



**UNIVERSITI PUTRA MALAYSIA**

***INFLUENCE OF CONSUMPTION VALUES ON HOUSING FURNITURE  
SATISFACTION AMONG WORKING WOMEN IN JEDDAH, SAUDI  
ARABIA***

**MAKKAWI, FATTWO ABDULRAHMAN A**

**FEM 2022 23**



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By

**MAKKAWI, FATTWO ABDULRAHMAN A**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia  
in Fulfilment of the Requirements for the Degree of Master of Science**

**April 2022**

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

**INFLUENCE OF CONSUMPTION VALUES ON HOUSING FURNITURE SATISFACTION AMONG WORKING WOMEN IN JEDDAH, SAUDI ARABIA**

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**April 2022**

**Chairman : Professor Ahmad Hariza bin Hashim, PhD**  
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Furniture is an essential component of a room and different rooms have different types of furniture. People can judge the types of activities in the room by looking at the furniture available in the room. Its proper arrangement can make the small apartment a comfortable place to live in and can also assist women doing home activities more effectively and efficiently, especially among working women when they come back from work and continue to do home activities. This study aims to determine the influence of consumption values on housing furniture satisfaction among working women living in an apartment in Jeddah, Saudi Arabia. The theory of consumption values by Sheth et al. (1991a, 1991b) was adopted for this study. The five dimensions of this theory, i.e., functional value, emotional value, social value, epistemic value, and conditional value were tested on the working women's satisfaction with furniture in the three major rooms of the house, kitchen, living room, and bedroom. The multi-stage sampling was employed, as a sample of 350 Saudi working women was selected from three government sectors in Jeddah, such as general education, higher education, and health. A questionnaire was sent to the respondents through their respective e-mails, and normality and reliability tests were applied to test the validity and reliability of the data collected from the respondents. In addition, a multiple regression analysis was conducted in SPSS to test the correlation between consumption values and customer satisfaction. According to the results of multiple regression analysis, it was found that conditional value, functional value, and emotional value have a significant influence on working women's satisfaction with furniture in the living room and kitchen. On the other hand, conditional value and emotional value were found to have a positive and significant impact on working women's satisfaction with bedroom furniture. In general, conditional, functional, and emotional values had a significant positive effect on home furniture satisfaction among working women in Jeddah, Saudi Arabia. The results of the current study are valuable not only to working women but also to academic research, to better understand the existing habits and culture and to suggest and improve the quality of life of working women in Jeddah by finding new solutions that can lead to more satisfaction, less stress, and better work and family life balance.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**PENGARUH NILAI PENGGUNAAN KE ATAS KEPUASAN PERABOT  
PERUMAHAN DALAM KALANGAN WANITA BEKERJA DI JEDDAH,  
ARAB SAUDI**

Oleh

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Perabot merupakan komponen asas bagi sesebuah bilik dan bilik yang berbeza mempunyai pelbagai jenis perabot yang berbeza. Seseorang dapat menilai jenis aktiviti yang dilakukan di dalam sesebuah bilik dengan melihat perabot yang ada di dalam bilik tersebut. Susunannya yang sesuai dapat menjadikan pangsapuri kecil sebagai tempat yang selesa untuk didiami dan dapat membantu wanita melakukan aktiviti rumah dengan lebih efektif dan efisien, terutama dalam kalangan wanita yang bekerja ketika mereka kembali dari kerja dan terus melakukan aktiviti rumah. Tujuan kajian ini adalah untuk menentukan pengaruh nilai Penggunaan ke atas kepuasan perabot perumahan dalam kalangan wanita bekerja yang tinggal di sesebuah apartmen di Jeddah, Arab Saudi. Teori nilai Penggunaan Sheth et al. (1991a, 1991b) telah diterima pakai untuk kajian ini. Lima dimensi teori, iaitu nilai fungsional, nilai emosional, nilai sosial, nilai epistemik, dan nilai bersyarat yang diuji ke atas wanita bekerja mengenai kepuasan perabot di tiga bilik utama rumah, di dapur, di ruang tamu dan di bilik tidur. Persampelan multistahap telah digunakan, iaitu sampel sebanyak 350 wanita bekerja Saudi dipilih dari tiga sektor pekerjaan di Jeddah, iaitu pendidikan umum, pendidikan tinggi, dan kesihatan. Soal selidik telah dihantar kepada responden melalui e-mel masing-masing, dan ujian normaliti dan kebolehpercayaan telah diterapkan untuk menguji validiti dan kebolehpercayaan data yang dikumpulkan daripada responden. Di samping itu, analisis regresi berganda telah dilakukan untuk menguji korelasi antara nilai penggunaan dan kepuasan pelanggan. Mengikut keputusan analisis regresi berganda, nilai bersyarat, nilai fungsional, dan nilai emosi didapati mempunyai pengaruh yang signifikan ke atas kepuasan perabot wanita bekerja di ruang tamu dan di dapur. Manakala, nilai epistemik dan nilai sosial didapati mempunyai kesan positif dan signifikan ke atas kepuasan perabot wanita bekerja di bilik tidur. Pada amnya, nilai bersyarat, fungsional dan emosional mempunyai kesan positif yang signifikan ke atas kepuasan perabot dalam kalangan wanita bekerja di Jeddah, Arab Saudi. Dapatan kajian ini mempunyai nilai bukan sahaja kepada wanita bekerja tetapi juga kepada penyelidik akademik, bagi lebih memahami tabiat dan budaya yang sedia ada dan untuk mengesyor dan meningkatkan

