The Effect of Consumption Values on Customer Satisfaction of Living Room Furniture in Saudi Arabia

Fattwo AbdulRahman Makkawi[1,2*], Ahmad Hariza Hashim[1], Jasmine Leby Lau[1]

[1]Department of Resource Management and Consumer Studies, Faculty of Human Ecology, Universiti Putra Malaysia, Selangor, MALAYSIA.
[2]Department of Home Economics, Universiti of Bisha, Bisha, SAUDI ARABIA.
*Corresponding Author (Tel: +601111762599, Email: fattwo.makkawi1437 @gmail.com).

Abstract

The living room in Saudi Arabia context is the centre of the house and makes up the main space, and is the most used room by Saudi women. Hence, satisfaction with furniture is crucial for working women as they carry on doing activities as they return from work. This paper investigates the factors that affect a working woman when purchasing furniture for the living room in Jeddah, Saudi Arabia. Multistage sampling was employed, in which 350 women working in three government sectors in Jeddah: schools, universities, and health sectors were selected for this study. The respondents received the questionnaire through emails, and reliability and normality tests were applied. The multiple regression test examined the consumption values predictors on furniture satisfaction. The results revealed that conditional, functional, and emotional values significantly correlated with the satisfaction of working women with the furniture in the living room. Conversely, epistemic and social values had an insignificant relationship. This paper provides a clearer insight into the prominent consumption values variables that significantly affect the furniture satisfaction of working women in their living rooms. Therefore, this study can exhibit and enhance the lifestyle of more working women and help them achieve work-life balance using living room furniture by acquiring better knowledge and understanding of consumption values.

Disciplinary: Consumer Studies, Economics, Human Ecology.

©2022 INT TRANS J ENG MANAG SCI TECH.

Cite This Article:

1 Introduction

The main space and the centre of every house is the living room, and it is considered a crucial space within the Saudi household in the decision-making process to select and purchase home furniture (Sahab, 2019) since the family finds family gathering value because the family members can meet and share their time and activities. Typically, it has more than one use. It can be used for entertaining purposes, relaxing, and as a play space for children. This space is the most used room by Saudi women for their daily home duties (Shatwan, 2018), in which the furniture is often used for relaxation, some for formal sitting and other pieces of furniture are used only for decoration (Hareri, 2018). The furniture needs to be multifunctional in the living room since more flexibility is required. Several activities day and night occur in the living room (Garip et al., 2019). For example, the furniture units for sitting in the living room can be used as seats, sofa, coffee table and sometimes as a bed by only displacing them and reconfiguring the modules and components so that the arrangement of furniture and spatial components in the living room affect the satisfaction with the room in terms of efficiency for enhancing usage in daily life activities (Lee et al., 2017).

The social and cultural background also strongly influences the choice and arrangement of furniture in a living room. Therefore, Saudi working women are interested in all design details, and luxurious furniture is positioned in the women's zones to reflect the family's socio-economic status (Alharkan, 2017). A study conducted by Hareri (2018) established that a substantial fraction of the housewives was satisfied with the living rooms and furniture design, but others would choose to renovate because the existing layout and furniture were boring due to overuse. Ergüden (2012) argues that careful and wise selection of furniture is among the most critical factors in attaining a comfortable and relaxed sitting room. Each furnishing should thus be selected to be compatible with the other and coordinated in various ways (Mashhour, 2011). Similarly, Öztop et al. (2008) showed that the most critical factors in women's choice of living room furniture are the aesthetics and functionality of the furniture and usability. Thus, this paper aims to study the consumption value factors that affect living room furniture satisfaction among Saudi working women.
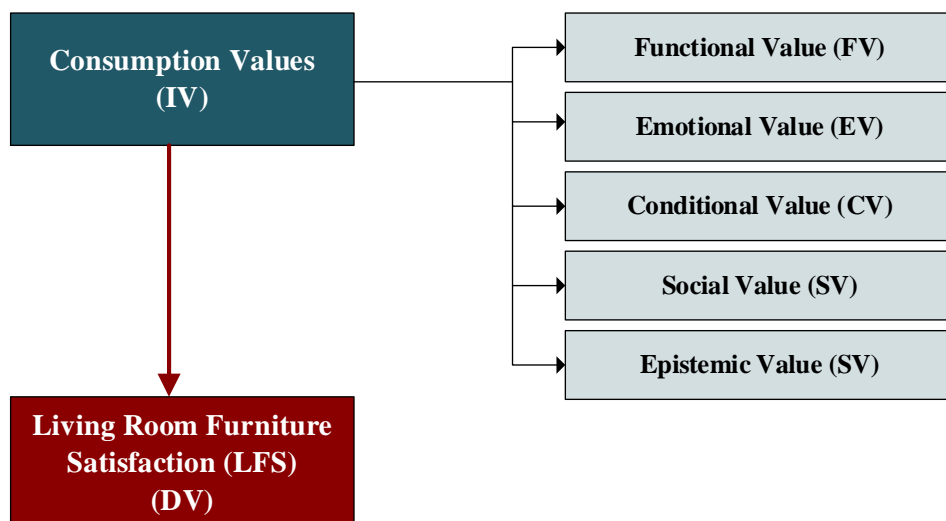

