


Factors Influencing IKEA Purchase Decisions in Malaysia: Analysis Pricing, Convenience, Consumer Experience, and Loyalty

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ABSTRACT

This study investigates the factors influencing IKEA purchase decisions in Malaysia, focusing on pricing, convenience, consumer experience, and loyalty. The research analyzes how IKEA's affordable pricing strategy enhances accessibility and consumer satisfaction. Convenience is examined through features like online ordering with pick-up points and well-designed store layouts, which reduce consumer effort and time. The study also explores the impact of IKEA's digital platform, which allows free membership registration, providing benefits such as vouchers and exclusive gifts to foster consumer loyalty. Feedback collection through the website contributes to continuous improvement in consumer experience. This research offers insights into the effectiveness of these strategies and their role in shaping purchase decisions in Malaysia. Findings contribute to a deeper understanding of consumer behavior and provide actionable recommendations for enhancing retail strategies in the furniture industry.

Keywords: Pricing, Convenience, Consumer Experience, Loyalty and Consumer Behavior

INTRODUCTION

IKEA's success as the world's leading home furnishing retailer depends not only on high-quality products but also closely related to its unique sales strategy. IKEA has established itself as a standard in the home furnishings sector thanks to its distinctive business strategy, product creation, and effective supply-chain administration (Singh et al., 2021). The IKEA concept began in the 1950s when the company used a combination of catalog marketing and showrooms where IKEA products could be seen and interacted with by customers. The three primary attributes of IKEA are affordability, standard, and usefulness. IKEA started sourcing from overseas manufacturers in Eastern Europe as a result of the supplier issues. This idea was expanded upon in the 1960s with the introduction of the warehousing approach. In Stockholm, IKEA created a sizable shop where consumers could choose items directly from the racks. Moreover, the capacity issue has been transformed by IKEA into a new method of product delivery to consumers (Kling & Goteman, 2003).

Since its inception, IKEA has challenged the traditional way of operating in the retail industry. It has successfully opened hundreds of stores around the world and gained a firm foothold in the global market. IKEA emerged as the leading mass retailer of home furnishings worldwide after 2008 and operates 433 major shops in 52 countries and regions as of 2019. Over the previous 20 years, IKEA's yearly revenue has increased steadily and revenue reached more than 45 billion euros in 2024 (Statista, 2024). Additionally, it has become more challenging for enterprises to operate overseas due to growing competition from new entrants, particularly in emerging countries (Business Bliss Consultants FZE, 2024). Meanwhile, IKEA continues to explore product innovation, supply chain optimization, and customer experience enhancement. This reflects IKEA's adaptability and insight into the rapidly changing global economic environment. Due to its excellent business performance and sustainable corporate strategy, we have chosen IKEA as the subject of this case study.

Currently, most of the research on IKEA focuses on its global marketing strategy and success, but fewer in-depth studies have been conducted specifically on the Malaysian market. IKEA has been active overseas since it entered Switzerland in 1973 and is expanding in many markets, but the company has only entered the Asian market in the last decade (Burt et al., 2011). Malaysia has long been a pivotal player in Southeast Asia's regional trade. As a founding member of ASEAN, it is essential to promote regional growth and economic cooperation. Numerous advantages make it an increasingly attractive hub for trade and investment. The country's own trade volumes are at record levels: total trade from January to July 2024 increased by 10% to a record RM1.65 trillion (US\$377 billion), with both exports and imports increasing. Its appeal to retail furniture businesses and investors is more pronounced than ever (HSBC Commercial Banking, 2024).

Existing literature focuses on IKEA's pricing strategy and consumer satisfaction, however, there is a lack of research on convenience innovation, loyalty cultivation on digital platforms, and continuous optimization of consumer experience implemented by IKEA in the Malaysian market. Among them, the brand's insistence on convenient innovation is conducive to meeting consumer demand, enhancing core competitiveness, and promoting scale efficiency (Singh et al., 2021). Cultivating consumer loyalty is conducive to cultivating consumer loyalty to improve brand reputation, facilitating marketing, and stabilizing the brand's anti-risk ability. Continuous optimization of the consumer experience can improve customer engagement and enhance brand image and word of mouth. This study aims to explore how these factors affect the purchasing decisions among Malaysian consumers.

Research Objectives

There are four research objectives for this research which are:

1. To establish the relationship between pricing and purchase decisions.
2. To determine the relationship between convenience and purchase decisions.
3. To investigate the relationship between consumer experience and purchase decisions.
4. To examine the relationship between consumer loyalty and purchase decisions.

