



FACTORS INFLUENCING THE CONSUMERS TO PURCHASE HOUSEHOLD FURNITURE IN DHARMAPURI DISTRICT

Mrs.S. Priyanka

Department of Commerce, Morappur Kongu Arts & Science College,
Morappur – 635305, Tamilnadu.

Dr.V. Govindaraj

Research Advisor & Convener, Department of Commerce,
Morappur Kongu Arts & Science College,
Morappur – 635305, Tamilnadu.

Abstract: Consumer behavior is difficult to predict though consumer plays different roles buyer, payer and user, who will finally buy seller have to understand and make them buy. Household furnishing items reveals the choice and social status of people and the degree of self satisfaction and comfort. The characteristics of consumer buying behavior may vary with the nature of market competition exists in the industry which ultimately affect the bargaining power. Consumers are more conscious about the material quality specially the wood quality. The sample size for the study is 514. Both primary and secondary data were collected in dharmapuri district. The findings of the study show that purchasing behavior of consumers from urban area is different from rural area and majority of the household respondents were purchase furniture to brought new model.

Key Words: Consumer behavior, Household Furniture, Household respondents, Industry, Purchasing.

1. INTRODUCTION:

Consumer buying behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. The consumer buying behaviour is most important for marketers as they can understand the expectation of the consumers. In todays competitive market, though there are so many factors that influencing the consumers to purchase the furniture products. Furniture is the most indispensable household items from essentials to fashionables. Indian market is growing with superior product in household furniture products, so it is very significant to the product and we are aware that our 'customer is the king'. Inorder to achieve the requisite goal in buying the selection brand of the household furnitures. Customers are very much conscious and sound enough to take the most appropriate decisions.

The Indian furniture industry is one of the fast rising markets in the world. Many changes occurred in Indian society over the past decade which directly or indirectly has made impacts on the furniture business. Technological changes, the rise of social media, evolving demographics, and the growing purchasing power are just a few factors that furniture manufacturers and retailers must think as their selling efforts. As the wealth continues to show signs of modest improvement, furniture makers are trying to conclude the best ways to adjust to these changing consumer future demands.

2. REVIEW OF LITERATURE:

Vijayalakshmi et.al (2013) in their article examined that study on consumer buying behavior towards selective electronic home appliances in Hyderabad city. The main objective of the study is to analyze whether and how some demographic variable of the respondents have influence in buying brand or non branded electronic products. The result found was demographic factors influencing the consumers for buying home appliances other factors like price, quality, offer and features of home appliances empowering the consumers for buying the home appliances.



Priyanka and Govindaraj (2019) in their article observed that the consumer buying behaviour towards selected products of Samsung LED Television in Harur town, Dharmapuri district. The main objective of the study is to analyze the customer satisfaction from the LED television. The sample size for the study is 100. The researcher concluded that the sales promotional efforts of the Samsung LED TV products need to be targeted towards youngsters because the youngsters are like by the society as trend makers about the brand to be purchased and also brand conscious.

Nishat Nigar (2021), in their article examined that factors affecting consumers behavior in purchasing home furnishing products in Bangladesh. The study is undertaken in Bangladesh covering several divisions. 230 respondents provided useable data to carry out the study. The findings of the study respondents several factors such as store aesthetic design, customer consciousness, brand reference, convenient furniture and price have positive and significant persuasion on consumer behaviour towards furniture purchase decision and also the degree of importance of those factors depend on demographic profile of the respondents.

Sakpichaisakul (2012) in their thesis said that purchasing home furnishing products in Thailand, the thesis aims to understand the furniture consumer behavior in Thailand by studying their decision making process and types of consumer behavior. Bangkok is the capital city of Thailand and the city with population of more than 14 million people. The size of population makes Bangkok the biggest market for furniture product in Thailand. The survey will focus on Bangkok metropolitan area. Thus, target respondents of this survey are mainly Bangkok residents.

The researcher concluded that delivery service was the most important factor for furniture store. Therefore, Thai furniture stores are expected to have a delivery service. The second most significant factor was the store environment. This finding coincided with the result that furniture buyers tended to buy furniture at the store they regularly visit. Thus, furniture store should make sure to focus not only on the product themselves but also the product positioning in the store. So customers can easily find the product, has a good shopping experience and come back to the store in the future.

3. Objective of the study:

The main objective of the study is to analyze the factors influencing the consumers to purchase household furniture in Dharmapuri district.

