Demand On Home Furniture In Courts Mammoth Temerloh Branch

Muhammad Nizam Jamaludin & Abdul Jalil Bin Hj Ahmad
Department of Wood Industries, Faculty of Applied Sciences, UiTM Cawangan Pahang

Abstract

The study carried out was intended to find out the demand of home furniture based on sales made by Courts Mammoth in Temerloh. The study focused on three main home furniture items which includes; coffee table, sofa, and dining table sold in Courts Mammoth that is located in Temerloh, Pahang. From the data that was collected and analyzed, it was observed that almost the entire product range showed the same sale trend that is high sale volume in August and gradually reduced towards the end of the year. It is due to the economic condition and the lifestyle of the residents of Temerloh and nearby districts.

Keywords: Home furniture, demand, Courts Mammoth

INTRODUCTION

Malaysian people have a lot of choices regarding to home furniture designs that are available in market today. Generally, there are three themes of designs that applied to basically all furniture, including tables. These are traditional, transition, and contemporary design. Home furniture has different styles of designs and significantly has its own characteristics which can be identified physically. These themes also can determine what kind of material that has to be used to make the furniture. Courts Mammoth is a well known company for selling good quality furniture and the company has a wide range of product, generally household items. They have electric appliances and interior furniture which covers beds, dining sets, coffee tables, sofas, and much more. Focused on furniture, their products have different design styles and that seems to be the attraction for customers to buy furniture at their premises. (anonymous, About Us, 2011)

This study discussed specifically on coffee table, sofa and dining table and its demand in Courts Mammoth branch Temerloh, Pahang. The sales made by the company were recorded, analyzed to determine whether the sales of these 3 types of home furniture are affected by some dependent factors such as month, race, age, and gender.

RESEARCH METHODOLGY

There are two types of information used in this study that is primary and secondary data. Primary data is the data and information that is gathered from the place where the study is done. Some example of primary information or data is information from

observation, questionnaire, documents from the company, interviews, etc. Secondary data is defined as data or information that is collected from external sources and published earlier that is related and helpful for the study that is about to be made. Some examples of secondary data are references from books, conference proceedings, websites, journals, other thesis, etc.

Primary Data: Field Study

For this study, the author uses both methods to gathering data that is used for this paper. For gathering primary data for this study, the author did observations in the premises of the subject, which is the author come to the premises and observed the activities done by the visitor of the premise. Apart from that, the author jots down the sales record of the company. The sales record was available in the invoice in every sales made by the company. The sales activities during the month of August, September, October, November and December are recorded. The data about date of purchase, name of product purchased, the race of the buyer, the age of them, and the gender of the buyer is also recorded for analyzing use. All the sales data recorded earlier was keyed-in to Excel and SPSS program. Specifically, the sales record for coffee table, sofa and dining table and other comparison subject was written down as a rough data before keyed-in to Excel and SPSS program. SPSS is quite complex software, so it does consume time to learn how to use it and master the software.

Secondary Data: Library Research

The other method of gaining data for this paper is from secondary data which comprises of information from books, internet, journals, conference proceeding, other thesis, and any other external sources of information. Those collected information or data was carefully selected and recorded for quotation reasons. For this study, the author did some readings and revision on other material such as books, journal, and website that seems to be useful and helpful for finishing this study. These secondary data is referenced and quoted using American Psychological Association (APA) referencing system. Referencing is very important because it is to acknowledge the information from other author and to uniquely identify the sources of information. The guideline for referencing is followed carefully to avoid any accusation of plagiarism, to identify quotations, and to enable the readers of the paper to follow up and read more about the cited author's arguments, ideas and opinion (Anon, 2007).

SPSS Software

SPSS is computer software mainly used for statistical analysis. Apart from that, this software is also used in social science purpose. Some of the benefited users of this software are market researchers, health researchers, survey organizations, government, education researchers, marketing organizations and many more (Anon, 2007).

