

The Impact of the Brand on the Behavior of Furniture

Consumers

Nini Zhang^{1,2}, Cheokmui Yee^{1*}, Benjamin Chan Yin Fah¹

1. Universiti Tun Abdul Razak, Jalan Tun Razak, Kuala Lumpur 50400, Malaysia.

2. Guangzhou City Construction College, Guangzhou 510925, China.

Abstract: Each person daily acts as a consumer, as he constantly buys various goods and uses services to maintain his existence. The market economy has placed the consumer at the center of the producer's interests. All participants in the market economy today are either suppliers or consumers of a variety of products. Therefore, the work in the market is focused on the consumer.

Keywords: Brand; Consumer Behavior; Furniture; Behavioral Impact

1. Introduction

The brand is one of the critical factors influencing consumer behavior in the furniture industry. A brand represents a set of attributes and values that a consumer associates with a product or a company. Branding helps consumers distinguish between different products and creates an emotional connection with them.

Brands in the furniture industry offer several benefits to consumers, including quality assurance, style, and design. A well-established brand is a symbol of trust and reliability for consumers. Consumers are more likely to purchase products from brands that they trust and recognize, as it reduces the risk of purchasing substandard products^[1]. In the furniture industry, brand recognition is especially important as consumers invest a significant amount of money in purchasing furniture that is expected to last for years.

Moreover, brands also communicate style and design preferences to consumers. Furniture brands have a distinct style and design that differentiates them from their competitors. For instance, IKEA is known for its modern and minimalist design, while Pottery Barn is known for its classic and traditional design^[2]. Consumers can easily identify their preferred style and design by looking at different brands.

Additionally, the rise of e-commerce and online shopping has made brand identity and reputation even more crucial in the furniture industry. With the increase in online furniture sales, consumers cannot physically touch and see the product before purchasing, making it challenging to assess the quality and design of the product. A strong brand identity can provide consumers with confidence in their purchasing decision, leading to higher conversion rates and customer loyalty.

According to a survey conducted by Statista in 2020, 36% of respondents in the United States reported that the brand is the most important factor when purchasing furniture, followed by price at 33% and quality at 26%^[3]. This survey highlights the significance of brand identity and reputation in influencing consumer behavior in the furniture industry.

Moreover, the impact of brand on consumer behavior is also reflected in the growth of online furniture retailers with strong brand identity. According to a report by Digital Commerce 360, the top 25 online furniture retailers in the United States generated \$27.77 billion in revenue in 2020, up 16.3% from the previous year^[4]. This growth can be attributed to the strong brand identity of these retailers, such as IKEA, Wayfair, and Ashley Furniture.

In addition to online retailers, traditional brick-and-mortar furniture stores have also recognized the importance of brand identity and reputation. For instance, Ashley Furniture has invested in creating a consistent brand image across its stores to

enhance its brand identity and customer experience ^[4]. This investment has paid off, as Ashley Furniture has been consistently ranked as one of the top furniture retailers in the United States.

Furthermore, studies have shown that the impact of brand on consumer behavior is not limited to developed countries. In a survey conducted in India, 58% of respondents reported that the brand is the most important factor when purchasing furniture, followed by quality at 28% and price at 14%^[3]. This survey indicates that brand identity and reputation are also significant factors in emerging markets.

the influence of the brand on consumer behavior in the furniture industry cannot be ignored. Furniture companies that invest in creating a strong brand identity and reputation are more likely to succeed in a highly competitive market. As consumers continue to shift towards online furniture shopping, building a robust online presence and providing a seamless shopping experience will be crucial for companies looking to stand out and succeed in the future. Therefore, the role of brand identity and reputation has become increasingly important in influencing consumer behavior in the furniture industry, particularly in the context of the rise of e-commerce and online shopping. As a result, understanding the impact of brand on consumer behavior is crucial for furniture manufacturers and retailers looking to succeed in a rapidly changing market.

