

## **EVALUATING EFFECT OF SOCIAL FACTORS AFFECTING CONSUMER BEHAVIOR IN PURCHASING HOME FURNISHING PRODUCTS IN JORDAN**

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**ABSTRACT:** *The present study examined the impact of social factors on consumer behavior in evaluative criteria of the purchased home furnishing in Amman (Jordan). In the literature, there are a few previous studies which have explored the topics on consumer behavior and home furniture industry in Jordan. Furthermore, the objective of this study is to investigate of purchasing behavior of home furniture consumers in Jordan. This study then will evaluate the factors that have influences on furniture purchasing decision process. The findings will allow the researcher to be able to recommend to Jordan furniture manufacturers and retailers. Also, questionnaires were distributed and self-administered to 400 respondents. Descriptive analysis, factors analysis, test of reliability, correlation test, and regression analysis were used in this study. The study results demonstrated that there is a positive and significant relationship between reference group, family, price, quality, color, and purchasing decision. In addition, implications of this work and directions for future research are discussed.*

**KEYWORDS:** Consumer Behavior, Reference Group, Family, Price, Quality, Furniture,

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### **INTRODUCTION**

Of the primary principles governing the current competitive market is consumer orientation. Nowadays, the competitive market forced producers to produce goods based on consumer wants and needs (Tafler, 2004; Yu, & Wu, 2007). This research of consumer purchase behavior, which is briefly called consumer behavior, provides information about consumer and his/her consumption patterns (Nesai, 2009; Kemerly, 2012). Firms can maintain to survive life it can supply consumer needs and demands with a comprehensive understanding of them. This demonstrates the significance of studying consumer behavior (Hawkins et al, 2006). Therefore, this requires understanding consumer behavior which is not so simple. Consumers may not know their own deeper inner motivation or they may react to affecting factors in the last moment and simply change their mind. However, marketers should consider their customers' requests, intakes and buying behaviors (Kotler, 2009; Solomon, 2009). Furthermore, buying behavior of individuals is frequently unconsciously affected by some factors. One of these factors is social factors. Social factors play a vital role in the decision of buying certain products, including the most sensitive products such as home furnishing. Home furnishing production has an important role in the lives of people. At present competitive world opportunity of survival of an institution is related to continually providing its customers' satisfaction and to attract their loyalty. Knowing the factors

that unconsciously impact the decision to purchase something can have positive effects impacts on supplying the customers with better products. Variety in home furnishing production persuades the buyer and customer to make a selection. Moreover, home furnishings are frequently very important purchases for consumers (Csikszentmihalyi & Rochberg-Halton, 1981). Additionally, Home furnishings are an important part of consumer expenditures because they are used for more than just their practical functions in the home. Home furnishings are also used to express a person's identity, or a "family self" in cases of more than one person living in the home (Belk, 1988). Finally, the home furnishings purchasing decisions that are made affect not only the consumer and the seller but also the supplier, designer, and other industries that provide materials or products for the end use of the home furnishing product. Currently little is known about what factors influence furniture choice. This lack of knowledge affects not only the consumer but also the industry. For example, consumers may not find what they desire when shopping for home furnishings while the home furnishings industry is challenged with not having a good understanding of consumers' tastes and priorities. Buyers' excitement in shopping for furniture that will meet their emotional and financial needs and expectations can be challenged when they consider their purchasing criteria. It has been found that such factors as price, quality, color, and current stage of family lifecycle, reference group are all important buying considerations in the purchasing of home furnishings (Yoon et al., 2009).

### **Problem Statement**

During the previous few decades, doing business has been highly competitive globally including Jordan furniture industry; the customers have a great deal of diverse selections and options to decide on. Customers play an important role as they are the ones who are directly involved in the final buying of products or services. Majority of customers today are more informed, more knowledgeable, more demanding, more perceptive than ever before. In Jordan furniture industry, for example, companies thus have forced to find their consumer's needs and wants by learning and understanding their consumer behavior in order to make them buy so as to earn revenue and to survive in the market. Companies then have to provide new products or services for consumer satisfaction. As a result, the understanding of consumer behavior is vital to succeed in the business. The better the company understand the consumer's behavior, the more sales it can generate. In contrast, vague understanding of consumer habit makes the company hardly compete with other rivals and this occurrence might force company to withdraw from the market.

