

## EVALUATION OF CONSUMER PREFERENCES AND SATISFACTION IN A FURNITURE RETAIL CHAIN: A CASE STUDY FROM SLOVAKIA

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### ABSTRACT

This paper presents the results of a survey focused on customer preferences and satisfaction levels within the furniture retail chain JYSK. The survey was conducted among 320 respondents across Slovakia, with a predominant representation from the Banská Bystrica region due to the sampling technique. Data collection focused on identifying the most frequently purchased product types, the preferred purchase method, the most common way of gaining information about retailers' offers and assessing satisfaction with key criteria: product availability in the store, staff expertise, store layout, product assortment, payment options, and delivery services. The study simultaneously identifies the main determinants of customer satisfaction and reveals current trends in the furniture retail market. This practical knowledge provides valuable guidance for optimizing marketing strategies, improving customer service, and adapting the product portfolio to meet consumer expectations and requirements as much as possible.

**Keywords:** furniture; retail chain; customer satisfaction; regression analysis; ANOVA.

### INTRODUCTION

Consumer behavior is the process by which individuals or households search for, evaluate, purchase, use, and dispose of products to satisfy their needs (Solomon *et al.*, 2014). This general process is also particularly relevant in the furniture segment, where higher-value products are usually offered, associated with long-term use and strong aesthetic and functional qualities. Buying furniture requires decision-making with a significant degree of involvement, where not only rational factors (price, quality, functionality) but also emotional factors, such as design, brand, or recommendations from acquaintances, play a significant role (Kotler and Keller, 2015).

Previous research shows that customer behavior in the furniture segment is changing in response to digitalization and the growth of online sales (Li *et al.*, 2020; Zhang *et al.*, 2022; Liu, 2023). Customers often combine online and offline channels—they search for information online but make their final decision in a brick-and-mortar store, where they can physically try out the product (Wulandari and Jajuli, 2022). This trend of omnichannel shopping behavior is characteristic of chains such as JYSK and IKEA and requires harmonizing marketing activities across all channels.

Both aforementioned companies operate extensively in the Slovak furniture retail market, which is highly concentrated and dominated by major international players. In

addition to JYSK and IKEA, other key competitors in the multi-channel segment include global chains such as Möbelix and XXXLutz. This market environment is highly competitive across all eight administrative regions of Slovakia, forcing retailers to constantly optimize their 7P marketing mix to maintain market share and effectively address the specific preferences of local consumers. Therefore, the Slovak market represents an interesting research setting due to its high presence of international furniture chains and rapidly developing omnichannel retail environment.

In this competitive environment, retailers employ a comprehensive set of tactical tools to shape consumer behavior, integrated into the extended 7P marketing mix model (Kwok et al., 2020; Kusdiana and Yulita, 2024).

The marketing mix used in furniture sales consists of the following tools: product, price, place, promotion, people, processes, and physical evidence (Senna Ayrdelan and Ridanasti, 2024). The following elements are included:

- Product: quality of materials, furniture assortment, design, and additional services (assembly of the furniture, transport, guarantees);
- Price: pricing policy, discounts, perceived value, price/quality ratio;
- Promotion: various forms of communication with consumers (advertising, website, social networks, Public Relations and many others);
- Place: store location, online sales, logistics;
- People: staff, their experience, approach to customers;
- Processes: ordering, purchasing, complaint handling, and product delivery;
- Physical evidence: store layout, atmosphere, cleanliness, visual presentation.

Effective management of the 7P elements directly shapes the overall customer experience and consequently their level of satisfaction.

Understanding customer satisfaction is essential because it directly affects loyalty, repurchase intentions, and overall market performance. Therefore, understanding and satisfying consumer needs represents a fundamental prerequisite for long-term competitiveness (Girsang and Faadhil, 2025).

Most existing studies examine consumer behaviour and satisfaction in the furniture industry in relation to sustainability, the impact of digital platforms on purchase intentions, and the symbolic dimensions of furniture as a tool for identity expression (Yu *et al.*, 2023; Pirc Barčić *et al.*, 2021; Kim and Jin, 2019; Hakala *et al.*, 2015). Despite the existing literature, there is a significant research gap specifically focused on the multidimensional interaction between consumer demographics and the complex perception of the 7P marketing mix within international furniture chains. Current studies often overlook how specific demographic segments prioritize individual attributes such as “physical evidence” or “processes” in an omnichannel environment. Filling this gap is essential for developing more targeted and effective marketing strategies in highly competitive markets.