kualiti hidup wanita bekerja di Jeddah dengan mencari penyelesaian baharu yang akan membawa lebih banyak kepuasan, kurang tekanan, dan keseimbangan lebih baik antara kerja dan kehidupan keluarga.



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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

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## Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

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## LIST OF ABBREVIATIONS

HFS	House Furniture's Satisfaction
FV	Functional Value
EV	Emotional Value
SV	Social Value
EPV	Epistemic Value
CV	Conditional Value
LFS	Living room Furniture Satisfaction
BFS	Bedroom Furniture Satisfaction
KFS	Kitchen Furniture Satisfaction
SR	Saudi Riyal
\$	United States dollar
KMO	Kaiser-Meyer-Olkin
SD	Standard deviation
VIF	Variance inflation factor
DF	degrees of freedom
$E_i$	Random error
UPM	Universiti Putra Malaysia

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Home is the physical structure where people raise families and want to feel comfortable and safe physically, emotionally, and spiritually, away from all the distractions of the world (Handel, 2019; Liew & Din, 2020; Mashhour, 2011). In Saudi Arabia, a home is considered a symbol of individuality and self-identity within society (Almehrej, 2015). Saudis often want their homes to be different from those of their neighbour's homes. Therefore, they decorate their homes in a way that reflects their personality and satisfies their needs (Al-Otaibi, 2006; Alharkan, 2017).

The apartment is the most popular house type among Saudis nowadays (Awliya, 2017). Living in apartments has become popular among Saudi middle-class families, especially small families, newly married, or divorced families who do not need large spaces (Alharkan, 2017). This development necessitates the need to develop furniture that meets the need for this type of housing (Labib, 2019; Serrano Salazar & Aspizua Sáez, 2014). According to Akbar, (1998) and Khajehzadeh, (2017), there are some modern apartments that have at least one bedroom, kitchen, and living room. According to Haidar and Alzamil, (2019), these rooms are considered one of the basic areas used by family members inside the house, especially women, because they usually spend most of their time managing daily home activities within the interior spaces (Yuhaniz & Jusan, 2018).

Therefore, the choice of Saudi working women for the furniture used in these places is very important in helping them to carry out their home activities easily and achieve their satisfaction (Alharkan, 2017; Hareri, 2018; S. Malik & Mujahid, 2016; Shatwan, 2018).

Husein, (2020) and Velkova et al., (2019) defined furniture as a set of movable or fixed tools and materials that are placed in the house so that it becomes a livable place in which all the means of comfort that a person needs in his daily life are available. Furniture is also considered one of the functional equipment in the design and arrangement of rooms in the house that people use to enhance the comfort of life within the places where people practice in social, physical, and cultural activities (Akyüz et al., 2019; Baper & Saied, 2019; Ergüden, 2012; Haidar & Alzamil, 2019; Öztop et al., 2008).

The choice of home furniture is determined based on the activities of family members within different interior spaces such as bedrooms, living rooms, and kitchens (Mashhour, 2011). Therefore, the involvement of family members in determining the types, style, and brand of furniture is important. However, when it comes to the kitchen, important

decisions will be made by women because this is the space in the house that they have used intensively as a functional area (Charytonowicz & Latala, 2011; Mesaria et al., 2017; Patil & Rajhans, 2017). That's why women are more involved in choosing kitchen furniture than men (Yuhaniz & Jusan, 2018). It represents woman's independence and strength and symbol identity and self-expression which lead to their satisfaction with their works (Izobo-Martins & Aduwo, 2018).