4. RESEARCH METHODOLOGY:

The present study is descriptive and analytical in nature based on primary and secondary data. Required primary data were collected from 384 respondents by using row software in Dharmapuri district. To get accuracy of data collected to error free results 130 sample has been collected. Therefore, the total sample size is 514. Secondary data were collected from various journals, books, annual reports, published thesis, various websites etc. A well-structured interview schedule is the tool used for collecting data from the respondents. Simple random sampling technique is used for selecting the sample size and tools used for the analysis is Chi-square analysis, Kendall's W test, Friedman test and Factor analysis.

4.1 Data Analysis and Interpretation:

The section has been devoted to describe the socio economic conditions of the respondents. Though people have many common aspects, they differ in many respects. There are differences in personal demographic characteristics of individuals. The socio economic profile of the respondents include the factors such as Gender, Age, Marital status and residence.

Table 1.1 Demographic profile of the Respondents

Demographic Profile of the farmers	Options	Frequency	Percent
Gender	Male	320	62.3
	Female	194	37.7
	Total	514	100
Age	Less than 30 years	113	22
	31 to 40 years	183	35.6
	41 to 50 years	167	32.5
	51 to 60 years	37	7.2



	Above 60 years	14	2.7
	Total	514	100
Marital status	Married	426	82.9
	Unmarried	45	8.8
	Widowed	43	8.3
	Total	514	100
Educational Qualification	Master Degree	61	11.9
	Degree	215	41.8
	Diploma/ ITI	118	23.0
	Illiterate	95	18.5
	Others	25	4.8
	Total	514	100
Monthly Income	Less than Rs.20,000	65	12.6
	Rs.20,001 to Rs.30,000	119	23.2
	Rs.30,001 to Rs.40,000	265	51.6
	Rs.40,001 to Rs.50,000	57	11.1
	Above Rs. 50,001	8	1.6
	Total	514	100
Members of family	Self	68	13.2
	With spouse	254	49.4
	With spouse and children	192	37.4
	Total	514	100
Purchase of furniture	Often	192	37.4
	Rarely	254	49.4
	Never	68	13.2
	Total	514	100

Source: Primary Data

- **Gender:** Among 514 respondents considered for the study, 320 respondents (62.3%) are male and 197 respondents (37.7%) are females. It is observed that majority of the male respondents have purchased household furniture.
- **Age:** Age of the respondents plays a major role in purchasing household furniture. An Age is one of the most important factors for a human being and age also serves as a yard stick to participate or discontinue in any occupation or profession. Among 514 respondents considered for the study; 113 respondents (22%) were less than 30 years, 183 respondents (35.6%) were in the age group of 31 to 40 years, 167 respondents (32.%) were in the age group of 41 to 50 years, 37 respondents (7.2%) belongs to the age group between 51 to 60 years and 14 respondents (2.7%) were above 60 years. Thus, majority of the age group of 30 to 40 years were purchased furniture.
- **Marital status:** Marital status gives a person social recognition. It increases the responsibility of a person in the society and in his family. At the same time, a married person gets psychological support and motivation from his life partner while purchasing furnitures in dharmapuri district. Among 514 respondents considered for the study, 426 respondents (82.9%) are married, 45 respondents (8.8%) are not married and 43 respondents (8.3%) are divorced. Hence, majority of the married respondents were purchased furniture.
- **Educational Qualification:** Education is one of the most important factors that influences a person in the society to a large extent. So an attempt is made to analyze the level of education. Among 514 respondents considered for the study, 61 respondents (11.9%) are qualified with Master Degree, 215 respondents (41.8%) have completed their degree, 118 respondents (23%) are qualified with diploma/ ITI, 95 respondents (18.5%) are illiterates and 25 respondents (4.8%) are categorized as belonging to other group. The other category includes Secondary school leaving certificate or Higher secondary certificate. Therefore, majority of the respondents were qualified degree.
- **Monthly Income:** Among 514 respondents considered for the study, 265 respondents (51.6%) have a monthly income Rs.30,001 to Rs.40,000, 119 respondents' (23.2%) monthly income is between Rs.20,001 to Rs.30,000, 65 respondents' (12.6%) less than Rs.20,000, 57 respondents' (11.1%) monthly income is between Rs.40,001 to Rs.50,000 and only 8 respondents' (1.6%) monthly income is above Rs. 50,001. It shows that majority of the respondents monthly income is less than Rs. 20,000.



