpose of this study was to identify the factors influencing consumers' choice of furniture and the furniture styles preferred by consumers. For this purpose, the place of research was identified as the city of Lankaran in the southern zone. The survey used the questionnaire method to determine the factors influencing the choice of furniture. As a result of the survey, 81.2% of consumers prefer classic furniture style and 18.2% prefer modern furniture style. In addition, 71.2% were married and 84.6% bought furniture after making a decision with their family.

Keywords: Furniture, Consumer, Furniture Styles, Lankaran

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1.Introduction

Production and consumption play a special role in the formation of the economy as interrelated concepts. Production is a process of direct human labor. This process leads to the conversion of existing resources into goods and services. Consumption serves to meet human needs. In other words, consumption means the use of products in the process of meeting needs. The economic literature defines two types of consumption - personal consumption and production consumption. The products that people need to meet their needs directly are personal consumption products. If the products are used directly in the production process, it is called production consumption. For example, machines and lathes are used productively in the production process, wear out, break down and are replaced with new ones. Thus, if the product produced is not consumed, reproduction cannot take place. Production takes place in both individual and social forms.

The rapid development of technology and increasing competition in the manufacturing market is one of the most important tasks in meeting the ever-changing needs of the consumer and satisfying the consumer. (Göker ve Alpman, 2011: 112)

As a result of research and experimental observations, it was found that the volume, quality and choice of consumption often varies depending on the mindset of the consumer. The quality of products means their constructive solution, preparation, operation, reliability, serviceability. Quality is revealed when it meets the needs of the consumer or customer.

Product quality is classified into 5 main categories (properties, packaging, operational reliability, service, shipping). They are also specified on 15 key elements, including durability, service life, appearance, shape, texture, construction, usefulness, efficiency, modernity of maintenance, availability of research facilities, meeting consumer requirements, dimensions and transportation capabilities. The purpose is to organize the sale of products in the market that will ensure maximum satisfaction of consumer needs and on this basis to accelerate the economic development of society. This, in turn, leads to an increase in "quality of life." Improving the quality of life requires that the social, economic and spiritual potential of the leading forces of society act on the basis of the same idea.

Furniture, which is a consumer product that ensures the quality and comfort of both living and working conditions, is an integral part of the interior, as well as ensuring the design and decoration of the interior. The consumer's choice of furniture is analyzed from a multifaceted approach. When deciding to look for furniture that suits their needs and wants, the consumer looks at affordability, economic opportunities, market conditions and competition (Schirone, 2012: 4).

Also, when choosing furniture, the consumer should pay attention to its comfort, durability, ease of use and purchasing power. In many cases, the consumer is deceived by its appearance when choosing furniture. Sometimes, up-to-date and comfortable furniture may not look the way we want it to, or vice versa. Therefore, it would not be right to judge a product simply by its appearance. Research to determine what the consumer should pay attention to when buying furniture shows that the selling price, quality, quality certificate, brand, product service and warranty terms, payment terms, utility, operating conditions and service are important (Arpaci et al., 2013)

2. Method

The study was conducted to identify the main factors influencing the consumer's choice of furniture. For this purpose, the city of Lankaran with a population of 228.7 thousand people was chosen as the study area. The survey was conducted among people with different professions living in the region. Previous research was used in the preparation of the survey questions. Questionnaires were developed to determine the style of furniture chosen by consumers, taking into account their demographic characteristics. Statistical estimates of the survey were calculated using the SPSS program.

2.1.Research Area

In the field of research, face-to-face and social media meetings were held with people belonging to 312 different socio-economic groups in Lankaran. The answers of 292 people in the survey were based on 94% confidence level and 3% acceptable error rate.

3. Information

 The evaluation of the survey conducted to determine what consumers pay attention to when choosing furniture in Lankaran is given below.

3.1.Analysis of the results

Various statistical methods were used to analyze and compare the data obtained in the study. SPSS program was used for this purpose

Value of reliability.