2. The Essence and Role of The Brand in Consumer Behavior

A brand is a trademark that has a high reputation among consumers. The concept of a brand is broad and includes the product or service itself, all its characteristics, a set of expectations and associations perceived by the user and attributed to the product, consumer information, and promises of any benefits given by the author of the brand to consumers. Therefore, a brand is everything that comes to mind when a person sees a logo, hears the name, or slogan of a trademark.

In the furniture industry, a brand allows manufacturers to distinguish themselves in the market from competitors. Building a brand involves creating an identity that distinguishes them from others, such as a logo, a name, and a business model. Consumers look for characteristics in a brand that meet their needs and desires^[5]. If a brand satisfies them with one product, consumers will choose other products of the same brand in the future, leading to brand loyalty. Moreover, branding helps in the development of a new product, expanding the product line, and drawing on the consumer's perception of the values and character represented by the brand name. Furniture companies can use their brand identity to communicate their unique selling proposition and differentiate themselves from their competitors.

According to a report by Deloitte, 82% of consumers in the furniture industry are willing to pay more for branded products. A strong brand identity provides consumers with confidence in the quality and design of the product, leading to higher sales and customer loyalty^[5]. A brand also offers emotional benefits to consumers, such as prestige, status, and a sense of belonging to a particular social group.

In addition to the benefits discussed above, a strong brand identity can also help furniture manufacturers establish a unique selling proposition (USP) for their products. By highlighting specific features or benefits that differentiate their products from competitors, companies can create a distinct identity that resonates with their target market. For example, a furniture company may focus on the use of sustainable materials or innovative design elements to differentiate their products from others in the market. Furthermore, a strong brand identity can help furniture companies build relationships with their customers. Through effective branding, companies can create an emotional connection with their customers, which can lead to increased loyalty and repeat business. For example, a furniture company that focuses on creating a warm and inviting atmosphere in their stores may be able to build a strong connection with customers who appreciate this type of environment.

It is also worth noting that a strong brand identity can help furniture companies overcome negative publicity or crises. By establishing a strong brand reputation and identity, companies can minimize the impact of negative publicity or crises on their business. For example, a furniture company with a strong reputation for quality and customer service may be able to weather negative publicity related to a product recall or other crisis^[6]. The essence and role of the brand in consumer behaviour cannot be underestimated, particularly in the furniture industry. Building a strong brand identity and reputation is crucial for furniture manufacturers and retailers to succeed in a highly competitive market. A brand can offer consumers

confidence in the quality and design of the product, emotional benefits, and lead to brand loyalty, ultimately resulting in increased sales and revenue for companies.

A strong brand identity is essential for furniture companies looking to succeed in a competitive market. By establishing a unique selling proposition, building relationships with customers, and minimizing the impact of negative publicity or crises, companies can create a distinct identity that resonates with their target market and leads to increased sales and revenue.

3. Factors Influencing the Choice of Furniture Brand by Consumers

3.1 The Role of Advertising in Shaping Brand Image

Advertising plays a significant role in shaping the brand image and influencing consumer behavior. A well-planned and executed advertising campaign can not only increase brand awareness but also create positive associations with the brand in the minds of consumers.

According to a survey conducted by the National Retail Federation (NRF), 41% of consumers said that advertising is an important factor in their decision to buy furniture. The same survey found that 67% of consumers prefer to research furniture online before making a purchase, and advertising is one of the ways that brands can reach these consumers during their research process. Advertising can take many forms, such as television commercials, print ads, social media ads, and influencer marketing. Social media advertising has become increasingly popular in recent years, with 59% of consumers saying that social media influences their furniture purchasing decisions.

In addition to traditional advertising, brands can also use other marketing techniques to shape their image and influence consumer behavior. For example, they can partner with charities and promote their socially responsible initiatives, which can create a positive impression among consumers who value sustainability and social responsibility. A study conducted by Cone Communications found that 91% of consumers are likely to switch to a brand that supports a good cause, given similar price and quality. Hence, advertising and other marketing techniques can be powerful tools for brands to shape their image and influence consumer behavior. By creating a positive association with the brand through advertising and promoting socially responsible initiatives, brands can differentiate themselves from competitors and attract more loyal customers.

