

# Survey on Customer Satisfaction in Guangzhou's Home Furnishing Industry—Taking IKEA Guangzhou Tianhe Store as an Example

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**Abstract:** China's urbanization process is rapidly advancing, promoting the development of the home furnishing industry. However, China's home furnishing market is still highly competitive, and home furnishing enterprises must pay attention to market research and find out the needs of customers if they want to stay ahead. How to improve customer satisfaction has become the most concerned issue for home furnishing enterprises. This paper takes IKEA Guangzhou Tianhe store as the research object, and collects customer satisfaction related data and information through questionnaire survey and other ways. This paper uses SPSS19.0 software and EXCEL software to analyze and evaluate the customer satisfaction of home furnishing enterprises from four aspects, such as products, shopping environment, employees and services, and puts forward ideas for reference and reference to relevant enterprises in the home furnishing industry.

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

## 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. First of all, with the rapid growth of China's economy and the rise of the middle class, Guangzhou's economic level and residents' incomes have generally increased, and people's demand for home furnishing products has also been increasing. Consumers' demands for home furnishing products in terms of quality, design and service have been rising. Secondly, the home furnishing market in Guangzhou is highly competitive, where many home furnishing companies compete for market share. Understanding customer satisfaction in Guangzhou's home furnishing industry can analyze the competitive landscape in the market, and understand the degree of consumer recognition of different brands and companies, which can provide a basis for companies to formulate branding strategies, marketing strategies and product innovation. Finally, the home furnishing industry not only needs to provide quality products, but also needs to pay attention to service quality and consumer experience. The study of customer satisfaction in Guangzhou home furnishing industry can assess the service level of enterprises in pre-sale, sale and after-sale, and understand consumers' satisfaction with service quality, delivery punctuality, after-sale support, etc., which can provide enterprises with suggestions and measures to improve their services.

Therefore, through the study of customer satisfaction in the Guangzhou home furnishing industry, we can gain an in-depth understanding of consumer needs and feedback, which can help enterprises improve product design, enhance service quality, improve market competitiveness and provide a better consumer experience. At the same time, it also helps to promote the sustainable development of Guangzhou home furnishing industry, and promote the innovation and progress of the whole industry.

## 2 Research Model and Questionnaire Setting

American service marketing experts Zesmaner and Bittner (1998) put forward the influence factors of customer satisfaction specifically for the service industry, and they believe that customer satisfaction in the service industry is mainly affected by service quality, product and price factors, while environmental factors and personal factors also have an impact on customer satisfaction. Drawing on the theoretical research of the above scholars, this paper takes customer satisfaction in Guangzhou's home furnishing industry as the dependent variable, sets four independent variables, namely, home furnishing products, services, shopping environment, and staff professionalism, and investigates each of the independent variables by setting secondary indicators from the four dimensions respectively.

## 3 Analysis of the current situation of IKEA Guangzhou Tianhe Store customer satisfaction survey

### 3.1 Descriptive statistical analysis of the questionnaire

This study conducted a sample survey of customer satisfaction in IKEA Guangzhou Tianhe Store, from December 7 to 21, 2022, a questionnaire survey was conducted on customers with consumption experience in the store, and first-hand survey data were collected 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%. Among the samples of this survey: 104 men, accounting for 33.5%, 206 women, accounting for 66.5%, the store customers are mainly women. Most of the customers are between 21 and 45 years old, accounting for 61%, indicating that the store's customers are mainly youth groups and middle-aged groups, with a certain economic base. In terms of education, the majority of the two categories of college and bachelor's degree, accounting for 67.4% of the total number of people, which indicates that the customers who

like to patronize this store are generally better educated. In terms of monthly income, the number of people with an income of 5,000 yuan to 10,000 yuan or more accounted for 62.3% of the total number of respondents with a relatively high monthly income. From the number of shopping trips, it can be concluded that consumers shopping frequency is 5 to 10 times in the majority.

### 3.2 Reliability and validity analysis of the questionnaire

This study used SPSS19.0 software to calculate the Cronbach's alpha coefficient values of the characteristic variables. Through the test, the reliability of each index of the questionnaire of IKEA Guangzhou Tianhe Store customer satisfaction survey is reliable. The results are shown in the table below.

