Analysis on Influencing Factors of Consumers’ Purchasing Behavior Online for Furniture: A Case Study on Furniture Malls and Business Centers in Harbin

Ying Li a, Zongli Zhang a,b, Yue Zhao a

a. School of Management and Economics, Northeast Forestry University
No.26 Hexing Road Xiangfang District, Harbin, P.R.China 150040
b. School of Economics and Management, Jiamusi University
No.148 Xuefu Road, Jiamusi, P.R.China 154002

008613304509538 008615636475556 008618745726428
lyfly68@163.com 1447617604@qq.com zhaoyue7319@126.com

ABSTRACT
A questionnaire is designed based on the systematical literature review relevant to the types and influencing factors of consumers’ purchasing behavior online for furniture from demographic characteristics, purchasing types, purchasing behaviors, and the perceptions of Online to Offline (O2O) mode. All data derived from questionnaires is processed by SPSS software package for descriptive statistics analysis, results showed that majority of the consumers purchasing furniture online are young and middle-aged females with middle-income and high education, working in the enterprises and institution or freelancers; the proportion of the consumers purchasing furniture online are relatively small and their purchasing behaviors are more rational with higher loyalty. Quality and after-sale service are the two chief concerns about purchasing furniture online. A further correlation analysis on the relevant variables of consumers’ purchasing behaviors online was carried out, it found that the higher the price tolerance of the consumers’ purchasing furniture online, the consumers more tend to purchase furniture from professional websites; the higher loyalty to purchase furniture online, the higher the consumers’ understanding and acceptance of O2O mode; and the male consumers’ recognition for O2O mode is higher than females’.

With the development of e-commerce and the change of consumers’ consumption concepts and mode, many traditional industries have to explore the road of e-commerce development. As China’s mainstream consumption industry, the furniture industry begins to get involved in the Internet to meet the fast changing market environment and adjust business modes to enhance the competitiveness. Although furniture industry hasn’t developed E-business, there already have a number of E-business enterprises leading the industry trend with a significant performance, such as Meilele.com, jia.com, 010jia.tmall.com and so on[1]. Take LINSHI MUYE on Tmall.com as an example, daily sales on the 11.11 Shopping Festival in 2013 and 2014 respectively reached 170 million Yuan and 330 million Yuan, it shocked the furniture industry. E-business of furniture industry has great potential and bright prospect. However, the inherent characteristics of furniture products and the high requirements for logistics and after-sale service are restricting the development of electronic commerce and affecting the consumers’ decision of purchasing furniture online. In recent years, many scholars studied on the consumers’ online shopping behavior, the influence factors of shopping online are divided into three categories, factors of consumer per se such as demographic factors and psychological traits, factors of e-commerce platform and business such as construction sites and service level, factors of commodities such as reputation, quality, etc.[2-5]. Studies on consumers’ behavior of purchasing furniture online is relatively few, some scholars only focused on the analysis on consumers’ behavior purchasing furniture in store. Status on the development of furniture e-commerce and the lacks of the analysis on consumer shopping behavior online are regarded as one of the starting points of this study. To further understand the behavioral traits influencing consumers purchasing furniture online, the main influencing factors of consumers purchasing decisions and the consumer group’s characteristics are analyzed based on the data collecting from questionnaire with SPSS, and then put forward suggestions.

CCS Concepts
• Applied Computing Electronic Commerce → Online Shopping.

Keywords
Furniture Industry; Customers’ Behavior; Correlation Analysis; SPSS Analysis Software; Online to Offline (O2O)

© 2016 Association for Computing Machinery. ACM acknowledges that this contribution was authored or co-authored by an employee, contractor or affiliate of a national government. As such, the Government retains a nonexclusive, royalty-free right to publish or reproduce this article, or to allow others to do so, for Government purposes only.