### **LITERATURE REVIEW**

Review of the home furnishings literature yielded limited studies involving assessment criteria. Prior studies have found that the most important factors affecting consumer's purchase in Jordan furniture which consists of quality, price, reference group, color, and family (Farah, 2013). Similarly, Yoon and Cho (2009) found that there are eight possible factors influence the consideration of furniture choices which are style, color, price, and construction quality, ease of maintenance, comfort, material, and matching with other items.

### **Consumer Behavior in Furniture Market**

One of the main factors that help a company to formulate effective marketing strategies is the knowledge of their customers and market through focusing on their customers, learning more

about the market and construction a good relationship between brands and customers (Chaipornmetta, 2010, Soloman, 1999). Furthermore, consumer behavior is the regulation that combines factors from psychology, sociology, anthropology and economics, which attempts to understand the buyer decision-making process individually and in groups (Dodoo, 2007). However, there is no consensus with regard to the definition of consumer behavior and its measurement (Chen, 2013). Hawkins et al., 2001, and Peter, 2010, consumer behavior are defined as the processes individuals adopt to choose products and services in order to satisfy their needs and also the influences that these processes have on the consumer and the whole society. Similarly, as Belch and Belch (2007) indicate, consumer behavior is taken as the activities that people participate in before and after purchasing products or services so as to fulfill their needs and desires. Furthermore, studying consumer behavior includes the study of what to buy, how to buy, where to buy and why people are buying (Dadfor, 2009, Chen, 2013). In addition, Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the affect that these processes have on the consumer and society (Kuester, 2012). Recently, Recognition of factors influencing customer's buying decisions is one of the aspects that marketers are trying to identify in order to understand the interests and demands of their customers and address them. Making his decision, the buyer considers numerous factors classified in two categories. In numerous authentic marketing texts, these factors are categorized generally as: social factors, and characteristics of home furnishing products. Although marketers cannot influence several of these factors, identifying these factors is important to identify potential buyers and make products to meet these needs. Each of these factors has a special dimension. Furthermore, social factors play a special role in the decision of the buyer's purchase (Kotler and Armstrong, 2006).

## **SOCIAL FACTORS AFFECTING CONSUMER'S PURCHASE IN FURNITURE**

### **Reference group**

Reference group can be defined as any person or group of people who significantly influences an individual's behavior (Sakpichaisa, 2012). The beliefs, values, attitudes, behaviors, and norms of the group are perceived to have relation upon the assessment, behaviors, and aspirations of another individual (Eva, & Judit, 2010). In addition to, Individuals may be involved in numerous different types of groups. Furthermore, reference groups have potential in forming a person attitude or behavior. The effect of reference groups varies across products and brands (Sakpichaisa, 2012, Chaipornmetta, 2010). Similarly, reference groups and can be of any size and may be tangible or intangible. Moreover, individuals' behavior is strongly influenced through numerous groups. Individuals reference group are those groups that have a direct or indirect influence on the person's attitudes or behavior. Group having a direct influence on a person are called membership group. These are group to which the person belongs and interacts. Some are primary groups. With which there is fairly continuous interaction, such as family, friends, neighbors, and co-workers (Katherine, 2010). Finally, Reference group's member may be from the similar or diverse social classes, subcultures, and even cultures. Opinion leaders of each group exert influence on people within a reference group because of special skills, knowledge, personality, or other characteristics (Peter, & Olson, 2009). Consequently, manufacturers of any products or brands seek to identify opinion leaders among group members and figure out how to reach opinion leaders so as to have direct marketing resources toward them. Finally, Thanyamon (2012) explored the factors that

affect consumer purchasing decision, and one of these factors was Reference groups. Based on these empirical findings, the first hypothesis to be tested is:

Hypothesis 1: There is a significant positive relationship between reference group and consumer purchasing decision