**Table 1 reliability analysis**

Characteristic Variable	Cronbach's Alpha	Item Count
Product Satisfaction	0.731	4
Shopping Environment Satisfaction	0.734	4
Employee Satisfaction	0.730	4
Service Satisfaction	0.759	4

According to the calculation, the KMO value is 0.761, which indicates the validity of the questionnaire data, and the approximate chi-square of the Bartlett's test of sphericity is 236.384, which is significant at 1% level, indicating that the questionnaire data is suitable for further analysis.

### 3.3 Calculation of weighted average index of satisfaction

The questionnaire was based on a five-level Likert scale, and Excel was used to statistically summarize each demand index for the 310 valid questionnaires. The average score and weight of satisfaction were respectively substituted into the formula:  $CSI = \frac{\sum_{i=1}^n x_i k_i}{n}$  (n=16), and the weighted average of satisfaction of each demand index in Guangzhou IKEA Tianhe Store was obtained as 3.6507. The specific data are shown in the following Table 2.

**Table 2 calculation of comprehensive customer satisfaction index for jungle tiger education company**

Impact Factor	Demand Index(n)	$x_i$	$k_i$	$x_i * k_i$
Product Factors	Commodity type	3.88	0.0665	0.2580
	Price of goods	3.78	0.0648	0.2449
	Quality of goods	3.71	0.0637	0.2363
	Placement of goods	3.25	0.0555	0.1804
Shopping Environment Factors	Exhibition room decoration	3.87	0.0665	0.2574
	Layout of the store	3.56	0.0610	0.2172
	Hygiene	3.77	0.0641	0.2417
	Shopping tools	3.49	0.0600	0.2094
Employee Factors	Appearance	3.90	0.0672	0.2621
	Checkout efficiency	3.44	0.0586	0.2016
	Staff professionalism	3.65	0.0627	0.2289
	Work Attitude	3.52	0.0607	0.2137

Service Satisfaction	Delivery Service	3.65	0.0631	0.2303
	Member Service	3.51	0.0600	0.2106
	Customized service	3.76	0.0640	0.2406
	Customer Complaint Handling	3.57	0.0610	0.2178
Customer satisfaction Index	CSI = 3.6507 (n=16)			

## 4 Analysis of Customer Satisfaction Survey Results of IKEA Guangzhou Tianhe Store

### 4.1 Product Satisfaction Analysis

Product satisfaction is measured in four dimensions: product variety, product price, product quality, and product display. The results of the survey show that the overall evaluation of customer satisfaction with the store's products is high. More satisfied with the variety of goods, the store has a wide range of goods to provide consumers with more space to choose; very satisfied with the price of goods, Ikea is committed to producing home furnishings affordable to the people; more satisfied with the quality of goods, the store attaches great importance to the quality of goods, to continue to rigorous selection of the quality of the goods; on the placement of goods with a general attitude, the store to optimize the way of displaying the goods.

### 4.2 Analysis of shopping environment satisfaction

Shopping environment satisfaction consists of four indicators: display room decoration, store layout, hygiene, and shopping tools. From the results of the survey, the overall evaluation of customers' satisfaction with the shopping environment of the store is high. Satisfied with the exhibition room decoration, the store display vivid, loved by customers; very satisfied with the layout of the store, the store to use the space and area in the store, to create a harmonious, free shopping environment; relatively satisfied with the health situation, in general, but there are still some customers feel dissatisfied, the store also need to continue to strengthen the management of hygiene; the shopping tools hold Satisfied with the shopping tools, but due to the large number of people in the store on weekends and holidays, it is necessary to replenish the shopping tools in a timely manner, add baby shopping carts, and enhance the shopping experience of users.