RESULTS

Sales Vs Months for Sofa

From Figure 1 the sales trend of the sofa is high compared to other product in the month of August. Sofa sets sold amounted to 55, and the number declined by the next month, which dropped by 34 units by September to 21 units only. For October the sales of sofa once again declined by 15 units to 6 unit. For the next month the companies suffers the worst sales unit that is only two units for the whole November. But that declining trend changed a little bit in the month of December, by 8 units to 10 units of sofas sold.
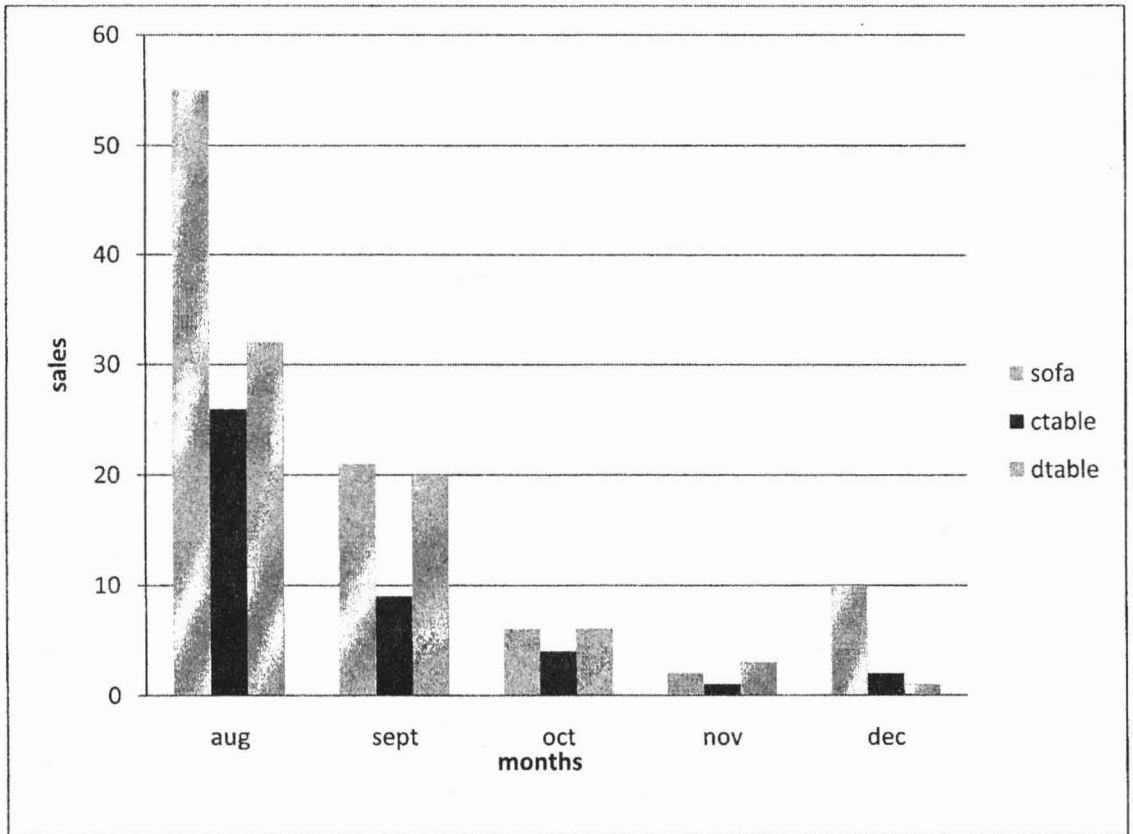

Figure 1. Chart Sales Made Vs Months

Sales Vs Months for coffee table

From Figure 1.0 we can see the trend of sales made by Courts Mammoth branch Temerloh for coffee tables. In the earlier period that is in August, the sales made by the company is relatively high, that is 26 units of various models of the coffee tables were sold. In the next month, the sales unit made by the company is dropped by 17 units to 9 units only for the month of September. The declining sales are not stopped on the next month, which means the sales made by the company are declined by 5 units to 4 units only for October. The next month, Courts Mammoth Temerloh was

only able to sell only a coffee table for the whole November. For the month of December, the sales made is increased a little bit that is 2 unit coffee table sold.

Sales Vs Months for dining table

From Figure 1.0 the sales made in August are the highest among all 5 months for dining table, which is 32 units of dining tables were sold during the month. In the next month, the sales made are declined by 12 units to 20 units for the month of September. For the month of October, the sales of dining tables are still declining to 6 units sold. In the next month, the dining tables sales made by Courts Mammoth Temerloh are still declining to 3 units only. Of all five months of data available for dining table, the month of December recorded the worst of sales made that is only a unit of dining table.