### **Family**

A family is two or more people living together who are related by blood or marriage. It is a part of a household which consists of individuals living singly or together with others in a residential unit (Durmaz, & Sebastian, 2012). Similarly, the family forming one of the most significant influences on consumer decision making constitutes one of the most vital influences on consumer decision making (Dadfar, 2009; Tenda et al., 2012; Cotte & Wood, 2004; O'Malley & Prothero, 2007; Hamilton, 2009). Tenda et al., (2012) built a model outlining family purchase decision making, viewing it as a form of decision making involving numerous players assuming diverse roles. Furthermore, Family members, is considered the fundamental structure of the initial Reference Group, have a great impact on purchase behavior (Thomson et al., 2007). In everybody's life, two kinds of families may be formed. The first type is a family in which someone is born and grows and religion, politics, economics and education of that individual depends directly on that family. The second type of family in which the buyer's behavior is affected contains children and people under supervision (Venous et al., 2007). Then, Family has a special place in a community. In fact it is a fundamental social unit. Norms and senses that stabilize the family increase their references from the inclusive society which is an ideal source of community and family stability. Finally, family is a considered sub-group of society and at the same time implies a vital economic unit. Family is a comprehensive and multifaceted purchasing organization that encompasses the needs of two generations or more. Purchasing behavior will be affected by the nature of family and its responsibilities may create a range of reverse demands for goods and services. The style of the family life determines its place in the society. Numerous researchers studied the effect of social factors on individual and family consumption patterns (Sakpichaisakul, 2012). Thus, we hypothesize that:

Hypothesis 2: There is a significant positive relationship between family and consumer purchasing decision

### **Evaluative Criteria of the purchasing home furnishing products**

Consumers through nature, whether intentionally or unintentionally, formally or informally, often make decisions based on overall attitude toward the product or service, on affect, or to minimize effort or negative emotion (Hawkins, Mothersbaugh, & Best, 2007). Furthermore, Oftentimes consumers of specific brands will refer to past experiences about a product, while first-time buyers will construct a criteria set to be used in alternative evaluations (Blackwell, Miniard, & Engel, 2001). But, these criteria may be related to any of a variety of benefits associated with a purchase alternative (i.e., product or service) (Williams, 2002). Finally, studies carried out by Bennington (2002), and Burned (2009), addressed five key evaluative criteria used by customers when shopping for and purchasing case goods: quality, style, overall appearance, color and species of wood and relative value. As discussed below, these three attributes will be included and analyzed in the present study.

### **Price**

Price is one of the most significant factors regarding by customers when making furniture purchasing according to the author's study. Furniture industry has a wide range of customers from low income to high income. Consequently, set up multiple price range of furniture products is recommended to retailers in order to respond to diverse customers' needs. In relation to the prior product section, manufacturing furniture in set can also reduce cost with economy of scale due to mass production. Thus, lower price can be set by the retailers (Thanyaman, 2012, Chaipornmetta, 2010). Furthermore, Price has been found to have a direct relation to consumer preference of home furnishings goods (Drlickova, et al., 1999; Ozanne & Smith, 1996, Burnsed, 2009). Although previous studies has recognized price as one of the main factors that consumers use in the assessment criteria of home furnishings case goods, it has not been found to be the most significant attribute (Drlickova, et al., 1999; Ozanne & Smith, 1996; Wang, Shi, & Chan-Halbrendt, 2004, Burnsed, 2009) Instead, past research has identified design/style, color to be the most significant attribute (Wang, Shi, & Chan-Halbrendt, 2004). Finally, Pricing has played a vital role in consumer purchasing behavior and decision making process (Pandey, & Dixit, 2011; Cavusgil, 1996, Theodosion, 2000). For international markets, pricing is one of the most vital fundamentals of marketing product mix, generates cash and determines a company's survival (Yaprak, 2001). Thus, we hypothesize that:

Hypothesis 3: There is a significant positive relationship between price and consumer purchasing decision

### **Color**

The phenomenon of color at present in all directions of different sciences such as physics, optics, engineering and quality and also it is situated between the art and science (Chaipornmetta, 2012, Anonymous, 2008). Furthermore, color can use the furniture items more interesting and attractive to buyers. Also, color organization depends on the space structure, deliberation on the objectiveness and functionality of the furniture. It is wise and judicious choice to reflect the age, sex, personality and lifestyle of the people living in it and can make the room comfortable. Relaxation and spirit relies strongly on the pleasant color management. Cool color type of furniture such as pink, blue, green, silver, grey, white and natural shades will suit bright room. In contrast, warm color type of furniture such as red, red violet, yellow, black, brown and orange is suitable for a dull room (Solomon, 2009, Buehlmann et al., 2006). Finally color analysis constitutes one of the areas of marketing about consumers' choice in dissimilar cultures and its perception of colors (Thanyamon, 2012, Dadfar, 2009). Therefore,

Hypothesis 4: There is a significant positive relationship between color and consumer purchasing decision