- **Purchase of Furniture:** Among 514 respondents considered for the study, 192 respondents (37.4%) often purchased furniture, 254 respondents (49.4%) rarely purchased furniture and 68 respondents (13.2%) never purchased furniture. Therefore, majority of the respondents rarely purchased furniture.

4.2 Association between the demographic profile of the respondents and their purchase of furniture:

Chi-square analysis is generally used to find the association between two categorical variables. It tests whether or not a statistically significant association exists between a dependent and an independent variable. Here, chi-square analysis is used to find the association between the demographic profile of the respondents and their purchase of furniture. The Table 1.2 represents the association between the demographic profile of the respondents and their purchase of furniture.

H₀: There is no significant association between demographic profile of the respondents and their purchase of furniture.

Table 1.2 Association between the demographic profile of the respondents and their Purchase of furniture

Demographic Factor	Chi-Square Value	Sig. Value
Gender	1.598	0.450
Age	0.587	0.000
Marital Status	1.371	0.817
Educational Qualification	2.481	0.561
Monthly Income	1.772	0.320
Members of family	5.645	0.281

Source: Primary Data

It is observed from the above Table that, the chi square value for the variable, ‘age’ is 0.587 the significant value is 0.000. It implies that there is a significant association between the age and purchase of furniture. On the other hand the significant value for all the other variables in the demographic profile is greater than 0.05. Therefore, it can be concluded that there is no significant association between demographic profile of the respondents and their purchase of furniture.

4.3 Reasons to purchase furniture -Friedman Test:

The Friedman test is a non-parametric alternative to the one-way ANOVA with repeated measures. It is used to find out the differences between groups when the dependent variable being measured is ordinal. The Friedman test compares the mean ranks between the related groups and indicates how the groups differ. The Table 1.3 deals with reasons for cultivating different types of crops using Friedman test.

H₀: There is no significant difference among Mean ranks of reasons to purchase furniture.

Table 1.3 Reasons to purchase furniture -Friedman Test

Reasons	Mean Rank	Chi-Square	Sign
Need New one	4.74	472.30	.000*
Buying new model	4.45		
Furnishing Empty Room	3.89		
Impulse Purchase	3.82		
Redocrating house	4.21		
Moved to new house	4.02		
Replacing damaged one	3.91		

Source: Primary data

It is inferred from the above Table that ‘Need new one’ secures the first rank with the mean value of 4.74 which tends to be the first rank for the need new one for purchasing furniture. ‘Buying new model’ secures the second rank with the mean value of 4.45, ‘Redocrating house’ secures the third rank with the mean value of 4.21, ‘ moved to new house’ secures the fourth rank with the mean value of 4.02, ‘ Replacing damaged one’ secure the fifth rank with the mean value of 3.91 followed by Impulse purchase (3.82), Furnishing empty room (3.89).

Therefore, it is concluded that the top most rank for the respondents to purchase furniture is Need new one.



4.4 Sources of Information to purchase furniture - Kendalls' W T-Test:

To rank to the sources of information to purchase furniture Kendall's w test is applied. This test is also known as Kendall's coefficient of concordance. It is one of the non-parametric tests. It is also used to measure the mean rank of the variable. Through the mean rank, it can be found that which one is given the top rank by the respondents in purchasing the furniture. The null hypothesis is that there is no significant difference in the mean rank given to the information to purchase furniture.

Table 1.4 Sources of Information to purchase furniture -Friedman Test

S.No	Sources	Mean Rank	Chi-square	Kendall' W	P value	Results
1	Showrooms	4.21	254.973	0.0281	0.001	Sign
2	Sales Person	3.72				
3	Friends	4.11				
4	Famil/Relative	3.12				
5	Internet	4.01				
6	Book/Magazine	3.54				
7	Exhibition	3.75				
8	Brochure	4.78				
9	T.V	4.86				

Source: Computed (SPSS Statistics 2.0)

The above Table 1.4 shows the sources of information to purchase furniture. Kendall's W Value is 0.0281 which indicates that the respondents mostly preferable to purchase furniture through T.V. The "P" value 0.001 means it, less than 0.001. Based on the mean rank, the first rank is assigned to the low T.V, the second rank is assigned to the Brochure, followed by friends, showrooms etc. Thus, from the Kendall's w test we can understand that the they getting information through T.V to purchase household furniture.