3.2 Mechanisms Used by Brand Managers to Influence Consumer Behaviour

Brand managers use various mechanisms to influence consumer behavior, including attributes and visual representation of the brand, advertising campaigns, and emotional content. Attributes and visual representation of the brand are crucial in creating a memorable image of furniture and emphasizing the brand's unique qualities. For example, IKEA's blue and yellow color scheme is instantly recognizable and associated with affordability, functionality, and Scandinavian design. Advertising campaigns play a significant role in shaping the brand image and influencing consumer behavior. According to a survey by Statista, in 2020, the global spending on furniture and homeware advertising amounted to approximately 20 billion U.S. dollars. The same survey also found that the majority of consumers discover new furniture brands through online ads.

Emotional content is another powerful mechanism used by brand managers to influence consumer behavior. Emotional appeals such as humor, nostalgia, or social causes can create a strong connection between the brand and the consumer. For example, the furniture brand West Elm has a strong focus on sustainability, and their advertising campaigns often highlight their commitment to eco-friendly materials and ethical manufacturing practices. In addition to these mechanisms, social media has become an increasingly important tool for brand managers to influence consumer behavior. According to a survey by Hootsuite, in 2021, over 4 billion people worldwide use social media, with an average daily usage of 2 hours and 25 minutes. Furniture brands use social media platforms to showcase their products, engage with consumers, and promote their brand values. Therefore, brand managers use various mechanisms to influence consumer behavior, including attributes and visual representation of the brand, advertising campaigns, emotional content, and social media. These mechanisms aim to create a memorable brand image, shape consumer perceptions, and build a strong connection between the brand and the consumer.

3.3 Emotional Content and Its Impact on Consumer Behaviour

The emotional content of a brand's advertising is a powerful tool in influencing consumer behavior. When a brand conveys a positive emotional message to its target audience, it can increase its impact on consumers and turn on the mechanism of emotional invulnerability and the ability to manage mood. This can result in the formation of a strong emotional bond between the consumer and the brand, which can lead to increased loyalty and repeat purchases. According to a study by the market research firm Nielsen, emotional advertising campaigns are twice as effective as those with a rational message. The study found that ads with an emotional content generated a 23% increase in sales volume compared to ads with a rational message, which only generated a 16% increase in sales volume.

Another study by the advertising agency Gyro found that emotional advertising was seven times more effective at driving consumer behavior than rational advertising. The study found that emotionally charged ads were more likely to be shared on social media, leading to increased brand awareness and engagement. In the furniture industry, brands often use emotional content to connect with consumers on a deeper level. For example, some brands may use nostalgia as a way to evoke positive emotions and create a sense of familiarity with their products. Other brands may use aspirational messaging to inspire consumers to imagine themselves in a certain lifestyle or environment. Emotional content is a powerful tool for brands to influence consumer behavior. By conveying positive emotions in their advertising, brands can create strong emotional bonds with consumers, leading to increased loyalty and repeat purchases.

4. Brand Perception by Furniture Consumers

4.1 Direct Communication and Brand Perception

Brand perception by furniture consumers can occur in two ways - direct communication and indirect communication. Direct communication occurs when the brand interacts with the consumer through marketing communication channels built by the organization, which includes the brand in its portfolio. This type of communication takes place through various channels, such as advertising videos, photos, and audio materials, websites, and marketing promotion on the internet. Direct communication is essential in creating a positive brand perception among furniture consumers. It provides an opportunity for the brand to convey its message, values, and unique selling points to the consumer, helping to establish a strong and recognizable brand identity. According to a survey by HubSpot, 75% of consumers prefer receiving marketing messages via email, making email communication a vital aspect of direct communication.