Figure 1: The study's theoretical framework.

According to Sheth et al. (1991), a theoretical framework was proposed, as illustrated in Figure 1. "Theory of Consumption Values" developed as a better "fit" for home furnishings was considered the theoretical framework for the study. This theory supposes that multiple and independent consumption values influence choice behaviour, focusing on these five elements: conditional values, functional values, emotional values, social values, and epistemic values, where each value contributes differently to different selection situations (Burnsed & Hodges, 2014). Thus, it is an essential factor in women's evaluation of their satisfaction with living room furniture.

2 Research Method

This paper aimed to determine the consumption values that influence the satisfaction with living room furniture among Saudi working women in all public organisations for education and health in Jeddah, Saudi Arabia. Based on this, the underlying values of consumption were (conditional value, functional value, emotional value, epistemic value, and social value). Accordingly, the survey questionnaire was developed with closed-ended questions to achieve research objectives. Moreover, to select study participants, a multistage sampling method was used in which a process of steps was carried out to select study participants (Taherdoost, 2016).

2.1 Sample Size and Techniques

The sample type and size need to represent the general population, allowing generalising the study findings to a broader population (Mohajan, 2020). The working women in Jeddah, Saudi Arabia, were the population for this research. Random sample selection is an essential aspect of quantitative research, especially when generalisation is needed of the results on the community (Apuke, 2017; Gravetter & Wallnau, 2013). This study adopted the multistage sampling technique in selecting its respondents, in which a process is implemented in selection through several stages. It is crucial to have a larger sample to represent the study population. According to Mohamed and Daud (2018), sampling sizes are from 30 and less than 500, which is suitable for most of the research. To calculate the sampling size of this study, the researcher uses the criterion formula used in calculating the minimum requirement for sample for a particular survey design (Bartlett et al., 2001). The resulted samples size was 384. The confidence level utilised in the study is 95%, which correlates to the standard normal distribution of 1.96 (Bartlett et al., 2001). Also, similarly predicted or probable studies are assumed to be 50% because the data set is categorical, while the maximum allowable deviation or estimation error is assumed to be ±5% for categorical data, according to Altman and Bland (2005). Taherdoost (2016) added that, when sending surveys by mail, the sample size will increase from about 40% to 50%, which helps to account for non-responding and mail errors. In this regard, 45% of the determined sample size was added. Thus, 557 questionnaires were distributed through email, larger than the recommended sample.

2.2 Sampling Procedure

Due to the difficulty in data collection, this research adopts a multistage sampling technique because of the population's dispersed nature. The sampled unit was split into secondary units (N_i),

and another sample was also randomly chosen. Ni has to be less than N in multistage sampling. Moreover, when an exhaustive listing of the target population cannot be compiled, multistage sampling is recommended (Sedgwick, 2015). For example, the working women listed in the schools, universities, and hospitals combined in Jeddah, Saudi Arabia, do not exist, but a list of the universities, schools and hospitals exists.

