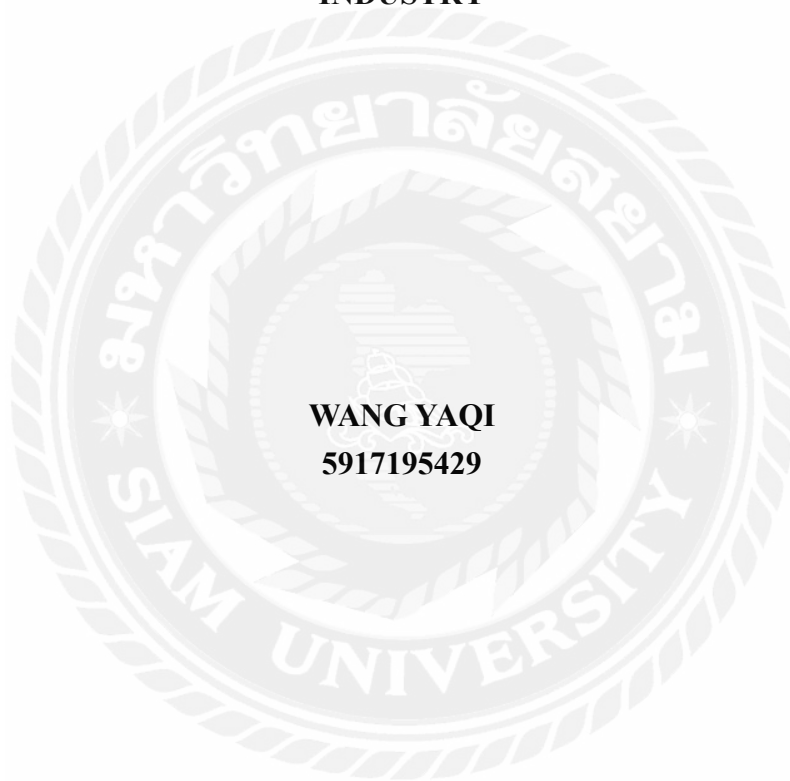**RESEARCH ON THE INFLUENCE OF BRAND LOYALTY IN FURNITURE INDUSTRY**

WANG YAQI
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AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF BUSINESS ADMINISTRATION
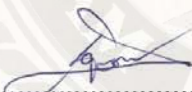**GRADUATE SCHOOL OF BUSINESS**
SIAM UNIVERSITY
2018

RESEARCH ON THE INFLUENCE OF BRAND LOYALTY IN FURNITURE INDUSTRY
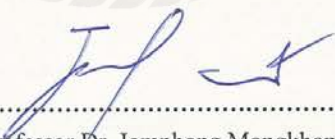
Thematic Certificate

To

WANG YAQI

This independent study has been approved as a partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

Advisor:..Date: ....18./.........6...../........18.....

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RESEARCH ON THE INFLUENCE OF BRAND LOYALTY IN FURNITURE INDUSTRY

ABSTRACT

Title: Research on the influence of brand loyalty in furniture industry
By: WANG YAQI
Degree: Master of Business Administration
Major: Business Administration

Advisor: ....
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    With the progress of society and the improvement of people's living standards, people's consumption concept, consumption behavior habits and life style have changed greatly. It has brought huge growth space to the furniture industry. With the fierce market competition and the deepening of world economic integration, the era of products leading has been replaced by a brand leading. Furniture products are upgrading gradually from the initial consumer durables to be living artworks that represent personal tastes and personalities. The 21st century is the century of brand competition. How to increase customer brand loyalty has become a problem that enterprises urgently need to solve. This article is intended to analyze the core influencing factors of furniture brand loyalty and the influence of these factors of brand loyalty.

    Based on the relevant theories and literature studies on brand loyalty to domestic and abroad, this article uses empirical analysis and typical case analysis methods, combines the characteristics of the furniture market, and through customer interviews, sorts out and refines the various factors that influence brand loyalty. At the same time, the research hypothesis is put forward on this basis, and the model of the influence factor of furniture brand loyalty is constructed. This article takes the IKEA furniture retail store in Beijing area as the object of issuing the questionnaire, and uses the SPSS statistical software to carry out the sample recycling statistics and analysis to verify the research hypothesis proposed in this paper.

Through empirical research, it is found that commodity prices, brand attitudes, brand communication, and brand trust have a significant impact on brand loyalty. Commodity characteristics have a significant impact on behavioral loyalty, and service quality has a significant impact on attitude loyalty. It also has an indirect positive impact on brand loyalty through the intermediary variable of brand image. Finally, the deficiencies of this paper are proposed and some management suggestions are proposed.

Key words: Brand Loyalty; Influencing Factors; Furniture Brand

摘　要

标题：对家具行业品牌忠诚度的影响研究

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专业：工商管理

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　　随着社会的进步，人们的生活水平不断提高，人们的消费观念、消费行为习惯及生活方式等发生了极大的改变，给家具行业带来了巨大的生长空间。伴随着激烈的市场竞争和世界经济一体化的不断深入，以产品为主导的时代已经被品牌为主导的时代所取代。家具产品正在从初始的耐用消费品逐渐升级为代表个人品味与个性的生活艺术品。21 世纪将是品牌竞争的世纪，如何提高消费者的品牌忠诚度己成为企业亟待解决的问题。本文旨在分析家具品牌忠诚度的核心影响因素及这些因素对品牌忠诚度的影响作用。

　　本文在国内外有关品牌忠诚度的相关理论与文献研究的基础上，运用实证分析和典型个案分析方法，结合家具市场的特点，通过客户访谈，整理并提炼了影响品牌忠诚度的各种影响因素。同时在此基础上提出研究假设，构建了家具品牌忠诚度的影响因素模型。本文以北京地区的宜家家具零售店为发放问卷的对象，利用 SPSS 统计软件，对此进行样本回收统计分析，验证了本文提出的研究假设。

　　通过实证研究发现，商品价格、品牌态度、品牌沟通、品牌信任对品牌忠诚度有显著影响，商品特性对行为忠诚度有显著影响，服务质量对态度忠诚度有显著影响。还通过品牌形象这一中介变量对品牌忠诚产生间接的正影响。最后，提出本文的不足以及对此提出了若干管理型建议。

关键词：品牌忠诚度；影响因素；家具品牌

RESEARCH ON THE INFLUENCE OF BRAND LOYALTY IN FURNITURE INDUSTRY

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RESEARCH ON THE INFLUENCE OF BRAND LOYALTY IN FURNITURE INDUSTRY

CHAPTER 1
INTRODUCTION

1.1 The background and significance of the research
1.1.1 The background of the research

Since the reform and opening up, China's economy has entered a rapid development model. The improvement of residents' income level and the change of consumption consciousness has brought great development spaces to the household industry. Although the real estate industry has shown a downward trend in recent years, it has caused a certain impact on the home industry. However, since the 18th National Congress of China , the construction of new types of urbanization has made an obvious contribution.The growth in demand for rigidity has been renewed to inject new vitality into the household market, IKEA and other foreign capitals are optimistic about the spending power in the Chinese market, and actively seize market share, causing a lot of pressure and influence on domestic domestic enterprises. Competition among home industries not only exists between different formats (mainly home supermarkets and stall market), but also exist in the same form in the format. Not only in the domestic market and foreign market competition is intense, the same with each other between the domestic market competition constantly. The market competition has entered the brand-dominated era from the product-led era. To gain competitive advantage, enterprises need not only to create brands, but also to build brand awareness, and to acquire and maintain brand loyalty. The furniture industry in China has completed the transition from ticket-to-buy purchases to marketization to the era of "exhibition and sales", and has gradually become the world's largest producer of furniture and the largest exporter. As for the world furniture market, the internationalization of furniture industry in various countries is accelerating, and the scale of furniture production and market scale are constantly expanding.

In some developed countries, the number of furniture imports has increased year by year. The import and export trade of furniture is very active in various countries and regions. At the same time, the furniture production and export volume of developing countries are increasing year by year with the development of the world economy. However, most of China's export furniture is imitation of foreign samples or listed for sale, and there are few self-designed brands. The main advantage of entering

the international market is the price advantage. In the face of increasingly fierce market competition, the Chinese furniture industry will surely enter the stage of brand competition, China's furniture industry will step into the stage of brand competition which is bound to eliminate some small and medium-sized enterprises which lack independent innovation and brand influence. In the stage of brand competition, whoever has a strategic vision and focuses on shaping his brand will be a key step in the increasingly fierce market competition.In order to build a brand that is truly valuable to the enterprise, it is necessary to promote brand image and eventually form brand loyalty. Furniture production and management enterprises can create their own brand, then make use of the brand advantage to create the core competitiveness and create market competitive advantages. Therefore, brand loyalty is of great significance to build a strong brand of furniture production and management enterprises.

At the same time, this article hopes to understand the influence factors of the brand loyalty of the furniture industry through the discussion of the theory of the furniture brand loyalty and the related literature, the customer interview and the questionnaire survey, and to analyze and collate the survey data with the statistical software, and to examine the influence factors of the brand loyalty. It can make a little contribution to the theoretical and practical application of brand loyalty, so as to provide references for improving market competitiveness and gaining more profits.

1.1.2 The significance of the research

With the continuous development of China's economy, people's material and cultural living standards have been continuously improved, and people's concept of furniture consumption is also changing.

The research significance of this article is mainly reflected in the two aspects of theory and practice:

First of all, in the theoretical sense, this article analyzes and refines some influencing factors that influence brand loyalty on the basis of learning and summarizing the results of previous studies. In addition, the research of brand loyalty extends to the field of furniture. Although many experts and scholars at home and abroad have done many researches on the factors that influence brand loyalty, most of them are concentrated in the more popular industries such as electronics, household appliances, automobiles, real estate and so on, while the research on brand loyalty in the furniture industry is relatively less. Therefore, this article extends the research of

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brand loyalty to the furniture industry, analyzes and discusses the influence of various factors on brand loyalty. Thus enriches and expands the influencing factors of brand loyalty in theory, and expands the research scope of the theory of brand loyalty of furniture enterprise.

Secondly, in the practical sense, this article summarizes several influencing factors that affect brand loyalty through customer interviews, at the same time through the issuance of questionnaires and sample recycling to statistical analysis of the data. According to the analysis results, furniture companies can understand the factors affecting brand loyalty, and formulate corresponding marketing plans based on these influencing factors. Through effective brand strategy and strategy can help enterprises to improve their brand competitiveness so as to gain more loyal customers and gain more profits.

In this research we explored the internal dimensional correlations. Brand loyalty was found to be the key. Once consumers use a product, firms should spare no effort to enhance the brand loyalty of customers. Management of customer relationships is quite important. Furthermore, when establishing a brand image the emphasis should be on the experiential image and functional image. This means that goods and services provided by companies should ensure consumers have an excellent experience, along with the functions and services required by consumers from the goods or services. The purchase behaviors of consumers would be enhanced through word-of-mouth marketing. In addition, in view of the correlations for involvement against brand equity and purchase intention and involvement against brand image and purchase intention, according to our results it appeared involvement might affect purchase intention, but no significant effect was found. This may be because the marketing information was directly accessible on the Internet in our study, resulting in lower involvement for our respondents.

1.2 The purpose, method and ideas of the research
1.2.1 The purpose of the research
By sorting out and analyzing related literature and theories both at home and abroad, this article reviews brand image theory and brand loyalty theory systematically, and then establishes the conceptual model of this study to link brand loyalty to brand loyalty. Based on this, the furniture market as the research object, through empirical research methods, to explore the impact of various factors on the furniture market brand loyalty.
1.2.2 The method of the research

This article adopts the methods of literature research, interview, questionnaire survey and empirical analysis. Literature research mainly refers to the domestic and foreign literature research literature about brand and brand loyalty, and summarizes and reviews relevant theories. At the same time, some relevant articles and journals that reflect the industry's dynamic are collected, and sufficient information is accumulated.In order to further analyze and summarize their research results, it lays a solid theoretical foundation for the research of this article. The interview is mainly through interviews with senior managers, brand dealers, salesmen and customers, and gathering information about the influencing factors of brand loyalty. On the issue of this article, they put forward a lot of constructive suggestions and suggestions to provide the necessary reference for the determination of the research hypothesis, at the same time, avoid some possible omissions, and ensure the reality, scientificity and operability of the research.

This article's questionnaire survey is a combination of direct face-to-face questionnaires and e-mail questionnaires. The empirical analysis method is to analyze and process the collected sample data through SPSS19.0 statistical software, which mainly includes the reliability and validity test of the questionnaire, correlation analysis of the influencing factors, regression analysis, and verification of the research hypothesis proposed in this article.

1.2.3 The ideas of the research

Based on the related theory and research of brand loyalty, this article focuses on the analysis of the influencing factors of the loyalty of furniture brand combined with empirical research, and puts forward some suggestions based on the analysis of IKEA furniture.

The research ideas of this article mainly include five parts, the specific content is as follows (Figure 1-1):

Part I: Determine the purpose and significance of the study. This part mainly expounds the research background and research significance of this paper, and expounds the purpose of the study and the research train of thought of the paper. It shows that in the increasingly homogeneous market competition of furniture products technology, enterprises take different influence factors as the starting point, improve their brand image, improve brand loyalty, and then separate from the competitors in order to improve the market competitiveness of the enterprises. The first part of this paper analyzes the influence of different factors on brand loyalty from two

perspectives of practical significance and theoretical significance, and puts forward the research framework of the thesis.

Part II: Review of related theories and literature. The second part puts forward the concept of brand loyalty and related theoretical research, summarizes the research status and research achievements of domestic and foreign scholars on brand loyalty, reviews the research literature of brand loyalty, points out the shortage, and puts forward the research direction in this paper.

Part III: Study the hypothesis and build the model. Through analyzing the theoretical models established by previous researchers in related research fields, a conceptual model of the research was proposed, and the theoretical basis of the model and the definitions of defined variables were briefly described. Then put forward research hypotheses to clarify the source of measurement scale of this research, and finally put forward the design flow and statistical analysis method of the questionnaire.

Part IV: Design, release and recovery of questionnaires.

Part V: Empirical analysis. This chapter focuses on data analysis and hypothesis validation. Through the use of SPSS19.0 statistical analysis software for the recovery of the questionnaire, including the reliability and validity of the questionnaire, the correlation analysis and regression analysis of the impact of brand loyalty, and verify the hypothesis proposed in this paper. Finally, the research results are given to analyze the influence factors of brand loyalty.