Sales Vs Age Range

Figure 2 shows the sales made by the company that has been divided into age groups. In the x-axis the median of the age range and in the y-axis is sales unit for various models of products. There are also undefined age data that is the age of the buyer is not available and may not be discussed or stated in the results, but they are also plotted in this chart.
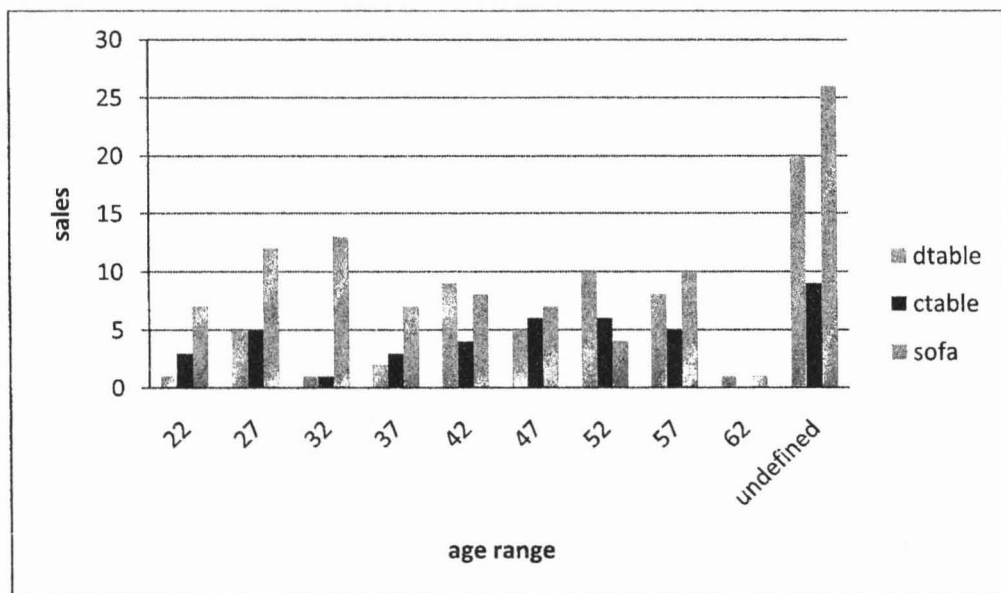

Figure 2. Chart of Sales Made Vs Age Range

Dining Table

From Figure 2 displayed above, it is clear that for dining tables the sales were most going to the age range of 50 – 54, with the median of the range is 52 years old apart from that in the undefined region. There are several age ranges that are very low in sales units made are age range with median 22, 32, 37, and 62.

Coffee Table

From Figure 2 it is clear that the highest sales volume made for coffee table is in the age range of 45 – 49 years old, and the other one is 50 – 54 years old which is having 47 and 52 as the median in the chart that is amounted to 6 units sold to those age ranges. There are also zero sales unit sold to the 60 – 64 years old age range, which is the 62 as the median.

Sofa Sets

From Figure 2 displayed, the age range with the median 32 were recorded highest that is 13 units sold, followed by age range with median 27 that is 12 units sold. The lowest sales unit recorded in the chart for sofa is in the age range with median 62 that is only one sales of sofa sold.

Sales Vs Gender (Sofa Sets)

From Figure 3 the sales made by Courts Mammoth Temerloh for sofa is higher for female that is amounted 48 units of sofa sold. For male buyers, there are two units of difference with the sofa sold to the female that is 46 units of sofa sold to them.

Sales Vs Gender (Dining Table)

From Figure 3 it is visually clear that the female buyer for dining table is higher for two units which amounted to 30 units of dining tables than that of the male buyers that are 28 units of dining tables.

Sales Vs Gender (Coffee Table)

Just like other products, the sales of coffee table are higher for female buyers than the male buyers (Fig. 3). For female buyers, the sales of coffee tables are amounted 22 units while the male buyers are amounted 20 units of coffee tables.
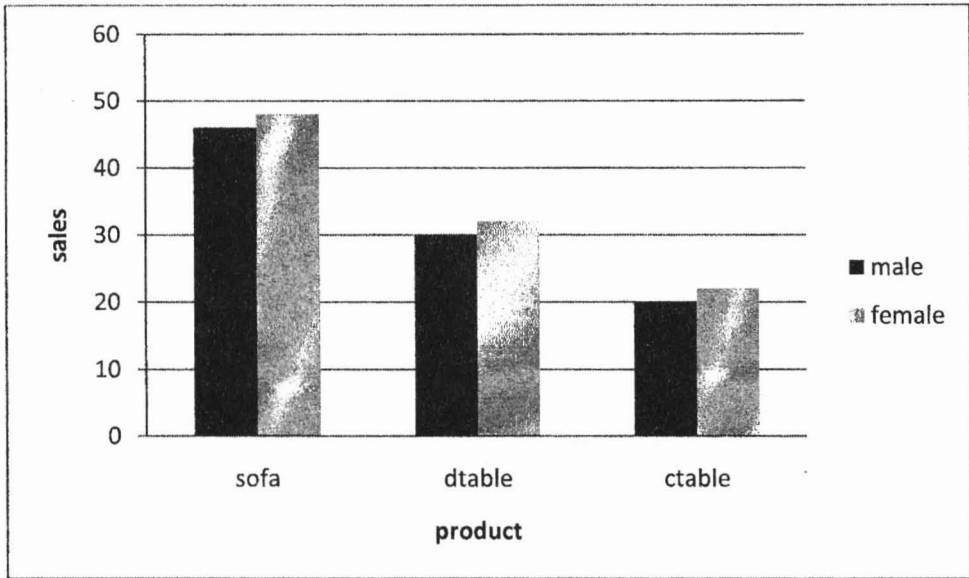
Figure 3. Sales Vs Gender