ICEC’/6, August 17-19, 2016, Suwon, Republic of Korea
© 2016 ACM. ISBN 978-1-4503-4222-3/16/08...$15.00
DOI: http://dx.doi.org/10.1145/2971603.2971606

1 Co-authors:
①PAN He-si, Tel: 008613936247941, E-mail: 839805489@qq.com
②GONG Min, Tel: 008618304623499, E-mail: 997702867@qq.com
③ZHAO Si-miao, Tel: 008618646154157, E-mail: 778534886@qq.com
School of Management and Economics, Northeast Forestry University, No.26 Hexing Road Xiangfang District, Harbin, P.R.China 150040
to the online merchants according to the quantitative analysis results.

1. LITERATURE REVIEW OF CONSUMERS’ ONLINE PURCHASING BEHAVIOR FOR FURNITURE

1.1 Types of Consumers’ Purchase Behavior

1.1.1 Studies on rational purchasing behavior

As a kind of typical durable products, furniture has the characteristics of high unit value and low purchase frequency, so the consumers’ purchasing behavior is more rational [6]. The rational purchasing means that the purchasing decision will be made after considering the factors comprehensively including price, brand, quality, appearance and other factors. Consumers are often be classified according to their own purchasing habits and shopping preferences. Xiadan and Wang Quansheng divide the consumers under e-commerce mode into five types: perfectionism/high-quality cognitive, habits loyalty, price cognitive, confused decision-making and leisure entertainment, and 5 indicators to measure and distinguish online shopping behaviors between different types of decision-making consumers including focus webpage, website conversion rate, product-level webpage conversion rate, brand -level webpage conversion rates and repetition rate [7]. Ying Liu subdivided Chinese consumers into 6 types by cluster analysis with a mass of real transaction data on Taobao.com: economical, active, directly-purchase, high loyalty, risk-averse and reputation preference. Then an empirical model is constructed to estimate the sensitivity of different types on three mainstream marketing strategies: discount, advertising and word-of-mouth. The study found that economic consumers are most sensitive to discount, directly-purchase consumers are most sensitive to advertising, and active consumers are most sensitive to word-of-mouth [8]. According to the goals setting of shopping online, consumers can be classified into short-sighted and strategic; strategic consumers will seize appropriate time to purchase fashionable, perishable products at a low prices, while short-sighted consumers won’t consider the future price and take actions to purchase as long as the current price is lower than their reserve price [9].

1.1.2 Studies on emotional purchasing behavior

Emotional purchasing behavior is relative to the rational purchasing behavior. It is different from the high-involvement purchasing and pays more attention to the consumers’ subjective perception when making a purchase decision. Many scholars discussed the consumers’ emotional purchasing behavior from the perspective of marketing. Emotional marketing believes that marketing activities of enterprises should be emotional, not only to develop products (or services) full of human touch but also to use emotional promotion tools. Emotional purchasing furniture generally belongs to a kind of random irrational purchasing behavior, and customers' desire to purchase is determined by the inductive factors to a considerable extent, that means furniture brings a special enjoyment and strong stimulation to the customer [10]. With the atmosphere, color, space, lighting and other accessories of store environment, visual marketing creates a unique life style ambience and situations to arouse consumers’ echo and participation so as to produce the relevant association to their lifestyle and aesthetic taste, sprout the needs for imitating and attempting, and then generate the motivation to purchase [11]. Reasonable use of color marketing can fully mobilize consumers’ enthusiasm to purchase. Color marketing believes two major principles: one is the principle of using colors. Different colors have their specific function and means, and we cannot act arbitrarily. The other is the construction of color marketing support system. Enterprises should enhance the color marketing to strategy level, pay attention to the role of marketer in color marketing and update the color marketing management [12].