Part VI: The conclusion and Prospect of the research. First, summarize the results of this study, and point out the conclusions of this study, and then puts forward some marketing suggestions for the furniture production and management enterprises according to the conclusion. Finally, the shortcomings of this study and the direction of future research are pointed out.

Fig.1-1 The ideas of the research

Research background and purpose	→	Related theories and literature review	→	Research hypothesis and construction model

Research conclusions and prospects	←	Empirical analysis and research	←	Questionnaire issuance and recovery
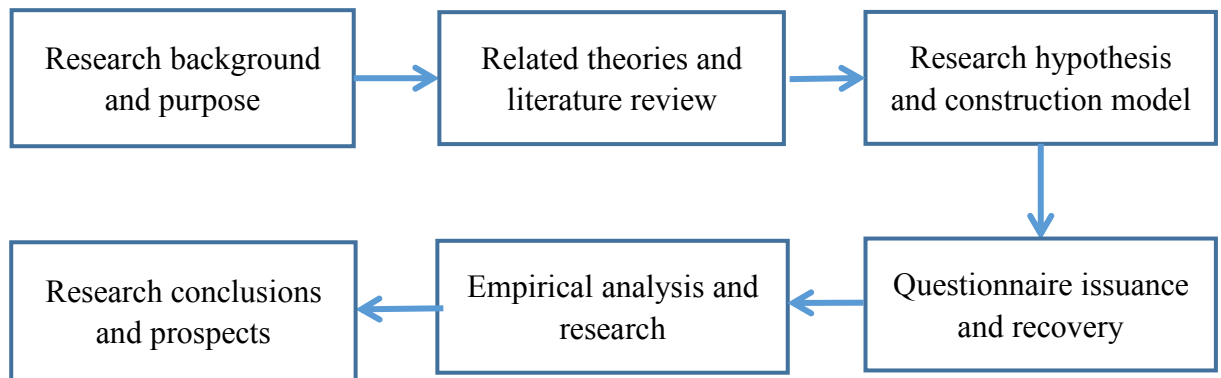
CHAPTER 2
LITERATURE REVIEW

2.1 The theories of the brand loyalty
2.1.1 The concept of the brand and brand loyalty
2.1.1.1 The concept of the brand

The so-called brand, which is the brand of a product, is a business name given by a seller to its own product. It is usually composed of words, symbols, markings, patterns and colors, or combinations of these elements. The purpose is to identify the products or services of a seller, a group of sellers, or sales and sales groups. It is different from the competitors' products and services. The most lasting meaning and essence of brand is its value, culture and personality. In essence, brand represents the seller's consistent commitment to the product characteristics, interests and services delivered to the purchaser. Brand is the result of long - term effort of the enterprise, it is the invisible carrier of the enterprise. The product brand created by the enterprise should be the concrete embodiment of the corresponding emotional value of the product. In the market competition, the brand is still a powerful tool and means.

Popularity, brand recognition, brand reputation, brand loyalty are known as brand four degrees, which is one of the standards to measure brand strength. This article will focus on the influence factors of brand loyalty in the furniture industry.

Another strategic aspect of a strong, valuable brand is the possibility to successfully introduce new product under the same brand umbrella and brand licensing. Also, a strong brand can be used as market segmentation criterion by helping the marketer to reach particular target markets requesting product variations that best fit their needs. Various brands of chocolate, for instance, can reach various consumers' groups such as children, diabetics, or others who have specific needs. This approach may significantly increase manufacturers' market share or coverage. The technique of umbrella branding, in the case of a strong, valuable brand, may help to broaden product assortment which is sold under the same brand and also to introduce a new product under a well known brand name. The catalyst here is previous brand awareness and also a general, positive attitude to the brand. In this case the owner's cost of new product launching is usually lower than a new brand introduction situation. The case of licensing may contribute to the broadening of brand awareness and its marketing impact should be under strict control, however, since the relaxed use by the licensee may result in significant brand value and brand position depreciation. This certainly will result in the weakening or sometimes the loss of competitive advantage of a firm building brand equity. Competitive advantage

built and based on brand equity is less sensitive to various crisis situations and has a strong ability to survive difficult times. This is because a strong and well accepted brand benefits from customer loyalty even in situations of quality problems or failures in new product introduction.

2.1.1.2 The concept of the brand loyalty

Although brand loyalty has become a hot topic for scholars, its concept mainly comes from marketing practice, so it has not yet formed a unified definition. The research on brand loyalty mainly includes two points: early behavior theory and attitude theory, and the rise of later multidimensional concepts.

1. Behavioral theory. Brand loyalty refers to that consumers have a special interest in a particular brand, so when they continue to purchase such products, they only recognize the brand, thus giving up the attempt of other brands. Brands can exceed the product life cycle and are an intangible asset. Therefore, once a brand has a large number of loyal customers, its leadership position can remain unchanged even if its products have been improved and replaced. Sheth (1968) proposed an operational definition of brand loyalty: "brand loyalty refers to the relative purchase frequency function of a brand under restrictive and non-restrictive conditions." Fader and Schmittlein (1993) did a brand superiority study on the high market share of brand loyalty from the aspect of consumers' repeated purchase behavior. They think that the high market share brand brand significantly more than the low market share of brand loyalty. Lyong (1998) applied the prudent action theory to brand loyalty research by synthesizing predecessors' research and expressed brand loyalty as a function of the relative brand purchasing of a particular brand. In behavioral perspective, Lyong's definition of brand loyalty is the most representative.

However, most behavioral viewpoints measure the brand loyalty from the behavior of consumers' repeated purchases, neglecting the negative factors that affect brand loyalty and failing to clearly express the inherent nature of the behavior. This means that the enterprise is unable to find the essence reasons for the formation of brand loyalty. It will be difficult to take appropriate marketing strategies and methods to gain the brand loyalty of consumers.

2. Attitude theory. This view holds that brand loyalty refers to consumers' attitude towards specific brand preference and psychological commitment. Wilkie (1994) studied from the perspective of consumer attitudes and defined brand loyalty as: Showing preference for a particular brand and continuing to purchase, and stating

that brand loyalty should be: (1) Having a tendentious (non-random); (2) Having behavioral responses (such as purchase); (3) Continuing to display for a long period of time; (4) Through certain decision-making processes; (5) aiming at one or more specific brands in a brand collection; (6) it is a function of psychological processes such as decision making and evaluation. However, this view is a bit too simple in the context of complex consumption behavior, and it is believed that consumers are loyal to the brand only when their attitudes and behaviors are expressed as affection.

3. Compound theory. Brand loyalty is not simply a single dimension concept, but a complex and multidimensional concept. It is a comprehensive reflection of cognition, attitude and behavior. This leads to the view of brand loyalty compound theory (Wu, Liu, & Lu , 2009). Jacoby and Chestnut (1978) argue that previous studies have focused on the investigation of consumer repeat purchase behavior to measure brand loyalty, but brand cognitive factors may also encourage consumers to purchase the brand with deeper cognition. Oliver (1999) believes that Loyalty is an intrinsic quality directly attributable to clients, and is in general not perpetual as consumers may be dissatisfied. At the same time this commitment is reflected in the continuous and repeated purchase of the same brand for a long time, and this behavior is not affected by the consumer environment. With the influence of marketing methods, there will be no brand preference transfer behavior.

According to the literature research and the actual situation of this study, the definition of brand loyalty can be explained by the definition of brand loyalty by Oliver (1999). It can be seen that the definition of brand loyalty can be explained by the perspective of attitude theory and behavior theory. Attitude loyalty is the emotional and psychological attachment of consumers to a particular brand. Behavioral loyalty is the act of continuous and repeated purchase of a particular brand.

2.1.2 Theoretical research on brand loyalty

People's research on brand loyalty has a history of at least 80 years, but so far, many scholars and experts still do not agree on it. They study and define it from different angles. Some scholars believe that it should be defined by the proportion of purchase ratio, that is, the brand loyalty should be determined according to the ordering of all brands by consumers. More representative are Jacoby and Chestnut (1978). From the theory of behavior, they will measure the purchase frequency of specific brands in a certain product category and the ratio of specific brands in the total amount of purchase in a certain period of time. Some people believe that

continuity should be defined. This view holds that loyalty behavior should be continuous. The above two views are based on the measurement of brand loyalty from behavior. The other is attitude measurement. Attitude measurement is a method of measuring emotional and psychological attachment by using attitude indicators. Aaker (1991) takes brand preference, trust, intimacy and respect as a measurement index. At present, most scholars believe that brand loyalty should include both behavioral loyalty and attitude loyalty. Soon and Chen (2003) believe that in order to conduct more in-depth research on brand loyalty, it is necessary to quantify the behavior and emotional loyalty first. The quantified brand loyalty is composed of many influential factors. Therefore, to enhance brand loyalty, first of all to study the influence factors of brand loyalty.

Recognition of the importance of brand development in the service industry, given the difficulty of differentiating products that lack physical presence and the intense competition within service markets, Berry (2000) proposed a theoretical model that illustrates the service brand from the consumer's standpoint. Berry (2000) argument that the customer's experience with the brand has primary impact on brand meaning (as opposed to the secondary impact of the company's presented brand and external brand communications) and that brand meaning then has primary impact on brand equity (as opposed to the secondary impact of brand awareness), it could be suggested that the customer's experience with the brand is a key element of his model. It is on this basis, that the issue of consumer experience within the realm of services branding warrants further investigation and, in order to further explore this issue, the theoretical model of this study is further discussed.

In recent years, many scholars have studied the influence factors of brand loyalty. These studies can be divided into three major categories in general. The first major category is the variables of satisfaction, trust and other dimensions as the influencing factors of brand loyalty. The second major category is the study of influencing factors of brand loyalty by variables such as image and attitude. Finally, the two dimensions are combined. That is, the study of the variables of satisfaction and trust in image and attitude variables. Satisfaction is the degree to which the customer is satisfied with the product (including the brand) or service provided by the enterprise. Blackwell, Miniard and Engel (2001) believed that satisfaction was "a customer's evaluation of the expected beliefs of the product before the purchase is consistent with the expected beliefs of the product". Brand image is the specific performance of brand competitiveness. Because the brand image is directly related to the brand operation of the enterprise, whether the product or service of the enterprise is accepted by the consumers is also related to the success or failure of the enterprise. Consumers form

brand attitude because attitudes have functions such as cognition, practicality, self-defense, and value expression. Therefore, brand attitude is one of the most fundamental dimensions that consumers consider when choosing a brand. Talor and Hunter (2003) also pointed out that brand attitude is the overall evaluation of the brand by consumers. It is an important influence factor of brand loyalty.

2.2 Related literature review

2.2.1 Research dynamics and development trend of foreign brand loyalty

The study of brand loyalty has been for at least half a century in the world. As early as 1923, the concept of customer loyalty was put forward for the first time. After that, the academic community has conducted more more widely and deeply research on it. Dick and Basu (1994) pointed out that brand loyalty involves both behavioral loyalty and attitude loyalty. It is a long-term commitment of customers to make repeated purchases for a certain product. The definition, measurement, classification, strategy and influencing factors of brand loyalty are reviewed by Soon and Sangkil (1999). It is pointed out that brand loyalty is a long-term and lasting relationship between brand and customer. The research of brand loyalty should focus on the driving factors of brand loyalty at different levels. Elena and others (2001) found that brand satisfaction can play a role in brand loyalty only through brand trust and brand satisfaction. In 2005, a positive correlation was found between brand trust and brand loyalty, and brand trust played a role in brand equity through brand loyalty. Nigel (2006) reviewed the research on brand satisfaction and brand loyalty, and analyzed the relationship between brand satisfaction and brand loyalty from the aspects of attitude, behavior and other aspects of brand loyalty. It showed that brand satisfaction was positively related to brand loyalty, and satisfaction has a direct impact on loyalty. Stephen (2007) studied the influence of brand image on brand loyalty and satisfaction, and pointed out the four elements that constitute the brand image: product appearance, functionality, practicality and sociality. Gholamreza (2011) believes that brand loyalty is directly related to brand image and corporate image, as well as the quality of business services, the confidence of the enterprise and its employees. In general, in the development of current brand loyalty research, most researchers identify and adopt a combination of behavior and attitude to study brand loyalty. Differentiated products, especially which consumers agree to pay a higher price for are considered in the luxury category and stand out in terms of their success in brand management and competitive advantages. When viewed from this aspect, brand management plays an important part in luxury goods category.

2.2.2 Research status and development trend of domestic brand loyalty

Compared with foreign scholars, domestic scholars' research on brand loyalty is relatively late. At first, some scholars in China tended to describe brand loyalty from an emotional perspective. After that, some scholars began to describe brand loyalty from two aspects of emotion and behavior, which included two aspects of brand loyalty: emotional loyalty and behavior loyalty. In China, the first from the two angles of emotion and behavior is Ji and Chen (1999). It constructed a brand loyalty behavior-emotion model and used it as a basic point to elaborate the profound connotation of brand loyalty. After that, Ding, Ma, Wang, and Fan (2004) explored and analyzed the interaction between some variables of consumer cognition, attitude and behavior and brand loyalty by reviewing the development of the concept and measurement of brand loyalty in the world and the research situation in this field. Then, Wang and Sun (2006) discussed the meaning of brand loyalty, and put forward a new method of Brand Loyalty Measurement: the complex number of brand loyalty and the strategy oriented model. The model divides brand loyalty into two aspects of emotional loyalty and behavioral loyalty. It also establishes a two dimensional complex measure of brand neutralization loyalty and a strategy oriented model with satisfaction and repeat purchase rate respectively. Hua and Gu (2007) introduced several key driving factor models of brand loyalty applied abroad, and considered that customer value and customer satisfaction are important factors that influence consumer brand loyalty. Zheng (2008) analyzed the relationship between brand loyalty and brand value through a theoretical analysis of brand, customer loyalty, customer loyalty, and brand value, and listed ways to increase customer loyalty. In recent years, Tong, Xi, Zhao and Shi (2010) have studied through exploratory factor analysis that brand loyalty consists of seven dimensions: brand attitude, brand awareness, brand image, customer perceived value, customer satisfaction, trust, and fatigue effects, and combined with these dimensions, put forward some suggestions for the construction of corporate brand loyalty. Qu and Cheng (2011) believes that brand equity is more and more important in enterprise assets, while brand loyalty is an important part of brand equity. They studied brand loyalty from the perspective of quantitative indicators and proposed a series of indicators and models that specifically measure brand loyalty. Liu (2012) believes that brand loyalty of consumers is greatly affected by interpersonal communication. Through her research, she discovered that brand association and brand image cognition are mediating variables that influence social communication to influence young people's brand loyalty. Chen, Mo, Lu and Chen (2012) explore the internal mechanism of brand personality, perceived value and brand loyalty from the perspective of consumer cognition. After analysis, it is found that sincerity has a significant positive impact on customer perceived value, and

the stimulus and firm have a significant positive impact on brand loyalty. Customer perceived value has a significant positive impact on brand loyalty.