### **Quality**

Quality has been linked to superiority, refinement, and excellence and included in several assessment standard sets of products (Destiny, 2012, Goldsmithetal, 2005; Zeithaml, 1988) and services (Zeithaml, 1996; Yunus et al, 2009, Zabkar et al., 2010). Zeithaml (1988, 1996) categorized quality in to two categories: objective and perceived. Objective quality describe the actual technical superiority or excellence of a product, while perceived quality is the consumer's

judgment about the superiority or excellence of a product (Zeithaml, 1988). There are numerous definitions for the term Quality defined through different authors. "Quality can be defined broadly as superiority or excellence" (Zeithaml, 1988). In literature, the issue on how the service quality should be measured has been discussed by Yoo, et al., 2010, Yu et al., 2010. The prior studies suggest that quality is not perceived as a one-dimensional concept by customer. But also there is no agreement about how to access the service quality (Tong et al., 2009). Furthermore, quality is a significant standard to consider buying a perfect furniture piece. The value of product relies on the skills. The products made by skillful labor not only will result in the stylish-neat products but also their durability (Rust et al., 2000). Finally, For home furnishings case goods, the perceived quality assessment criteria consists of external surface construction, type of wood, types of construction joints, and overall construction details (Epperson, 2005; Brinberg et al., 2007). Thus, we hypothesize that:

Hypothesis 5: There is a significant positive relationship between quality and consumer purchasing decision

## **THEORETICAL FRAMEWORK**

A theoretical framework is a collection of interrelated concepts which guides the research, determining what things will be measured, and what relationships will be sought in the data (Borgatti, 1999). Nachmias and Nachmias (1996) note that a theoretical framework is a representation of fact, narrates vividly the aspects (variables) of the real world the scholars treats to be relevant to the problem and examines the vital relationship among them. The framework of the present study addresses independent variables that include reference groups, family, price, color, quality. The framework also considers consumer purchasing decision as a dependent variable. Based on our literature review and research problem, we develop an integrate framework that is presented in Figure 1. In addition, the variables in framework adopted for this study consist reference groups (Thanyamon, 2012), family (Chen, 2013), price (Burnsed, 2009), color (Chairpornmeth, 2010), quality (Zeithaml, 1996; Burnsed, 2009), and consumer purchasing behavior by (Destiny, 2012). Furthermore, the proposed framework that incorporates the variables to be studied is illustrated in Figure 1.

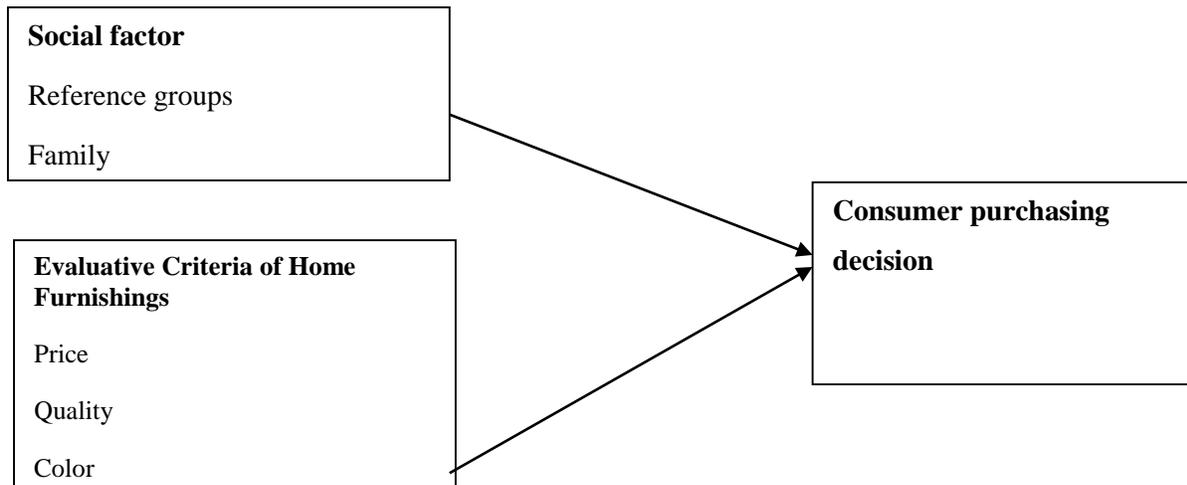


Figure 1: Theoretical Framework

## METHODOLOGICAL APPROACH

In this study, the researcher used quantitative research method, involving the distribution of questionnaires as the main technique of data distribution. The objective of a quantitative research is to examine the relationship between one factor (a dependent variable) and another (an independent variable) in a population designed for either descriptive (subjects usually measured once) or experimental (subjects measured before and after a treatment). Furthermore, quantitative research tries to quantify relationships between variables featured in this study like reference groups, family, price, color, quality, and consumer purchasing behavior.