Impulsive purchase is also a typical emotional purchasing behavior. It is an improvisational, spontaneous, unconscious, unplanned purchasing behavior, often mixed with personal feelings and subjective factors; it is also an important factor influencing consumers’ purchasing behaviors. Current academics mainly study impulsive purchase from 3 different perspectives: the first viewpoint is psychological impulse revealed in the consumers’ strong desire and impulse to purchase [13]. In the field of e-commerce, emotional impulse has been conceptualized as impulsive behavior or psychological impulse, it believes that positive emotion can encourage people to make a purchase decision, whereas the role of negative emotion [14]. The second viewpoint is behavior impulse to make an unplanned purchase or making worse choices of others [15]. The third one is process impulse assuming that the consumer is a problem solver who searches for information before purchasing a product [16]. In recent years, scholars tend to study impulsive purchase from consumers’ emotional reaction. The quantity and quality of IWOM will affect the consumers’ impulsive purchase. The more the number of word-of-mouth online the more tendencies to subjective evaluation, the more obvious the impulsive purchase behavior of consumers; the impulse characteristics of consumers’ own can strengthen the influence of word-of-mouth on impulsive purchase [17]. In the Internet shopping environment, consumers are more concerned about discount rate of commodity prices, elegant of graphic display, professional level of detailed text description, wellness of the evaluation on products from other consumers, the number of commodity transaction records and the overall credit level of sellers’ management process, all of these can stimulate the emotional reactions of consumers, and then generate the impulsive purchase behaviors [18].

1.2 Analysis of Influencing Factors on Consumers’ Online Purchasing Behavior for Furniture

1.2.1 Analysis of influencing factors on purchase intention

Purchase intention has a significant predictive effect on consumers’ purchasing behavior and the study on of consumers’ purchasing behavior. Demographic variables including gender, age and income are positively correlated to the perception quality and consumers’ purchase intention has been confirmed in the studies of furniture industry and automotive industry. Perceived value of green products can increase the consumers’ willingness to pay for purchase decision. Consumers are willing to pay a 10% premium for green products [19]. And the demographic variables such as education, occupation and the family structure also influence consumers' purchase intention on green furniture [20]. In addition to demographic variables, social influence plays an important modulation on consumers' purchase intention. Positive social impact can strengthen the relationship between consumers’ attitudes and preferences of online shopping [21].
1.2.2 Analysis of influencing factors on purchase decision

Consumers’ purchase decision-making research is the key part of the study of consumer buying behavior. Consumers’ purchase decision-making has important guiding role in the occurrence of repeated purchase and potential customers’ purchase behavior. In the purchase of furniture, customization of furniture products, delivery time, and time for customization will affect consumers’ purchase decisions except price, and consumers are willing to pay an additional fee for the customization [23]. Shopping motivation of consumers to purchase furniture includes utilitarian motive (relevance and risk perception of purchase), hedonic motive (expectation for enjoying the pleasure of shopping with partners), and situational motive (available time). All these motives will affect the consumers’ purchase behaviors, and the expectation for enjoying the pleasure of shopping is the key factor of purchase decision-making [23]. In addition, consumers’ purchasing decisions are also affected by the risk perception, resources of consumers, service quality, subjective criteria, product diversity and convenience p and other factors from the websites [24]. Some scholars have made a deep analysis on the influencing factors of consumers’ online purchase decision-making. Utz et al. thought that online review would affect consumers’ purchase decision-making. Consumers’ reviews not only affect the choice of products also affect the perceived trust value and even the choice of online stores [25]. Zhao Hong and Li Yi considered that consumers’ online purchase decision-making may also be affected by risk perception; they analyze and sort the perceived risk of consumers in the process of online shopping, which are financial risk, performance risk and service risk [26]. Kim et al. insisted that trust and price are the important factors that affect the purchase decision-making, but the influence from trust on potential customers and old customers is stronger than the perceived price, and perceived trust has a greater impact on the online purchase intention of potential customers [27].

1.2.3 Analysis of influencing factors on purchase process

Consumers’ concerns in the purchase process, product preferences, satisfaction and impulse are the important factors that affect the consumers’ purchase behaviors. Hsin-Hui investigated the customers’ behaviors in furniture and home accessories stores in Taiwan by using the means-end chain approach and ladder technique, it found the most concerned factors in the process of purchasing furniture are shopping at ease, comfort and pleasure, practicality, and integrated design, three dominant values that consumers hope to gain are warmth of family life and safety [28]. Hakala et al. investigated the consumers’ purchasing behavior amongst Finnish and German young consumers who were in the life phase of family formation. Results indicated that visual appearance, price and quality are the most important factors in the purchase process for furniture, followed by functionality and ecological factors [29]. Labuschagne et al. performed a quantitative analysis on the influencing factors of purchasing furniture with a two-phrase exploratory design method. It showed that majority of respondents believe that prices, manufacturing materials, cleaning instructions, quality assurance as important information should appear on the label of the furniture, they also believed that a good label design will help consumers to collect information before purchasing furniture [30]. Yu-Feng Huang et al. believed that emotions impact impulsiveness, contingency emotions will increase the impulse to the purchase process, and this effect is not affected by the regulation of involvement [31].

