

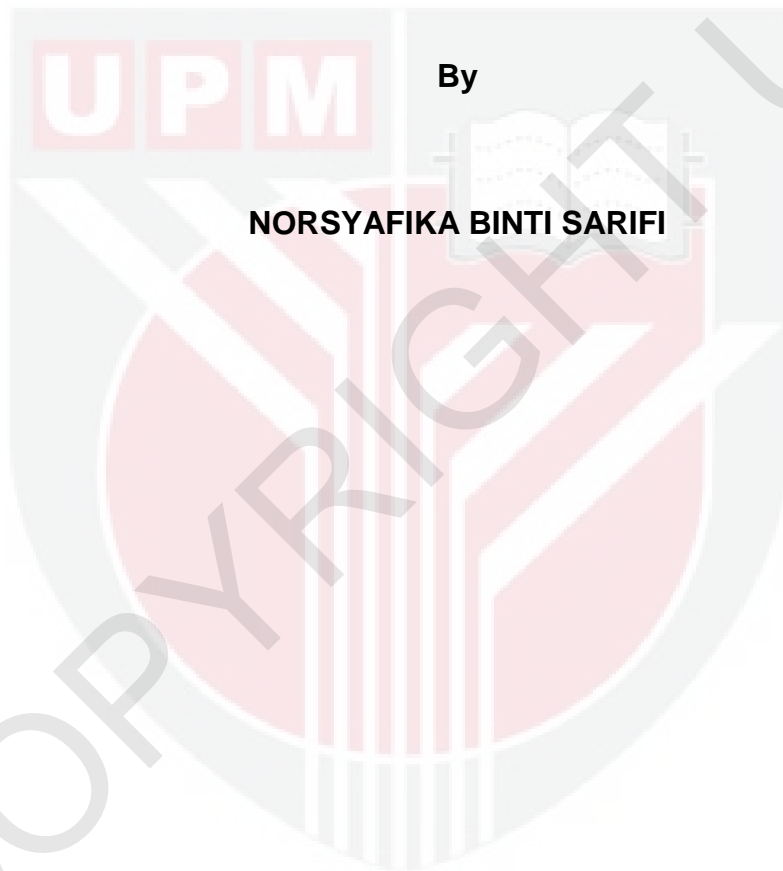


***PERCEPTION ON QUALITY OF WOODEN FURNITURE ITEM AMONG
CONSUMERS IN BALING, KEDAH***

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**PERCEPTION ON QUALITY OF WOODEN FURNITURE ITEM AMONG
CONSUMERS IN BALING, KEDAH**



**A Project Report Submitted in Partial Fulfillment of the Requirments for
the Degree of Bachelor of Wood Science and Technology in the
Faculty of Forestry
Universiti Putra Malaysia**

2019

DEDICATION

For my beloved family:

Sarifi Bin Rahmat

Wariyah Binti Mursidi

Also my siblings.

To my supervisor,

Prof. Madya. Dr. Shukri Bin Mohamed

To all my friends,

All residents in Baling, Kedah had answer my questionnaire

Thank you for your encouragements supports

And the cooperation that you have given.

Thank you for everything. May Allah Bless All of us.

ABSTRACT

This study was carried out to identify perceptions on quality and to determine the characteristics of wood furniture that affect consumers' purchases as the basis of their views on wooden furniture at home. A total of 210 respondents among men and women who answered this questionnaire. This study determines whether consumers' perceptions of wood furniture are important for consumers in the use of wood furniture in terms of value, brand, a material used, and design of the furniture, how it is manufactured, and whether the furniture is easy to repair, durable and affordable. In consumer's perception, the materials used are important the purchase of wooden furniture. In addition, this study also defines the characteristics of the quality of wood furniture from the user's perspective. The result this study released that the quality of the wooden furniture is the most is considered by the respondents when they want to buy furniture. Even though the price is more expensive than others type of furniture.

ABSTRAK

Kajian ini dijalankan untuk mengenal pasti persepsi tentang kualiti dan menentukan ciri-ciri perabot kayu yang mempengaruhi pembelian pengguna sebagai asas pandangan mereka terhadap perabot kayu di rumah. Sejumlah 210 responden di kalangan lelaki dan wanita yang menjawab soal selidik ini. Kajian ini menentukan sama ada persepsi pengguna terhadap perabot kayu adalah penting bagi pengguna dalam penggunaan perabot kayu dari segi nilai, jenama, bahan yang digunakan, dan reka bentuk perabot, bagaimana ia dihasilkan, dan sama ada perabot mudah dibaiki, tahan lama dan berpatutan. Dalam persepsi pengguna, bahan yang digunakan adalah penting pembelian perabot kayu. Di samping itu, kajian ini juga mendefinisikan ciri-ciri kualiti perabot kayu daripada perspektif pengguna. Hasil kajian ini membebaskan bahawa kualiti perabot kayu paling banyak dianggap oleh responden apabila mereka ingin membeli perabot. Walaupun harganya lebih mahal daripada jenis perabot lain.

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APPROVAL SHEET

I certify that this research project report entitled “Perception of Quality of Wooden Furniture Item among Consumers in Baling, Kedah” by Norsyafika Sarifi has been examined and approved as a fulfillment of the requirements for the Degree of Bachelor Wood Science and Technology in the Faculty of Forestry, Universiti Putra Malaysia.