4.5 Factors Influence the consumers to purchase household furniture in Dharmapuri District - Factor Analysis

Factor analysis is a multivariable statistical technique that explains the inter relationship among the total set of observed variables. Factor analysis is a way of grouping of variables based on the inertia of common characteristics which would serve as a common denominator for such as classification. It is an analytical tool, which can aid in the preliminary investigation and in the interpretation of the relationship among a large number of inter- related and inter – dependent variables. The primary purpose of factor analysis is the resolution of a set of observed variables in terms of new categories called factors. Factor analysis may be useful for any one of the following functions.

[1] It can point out the latent factors or dimensions that determine the relationship among a set of observed or manifest values.

[2] Secondly the factor analysis is useful when things need to be grouped.

[3] Finally, Factor analysis can be used for empirical clustering of observations.

There are different factors which influence the consumers to purchase furniture such as life long durability, design, quality, brand, color, material, comfort, ease of maintenance, ease of cleaning, matching with other items, size is suitable for space, service and installation, after sales service, personal care for customers, fast service, warranty, price, location of stores.

The respondents were asked to provide their opinion in the five point technique scaling of strongly Agree, Agree, Neutral, Disagree, and strongly disagree. The researcher has used the multivariate technique by name factor analysis in order to classify the related variables. This test can be applied only after finding out the suitability of data. Hence, **Kaiser – Mayer – Olkin (KMO)** is used to check the adequacy and suitability of the data for factor analysis. The test measures the sampling adequacy for each variable in the analysis. The sample size is always more and the data is appropriate for the factor analysis.

There are fifteen variables which involve the factors' influencing the respondents to purchase furniture. The researcher has decided to use the factor analysis. Before grouping the variables, the normality has to be ascertained. Hence for ascertaining the normality, KMO has been used. The (KMO) measures of sampling adequacy index are used to examine whether the data are appropriate to examine the factor analysis. The principal component analysis has been administered for grouping the variables of factors influencing the respondents to purchase furniture. It is a method of



data reduction. The proportion of the variance of a particular item due to common factor is called communality. The initial value of the communality in a principal component analysis is 1. The extraction of communalities estimate the variance in each variable accounted for the factors in the factor solution. The communalities value is below 0.4 which imply that the factor analysis is not appropriate, either to collect more data or to rethink which variables to include. If the KMO value lies between .7 and .8, it is good for factoring. Bartlett’s test of sphericity is a test statistics used to examine the shape of normal distribution and also verify the smoothness of the curve. The Table 1.5 explains the test. They are Kaiser – Mayer – Olkin (KMO) measures of sampling adequacy and Bartlett’s test of sphericity. It gives the statistics of KMO, Bartlett’s test of sphericity and chi-square analysis of association, degrees of freedom and the probability value. The researcher has given 15 important variables identified with the help of factor analysis. Before making factor analysis the researcher tested the sampling adequacy with KMO test. The result of the KMO test is presented in the Table 1.5

Table 1.5 Factors Influence the consumers to purchase household furniture in Dharmapuri District– KMO and Bartlett’s test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	7224.974
	Df	276
	Sig.	.000

Source: Primary Data

The Table 1.5 shows that the KMO Value is 0.871, which indicates that the degree of common variance among the variables is quite high. Hence it could be concluded that factor analysis can be conducted.

4.5.1 Factors influence the respondents to purchase household furniture in Dharmapuri district -Principal Component Analysis:

The principal component analysis was administered for grouping the factors for factors influence the consumers to purchase household furniture in dharmapuri district. It is a method of data reduction. The proportion of the variance of a particular item due to common factor is called communality. The initial value of the communality in a principal component analysis is ‘1’. The factors influence the respondents to purchase household furniture in dharmapuri district is involved in the component column. The extraction communalities estimate the variance in each variable accounted for the factors in the factor solution. If the value is less than 0.5 it indicates that the variables do not fit well with the factor solution and it should possibly be dropped from the analysis. The **Table 1.6** shows the extraction value of the respondents to purchase household furniture in dharmapuri district.

Table 1.6 Factors influence the respondents to purchase household furniture in dharmapuri district – Principal Component Analysis

Variables	Communalities	
	Initial	Extraction
Life Long Durability	1.000	.682
Design	1.000	.919
Quality	1.000	.654
Brand color	1.000	.525
Ease of maintenance	1.000	.753
Ease of cleaning	1.000	.559
Matching with other items	1.000	.648
Size is suitable for space	1.000	.634
Service and installation	1.000	.880
After sales service	1.000	.719
Personal care for customers	1.000	.820
Fast service	1.000	.865



Warrenty	1.000	.850
Location of stores	1.000	.660
Neccessity	1.000	.503
Extraction Method: Principal Component Analysis.		