Analysis to determine the reliability of the data used in the study revealed that the reliability value (Cronbach Alpha coefficient) was 0.795. Based on these results, we can say that the data used in the study are reliable. The study is not valid when the Cronbach Alpha coefficient is between 0 and 0.40. The survey is considered less reliable when the price is between 0.40 and 0.60, and reliable when the price is between 0.60 and 0.80. When the score is between 0.80 and 1, the survey can be considered as a study with a very high reliability value (Uzunsakal, 2018)

Demographic Assessment

Of the 292 people surveyed in Lankaran, 43.4% were men and 56.6% were women. The age of the participants ranged from 20 to 65 years. The average age of the respondents was 43

 Table1. Some demographic characteristics of consumers

|  |  |
| --- | --- |
|   Gender |   Social Status |
| n |                  % | n   | %  |
| Man | 127 | 43.4 | Married | 188 | 39.8 |
| Women | 165 | 56.6 | Single | 15 | 60.2 |
|  Standard Deviation: 2,687 | Engaged | 89 |   |
| Standard Deviation: 8,680  |

Of the 292 people surveyed, 2.1% were between the ages of 20-24, 7.2% were between the ages of 25-34, 12.3% were between the ages of 35-44, 34.6% were between the ages of 45-54 and 42.5% were between the ages of 55-64. 1.3% were over 65 years old.

Of the 292 people surveyed, 64.4% were married, 30.5% were engaged and 5.1% were single. 70.9% of the participants had secondary education and 29.1% had higher education.

 Monthly income status



If we look at the monthly earnings of the respondents, 292 people with a monthly income of 181-250 manat, 17 (5.8%) people with a monthly income of 251-440 manat, 91 (31.2%) people with a monthly income of 441-540 manat, 142 ( 48.6%) people with income between 541-650 manat, 37 (12.7%) people with 650 manat and 5 (1.7%) people with higher income. It was determined which style to choose among the respondents.

Thus, 40 (13.7%) out of 292 people buy furniture when there is a need, 208 (71.2%) get married, 33 (11.3%) change their place of residence, and 11 (3.8%) buy furniture in other situations. 237 (81.2%) participants prefer classic style furniture and 55 (18.8%) modern furniture. The majority of participants - 258 (88.6%) said they did not need to change the furniture they use because they live in private apartments and 34 (11.4%) live in rented apartments.

3.1.1.Factors Affecting Furniture Choice

"I agree" was the main answer to the survey questions to determine what features consumers pay attenti"I agree" was the main answer to the survey questions to determine what features consumers pay attention to when choosing furniture. It was found that consumers prefer more modern furniture.on to when choosing furniture. It was found that consumers prefer more modern furniture.

 Statistical evaluation

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| --- | --- | --- |
| Factors affecting the choice of furniture | Standard deviation | Arithmetic mean |
| Cheap furniture | 0.908 | 4.25 |
| Furniture is expensive and high quality | 0.858 | 3.81 |
| Location of the store and ease of transport | 0.734 | 4 .65 |
| Comfortable furniture | 1.770 | 4.41 |
| The suitability of the furniture for home decor | 1.112 | 2.35 |
| The effect of the seller's persuasiveness | 1.491 | 4.08 |
| Fashionable furniture | 1.118 | 2.15 |
| Easy transportation of furniture | 1.061 | 2.52 |
| There is a lot of variety in retail stores | 0.938 | 4.85 |
| Credit terms in retail stores | 1.768 | 3.43 |
| Sales campaigns in the store | 1.330 | 5.02 |
| The furniture is comfortable and cozy | 1.710 | 3.20 |

It was found that 247 (84.6%) people decided on the choice of furniture with their families, 32 (10.9%) with their fiancé, and 13 (4.5%) with their own decision. When paying for the furniture, 202 (69.5%) people preferred to pay on credit, and 90 (30.5%) preferred to pay in cash.

4. Results

According to the results, 40 (13.7%) consumers buy furniture only when needed, 208 (71.2%) when they get married, 33 (11.3%) when changing their place of residence, and 11 (3.8%) in other cases. 42.4% of consumers were between the ages of 55-64. 69.5% of consumers say that the price of furniture is cheap, 85.2% say that the furniture is comfortable, 82.3% say that the furniture is fashionable, 49.5% say that the loan terms required by the seller are appropriate, 51.2% say that the location of the store 82.1% for the suitability of the furniture to the decor of my house, 79.5% for the easy transport of furniture, 80.6% for the variety in stores, and 75.7% for the luxury of the furniture were found to be the main factors influencing consumers' choice of furniture. 84.6% of consumers decided to choose furniture with their family, 4.5% with their own decision, and 10.9% with their future spouse. It was found that 69.5% of consumers bought furniture on credit and 30.5% by paying in cash.

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