Saudi Arabia enjoys a special political, economic, and social environment in which women play a unique role within the Saudi workforce (Tailassane, 2019), and that at least 56.4% of all working women have an impact on the economy of Saudi Arabia besides women's participation in the Saudi workforce that constitutes more than 65.7% (General Authority for Statistics, 2019b). The average monthly expenditure of Saudi working women amounts to about SR 9339 and this figure represents about 37.3% of the expenditure of the family sector. They usually spend their incomes on personal services, food, beverages, and housing requirements respectively (Alnsour, 2018).

Al Rajhi et al. (2012), Alsulami (2014) and Varshney (2019) stated, that the majority of Saudi women are in public sector institutions, especially in the Ministry of Education and the Ministry of Health. Although these women work full time, they still need to play their role as housewives at any time in the home (Badr, 2006; Dibaji et al., 2017). Tawfek (2019) emphasized, that women are primarily responsible for managing home activities, choosing, arranging furniture in the appropriate places according to the specified space. Since working women have very limited time due to long working hours, suitable furniture can help them reduce the time required for various activities in the house (Yuhaniz, 2016). Thus, furniture plays an essential role in a woman's happiness and well-being, besides overcoming the psychological pressures related to achieving the desired level of satisfaction with the place (Arpacı, 2014; Desmet & Pohlmeier, 2013). Another study by Khandai (2006) indicated, that the use of standard furniture in carrying out various tasks in the home by women can reduce physical stress besides overcoming the physical stresses that they might face in trying to achieve satisfaction with space. Therefore, it is important that furniture is available and used to satisfy the expectations, needs, or desires of the family, especially women.

Giese & Cote (2000), Kizito et al. (2012) and Lobasenko (2017), defined furniture customer satisfaction to be the general satisfaction that the customer feels due to the furniture product that meets the expectations of the customer besides the needs related to the purpose for which the furniture product was purchased. Satisfaction in the context of furniture selection is very important since the product might be expensive, especially sofas, wardrobes, cupboards, and beds because it might have some impact on family finance and also, this furniture will be used for a long time (Khojasteh-Khosro et al., 2020).

Since Saudi Arabia is considered a male-dominant country, many assume that all or most purchasing decisions are made by males (Almoajil & Aleid, 2014). However, Tawfiq (2019) states that the influence of Saudi women on family purchase decisions is

increasing rapidly. This may increase even as Saudi Arabia allows women to drive, as women will be able to drive themselves to and from shops without the need for a driver (SPA, 2017). Furthermore, Sahab (2019) indicated, that education and employment have given Saudi women more power in family decision-making and this has been most clearly shown in the upper-middle and upper classes.

As such, consumers need to choose affordable furniture which matches their lifestyle and is comfortable, and appropriate for its purpose, there should be enough space for the furniture, and the furniture is convenient to the needs of the family (Al-Zahrani, 2007; Alzoom et al., 2008). According to Alnsour (2018), these are all basic conditional values normally used by Saudi women to choose their furniture in the living room, bedroom, and kitchen. Sheth et al. (1991b), suggest that there are five basic consumption values that are important in consumer decision making. The five values are functional value, emotional value, social value, epistemic value, and conditional value. The study focuses on women because according to Hareri (2018) and Sahab (2019), Saudi women have more power and a greater role in the home than men and may have a greater influence in choosing and determining the furniture for the house which justifies the female sample was selected for this study.

## **1.2 Problem Statement**

Traditionally, Saudi women were working only in their home, working as full-time housewives, mothers, and nurturers for their children as well as taking the responsibility for the care of the family members (Fatani, 2008). They are responsible for maintaining the family structure and carrying out tasks such as cleaning, ironing clothes, and cooking, whereas men have been the heads of families and breadwinners (Rajkhan, 2014; Varshney, 2019).

Recently, developments in Saudi Arabia have brought increasing opportunities for women in both education and employment, thus, the family structure changed from the past as new characteristics (Kay, 2015). Based on the latest statistics from the (General Authority for Statistics, 2019b), the number of women in the Saudi employment sector rose from 13.4% in 2009 to 34.6% in 2019.