Table 1: Number of employment clusters for women in Jeddah Region

Employment Cluster	Northern Region	Eastern Region	Southern Region	Middle Region	Total
Schools	190	183	182	147	702
Hospitals	4	2	2	6	14
Universities	1	0	0	1	2

Since there is no information about the number of working women in the target population, the researcher identified the list of the schools, hospitals, and universities in Jeddah region, see Table 1. Since the targeted population sample is homogeneous, this research adopts a purposive random sampling based on a homogenous sampling technique (Palinkas et al., 2015). Furthermore, the two-stage sample method was applied in this research. A sample of schools, hospitals, and universities was selected from the total of combined organisations in Jeddah. This comprises the first stage of the multistage sampling procedure.

Consequently, a random sample of schools, hospitals, and universities was obtained in the second stage. About 185 forms were distributed to working women in each employment cluster in Jeddah, Saudi Arabia, at the final phase. The distributed and returned questionnaires number and the response rate are illustrated in Figure 2.
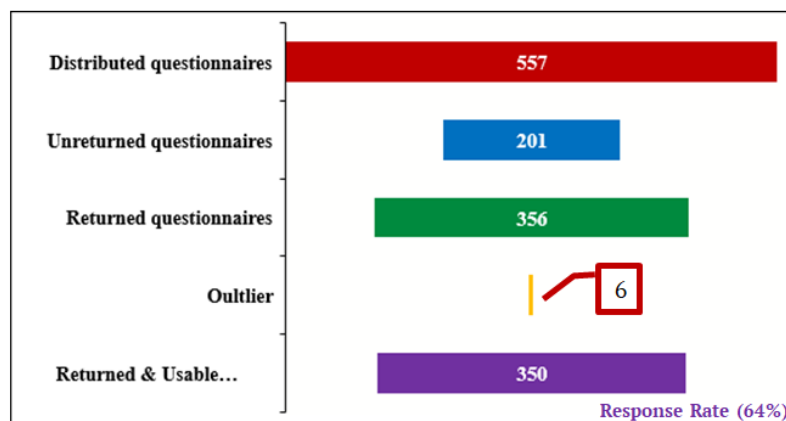
Figure 2: The distributed and returned questionnaires and response rate

2.3 Construct Measure

The survey questionnaire was divided into three parts (the information about demographical characteristics, consumption values, and living room furniture satisfaction). It was adapted from (Gan and Wang 2017; Chai et al. 2018). The five-point Likert scale was used to measure the independent and dependent variables, ranging from "strongly disagree" (1) to "strongly agree" (5) to respondents' accurate perception of exact questions (Hoe et al. 2018).

2.4 Data Analysis Method

A descriptive analysis using SPSS software was implemented to determine the correlation between the tested variables and analyse multiple linear regression analyses to identify the degree to which consumption values affected the satisfaction of Saudi working women with the living room furniture. Moreover, the distributed data normality and the equality of variances of the variables were checked with normality plots and scatter plots.

2.5 Reliability Analysis

This study assesses the internal scale consistency using Cronbach's alpha reliability test since this test is widely accepted as an indicator of reliability (Chen et al., 2017). Moreover, the reliability coefficient ranges from 0 to 1, and the minimum acceptable reliability is 0.70 (Mohajan 2017). Table 2 revealed that the constructs' reliability values are between 0.805 and 0.901. Hence, all reliability values (Cronbach's alpha) for consumption values (conditional, epistemic, emotional, social, and functional value) and living room furniture satisfaction were greater than the recommended values of 0.70.

Table 2: The results of the reliability test

Test Variable	Number of Items		The score of Cronbach's Alpha
Living room Furniture Satisfaction	4		0.901
Conditional Value	5		0.899
Epistemic Value	6	5 - point Likert scale	0.805
Emotional Value	7		0.872
Social Value	8		0.814
Functional Value	10		0.883
Overall Consumption Values	40		0.887

3 Results Analysis and Discussion

The sample study was the working women in public organisations in Jeddah Region, Saudi Arabia. Statistical data on a range of demographic characteristics were provided by the frequency descriptive analysis, including age, level of education, marital status, years of marriage, employment sector, number of family members, house rooms number and average monthly income. The study found that 38.3% of the working women surveyed were aged 34–41 years old. Women with a bachelor's degree comprise the majority, holding 60.6% of educational degrees. This indicates the increasing interest of women in pursuing a university degree.