2. QUESTIONNAIRE DESIGN AND METHODOLOGY

2.1 Questionnaire Design

All data used in the descriptive statistical analysis and correlation analysis were derived from the questionnaire, so a reasonable design of the questionnaire is a necessary condition to ensure the reliability of the research results. The questionnaire includes 4 parts as following:

(1) Demographic variables such as gender, age, income are important factors in the study of consumers’ purchasing behaviors. Studies have shown that in the furniture industries and automotive industries, demographic variables, such as gender, age and income will affect the perceived quality and consumers’ purchase intention [18]. And different gender groups have different style preferences for furniture; Male consumers are more inclined to choose furniture with modern style, while female consumers prefer leisure style furniture [31]. Kizito et al. concluded that furniture design, perfection and durability can predict the overall satisfaction of furniture, and the satisfaction depends on consumers' education, income, and age [33]. So part one of the questionnaire is basic information of respondents, including 5 structural choice about gender, age, education, occupation and family income per capita.

(2) Impulsive purchase is an important part of consumers purchase behaviors and the impulse characteristics of consumers’ own has a major impact on impulsive purchase [17]. Therefore, the second part of the questionnaire contains 2 questions: one problem is whether the respondents will be affected by the Internet advertising and other marketing to make unplanned purchase decision and the other is about the consumers’ habits of online shopping for furniture, and they are both used to measure consumers’ impulse characteristics of online shopping for furniture. In the previous studies, price always was an important influencing factor on consumers’ online purchasing behaviors [22-24]. So another two questions are designed in the part two: price tolerance of consumers’ online shopping for furniture and the categories of reliable website to purchase products at 1000 Yuan and above. Furthermore, in order to further study factors influencing consumers’ online shopping for furniture, other 10 questions also been designed in the questionnaire including major concerns, satisfaction, as well as the consumers’ online shopping life, and so on. There are 14 structured multiple choice questions altogether in the second part of the questionnaire.

(3) Furniture products with high-level customization and large size, not easy to transport and other issues, to a certain extent, restricted the development of e-commerce of furniture. However, a new mode of experiencing offline-purchasing online (O2O) brings new opportunities and development. So, the third part of the questionnaire includes two structured multiple choice questions about the promotion of O2O mode and the acceptance.

(4) Opinions and suggestions in fourth part of the questionnaire are open issues. Subject contents of the survey have different emphasis points, but the design of this questionnaire ensures that all the alternative answers provided are arranged according to the
2.2 Methods of Influencing Factors Analysis

Questionnaire survey was conducted in the form of random visiting to the major professional furniture stores and large business districts equipped furniture exhibition hall in Harbin city during the period from August 23, 2014 to August 25, 2014. Totally 453 questionnaires have been sent and 359 valid ones were returned. First to input the original data on questionnaires using Excel; worksheet in a record reflects a questionnaire data, forming data table; and then use SPSS to import the data, forming SPSS data set; finally, carry out descriptive statistical analysis on SPSS data set and correlation analysis on influencing factors of online shopping for furniture.

The statistical analysis mainly includes the frequency statistics; the mean and the standard deviation calculation, while frequency statistics are used to investigate the distribution of the items’ values in the sample, the mean and standard deviation are used to measure the average value of each item and dispersion level. The data obtained from questionnaires is basically discrete, so this paper chooses frequency statistic to operate descriptive analysis on the questionnaire data.