However, the role of working women in the home has not changed; they are still the house managers and those responsible for the spouse and children's care, as well as the care of old parents (Fadlallah, 2013).

House is considered one of the most important architectural space that women deal with, spend most of their time in, and enjoy as a source of comfort and privacy that gives them safety (Abdel-Latif & Mansour, 2018; Atya, 2015). Varshney (2019) stated that Saudi working women face increasingly heavy pressures, especially as many of them have gone out of the home to work, where these multiple roles, responsibilities, and activities

demand a great deal of a women's time, energy, and skills (Maryam & Saeed, 2014). As a result, many working women face problems balancing their career, family life, and household chores (Priyadarshini & Behera, 2018). To ensure that women can perform their roles effectively and efficiently, especially at home, furniture can be a helpful component because home furniture is seen as one of the basic instruments that can be used to help women in the arrangement of their houses (Al-Khairi, 2008).

Nowadays, Saudi women have become more concerned with expressing their identities and putting their personal stamp and imprints on the home environment. This is partly achieved through their involvement in the selection of furniture. Buying the perfect piece of furniture may be one of the most exciting activities for a woman and her family (Hareri, 2018). However, it can also be complex and stressful activities due to its high commitment and long-term results (Yoon et al., 2010). Therefore, one of the main challenges facing working women is how to select furniture for different rooms to suit the needs of the whole family (Atya, 2015; Hendy & Zahra, 2018), as well as to implement their home activities in the best possible way (Al-Khairi, 2008).

Thus, the whole house can be seen as an expression of the woman's personality as well as the personality of the family members in having a comfortable, quiet, and beautiful home in every aspect. Once this is established, the family can achieve a feeling of satisfaction that can subsequently affect their well-being (Awad & Eid, 2019; Hareri, 2018).

Therefore, choosing appropriate furniture is of great importance because it can lead to a sense of calm, belonging, growth, improved behaviour, and increased human interaction with the environment and others (Allahdadi, 2017).

So far, a substantial portion of the literature has focused only on the general selection of furniture by consumers without a specific focus on the views of women. Among the researchers who have discussed the general selection of furniture by consumers are (Husein, 2020; Jošt et al., 2020; Oblak et al., 2020; Oladoyin & Onwuakpa, 2019; Tawfek, 2019; Velkova et al., 2019). As well, other studies have investigated the influence of consumption values on customer satisfaction with products (Furukawa et al., 2019; Sun et al., 2020).

However, there is a scarcity of information on the consumption values that influence Saudi working women's satisfaction with furniture. In the last decade the women's role on the furniture selection has been evolved rapidly in the Middle East and in particularly in Saudi Arabia. The changes in the Saudi community and the implementation of women empowerment policy have transform Saudi women's life prospective and effect their consumption pattern and priorities. The lack of significant studies on employed women and the home environment, as well as the extent to which they are satisfied with housing furniture in the setting of Saudi Arabia, highlighted the need to analyse the important role Saudi women play in the selection of furniture for their houses. Given this study

gap, the aim of this study is to determine the consumption values that influence home furniture satisfaction among Saudi working women in their living spaces, with a focus on Jeddah's middle-class residential apartments.

### **1.3 Research Questions**

Based on the changes in the Saudi women's life and the society life style, there are many questions raised on the influence of these changes on furniture selections and satisfaction. These questions can be represented and summarised and to be addressed in this research are:

1. What are the consumption values that influence on Saudi working women's living room furniture satisfaction in Jeddah?
2. What are the consumption values that influence on Saudi working women's bedroom furniture satisfaction in Jeddah?
3. What are the consumption values that influence on Saudi working women's kitchen furniture satisfaction in Jeddah?
4. Is there any relationship between consumption values and housing furniture satisfaction?

### **1.4 Research Objectives**

This study aims to determine the influence of consumption values on housing furniture satisfaction among working women living in an apartment in Jeddah, Saudi Arabia.

#### **Specific Research Objectives**

The following are the specific objectives of this study:

1. To examine the influence of consumption values on living room furniture satisfaction.
2. To examine the influence of consumption values on bedroom furniture satisfaction.
3. To examine the influence of consumption values on kitchen furniture satisfaction among Saudi working women.
4. To determine the relationship between consumption values and housing furniture satisfaction.

## 1.5 Significance of the Study

This study examines the values that can enhance the (motivation to achieve the satisfaction) of house furniture satisfaction among working women in Saudi Arabia. The following points explain the significance of this study in terms of knowledge, theoretical and practical perspectives.