### 4.3 Analysis of Employee Satisfaction

Satisfaction of employee professionalism is reflected by four aspects: employee grooming, checkout efficiency, professionalism, and work attitude. From the results of the survey, the overall evaluation of customer satisfaction with the store's employees is high. The staff of the store must wear uniforms and work tags at work; the checkout efficiency has a general attitude, the store should establish a quick response mechanism to ease the pressure of customer flow during peak shopping hours; the professionalism of the staff has a relatively satisfactory attitude, the store should continue to maintain the importance of the professionalism of the staff to answer questions and solve puzzles for more customers, and to get more customer recognition; the attitude of the staff to work has a Comparatively satisfied and very satisfied with the attitude of staff work attitude, the store's staff enthusiastic service to customers, so that customers have a pleasant shopping experience, but there are still customers feel

dissatisfied, which should be further strengthened to improve staff training, improve work attitude.

#### 4.4 Service Satisfaction Analysis

Service satisfaction consists of four dimensions: delivery service, member service, customized service, and customer complaint handling. From the results of the survey, the overall evaluation of the customer's satisfaction with the store's service is high. More satisfied with the delivery service, the store has different delivery methods to meet the different needs of customers; very satisfied with the membership service, the store attaches great importance to the development of members, but from the survey data show that some customers are dissatisfied to further optimize the membership service; very satisfied with the customized service, the store focuses on their own products to build the "building blocks Very satisfied with the customization service, the store focuses on building "building blocks" with its own products to construct different family styles, and sells products while providing design; Generally satisfied with the handling of customer complaints, the store can not properly deal with customer complaints, and the handling of customer complaints is one of the key tasks of the enterprise to prevent the loss of customers and the loss of credibility of the enterprise, which means that there is still room for the store to improve the handling of complaints.

## 5 IKEA Guangzhou Tianhe Store Customer Satisfaction Improvement Path

### 5.1 Continue to strictly select quality products and optimize product displays

First, strictly select the quality of products 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 remove some brands from 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 products in close proximity, and then remember the products.

### 5.2 Improve the supply of shopping tools to enhance user experience

First of all, create a clean environment to give people a comfortable feeling. In terms of the health situation, leaving no health dead ends, cleaning staff should always check the sales floor, 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 various departments to drive the flow of customers. Secondly, there is a need to increase the number of strollers for infants. Tianhe store has a high flow of people, and some customers come to shop with infants in their arms; although the mall has children's shopping carts, they are not suitable for infants. Therefore, the mall should provide customers with an additional humanized

service to enhance the user shopping experience.

### 5.3 Enhance staff professionalism training and improve work attitude

First of all, train and motivate front-line employees and managers to create service value for customers and meet their material and spiritual needs. We should train and introduce talents in the way of "internal training and external attraction". Secondly, through training, front-line staff and management personnel should be instilled with the service concept of "customer-centered", to enhance the potential of service personnel, to strengthen the comprehensive service consciousness, and to think what the customers think, and to be anxious about what the customers are anxious about. Finally, we train our staff to be experts and respect everything about customers. Service focus on details, personalized attention, maximum efforts to combine visible and invisible services, to develop a broader market space.

### 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. After the lack of stable customer base, the store will not be able to develop stably in the long run. Active management of complaints, for customer complaints, should pay great attention to effectively solve the problem. Second, emphasize publicity and recruit customers to join the "Yixiaojia - Guangzhou Tianhe" community. The main tasks of Yixiaojia are to publish the content of the circle of friends, community information, maintain the order of the community, reply to customers' questions one-on-one, attract customers to order online, and help customers to complete the remote purchase and so on. Finally, always keep improving the whole-house customization service process and service actions to enhance the customer's buying experience. "Service is a kind of hidden value, worthy of effort and persistence", insist on doing to provide soft furnishing suggestions to improve customer experience.

## 6 Conclusion

From the results of the above survey of IKEA Guangzhou Tianhe Store, home furnishing enterprises must do these points in order to maintain the industry's leadership: firstly, establish a long-term customer base, establish the similarity and difference of competitive attributes, so that consumers become loyal fans of the enterprise; secondly, improve the quality of the enterprise's services, fully recognize the quality of the staff in the home furnishing industry and the quality of the service is an important measure of winning the satisfaction of the consumer; and finally, to provide a superior shopping environment, there should be a distinctive theme, the use of distinctive, characteristic scene layout, so that consumers have a very clear impression of the enterprise.

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