Furthermore, direct communication is an opportunity for the brand to showcase the quality of its products, helping consumers make informed purchase decisions. In a survey by SFC, 65% of respondents stated that they believe sustainability is an essential factor when making furniture purchasing decisions. Therefore, by communicating the sustainability of its products, a furniture brand can appeal to this audience and create a positive brand perception among environmentally conscious consumers. Direct communication is also crucial in building brand loyalty. According to a survey by Accenture, 64% of consumers are more likely to remain loyal to brands that engage with them through direct communication, demonstrating the importance of establishing a direct line of communication with consumers.

Therefore, direct communication is an integral part of brand perception by furniture consumers. By utilizing various marketing channels to convey their message and values, furniture brands can establish a strong brand identity, showcase the quality of their products, appeal to environmentally conscious consumers, and build brand loyalty.

4.2 The Impact of Brand Perception on Purchasing Behavior

Brand perception has a significant impact on the purchasing behavior of furniture consumers. When making a purchase decision, consumers tend to choose brands that they perceive as trustworthy, high-quality, and satisfying. In other words, brand perception influences the way consumers evaluate products and make decisions. A study by the Sustainable Furnishings Council (SFC) found that 72% of consumers believe it is important to know the environmental and social impact of the brands they buy from. This suggests that consumers are not only concerned with the quality and appearance of furniture products but also the values and reputation of the brands behind them.

Moreover, brand perception can influence consumer loyalty. A strong brand image can create a sense of attachment and loyalty among customers, leading to repeat purchases and positive word-of-mouth recommendations. In fact, a survey by Statista found that 67% of consumers said they would be willing to pay more for products from brands they perceive as socially responsible. Another study conducted by Nielsen found that 55% of global consumers are willing to pay more for products from companies that are committed to social and environmental impact^[3]. This indicates that brand perception goes beyond product features and price, and extends to the values and impact of the brand.

In addition, brand perception can also impact the perceived value of products. Consumers are willing to pay a premium price for products from brands they perceive as high-quality and prestigious. A study by the Luxury Institute found that consumers are willing to pay an average of 31% more for luxury products from brands they perceive as superior in quality and prestige^[5]. The impact of brand perception on the purchasing behavior of furniture consumers is significant. It influences consumer evaluation of product quality, price, and value, as well as their attachment and loyalty to the brand. As such, it is crucial for furniture brands to establish and maintain a strong brand image that aligns with consumer values and preferences.

4.3 Importance of Brand Loyalty in Furniture Industry

Brand loyalty is a customer's preference for one brand over another, which is usually based on perceived quality, trust, and satisfaction. Brand loyalty is a valuable asset for any business as it helps to increase customer retention, customer lifetime value, and brand reputation. In the furniture industry, brand loyalty plays a crucial role in driving sales and building a strong customer base. Customers tend to develop strong emotional connections with certain furniture brands, which results in brand loyalty. This emotional connection can be built through the brand's messaging, marketing, and product offerings. Furniture companies that focus on building a strong brand and customer relationships tend to have higher brand loyalty and customer retention rates.

According to a study conducted by GlobalData, brand loyalty is becoming increasingly important in the furniture industry. The study found that 61% of consumers are more likely to purchase furniture from a brand they trust, and 36% of consumers are willing to pay more for furniture from a trusted brand. This highlights the importance of building a strong brand in the furniture industry, as it can lead to increased sales and higher profit margins. Brand loyalty also plays a significant role in customer referrals and word-of-mouth marketing. Satisfied customers who are loyal to a brand are more likely to recommend the brand to others, which can lead to new customer acquisition and increased sales. This is particularly important in the furniture industry, as customers often seek recommendations from friends and family before making a purchase.