Regarding the respondents' marital status, married women constitute the majority (58.3%). Most working women have been married for eight years or longer (46%), and becoming a wife and mother are their most important priorities. The findings show an almost equal distribution among the three employment sectors, with 34.9% of respondents working in general education, 33.1% working in higher education, and 32% working in the health sector. Most respondents (63.7%) have five rooms in their houses, and 35.4% have four or five family members, where the size of the family is directly correlated with the number of rooms in the house. It was revealed that 55.7% of respondents earned 6000 Riyals or more per month, approximately $1600.

3.1 Descriptive Analysis

According to Bell et al. (2018), descriptive analysis is used to describe data sets' basic characteristics, and it is often used to summarise and inspect large amounts of data. Table 3 indicates that working women are satisfied with their living room furniture. The mean statistic of living room furniture satisfaction is the highest (M = 4.44; SD = 0.52). The conditional value has the second highest mean value (4.23), while the social value has the smallest mean value (3.66). This implies that social value is the least element associated with furniture satisfaction.

Table 3: Descriptive Statistics results

Variables	Code	N	Max.	Min.	Mean	SD
Conditional Value	CV	350	5.00	2.20	4.23	0.60
Emotional Value	EV	350	5.00	2.14	3.95	0.63
Epistemic Value	EPV	350	5.00	1.17	3.68	0.70
Functional Value	FV	350	5.00	2.50	4.22	0.52
Social Value	SV	350	5.00	1.50	3.66	0.67
Living room Furniture Satisfaction	LFS	350	5.00	2.25	4.44	0.52

3.2 Correlation Test Analysis

The correlation between independent and dependent variables was examined using Pearson's correlation test. According to Table 4 results, the relationship between all independent variables (CV, EPV, FV, and SV) is significant except for the emotional value variable (EV). The conditional value (0.791) and satisfaction with the furniture were significantly correlated. Therefore, if the correlation analysis shows a positive coefficient, a direct relationship exists between the independent and dependent variables.

Table 4: The results Correlation test between the variables of consumption value and furniture satisfaction in the living room

Variables	LFS	FV	EV	SV	EPV	CV
Living room Furniture Satisfaction (LFS)	1					
Functional Value (FV)	.538**	1				
Emotional Value (EV)	.022	-.100-	1			
Social Value (SV)	.198**	.206**	-.017-	1		
Epistemic Value (EPV)	.207**	.184**	-.064-	.689**	1	
Conditional Value (CV)	.791**	.435**	-.052-	.285**	.311**	1

**. Significant correlation at 0.01 level (2-tailed).

3.3 Normality Test

The normal distribution is the most widely used among statistical distributions (Alasmri et al., 2019). The normal distribution shape depends on the results of standard deviation and mean. The standard deviation results in Figure 3 with a value of about 0.993 are considered closed.