Brands are intangible assets for companies. Firms should make good use of such beneficially differentiated tools for marketing, especially in today's intensely competitive business climate. Consumer attitudes toward brands affect the market value of the brands. Once the relevant brand image has been created in consumers' minds, whenever anything negatively impacts on that image, companies must spend large sums to change the image in consumers' minds. However, when consumers perceive brand equity positively, companies may enjoy stable sales with lower outlays to maintain the brand image. In this research we found that high brand equity is significantly related to purchase intention. This means that whenever brand equity has a high value, consumers naturally give it a positive response.

It can be seen from the research at home and abroad that the existing researches have different opinions on brand loyalty, but the research on brand loyalty is mainly from three basic perspectives: brand loyalty behavior theory, brand loyalty attitude theory and brand loyalty integration theory.

2.3 Status of Chinese furniture industry and furniture brand profile
2.3.1 The status analysis of Chinese furniture industry

Since the founding of New China more than 60 years ago, especially since the reform and opening up, with the development of the national economy and society, the concept of sustainable development of forestry and the continuous improvement of the people's living standards and consumption concepts, China's furniture industry has developed rapidly and has formed a certain industrial scale. However, as China enters the WTO, the competition in China's furniture market will become more intense and the furniture industry will face new challenges. At present, the design level and the export scale of the Chinese furniture are not satisfactory. The present situation, the existing problems, the market prospect and the development trend of the Chinese furniture industry are summarized and analyzed in this paper.

China's furniture industry is composed of furniture production enterprises, sales enterprises, raw and auxiliary materials production enterprises, institutions, quality inspection departments, research units and so on. At present, Chinese furniture enterprises produce furniture such as bamboo furniture, rattan furniture, solid wood furniture, panel furniture, plastic furniture, metal furniture and other materials. All kinds of use of furniture, such as: bedroom furniture, hall furniture, living room

furniture, kitchen furniture, bathroom furniture, office furniture, public furniture, outdoor furniture, hotel furniture. The variety is complete. From the 1980s to the present, the Chinese furniture industry has planned to introduce a large number of internationally advanced machinery and equipment to improve the domestic furniture industry's production level and competitiveness. The past ten years has been a peak period for the rapid development of the furniture industry in China. China's furniture industry has entered the growth period of industrial development. China's furniture industry has improved the production and output value. It has laid a good foundation for the further development of the industry.

2.3.2 Furniture brand overview

At present, there are many furniture brands in the market. Here are some representative furniture brands. (1) QM (Qu Mei) Home Furnishings: Sales of large-scale, standardized furniture group. Adhering to the brand concept of "European original design of modern furniture of QM", it has become the most modern brand of modern furniture in China. (2) IKEA Furnishings: the IKEA furniture insists on the business purpose of "providing as many customers as possible with their affordable, well-designed, full-featured, low-cost household products". In providing a wide variety of beautiful and practical household goods affordable to ordinary people. At the same time Ikea efforts to create a customer and social interests as the center of the management of IKEA furniture committed to environmental protection and social responsibility issues. (3) Markor Furnishings: Relying on the furniture manufacturing industry to the international market, and becoming one of the largest furniture export enterprises in our country. High quality products have a firm European and American market. Markor collects home styles from different countries and different periods of the world. (4) Quanyou Home: It has developed into one of the nation's largest panel furniture production enterprises integrating research, production and sales. It is the example of the "one-stop home service" provided by the Chinese furniture manufacturing industry to customers and has won the reputation of "Green Quanyou and Have Everything". (5) Red Apple Furniture: the goal of Red Apple furniture company is to enable more people to use high quality furniture. At present, "red apple" has been recognized by consumers as a superior quality and reasonable price. Red apple was founded in 1981 in Hong Kong, with the design style, quality raw materials and reasonable price for Hong Kong household lifestyle. "Red apple" furniture quickly occupied a seat in the furniture market of Hong Kong and became a household name.

This article takes IKEA home brand as the base, mainly because the brand has

already gained popularity in the furniture industry and has a high market share.

IKEA home (IEKA) is a home retail brand from Sweden. It was founded in 1943 by Ingvar Kamprad. After more than half a century of development, now it is the world's largest home retailer. In 2013, IKEA announced in its fiscal year report that its 2013 annual revenue reached €28.5 billion, and its sales revenue has been growing steadily for 10 consecutive years. In 2013, Millward Consulting released the top list of BRANDZ's top 100 brands. IKEA's brand value ranked 74th with $12.04 billion, ranking second only to Home Depot in the home industry. Since the establishment of the company, IKEA's goal is to "create a better daily life for the public". While supplying diversified of household products that are affordable for everyone, IKEA strives to operate in a manner that focuses on the interests of customers and society. IKEA also allocates a certain percentage of funds for environmental protection and public welfare in every year.
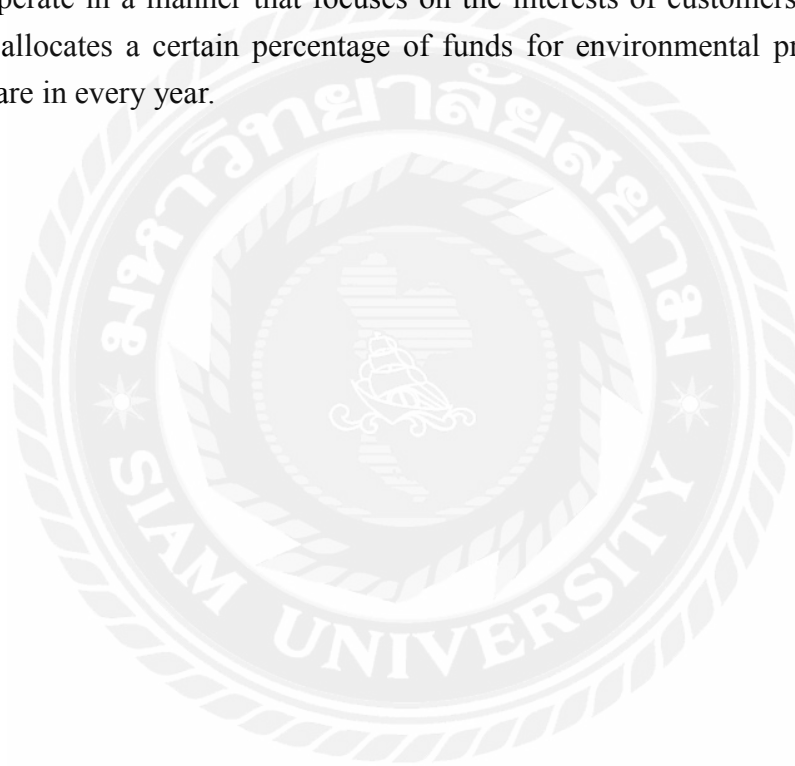
CHAPTER 3
RESEARCH HYPOTHESIS AND QUESTIONNAIRE DESIGN

3.1 Customer interviews and results

3.1.1 Customer interviews

Because the furniture industry belongs to a more obscure industry, it is not as popular as electronics, household appliances and other industries. There are relatively few studies on the factors affecting brand loyalty. This article takes IKEA furniture as the basic point. IKEA furniture is a well-known brand in the furniture industry. It has a certain representation in the furniture industry. So this article hopes to obtain some influential factors of brand loyalty of furniture enterprises through interviews with senior managers, distributors, salesmen and customers of IKEA furniture enterprises. At the same time, through communication and discussion to understand their views and evaluation on these factors. In order to avoid the omission of the factors affecting the brand loyalty of furniture enterprises, and form a corresponding measurement table of influencing factors.

3.1.1.1 Interviewees

This article selected four representatives closely related to the furniture industry, namely the company's top managers, brand distributors, in-store sales staff and customers who purchase products. There were 6 top managers, 12 dealers, 18 salesmen and 32 customers.

3.1.1.2 Interview contents

Based on the discussion of the above documents, this article starts from three aspects: customer value, customer satisfaction, and customer trust. Some factors influencing brand loyalty, such as product characteristics, quality and service, enterprise promotion and service, brand image, brand communication, brand trust and so on. Through interviews with the above four interviewees, and then refined from it to obtain more influential and representative influencing factors. According to the above the four interviewees, this paper designs different interview outlines and contents, and lists some questions as follows:

Top management: How do companies view brand loyalty? What factors will affect customer loyalty? What kind of investment do enterprises pay more attention to? How do

enterprises increase sales? How can an enterprise communicate with its customers? What promotion activities do enterprises have? What measures will the company take to improve its brand image? What will the enterprise take to meet customer needs?

Dealer: How to view brand loyalty and its influencing factors? What kind of publicity and promotional activities will be adopted? What measures will be taken to attract potential customers and develop them as buyers? Will customer information be kept? If so, how to maintain and strengthen the relationship with old customers? How to look at the pre-sale, sale and after-sale service? How to deal with and resolve customer complaints?

Sales staff: What approach is used to attract customers into the store? What factors do customers pay attention to during the process of entering the store? What information do customers care about in the process of customer consumption? What are the most frequently asked questions or concerns of customers during conversation and communication? What factors are most satisfying to customers? Does the customer mention other furniture brands and what are the comments? How to win customer satisfaction and gain trust?

Customer interview: How many furniture brands do you know? What channel do you know about the brand? What do you know about the brand? Will you choose a brand or will you compare it with the same brand? Why choose the brand? What are the most important aspects of the brand? Will the brand be recommended to the people around? What Suggestions or comments do you have for the brand or business?

3.1.1.3 The interview process

(1) Conduct interview the above four interviewers, analyze the interview questions and interview contents, and summarize the items of influencing factors.

(2) Optimize and integrate the influence factors that have been sorted out and the influencing factors mentioned in the literature, and select more reasonable and representative items.

(3) The classification and analysis of these influencing factors were carried out, which made the detailed factors of the influencing factors of this survey have higher differentiation.

3.1.1.4 Interview results

Based on the above interviews, the following factors are summarized and the details are shown in the table below.

Table 3-1 Categories of Influencing Factors

Influencing factors	Influencing factors entry
Consumer characteristics	Sex, age, education, occupation, income
Brand awareness	Understand the appearance of the product; recognize the brand from the same product; familiar with the brand name
Brand personality	The brand embodies my personality; displays my identity; reflects my lifestyle
Customer satisfaction	Satisfactory product quality; Appearance design; Brand type; Quality of service; Promotional activities
Brand attitude	The brand is my first choice; More attention to the brand new product information; When the new product exits, it will consider replacement or replacement
Commodity characteristics	Variety of products; Selectivity of the same product; High quality of products
Commodity prices	Reasonable price; Discounts, specials and promotions; Price ratio is higher than other similar products
Service quality	Good attitude of sales staff; The salesman has sufficient professional knowledge; Perfect after-sales service; Timely service recovery
Brand image	Good social reputation; Positive corporate image; To be praised by the public
Brand communication	Brand names attract attention; The advertisement is bright; A friend recommended
Brand trust	Recommend to others; Will not care about the brand small dissatisfaction; Think it is the loyal customer of this brand

3.1.2 The influence factors of brand loyalty

The formation of consumer brand loyalty is affected by many factors. Looking at the influence of domestic and foreign scholars on consumer brand loyalty, it can be seen that the factors affecting brand loyalty are mainly divided into two aspects, one is the consumer level and the other is the corporate level.

3.1.2.1 Consumer-level factors

Based on the results of literature research and customer interviews, from the aspects of consumer's personal characteristics, behaviors, and psychology, this article summarizes consumer-level influencing factors as consumer characteristics, brand awareness, brand personality, customer satisfaction, brand attitude and the brand trusts these five elements.

3.1.2.1.1 Brand awareness

Brand awareness refers to the consumers to know the degree of brand, it reflects the specific sense of consumers to the brand and commodity's ultimate interests, including consumers to the brand image of understanding and psychological reflection. Ratchford (2001) found that the increase of product knowledge makes consumers more capable of processing brand and product knowledge, thus improving the efficiency of decision-making, reducing the possibility of decision-making errors, and improving brand conversion costs to promote loyalty to the brand and reduce price sensitivities. At present, there are few furniture brands that are well known to the public in the market. When consumers choose furniture, they will give priority to their well-known brands.

3.1.2.1.2 Brand personality

Enterprise brand is the complex of product function value and emotional symbolic value. Only by combining the two perfectly can the enterprise realize the maximization of value and profit maximization. The core of emotional symbolic value is the unique personality of the product. Aaker (1995) argued that a strong brand image helps consumers develop positive attitudes and feelings and also transfers such feelings to enhancement of the said brand value to increase the perceived value of consumers. Therefore, brand image would be conducive to establishing brand association and would further affect brand equity.

3.1.2.1.3 Customer satisfaction

Satisfaction is the degree to which a customer is satisfied with the product or service

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provided by the enterprise. Philip (2000) believes that customer satisfaction refers to a feeling of pleasure or disappointment formed by a person who compares the perceived effect of a product to his expectations. The formation of customer brand loyalty is a dynamic process, and customers can become loyal customers only after obtaining continuous and satisfying consumption experience.

3.1.2.1.4 Brand attitude

Brand attitude is one of the most basic criteria that consumers consider when choosing a brand. Consumers form brand attitude because they have the functions of cognition, use, value expression and self-defence. Talor and Hunter (2003) believe that brand attitude is the overall evaluation of the brand by consumers, and it is an important influence factor of brand loyalty. For home brands, consumers first consider environmental protection and safety. IKEA furniture is playing the "environmental protection card", which has become an important way to attract customers.

3.1.2.1.5 Brand trust

Trust is the core concept in relationship marketing. It is formed when the transaction party is convinced of the reliability of the transaction and the other party is dependent on the transaction. Elena and Jose (2001) believe that brand trust is a kind of security that consumers get from the brand, and this brand can satisfy consumers' expectations. Although the furniture market is relatively weak, more than 200 brands have been stationed. Whoever wins the trust of customers first will take the lead in competition.