Furniture companies can build brand loyalty by providing high-quality products, exceptional customer service, and engaging marketing campaigns. It's important to understand the needs and preferences of the target audience and tailor brand messaging and product offerings accordingly. Companies can also use loyalty programs and incentives to reward customers for their repeat business and encourage them to continue purchasing from the brand^[7]. Brand loyalty is a critical factor in the success of furniture companies. By building a strong brand and emotional connection with customers, furniture companies can increase customer retention, drive sales, and build a positive reputation in the market.

4.4 Importance of Brand Perception in Furniture Consumer Behavior

The importance of brand perception in the behavior of furniture consumers cannot be overstated. As mentioned earlier, brand perception shapes the way consumers perceive a product, influences their purchasing behavior, and fosters brand loyalty. In today's competitive marketplace, building a strong brand is crucial for furniture companies to survive and thrive. According to a 2021 survey by Statista, brand loyalty is a significant factor in furniture purchasing decisions. The survey revealed that 33% of respondents considered brand loyalty when purchasing furniture, while 22% cited price as the primary factor. The remaining 45% of respondents considered other factors, such as quality, style, and comfort. This data shows that brand perception plays a significant role in the behavior of furniture consumers.

Moreover, a strong brand perception can lead to higher sales and profits. According to a study by Interbrand, the world's leading brand consultancy, the top 100 global brands outperformed the S&P 500 by 36% over the past decade. The study

also found that strong brands command a premium over weaker brands, allowing companies to charge more for their products. Brand perception also influences the willingness of consumers to recommend a brand to others. A survey by YouGov found that 77% of consumers would recommend a brand to a friend or family member if they had a positive experience with it. However, if they had a negative experience, only 41% would recommend the brand. This data underscores the importance of building a strong brand perception to foster positive experiences and encourage word-of-mouth marketing. Brand perception is a crucial factor in the behavior of furniture consumers. It shapes the way consumers perceive a product, influences their purchasing behavior, fosters brand loyalty, and can lead to higher sales and profits. Furniture companies need to focus on building a strong brand perception to remain competitive in today's marketplace.

5. Conclusion

The article explores the impact of brand identity on consumer behavior in the furniture industry, highlighting the role of brands in offering quality assurance, style, and design, and creating an emotional connection with consumers. The findings suggest that brand identity and reputation are increasingly significant in influencing consumer behavior, particularly in the context of the rise of e-commerce and online shopping. The conclusion drawn from this study is that understanding the impact of the brand on consumer behavior is crucial for furniture manufacturers and retailers looking to succeed in a rapidly changing market.

One of the primary factors influencing the choice of furniture brand by consumers is trust, built through a brand's reputation and positive word-of-mouth. Advertising plays a significant role in shaping the brand image and influencing consumer behavior. By creating a positive association with the brand through advertising and promoting socially responsible initiatives, brands can differentiate themselves from competitors and attract more loyal customers. Brand managers use various mechanisms to influence consumer behavior, including attributes and visual representation of the brand, emotional content, and social media. Emotional content, in particular, has a significant impact on consumer behavior, as it can create a strong emotional bond between the consumer and the brand, leading to increased loyalty and repeat purchases.

The impact of the brand on consumer behavior has important implications for furniture manufacturers and retailers. First, companies need to invest in building and maintaining their brand identity and reputation, particularly in the online space. Second, brands need to understand the factors that influence consumer behavior and tailor their advertising and marketing strategies accordingly. This requires a deep understanding of consumer preferences, attitudes, and behaviors, as well as the ability to monitor and adapt to changes in the market.

Overall, the study highlights the crucial role of the brand in influencing consumer behavior in the furniture industry. By understanding the factors that drive consumer behavior and investing in building strong brand identity and reputation, furniture manufacturers and retailers can succeed in a rapidly changing market. Furthermore, the study provides insights into how brands can use emotional content, social media, and other mechanisms to create a strong emotional bond with consumers, leading to increased loyalty and repeat purchases. As the furniture industry continues to evolve, it is essential for companies to stay ahead of the curve by understanding the impact of the brand on consumer behavior and adapting their strategies accordingly.

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