3.4 Linearity

Linearity refers to how closely the correlation between the dependent variable change and the change in independent variables (Betemariam & Mesfin, 2018). Figure 4 shows that the collected data exhibits a normal distribution of residuals around a mean of zero since each point lies near or along the regression line. Though, a slight misalignment can be seen at the mid-point and top-right points, which are still within the tolerance range.
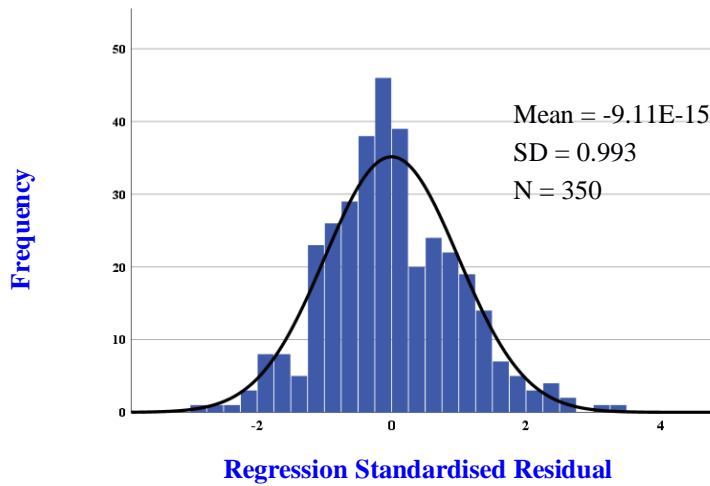
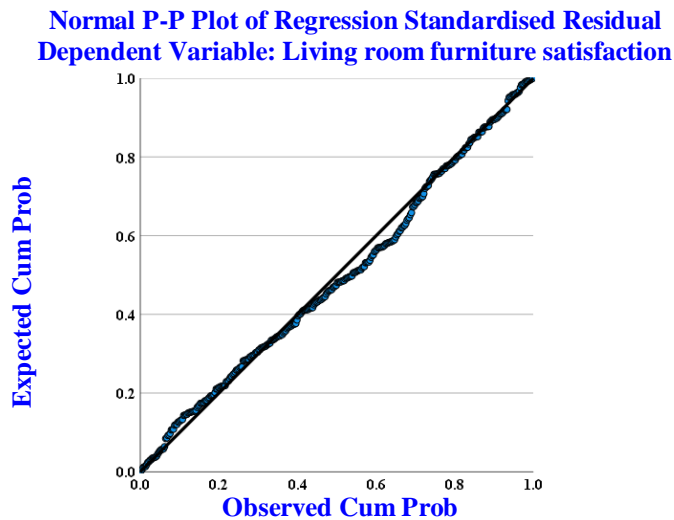**Figure 3:** Regression standardised residuals plot (Dependent Variable: Living room Furniture Satisfaction).

Figure 4: Regression standardised residuals results for living room Furniture Satisfaction

3.5 Test of Multicollinearity

Table 5 shows the tolerance and VIF for the latent variables. The diagnostic test for multiple collinearities did not indicate significant collinearities between the study variables, as all values of tolerance are between 0.509 and 0.986 and greater than 0.10. Also, all values of VIF are between 1.015 and 1.966 and less than 10 (Sekaran, 2003).

Table 5: The results of Tolerance and VIF for Variables

Variables	Collinearity Statistics		
	Code	Tolerance	VIF
Functional Value	FV	0.797	1.255
Emotional Value	EV	0.986	1.015
Social Value	SV	0.515	1.941
Epistemic Value	EPV	0.509	1.966
Conditional Value	CV	0.752	1.329

a. Dependent Variable: Living room Furniture Satisfaction (LFS)

3.6 Multiple Linear Regression Analysis

Cohen et al. (2003) explain that multiple regression is the sample squared correlation coefficient between the response variable and the predicted value of the regression model. Gujarati (2004) states that the value of the R-square should be a minimum of 60% for all variables. For significant F, the results should be between 0.01 and 0.05 (Blackwell, 2008). The value of Durbin

Watson should be between 2.5 and 1.5 (Bakon & Hassan, 2013). Table 6 shows that the model result of the adjusted R^2 is 0.677, and the R^2 value is 0.681, which indicates 68% of the influence on living room satisfaction.

Another 32% of the space is unspecified using the current model with the current independent variables including functional, conditional, emotional, social, and epistemic values. Therefore, other important variables in explaining furniture satisfaction have yet to be considered in this research. It is suitable for the model with the F of [F (5, 344) = 146.989] and a p-value of less than 0.001; the independent variables describe the dependent variables very well. Using Durbin Watson, the autocorrelation for the sample of respondents picked for this study is 1.780, which should be between 1.5 and 2.5. Hence, all independent variables investigated in this study are strongly correlated with the dependent variable, and they are the factors affecting the satisfaction with living room furniture among working women, as presented in Table 6.

