

Quantitative ABCD Analysis of In-store Customer Perception Purchase of Home Furniture

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ABSTRACT

Purpose: *The study's primary goal is to understand in depth some aspects of how the ABCD framework was created for studying in-store transactions and consumer perceptions of home furnishings. From a stakeholder's point of view, this study enables us to identify, assess, and comprehend determinant aspects, issues, and key attributes affecting the factors such as advantages, benefits, constraints, and disadvantages consequences, as well as to identify the main influencing factors for all in-store purchases of home furnishings products.*

Design: *Many papers are published in this area and this is an attempt to review the published papers of ABCD methodology analysis framework from the year 2016 till 2022. The study deployed quantitative analysis thinking of various focus groups.*

Findings: *ABCD analysis is a way for understanding and analyzing by evaluating a business method or model, idea, concept, system, product, people, location, patents, and creative thinkers of any functional or dysfunctional business organization that exists or existed in the past. According to quantitative ABCD research of in-store customer perception and furniture purchase data, the advantages of in-store goods and services have a significant impact on the achievement of corporate objectives. The findings of the ABCD analysis lend credence to the idea that a multi-product store's in-store sales and marketing procedure for home furniture is beneficial.*

Originality: *According to the ABCD analytical framework for in-store furniture sales and services, vital constituent component elements, main impacting factors, key qualities, and impending and determinant issues are studied.*

Type of paper: *Observational and Empirical analysis.*

Keywords: Furniture sales and services in-store, ABCD analytical framework, Quantitative ABCD analysis, Determinant factors, Key indicators, Elementary analysis, Factor analysis.

1. INTRODUCTION :

Thus phenomenal growth of properties in terms of residential as well as commercial has driven prosperity and resulted in great economic progress in our country which has initiated the need for home furniture be it for a residence or a hotel room. The disposable income has increased coupled with the dual income of both husband and wife. The interiors of a house are well planned and the choice of home furniture is thought of; therefore, stores have increased multifold in India with specialization or multi-product outlets with customization as per customers' choice and needs. The development of customization of home furniture has rapidly been embraced by retail business outlets that are attempting to innovate with a product like Do it yourself (DIY) or with foldable kinds of products that occupy less space in a flat or a house.

The ABCD analysis framework has become a very popular analytical technique at the moment. Analysis is necessary to understand how a system or organization is functioning in terms of both its present performance and its trajectory for the future. The ABCD analysis discusses how we comprehend the benefits, restrictions, and drawbacks that a system or process that a business or organization faces.

Everything has to do with the goodness of fit. Does an organization fit in the minds of the customers does it create a space in the (brand recall) region, will it be registered and remain for a long period in the minds of a customer are a few of the questions that one needs to address. Hence to make sure the brand, product, and service remain high in the minds of the customers we need to study the advantages of the product, it could be price advantage, location advantage, connectivity advantage, or any such advantage that people feel it an advantage and do a revisit or a repurchase of the same product or service. Advantage brings in a better competitive position while competing. A product/ service purchased by a customer may create a better standing when compared to the competition, hence the word advantage brings in the connotation of positioning in the competitive world space. Products or services have benefits and these benefits are felt by customers. Benefits are recorded in terms of the feeling that they have had; it could be time benefit, fuel benefit, energy benefit, saving benefit, repeat benefit, or anything that can be quantified or measured. It connotes the management jargon objective or objectives of an organization. In general, objectives are measured or should be measurable, and hence higher the benefit higher the measurement. This denotes that benefits are essential benchmarks to extract the best out of a supplier. Bargaining with the supplier is like what Arokiaswamy Velumani who created Thyrocare currently owned by Pharmeasy.com. Velumani created the best for the patients by bargaining the best with the suppliers and creating the highest benefits for the customers. VK furniture creates the best of the products at very competitive pricing for the customers of Mangalore in the furniture industry by bargaining the best with the suppliers and generating a line of new suppliers to its production requirements (Amin, V. S., & Kumar, A.2022) [1]. Constraints are issues and challenges to be operated within a box or a framework engaging elementary analysis. The visible constraints and invisible constraints are to be differentiated. Invisible is sometimes mediating and disturbing the whole process of a system or an organization. Constraints could be financial cost constraints, marketing constraints, profitability constraints, and many more, these affect the positioning aspect of a brand product or service. A simple constraint like the skill of a carpenter or a spare part of machinery could alter the production process if one of them is unavailable. This might not have been considered by the organization but it adds to the process of bringing down a system or an organization. Constraints need to be factored in while looking from a bird's eye view of a system or a process. Constraints could be just bad roads, bad signals, bad electricity, or just bad drainage in a society. These are hindrances to the progress or smooth outflow and could be minute in the whole gamut of product or service delivery. It also could be just the environment; a bad rain at the wrong time, spoiling the drying process in production or paint unit. Constraints can be quantifiable and can be considered just in case it needs to be factored in the whole process of production. Business models and concepts have their advantages and disadvantages these have to be studied well in advance before we copy or benchmark. Disadvantages could be of a sort like distance, choice option and location of an individual to achieve success, certain things that do not exist like proximity to the markets, proximity to customers, proximity to research labs could bring down a system, product or an organization itself as its position, situation, and location may bring it down drastically. Organizations vanish when they underperform and hence, they need to be more resilient by understanding and measuring all their disadvantages when compared to others. The following is the literature review of ABCD framework listed in the form of a table for easy understanding and clarity.

2. LITERATURE REVIEW OF ABCD FRAMEWORK :

Every business organization is different and has processes that are unique and created by its founders or by its leaders based on the profitability path and the best value that they can create for their customers. Value creation, value communication, value delivery, and value sustenance are the core thought process and purposes of the business organization; hence we find that to incorporate these core values they develop a methodology to create and deliver are discussed and highlighted in this quantitative analysis. Of late (Aithal, et, al., 2016. [2]) created a framework that is innovative in terms of analyzing an organization named ABCD, which is used to analyze various business models, concepts, and methods which can also be used to measure and understand the impacting factors in providing value to its stakeholders or determinant issues and thereby helps in analyzing future income a business unit or a branch may earn for its stable sustenance.