### Research Design

The study used both primary data and secondary data to get essential information. The main sources of primary data are qualitative research. The study purpose is to understand consumer behaviors, or to test the assumptions about customer behavior. Thus, survey study is selected as a method for gathering information for the quantitative analysis. With the appropriate analyzed significance of each variable association will be provided. Because the objective of the survey is to understand buying behavior and consumption pattern of furniture, survey questions are developed into three sections. The first section contains questions regarding types of consumer buying behavior in home furnishing (part 1). The second section contains questions regarding independent variables (part 2). The third section focuses on Demographic profile.

### Population and Sample

Amman is the capital city of Jordan and the city with population of more than 4 million people. This size of population makes Amman the biggest market for furniture product in Jordan. The survey will focus on Amman area. Thus, target respondents of this survey are mainly Amman residents. In addition, there were 400 questionnaires distributed to one City in Jordan, located at the Middle. However, only 350 were completed as usable questionnaires and were used for data analysis in this research. According to Sekaran (2003), 350 responses are considered as an

acceptable number for researchers to proceed with data analysis. Finally, In this case, the sample random sampling method was used, which means each individual is chosen randomly and each people has the same probability of being chosen (Hair, 2008).

### **Data Collection Method**

Self-administered questionnaires were used for data collection from consumers (Amman) in Jordan. After identifying all the respondents, this study involved to distribute the questionnaires. The researcher intercepted personally the respondents in the selected consumers and it took two months to complete the collection process. The structure of the questionnaire is clear, easy to understand, and straightforward to ensure that the consumers could answer the questions with ease.

### **Research Instrument**

A survey questionnaire is utilized in this study in order to develop an understanding of respondents' purchase behavior through quantitative data. Since the target respondents are Amman residents, the survey is translated into Arabic language before distribution, and divide into six sections: consumer purchasing behavior, reference groups, family, price, color, and quality, included items on demographic details of respondents. Therefore, this study used a Likert scale to measure responses since this scale is widely used in both marketing and social science (Burns & Bush, 2002). However, many researchers argued that using a five-point scale is just as good as any other (Churchill &Lacobucci, 2004; Garland, 1991), for the reason that it reduces confusion to the respondents.

### **Data Analysis**

After collected the data from the respondents, SPSS15.0 for windows was used for data analysis, primary data analysis and Factor analysis, descriptive statistics, reliability analysis and regression analysis were applied in statistical analysis. Primary data analysis and descriptive statistics show the sample sizes, frequencies and percent variables. They are used for describing the demographic data, the profile of respondents are described in this study. Furthermore, to describe the relation between the variables correlation analysis was used and to test the reference groups, family, price, quality, color, on purchase behavior regression analysis was utilized.

## **RESULT AND IMPLICATION**

### **Profile of Respondents**

In the questionnaire survey, 400 respondents including consumers and working class at different ages were surveyed. The proportion of male and female respondents was 40% and 60% respectively. The most of the samples (60%) were from the age group 30 – 40, and the one fifth of the samples (20%) was ages below 30 and fewer less than 20% were ages between 40 and above. More than half of the respondents monthly income (60.5%) were below JD 600, and more than one third of respondents' personal monthly income (31.5%) lies between JD 600 to JD 1000, And only 8% of respondents' personal income more than JD 1000. In the samples, With respect to academic qualification, 65% had a bachelor's degree, and below 25% a master's degree, and only 10% with PhD qualification. Refer to the marital status, 80% of the respondents are married since majority of the respondents is in the age under 30 years. Household size of the respondents is in between 4 persons (40%) and 4 persons and above (60%).