Table 6: Results of Linear Regression Analysis

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.825[a]	0.681	0.677	0.29681	0.681	146.989	5	344	0.000	1.780
Predictors: (Constant), Conditional Value, Functional Value, Social Value, Emotional Value, and Epistemic Value										
b. Dependent Variable: Living room Furniture Satisfaction (LFS)										

3.7 Multiple Regression Coefficients Analysis

The Multiple Regression Coefficient Beta was employed to define the independent variable's predictive ability on the dependent variables. According to Green and Salkind (2005) and Lee (2010), each individual or condition in multiple regression analysis contains scores of the multiple independent and dependent variables. Therefore, independent variables of the multiple linear regression equations are the consumption values; namely, functional value (FV), emotional value (EV), social value (SV), epistemic value (EPV), conditional value (CV), and the dependent variable of the multiple linear regression equations is living room furniture satisfaction (LFS). As shown in Table 7, the collinearity statistics analysis has the VIF value range of 1.015 to 1.966 and a tolerance range of 0.50 to 0.98. Accordingly, the VIF and tolerance values indicate no serious multicollinearity problem with this analysis.

Based on Table 7, the results of the regression analysis referred to the conditional value (B = 0.615, p< 0.05), the functional value (B = 0.253, p < 0.01), and the emotional value (B = 0.067, p < 0.05), which only has a significant influence on working women's satisfaction with living room furniture. However, working women's satisfaction with living room furniture was not significantly affected by the two other consumption values, epistemic value (B = -0.024, p > 0.05) and social value (B = -0.024, p > 0.05). The women stated that the furniture's aesthetics and functionality in the living room are two important values. They also emphasised the importance of having appropriate furniture in the living room and enough numbers for their family members. Previous

studies have similar findings (Öztop et al. 2008; Saruwono et al. 2012; Lee et al. 2017; Hareri 2018; Esen and Uysal 2019).

Table 7: The results of multivariate regression coefficients with the Livingroom Furniture Satisfaction variable

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.681	.192		3.553	.000		
	Conditional Value	0.615	.031	.704	20.061	.000	0.752	1.329
	Functional Value	0.253	.034	.252	7.378	.000	0.797	1.255
	Epistemic Value	-.024-	.032	-.032-	-.747-	.456	0.509	1.966
	Emotional Value	.067	.025	.081	2.634	.009	0.986	1.015
	Social Value	-.024-	.033	-.031-	-.729-	.466	0.515	1.941

Dependent Variable: Living room Furniture Satisfaction (HFS)

Generally, the regression analysis results revealed that conditional value, emotional value, and functional value significantly influence the satisfaction of working women with living room furniture. Conversely, epistemic value and social value have an insignificant influence on the satisfaction of working women with the furniture in the living room.

4 Conclusion

The living room is the centre of the house and makes up the central space within a Saudi household in the furniture purchasing decision-making process. The study reveals that the basic arrangement of furniture is highly controlled by the restricted area of the living room. Due to the minimal space provided, working women need to consider the sizes and types of furniture they choose because it should consider their individuality and reflect their daily lifestyle. The study was conducted to bridge the gap between consumption values and working women's satisfaction with living room furniture. These results reinforce the role of the Theory of Consumption Values in determining living room furniture satisfaction among working women. The study provides insight into working women by investigating values that can influence their satisfaction, such as conditional, functional, and emotional values. Therefore, Saudi women are the key decision-makers in determining the style, shape, design, and colour of the living room furniture to ensure the proper distribution of every piece according to the size and function. The research findings have practical implications in that Saudi working women, in general, can now clearly identify the significant factors that can significantly affect their satisfaction with furniture in the living room. Thus, this study can provide knowledge of consumption values and consequently allow them to improve and display more women's lifestyles and effectively balance work and home activities.

This research can be applied to policymaking with the help of research-based decision-making and to develop and implement programs that help working women choose furniture for their homes that best suits their lifestyle and activities at home. Additionally, this study can help professionals interested in designing and marketing furniture (furniture companies, retailers, and designers) by creating markets targeted at increasing furniture sales and women's satisfaction with furniture quality.

5 Availability of Data and Material

Data can be made available by contacting the corresponding author.

6 References

Akbar, S. (1998). *Home and furniture: Use and meaning of domestic space, Jeddah, Saudi Arabia*. Newcastle University.

Alasmri, M., Onn, W. C., & Hin, H. S. (2019). Social networking framework for learning motivation. *Journal of Southwest Jiaotong University*, *54*(6), 1-14.