Considering JYSK's strategic position in the furniture market and its extensive multi-channel presence, it is essential to understand how various aspects of its offer and operational processes contribute to customer satisfaction. Specifically, focusing on purchasing preferences within product categories and identifying the lowest- and highest-satisfaction areas (such as logistics, complaints, or product quality) will allow for the formulation of key strategic recommendations to improve the effectiveness of the company's marketing activities and increase overall customer satisfaction.

The scientific objective of this paper is to analyze the interrelationships between customer demographics and purchasing preferences, and to identify key determinants of

satisfaction within the furniture retail segment. Furthermore, the study aims to quantify the impact of specific service attributes on overall customer satisfaction using multivariate statistical methods.

## MATERIALS AND METHODS

The empirical part of the research was conducted using a quantitative approach via an online questionnaire. The questionnaire was created in Google Forms and distributed from February 1 to April 20, 2025. The questionnaire was distributed primarily via social networks (Facebook and Instagram) using the nonprobability snowball sampling technique. This method requires respondents to complete the questionnaire and to share the link further.

To ensure the generalizability of the findings, the minimum required sample size was determined. The sample size was determined at a 95 % confidence level, with a maximum permissible margin of error of 6 % and a standard deviation of 0.5. Based on these statistical parameters, the minimum required sample size was calculated at 267 respondents. Since the survey obtained 320 valid responses, the sample size is considered sufficient to ensure the reliability and generalizability of the findings.

The aim of the survey was to obtain a comprehensive overview of JYSK's customer preferences and to identify the level of their satisfaction with the examined variables. For this purpose, a structured questionnaire was compiled comprising 14 closed and open questions. The initial part of the questionnaire contained demographic data (gender, age category, region, and economic situation), which enabled a differentiated assessment of satisfaction across individual groups of respondents. A questionnaire designed in this way provides a detailed picture of customer satisfaction with individual aspects of the purchasing process. It allows comparisons of ratings across different demographic groups, thereby enabling identification of segments with different expectations or levels of satisfaction. As part of the survey, the testing of the following hypotheses was performed:

H0: There is no statistically significant relationship between gender and preferred type of product purchased.

H1: There is a statistically significant relationship between gender and preferred type of product purchased.

H0: Age has no significant effect on the preferred method of purchase (physical store vs. online shopping).

H1: Age has a significant effect on the preferred method of purchase (physical store vs. online shopping).

H0: There are no statistically significant differences between men and women across the analyzed satisfaction variables.

H1: There are statistically significant differences between men and women across the analyzed satisfaction variables.

The first two hypotheses were formulated to determine whether basic demographic characteristics (age and gender) influence customer behavior in the monitored retail chain JYSK. The choice of these variables is supported by the marketing literature, which identifies demographics as one of the basic segmentation criteria that can influence preferences, purchasing methods, and the types of products purchased.

Within this hypothesis, the influence of gender on product type choice was examined. The objective was to determine whether differences exist between men and women in the types of goods purchased at JYSK, namely furniture, accessories, or both.

When formulating this hypothesis, it was assumed that gender can influence the purpose of store visits, which can affect marketing activities aimed at segmentation, the selection of the offered assortment, or the adaptation of marketing communication to the target segment.

The aim of the second hypothesis was to determine whether age influences shopping channel preference — that is, whether customers prefer shopping in a brick-and-mortar store or online. In formulating this hypothesis, it was assumed that older age groups tend to prefer the traditional way of shopping. At the same time, younger generations are more likely to use online channels for their purchases. The answer to this hypothesis also has practical significance: it allows retail chains to allocate resources between offline and online sales channels more effectively, optimize digital investments, adapt promotional formats to specific age segments, and better target marketing communications to preferred shopping channels.

These two hypotheses (the influence of gender on the preferred type of product purchased and the influence of age on the preferred method of purchase) are tested using regression analysis. It is one of the most frequently applied statistical methods for determining the quantitative relationship between two or more (independent and dependent) variables (Kaper and Engler, 2013; Kumari and Yadav, 2018).

This method allows these correlations to be measured while controlling for other variables that could affect the outcome. In both cases, regression analysis offers a robust framework for understanding these relationships; therefore, it is considered the most suitable method for testing the hypotheses.

The quality and explanatory power of a regression model are commonly assessed using the coefficient of determination ( $R^2$ ). In general, higher  $R^2$  values indicate better model fit, indicating that the selected predictors explain a greater proportion of the variance in the dependent variable (Xu *et al.*, 2022).