Correlation analysis on influencing factors consists of the following 4 steps: Firstly, determine the influenced factors and related influencing factors; secondly, to construct a contingency table composed of influenced factors and influencing factors; thirdly, a data set is formed according to the unit observation data of each table; fourthly, to perform correlation \( \chi^2 \) test and correlation measure on data set. For ordinal variables, this paper is more concerned about whether there is order correlation between ordinal variables, so the Spearman correlation coefficient is used to measure it.

3. RESULTS OF INFLUENCING FACTORS ANALYSIS

3.1 Results of Descriptive Statistical Analysis

(1) Basic personal information of the respondents

Descriptive statistical analysis of respondents’ demographic variables is shown in Tab.1.

<table>
<thead>
<tr>
<th>Item</th>
<th>Item Value and Distribution (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender (V1)</td>
<td>Male 47.0  Female 53.0</td>
</tr>
<tr>
<td>Age (V2)</td>
<td>Below 20 6.6  20-30 52.8  0-40 28.6  40-50 9.4  Above 50 2.6</td>
</tr>
<tr>
<td>Education (V3)</td>
<td>Below High Middle School 6.6  High Middle School 17.8  College 29.7  Undergraduate 42.5  Master and Above 3.4</td>
</tr>
<tr>
<td>Occupation (V4)</td>
<td>Civil Servant 4.7  Company Employee 22.6  Student 17.3  Self-Employed 17.3  Freelance 23.4  Others 14.7</td>
</tr>
<tr>
<td>Family Per Capita Income (V5)</td>
<td>Under ¥1500 7.1  ¥1500-¥2999 25.2  ¥3000-¥4999 39.1  ¥5000-¥7999 19.7  ¥8000 and Above 8.9</td>
</tr>
</tbody>
</table>

Data in Tab.1 shows that the proportion of male and female respondents is fairly; age range mainly concentrated in 20 to 30 years old, accounted for 52.8%; the vast majority of online shopping respondents with college degree and above, consistent with actual situation, people of higher education to accept new things faster, more likely to purchase furniture online; 64.3% of respondents family per capita income between 1500 and 5000 yuan.

In conclusion, consumers’ purchasing furniture online are mostly middle-income young people and middle-aged with a higher education working in the enterprises and institutions or freelances, and slightly more female consumers.

(2) Condition of respondents’ online shopping

Descriptive statistical analysis results of respondents’ online shopping are shown in Tab.2.
Tab.2 indicates that online shopping life of 68.9% respondents is more than 3 years, the majority of consumers have a relatively rich experience of online shopping, and only 56.6% of the respondents are more satisfied with the shopping online; consumers who purchase goods online at 1000 yuan or above tend to choose the highly professional and high reliable independent websites, such as JD.com, Suning.com, etc; 39.6% of the respondents purchased furniture online before and only 14.7% prefer to purchase their favorite furniture directly when they meet, that means consumers are more rational; consumers’ price tolerance of purchasing furniture online are mainly concentrated in the range from 0 to 5000 yuan, it shows up that 84% of the respondents are willing to purchase furniture online with the price between 0 to 5000 yuan; chief considerations about purchasing furniture online is the describe discrepancy, followed by the product quality and after-sales service; consumers’ loyalty to furniture shopping mode accounted for 58.5%.

<table>
<thead>
<tr>
<th>Item</th>
<th>Item Value and Distribution (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Shopping Life (V6)</td>
<td>0-3Years 3-6Years 6-10Years 10 Years and Above</td>
</tr>
<tr>
<td>Online Shopping Satisfaction (V7)</td>
<td>Strongly Dissatisfied Dissatisfied Neither Satisfied or Dissatisfied Satisfied Strongly Satisfied</td>
</tr>
<tr>
<td>Category of Reliable Website to Purchase Products at 1000 Yuan and Above (V8)</td>
<td>Comprehensive Platform Independent Management Self-Production and Sales</td>
</tr>
<tr>
<td>Whether Purchased Furniture Online (V9)</td>
<td>Yes No</td>
</tr>
<tr>
<td>Habits of Online Shopping for Furniture (V10)</td>
<td>Buy Directly When Meet favorite Furniture Shopping Around Select after Detailed Analysis &amp; Query</td>
</tr>
<tr>
<td>Price Tolerance of The Consumers Shopping Furniture Online (V11)</td>
<td>¥0-¥999 ¥1000-¥2499 ¥2500-¥4999 ¥5000-¥9999 ¥10000 and Above</td>
</tr>
<tr>
<td>Chief Considerations About Purchasing Furniture Online (V12)</td>
<td>Describe Discrepancy Product Quality After-Sales Service Logistics Services Others</td>
</tr>
<tr>
<td>Loyalty of Online Shopping Mode for Furniture (V13)</td>
<td>Disloyal Not Always Loyal</td>
</tr>
</tbody>
</table>