3.1.2.1.6 Consumer characteristics

Some characteristics of consumers, such as age, gender, education degree, occupation, income and values, have certain influence on brand loyalty. Now a day, economic lifestyle and consumer's attitudes to food regarding quality are tending to be more and more consistent in the world. As income rise in relation to the cost of living, consumers generally tend to spend more on protein products of animal origin than before, thus quality of food of animal origin especially meat and meat products is now a days a predominant key for everyone in society (Malgorzata, 2009). People who are dietary conscious are willing to pay good amount of money for quality meat and meat product. Consumers in both developed and developing countries expect quality meat, a broad diversity of meat cuts, more ease in preparation and enhanced assurances of safety.. Based

on this background this study was conducted with the aim of identifying the meat consumption behaviour of consumers.

Aslope (1989) found that people with high incomes were more loyal to brands in the study of 25 products. Ingrassia and Paterson (1989) found in their research that female consumers had higher brand loyalty than male consumers. Among the furniture consumers, the purchasing power is mostly 30-45 years old with a certain economic strength of the consumer group.

3.1.2.2 Enterprise-level factors

The influence factors of enterprise level including product appearance, product price, product quality and after-sales service, sales channels, marketing strategy, service, brand communication, brand image, enterprise promotion and so on. They have a certain impact on the brand loyalty of consumers. Based on the literature and interview results, this paper summarizes five factors that influence the enterprise level, including commodity characteristics, commodity price, service quality, brand image and brand communication.

3.1.2.2.1 Commodity characteristics

Commodity characteristics are the uniqueness, selectivity and quality characteristics of products perceived by customers, including the appearance, quality, variety and selectivity of products. For the customer, the characteristics of the product are the functional value of the product to the customer. Aaker (1995) believed that the value of the brand includes functional interests, emotional interests and self-expression interests. With the continuous improvement of people's living standard, the demand for quality of life has also been improved. When people choose furniture, they not only require diversified and powerful furniture varieties to purchase, but also put forward high requirements on safety and environmental protection, namely high quality, high safety and high environmental protection.

3.1.2.2.2 Commodity price

The price of a commodity is literally the price of a product. The price of commodity referred to in this article is that the reasonableness and relative price of the products purchased by customers, as well as the cost performance, discount and promotion. Shimp (1997) pointed out in his research that prices have an impact on consumer brand loyalty.

In the furniture industry, consumers are particularly sensitive to prices. Through interviews and questionnaire surveys, it was found that most consumers choose high-end and comfortable furniture brands, which is the brand with higher price. They generally believe that the higher the price of furniture, the higher the quality and safety, and the price of environmental protection furniture brand is very high.

3.1.2.2.3 Service quality

The quality of service is the quality of the service provided by the enterprise to the customer. The quality of the service mentioned in this article includes the sales personnel's pre-sales, sales and after-sales service quality. Improving the service quality of sales staff is helpful to satisfy customers' desire for consumption, thus improving customers' repeated purchase and enhancing brand loyalty. Wang (1994) pointed out that the factors that affect customer loyalty mainly include the five aspects of product quality and service, employee quality, enterprise image, brand awareness and customer trust. It is indispensable for furniture companies to take the initiative in competition and improve service quality. IKEA furniture has adopted the "quality assurance" scheme, which has more quality assurance than ordinary furniture brands.

3.1.2.2.4 Brand image

Brand image is a collection of all brand associations in the memory of a customer through the direct contact (use or purchase) or indirect contact (advertising or word of mouth) by a brand with the brand in mind or by external stimuli. IKEA furniture is an image of "environmental protection". For today's environmentally conscious consumers, this home furnishing brand is one of the first choices in the furniture market.

3.1.2.2.5 Brand communication

Brand communication refers to the popularity and reputation of the brand to reach a certain height, to communicate the information between consumers and brand owners. It enables consumers to understand a series of enterprise information through brand, such as quality control, reputation, and brand culture. It also makes the whole district through the implementation and planning of the brand to understanding consumers' value orientation, brand positioning and selection, commodity or service form preferences and other relevant information. Grace & O'Cass (2005) proposed a service brand selection model through empirical research on the banking industry and retail industry. He believes that

brand names, controllable communication methods, and uncontrollable communication methods all influence consumer satisfaction and service brand attitudes. This in turn affects the behavior of consumers in selecting service brands. In fact, this market segment already accounts for 10% of the domestic furniture market when consumers can't name several well-known furniture brands. However, "the awareness of consumers" is still far from the ultimate goal of marketing, so each furniture enterprise should increase publicity efforts to strengthen brand communication with customers.

3.2 The definition of the research variables
3.2.1 Influencing Factors at the consumer level
1. Gender (T1)
2. Age (T2)
3. Education (T3)
4. Career (T4)
5. Income (T5)

3.2.2 Other influencing factors at the consumer level
1. Brand awareness (X1)
2. Brand personality (X2)
3. Customer Satisfaction (X3)
4. Brand attitude (X4)
5. Brand trust (X5)

3.2.3 Influencing factors at the enterprise level
1. Characteristics of commodity (Q1)
2. Commodity prices (Q2)
3. Quality of Service (Q3)
4. Brand image (Q4)
5. Brand Communication (Q5)

3.2.4 Brand loyalty
1. Attitude loyalty (Y1)
2. Behavioral loyalty (Y2)

3.3 Research hypothesis and construction

3.3.1 Research hypothesis

The formation of consumer brand loyalty is influenced by various factors. Starting from the consumer buying behavior model, it can see that the main factors affecting consumer purchasing decisions include: external environmental factors (including social factors, especially consumer-level factors) and corporate-controllable marketing factors (enterprises Level factor). Throughout the research on the influencing factors of consumers' brand loyalty from domestic and foreign scholars mainly studies the factors that influence consumers' brand loyalty from both consumers and enterprises.

3.3.1.1 Consumer level

Erdem (1998) research has shown that high risk when consumer perception to buy new products, will choose more familiar products, namely risk diversification reduces the choice tendency to consolidate the brand loyalty. That is, brand awareness is positively related to brand loyalty. Ding and Ling (2011) through the study on the impact of brand personality on consumer purchase decision suggests that brand personality irreversible allows businesses to obtain the high profits in the market and a large number of loyal customers. That is, brand personality has a positive impact on brand loyalty. Nigel (2006) found that brand satisfaction is positively correlated with brand loyalty and that satisfaction has a direct impact on loyalty. That is, customer satisfaction is positively related to brand loyalty. Chaudhuri and Holbrook (2001) found that the positive emotional response to the brand was positively correlated with brand loyalty and reduced the sensitivity of consumers to price. That is, brand attitude is positively related to brand loyalty. Berry (2000) and others studied brand loyalty among companies. They believed that high trust led to a high degree of commitment, while a high degree of commitment led to high brand loyalty. That is, brand trust is positively related to brand loyalty. The inferences are as follows:

1. Brand awareness and brand loyalty

H1: Brand awareness is positively correlated with consumer brand loyalty.

H1a: Brand awareness is positively correlated with consumer behavior loyalty.

H1b: Brand awareness is positively correlated with consumer attitude loyalty.

2. Brand personality and brand loyalty

H2: Brand personality is positively correlated with consumer brand loyalty.

H2a: Brand personality is positively correlated with consumer behavior loyalty.

H2b: Brand personality is positively correlated with consumer attitude loyalty.

3. Customer satisfaction and brand loyalty

H3: Customer satisfaction is positively correlated with consumer brand loyalty.

H3a: Customer satisfaction is positively correlated with customer behavior loyalty.

H3b: Customer satisfaction is positively correlated with customer attitude loyalty.

4. Brand attitude and brand loyalty

H4: Brand attitude is positively correlated with consumer brand loyalty.

H4a: Brand attitude is positively correlated with consumer behavior loyalty.

H4b: Brand attitude is positively correlated with consumer attitude loyalty.

5. Brand trust and brand loyalty

H5: Brand trust is positively correlated with consumer brand loyalty.

H5a: Brand trust is positively correlated with consumer behavior loyalty.

H5b: Brand trust is positively correlated with consumer attitude loyalty.

3.3.1.2 Enterprise level

Eileen, Richard and Chi (2006) and other studies show that at the corporate marketing level, products, prices, channels, promotions and other factors will have a positive impact on consumer brand loyalty. That is, the character of the commodity is positively related to the brand loyalty. Catherine (2001) believes that there are many price-sensitive people who will become price loyalists, and these consumers will have high loyalty to some brands. That is, commodity prices are positively correlated with brand loyalty. Ruyter and Bloemer (1999) study found that there is a positive correlation between perceived service quality and customer loyalty. That is, the quality of service is positively related to brand loyalty. Guan and Dong (2008) divided the brand image into three dimensions: brand performance, brand personality, and company image. After research, the brand image has a direct impact on brand loyalty. That is, the brand image is positively related to brand loyalty. Cheratony and Srivastava (1999) believes that the more brand experience consumers get, the more likely they are to increase their confidence in the brand and thus increase brand loyalty. That is, brand communication is positively related to brand loyalty. The inferences are as follows:

6. Commodity characteristics and brand loyalty

H6: Commodity characteristics is positively correlated with consumer brand loyalty.

H6a: Commodity characteristics is positively correlated with consumer behavior loyalty.

H6b: Commodity characteristics is positively correlated with consumer attitude loyalty.

7. Commodity prices and brand loyalty

H7: Commodity prices is positively correlated with consumer brand loyalty.

H7a: Commodity prices is positively correlated with consumer behavior loyalty.

H7b: Commodity prices is positively correlated with consumer attitude loyalty.

8. Service quality and brand loyalty

H8: Service quality is positively correlated with consumer brand loyalty.

H8a: Service quality is positively correlated with consumer behavior loyalty.

H8b: Service quality is positively correlated with customer attitude loyalty.

9. Brand image and brand loyalty

H9: Brand image is positively correlated with consumer brand loyalty.

H9a: Brand image is positively correlated with consumer behavior loyalty.

H9b: Brand image is positively correlated with customer attitude loyalty.

10. Brand communication and brand loyalty

H10: Brand communication is positively correlated with consumer brand loyalty.

H10a: Brand communication is positively correlated with consumer behavior loyalty.

H10b: Brand communication is positively correlated with customer attitude loyalty.

3.3.2 Research concept model construction

Based on the above analysis, the influence model of furniture brand loyalty is shown in Fig.3-1.

Fig.3-1 The influence model of furniture brand loyalty
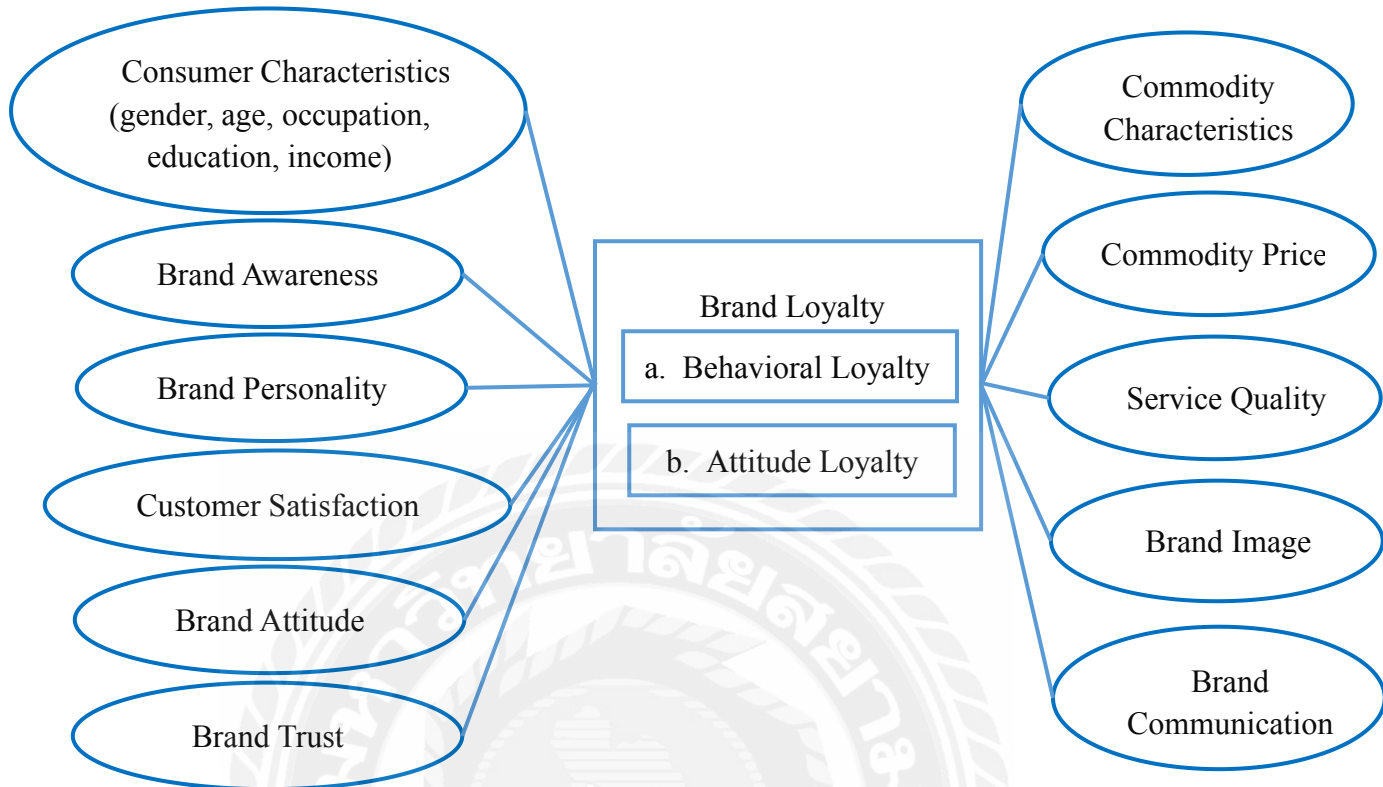
3.4 The measurement of brand loyalty

Measurement of brand loyalty refers to the measurement of the loyalty of consumer brands. The variety of definitions of brand loyalty has led to the diversity of brand loyalty measurement methods and indicators. There are many forms of loyalty measurement that cannot be enumerated. In general, these measurements can be divided into three categories: behavioral measurements, attitude measurements and mixed measurements that combine the two methods.