Alharkan, L. S. (2017). *Housing Morphology, Gender, and Family Relationships in Jeddah, KSA (1940-2017)*. University of Cincinnati, Cincinnati, OH.

Alsusi, R. (2015). *The effect of design flexibility on housing utilisation efficiency in the Gaza Strip: with reference to multifunctional interior spaces*. Islamic University, Gaza.

Altman, D. G., & Bland, J. M. (2005). Standard deviations and standard errors. *BMJ*, *331*(7521), 903.

Apuke, O. D. (2017). Quantitative research methods: A synopsis approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, *33*(5471), 1-8.

Bakon, K. A., & Hassan, Z. (2013). Perceived value of smartphone and its impact on deviant behaviour: An investigation on higher education students in Malaysia. *International Journal of Information System & Engineering*, *1*(1), 38-55.

Bartlett, J. E., Kotrlik, J. W., & Higgins, C. C. (2001). Organisational research: Determining appropriate sample size in survey research. *Information Technology, Learning, and Performance Journal*, *19*(1), 43-50.

Bell, E., Bryman, A., & Harley, B. (2018). *Business research methods.* 5th Ed., Oxford: Oxford university press.

Betemariam, T., & Mesfin, T. (2018). Factors Affecting Consumers' Buying Decision for Home Furniture Materials In the case of Customers at Jemo Condominium Site. Addis Ababa University, Addis Ababa.

Blackwell, M. (2008). Multiple hypothesis testing: The F-test. In *Matt Blackwell Research*. Oxford.

Burnsed, K. A., & Hodges, N. J. (2014). Home furnishings consumption choices: a qualitative analysis. *Qualitative Market Research: An International Journal*, *17*(1), 24-42.

Chai, K. Y. S., Li, Y. Y., Lim, W. L., & Ong, S. P. (2018). *Factors influencing consumer satisfaction in online shopping*. Universiti Tunku Abdul Rahman (UTAR), Kampar, Perak.

Chen, L. L., Basit, A., & Hassan, Z. (2017). The Impact Of Customer Perceived Value On Customer Satisfaction: A Study On Malaysian Automobile Industry. *International Journal of Accounting & Business Management*, *5*(1), 93-110.

Cohen, J., Cohen, P., West, S. G., & Aiken, L. S. (2003). *Applied multiple regression/correlation analysis for the behavioural sciences* (3rd ed.). Mahwah, NJ: Erlbaum.

Ergüden, T. (2012). The Importance of Soft Furnishings in Interior Spaces. Pilot Study-Living Spaces. Eastern Mediterranean University (EMU), Famagusta.

Esen, R., & Uysal, B. (2019). The analysis of living room furniture and room spaces used by families relation of West Black Sea Region in Turkey. *Engineering Science and Technology, an International Journal*, *22*(2), 692-696.

Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, *27*(4), 772-785.

Garip, S. B., Onay, N. S., Garip, E., & Güzelci, O. (2019). Flexible and Modular Furniture Design for Changing Living Environments. In C. Söğütlü (Ed.), *The XXIX International Conference Research for Furniture Industry* (pp. 547-554). Ankara: Gazi University.

Gravetter, F. J., & Wallnau, L. B. (2013). Introduction to the t statistic. In F. J. Gravetter & L. B. Wallnau (Eds.), *Essentials of Statistics for the Behavioral Sciences* (8th ed., pp. 249-278). Boston, MA: Cengage Learning.

Green, S. B., & Salkind, N. J. (2005). Using SPSS for Windows and Macintosh: analysing and understanding data. In *Upper Saddle River*. 4th Ed., Upper Saddle River, NJ: Pearson Prentice Hall.

Gujarati, D. N. (2004). *Basic Econometrics*. 4th Ed., New York: McGraw-Hill Companies.

Hamenda, A. (2018). An integrated model of service quality, price fairness, ethical practice and customer perceived values for customer satisfaction of sharing economy platform. *International Journal of Business & Society*, *19*(3), 709-724.

Hareri, R. H. (2018). *Contemporary home environment in Jeddah City: women and the design of living spaces*. University of Edinburgh, Edinburgh.