(3) Promotion and acceptance of O2O mode
Descriptive statistical analysis results about the promotion and acceptance of O2O mode is shown in Tab. 3.

It shows that 54.2% of the respondents have ever experienced O2O mode, 70.8% of the respondents are more willing to attempt this new consumption mode. Therefore, O2O e-commerce mode is an important opportunity for the development of e-commerce
furniture industry, furniture enterprises should seize this opportunity to actively carry out furniture O2O e-commerce.

### 3.2 Results of Correlation Analysis

Correlation analysis using SPSS20.0 on 12 variables including gender of the respondents V1, education V3, family per capita income V5, online shopping life V6, online shopping satisfaction V7, category of reliable website to purchase products at 1000 Yuan and above V8, whether purchased furniture online V9, habits of online shopping for furniture V10, price tolerance of the consumers purchasing furniture online V11, loyalty of online shopping mode for furniture V13, whether have experienced the O2O consumption mode before V14 and whether is willing to attempt the O2O consumption mode V15, the ordered correlation test between variables and statistics significance probability of Chi-Square Test as shown in Tab.4.

### Tab.4 Ordered correlation test between variables and statistics significance probability of Chi-Square Test

<table>
<thead>
<tr>
<th>Index</th>
<th>V1</th>
<th>V3</th>
<th>V5</th>
<th>V6</th>
<th>V7</th>
<th>V8</th>
<th>V9</th>
<th>V10</th>
<th>V11</th>
<th>V13</th>
<th>V14</th>
<th>V15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Spearman correlation coefficient</td>
<td>1.000</td>
<td></td>
<td>0.080</td>
<td></td>
<td>0.140</td>
<td></td>
<td>-0.122</td>
<td></td>
<td>0.023</td>
<td></td>
<td>-0.055</td>
</tr>
<tr>
<td></td>
<td>Chi-square test statistics</td>
<td></td>
<td>0.306</td>
<td></td>
<td>0.626</td>
<td></td>
<td>0.251</td>
<td></td>
<td>0.056</td>
<td></td>
<td>0.302</td>
<td></td>
</tr>
<tr>
<td></td>
<td>significance probability</td>
<td></td>
<td>1.000</td>
<td></td>
<td>1.000</td>
<td></td>
<td>1.000</td>
<td></td>
<td>1.000</td>
<td></td>
<td>1.000</td>
<td></td>
</tr>
</tbody>
</table>

Note: "**" indicates the correlation at level of 0.05 is significant; "***" indicates the correlation at level of 0.01 is significant.