3.4.1 Behavior measurement

Behavior measurement mainly focuses on the purchase behavior that consumers have already happened, which is mostly in the form of probability model. There are many indicators to measure consumer behavior, which are commonly used in two major categories: monetary indicators and frequency measurement indicators.

Frederick (2001) proposed such an indicator of "wallet share". This indicator mainly reflects the share of the consumer's wallet to the enterprise, and also shows the share

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taken by the competitor. It also reflects the total effect of the purchase frequency and purchase amount. Another indicator is the frequency measurement indicator, which is based on the consumer's purchase of the brand. Most researchers generally use the "repeat purchase rate", that is, the more repeated purchase times the consumer has on the product or service, the higher his loyalty degree is, and vice versa. However, it is obviously not enough to simply divide two brand loyalty into loyalty and infidelity simply by purchasing or not. This method of measurement does not distinguish whether purchase behavior is caused by habits, situations or complex psychological reasons.

3.4.2 Attitude measurement

Attitude measurement is mainly concerned with the consumer's attitude preference and purchase intention, and regards it as the motivation for repeated purchases. It adopts a form of scale and considers brand loyalty as a continuous measure. Rebekah (2002) believes that the measurement of consumer attitude loyalty can be conducted from two aspects: One is to measure the brand attitude of consumers, including the preference degree, satisfaction level and recommendation strength to others. The second is to measure the inherent attitudes of consumers. In general, the inherent attitude of the consumer is related to the personal characteristics of the consumer. It reflects the consistent attitude and reaction of the individual beyond the limitations of the specific brand. However, most of these measurement methods are based on the antecedents and outcome variables of brand loyalty. Therefore, it is easy to produce confusion and rely too much on the subjective report of the consumer.

3.4.3 Mixed measurement

Both of the above measurement methods are too restrictive. They only measure loyalty from a single dimension, while the hybrid measurement method combines the two to synthesize various indicators to measure loyalty and exactly compensate for the defects of the two. Assael (1993) believed that the methods of measuring brand loyalty in the marketing literature were: Based on cognitive theory, the combination of attitude measurement and behavior measurement predicts the probability of consumers purchasing the same brand again, and uses this as the brand loyalty of consumers. That is, the evaluation of brand loyalty from the two aspects of consumer behavior and attitude. This method has been widely recognized and widely used by the academic community.

Based on the above measurement research of relevant brand loyalty, this paper

adopts a hybrid measurement method combining behavioral loyalty and attitude loyalty, and selects a representative representative measurement problem among behavioral loyalty and attitude loyalty. In order to ensure the comprehensiveness and operability of the measurement indicators.

3.5 Questionnaire design
3.5.1 Questionnaire content design

The questionnaire designed in this study is based on the characteristics of the furniture industry. It has consulted a large number of domestic and foreign literature. According to the results of the customer interviews, questionnaires have been formed through the sorting and reference of related scales, thus the design of the questionnaire has been completed. Before the design, try to use questionnaires that have been used in domestic and foreign literature, and make appropriate adjustments according to the research background and research purposes of this article, so as to ensure the reliability and validity of the measurement. In addition, before carrying out a formal questionnaire survey, customer interviews were conducted to investigate the customers, and the questionnaire was further designed and adjusted according to the interview results in order to make the questionnaire more perfect. The questionnaire used in this paper is mainly divided into three parts: customer background information, brand influence factor survey and brand loyalty survey.

The first part: the background information of the respondents was divided into five survey items: sex, age, education, occupation and family income. The survey is designed to measure some of the characteristics of the consumers who buy furniture brands so that they can further understand what or which groups of the main groups that buy furniture brands.

The second part: the investigation of the factors affecting the loyalty of furniture brand was mainly divided into brand recognition, brand personality, customer satisfaction, brand attitude, brand trust, commodity characteristics, commodity price, service quality, brand image and brand communication. All the questions in this section are positive questions. This questionnaire in this part adopts the Likert scale (Likert scale), which is popular for the "five" scale: a. Fully agree b. Agree c. Uncertain d. Disagree e. Disagree completely, respectively. Scores ranging from 5 to 1 points, and negative points, the lower the score, the more disagreeing the customer.

The third part: the investigation of brand loyalty of furniture enterprises was divided

into behavioral loyalty and attitude loyalty. All items in this section are also positively questioned, and also use Likert scales, ranging from "completely agree" to "completely disagree," giving scores ranging from 5 to 1 points, all negative. The lower the score, the more disagree the customer. Shown in Fig.3-2.

Fig.3-2 The design process of the questionnaire

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┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
│    Research     │ ───▶ │ Define research │ ───▶ │  Literature and │
│    hypothesis   │      │variable definitions│    │interview research│
└─────────────────┘      └─────────────────┘      └─────────────────┘
                                                            │
                                                            ▼
┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
│   Issue formal  │ ◀─── │  Questionnaire  │ ◀─── │   Preliminary   │ ◀─── │   Design the    │
│  questionnaire  │      │    to modify    │      │  investigation  │      │  questionnaire  │
└─────────────────┘      └─────────────────┘      └─────────────────┘      └─────────────────┘
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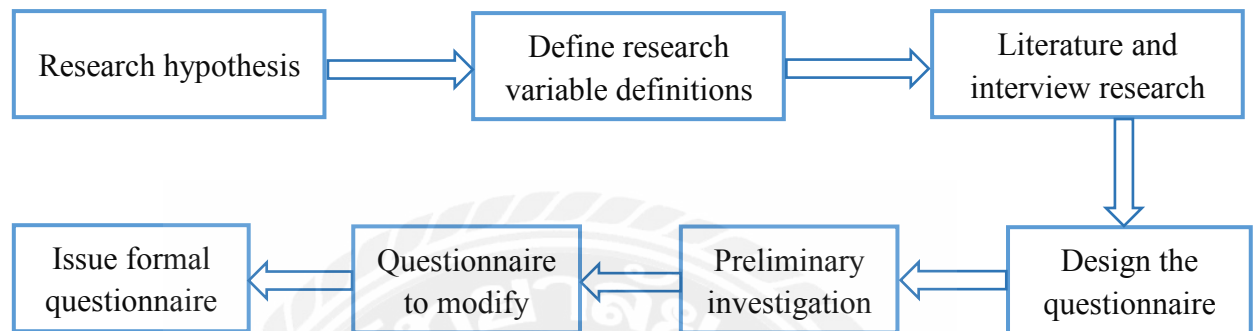
3.5.2 Questionnaire measurement item design

(1) Brand awareness

Table 3-2 Brand awareness measurement items

Items	Content of the scale
X1a	I understand what the brand's product looks like
X1b	I can identify the brand from the similar brand of many competitors
X1c	I knew this brand before
X1d	I can quickly think of many features of the brand
X1e	I can quickly think of the brand's logo or slogan

(2) Brand personality

Table 3-3 Brand personality measurement items

Items	Content of the scale
X2a	The brand can reflects my personality
X2b	The brand is a good display of my identity
X2c	The brand is a good example of my lifestyle
X2d	I am proud of having the brand

(3) Customer Satisfaction

Table 3-4 Customer satisfaction measurement items

Items	Content of the scale

X3a	I'm very satisfied with the quality of the brand's products
X3b	I'm very satisfied with the design of the brand
X3c	I'm very satisfied with the variety of the brand
X3d	I'm very satisfied with the quality of the service of the brand enterprise
X3e	I am very satisfied with the promotional activities of the brand enterprise

(4) Brand Attitude

Table 3-5 Brand attitude measurement items

Items	Content of the scale
X4a	When buying furniture, the brand is my first choice
X4b	Compared with similar brands, I will pay more attention to the new product information of the brand
X4c	If the brand has new products, I will consider adding or replacing it

(5) Brand trust

Table 3-6 Brand trust measurement items

Items	Content of the scale
X5a	I would recommend the brand to someone who asked me
X5b	I won't care about my minor complaints about the brand
X5c	I think I'm a loyal customer of the brand

(6) Commodity characteristics

Table 3-7 Commodity characteristics measurement items

Items	Content of the scale
Q1a	There are many kinds of products sold in the brand store
Q1b	The brand has a larger selectivity in the same product sold in the store
Q1c	The quality of the brand is very good

(7) Commodity prices

Table 3-8 Commodity prices measurement items

Items	Content of the scale
Q2a	The price of the brand is very reasonable
Q2b	The brand enterprise often offers discounts, special offers and promotions
Q2c	Compared with similar products in the market, the brand product has higher performance price ratio

(8) Quality of service

Table 3-9 Quality of service measurement items

Items	Content of the scale
Q3a	The sales staff of the brand retail store have good service attitude
Q3b	The salesperson of the brand retail shop has sufficient professional knowledge
Q3c	The brand enterprise's after-sales service is relatively perfect
Q3d	The service provided by this brand retailer failed to satisfy me, providing timely service recovery

(9) Brand image

Table 3-10 Brand image measurement items

Items	Content of the scale
Q4a	The brand has a high social reputation
Q4b	The brand enterprise has a positive corporate image
Q4c	The brand is highly respected in society

(10) Brand communication

Table 3-11 Brand communication measurement items

Items	Content of the scale
Q5a	The brand enterprises often carry out charity activities
Q5b	The name of the brand is very image and noticeable
Q5c	The advertisement of this brand product is bright and vivid
Q5d	A friend often recommends this brand of furniture to me

(11) Brand loyalty

Table 3-12 Brand loyalty measurement items

Items	Content of the scale	
Y1a	Brand behavior loyalty	I will still visit the brand retail store next time
Y1b		I will continue to visit this brand retail store
Y1c		I would like to recommend this brand furniture to my friends and colleagues
Y2a	Brand attitude loyalty	I'm loyal to this brand of furniture
Y2b		Compared with other brands, I prefer this brand furniture
Y2c		Even if the sale price of this brand furniture product is higher, I will visit

3.6 The sample selection and data collection

3.6.1 The sample selection

This article will select the modern urban furniture market as a research market. The price grade of furniture products is classified as luxurious, comfortable and affordable. Well-off furniture: Select fine furniture materials, good furniture design and manufacturing, domestic brands with high reputation, single-item reference prices concentrated in ¥5000 - 10000 of home products. Characteristics of well off furniture: well off furniture products are most particular about the golden mean, paying attention to health and environmental protection, but not losing the tune, giving people a sense of fashion and fashion. Although the demand for furniture by rural residents in China has increased year by year, the difference between urban and rural areas in China is more obvious. Many families in rural areas still employ woodworking furniture. The consumption of modern panel furniture is still concentrated in cities, and consumers are mostly educated. Personality and brand expression, consumer psychology is also more mature. Therefore, the entire research object of this study is the consumer who own and use well-off furniture, which has an index significance for the Chinese furniture market.

3.6.2 The data collection

Because of the widespread popularity of the furniture market and the sale of furniture brands in all regions and cities of the country, it is very difficult to collect samples from all areas of the country, with limited funds and energy. Therefore, this study used Beijing as the main survey area for the sample. The survey site was a number of IKEA furniture stores in Beijing. The survey respondents were consumers aged 20 or above who had purchased or used modern panel furniture. The questionnaire is mainly divided into three ways: the first is to distribute directly to the customers who buy furniture in the store, issued a total of 280 questionnaires, of which 268 valid questionnaires. The second is to distribute the questionnaire to the salesperson in the store, so that they can distribute the questionnaire to the customers who purchase the product. A total of 50 questionnaires are distributed, of which 24 are valid questionnaires. The third method is to send questionnaires to old customers who purchase products by e-mails through a salesperson. A total of 70 questionnaires are distributed, including 32 valid questionnaires.

In order to ensure the authenticity, reliability and completeness of the questionnaire, the questionnaire was completely filled by the respondents (the customer). At the same time, the survey was conducted after the consent of the respondent was obtained. In addition, due to the limitation of manpower, some questionnaires are distributed to the

customers by the salesperson, so the completeness and accuracy of the customers can not be guaranteed. Therefore, after the questionnaire is recovered, the obtained sample data is verified to determine the authenticity and integrity of certain key information, such as whether there is any contradiction in personal information, whether all issues are checked with a single option, and so on.

In this survey, 400 questionnaires were distributed and 360 questionnaires were returned. Among them, 20 were incomplete and 16 were misplaced (that is, there were obvious logical errors). Therefore, after excluding the invalid questionnaire, 324 valid questionnaires were collected. The effective recovery rate was 81%. As shown in Table 3-13:

Table 3-13 Statistics of questionnaire collection

Issue a questionnaire	Recycling questionnaire	Valid questionnaires	Effective recovery rate
400	360	324	81%

CHAPTER 4
EMPIRICAL RESEARCH

4.1 Sample profile and test

Brand loyalty divided into three parts from a behavioral aspect, they are: primary behavior, secondary level behavior and re-buy intention. In regards to primary behavior the customer repurchase or otherwise continue using the brand, and it can be verified by repeating to buy a product or a service; while secondary level behavior indicated to other positive behaviors such as word of mouth advocacy and commitments; rebuy intention indicates to consumer future intention to repurchase product or service.

The main purpose of the questionnaire for exploratory research is to get data from smaller samples and modify the indicators in the initial questionnaire. In this study, statistical software SPSS19.0 was used to analyze the relevant data of 324 valid questionnaires. The analysis methods used in the study mainly include reliability and validity analysis, correlation analysis and regression analysis.

4.1.1 Sample profile

The sample background information of this study mainly includes the gender, age, education, occupation and family annual income of the interviewee. Detailed information and sample characteristics are shown in the following table:

Table 4-1 Background information of interviewees

Items	Options	Number of people	The proportion
Gender	Male	127	39.20%
	Female	197	60.80%
Age	Less than 20	0	0
	21-30	81	25.00%
	31-40	184	56.79%
	41-50	47	14.51%
	Above 50	12	3.70%
Education	Below Senior school	25	7.72%
	Senior	56	17.28%
	Junior college	91	28.09%
	Undergraduate	129	39.81%
	Postgraduate and above	23	7.10%
	Student	0	0

Occupation	Enterprises and institutions	176	54.32%
	Civil servant	36	11.11%
	Freelance	112	34.57%
Annual household income	Less than ¥60000	38	11.73%
	¥60000-90000	50	15.43%
	¥90001-120000	104	32.10%
	More than ¥120000	132	40.74%

In table 4-1, the background information of the interviewees can reflect the following characteristics: The number of interviewed women is more than men, which is 60.80% and 39.20% respectively. The sample was dominated by young and middle-aged people, of which 81 were 21-30 years old, and 184 were 31-40 years old. They were 25% and 56.79% respectively, accounting for 81.79% of the total visitors. This group of data clearly reflected the purchase group of furniture. The highest proportion of respondents was undergraduates, accounting for 39.81% of the total. Occupations for enterprises and public institutions and freelancers are relatively large, and the proportion of occupations was 54.32% and 34.57% respectively. There are more customers with family annual income more than ¥120,000, which is 40.74%. Explain that the general income of buyers of this furniture brand is relatively high. From the survey results obtained, it can be seen that the buyers of furniture are mainly consumer groups aged 30-40 years and with certain economic strength. In addition, the range of sample distribution is relatively wide, so it is possible to avoid the influence of some accidental factors caused by the over-single sample composition, at the same time it also makes this research result more general application significance.