### Factor Analysis Results

For antecedent factors, factor analysis was conducted based on seven question of Consumer purchasing decision, six questions on reference groups, five question on family, four question on price, five question on quality, seven question color. The overall of Kaiser-Meyer-Olkin measure of sampling adequacy MSA was found to be .854 exceeding the recommendation value of 0.6 (Kaiser, 1974). For all the thirty- four items, as demonstrated in the analysis the overall value of Kaiser- Meyer-Olkin was found to be .854. Close inspection of the individual MSA value demonstrates that all thirty four items have value within an acceptable range of between .50 and .90. Furthermore, the result of the Bartlett test was highly significant ( $p=0.000$ ), which indicates that the assumption of factor analysis were met. Measure of the antecedent factors produced five factors with eigenvalues more than 1. These factors captured 61.34 percent of the total variance of the items. Furth more, in interpreting the factors, we used the guideline provided by Hair et al (2006) where a loading of 0.50 or greater on one factor are considered. The appropriateness of exploratory factor analysis was determined by examining the correlation matrix of the variables. The Kaiser- Meyer- Olkin measure of sampling adequacy was over .854 in all investigations.

### Descriptive Statistics

Subsequent to the assessment of normality is descriptive statistics analysis. Descriptive statistics include the minimum and maximum value, means, range, standard deviation and variance for the interval-scaled variables. The researcher depended on the data from the questionnaire to determine the impact of social factors affecting consumer behavior in purchasing home furnishing products in Jordan. As demonstrate in Table 1, the mean values for most of the variables are the range of 3.83 to 3.95. This indicates that most respondents share slightly similar opinions on social factors, behavior factors, and consumer purchasing decision. Most of the standard deviations were less than 1.00, indicating that the variations on respondents' opinions were small.

Variables	Total items	Min	Max	Mean	Std. deviation
Consumer purchasing decision	7	1.00	5.00	3.8337	.61878
Reference groups	6	1.00	5.00	3.9572	.48038
Family	5	1.00	5.00	3.9211	.59703
Price	4	1.00	5.00	3.9281	.52020
Quality	5	1.00	5.00	3.9573	.50871
Color	7	1.00	5.00	3.8648	.58008

Table 1: Descriptive Statistics of Main Variables (n = 350)

### Scale Reliabilities

Reliability test is used to find out unreliable questions; it is carried out with each aspect of the impact of social factors affecting consumer behavior in purchasing home furnishing products in Jordan and its potential underlying factors. The Cronbach alpha and the item-total correlations were both used to determine the internal consistency and reliability of the questions included in each aspect. The software program SPSS 15.0 for windows was used for the data analysis. Additionally, Cronbach alpha can be considered as a perfectly adequate indication of the internal consistency, and thus of reliability (Sekaran, 2000). It is the most widely used indicator. The generally agreed upon most acceptable value for Cronbach alpha is .70, although it may decrease

to 0, 50 in exploratory research (Hair et al., 2007). Table 2 below summarizes the reliability test of the measures after taking in to the consideration of deleted items. As demonstrate, the Cronbach alphas of the measures were all above the lower limit of acceptability that is  $\alpha > 0.50$ . For this reason, all measures were highly reliable and acceptable, and thus, providing strong support for the variable component.

Variable	Number of items	Reliability
Consumer purchasing decision	7	.90
Reference groups	6	.88
Family	5	.81
Price	4	.86
Quality	5	.77
Color	7	.75

Table 2: Reliability Coefficients for the variables in the study

### Regression Analysis

Multiple regression analysis was conducted to find out the answers of the research questions and to test the research hypotheses. Multiple regressions identify each variable's relative contribution and determine the best predictor variable between a set of variables. Furthermore, in order to conduct multiple regression analysis, some assumptions of the relationship between the dependent variable and the independent variables need to be met such as normality, linearity, constant variance of the error terms and independence of the error terms (Hair et al., 1998).

Model	Unstandardized coefficient		Standardized coefficient		Sig.
	B	Std. error	Beta	t	
(Constant)	-.462	.120		-3.859	.000
Reference group	.204	.026	.242	7.789	.000
Family	.560	.046	.450	.445	.000
Price	.170	.087	.791	10.077	.000
Quality	.482	1.205	.034	.443	.000
Color	.254	.049	.211	10.044	.000

Table: 3. Results of Multiple Regressions between Reference groups, family, price, quality, color, and Consumer purchasing decision