### **Practically:**

1. Those interested in furniture design may also find this useful, including the marketing departments of furniture manufacturers, market retailers, and designers. This can be achieved by creating target markets for furniture firms to increase their sales potential as well as customer satisfaction regarding the quality of the products.
2. This study will help working women in Saudi Arabia, as well as other housewives, in decision-making when buying furniture in accordance with their consumption values and correlate that later to achieve satisfaction with their decision on the furniture bought.
3. This study could assist policy-making to conduct research-based decisions in the preparation, development and implementation of programs and applications that help working women choose the best furniture for their house to best suit their home activities and lifestyle, based on their consumption values and relationship to satisfaction with home furniture.

### **Theoretically:**

1. This study is likely to provide beneficial research study tools for other researchers who want to examine consumption values and their influence on housing furniture satisfaction among Saudi working women.
2. Reaching recommendations that may be the beginning of new research in this field and maybe realistic solutions to face the problems related to how to choose and purchase furniture and coordinate it according to limited spaces and the extent of its impact on the working women satisfaction. This study could also help in giving the possibility of helping working women in Saudi to be more efficient and effective in doing the housing chores because there are still expected to do all the housing chores even after coming back from works.
3. The research dealt with an important segment of society, namely the working woman. Many studies have proven that women are among the most targeted for purchasing in general, especially furniture.

## **1.6 Scope of the Study**

In relation to the research questions, this section highlights parameters or mapping the boundary of this study. The study will be limited to working wives in Jeddah due to the following reasons:

1. Unlike other reigns and cities in Saudi Arabia, Jeddah govern has a well-established data base and information resources, as well as the society in Jeddah is less conservative than others. Therefore, Jeddah has been chosen due to the availability and ease of accessibility to the required data.
2. Only Saudi working women who are living in an apartment is eligible to participate in the study.

## **1.7 Definition of Terms**

### **1.7.1 Housing Furniture Satisfaction**

Conceptual definition: Giese & Cote (2000), Kizito et al. (2012) and Lobasenko (2017), defined consumer satisfaction with furniture as “the overall contentment felt by the consumer as a result of a furniture product fulfilling the consumers’ expectations and needs in relation to the purpose for which the furniture product was purchased”

Operational definition: In the context of this study satisfaction is working women’s feeling of happiness or disappointment resulting from comparing the perceived performance of home furniture to meet their desires, expectations and needs.

### **1.7.2 Furniture**

Conceptual definition: Furniture has been described as a set of tools and materials moving or fixed that is placed in the house so that it becomes a liveable place, in which all the comforts that a person needs in his daily life are available, in addition to helping him to save time and effort (Husein, 2020; Velkova et al., 2019).

Operational definition: In this study, this refers to any movable furniture pieces in various rooms including the kitchen, living room, and bedroom that assist women in various purposes besides provides comfort in their day to day lives. The study focus on the movable Furniture as these pieces are highly changed with in short periods and mostly replaced.



### **1.7.3 Apartment**

Conceptual definition: An apartment is a room or suite of rooms designed as a residence located in a building occupied by more than one household apartment that can be mid to high-rise (Yuhaniz, 2016).

Operational definition: The apartment in this study refer to the apartment for rental and ownership is located in Jeddah, which has at least two bedrooms and space composed of two separate living rooms. As well as have a kitchen and two or three bathrooms.

### **1.7.4 Consumption Values**

Conceptual definition: it is based on the customer decision or choice whether to buy or not to buy, to choose between two products or to choose one particular brand over another and suggested five dimensions of value namely functional, emotional, social, epistemic, and conditional values (Sheth et al., 1991a, 1991b).

Operational definition: Consumption values referred to the general home furniture utility assessment by the working women depending on what is provided and what is given perceptions and may be viewed from the functional, emotional, social, epistemic, and conditional values.

## **1.8 Organization of Thesis**

This chapter attempted to describe the background to the research. It started with the introduction, problem statement, objectives and questions, hypothesis, significance, scope and limitations and definitions of key terms. It will expect that the responses could possibly make to new knowledge on the relationship of this study and the findings on the human ecology field, to build up a deep understanding of how to choose and purchase furniture, and coordinate it according to limited spaces and the extent of its influence on the satisfaction of Saudi working women. Taken together, this chapter explores the background and proposes the objectives and questions to guide the study.

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