The framework is special because it can evaluate market-ready ideas that were implemented or strategies that were adopted or modified. Thus, when used, this distinctive structural framework yields

a useful and profitable list of Advantages, Benefits, Constraints, and Disadvantages of compelling issues and numerous significant vital component aspects. Having stated that, this framework is naturally easy to use and relevant, very effective, and offers guidance to recognize and evaluate the efficiency of the company model or operational practices.

Numerous studies in a variety of scientific disciplines use ABCD analysis. The ABCD model was utilized in the study to examine the factors influencing the work-from-home system while utilizing the home e-business model. The study revealed that factors influencing work from home were more beneficial and effective than restrictions and of usual official operations.

Table 1: Review table of literature review on home furniture:

S. No.	Area/ Focus	Purpose/ Outcome	Reference
1	Supply chain strategies of retailers in home furniture	A retail outlet needs constant refilling of stocks and hence supply chain management is critical to be successful. India is a vast country and hence movement is difficult, therefore it needs to be planned	Sachan, S., et. al., (2022). [3]
2	Visual Merchandising on consumer behavior in buying of home furniture	Retail is all about excitement to the customer and retail is all about making greater impact by images and visual displays	Mehta, D. N., & Chugan, P. K. (2014). [4]
3	Retailing of home furniture in India	Retailing is multi-disciplinary and there are multiple things to be taken care along with multi product in an outlet	Archana, B. (2012). [5]
4	Emerging retail formats in general and related to furniture	Retail formats are emerging out every day in a variety of styles, layouts and access to the products. The Gen Z will play a major role in accepting these formats	Kiran, R., & Jhamb, D. (2011). [6]
5	Retail Customer service I in home furniture	Retail service should be quick and hence it would play a major role in making customer repeat visit. Retail Customer service can create faster access to growth	Kusuma, B., Prasad, N. D., & Rao, M. S. (2013). [7]
6	Determinants in the furniture business related to home uniuts	Furniture determinants could be width length, depth, Ergonomic design and various other aspects gender wise	Zwierzynski, P. (2017). [8]
7	Sales impact on home furniture	Sales impact can be felt in the sales incentives that are given to sales team. Sales team will impact sales	Punwatkar, S., & Varghese, M. (2014). [9]
8	Furniture for students study table	Students study table makes a difference and study table needs to be well measured based on the books and the height weight of the student	Taifa, I. W., & Desai, D. A. (2017). [10]
9	Holiday furniture	Furniture needs to be designed according to the holiday theme and destination	Cobanoglu, C. et.al., (2003). [11]
10	Consumer Behaviour	Consumer behavior on selecting furniture is based on their actions felt in the showroom. Once studied it can be copied and modified	Bednárík, É., & Pakainé Kováts, J. (2010). [12]
11	Digital technology impact	Digital technology has an impact on customers in terms of making	Rangaswamy, E., Nawaz, N., &

		communication and connectivity faster and high impactful	Changzhuang, Z. (2022). [13]
12	Market structures	Market structures keep changing in every city and location in India. The markets evolve and form in to a various new concepts like rented furniture, old furniture, damaged furniture market etc.	Woodside, A. G. (2003). [14]
13	Light weight furniture	Consumer behave differently when they see light weight furniture. They feel it as delicate and easy to install. They ask questions on durability and longevity	Khojasteh-Khosro, S., Shalbafan, A., & Thoemen, H. (2022). [15]
14	Personal values of customers	Personal values, religion, habits, health, customs, food eating on tables etc can change the way furniture is purchased	Vinson, D. E., Scott, J. E., & Lamont, L. M. (1977). [16]

3. OBJECTIVES OF THE STUDY :

The following goals guide this research study as it is being conducted:

- (1) To evaluate the ABCD analytic framework's applicability for analysing in-store consumer perceptions of home furniture sales and service.
- (2) To compile a list of the Pros, Cons, and Drawbacks of in-store customer perception for the purchase of Home Furniture Sales and Service.
- (3) To determine numerous factors that affect how customers perceive home furniture sales and service in-store.
- (4) To identify the driving forces behind each major attribute in accordance with the ABCD analytical methodology.
- (5) To investigate each discovered ABCD construct's key constituent piece using the elementary analysis technique.
- (6) To assess the essential components of each ABCD contract.

4. ABCD LISTING OF INSTORE PURCHASE OF HOME FURNITURE :

ABCD Analysis is a business analysis technique originally developed by Aithal P. S. during the year 2015 [51]. It is a systematic approach to identifying and assessing the advantages, benefits, constraints, and disadvantages of a business model, concept, technology, system, or strategy. The ABCD framework is based on the following four constructs:

- (1) Advantages: These are the positive aspects of a business model, concept, technology, system, or strategy. They can include things like increased revenue, decreased costs, improved efficiency, or enhanced customer satisfaction.
- (2) Benefits: These are the positive outcomes that are expected to result from the implementation of a business model, concept, technology, system, or strategy. They can include things like increased market share, improved profitability, or enhanced brand reputation.
- (3) Constraints: These are the factors that limit or restrict the ability of a business model, concept, technology, system, or strategy to achieve its objectives. They can include things like regulatory requirements, technological limitations, or financial constraints.
- (4) Disadvantages: These are the negative aspects of a business model, concept, technology, system, or strategy. They can include things like increased risk, decreased flexibility, or increased complexity.