The statistical significance of the regression models and the relationships between variables were assessed at the  $p < 0.05$  level. The model fit was evaluated using the coefficient of determination ( $R^2$ ), and the influence of individual predictors was assessed through regression coefficients and their respective confidence intervals (Kwak, 2023; Evans, 2025).

The third hypothesis assumes that females and males may differ in how they perceive and evaluate individual aspects of the customer experience. Testing this hypothesis, therefore, allows us to determine whether there are differences between males and females in evaluating areas such as store availability, promotion methods, store orientation, staff expertise, or delivery times, or whether these evaluations are homogeneous across genders. Its confirmation or refutation has marketing significance — it may indicate whether differentiated communication or service adjustments based on gender are necessary within the examined retail chain.

To formally test this hypothesis and verify differences between demographic groups, we used ANOVA (analysis of variance) and MANOVA (multivariate analysis of variance). Both are statistical methods used to test for statistically significant differences in the means of groups defined by one or more independent categorical variables (factors), such as gender or age. It is also common practice in behavioral and social sciences to calculate statistical power a priori. This standard method allows one to determine in advance the necessary

sample size to detect the predicted effect size with the desired probability (Langenberg *et al.*, 2023).

MANOVA is used to test whether a categorical variable (gender) has a statistically significant effect on the entire set of dependent satisfaction variables (e.g., product range, delivery times, etc.). The Wilks test generates the Wilks' lambda ( $\Lambda$ ) value, which represents a measure of variability unexplained by differences between groups (Statistics How To, 2025).

Wilks' lambda is calculated as follows:

$$\Lambda = \frac{|E|}{|H+E|} \quad (1)$$

Where:

E – determinant of the matrix of sums of squares and products of error (within-group variability).

H - determinant of the matrix of sums of squares and products of the hypothesis (variability between groups).

If H is large relative to E, then  $|H + E|$  will be large relative to  $|E|$ . Thus, we will reject the null hypothesis if Wilks' lambda is small (close to zero) (The PSU, 2025).

If MANOVA confirmed statistical significance (rejection of the null hypothesis), ANOVA was followed to locate this effect in detail on the individual satisfaction variables.

All presented statistical analyses and calculations were performed using the Statistica 14 software.

## RESULTS AND DISCUSSION

320 respondents from diverse genders, ages, and socio-economic statuses across different regions were involved in the survey. Regarding the composition of the respondents, the sample was characterized by a higher representation of female respondents (54.7 %), aged 18-30 (33 %), who currently held the economic status "employed" (59.7 %), and who came primarily from the Banská Bystrica region (40 %).

To verify the representativeness of the research sample, a Chi-square ( $\chi^2$ ) goodness-of-fit test was conducted. Given that the research hypotheses and subsequent analysis primarily focused on gender-based differences in purchasing behavior and satisfaction, gender was selected as the primary indicator. The observed distribution (145 males and 175 females) was compared with the official demographic data of the Slovak Republic. The results ( $\chi^2 = 1.25$ ;  $p = 0.264$ ) indicated no significant deviation from the gender distribution, confirming that the sample was structurally balanced and representative. Other variables, such as age, were included as secondary factors to provide additional context for the analyzed trends, ensuring a comprehensive view of the furniture retail segment.

Following the verification of the sample's representativeness, the subsequent analysis focused on the empirical findings gathered from the questionnaire. The first part of the evaluation provided a descriptive overview of the primary research data, focusing on the fundamental aspects of the 7P marketing mix, such as promotion, product preferences, and price perception. These descriptive results established the necessary context for the more complex statistical testing of the hypotheses presented in the later sections. To establish this baseline, the initial part of the analysis examined the core operational elements of the brand's market presence.

The introductory questions in the questionnaire focused on promotion and its evaluation as the primary source of information about JYSK and its offer, the products customers primarily purchased at JYSK, the preferred purchase method, and perceptions of prices compared to JYSK's competitors on the Slovak market:

- The main marketing communication tools through which respondents obtained information about JYSK and its products were television advertising, mentioned by up to 50% of respondents. Each of the remaining evaluated communication tools (radio advertising, leaflets, recommendations from acquaintances, website, and social networks) received fewer than 5% of responses. The evaluation of the question aimed at the influence of communication tools used by JYSK showed that traditional television advertising, which represented the primary source of knowledge about the brand, can still be considered the most effective promotional tool at the moment. Leaflets and personal recommendations also play a smaller, albeit significant role, while digital channels, such as Internet search engines and social networks, had an additional, but, given current trends, ever-increasing importance.
- Based on the evaluation of respondents' answers about the products they purchased in JYSK, 59.06 % of respondents bought accessories in the monitored chain. Cases in which the main reason for visiting JYSK was to purchase only furniture accounted for 29.69 %. The remaining 11.25 % were respondents who made a combined purchase (furniture and accessories). These findings validated that accessories are a key, highly frequent category with a dominant position in purchases, while the purchase of furniture (either separately or in combination) concerns a smaller part of customers. Therefore, JYSK needs to maintain a wide and attractive range of accessories to generate volume, while furniture is an important but less frequent category in complex home furnishing.
- The evaluation of the preferred shopping channel showed that the majority of JYSK customers prefer brick-and-mortar stores, with 53.75 % of respondents stating they shop exclusively in brick-and-mortar stores. A significant proportion, 31.87 % of respondents, prefer an omnichannel approach (using both shopping methods), while only 14.38 % of respondents shop exclusively online. These findings confirmed the continued dominance of brick-and-mortar stores in JYSK customers' shopping behavior, but also highlighted the importance of the online environment and the need to effectively connect both channels for almost a third of the customer base.
- Respondents perceived prices in JYSK stores as primarily comparable to those of competitors (42.81 %). A significant proportion of respondents (31.87 %) were unable to comment on the price comparison, indicating low price sensitivity or a low price orientation in the market. Of those who did comment, the prevailing perception was that prices were lower (14.38 %) than those of its competitors, rather than higher (10.94 %). Overall, these findings confirmed that JYSK has successfully established itself in the mid-price segment and that its pricing strategy was acceptable to most customers and in line with the market offer.

While the descriptive analysis provided a general overview of customer preferences, price perception, and sales structure, the following sections present the results of testing the established hypotheses regarding the influence of demographic characteristics on purchasing behavior. The first hypothesis aimed to evaluate the influence of gender on the type of product purchased at JYSK. This relationship was tested using regression analysis to determine the quantitative effect of gender (independent predictor) on the type of purchased

goods (dependent variable). The results of the regression analysis are summarized in Table 1.

**Tab.1 Results of regression analysis (influence of gender on type of product purchased).**

Regression Summary	Value
Dependent Variable	Preferred type of product purchased
Independent Variable	Gender
R	0.01297
R <sup>2</sup>	0.000168
Adjusted R <sup>2</sup>	-0.002976
F test	0.0535
p-value (ANOVA)	0.817
Standardized Coefficient (β)	-0.01
Conclusion	Gender does not influence the preferred type of product purchased

As shown in Table 1,, regression analysis was also used to determine whether respondents' gender affects the type of product purchased at JYSK (i.e., whether the purpose of visiting the chain under study is to purchase furniture, accessories, or both). The analysis shows that, based on the calculated values (F = 0.053; p = 0.817), the model is not statistically significant. The coefficient of determination R<sup>2</sup> = 0.000168 indicates that gender explains only 0.016 % of the variability in the type of product purchased; therefore, this demographic variable can be considered insignificant with respect to the type of product purchased. The adjusted R<sup>2</sup> is negative, indicating that the model does not explain more variability than would be expected by chance. The beta coefficient for the variable “Gender” is very low (b = -0.01) and its p-value is significantly above the significance level (p > 0.05). This means that gender has no statistically significant impact on whether customers buy furniture or accessories.

To further clarify which demographic characteristics may shape consumer behavior in the studied retail chain, an additional regression model focusing on age was estimated. The detailed results from the performed regression analysis are presented in Table 2.

**Tab.2 Results of regression analysis (influence of age on preferred purchasing method).**

Regression Summary	Value
Dependent Variable	Preferred purchasing method
Independent Variable	Age
R	0.028
R <sup>2</sup>	0.00079
Adjusted R <sup>2</sup>	-0.0023
F test	0.252
p-value (ANOVA)	0.616
Standardized Coefficient (β)	-0.03
Conclusion	Age does not have a statistically significant effect on the preferred method of shopping

Regression analysis did not confirm that age has a significant effect on the preferred shopping method (brick-and-mortar stores vs. online shopping) within JYSK. The model did

not reach statistical significance ( $p = 0.616$ ), and the explained variability was minimal ( $R^2 = 0.00079$ ). Age, therefore, does not appear to be a factor that influences whether customers prefer brick-and-mortar stores or online shopping. Shopping preferences in the case of the studied chain, which focused on the sale of furniture and accessories, are thus influenced by other variables.