In addition, due to the lack of consideration of the questionnaire, the age of 20 years old is set to the option of designing the student regardless of occupation. After the survey results show that no one checked the two options, indicating that the two items are invalid.

4.1.2 Reliability and validity test
4.1.2.1 The reliability test

Reliability can be relied on. It refers to the consistency of the results obtained from the same method for repeated measurements of the same object. The reliability test is used to examine the reliability of the measurement tool, that is, the degree of internal consistency of the measurement results. The reliability index is often expressed in terms of correlation coefficients and can be broadly classified into three categories: stability

factors (consistency across time), equivalent coefficients (cross-form consistency) and intrinsic consistency (cross-project consistency). In questionnaire surveys, the most common form of attitude measurement is the Level 5 Likert scale, and one of the reliability test methods commonly used in the Likert attitude scale method is the Cronbach α reliability coefficient, which is also the most commonly used reliability factor at present. Reliability value discrimination: the correlation result of product difference reaches 0.05 significant level, the correlation coefficient is denoted by a *; the product-difference correlation result reaches 0.01 significant level, and the correlation coefficient is denoted by **.

Formula: $\alpha = [k/(k-1)]\{1-[(\sum \sigma i2 / \sigma t2]\}$

k：The number of items in the scale

$\sum$ i2：The variance of all respondents' scores on item i percent（i=1,2，…，k）

$\sum$ t2：The variance of the total score of all interviewees

Table 4-2 Confidence level vs. Cronbach α a coefficient table

Credibility	Cronbach α
Non-credibility	Cronbach α＜0.3
Barely credible	0.3≤Cronbach α＜0.4
Credible	0.4≤Cronbach α＜0.5
Very credible (most common)	0.5≤Cronbach α＜0.7
Very credible (less common)	0.7≤Cronbach α＜0.9
Particularly credible	0.9≤Cronbach α

The SPSS 19.0 statistical analysis software was used to test the reliability of each variable. After calculation, the Cronbach α coefficient of the brand cognitive variables was 0.794.

The Cronbach α coefficient of the brand personality variable was 0.854. The Cronbach α coefficient of the customer satisfaction variable was 0.787, and the Cronbach α coefficient of the commodity characteristic variable was 0.852. The Cronbach α coefficient of the commodity price variable was 0.856. The Cronbach α coefficient of the service quality variable was 0.837. The Cronbach α coefficient of the brand image variable was 0.771. The Cronbach α coefficient of the brand communication variable is 0.778. The Cronbach α coefficient of the brand loyalty variable was 0.852. The Cronbach α coefficient of brand loyalty variables was 0.856. From Table 4-3, it can be seen that the Cronbach α coefficients of all variables are all greater than 0.7. This shows that the sample variables of this study have a good internal consistency, indicating that the measurement model has a good degree of confidence and is suitable for statistical

analysis.

Table 4-3 Variable reliability analysis Cronbach α coefficient

Variable	Number of questions	Cronbach α
Brand awareness	5	0.794
Brand personality	4	0.854
Customer satisfaction	5	0.797
Brand attitude	3	0.797
Brand trust	3	0.787
Commodity characteristics	3	0.852
Commodity price	3	0.856
Service quality	4	0.837
Brand image	3	0.771
Brand communication	4	0.778
Behavior loyalty	3	0.852
Attitude loyalty	3	0.856

4.1.2.2 The validity test

Validity is effectiveness. It refers to the degree to which a measurement tool or instrument can accurately measure the required measurement. Validity is divided into three types: content validity, criterion validity and structure validity. Validity test is a test tool that can measure the accuracy of things that researchers want to measure. The higher the validity, the more the measurement results show the characteristics of the measurement. Anyway, the lower the validity. In the validity test, the structure validity is a major test content, and it is also the main inspection index used in this article. Structural validity refers to the degree of correspondence between certain structures and measured values that are reflected in the measurement results. Factor analysis is the method used in structural validity analysis. The most ideal method for validity analysis is to use factor analysis to measure the validity of the scale or the entire questionnaire. In the construction validity analysis, two types of indicators are to be examined: KMO and Bartlett spherical inspection indicators. These two indicators can reflect whether the measurement tool is suitable for factor analysis. KMO is used to study the partial correlation between variables. It compares the size of simple correlations and partial correlations between variables. According to the standard, the closer the value of KMO is to 1, the better the effect of factor analysis is. The KMO measure is less than 0.5, and it is not suitable. Between 0.5-0.6, it doesn't fit well. Between 0.7-0.8, it is suitable. Between 0.8-0.9, it is very suitable. At 0.9 and above, it is particularly suitable. In addition, the

value of the spherical test should be less than 0.01.

(1) Factor analysis of influencing factors

First of all, SPSS19.0 statistical analysis software is used to measure KMO and Bartlett sphere. The purpose is to test whether the measurement data are suitable for factors. The results of the analysis are shown in Table 4-4. It can be seen from the table that the KMO measure of the influencing factors scale is 0.945, which indicates that the data is suitable for factor analysis. In addition, the significant probability of statistical value of Bartlett sphere is 0, less than 0.001. This also shows that this group of data has high correlation and is suitable for factor analysis.

Table 4-4 Influencing factors KMO measure and Bartlett spherical test result

Test of KMO and Bartlett

Kaiser-Meyer-Olkin measure of sampling sufficient degree		.945
The sphericity test of Bartlet	Approximate Chi-square	7066.955
	df	666
	Sig.	.000

Secondly, we continue to use SPSS19.0 statistical analysis software for factor analysis. Factor analysis mainly uses principal component analysis to get 10 values greater than 1, and these 10 factors explain the variance of 71.103%. In addition, the necessary rotation analysis was performed on the extracted 10 common factors and converged after 5 iterations. The results are shown in Table 4-5. It can be seen from the table that the load of the decisive variable of each factor is greater than 0.4, and the factor sample has higher validity.

Table 4-5 Influence factor measurement term rotation component matrix a

Measurement items	Ingredients									
	1	2	3	4	5	6	7	8	9	10
X2c	.803									
X2b	.786									
X2d	.752									
X2a	.635									
X4b		.563								
X4a		.538								
X4c		.505								
X3c			.818							
X3b			.747							

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	1	2	3	4	5	6	7	8	9
X3d		.693							
X3a		.558							
X3e		.551							
X1b			.806						
X1a			.738						
X1d			.736						
X1c			.626						
X1e			.509						
X5a				.738					
X5a				.683					
X5a				.674					
Q2c					.789				
Q2b					.783				
Q2a					.743				
Q1c						.760			
Q1a						.741			
Q1b						.703			
Q3b							.806		
Q3a							.769		
Q3d							.731		
Q3c							.707		
Q5c								.785	
Q5a								.748	
Q5b								.657	
Q5d								.582	
Q4a									.586
Q4c									.496
Q4b									.492
Cumulatively explained overall variation	71.103%								

Extraction method: Principal ingredient.

Rotation method: Orthogonal rotation method with Kaiser standardization.

a. The rotation converges after 5 iterations.

(2) Analysis of brand loyalty factor

First, the KMO measure and Bartley sphere test are carried out to test whether the measurement data are suitable for the factor. The results of the analysis are shown in Table 4-6. It can be seen from the table that the KMO measure of loyalty scale is 0.903,

which indicates that the data is suitable for factor analysis. In addition, the statistically significant probability of Bartley's sphere statistics is 0, less than 0.001, which also shows that the data of the group have high correlation and are suitable for factor analysis.

Table 4-6 Loyalty KMO measure and Bartlett spherical test results

Test of KMO and Bartlett

Kaiser-Meyer-Olkin measure of sampling sufficient degree		.903
The sphericity test of Bartlet	Approximate Chi-square	1180.665
	df	15
	Sig.	.000

Secondly, continue to use SPSS19.0 statistical analysis software for factor analysis. Factor analysis mainly uses the principal component analysis method to obtain 6 value-oriented values, and these 6 factors explain a variance of 78.332% in total. In addition, the necessary common rotation analysis was performed on the six common factors extracted and converged after five iterations. The results are shown in Table 4-7. It can be seen from the table that the load of the decisive variable of each factor is greater than 0.7, and the factor sample has higher validity.

Table 4-7 Loyalty measure rotation component matrix a

Measurement items	Ingredients	
Y2a	.853	
Y2b	.848	
Y2c	.798	
Y1c		.843
Y1a		.822
Y1b		.818
Cumulative interpretation of overall contrast variation	78.332%	

Extraction method: principal ingredient.

Rotation method: Orthogonal rotation method with Kaiser standardization.

a. The rotation converges after 5 iterations.

To sum up, factors affecting brand loyalty: brand awareness, brand personality, customer satisfaction, brand attitude, brand trust, commodity characteristics, commodity price, service quality, brand image, brand communication and brand loyalty. The analysis and concept are basically the same, and the extracted factors can explain more than 50% of the variation. The components of each measurement value are greater than 0.4.

Therefore, the questionnaire design and collected data of this study have a good construction validity.

4.2 Correlation analysis

Correlation analysis is a study on whether there is some kind of dependency relationship between phenomena, and the relevant direction and degree of correlation are discussed. It is a statistical method to study the correlation between random variables. The correlation coefficient is a statistic that describes the degree and direction of this linear relationship, usually expressed by the Pearson coefficient. The correlation coefficient is between -1 and 1, and positive correlation is greater than 0, which indicates that a variable increases with the increase of another variable. When the correlation coefficient is less than 0, it becomes negative correlation, indicating that a variable decreases with the increase of the other variable.

Through the SPSS 19.0 statistical analysis software, all the variables are based on research hypotheses for brand awareness, brand personality, customer satisfaction, brand attitude, brand trust, commodity characteristics, commodity price, service quality, brand image, brand communication and brand loyalty. Correlative analysis is conducted to study the correlation and degree between them. The results are shown in table 4-8.

Table 4-8 Correlation analysis of influencing factors and brand loyalty

Influencing factors		Behavior loyalty	Attitude loyalty	Brand loyalty
Brand awareness	Pearson correlation	.540**	.528**	.567**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324
Brand personality	Pearson correlation	.554**	.541**	.581**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324
Customer satisfaction	Pearson correlation	.611**	.600**	.643**
	Significance (bilateral)	.000	.000	.000
	N	322	322	322
Brand attitude	Pearson correlation	.670**	.668**	.710**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324
Brand trust	Pearson correlation	.751**	.680**	.757**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324

Commodity characteristics	Pearson correlation	1.000**	.775**	.935**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324
Commodity price	Pearson correlation	.775**	1.000**	.949**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324
Service quality	Pearson correlation	.554**	.554**	.583**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324
Brand image	Pearson correlation	.575**	.586**	.616**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324
Brand communication	Pearson correlation	.654**	.626**	.678**
	Significance (bilateral)	.000	.000	.000
	N	324	324	324

* * * Significantly correlated at the.01 level (bilateral).

Through correlation analysis, it can see from the above table that brand awareness, brand personality, customer satisfaction, brand attitude, brand trust, commodity characteristics, commodity price, service quality, brand image, and brand communication and brand behavior loyalty are significantly related to the significant level of 0.01. This shows that there is a significant positive correlation between each influencing factor and brand loyalty.

4.3 Regression analysis
Regression analysis is a statistical analysis method to determines the quantitative relationship between two or more variables that are interdependent.

The regression analysis can be divided into linear regression analysis and nonlinear regression analysis according to the relationship types between independent variables and dependent variables. According to the number of independent variables designed, it can be divided into one element regression analysis and multiple regression analysis. If in regression analysis, only one independent variable and a dependent variable are included, and the relationship between the two can be approximated by a straight line. This regression analysis becomes one element linear regression analysis. If the regression analysis includes two or more than two independent variables and the relationship is linear, it is called multiple linear regression analysis. Because the brand loyalty of

furniture enterprises is influenced by several factors, it is a result of comprehensive reflection. So this article will apply SPSS19.0 statistical analysis software to analyze with multiple linear regression.

In the result output of SPSS, there are R^2, F test value and T test value. R^2 is also known as the coefficient of determination of equation, which indicates the degree of interpretation of variable X to Y in equation. R^2 is between 0 and 1, and the closer it is to 1, the greater the explanatory power of X to Y in the equation. The F test was exported through the analysis of variance table and the significant level was used to test if the linear relationship of the regression equation was significant. In general, the significance level is less than 0.05, which makes sense. When the F test passed, it means that at least one regression coefficient in the equation is significant, but it does not mean that all the regression coefficients are significant. This requires the T test to verify the significance of the regression coefficients. The T test can be determined by the level of significance or the look-up table.

4.3.1 Regression analysis of influencing factors and brand behavior loyalty

Through multivariate stepwise regression analysis in SPSS19.0 statistical analysis software, brand behavior loyalty is the dependent variable, brand recognition, brand personality, customer satisfaction, brand attitude, brand trust, commodity characteristics, commodity price, service quality, brand image and brand communication are the independent variables of independent variables. The results of the analysis are shown in Table 4-9.