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TABLE OF CONTENTS

	Pages
DEDICATION	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
APPROVAL SHEET	vi
TABLE OF CONTENTS	vii
LIST OF TABLE	xi
LIST OF FIGURES	x
CHAPTER	
1. INTRODUCTION	
1.0 General backgrounds	1
1.1 Problem statement	3
1.2 Main Objective	5
1.2.1 Specific Objectives	5
2. LITERATURE REVIEW	
2.0 Introduction	6
2.1 Overview of the Malaysian Furniture Industry	7
2.2 Perceived product quality	8
2.3 Perceived quality in wood products	9
2.4 Perceived product quality, value and price	11
2.5 Customer perspective of the product quality	12
2.6 The product from a customer perspective	13
2.6.1 The tangible product	14
2.6.2 The intangibles attributes	15
3. METHODOLOGY	
3.0 Introduction	16
3.1 Survey instrument	17
3.2 Questionnaire design	18
3.3 Data analysis methods	19
3.3.1 Descriptive statistics	19
4. RESULT AND DISCUSSION	
4.0 Introduction	20
4.1 Demographic of respondent	20
4.2 Respondent's perception of quality attribute for wooden furniture	24
4.3 Important attributes in purchase decision making	26

5. CONCLUSION AND RECOMMENDATIONS	
5.0 Conclusion	28
5.1 Recommendation	29
5.2 Limitation of the study	29
REFERENCES	30
APPENDICES	
Appendix A : Questionnaire	34
Appendix B : Figures of respondent	38



LIST OF TABLE

	Page
Table 4.1 Demographic background of respondent	21



LIST OF FIGURES

	Page
Figure 3.1: District of Baling, Kedah.	16
Figure 3.2: Part in district of Baling.	17
Figure 4.1: Important product features related to the quality of wooden furniture (%).	24
Figure 4.2: Important attributes of wooden furniture in purchase decision making. (%)	26



CHAPTER 1

INTRODUCTION

1.0 General Background

As many industry sectors mature, having a competitive advantage through the provision of high-quality product or service is an increasingly important weapon in business survival (Patterson et al., 1997). The boom in the modern housing and cottage industry has been and continues to drive the demand for quality furniture (Schuler and Buehlmann, 2003). The wooden furniture industry has certainly not been exempted from increased competition or rising consumer expectations of quality. World over, the growth in consumer populations and incomes has raised the demand for quality furniture.

To serve the high demand, furniture industrialists worldwide are operating under stiff competition in the attempt to own the largest share in the market (Bumgardner et al., 2004). In Europe and USA for example, the majority of furniture producing firms are now focusing on consumer-oriented marketing as a strategy of maintaining a reasonably big percentage of satisfied consumers (Ozanne et al., 2003). In addition, many furniture producing firms are investing in developing satisfaction indices for their consumers in order to monitor quality and manage competition (Bumgardner et al., 2004).

Today, the steady growth in the economy has resulted in growth in per capita income and there is a growing transition from low to middle-income populations (MFPED, 2006). With the growth in income, furniture has increasingly become a high-value asset and an indicator of social class in many urban homes in Uganda. For this reason, the demand for quality furniture has grown tremendously over the last 5 years. As the demand for quality furniture continues to grow, the market is greatly expanding too, and attracting many foreign companies from Malaysia, South Africa, and China who are now doing furniture business in the country.

The entry of large-scale foreign producers is, however, progressively making the market very competitive for the domestic small-scale producer. The reason is that foreign companies use advanced technology production systems that emphasize on high value-added, especially in the area of modern design and finish.

Furthermore, the furniture companies have raised their competition stake by offering a one-stop furniture shopping experience for their consumers. They do by selling a wide assortment of household furniture together with complementary products such as interior design and artwork which the majority of small-scale domestic producers cannot afford. The challenge facing the small-scale artisans is how to position them in order to capture and sustain the biggest share of the market especially for the middle-income consumer segments.

1.1 Problem Statement

The furniture industry in Malaysia plays a vital role in stabilizing the economy. The growth rate of this industry was significant that Malaysia has recorded a high growth ever since the industry was introduced commercially in Malaysia. Malaysia even became one of the major competitors after Indonesia and Thailand and furniture products produced by Malaysia were exported around the world. Kzito et al. (2012) studies the potential for furniture export is still limited to the large part of the domestic industry. Today, most furniture is made with ash, pine, gum, fir, and other inexpensive woods that are mostly used for hidden parts.

The perception quality on wooden furniture manufacturers to making strategies customer's need and increase sale revenue. Viewed from an economist's perspective, this information can show the actual requirements of their consumers because they can only satisfy needs to the extent of their knowledge of these needs. Therefore, local furniture producers need better insight into product-customer linkages for the development of their sale strategies.. By being able to identify the type of wood or woods used for furniture can help the consumer to determine the real value of wooden furniture.

In the study also evaluates demographic profiles of a consumer. This information can help in both marketing and production so as to maintain a large portion perception of consumers and for in the long term improved production of wooden furniture.

This information is useful to fill up the gaps in both marketing and production so that to maintain a large portion of perception on quality of wooden furniture for item among consumers and in the long run to improved production efficiency by the furniture factories, therefore the quality of furniture must be better



1.2 Main Objective

The main objective of this study is to generate information about the perception on quality of wooden furniture item among consumers that can be used to improve the market and production efficiency of wooden furniture in Baling, Kedah.

1.2.1 Specific Objectives

- To determine whether quality of the wooden furniture is an important purchase attribute for the consumers.
- To determine other attributes of characteristic of wooden furniture to be considered by the consumers.

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