Prior to analyzing customer satisfaction, the reliability of the measurement scale was assessed using Cronbach's alpha. In statistical research, a Cronbach's alpha value above 0.70 is generally considered an acceptable threshold for internal consistency, while values exceeding 0.90 are regarded as excellent. In this study, the reliability analysis was applied to the multi-item scale measuring customer satisfaction across nine specific attributes (Promotion, Store Availability, Staff Expertise, In-Store Navigation, Product Range, Complaint Handling, Payment Options, Delivery Times, and Delivery Service). The resulting Cronbach's alpha was 0.93, confirming that these items were internally consistent and provided a stable, highly reliable basis for evaluating the overall satisfaction profile.

In addition to a comprehensive evaluation of the questionnaire focused on JYSK customer preferences, the questionnaire was designed to test hypotheses identifying statistical dependencies in the influence of selected demographic variables on their customer satisfaction with selected areas affecting their overall satisfaction. As part of the third hypothesis, we investigated whether there is a statistically significant influence of gender on satisfaction with selected variables, which are Promotion, Store Availability, Staff Expertise and Behavior, In-Store Navigation, Product Range, Complaint Handling, Payment Options, Delivery Times, and Delivery Service, which have a significant impact on overall customer satisfaction and experience.

Since these variables are interrelated and form a complex satisfaction profile, multivariate analysis of variance (MANOVA) was used to test the effect of gender. This statistical procedure allows:

- Simultaneously assess differences between males and females in all monitored attributes of satisfaction.
- Take into account the mutual correlation among variables to minimize the risk of misinterpretation in multiple individual tests (e.g., several ANOVAs).
- Provide a comprehensive view of whether gender as an independent variable significantly influences the overall satisfaction profile.

Because customer satisfaction is an intricate concept that cannot be accurately evaluated by comparing individual variables in isolation without taking into account the others, the use of MANOVA is acceptable.

**Tab.3 MANOVA results for the effect of gender on satisfaction with the observed satisfaction attributes.**

Test	Wilks' Lambda	F	df1	df2	P
Gender	0.097480	318.9049	9	310	0.000000

As shown in Table 3, Wilks' Lambda represents a measure of variability unexplained by differences between groups. A value close to zero reflects greater differences. The F value expresses the ratio of between-group variability to within-group variability. A high F value indicates large differences between groups relative to within-group variability. The calculated Wilks' Lambda (0.097480) and F value ( $F \approx 318$ ), together with  $p < 0.001$ , confirm that gender has a statistically significant effect on the overall satisfaction profile.

However, this result indicates only that there is a difference in the overall satisfaction profile and does not identify which specific satisfaction variable contributes most to this difference. Therefore, in the second step, it was necessary to perform univariate tests of the influence of individual variables. Their interpretation has a dual purpose: to determine whether there is a statistically significant difference between men and women for each of the nine satisfaction variables, and to identify which areas of satisfaction are most strongly affected.

**Tab.4 Results of univariate ANOVA: Effect of gender on individual satisfaction variables.**

Satisfaction Variable	F	p-value	Conclusion
Promotion	1494.493	0.000000	Significant
Store Availability	1596.924	0.000000	Significant
Staff Expertise and Behavior	1690.138	0.000000	Significant
In-Store Navigation	1776.737	0.000000	Significant
Product Range	1801.534	0.000000	Significant
Complaint Handling	2130.683	0.000000	Significant
Payment Options	1772.788	0.000000	Significant
Delivery Times	1934.878	0.000000	Significant
Delivery Service	1943.329	0.000000	Significant

Univariate ANOVA tests showed that all investigated satisfaction variables showed statistically significant differences between men and women (F values range from 1494 to 2131;  $p < 0.001$ ). These results complement the MANOVA findings, which indicated a significant effect of gender on satisfaction ratings for the assessed attributes (Table 4).