Table 4-9 Regression analysis of influencing factors and brand behavior loyalty
Model summary [h]

Model	R	R square change	Adjust the R square	Error of standard estimate
1	.776[a]	.602	.600	1.43858
2	.833[b]	.693	.691	1.26449
3	.846[c]	.715	.712	1.22026
4	.852[d]	.726	.723	1.19861
5	.855[e]	.732	.727	1.18815
6	1.000[f]	1.000	1.000	.00000

Model summary [h]

Model	Change statistics					Durbin-Watson
	R square change	F change	df1	df2	Sig.F change	

1	.602	483.212	1	320	.000	
2	.092	95.178	1	319	.000	
3	.022	24.543	1	318	.000	
4	.011	12.589	1	317	.000	
5	.006	6.609	1	316	.011	
6	.268	.	1	315	.	.g

a. Predictive variables: (constant), commodity prices.

b. Predictive variables: (constant), commodity prices, brand trust.

c. Predictive variables: (constant), commodity prices, brand trust, brand attitude.

d. Predictive variables: (constant), commodity prices, brand trust, brand attitude, brand communication.

e. Predictive variables: (constant), commodity prices, brand trust, brand attitude, brand communication, service quality.

f. Predictive variables: (constant), commodity prices, brand trust, brand attitude, brand communication, service quality, commodity characteristics.

g. Because there is no residual error, it is not calculated.

h. Dependent variable: behavior loyalty.

Coefficient [a]

Model	Non-standardized coefficient		Standard coefficient	t	Sig.	Colinear statistics
	B	Standard error	Trial version			Tolerance
1 (Constant)	4.173	.348		11.995	.000	
Commodity price	.690	.031	.776	21.982	.000	1.000
2 (Constant)	2.885	.333		8.661	.000	
Commodity price	.439	.038	.494	11.665	.000	.536
Brand trust	.372	.038	.413	9.756	.000	.536
3 (Constant)	2.367	.338		7.003	.000	
Commodity price	.341	.041	.384	8.245	.000	.413
Brand trust	.337	.038	.374	8.980	.000	.517
Brand attitude	.182	.037	.204	4.954	.000	.528
4 (Constant)	1.868	.361		5.178	.000	
Commodity price	.304	.042	.342	7.248	.000	.388
Brand trust	.303	.038	.336	7.955	.000	.484
Brand attitude	.152	.037	.171	4.118	.000	.502

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Brand communication	.113	.032	.143	3.548	.000	.530
5 (Constant)	1.308	.418		3.127	.002	
Commodity price	.283	.042	.319	6.681	.000	.373
Brand trust	.306	.038	.340	8.110	.000	.483
Brand attitude	.132	.038	.148	3.502	.001	.478
Brand communication	.094	.032	.119	2.890	.004	.502
Service quality	.077	.030	.095	2.571	.011	.616
6 (Constant)	.000	.000		.	.	
Commodity price	.000	.000	.000	.	.	.327
Brand trust	.000	.000	.000	.	.	.400
Brand attitude	.000	.000	.000	.	.	.461
Brand communication	.000	.000	.000	.	.	.489
Service quality	.000	.000	.000	.	.	.604
Commodity characteristics	1.000	.000	1.000	.	.	.268

a. Dependent variable: behavior loyalty.

From the above table, it can be seen that six independent variables of commodity price, brand trust, brand attitude, brand communication, service quality, and commodity characteristics have entered the regression equation through the stepwise regression process. The significant probability of T statistics of commodity price, brand trust, brand attitude, brand communication and commodity characteristics are 0.000, 0.000, 0.001, 0.004and 0.000, respectively, both less than 0.01, and the effect of regression is significant. The significant probability of the T statistic of service quality is 0.011, which is greater than 0.01, and the regression effect is not significant. The results show that commodity price, brand trust, brand attitude, brand communication, and commodity characteristics have a positive impact on brand loyalty, while the effect of service quality plus brand awareness, brand personality, customer satisfaction and brand image on brand behavior loyalty is not significant. Therefore, the regression equation is:

$$Y=0.342X_1+0.336X_2+0.171X_3+0.143X_4 \qquad \text{(Equation 4-1)}$$

In the above formula, Y stands for brand loyalty, X_1 represents commodity price, X_2 represents brand trust, X_3 represents brand attitude and X_4 represents brand communication.

4.3.2 Influencing factors and brand attitude loyalty regression analysis

Through the multivariate stepwise regression analysis in the SPSS19.0 statistical analysis software, the brand attitude loyalty is the dependent variable, and the brand cognition, brand personality, customer satisfaction, brand attitude, brand trust, commodity characteristics, commodity price, service quality, brand image and brand communication are the independent variables of independent variables. The results of the analysis are shown in Table 4-10.

Table 4-10 Regression analysis of influencing factors and brand attitude loyalty

Model summary [h]

Model	R	R square change	Adjust the R square	Standard Estimated error
1	.681[a]	.464	.462	1.87693
2	.766[b]	.587	.584	1.65087
3	.782[c]	.612	.609	1.60152
4	.792[d]	.627	.622	1.57413
5	.795[e]	.632	.626	1.56577
6	1.000[f]	1.000	1.000	.00000

Model summary [h]

Model	Change statistics					Durbin-Watson
	R square change	F change	df1	df2	Sig.F change	
1	.464	276.976	1	320	.000	
2	.123	94.639	1	319	.000	
3	.026	20.962	1	318	.000	
4	.014	12.163	1	317	.001	
5	.005	4.393	1	316	.037	
6	.368	.	1	315	.	.[g]

a. Predictive variables: (constant), brand trust.

b. Predictive variables: (constant), brand trust , brand attitude.

c. Predictive variables: (constant), brand trust, brand attitude, brand communication.

d. Predictive variables: (constant), brand trust, brand attitude, brand communication, service quality

e. Predictive variables: (constant), brand trust, brand attitude, brand communication, service quality, customer satisfaction

f. Predictive variables: (constant), brand trust, brand attitude, brand communication, service quality, customer satisfaction, commodity prices.

g. Because there is no residual error, it is not calculated.

h. Dependent variable: attitude loyalty.

Coefficient [a]

Model	Non-standardized coefficient		Standard coefficient	t	Sig.	Colinear statistics
	B	Standard error	Trial version			Tolerance
1 (Constant)	3.397	.457		7.440	.000	
Brand trust	.690	.041	.681	16.6432	.000	1.000
2 (Constant)	1.411	.450		3.134	.000	
Brand trust	.450	.044	.444	10.204	.000	.536
Brand attitude	.424	.044	.423	9.728	.000	.536
3 (Constant)	.490	.481		1.018	.000	
Brand trust	.365	.047	.360	7.839	.000	.413
Brand attitude	.349	.045	.348	7.681	.000	.517
Brand communication	.189	.041	.213	4.578	.000	.528
4 (Constant)	-.514	.554		-.929	.000	
Brand trust	.358	.046	.353	7.803	.000	.388
Brand attitude	.299	.047	.298	6.386	.000	.484
Brand communication	.148	.042	.167	3.505	.000	.502
Service quality	.136	.039	.150	3.488	.000	.530
5 (Constant)	-.819	.570		-1.439	.151	
Brand trust	.344	.046	.340	7.485	.000	.565
Brand attitude	.268	.049	.267	5.466	.000	.489
Brand communication	.132	.043	.143	2.950	.003	.494
Service quality	.094	.040	.128	2.930	.004	.606
Customer satisfaction	.077	.036	.102	2.096	.037	.493
6 (Constant)	.000	.000		.	.	
Brand trust	.000	.000	.000	.	.	.480
Brand attitude	.000	.000	.000	.	.	.447
Brand communication	.000	.000	.000	.	.	.481
Service quality	.000	.000	.000	.	.	.590
Customer satisfaction	.000	.000	.000	.	.	.486
Commodity price	1.000	.000	1.000	.	.	.368

a. Dependent variable: attitude loyalty.

From the above table, it can be seen that the six variables of brand trust, brand attitude, brand communication, service quality, customer satisfaction, and commodity price have entered the regression equation after a gradual regression process. The

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significant probability of T statistics of brand trust, brand attitude, brand communication, service quality and commodity price are 0.000, 0.000, 0.003, 0.004 and 0.000. Respectively, which are less than 0.01, and the regression effect is significant. The significance probability of the customer satisfaction t statistic is 0.037, greater than 0.01, and the regression effect is not significant. The result shows that brand trust, brand attitude, brand communication, service quality and commodity price have a positive impact on brand attitude loyalty, while customer satisfaction, brand identity, brand personality, commodity characteristics and brand image have no significant influence on brand attitude loyalty. Therefore, the regression equation is:

$$Y=0.353X_1+0.298X_2+0.167X_3+0.150X_4 \qquad \text{(Equation 4-2)}$$

In the above formula, Y represents brand loyalty, X_1 represents brand trust, X_2 represents brand attitude, X_3 represents brand communication, and X_4 represents service quality.

4.3.3 Regression analysis of influencing factors and brand loyalty

Through multiple stepwise regression analysis in SPSS 19.0 statistical analysis software, brand loyalty is used as a dependent variable, brand awareness, brand personality, customer satisfaction, brand attitude, brand trust, product characteristics, product price, service quality, brand image, and brand Communication is an independent variable for regression analysis. The results of the analysis are shown in Table 4-11.

Table 4-11 Regression analysis of influencing factors and brand loyalty

Model summary [f]

Model	R	R square change	Adjust the R square	Standard Estimated error
1	.949[a]	.901	.900	1.43858
2	.961[b]	.923	.923	1.26449
3	.964[c]	.929	.928	1.22026
4	.965[d]	.932	.931	1.19861
5	.966[e]	.933	.932	1.18815

Model summary [f]

Model	Change statistics					Durbin-Watson
	R square change	F change	df1	df2	Sig.F change	
1	.901	2900.925	1	320	.000	

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2	.023	95.178	1	319	.000	
3	.005	24.543	1	318	.000	
4	.003	12.589	1	317	.000	
5	.001	6.609	1	316	.011	1.725

a. Predictive variables: (constant), commodity prices.

b. Predictive variables: (constant), commodity prices, brand trust.

c. Predictive variables: (constant), commodity prices, brand trust, brand attitude.

d. Predictive variables: (constant), commodity prices, brand trust, brand attitude, brand communication.

e. Predictive variables: (constant), commodity prices, brand trust, brand attitude, brand communication, service quality.

f. Dependent variable: brand loyalty.

Coefficient [a]

Model	Non-standardized coefficient		Standard coefficient	t	Sig.	Colinear statistics
	B	Standard error	Trial version			Tolerance
1 (Constant)	4.173	.348		11.995	.000	
Commodity price	1.690	.031	.949	53.860	.000	1.000
2 (Constant)	2.885	.333		8.661	.000	
Commodity price	1.439	.038	.808	38.217	.000	.536
Brand trust	.372	.038	.206	9.756	.000	.536
3 (Constant)	2.367	.338		7.003	.000	
Commodity price	1.341	.041	.753	32.408	.000	.413
Brand trust	.337	.038	.187	8.980	.000	.517
Brand attitude	.182	.037	.102	4.954	.000	.528
4 (Constant)	1.868	.361		5.178	.000	
Commodity price	1.304	.042	.733	31.075	.000	.388
Brand trust	.303	.038	.168	7.955	.000	.484
Brand attitude	.152	.037	.085	4.118	.000	.502
Brand communication	.113	.032	.072	3.548	.000	.530
5 (Constant)	1.308	.418		3.127	.002	
Commodity price	1.283	.042	.721	30.270	.000	.373
Brand trust	.306	.038	.170	8.110	.000	.483
Brand attitude	.132	.038	.074	3.502	.001	.478
Brand communication	.094	.032	.059	2.890	.004	.502

Service quality	.077	.030	.048	2.571	.011	.616

a. Dependent variable: brand loyalty.

From the above table, it can be seen that the five independent variables of commodity prices, brand trust, brand attitude, brand communication, and service quality have entered the regression equation through a stepwise regression process. Among them, the significance probability of t-statistic value of commodity price, brand trust, brand attitude and brand communication is 0.000, 0.000, 0.001and 0.004. Respectively, all less than 0.01, and the regression effect is significant. The significant probability of the T statistic of service quality is 0.011, which is greater than 0.01, and the regression effect is not significant. The result shows that commodity price, brand trust, brand attitude and brand communication have a positive impact on brand loyalty, while service quality and brand awareness, brand personality, customer satisfaction, commodity characteristics and brand image have no significant influence on brand loyalty. Therefore, the regression equation is:

$$Y=0.733X_1+0.168X_2+0.085X_3+0.072X_4 \qquad \text{(Equation 4-3)}$$

In the above formula, Y represents brand loyalty, X_1 represents commodity price, X_2 represents brand trust, X_3 represents brand attitude, and X_4 represents brand communication.

4.4 Research results

The research and discussion of customer brand loyalty and competitive advantage created by brand equity is especially important in the age of global corporations and globalization of various aspects of marketing programs. Today as a result of offshoring and outsourcing business especially manufacturing operations, there is confusion in the minds of buyers related to the country of origin concept. As a result of this, it seems that the old "made in" image starts fading in the perception of buyers and is gradually replaced by brand image concept. The importance of brand image is not a new issue today. However, its importance is growing and takes a special place in the process of creating a competitive advantage of global organizations. Thus the ability to differentiate the brand name and brand positioning in markets and also the ability to use it effectively in creating brand image and brand loyalty is critical in international and global marketing management.

4.4.1 Analysis of results

Based on the above correlation analysis and regression analysis, the theoretical models and hypotheses established in this paper are verified. After verification, the theoretical concept of this paper is basically established, but some of these factors have no significant effect. The hypothesis relationship judgment results are shown in Table 4-12.