ABCD Analysis can be used to evaluate a wide range of business activities, including New product development, Market research, Strategic planning, Business process improvement, Mergers and acquisitions, Venture capital investments, etc. The ABCD framework can be used to identify both the positive and negative aspects of a business activity. This information can then be used to make informed decisions about whether or not to proceed with the activity. ABCD Analysis is a valuable tool for businesses of all sizes. It can help businesses to improve their decision-making process and to make better choices about how to allocate their resources. Some of the benefits of using ABCD Analysis are:

- (1) It can help businesses to identify and assess the risks and opportunities associated with a new business activity.
- (2) It can help businesses to make informed decisions about whether or not to proceed with a new business activity.
- (3) It can help businesses to improve their decision-making process.
- (4) It can help businesses to make better choices about how to allocate their resources.

In this section the ABCD listing of In-store customer perception, purchase of Home Furniture is presented:

Advantages:

The in-store home furniture sales have the following advantages:

- (1) Desired house furniture is the sole focus of hasty buying.
- (2) A store's business can keep track of all operations and financial transactions.
- (3) Since every purchase is accompanied by a bill and every transaction is documented, it is possible to identify the perceptions that lead to sales.
- (4) Promotion can be directed toward what is required and a specific product can be targeted.
- (5) When people walk in they get the best bargain and it helps them to ask for discounts that are both seasonal and offered on each specific product.
- (6) They enjoy home furniture products at good discounts as they can buy all items in one go for a new house or apartment.
- (7) Latest updates can be updated to the customer when he walks in and this helps the entire family to connect as to what they need in specific and in general.
- (8) The home furniture is delivered safely from the retail store when the store receives the address, date, and time of delivery; goods can be delivered and installed at the customer's home.
- (9) Good furniture could be seen and delivered to the customer.
- (10) Easy to buy and place an order in the retail outlet as each sales executive is connected as a customer relationship manager for current and future needs.

Benefits:

The in-store home furniture Sales provide the following benefits:

The whole process of searching happens physically and one can check in and out of the product by sitting, lying down, testing as well pressing, pinching, etc. to the sofa or mattress or cot.

- (1) Sales can be increased by showing more and more products that are new and exciting to customers
- (2) Many new suppliers can be contacted to stock the store and this allows the customer to seek variety and choice to select from.
- (3) Customers are motivated immediately as coupons, discounts, and freebies are offered based on the customer plan purchase. This becomes immediate gratification for the customer to satisfy as well book or buy more.
- (4) The choice is possible at the desired rates and this creates a better feel of the range that is available. Hence the choice of products can be felt as they are kept next to one another and this leads to comparison and immediate change in perception that would lead to a sale.
- (5) As the range is more this allows stock more in the outlet, and suppliers enjoy more sales.
- (6) Information presented in the Newspaper advertisement like ACTUAL PICTURE ACTUAL PRICE” is immediately seen and validated by customers, hence ease of purchase.
- (7) Customization of furniture is possible as clients can custom order as per the height of the family members.
- (8) Payments can be done by cash card or various options in the outlet as per his/ her convenience.
- (9) The packaging items that are used are brought back to the retail store and avoids wastage and environmental damage.

Constraints:

The following constraints apply to the in-store home furnishings:

As other consumers can observe the purchase, protection and personal privacy cannot be preserved.

- (1) Changes in government policies on Furniture products can impact the sales in a multiproduct outlet

- (2) Imitation of prices and imitation of furniture models will happen instantly as competitors can pose as customers doing window shopping and copy the models.
- (3) Customers will look for price discounts and will switch to other retailers, loyalty is slightly difficult.
- (4) Many lose the customer if products are customized and any delay would lead to the cancellation of orders. Mismatch of customization or work workmanship also may lead to the cancellation of orders.

Disadvantages:

The in-store home furniture sales have the following disadvantages:

- (1) Very high competition and extreme price cuts by rivals and competing firms limit the growth of retail sales. May also reduce the walk-in of customers.
- (2) Online furniture sales have made a dent in retail sales. Hence the high risk faced by the retailers while stocking furniture products, risks can be financial risks, stock risks, dead stocks, dented furniture, scratches and polish/ shine of the furniture missing due to mishandling or moisture and bad weather.
- (3) Because of the fluctuating market price of the raw materials that are purchased, furniture item prices cannot be fixed.
- (4) Manpower needs to be trained and insufficient training can reduce the standard of the salesmanship.
- (5) Rural customers have no option but to travel to the city outlets to know various products that are suitable for a rural home.

5. ABCD FRAME WORK FOR FACTOR AND ELEMENTAL ANALYSIS OF IN-STORE PURCHASE OF HOME FURNITURE :

Table 2: The framework

S. No.	Area	Determinant Issues	Reference
1.	Black oceanic Strategy	Administrative, employee operational, external business, and operational	Aithal, P. S., Shailashree, V., & Kumar, P. M. (2015). [17]
2	NAAC Accreditation system	Performance of faculty, institution, standards for development, social and community engagement, making students placement worthy	Aithal, P. S., Shailashree, V., & Kumar, P. M. (2016). [18]
3	Private University Analysis	Practices that are followed to run an university, student progression, faculty up gradation and advancement, faculty and the institution being relavant	Aithal, P. S., Shailashree, V., & Kumar, P. M. (2016). [19]
4	IEDRA Model of Placement Determination	Schedule, flexibility, administration, overall relevance, and applicability of the model.	Shenoy, V., & Aithal, P. S. (2017). [20]
5	Creating riches at the Pyramid's Base. Marketing at the bottom of the pyramid	Business, operational, customer, technological, environmental, and social issues are all stakeholders.	Raj, K., & Aithal, P. S. (2018). [21]
6	Ideal Software and its Realization Scenarios	Output, transitional, maintenance, operational aspects and its performance	Aithal, P. S., & Pai T, V. (2016). [22]
7	Annual Research productivity	Curriculum, faculty, students, organizational other stake holders	Aithal, P. S., VT, S., & Kumar, P. M. (2016). [23]
8	Polymers with dyes for photonic applications	Properties of the materials, problems with applications, marketing, forecasting, service providers, and clients, environmental/Society	Aithal, P. S., VT, S., & Kumar, P. M. (2016). [24]
9	Analysis of Six Thinking Hats Techniques in Terms	Conceptual, Managerial, Operational, Organizational, Societal, and stakeholders	Aithal, P. S., & Kumar, P. M. (2017). [25]

