

Title: Factors influencing Kunming Consumers' decision to purchase Teak furniture from Baan Tawai, Chiang Mai

Researcher: Miss Zhao Qin

Advisory Committee: Dr. Wanniwat Pansuwong

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ABSTRACT

This study explored and described the factors influencing Kunming consumer's decision to purchase Teak wood furniture from Baan Tawai of Chiang Mai. This was accomplished by gathering and analyzing the experiences and perspectives of 224 respondents who purchased Thai teak wood furniture from nine furniture stores in Kunming. Convenience sampling technique of non-probability sampling was adopted for this study.

Findings highlighted that the majority of customer respondents were female (63.4%) and aged below 30 years old (60.7%). The majority of respondents held undergraduate degree (74.6%) and earned stable income between 501 to 1,000 USD which is equivalent to around 3,101 RMB and 6,200 RMB (42.9%).

The majority respondents did not have experience in using teak wood furniture (78.6%). Respondents decided to purchase Thai teak wood furniture owing to its high reputation (80.8%), good quality (23.2%) and special design (42.4%). Most respondents preferred European style teak wood furniture (43.3%). Their living areas

were between 81 to 120 square meters (34.4%). More than seventy percent of respondents could afford the price of teak wood furniture which was less than 5,000 USD (73.1%).

The majority Kunming customers would like to go with their family members, when they went shopping for wooden furniture (95.1%). Most purchasers were influenced by their spouses, boyfriends or girlfriends when they were making purchase decisions (35.5%). Local architecture and decoration culture influenced Kunming customers to purchase or use Thai teak wood furniture (78.1%). On account of public opinion, most of the purchasers believed Thai teak wood furniture is better than other furniture made in China or imported from other countries (74.1%). Before they decided to purchase Thai teak wood furniture, they had researched information from websites (30.8%) and recommendations of friends (27.2%).

The marketing factors; product, price, place (distribution) and promotion are the key determinants influencing the purchasing decision. Among these four factors, the respondents considered product the most important factor ($\bar{x}= 3.90$) influencing Kunming consumer's decision, followed by price ($\bar{x}= 3.53$), promotion ($\bar{x}= 2.978$), and then distribution channel(place) ($\bar{x}= 2.71$) respectively.

It is recommended that Kunming furniture wholesalers and retailers should put more consideration in the product design, quality, price, display of furniture shop and company website when they pursue the business strategies in the Baan Tawai teak furniture market in Kunming.