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ŞAHİN, Yunus

Department of Forestry Industry Engineering, Faculty of Forestry, KSU

SERİN, Hasan

Department of Forestry Industry Engineering, Faculty of Forestry, KSU

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Problems of Furniture Outlets in Malatya City

Yunus ŞAHİN*, Hasan SERİN

Department of Forestry Industry Engineering, Faculty of Forestry, KSU, Kahramanmaraş, Turkey
ysahin@ksu.edu.tr

Abstract: Management is activities of work, cooperation, and coordination to get aims of an enterprise. There are many variables such as product, customer, government institutions, finance, and workers at management of furniture outlets. For this reason, furniture outlets have to manage products for customers as for that changing market conditions. The enterprises are faced with customers who care how to present the product. This situation is very important at management of outlet. In this research, it has been researched that the problems of 32 furniture outlet managers with work place, product, workers, customers, institutions, and financial institutions were determined by face to face survey method. The results of the survey were analyzed by Statistical Package for the Social Sciences (SPSS). There were not many problems about work place, on the other hand, it was determined that some problems about the delivery of product time, difference at an incoming product, absenteeism of workers, and their attitudes to customers.

Keywords: Furniture, outlet, management, product, Malatya

1. INTRODUCTION

Management is the organization and coordination of the activities of a business in order to achieve defined objectives. There are many variables such as product, customer, government institutions, finance, and workers at management of furniture outlets. For this reason, furniture outlets have to manage products for customers as for that changing market conditions.

The short-term results by a manager in high sales and profits may overshadow serious problems among employees that manifest themselves in low morale, high turnover rate, theft, and absenteeism. Store managers should not only be rewarded on the basis of sales and profits, because if store employees are not motivated and inspired to be productive in the store, their high turnover rate, anxiety, and theft, ultimately will lead to customer dissatisfaction [1].

When it comes to retail store unit performance, there are a number of variables or factors that can have an impact on the success of individual store units. These include product offering; store location; strength and strategies of competition; promotional efforts; store factors, such as store size, inventory levels, and number of employees; store manager characteristics, including factors such as the store manager's experience, age, marital status, and educational level; and market factors, such as disposable income and population [2]. Since labor is one of a retail company's largest costs, strategic management of personnel in a retail organization becomes a necessity for high levels of productivity and return on investment [3]. The rapidly changing retail environment, along with sophisticated and demanding consumers, have forced retailers to find new and creative ways to differentiate themselves from their competition in meeting the needs of their customers [4]. Service quality can be defined as the result of a comparison that customers make between experiences about a service and perception of the way the service was delivered [5], [6],[7].

Furniture, which gains a place in every fields of daily life, is one of the most effective product in human life because it is used and needed by whole human, provides the

welfare of the individuals and society, serves the social and cultural requirements for life and influences the living quality of people directly [8]. Furniture industry is a part of secondary manufacturing that is one of the six subsectors of forestry. The characteristics of this secondary manufacturing type are private ownership, production purpose, design and manufacture activities. These manufacturers usually use sawn timber and panel products as raw material and its outputs are household and office furniture [9].

In this research, it has been researched that the problems of 32 furniture outlet managers with work place, product, workers, customers, institutions, and financial institutions were determined by face to face survey method. The results of the survey were analyzed by Statistical Package for the Social Sciences (SPSS).

2. MATERIAL AND METHOD

The main material of this study is the managers of the furniture outlets. The numbers of managers are 32. These furniture outlets are in Malatya city, Turkey. Persons in the furniture outlets are manager (3.4%), supervisor (37.9%), and sales consultant (58.6%). They are in the different age ranges: 18-25 age (13.8%), 26-35 age (31.0%), 36-45 age (34.5%), and 46-55 age (20.7%). The operating periods of these furniture outlets are 1-5 years (24.1%), 6-9 years (13.8%), 10-14 years (41.4%), and 15 years and over (20.7%).

For analyzing of this research data, SPSS (Statistical Package for the Social Sciences) program was used. The Statistical Package for the Social Sciences is a widely used program for statistical analysis in social sciences, particularly in education and research. However, because of its potential, it is also widely used by market researchers, health-care researchers, survey organizations, governments and, most notably, data miners and big data professionals. Frequency tables were given by this program.

3. RESULTS

As a result of evaluating the data, problems (delivery on time, missing part, undesirable quality, communication with customer, returns, municipality, loan amount) were shown at Table 1. Delivery on time is important for customers. They want their product timely. Delivery on time was not a big problem according to data. Outlet managers don't agree (62.0%) that the delivery on time is

a problem. As shown at Table 1, they don't agree some factors as a problem at outlets: missing part (62.0%), undesirable quality (69.0%), communication with customer (69.0%), municipality (79.3%), chamber of commerce and industry (73.3%). But they agree other factors as a problem: returns (72.4%), loan amount (100.0%), and bank payment plan (93.1%).

Table 1. External problems about furniture outlets

Factors	Definitely, I don't agree	I don't agree	I agree	Definitely, I agree	Total
Delivery on time	37.9%	24.1%	31.0%	7.0%	100%
Missing part	17.2%	44.8%	24.2%	13.8%	100%
Undesirable quality	27.6%	41.4%	24.1%	6.9%	100%
Communication with customer	3.5%	65.5%	20.7%	10.3%	100%
Returns	3.4%	24.1%	58.6%	13.8%	100%
Municipality	24.1%	55.2%	6.9%	13.8%	100%
Chamber of commerce and industry	24.1%	49.2%	20.7%	6.0%	100%
Loan amount	-	-	44.8%	55.2%	100%
Bank payment plan	-	6.9%	44.8%	48.3%	100%

As shown at Table 2, It showed that interior problems about business continuity, employment period adjustment, behavior on customer, technical knowledge, communication with employees, and team work at furniture outlets. Employment period

adjustment (37.9%) and communication with employees (34.5%) were available for these outlets. Behavior on customer (65.5%) and technical knowledge (62.1%) were normal at furniture outlets.

Table 2. Interior problems about furniture outlets

Factors	Not available	Normal	Available	Definitely Available	Total
Business continuity	6.9%	55.2%	20.7%	17.2%	100%
Employment period adjustment	18.2%	37.0%	37.9%	6.9%	100%
Behavior on customer	17.3%	65.5%	13.8%	3.4%	100%
Technical knowledge	10.3%	62.1%	20.7%	6.9%	100%
Communication with employees	3.3%	54.2%	34.5%	8.0%	100%
Team work	6.8%	51.7%	31.2%	10.3%	100%

4. DISCUSSION

There are two kind problems at furniture outlets: External and interior problems. External problems were determined as delivery on time, missing part, undesirable quality, communication with customer, returns, municipality, loan amount. Interior problems were business continuity, employment period adjustment, behavior on customer, technical knowledge, communication with employee, and team work.

The returns (72.4%), loan amount (100.0%), and bank payment plan (93.1%) were determined as external problems at furniture outlets. The government should regulate some instruction about banking. For return problems, outlet management should be careful for quality control of their products. The missing part (62.0%), undesirable quality (69.0%), communication with customer (69.0%), municipality (79.3%), chamber of commerce and industry (73.3%) were not a big problem.

Employment period adjustment (37.9%) and communication with employees (34.5%) were not a problem for outlets. Administration has a good communication with employees so they have good morale and be productive in store.

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