According to the analysis of Tab.4, at the significance level α=0.05, gender of consumer (V1) was correlated to the family per capita income (V5) and whether is willing to attempt the O2O consumption mode (V15). Consumer education (V3) and online shopping life (V6), whether purchased furniture online (V9), whether have experienced O2O mode (V14) have significant correlation; correlation between V5 and V6, V5 and V9 are both significant; correlation between V6 and category of reliable website to purchase products at 1000 Yuan and above (V8), V6 and V9, loyalty of online shopping mode for furniture (V13), and V14 was significant; there was significant correlation between online shopping satisfaction of consumers (V7) and V9, V7 and V14, V8 and price tolerance of the consumers shopping furniture online (V11),V8 and V14, V8 and V15, V9 and habits of online shopping for furniture, V11 and V15, V13 and V14, V13 and V15. Spearman correlation coefficient is a measure of the correlation the more willing to attempt consumption mode of experience offline and purchasing online (O2O); the higher the consumers'
education the longer online shopping life; the longer the online shopping life the more likely to purchase furniture online; the higher the price tolerance of online shopping for furniture, the consumers are more tend to purchase products at more than 1,000 Yuan from the professional website; the higher the loyalty of online shopping for furniture, the higher understanding and acceptance of the O2O mode the customers have. Spearman correlation coefficient is used to measure the correlation between ordinal variables, and draw a conclusion as the correlation coefficient is above 0.2: Male consumers are more willing to attempt the new mode O2O; the longer the online shopping life the higher the consumers’ education; the longer the online shopping life the consumers more tend to purchase furniture online; the higher the price tolerance of the consumers’ purchasing furniture online, the consumers more tend to purchase furniture from professional websites; the higher loyalty to purchase furniture online, the higher the consumers’ understanding and acceptance of O2O mode.

4. CONCLUSION AND SUGGESTIONS

Currently, development space of e-commerce furniture in China is vast, but to obtain the good momentum of development, also need furniture dealers to grasp the consumers’ preferences as while as understand the consumers’ attitude to purchasing furniture online and their expect to get and return from the shopping experience, then timely adjust business strategy to better satisfy the demand of consumers and catch their interests, promote the development of e-commerce furniture in China. In this paper, through the analysis of the factors that influence the attitude and behavior of the consumers’ purchasing furniture online, the following conclusions are obtained, and the corresponding countermeasures and suggestions are put forward:

(1) Lower income consumers have the lower education, the shorter the online shopping life, the more inclined to purchase furniture online, and the higher the satisfaction for online shopping. Based on the concept of precision marketing, the sellers of furniture should emphatically grasp the demand of this kind of consumer groups, to provide cheaper furniture in line with their economic level, improve the cost performance of products, and take appropriate promotions for online shopping, encourage consumers to share their positive purchasing experience and evaluation to attract potential rational consumers with longer online shopping life and lower satisfaction for online shopping.

(2) The percentage of consumers online shopping for furniture is relatively few and the purchasing behaviors of consumers are more rational with higher loyalty, and what they concern about as shopping online for furniture focuses on the problems of product quality and after-sale service. Furniture sellers, therefore, should guarantee the products are in conformity with the physical description, at the same time, provide excellent after-sales service and logistics service, enhance the customers’ satisfaction and credibility.

(3) The longer the online shopping life of consumers the more willing to purchase furniture online, and the higher price tolerance, the consumers are more tend to purchase products at more than 1,000 Yuan from the professional website. So sellers should pay much attention to customer relationship management, to maintain the relationship system with regular consumers, such as establishing a VIP membership, to promote new products regularly, encourage and stimulate customers to purchase again, improve their VIP level when recommending new customers, different VIP levels corresponding to different price discounts and special member services. Then the customers’ scope with high loyalty can be expanded. For professional furniture website, it is very important to pay more attention to provide mid to top range eco-friendly furniture with high quality, integrity management, build brand, establish a people-oriented more perfect after-sales service system, improve consumers' perceived value and ownership sense.

4) 70.8% of the respondents are willing to attempt O2O shopping mode, the higher loyalty of online shopping for furniture, the higher understanding and acceptance of O2O, and the recognition of male consumers for O2O is higher than female consumers'. Many male consumers are more willing to search information for furniture on the Internet, to purchase furniture online after experienced offline, both gained experience also enjoy the various advantages of online shopping. Furniture sellers, therefore, should actively promote O2O mode, and integrate the resources online and offline, maximize their respective advantages and make good use of them. Attract customers by making good use of the advantages of fast dissemination, low promotion cost and high coverage of online shopping; improve satisfaction and loyalty of customers through excellent experience services and real goods store experience. At the same time, they should actively guide male consumers to attempt O2O mode.

5. ACKNOWLEDGMENTS

This research was partially funded by the National Science Foundation of China (71373039) and the Ministry of Education’s Program for New Century Excellent Talents (NCET-13-0712).

6. REFERENCES