Table 4-12 Factors affecting brand loyalty hypothesis test results list

Hypothesis	Hypothetical content	Hypothetical test
H1	Brand awareness is positively correlated with consumer brand loyalty.	Support, the effect is not significant
H1a	Brand awareness is positively correlated with consumer behavior loyalty.	Support, the effect is not significant
H1b	Brand awareness is positively correlated with consumer attitude loyalty.	Support, the effect is not significant
H2	Brand personality is positively correlated with consumer brand loyalty.	Support, the effect is not significant
H2a	Brand personality is positively correlated with consumer behavior loyalty.	Support, the effect is not significant
H2b	Brand personality is positively correlated with consumer attitude loyalty.	Support, the effect is not significant
H3	Customer satisfaction is positively correlated with consumer brand loyalty.	Support, the effect is not significant
H3a	Customer satisfaction is positively correlated with consumer behavior loyalty.	Support, the effect is not significant
H3b	Customer satisfaction is positively correlated with consumer attitude loyalty.	Support, the effect is not significant
H4	Brand attitude is positively correlated with consumer brand loyalty.	Support, significant effect
H4a	Brand attitude is positively correlated with consumer behavior loyalty.	Support, significant effect
H4b	Brand attitude is positively correlated with consumer attitude loyalty.	Support, significant effect
H5	Brand trust is positively correlated with consumer brand loyalty.	Support, significant effect
H5a	Brand trust is positively correlated with	Support, significant effect

	consumer behavior loyalty.	
H5b	Brand trust is positively correlated with consumer attitude loyalty.	Support, significant effect
H6	Commodity characteristics is positively correlated with consumer brand loyalty.	Support, the effect is not significant
H6a	Commodity characteristics is positively correlated with consumer behavior loyalty.	Support, significant effect
H6b	Commodity characteristics is positively correlated with consumer attitude loyalty.	Support, the effect is not significant
H7	Commodity price is positively correlated with consumer brand loyalty.	Support, significant effect
H7a	Commodity price is positively correlated with consumer behavior loyalty.	Support, significant effect
H7b	Commodity price is positively correlated with consumer attitude loyalty.	Support, significant effect
H8	Service quality is positively correlated with consumer brand loyalty.	Support, the effect is not significant
H8a	Service quality is positively correlated with consumer behavior loyalty.	Support, the effect is not significant
H8b	Service quality is positively correlated with consumer attitude loyalty.	Support, significant effect
H9	Brand image is positively correlated with consumer brand loyalty.	Support, the effect is not significant
H9a	Brand image is positively correlated with consumer behavior loyalty.	Support, the effect is not significant
H9b	Brand image is positively correlated with consumer attitude loyalty.	Support, the effect is not significant
H10	Brand communication is positively correlated with consumer brand loyalty.	Support, significant effect
H10a	Brand communication is positively correlated with consumer behavior loyalty.	Support, significant effect
H10b	Brand communication is positively correlated with consumer attitude loyalty.	Support, significant effect

4.4.2 Analysis of determinants of brand loyalty

From the hypothesis test results in the above table, it can be seen that the four influencing factors of brand attitude, brand trust, commodity price, and brand communication, whether it is behavioral loyalty, attitude loyalty or the overall loyalty of the two, have very significant correlation. Among them, brand attitude and brand trust belong to the consumer level, while commodity price and brand communication belong to the enterprise level. In addition, there is a significant correlation between product characteristics and consumer loyalty, and there is a significant correlation between service quality and consumer loyalty, both of which are at the corporate level. From this, it can be seen that to obtain consumer loyalty from the consumer level depends on the brand attitude and brand trust of consumers. Consumers have a more positive attitude and trust in brands, and their brand loyalty is also higher. To achieve consumer loyalty at the enterprise level, we must first understand the psychological position of consumers, and at the same time it is necessary to carry out some price promotions. Secondly, brand promotion activities are also indispensable. In addition, enterprises need to design and produce products suitable for consumers according to the needs of consumers, at the same time, improve the quality of service and win the satisfaction of consumers.

4.4.3 Analysis of determinants of brand loyalty weights

4.4.3.1 Influencing factors weight analysis

The scores, ratios and weights of each influencing factor were calculated through the Excel spreadsheet. The results are shown in table 4-13.

Table 4-13 Analysis of influence factors weights

Influencing factors	Items	Score	Ratio	Weights
Brand awareness	X1a	1331		
	X1b	1238		
	X1c	1250		
	X1d	1171		
	X1e	1104		
Total	8100	6094	75.23%	10.21%
Brand personality	X2a	1132		
	X2b	1111		
	X2c	1131		
	X2d	1126		

Total	6480	4500	69.44%	9.43%
Customer satisfaction	X3a	1250		
	X3b	1221		
	X3c	1170		
	X3d	1235		
	X3e	1117		
Total	8100	5993	73.99%	10.04%
Brand attitude	X4a	1186		
	X4b	1165		
	X4c	1139		
Total	4860	3490	71.81%	9.75%
Brand trust	X5a	1228		
	X5b	1113		
	X5c	1136		
Total	4860	3477	71.54%	9.71%
Commodity characteristics	Q1a	1295		
	Q1b	1226		
	Q1c	1245		
Total	4860	3766	77.49%	10.52%
Commodity price	Q1a	1182		
	Q1b	1184		
	Q1c	1131		
Total	4860	3497	71.95%	9.77%
Service quality	Q3a	1367		
	Q3b	1310		
	Q3c	1297		
	Q3d	1254		
Total	6480	5210	80.40%	10.92%
Brand image	Q4a	1254		
	Q4b	1240		
	Q4c	1144		
Total	4860	3638	74.86%	10.16
Brand communication	Q5a	1045		
	Q5b	1163		
	Q5c	1145		
	Q5d	1179		

	Total	6480	4532	69.94%	9.49%

From the calculation results in the above table, it can be seen that the highest score of the service quality score is 80.40% and the weight is 10.92%, which means that the service quality is highly recognized by consumers. The lowest brand personality is 69.44%, and the weight is 9.43%. This shows that consumers' recognition of brand personality is lower than other factors. The influencing factors of the consumer level are five, and the influencing factors of the enterprise level are five. There are ten influencing factors. The weight of each factor is between 9.43% and 10.92%. There is no big gap between each factor. It shows that the factors are more balanced and have research significance.

4.4.3.2 Analysis of loyalty weights

The scores, ratios and weights of each influencing factor were calculated through the Excel spreadsheet. The results are shown in table 4-14.

Table 4-14 Analysis of loyalty weights

Influencing factors	Items	Score	Ratio	Weights
Behavior loyalty	Y1a	1295		
	Y1b	1226		
	Y1c	1245		
Total	4860	3766	77.49%	51.85%
Attitude loyalty	Y2a	1182		
	Y2b	1184		
	Y2c	1131		
Total	4860	3497	71.95%	48.15%
Brand loyalty	9720	7263	74.72%	

From the calculation results in the above table, it can be seen that the ratio of behavioral loyalty and attitude loyalty is 77.49% and 71.95%, respectively, accounting for 51.85% and 48.15% respectively, indicating that the gap between behavioral loyalty and attitude loyalty is very small, both of which are of the same importance.

CHAPTER 5
RESEARCH CONCLUSIONS AND INADEQUACIES

5.1 Conclusion of the research

On comparing the model across consumers who have directly experienced the brand and those who have had no direct experience, the relationships between the brand dimensions (eg. company's presented brand and external brand communications) and brand awareness and brand equity is somewhat different.Thus, at this point of the consumer/brand relationship these brand dimensions need to be strategically designed to reinforce a strong positive equity position thus enhancing the chances of brand experience occurring. However, once the consumer has experienced the brand, these brand dimensions appear to take on a secondary role whereby they are still instrumental in enhancing brand awareness but they no longer have a direct influence on brand equity.

After reading a large amount of research literature and related theories about brand loyalty at home and abroad, this article combines the characteristics of the furniture market, puts forward some research hypotheses about the factors affecting brand loyalty, and designs questionnaires based on research hypotheses to Beijing. The IKEA furniture brand in the region conducted questionnaire surveys for the survey respondents and used the SPSS statistical software to analyze the valid questionnaires recovered and validated the relevant hypotheses. According to the results of the analysis, the following conclusions are drawn：

First，assumptions of the ten influencing factors, brand perception, brand personality, customer satisfaction, brand attitude, brand trust, product characteristics, product prices, service quality, brand attitude, brand communication, have a positive impact on brand loyalty . And according to the result of correlation analysis, the degree of correlation is in order of commodity price, commodity character, commodity character, brand trust, brand attitude, brand communication, customer satisfaction, brand image, service quality, brand personality and brand awareness. It can be seen that the price is always the most concerned factor for consumers. For enterprises, the production of cost-effective products is the basis for obtaining brand loyalty. Whether it is service quality, brand image, brand attitude or customer satisfaction and brand communication, it is based on high cost performance.With cost-effective products, enterprises have enough confidence to promote the brand, so as to enhance the brand image, promote brand communication with customers. At the same time combine high-quality pre-sales, sales and after-sales service, then to obtain customer satisfaction. In this way, the enterprise can gain the trust of

customers and finally win the loyalty of customers to the brand of enterprise products.

Second, according to the regression analysis, the factors that have a significant influence on brand loyalty are commodity price, brand trust, brand communication, and brand attitude.

These four influencing factors have a significant impact on attitude loyalty and behavior loyalty. Besides, commodity characteristics have a significant impact on consumer behavior loyalty, while service quality has a significant impact on consumer attitude loyalty. Commodity prices occupy an important position in both customer psychology and actions. Reasonable pricing, high cost performance and appropriate promotional activities are the driving forces that drive customers to purchase products. Therefore, reasonable pricing is very important for enterprises to create brand loyalty. Brand trust has a great influence on brand loyalty. Loyalty is based on higher trust. Trust is what drives behavior and makes decisions psychologically. Therefore, enterprises need to win customers' trust by heart, and thus obtain the brand loyalty of customers. Brand communication has a significant impact on brand loyalty. Marketing strategies such as active advertising and public welfare activities help customers understand more detailed brand information, strengthen customer brand awareness, and guide and promote customer loyalty. The brand attitude also helps to improve the brand loyalty of the enterprise. The customer has a good impression on the enterprise, which will prompt it to pay attention to the product information of the enterprise. At the same time, it will be the first choice when choosing the same kind of product. Therefore, the enterprise needs to establish a good brand image in front of the customer and maintain a good reputation in order to make a deep impression in the customer's mind, thus forming brand loyalty. The characteristics of the commodity have a significant impact on the customer's behavior loyalty, which is because as long as the quality of the product meets the needs of the customer, it will prompt the customer to take the purchase behavior quickly. Therefore, enterprises need to understand customer needs at all times and constantly develop and improve products that meet customer needs. Service quality has a significant impact on customer loyalty. Businesses now need to accentuate their brands in order to prompt the interest, enthusiasm and buying habits of consumers in global markets. However, with the increase in the number of brands, it has been realized that differentiation of brands only in terms of functionality is not sufficient. Therefore, it can be argued that brand management is one of the most important strategic factors to gain and maintain a competitive advantage. A good service will increase customer satisfaction, thereby increasing the customer's psychological impression score, which in turn will have a good impact on the

business and help increase its loyalty to the brand. Therefore, while the enterprise is producing cost-effective products, it also needs to continuously improve the quality of its services, win customer satisfaction, and gain customer loyalty.

5.2 Management practice recommendations

With the development of information technology in science and technology, consumers are increasingly exposed to information. They can understand and compare the prices, styles, and performance of various products without leaving home, which also makes the competition between similar product brands more and more intense. How to grasp the consumers' eyeballs and grasp the emotions and feelings of consumers is the problem that many home production and management enterprises need to solve in order to improve the brand image and enhance the customer brand loyalty strategy. This paper takes the customers of modern panel furniture as the research object, combined with the characteristics of the furniture industry, and discusses the influence factors on the brand loyalty of the furniture industry through empirical research, hoping to provide some practical suggestions for the furniture production and management enterprises by this research conclusion.

(1) Provide cost-effective products and services

The quality of products and services is the basis of customer loyalty to the brand. In the furniture industry, high quality is only the most basic requirement. It also needs to focus on high environmental protection and high safety. For furniture consumers, the first choice is to reach this "three high" product. From the perspective of ordinary consumers, the higher the price of a product, the higher the brand. Therefore, it is particularly important for enterprises to work out a "reasonable" price that is both "high" to attract customers and have a sense of trust in their quality, but not too high to block most of the powerless customer. It is suggested that the enterprise carry out in-depth market research, find out the psychological price of the customer to the furniture demand, and improve the "three high" standard and firmly grasp the consumer's heart. In addition, enterprises still need to provide high quality services to retain customers by improving service quality.

(2) Establish brand awareness and build brand image

The furniture market is still an emerging market. For enterprises, the first choice is to raise awareness of the company and increase customer awareness of the brand. Second, establish a good reputation and create a high-quality brand image. To build a successful brand image, companies need to make efforts in the brand personality and reputation,

highlight the personality characteristics of the brand, and make the brand have unique characteristics through innovative means, so that consumers resonate and leave a deep impression.

(3) Strengthen brand communication and obtain consumer recognition

For furniture enterprises, effective communication with consumers is very important for understanding the needs of consumers and following up the dynamics of competitors. Through a series of communication strategies, such as the establishment of customer data groups, regular visits, public relations, advertising promotion and so on, let consumers identify and be loyal to the brand, win a good reputation among consumers and recommend and praise each other.

(4) Improve customer satisfaction and win customer trust

For furniture enterprises to expand their market share and reach the goal of long-ball development, the most important thing is to understand the needs of customers and effectively meet customer needs, and establish long-term and stable mutual needs and mutual relations with customers.It should that truly focus on consumers, developing a loyal customer program, and gaining the trust and support of consumers with practical actions and integrity.

5.3 Innovative point of the thesis

The innovation of this article can be summarized as the following aspects:

(1) There are many researches on brand loyalty in domestic and foreign, but there is little research on brand loyalty in furniture industry. On the basis of literature research, this paper combines the characteristics of the furniture industry, and through the interview, collate and sum up several main factors that affect the loyalty of the furniture brand.

(2) There are few quantitative researches on the loyalty of furniture at home and abroad. Most of them are qualitative researches. This paper uses SPSS statistical software to conduct empirical analysis to verify the hypothesis of each influencing factor through questionnaire survey. The results of the regression analysis will select the influencing factors that have significant effects and serve as a reference for the company's future marketing.

5.4The limitations and inadequacies of the thesis

This paper discusses the factors affecting the brand loyalty of the furniture industry, while reading a large number of literature, carefully constructed the research model, trying to analyze the questionnaire data and the test model, and get the corresponding theoretical conclusions. However, because of the limited time, energy, funds and research level, there are many problems in this paper. The inadequacies need to be further studied by the latter.

(1) Due to the consideration of research priorities, this article only proposes several influencing factors from the consumer level and the enterprise level, and does not consider other influencing factors, such as policies, regulations and other social factors.

(2) In terms of sample selection, only the consumers of IKEA furniture in Beijing, China, were selected as the survey objects. The sample size was not so high, making the sample selection has certain limitations. In addition, this study is only based on the statistical analysis of the obtained data, so it is not suitable for the research results to be popularized in other areas.

(3) Limited by manpower, time, cost and other factors, it is impossible to fully understand other furniture brands in the furniture market.

(4) When filling out a questionnaire, customers are inevitably subjective and can not guarantee the accuracy of all data. Statistical analysis is based on the results of the questionnaire, and inevitably there will be some deviations.

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