Hoe, J., Dastane, O., & Selvaraj, K. (2018). Predicting consumer perception and its impact on purchase intention for residential property market. *Journal of Technology Management and Business*, *5*(2), 59-77.

Lee, A. S. (2010). A Study on Predicting Consumers' Satisfaction Based on The Features of Furniture Product Designs. *International Journal of Organizational Innovation*, *2*(3), 138-160.

Lee, S., Alzoubi, H. H., & Kim, S. (2017). The effect of interior design elements and lighting layouts on prospective occupants' perceptions of amenity and efficiency in living rooms. *Sustainability*, *9*(7), 1119.

Marshall, E. (2016). The statistics tutor's quick guide to commonly used statistical tests. Loughborough: Statstutor Community Project.

Mashhour, A. (2011). *The Positive effects of Interior Design for Human Psychological Health* (Helwan University). Helwan University, Helwan. https://doi.org/10.13140/RG.2.1.2936.2168

Mohajan, H. K. (2017). Two criteria for good measurements in research: Validity and reliability. *Annals of Spiru Haret University*, *17*(4), 59-82.

Mohajan, H. K. (2020). Quantitative research: A successful investigation in natural and social sciences. *Journal of Economic Development, Environment and People*, *9*(4), 50-79.

Mohamed, I. S., & Daud, N. M. (2018). Examining Moderating Role of E-Commerce Experience On Usage-Performance Relationship. *Asia Pacific Journal of Advanced Business and Social Studies*, *4*(2), 16-27.

Öztop, H., Erkal, S., & Gunay, G. (2008). Factors influential in consumers' furniture selection and their preferences regarding product features. *The International Journal of Interdisciplinary Social Sciences*, *3*(6), 23-34.

Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful sampling for qualitative data collection and analysis in mixed method implementation research. *Administration and Policy in Mental Health and Mental Health Services Research*, *42*(5), 533-544.

Sahab, S. (2019). An Investigation of Sustainable Consumption Behaviour in Relation to Indoor Domestic Soft Furniture Consumption in The Context of Riyadh, Kingdom of Saudi Arabia. The University of Manchester, Manchester.

Saruwono, M., Zulkiflin, N. F., & Mohammad, N. M. N. (2012). Living in living rooms: furniture arrangement in apartment-type family housing. *Procedia-Social and Behavioral Sciences*, *50*, 909-919.

Sedgwick, P. (2015). Multistage sampling. *British Medical Journal*, *351*, 4110-4155. https://doi.org/10.1136/bmj.h4155

Sekaran, U. (2003). Research Methods for Business: A Skill-Building Approach (4th ed.). New York: Wiley.

Shatwan, A. M. (2018). Domestic window design and interior daylight in Jeddah: designing for Saudi women. University of Hertfordshire, Hertfordshire.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991a). *Consumption Values and Marketing Choices*. Cincinnati, OH: South-Western Pub.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991b). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, *22*(2), 159-170.

Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *International Journal of Academic Research in Management (IJARM)*, *5*(3), 28-36.

Walsh, G., Shiu, E., & Hassan, L. M. (2014). Replicating, validating, and reducing the length of the consumer perceived value scale. *Journal of Business Research*, *67*(3), 260-267.

Fattwo AbdulRahman Makkawi is a master's student at the Faculty of Human Ecology, Universiti Putra Malaysia. She obtained a bachelor's degree in General Home Economics from the Education and Home Economics Faculty, Umm Al-Qura University. Her research areas include Economics & Management, Interior Design, and Sustainable Consumption.

Professor Dr Ahmad Hariza Hashim is a Professor in Housing and Environment at the Faculty of Human Ecology, Universiti Putra Malaysia. Currently, he is the Dean of Post Graduate Studies, Industry and Community Relations. His research focuses on Housing, Environmental Psychology, Sustainable Consumption, Consumer Education.

Dr. Jasmine Lau Leby is a Senior Lecturer in the Department of Resource Management and Consumer Studies, University Putra Malaysia. She got her Ph.D. degree in Housing from Universiti Putra Malaysia, Malaysia. Her primary research interest involves Housing, Management & Organisation, and Environmental Psychology.