Source: Primary Data

The Table 1.6 shows the variance of the variables ranging from .500 to 0.919. It shows that the fifteen variables exhibit the considerable variance from 50 percent to 80 percent. Hence it is concluded that all these variables are capable of segmenting themselves with respect to the respondents to purchase household furniture in dharmapuri district.

4.5.2 Factors influence the respondents to purchase household furniture in Dharmapuri district –Total Variance Explained

The total variance analysis is important to know the rotated sum of square value. The rotated six factors are determined based on the total Eigen value and the Eigen value should be greater than one. The total cumulative variance is explained by the total percentage of variance by each retained four factors. The Table 1.7 gives the individual variance of the predominant factors which emerged out of 15variables.

Table 1.7 Factors influence the respondents to purchase household furniture in dharmapuri district –Total Variance Explained

Component	Total Variance Explained								
	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.605	31.689	31.689	7.605	31.689	31.689	6.711	27.964	27.964
2	2.685	11.188	42.877	2.685	11.188	42.877	3.127	13.031	40.995
3	1.496	6.233	49.111	1.496	6.233	49.111	1.595	6.647	47.642
4	1.406	5.859	54.970	1.406	5.859	54.970	1.421	5.919	53.561
5	1.400	5.834	60.804	1.400	5.834	60.804	1.391	5.797	59.359
6	1.090	4.542	65.346	1.090	4.542	65.346	1.294	5.392	64.751
7	1.015	4.230	69.576						
8	.877	3.652	73.229						
9	.852	3.551	76.780						
10	.714	2.976	79.755						
11	.707	2.947	82.702						
12	.627	2.614	85.316						
13	.570	2.377	87.693						
14	.497	2.072	89.765						
15	.478	1.991	91.756						
Extraction Method: Principal Component Analysis.									

Source: Primary Data

The Table 1.7, shows that the twenty four variables are reduced into seven predominant factors with the individual variances of 27.964, 40.995, 47.642, 53.561, 59.359, 64.751 and 69.576 respectively. Cumulative variable of the twenty four variables is 69.576 percent. The value of the cumulative variable is more than the benchmark of the variant which is 50 percent. Hence, it confirms that the factor segment is meaningful.

4.5.3 Factors influence the respondents to purchase household furniture in Dharmapuri district –Rotated Component Matrix

The rotated sum of square value indicates that the cumulative percentage of variances is 69.576. So the factorization is much suitable for the factors influence the respondents to purchase . The Table 1.8 explains the value of rotated component matrix for the factors influence the respondents to purchase household furniture in dharmapuri district.



Table 1.8 Factors influence the respondents to purchase household furniture in Dharmapuri district –Rotated Component Matrix

Rotated Component Matrix					
Variables	1	2	3	4	5
Life Long Durability	.752				
Design	.856				
Quality	.921				
Brand color	.634				
Ease of maintenance	.756				
Ease of cleaning	.854				
Matching with other items	.652				
Size is suitable for space	.931				
Service and installation		.845			
After sales service		.634			
Personal care for customers		.946			
Fast service		.627			
Warrenty			.972		
Location of stores				.942	
Neccessity					.851
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

Source: Primary Data

[1] Product:

The Table 1.8 represents the factor classification. Out of five factors the first factor consists of eight variables namely Life long durability (.752), Design (.856), Quality (.921) Brand color (.634) Ease of maintenance (.756) Ease of cleaning (.854) matching with other items (.652) size is suitable for space (.931) all these factors are termed as Product.

[2] Service:

The Second factor consists of four variables namely service and installation (.845), after sales service (.634), personal care for customers (.946) and fast service(.627) all these factors are termed as service.

[3] Price

Factor three consists of only one variables namely warranty (.972). All these factors are termed as price.

[4] Place:

Factor four consists of only one variables namely location of stores (.942). All these factors are termed as place.

[5] Necessity:

Factor five consists of only one variables namely necessity (.851). All these factors are termed as Necessity.