	of Factors and Elements		
10	ABCD Framework-based Factor Analysis of Recently Announced New Research Indices	Organization for Research, Researchers, Funding Sources, and Industry	Aithal, P. S., & Aithal, S. (2017). [26]
11	Healthcare Professional Task Shifting personal deficiency	Alternative Organization, Acceptors, Donors, Doctors, Patients, and Related, Societal, and National	Okyere, E., Mwanri, L., & Ward, P. (2017). [27]

Source: The Researcher's Compilation

Table 3: Exhibits of Scholarly Contribution by different authors in the various fields by using ABCD

S. No.	Area	Findings	Reference Number
1	Analysis of Choice based Credit system in Higher Education	SWOC and ABCD analyses were used in the study, which aimed to compare and contrast the choice-based credit system. The study found that CBCS allows students to transfer credits and provides simple migration to a range of educational institutions around the world.	Aithal, P. S., & Kumar, P. M. (2016). [28]
2	Organizational Behavior in 21 st Century – theory A for Managing people for performance	According to ABCD analysis, Theory X, Theory Y, and eventually Theory Z were derived from hypotheses based on favorable and unfavorable perspectives of human nature, but in each of these instances, the inherent "thirst for creativity" in human nature was disregarded. The suggested theory emphasizes accountability as the commitment that results from group goal-making and responsibility distribution rather than from taking responsibility and setting goals.	Aithal, P. S., & Kumar, P. M. (2016). [29]
3	Smart Library Models for Future Generations	Information and communication technology advancements have created new opportunities for traditional library models to innovate; countries can transform physical libraries into digital ones, delivering thorough information swiftly and impartially to citizens and students all over the nation and the world.	Aithal, P. S. (2016). [30]
4	Green Education	Institutions should examine the procedure they employ to develop their courses. Creative thinking is regarded as being crucial. The current regular structures and practices should be disturbed to bring in a new era of social learning where real-world problems and challenges are acknowledged and investigated. This will make it possible for people from all walks of life to take part in problem resolution that is good for both the environment and humanity. The turning point will be imparting knowledge to young graduates and postgraduates so they may pursue jobs as decision-makers in green education. In today's society, a traditional education is no longer sufficient.	Aithal, P. S., & Rao, P. (2016). [31]

Source: The Researcher's Compilation

6. STRUCTURE OF ABCD ANALYSIS FRAMEWORK :

Advantages are the four recognized constructs that are influenced by a variety of qualitative data points. The constituent critical aspect of in-store furniture purchases was identified.



Fig 1: Block diagram showing the elements influencing In-store Purchase of home furniture as per ABCD Analysis framework (Amin, V. S., & Kumar, A. 2022) [32]

The above block diagram is a model that shows how the elements influence in the purchase of furniture in-store of a retail outlet. The pressures and forces while buying defines things that can happen over a period of time, affecting both the retailer as well as the customer; hence decision-making is the key in business both for a customer as well as for the store. Store stock filling decisions and choice is the key, we understand this by analyzing what needs to be met; hence store decision is critical for success and existence, hence parallel strategies are required (Aithal, P. S., & Aithal, A. 2018) [33]. The first and foremost step in the business decision is based on the philosophy that what choices are made in terms of vendor selection and stock choice; any dead stock becomes a liability and hence the first decision is crucial. There is ample data available in scholarly research and one needs to consider it by creating a research method that suits an organization of its choice (Aithal, P. S. 2017) [34]. Organization or company analysis is the beginning step of understanding it from an academician point of view. When such processes are documented they become a scope for future further research (Aithal, P. S. 2017) [35]. Institutions and universities need to make things by adopting a process in their product development through the adoption of accreditation and service delivery processes. Working from home or creating new subjects either or a college or for a university is as critical as similar to a tangible product like furniture (Aithal, P. S. 2017) [36]. Working in general is a challenge and challenges such as computers, printers, speed of internet connection are an essential component for working in a smooth manner. Indeed, working from home will have disturbances such as people at home disturbing or visitors coming etc. Hence an organization needs to provide all such facilities that can make an individual functional at home office (Reshma, P. S., Aithal, P. S., & Acharya, S. 2015) [37]. Academic organizations needs to follow a system that helps them add greater value to students and the institute in general. Accreditation bodies like NAAC, NABH, ISO, etc check standards vs actual reality in the ground, this means that quality of the organization is the key. Quality and quantity are the key that blends together to make greater synergies. Synergizing all departments through synchronization leads to better advantages, benefits, handling constraints as well as over-coming disadvantages (Aithal, P. S., Shailashree, V., & Kumar, P. M. 2016) [38]. Quality matter in both services as well production organizations. Production of home furniture should be manufactured after due consultation form the person who will work from home. These furnitures should blend with the existing furniture at home, be it colour, shape, size or functionality. It should match to the electrical plug point at home and should be easily be connected to the equipment such as printer computers and any other hand held or palm top devices. The furniture should be strong, sturdy and the edges should be strong enough to handle any kind of wear and tear. Home furniture should have limited sheets that can take the heat of the laptops or printers and should be convenient to clean and hence the fast gum that is used in making furniture is

