

Guangzhou Home Furnishing Industry Customer Satisfaction Survey— Take IKEA Guangzhou Tianhe Store for example as needed

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Abstract: This paper takes IKEA Guangzhou Tianhe Store as the research object, and collects data and information related to customer satisfaction in the home furnishing industry through questionnaires and other means. This paper uses SPSS19.0 software and EXCEL software to analyze and evaluate the customer satisfaction of home furnishing enterprises from four aspects, including products, shopping environment, employees and services, and to make suggestions to the relevant enterprises in the home furnishing industry.

Keywords: Guangzhou; IKEA; Customer Satisfaction; Satisfaction Influencing Factors

Project source: Guangzhou Institute of Science and Technology 2021 Teaching Achievement Award Cultivation Project "Digital Marketing Teaching System Reform and Innovation Research"

1 Introduction

Guangzhou, as one of the important cities in China, the home furnishing industry has been developing rapidly in the context of its economic development and consumption upgrading; at the same time, the home furnishing market in Guangzhou is highly competitive, and many home furnishing enterprises compete for market share here. Through the study of customer satisfaction in Guangzhou's home furnishing industry, this paper can gain a deeper understanding of consumers' needs and feedbacks, and help enterprises to improve product design, enhance service quality, improve market competitiveness and provide a better consumer experience..

2 Rationale and research hypothesis

American service marketing expert Zeithaml in his book "service marketing" put forward for the service industry customer satisfaction of the influencing factors model, affecting the service industry customer satisfaction factors are: service quality, product (including price) factors, environmental factors and personal factors and so on. Drawing on the theoretical research of the above scholars, this paper takes the customer satisfaction of Guangzhou's home furnishing industry as the dependent variable, sets the four aspects of product, service, shopping environment, and employees as the independent variables, and sets the secondary indicators for each independent variable from the four dimensions to conduct a survey and research (the specific indicator descriptions are shown

in Table 2).

3 Current Situation Analysis Of IKEA Guangzhou Tianhe Store Customer Satisfaction Survey

3.1 Descriptive Statistical Analysis of the Questionnaire

This study conducted a sample survey on customer satisfaction in IKEA Guangzhou Tianhe Store from December 7 to 21, 2022, and collected first-hand survey data through on-site distribution and online questionnaires. A total of 350 questionnaires were received, and after deleting invalid questionnaires, 310 valid questionnaires remained, with a recovery rate of 89%. In the sample of this survey: the majority of the interviewed customers are female, of which 206 are female, accounting for 66.5%, and 104 are male, accounting for 33.5%. Most of the interviewed customers were between 21 and 45 years old, accounting for 61%. In terms of education, customers generally have a high level of education, with the majority in the two categories of college and bachelor's degree, accounting for 67.4% of the total. In terms of monthly income, the number of people earning more than 5,000 yuan to 10,000 yuan accounted for 62.3%, and the monthly income of the respondents was relatively high.

3.2 Reliability and Validity Analysis of the Questionnaire

In this study, SPSS 19.0 software was used to calculate the value of Cronbach's alpha coefficient for the characteristic variables. The reliability of the indicators of the satisfaction questionnaire was tested to be reliable. The results are shown in Table 1.

Table 1: Reliability analysis

Characteristic Variable	Cronbach's Alpha	Item Count
Product Satisfaction	0.731	4
Satisfaction with the shopping environment	0.734	4
Employee Satisfaction	0.730	4
Service satisfaction	0.759	4

According to the calculation, the KMO value is 0.761 and the questionnaire data has validity, which indicates that the questionnaire data is suitable for factor analysis.

3.3 Calculation of the Weighted Average Index of Satisfaction

The questionnaire was based on a five-level Likert scale, and Excel was used to statistically summarize each demand indicator

for the 310 valid questionnaires. The mean and weighted values of satisfaction were substituted into the formula respectively: $CSI = \frac{\sum(x_i \cdot k_i)}{\sum k_i}$ (n=16), The weighted average of the satisfaction of each demand indicator of Guangzhou IKEA Tianhe Store is obtained as 3.65. Specific data are shown in Table 2.