5. Findings of the study:

5.1 Findings from percentage analysis:

- It is found that among 514 respondents considered for the study, 320 respondents (62.3%) are male and 197 respondents (37.7%) are females.It is observed that majority of the male respondents have purchased household furniture.
- It is observed that among 514 respondents considered for the study; 113 respondents (22%) wereless than 30 years, 183 respondents (35.6%) were in the age group of 31 to 40 years, 167 respondents (32.%)were in the age group of 41 to 50 years, 37 respondents (7.2%) belongs to the age group between 51 to 60 years and 14 respondents (2.7%) were above 60 years. Thus, majority of the age groupof 30 to 40 years were purchased furniture.
- It is noted that among 514 respondents considered for the study, 426 respondents (82.9%) are married, 45 respondents (8.8%) are not married and 43 respondents (8.3%) are divorced. Hence, majority of the married respondents were purchased furniture.
- It is observed that among 514 respondents considered for the study, 61 respondents (11.9%) are qualified with Master Degree, 215 respondents (41.8%) have completed their degree, 118 respondents (23%) are qualified with



- diploma/ ITI, 95 respondents (18.5%) are illiterates and 25 respondents (4.8%) are categorized as belonging to other group. The other category includes Secondary school leaving certificate or Higher secondary certificate. Therefore, majority of the respondents were qualified degree.
- It is noted that among 514 respondents considered for the study, 265 respondents (51.6%) have a monthly income Rs.30,001 to Rs.40,000, 119 respondents'(23.2%) monthly income is between Rs.20,001 to Rs.30,000, 65 respondents'(12.6%) less than Rs.20,000, 57 respondents'(11.1%) monthly income is between Rs.40,001 to Rs.50,000 and only 8 respondents'(1.6%) monthly income is above Rs. 50,001. It shows that majority of the respondents monthly income is less than Rs. 20,000.
 - It is observed that among 514 respondents considered for the study, 192 respondents (37.4%) oftenly purchased furniture, 254 respondents (49.4%) rarely purchased furniture and 68 respondents (13.2%) never purchased furniture. Therefore, majority of the respondents rarely purchased furniture.

5.2 Findings from Chi-Square analysis:

It is noted that the chi square value for the variable, 'age' is 0.587 the significant value is 0.000. It implies that there is a significant association between the age and purchase of furniture. On the other hand the significant value for all the other variables in the demographic profile is greater than 0.05. Therefore, it can be concluded that there is no significant association between demographic profile of the respondents and their purchase of furniture.

5.3 Findings from Friedmen test:

It is found that 'Need new one' secures the first rank with the mean value of 4.74 which tends to be the first rank for the need new one for purchasing furniture. 'Buying new model' secures the second rank with the mean value of 4.45, 'Redocrating house' secures the third rank with the mean value of 4.21, ' moved to new house' secures the fourth rank with the mean value of 4.02, ' Replacing damaged one' secured the fifth rank with the mean value of 3.91 followed by Impulse purchase (3.82), Furnishing empty room (3.89). Therefore, it is concluded that the top most rank for the respondents to purchase furniture is Need new one.

5.4 Findings from Kendalls WT-Test:

It is observed that the sources of information to purchase furniture. Kendall's W Value is 0.0281 which indicates that the respondents mostly preferable to purchase furniture through T.V. The "P" value 0.001 means it, less than 0.001. Based on the mean rank, the first rank is assigned to the low T.V, the second rank is assigned to the Brochure, followed by friends, showrooms etc. Thus, from the Kendall's w test we can understand that the they getting information through T.V to purchase household furniture.

5.5 Findings from Factor Analysis:

It is noted that the Factors influence the respondents to purchase household furniture in Dharmapuri district. All the fifteen variables were grouped into five factors named as product, place, price, service, necessity.

6. CONCLUSION:

Home furnishing products are not the frequently purchased item that's why majority people in dharmapuri district are more conscious about selecting and taking final decision to purchase furniture. The decision of purchasing furniture is affected by several factors like store aesthetic design, customer consciousness, brand, reference, convenience and price. The degree of importance of these factors is also exaggerated by demographic variables of consumers considering family size, income and educational qualification. In order to fullfill the objective of the study the researcher analyzed by using various tools. The researcher concluded that the most influencing factors to purchase furniture by the respondents is necessity and warranty. In a day to days' life each and every people need furniture.

REFERENCES:

1. Nishat Nigar (2021) Factors influence the respondents to purchase home furnishing products in Bangladesh. International Journal of Advanced Engineering, Management and Science (IJAEMS), ISSN: 2454-1311, pp 26-37.
2. Sakpichaisakul (2012) Purchasing home furnishing products in Thailand, Graduate School of business Administration, Waseda University.
3. Priyanka and Govindaraj (2019) consumer buying behaviour towards selected products of samsung LED Television in harur town, dharmapuri district, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. PP 47-52.