a petroleum product and part of polymers. Various dyestuffs are used for creating innovative designs for the laminates and these chemicals define the authenticity by bringing the feel of natural color and a look-alike feel of the finish hence dyestuffs make a major role in the finish of the furniture. Private universities provide a competitive environment to perform, they come out with new courses and hence these courses need to be upgraded along with infrastructure to deliver better results. The teams at private universities are always connected with social media and are updated day to day in all the activities of various departments, hence these are the advantages, benefits of private university systems (Aithal, P. S., Shailashree, V., & Kumar, P. M. (2016) [39]). Diffusion of innovation is critical for the design to survive and the spread should be at a faster rate in terms of acceptance of the design by a large number of customers. Chemicals and various dyes used for making furniture brings in creativity and innovation. Advanced dye stuffs make more colourful laminates, application of polymers can bring in better growth to the overall home furniture industry, hence it has many advantages and benefits (Aithal, S., & Aithal, P. S. (2016) [40]), When Furniture orders are taken they need to be met with great commitment and promise. A good service is noted by honoring the delivery date, the delivery date is an expectation of receiving the furniture at home, when a new design is accepted by the customer then the diffusion is at a very high level. Hence ideas that are market ready and are accepted by large number of customers means that the diffusion of innovation is very high (Rogers, E. M. (1995) [41]). Trust is the foundation of good customer relationship and hence trust can lead to repeat customer. Trust can lead to faster diffusion of innovation. Commitment is the key, commitment is the key to good strong bondage of customers (Morgan, R. M., & Hunt, S. D. (1994) [42]). Sofa making is an art and delivering sofa as per the order is an achievement point to a retailer. Sofa making is a custom product. It can also be mass produced and can be distributed to markets across nations. Customization has plenty advantages, benefits, constraints and disadvantages. Customization will be expensive and more income to a retailer and a carpenter. It has many benefits like higher customer satisfaction, higher feel-good factor and many more and the constraints could be collecting the exact raw material and perfect workmanship. Workmanship is based on skill, knowledge and interest of the carpenter or the worker. A good sofa makes people to feel happy while sitting and laying down (Amin, V. S., & Kumar, A. (2022) [43]). Service is visible be it in food or furniture. Food is a customized service product, food has to be delivered on time. Food requires certain standards to be maintained like furniture, food has a consequence like infection or non-standard quality, similarly furniture should be ergonomically designed, else it would create discomfort like muscle pain, back pain and neck pain. On-line food delivery is a challenge as it should be packed well and to be delivered hot to a customer. Furniture when delivered on line should be well packed and neatly dismantled at the customer point. Furniture online delivery is catching up and it needs to be taken care of at every point of touch be it the driver, loader, delivery boy or anyone else. (Frederick, D. P., & Bhat, G. (2022). [44]). Online shopping is an option that people are looking for faster purchase. People purchase, medicines, food, dress materials, footwear, electronic gadgets, mobiles, Jewellery and many more. Companies like pepperfry.com and flipkart are making entry in to on- line furniture market, hence online shopping is making things faster and clearer to grow (Frederick, D. P., Sujaya, H., & Salins, M. (2022) [45]). Based on the above model key attributes affecting instore purchase of home furniture is mentioned and listed below.

7. KEY ATTRIBUTES AFFECTING INSTORE PURCHASE OF HOME FURNITURE :

Table 4: Exhibits of determinant issues and key attributes of In-store Purchase of home furniture

S. No.	Determinant Issues	Key Attributes
1	In store Retailer issues	Inventory of home furnishings, rivalry, safety, and ease of installation
2	Furniture delivery Partner issues (Logistics)	Marketing, assurance, and responsiveness
3	Customer Issues	Value, Reliability, attitude
4	Issues with Furniture Manufacturing Technology	Accessibility, Response to query, Ergonomic Design and comfort checked
5	Centralized Financial Organizational services issues in store	Payment and financing facility, Privacy and confidentiality, Integrity
Source: The researcher's compilation		

8. FACTOR ANALYSIS OF INSTORE PURCHASE OF HOME FURNITURE SERVICES USING ABCD FRAMEWORK:

Table: 5 Exhibits of key attributes, advantages, Benefits, Constraints and Disadvantages

Determinant issues	Key attributes	Advantages	Benefits	Constraints	Disadvantages
In store retail issues	Home Furniture inventory	New stocks	Meets anticipate demands	Cost of outdated stocks	Stock-out
	Overall Competition[s]	Simple Uniqueness[s]	Trendiness in furniture	New entrants	Cut- throat Effect
	Critical Safety	Genuine Products	Warranty	Quality Assurance	Fake Products
Furniture Delivery Partner issues	General Responsiveness	Smart Selection and advance booking	Accuracy	Cancellation	Returns
	Shipment and movement	Hassle- free Integration with other procedures	Timelines of delivery	Traffic delays	Poor Reverse Logistics
	Communication	Automation and efficient delivery	Real Time Tracking	Fragments	Technical Glitches
Customer Issues	Value	Good Product quality	Reasonable price	Customization	No Bargain
	Reliability	No Queue	No pushy sales	Lack of personal touch	Hidden Costs
	Attitude	Favourable Perception	Recommended	Normative believes	Brand switch
Manufacturing Technology Issues	Accessibility	Product Functionality Navigation	User- friendly	Showroom Network	Billing system breakdown
	Response to query	Detailed description and design seen	User generated Goolge	Overload	Low credibility
	Ergonomic Design and comfort checked	Augmented Reality	Attractiveness	Frequent Up-gradation	Heavy Cost
Centralized financial Organizational service issues	Payment and financing facility	Many mode	Cashless payment	Postal PIN Code Blocked	Less sanction of consumer loans
	Privacy and confidentiality	Secured	Confidential	Trying multiple banks	Credit card over use
	Integrity	Trust	Morale	Lack of Trust	Apathy

Source: The researcher's compilation

9. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENT ELEMENT:

This section has explanation in detail about the various critical constituent element for each key attributes under the focus area belonging to the construct of the ABCD analysis frame work.

