



***CONSUMER'S SATISFACTION ON THE USE OF WOODEN FURNITURE IN
BALING, KEDAH***

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**CONSUMER'S SATISFACTION ON THE USE OF WOODEN FURNITURE
IN BALING, KEDAH**

By

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**A Project Report Submitted in Partial Fulfillment of the Requirements
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DEDICATION

To my family.

To all my friends,

Thank you for your encouragements support and the sacrifices that you have given.

Last but not least.

I dedicated this dissertation to my parents, who has encouraged me, helped and give so much support during conduction this research and in my study.

Thank you for everything. May Allah bless all of us.

ABSTRACT

A study was undertaken to identify the level of consumer satisfaction and to determine the factors that influence the consumers to purchase wooden furniture in Kedah. The questionnaire was randomly distributed to the respondents around the district of baling using a simple sampling method. As a result of this study, 156 out of 209 respondents like to use the wooden furniture. Most of the respondents are satisfied with the dining set and living room set with the factors of reasonable price, durable and good quality. Although there had are unsatisfied respondents with the furniture after they purchased furniture, they still choose to buy other furniture in the same place and shop. Price is an important criterion for respondents with low monthly income and only 34 respondents with high income.



ABSTRAK

Satu kajian telah dijalankan untuk mengenalpasti tahap kepuasan pengguna dan menentukan factor-faktor yang mempengaruhi pengguna untuk membeli perabot kayu di Kedah. Soal selidik diedarkan secara rawak kepada responden di sekitar daerah baling dengan menggunakan kaedah pensempelan mudah. Hasil daripada kajian ini, seramai 156 daripada 209 responden yang menyukai perabot kayu. Kebanyakan responden berpuas hati dengan set ruang makan dan set ruang tamu dengan factor-faktor yang seperti harga yang berpatutan, tahan lama dan kualiti yang baik. Walaubagaimanapun, ada pengguna yang tidak berpuashati dengan perabot yang dibeli, mereka tetap memilih untuk membeli perabot lain di tempat dan kedai yang sama. Harga adalah kriteria yang penting bagi responden yang mempunyai pendapatan bulanan yang rendah dan hanya 34 responden yang mempunyai pendapatan yang tinggi.

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APPROVAL SHEET

I certify that this research project report entitled “Consumer's Satisfaction on the Use of Wooden Furniture in Baling, Kedah” by Ainun Syahira Binti Rosli has been examined and approved as a partial fulfillment of the requirement for the degree of Bachelor of Wood Science and Technology in the Faculty of Forestry, Universiti Putra Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 Background

Wood Industries is one of the major revenue contributors to the country's economy. Malaysian furniture manufacturers produce a wide range of furniture from office, kitchen, bedroom, dining room, occasional, living room and upholstered furniture/sofa, outdoor and garden furniture. They are using rubber wood, tropical wood, rattan, metal, fabrics, plastic, glass, marble and composite materials. The furniture manufacturers are located mainly in Johor and Selangor. To further enhance the furniture industry, there has established a Muar Furniture Park. According to Anon (2005) Malaysia exports less than US\$2.5 billion (RM9.77 billion) worth of furniture which is 79.5% were wooden furniture, compared with 6.9% of metal furniture.

Wooden Furniture is furniture that should be in or outside houses. This wooden furniture was use in various ways. Every house, there should have a furniture. This furniture usually made from various type of semi wood product such as solid wood, plywood, medium density fiberboard (MDF) and others. Wooden furniture was selected because of people definitely familiar with this product. It is important to realize that the furniture sector in Malaysia strongly features in the socioeconomic equation of many countries throughout the world, particularly in Asia (Ratnasingam & Loras, 2005).

In general, furniture production forms part of the active downstream value chain activities of the larger wood-based product industry, which comprises sawn timber, panel products, moulding and joinery. The furniture industry is a huge global business that has grown rapidly in the past three decades (Boon & Thiruchelvam, 2011). Rich of timber resources that help thrived in Malaysia's furniture industry. With the support of the huge upstream forestry, logging and sawmilling industries, this has contributed positively to the success of the downstream wood processing sector. Malaysia is a large producer and exporter of wooden furniture (Ratnasingam & Wagner, 2009).

Further, furniture has evolved to become a fashion, and as merchandise, potential customers expect it to offer aesthetic appeal, structural strength, and performance reliability together with other intangible values before it is purchased. Although wood has been the traditional furniture making the raw material, other non-wood materials such as plastic, metal, etc. have emerged as strong alternative furniture-making raw materials in the marketplace (Ratnasingam, 2003).

However, according to Aiyeloja et al., (2014) the wood furniture industries have been identified as a veritable tool in poverty alleviation, because of their potency in revenue generation, job creation, investment attraction and creation of the market for local products. As wooden furniture sector develops, it creates employment, generates a trained work-force, and

contributes to the development of physical and institutional infrastructure (Anon, 2005).

In addition, many furniture producing firms are investing in developing satisfaction indices for their consumers in order to monitor quality and manage competition. Tremendous research is also going on especially in the domain of modern furniture design emphasizing value addition and increased utility of furniture products (Biggsby & Ozanne, 2005).

The customer satisfaction was important in the wood industry to increase the economy of the country. Somehow customer satisfaction normally used in marketing very long time ago. It is a measure of how products and services that were bought by a company meet or better customer expectation. Customer satisfaction also was defined as "the number of customers, or percentage of total customers use it, whose reported familiarity with a firm, its products, or its services (ratings) tops detailed satisfaction aims (Gilbert et al., 1982). Consumer satisfaction is important in the marketing industry to increase their productivity and sales. The satisfaction is closely related to industry sustainable development (Kizito et al., 2012).

1.2 Problem statement

The Malaysian furniture industry has been on a stable increase since 1998. There are an estimated 750 furniture manufacturing and export companies in Malaysia, with another 1,500 smaller concerns playing a supporting role. Under the government's second Master Plan (1996–2005), the Malaysian furniture industry has been identified as a “target industry” and is now one of the new growth sectors of the economy (Adis, 2010).

Kzito et al., (2012) studies the potential for furniture export is still limited to the large part of the domestic industry. This is because domestic furniture production is still characterized by semi-skilled labor, use of low to medium technologies and inappropriate use of timber resources and all these factors compromise the quality of products produced.

Understanding consumer's satisfaction will help government and furniture manufacturers to develop a strategic plan or making strategies to satisfy customer's need and increase sale revenue and market share over other competitors. 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 competitive strategies (Adis, 2010).

In this study, the level influence factors toward wooden furniture are very important. 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 of consumers satisfied and in the long term improved production of wooden furniture.

To fill the gap therefore, this study identify consumers' satisfaction on wooden furniture produced by the furniture factories. The study also determines the influence factors for purchasing 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 consumers satisfied and in the long run to improved production efficiency by the furniture factories, therefore the quality of furniture must be better.

1.3 Main Objective

The main objective of this study is to generate information about consumer's satisfaction that can be used to improve the market competitiveness and production efficiency of wooden furniture in Baling, Kedah.

1.3.1 Specific Objectives

The specific objectives of the study are as follow :

1. To identify the level of satisfaction among consumer after purchasing wooden furniture in Baling, Kedah.
2. To determine the influence factors of consumer's satisfaction on wooden furniture in Baling, Kedah

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