Table 2: Average weighted customer satisfaction index of IKEA Tianhe store, guangzhou

Factor	Demand Indicators (n)	Average Satisfaction Score (xi)	Weight (ki)	Average Weighted Value of Satisfaction (xi*ki)
Product Factors	1. Types of goods	3.88	0.0665	0.2580
	2. Commodity prices	3.78	0.0648	0.2449
	3. Quality of goods	3.71	0.0637	0.2363
	4. Merchandise placement	3.25	0.0555	0.1804
Shopping Environment Factors	5. Exhibition room decoration	3.87	0.0665	0.2574
	6. Store Layout	3.56	0.0610	0.2172
	7. Hygiene	3.77	0.0641	0.2417
	8. Shopping Tools	3.49	0.0600	0.2094
Employee Factors	9. Grooming	3.90	0.0672	0.2621
	10. Efficiency of checkout	3.44	0.0586	0.2016
	11. Staff professionalism	3.65	0.0627	0.2289
	12. Employee Attitude	3.52	0.0607	0.2137
Service Factors	13. Delivery Service	3.65	0.0631	0.2303
	14. Member Services	3.51	0.0600	0.2106
	15. Customized services	3.76	0.0640	0.2406
	16. Customer Complaint Handling	3.57	0.0610	0.2178
Overall Rating	CSI= = 3.6507(n=16)			

4 Problems of Customer Satisfaction in IKEA Guangzhou Tianhe Store

4.1 In terms of product satisfaction

The results of the survey show that among the four indicators of product satisfaction evaluation in the store, the average weighted value of product variety is the highest: 0.2580, while the indicator value of product placement is the lowest: 0.1804. It shows that the store has a wide variety of products of good quality, but it needs to optimize the way the products are displayed.

4.2 In terms of satisfaction with the shopping environment

The survey results show that among the indicators of satisfaction with the store's shopping environment, the average weighted value of showroom decoration is the highest: 0.2574, and the average weighted value of shopping tools is the lowest: 0.2094. The main reason for this is that there is a large number of people in the store on weekends and holidays, so it is necessary to replenish the shopping tools in a timely manner and add baby shopping carts, so as to enhance the user's shopping experience.

4.3 In terms of employee satisfaction

The results of the survey show that both checkout efficiency and employee attitude, which are indicators of employee satisfaction in the store, do not have a high evaluation value. In this

regard, it is necessary to further strengthen the professional training of employees and improve their work attitude.

4.4 In terms of service satisfaction

The survey results show that the evaluation value of both member service and customer complaint handling in the service satisfaction index of the store is low, indicating that the store cannot handle customer complaints properly. Customer complaint handling is one of the key tasks of service enterprises to prevent customer loss and loss of credibility, and there is still room for improvement in the store's handling of complaints.

5 Ikea Guangzhou Tianhe Store customer satisfaction improvement pathway

5.1 Continuously Strict Quality of Selection and Optimization of Merchandise Display

First, strictly select the quality of goods to protect the interests of customers. Starting from the source of goods, establish a strict supervision system. Evaluate the products with problematic quality in response to customers, propose solutions, and selectively take some brands off the shelves. Second, optimize the merchandise display and form a unique style. Master the skills of merchandise display, give customers a strong visual impact, so that consumers see the products in the exhibition room tend to buy, so that

consumers understand the product up close, and then remember the product.

5.2 Improved Availability of Shopping Tools to Enhance User Experience

First of all, in terms of environmental health, leaving no dead ends, cleaning staff should always check the store, found dirt and debris should be removed in a timely manner. In the layout of the store, the reasonable organization of the proportion of goods and the layout of the departments, to drive the flow of customers. Secondly, when there are many people in the store, it is necessary to increase the number of strollers for babies to provide customers with more humanized services and enhance the user shopping experience.

5.3 Enhancement of Staff Professionalism Training and Improvement of Work Attitude

First of all, we should train and introduce talents in the way of “internal training and external attraction”, train and motivate the front-line staff and management personnel, have the consciousness of creating service value for customers, have the service concept

of “customer-centered”, enhance the potential of the service personnel, and strengthen the comprehensive service consciousness. Comprehensive service consciousness. Secondly, we train our staff to become experts, pay attention to the details of service, focus on personalization, and try our best to combine visible and invisible services.

5.4 Further Optimize Member Services and Improve Customer Complaint Handling

First, improve after-sales service and actively manage complaints. After-sales service fails to achieve satisfaction, there will be a continuous loss of customers. Complaints from customers should be given high priority for effective problem solving. Second, pay attention to publicity and recruit customers to join the enterprise community. Enterprises should do one-to-one response to community information, and guide customers to complete the online order. Finally, adhere to the continuous improvement of the whole-house customization of the service process and service standards, to enhance the customer's sense of buying experience.

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