Table 6: The benefits of buying home furnishings in-store are shown below, along with the crucial factors that the focus group identified as being important.

Determinant Issues	Key attributes	Advantageous factors	Critical Constituent Element
In store retail issues	Home Furniture inventory	New Stock	EOQ
	Competition	Uniqueness	Innovative Products
	Safety	Genuine Products	Trust
Furniture Delivery Partner issues	Responsiveness	Smart selection and advance bookings	Quick Selection
	Shipment	Hassle Free Integration with other products	On time delivery
	Communication	Automation and efficient Delivery Team	Informed Customers
Customer Issues	Value	Good Product quality	High Comfort returns
	Reliability	No queue	Quick responsiveness
	Attitude	Favourable Perception	Re- Purchase, Re-visit
Manufacturing Technology Issues	Accessibility	Product Functionality navigation	Variety of choice in the store
	Response to query	Detailed description and design seen	Clarity of description
	Ergonomic Design and comfort checked	Augmented reality	Better sales
Centralized financial Organizational service issues	Payment and financing facility	Many mode	Easy transactions and quick process
	Privacy and confidentiality	Secured	Safety of payment
	Integrity	Trust	Ethics

Source: The researcher's compilation

Table 7: The benefits of buying home furnishings in-store, along with some of its essential components identified by the focus group, are shown below.

Determinant Issues	Key attributes	Beneficial Factors Affecting Determinant Issues	Critical Constituent Elements
In-store Retail Issues	Home furniture Inventory	Meets anticipated Demands	Meets Demands
	Competition	Trendiness in furniture	Fashionable stocks
	Safety	Warranty	Installation done by qualified technicians
	Responsiveness	Accuracy	Quality

Furniture delivery Partner Issues	Shipment	Timelines for delivery	Meet Expectation
	Communication	Real Time Tracking	Updated
Customer Issues	Value	Reasonable price	Economical
	Reliability	No Pushy Sales	Freedom of selection
	Attitude	Recommended	Delightfulness
Technology Issues	Accessibility	User-friendly	Convenient
	Response to query	User- generated Google	Feedback
	Ergonomic design and comfort checked	Attractiveness	More walking
Centralized financial organizational service issues in store	Payment and financing facility	Cashless payment	Paperless
	Privacy and confidentiality	Confidential	Less data theft
	Integrity	Morale	Goodwill

Source: The researcher's compilation

Table 8: The restrictions on in-store furniture purchases are shown below, along with the crucial components that the focus group chose to acquire.

Determinant Issues	Key Attributes	Constraints factors affecting determinant issues	Critical Constituent Elements
In store retail outlet	Home Furniture Inventory	Cost of Outdated Stocks	Loss of over stocking
	Competition	New entrants	Strategies
	Safety	Quality Assurance	Exchange of products
Logistics Issues	Responsiveness	Cancellation	Transit Loss
	Shipment	Traffic delays	Delayed delivery
	Communication	Fragmented	Misunderstanding
Customer Issues	Value	Customization	Frequent changes
	Reliability	Lack of Personal	Distrustful
	Attitude	Normative beliefs	Pessimistic behavior
Technology Issues	Accessibility	Showroom networks	Low access to remote showroom
	Response to query	Overload	Confusion
	Ergonomic design and comfort checked	Frequent up-gradation	High Maintenance cost

Centralized Financial Organizational service issues in store	Payment and financing facility	Postal PIN code Blocked for loan	Los CIBIL score
	Privacy and confidentiality	Trying multiple Banks	Uncertainty
	Integrity	Lack of trust	Skepticism

Source: The researcher's compilation

Table 9: Examples of the disadvantages of buying home furnishings in-store and their essential components:

Determining Factors	Key Attributes	Disadvantageous factors affecting determinant issues	Critical Constituent Element
In-store Retail Issues	Home Furniture Inventory	Stock-out	Brand switch
	Competition	Cut throat Effect	Quality Compromise
	Safety	Fake Products	Online shopping
Logistical Problems	Responsiveness	Returns	Collection cost
	Shipment	Poor Reverse Logistics	High Operating cost
	Communication	Technical Glitches	Communication Gap
Customer Problems	Value	No bargain	Inflexible
	Reliability	Hidden cost	Price Increase
	Attitude	Brand switch	Low retention
Technical Problems	Accessibility	Billing system	Disappointment
	Response to query	Low credibility	Less order
	Ergonomic design and comfort checked	Heavy cost	Financial Difficulties
Challenges to come with centralized financial organizational services	Payment and financing facility	Less sanction of consumer loans	Fear of interest and charges
	Privacy and confidentiality	Credit card over use	Fear of Interest and charges
		Apathy	Distrust

Source: The researcher's compilation

10. QUANTITATIVE ESSENTIAL FACTOR IN THE PURCHASE OF STORE-BOUGHT HOME FURNITURE :

Below is a description of each critical constituent factor for each major attribute of in-store home furnishings under the determining issues as defined by the ABCD analytical framework:

The focus group determines the weights for each important constituent piece. Below is a list of the rankings' weights.

- 3- Satisfactory
- 2- Neutral
- 1- Not satisfactory

Table 10: The advantages of buying in-store home furnishings are shown below, along with each item's essential component as chosen by the focus group.