DISCUSSIONS

Sales Vs Months

From the results, it can be concluded that in the months of August, the entire three product focused in this study is having a highest sales volume compared to other months. Sofa sells the best among the other two, followed by dining tables and coffee tables. The declining trend of sales was experienced by all of these products, from September towards November. We can see that the shape of the bars monthly are almost the same, except for their height is decreasing.

But for the end of the year, the trend of the bars are slightly different, where the sales of dining table is continue to decrease while the sofa and coffee tables are increasing in a small amounts of sales volume. It is proposed that there are some connections between the sales of coffee tables and sales of sofas. It means that there are probabilities that people who are buying sofa, might be buying coffee tables also. But when talking about overall sales volume, the sofa is still ranked the highest sales made by Courts Mammoth Temerloh, followed by dining table and lastly coffee tables.

It is also proposed that in the August, people are buying more furniture for celebrating Hari Raya Aidilfitri. The government is giving bonuses for the government workers for Hari Raya Aidilfitri. So the people are spending their money for decorating their homes for that event. And furniture is named as one of the main home decorations for Hari Raya Aidilfitri. To be specific, our people are most likely to buy sofas for decorating their homes for Hari Raya Aidilfitri.

Sales Vs Age Range

The results are basically showing the sales volume made by the company and the sales made are classified by the age of the registered buyer of the products.

From the results it can be concluded that the age range distribution of the customers is uneven throughout the entire range of product. But there is some age range that is having high concentration of customer, which is from age range with median 37 until 57. There is also some bizarre trend of sofa sales in the age range 30 – 34 years old with median 32 years old that is the sale of sofa is the highest among all age range but other products is among the lowest of sales volume. It is suggested that the cause of this to be happened is that newly married couples that moves to a new homes needs sofa as one of their first furniture for their homes.

Age range before it also happened almost the same trend, it is might be because the same as suggested earlier. As we all might be noticed, most of the couple getting married at this age range. This trend does not happening with dining table and coffee table because these furniture is not considered as the main furniture for the newly married couples for their new homes and not as important as sofa.

Another trend that is visible in the chart is that there stable sales made in the age range starting age range with median 37 until median 57. It is suggested that at these age people are having a more stable financial condition and they are afford to buy extra furniture for their homes. But in this trend, the age class 57 is among the highest sales volume. It is suggested that peoples in this age are retired and using their pension money to buy new furniture to replace the old ones.

Sales Vs Gender

Basically the result shows the sales volume made by Courts Mammoth Temerloh and those sales units are classified by the gender of the recorded buyer of the products.

From figure 3.0, it is visible that every product has female buyers more than male buyers. There is practically no reason that might be influencing the gender of the buyers in Courts Mammoth Temerloh. Because of the overall sales volume of sofa is the highest, followed by dining table and lastly coffee table, the chart is looks like there are declining trends.

CONCLUSIONS

From the data collected that has been analyzed and studied, it can concluded that sales unit made by Courts Mammoth during the period of five months starting August until December for three main home furniture that is sofa, dining table, and coffee table is do influenced to certain extend by some factor, namely time and age range of the buyer. The time during the year does bring effect on the sales unit of the products of Courts Mammoth. In this study's case, the sales unit is high in certain time is because of the event of Hari Raya Aidilfitri. There might be another factor

for other time of the year, but for this study Hari Raya Aidilfitri seems to be the most possible factor for that to happen.

In the case of age range factor, there is insignificant effect that is 0.186 for coffee tables as indicated by statistical analysis done and is available in Appendix 1, but the reasons are logical and most probably the right factor for the sale trends of the furniture focused in this study is happened that way. For newly married couple, it is possible that they want to buy new furniture for their new homes, namely sofa as their first choice. It is also possible that the certain age range is recently started working and live as bachelor, so they want to have new lifestyle on their own, let alone buying new furniture for their place.

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Muhammad Nizam Jamaludin & Abdul Jalil Bin Hj Ahmad. *Department of Wood Industries, Faculty of Applied Sciences, UiTM Cawangan Pahang*