**Tab.5 Comparison of Males vs. Females Satisfaction Means.**

Satisfaction Variable	Females (average value)	Males (average value)	Difference (Males – Females)	Conclusion (Higher level of satisfaction)
Promotion	2.308	2.193	-0.115	Males (have lower average)
Store Availability	2.291	2.296	+0.005	Females (averages are almost the same, but the difference is significant)
Staff Expertise and Behavior	2.331	2.413	+0.082	Females
In-Store Navigation	2.365	2.427	+0.062	Females
Product Range	2.394	2.572	+0.178	Females (the biggest difference)
Complaint Handling	2.428	2.641	+0.213	Females (the second biggest difference)
Payment Options	2.400	2.475	+0.075	Females
Delivery Times	2.411	2.517	+0.106	Females
Delivery Service	2.377	2.490	+0.113	Females

To more precisely identify the areas where differences in satisfaction arise, the average values of the individual satisfaction variables for males and females were compared (Table 5). The results showed that females were more satisfied in most of the assessed areas (8 out of 9), especially regarding product range, complaint handling, delivery times, transport, staff expertise, and behavior. Minor differences emerged in store availability, with the averages almost the same for both genders. The only attribute in which males showed higher satisfaction was the promotion.

These findings are fully consistent with the MANOVA results. While the MANOVA showed an overall statistically significant difference between the genders, the comparison of the averages showed the specific direction and intensity of these differences for individual attributes. The average values thus complement the MANOVA result by revealing which areas contribute most to the overall difference in satisfaction.

Other authors have also examined customer satisfaction in the furniture sector, and their findings confirm the strategic orientation of our research. The study by Perić et al. (2010) identified the point of sale location as the most important factor in the purchase decision, with product selection and information rated equally highly. These findings confirm the strategic importance of store availability and product assortment, which were also addressed in this study.

The issue of customer satisfaction in the furniture sector was also addressed by Azizi et al. (2017). In their research, they found that economic factors, product specifications, and trustworthiness have the greatest impact on customer satisfaction, while services and competencies are less important. Financial factors are decisive in consumer decision-making, indicating that satisfaction with furniture purchases is primarily influenced by price, followed by quality and product range. This study identified a notable difference: in a global assessment, consumers attach little importance to processes, but in JYSK's specific retail environment, insufficient processes (complaints, logistics) are the strongest source of dissatisfaction and a key segmental differentiator.

A study by Balicka and Niedbała (2022) focuses on consumers' priorities when choosing furniture. Their findings show that design and aesthetics are the most influential factors influencing purchase decisions, while price prevails over quality. The aforementioned preference for design over quality, combined with price sensitivity, confirms JYSK's business model, which is based on affordable yet aesthetically appealing Scandinavian design.

Despite the survey's valuable results, the study has several limitations. Future research should address the limitations of non-probability snowball sampling by applying probability sampling methods, thereby improving the generalizability of the findings to the broader customer base of the investigated JYSK company. Furthermore, future studies could expand the analysis beyond demographic characteristics to include psychographic segmentation variables (e.g., lifestyle or life-cycle stage), thereby further increasing the explanatory value of the findings and contributing to a better understanding of customer behavior in the context of product strategy and omnichannel communication.

## CONCLUSION

The results presented in the paper provide insight into JYSK customer preferences and satisfaction within selected areas. Descriptive analyses confirmed the importance of traditional promotional tools (especially television advertising), which remain the dominant source of information for this retail chain's customers. The purchase structure further

indicated that accessories are the core and most frequently purchased product category, highlighting their strategic importance in the company's assortment management. The quantitative analysis conducted revealed key findings for the JYSK retail chain, namely that the influence of basic demographic variables (gender, age) is not a significant factor influencing purchasing behavior, manifested in the type of product purchased or the preferred method of purchase (physical store vs. online sales), which suggests that segmentation of purchasing behavior should be based primarily on psychographic factors, not demographic characteristics. While demographics appeared irrelevant to purchasing behavior, Wilks' test (MANOVA) confirmed that gender has a strong, statistically significant effect on the overall customer satisfaction profile. Detailed ANOVA revealed that women consistently show higher satisfaction across most monitored areas, with the largest segmentation differences occurring in critical processes such as complaint handling and assortment, which represents the strongest area for JYSK to optimize processes and services by gender segmentation.

Although this study offers valuable insights, it is subject to several limitations that should be acknowledged. First, the research focused exclusively on JYSK customers, which may limit the generalizability of the results to the broader furniture market. Second, the data were collected via an online questionnaire using the snowball sampling technique, which can introduce a degree of self-selection bias among respondents. Finally, the study primarily examined basic demographic factors, while other variables such as personality traits or specific lifestyle orientations were not included.

Future research could address these limitations by expanding the sample to include multiple international furniture retailers for a comparative analysis. Additionally, incorporating qualitative methods, such as in-depth interviews, could provide a more nuanced understanding of the underlying psychological drivers of customer satisfaction.

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