Determinant issues	Key attributes	Advantageous factors affecting Determinant Issues	Critical Constituent Element	Key attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
In store retail issues	Home Furniture inventory	New Stock	EOQ	30	89	84.8
	Competition	Uniqueness	Innovative Products	29		
	Safety	Genuine Products	Trust	30		
Furniture Delivery Partner issues	Responsiveness	Smart selection and advance bookings	Quick Selection	30	85	
	Shipment	Hassle Free Integration with other products	On time delivery	27		
	Communication	Automation and efficient Delivery Team	Informed Customers	28		
Customer Issues	Value	Good Product quality	High Comfort returns	30	85	
	Reliability	No queue	Quick responsiveness	28		
	Attitude	Favourable Perception	Re- Purchase, Re-visit	27		
Manufacturing Technology Issues	Accessibility	Product Functionality navigation	Variety of choice in the store	27	80	
	Response to query	Detailed description and design seen	Clarity of description	29		
	Ergonomic Design and comfort checked	Augmented reality	Better sales	24		
Centralized financial Organizational service issues	Payment and financing facility	Many mode	Easy transactions and quick process	29	85	
	Privacy and	Secured	Safety of payment	27		

	confidentiality				
	Integrity	Trust	Ethics	29	

Source: Compiled by the Researcher

Table 11: The benefits of buying in-store home furnishings are shown below, along with the crucial components that the focus group selected.

Determinant Issues	Key attributes	Beneficial Factors Affecting Determinant Issues	Critical Constituent Elements	Key attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
In-store Retail Issues	Home furniture Inventory	Meets anticipated Demands	Meets Demands	25	74	74.4
	Competition	Trendiness in furniture	Fashionable stocks	24		
	Safety	Warranty	Installation done by qualified technicians	25		
Furniture delivery Partner Issues	Responsiveness	Accuracy	Quality	27	73	
	Shipment	Timelines for delivery	Meet Expectation	23		
	Communication	Real Time Tracking	Updated	23		
Customer Issues	Value	Reasonable price	Economical	27	75	
	Reliability	No Pushy Sales	Freedom of selection	25		
	Attitude	Recommended	Delightfulness	23		
Technology Issues	Accessibility	User-friendly	Convenient	24	76	
	Response to query	User-generated google	Feedback	26		
	Ergonomic design and comfort checked	Attractiveness	More walking	26		
Centralized financial organizational service issues in store	Payment and financing facility	Cashless payment	Paperless	26	74	
	Privacy and confidentiality	Confidential	Less data theft	23		
	Integrity	Morale	Goodwill	25		

Source: Compiled by the Researcher

Table 12: Critical aspects of buying in-store home furnishings are shown below, along with their essential components as chosen by the focus group.

Determinant Issues	Key Key Attributes	Constraints factors Constraints affecting determinant issues	Critical Constituent Elements	Key attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
In store retail outlet	Home Furniture Inventory	Cost of Outdated Stocks	Loss of over stocking	21	66	57.4
	Competition	New entrants	Strategies	21		
	Safety	Quality Assurance	Exchange of products	24		
Logistics Issues	Responsiveness	Cancellation	Transit Loss	24	72	
	Shipment	Traffic delays	Delayed delivery	22		
	Communication	Fragmented	Misunderstanding	26		
Customer Issues	Value	Customization	Frequent changes	22	70	
	Reliability	Lack of Personal	Distrustful	23		
	Attitude	Normative beliefs	Pessimistic behavior	25		
Technology Issues	Accessibility	Showroom networks	Low access to remote showroom	20	65	
	Response to query	Overload	Confusion	21		
	Ergonomic design and comfort checked	Frequent up-gradation	High Maintenance cost	24		
Centralized Financial Organization al service issues in store	Payment and financing facility	Postal PIN code Blocked for loan	Los CIBIL score	22	63	
	Privacy and confidentiality	Trying multiple Banks	Uncertainty	20		
	Integrity	Lack of trust	Skepticism	21		

Source: Compiled by the Researcher

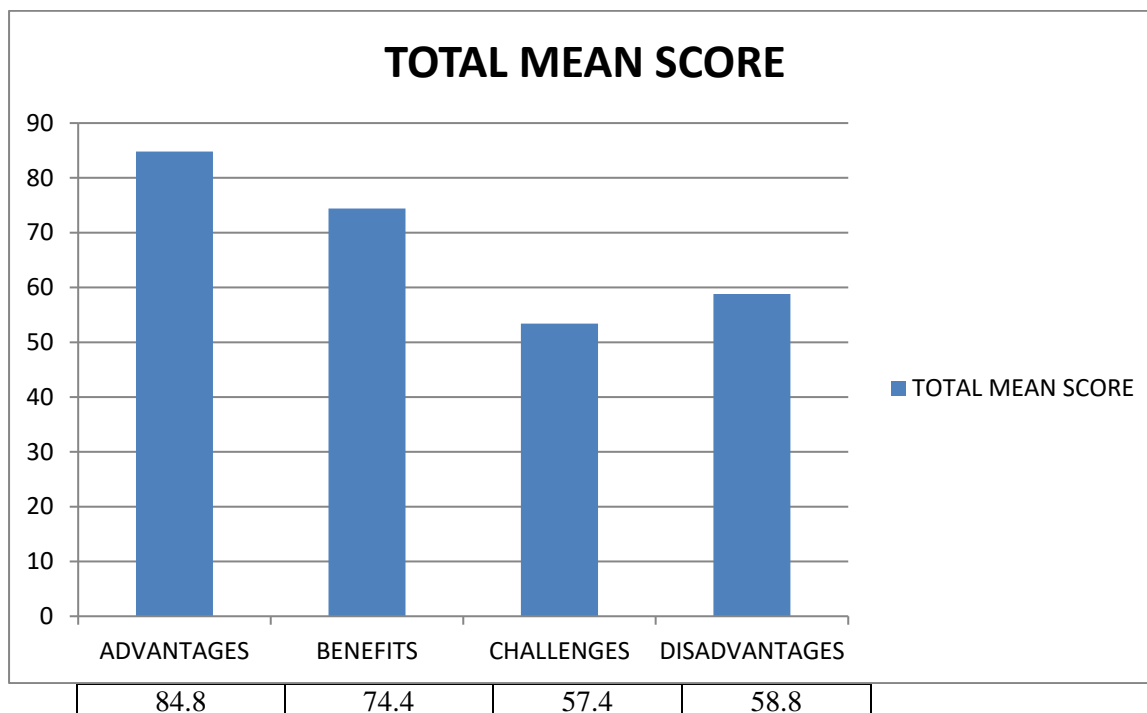
Table 13: The information below shows the negative aspects of buying in-store home furnishings and their essential components, which the focus group selected.