### Hypothesis Test

The results of Hypotheses 1 shows that reference group is significantly and positively related to consumer purchasing decision for the total sample ( $\beta = .204, p = .000$ ). Therefore, the results support Hypothesis 1. Regarding Hypotheses 2, the data indicate that family is significantly related to consumer purchasing decision for the total sample ( $\beta = .560, p = .000$ ). Therefore, the results support Hypothesis 2. The findings of Hypotheses 3 indicate that price is significantly and positively

related to consumer purchasing decision for the total sample ( $\beta=.170$ ,  $p=.000$ ). Therefore, the results support Hypothesis 3. Also, regarding Hypotheses 4, the data indicate that quality is significantly related to consumer purchasing decision for the total sample ( $\beta=.482$ ,  $p=.000$ ). Therefore, the results support Hypothesis 4. Finally, the findings of Hypotheses 5, the data indicate that color is insignificantly related to consumer purchasing decision for the total sample ( $\beta=.254$ ,  $p=.183$ ). Therefore, Hypothesis 5 is support

### 9. Correlation of Analysis

Table 4 provides a summary of the results from correlation analysis. The computation of the person correlation coefficient was performed to obtain an understanding of the relationship between all variables in this study. The value of the correlation coefficients  $\rho$  given in Table 4 indicates the strength of the relation between the variables. Furthermore, the correlation between these five variables is shown in Table 4. The correlation is considered a high correlation based on Cohen (1988), and Pallant (2001, 2007) more than .50 score is considered largely correlated between variables. These generally indicate good associations between variables.

	CPD	RG	F	P	Q	C
CPD	1					
RG	.821(**)	1				
F	.651(**)	.559 (**)	1			
P	.772(**)	.614(**)	.593(**)	1		
Q	.799(**)	.657(**)	.671(**)	.654(**)	1	
C	.710(**)	.642(**)	.610(**)	.600(**)	.580(**)	1

\*\* Correlation is significant at the 0.01 level (2-tailed)

Table: 4. Pearson Correlation for Independent Variables and Dependent variable

Note. CPD: Consumer purchasing decision, RG: reference group, F: family, P: price, Q: quality, C: color.

From the five factors identified, the results demonstrated that reference group and consumer purchasing decision were positively related. Reference group was considered as one of the most important factors in determining a customer loyalty. In addition, the finding showed that brand image and purchasing decision had a positive relationship. Furthermore, quality, color, and price were an important factor in influencing and encouraging customers to purchase furniture. The results of this study confirm the importance of the entire variable. Therefore, the results support previous research findings from numerous studies, which consider quality, price, color and reference group as a vital factor in a customer choice (Thanyamon, 2012; Chaipornmetta, 2010; Burnsed, 2009). In addition, the proposed model suggests that quality plays a significant role in a consumer assessment but is not the only factor.

### FUTURE RESEARCH

The results of the research add to the body of knowledge about consumers' behavior toward home furnishings, as well as their motivations for and values associated with product selection. Furthermore, these results point to numerous directions for further research, which are outlined below. Future research might evaluate consumer attitudes toward home furnishings accessories.

Study results could then be compared to attitudes toward home furnishings. It would also be interesting to know what attributes are important to consumers for purchasing home furnishings accessories. Furthermore, home furnishings accessories permit consumers to easily change the appearance of their home according to the season or current trend. An evaluating of different regions could also be conducted by utilizing the same survey instrument. Since this research was focused on the middle region, it would be fruitful to find out how south, and North consumer's attitudes differ.

## CONCLUSION

The objective of this research is to investigate the consumer decision making process in relation to behavioral intention to purchase home furnishing and its impact on purchase decision in order to assessment the market chance based on the consumer behavior. To meet this objective, numerous sources of data were collected by conducting the questionnaire, gathering relevant information through the previous relevant studies, the case study of Jordan, and my empirical findings and analyzes. Numerous consumer behavioral intention variables such as reference groups, family, price, color, and quality, were evaluated in this study in order to lead to a greater understanding and awareness of consumers' perception and the consumption patterns of furniture among the consumers in Jordan market. The evaluated of these variables provided noteworthy results, insights, and implications not only for the managers in home furnishing industry to develop improve their marketing strategies, but also for researchers who desire to further the understanding of the consumer decision making process which may be applicable to numerous types of businesses. Finally, the current study addressed the fact that home furnishings case goods are personal products, which deals with pragmatic issues and are associated with consumer emotions. Findings demonstrated that the reference group, family, price, quality, and color factors were the greatest predictor of behavioral intention.

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