Determinant Issues	Key Attributes	Disadvantageous factors affecting determinant issues	Critical Constituent Element	Key attributes Total Score	Determinant Issues (Total Score)	Total (Mean Score)
In-store Retail Issues	Home Furniture Inventory	Stock-out	Brand switch	20	60	58.8
	Competition	Cut throat Effect	Quality Compromise	20		
	Safety	Fake Products	Online shopping	20		
Logistics Issues	Responsiveness	Returns	Collection cost	18	57	
	Shipment	Poor Reverse Logistics	High Operating cost	22		
	Communication	Technical Glitches	Communication Gap	17		
Customer Issues	Value	No bargain	Inflexible	19	58	
	Reliability	Hidden cost	Price Increase	20		
	Attitude	Brand switch	Low retention	19		
Technology Issues	Accessibility	Billing system	Disappointment	20	58	
	Response to query	Low credibility	Less order	21		
	Ergonomic design and comfort checked	Heavy cost	Financial Difficulties	17		
Centralized Financial Organization Service issues in store	Payment and financing facility	Less sanction of consumer loans	Fear of interest and charges	19	61	
	Privacy and confidentiality	Credit card over use	Fear of Interest and charges	21		
		Apathy	Distrust	21		

Source: The Researcher’s Compilation

11. GRAPHICAL REPRESENTATION OF AFFECTING FACTORS FOR PURCHASE OF INSTORE HOME FURNITURE AS PER ABCD ANALYSIS FRAME WORK :

The total mean score values of in store purchase of Home furniture to understand the major factors affecting as per ABCD analysis framework is given below in the Fig 2:



Source: Compiled by the researcher

Fig: 2 Indicates that the advantages and benefits are higher than constraints and disadvantages

Interpretation:











The above figure depicts that affecting factors for in-store purchase of home furniture sales and service as per ABCD analysis one- Advantages factors scores highest with total mean score value of Advantages 84.8, Benefits 74.4, Constraints 57.4 and disadvantages 58.8. Indeed, it is an indication that the advantages are more than benefits, constraints and disadvantages. The total mean score is based on the survey conducted. The total mean score is an indication of clarity of quantitative analysis. This model is a proven model. This proves that there are more advantages in purchase of in-store home furniture. In-store home furniture purchase leads to better satisfaction in customers as it adds to the happiness, satisfaction while buying as well as while servicing. The satisfaction leads to more advantages as observed other quantitative ABCD analysis papers [46-51]. These advantages indicate that the logistical aspects and delivery aspects too are highly considered for better customer delivery. Indeed, the survey is so helpful that it indicates shopping habits of people has not completely shifted to on line. In general, off line shopping is going to make things easier and faster. As customers can see, touch, feel and experience by sitting in the furniture, they can take pictures and send it to their family members, they can also feel how well it would fit in their house.

12. CONCLUSION :

ABCD analysis is a systematic approach to analyzing, and understanding an organization, entity, or enterprise (Aithal P. S. (2015). [51]). It also ensures that individuals too can be studied for planning repetition or duplication. Success can be repeated by many people differently and to do this one need to analyze a successful system. Hence one needs to plan for things well in advance to replicate success. When we analyze quantitatively it means we are in a process of making things happen in a different dimension. The new dimension means a new market or a new customer or a new product or a new way of living. ABCD qualitative and quantitative analysis helps to see a process or a system in a cross-section manner. The critical factor is to understand the key parameters that define a system or a method. The key performance indicators indicate the measuring process of benchmarking and evaluating steps. Steps define the altitude and speed defines the attitude. Indeed, things happen in a paced manner when understood well in the correct form. ABCD quantitative analysis is measuring in terms of numbers and numbers are crucial for a successful benchmarking. Anything that is measured will perform as per Peter Drucker. Hence measuring is essential to check if performed or not; therefore, the process is essential.

A manufacturing firm like Sofa makers or any furniture manufacturing company; does have an added advantage when this analysis is done, we understand through the study of Scholarly publications; they denote that this is quite possible to engage and transform a manufacturing company. It is also seen that food delivery systems in the service sector do denote that there is a possibility of enhancing the service process by adapting ABCD analysis to create better heights of performance. Be it tangible or non-tangible items, precious or semi-precious goods, be it perishable or nonperishable goods it is evident that customization plays a major role when sold through an online process. Students have perception of furniture in classroom. Classroom motivates a student to study well and the same kind of furniture should be at home and that can create synchronization, when he or she comes home. Furniture should motivate a student to study well and home furniture should create more interest to sit and study and delve into books research and reading (Yang, Z., Becerik-Gerber, B., & Mino, L. (2013). [54]), Furniture should be environmentally friendly. The furniture should not emit a bad chemical smell, the furniture should have less impact on the environment and less impact leads to higher and more sustainable living (Xu, X., Wang, S., & Yu, Y. 2020) [55], every lifestyle should be sustainable and it should help families to adopt new ways of working at home, sustainable living makes a difference. Good suitability makes things happen to be sustainable (Wan, M., & Toppinen, A. (2016) [56]). High gloss furniture leads to good looks and high shining means high chemicals (Regenfelder, K. et.al (2017) [57]). Flexible furniture makes the classroom smart as things are flexible for experiential classes. Experiential classes need more space and needs furniture that can be light and foldable. When furniture is folded it becomes easy for students to maintain and modify them according to classes and sessions. Qualitative work is essential to growth (Hyde, T. W. 2021) [58].

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