This study focuses on the following issues:

IKEA has developed a comprehensive pricing strategy and perceived value pricing is a core component of IKEA's strategy (Singh et al., 2021). IKEA offers well-designed, high-quality furniture at affordable prices, creating a sense of value among customers. This approach allows IKEA to meet the needs of a variety of customer segments, including price-sensitive households, early-career professionals, and students (Osum, 2024). Through an in-depth analysis of how these strategies affect Malaysian consumers' purchasing behaviors in practice, this study aims to help retailers better understand the motivations behind consumers' decisions. Moreover, our research in analyzing pricing strategies, innovative conveniences, enhancing interactions with consumers, and improving its loyalty programs can help better cater to the specific needs of Malaysia's consumers (Sin et al., 2021). It also provides valuable references and actionable recommendations for other furniture retailers to develop marketing and retail strategies to improve customer experience and competitiveness in the marketplace.

LITERATURE REVIEW

A literature review is an overview and evaluation of a collection of works on a particular subject (Knopf, 2006). Generally, a literature review entails a methodical strategy for gathering and merging previous research findings (Snyder, 2019). In addition to addressing more general and abstract topics, literature reviews can also engage in further theory development based on past events without running the risk of exploiting the chance, bolstering support for a null-hypothesis conclusion, while better recognizing and leveraging diverse methodologies (Baumeister & Leary, 1997). Therefore, the literature review in this research will further explore the relationship between IKEA consumer decisions in Malaysia which serves as the dependent variable with pricing, convenience, consumer experience, and consumer loyalty which serves as the independent variables.

Definition of Purchase Decisions

An individual's attitude toward purchasing or using a product or service that has been proven to meet their needs and they are willing to assume any associated risks are what constitute a buying decision (Kotler & Armstrong, 2008; Pandey et al., 2021). Purchase decisions refer to the steps that consumers undertake to determine whether need or not to buy an item after recognizing the need. Consumers usually go through a process that starts with identifying a need or issue they wish to solve before making a purchase decision. Consumers will consult a variety of sources, which include peer evaluations, social networking sites, internet searches, and referrals from family and friends before making the decisions. They can access various items and their suitability for their needs with the aid of these sources. The purchase decisions will be the last step in this process, where customers select the item consumers think would fit them the best (Salsify, 2024). Consumer decision processes are defined as a collection of motivations, a number of different approaches, and decision-makers who match the motivations with the options (Stankevich, 2017). The researcher has to use the Theory of Buyer Behavior to investigate consumer decisions. This theory describes how consumer behavior changes

from time to time, with a particular emphasis on brand selection. Therefore, this study aims to examine how pricing, convenience, consumer experience, and customer loyalty influence IKEA consumers' purchase decisions in Malaysia and to observe how these variables impact the overall decision-making process.

The Relationship Between Pricing and Purchase Decisions

Pricing is defined as the process of determining what a company will receive in exchange for its product or service (Kotler, P., & Keller, K. L., 2016). The authors emphasize that pricing plays a critical role in influencing purchase decisions, as it directly affects the perceived value of a product or service and its affordability to the target market. Pricing is a critical factor influencing consumer purchase decisions, as it reflects both the monetary cost and perceived value of a product or service (Zeithaml, 1988). The author explains that pricing significantly influences purchase decisions by shaping consumers' perceptions of value, where value is defined as the trade-off between the perceived benefits of a product or service and its cost. The relationship between pricing and purchase decisions is shaped by price elasticity, which measures consumer responsiveness to price changes. For instance, when prices decrease, the demand for elastic goods like consumer electronics tends to increase, boosting sales (Müller, 2024). Strategic pricers focus on understanding what the product is worth to the customer and clearly communicating this value to justify the price. However, for inelastic goods like essential commodities, price changes have minimal impact on purchase decisions (Hegde et al., 2023). Income level plays a significant role in influencing consumer purchase decisions, as it directly affects the financial resources available for spending (Kumar & Kashyap, 2018). Consumers with lower income levels are generally more price-sensitive and prioritize affordability over luxury or premium features when making purchase decisions (Grewal et al., 1998). These perceptions significantly affect behavioral intentions, such as the likelihood of purchase. Pricing strategies that enhance perceived value through clear comparison points can motivate purchase decisions by fostering a sense of a better deal or higher value for money. Research has shown that as income rises, so does the likelihood of purchasing high-quality or luxury goods, while those with lower income may focus on practicality and functionality over brand (Chandon et al., 2000). This article explored through the lens of sales promotion benefits. The study highlights that pricing strategies, particularly in the form of monetary and non-monetary sales promotions, influence consumer decisions by delivering a mix of utilitarian benefits like savings, quality, and shopping convenience, and hedonic benefits such as entertainment and self-expression. These benefits directly impact the perceived value of a purchase, guiding consumers in deciding whether or not to buy a product. For example, IKEA's pricing strategy plays a crucial role in influencing consumer purchase decisions by balancing affordability with perceived value. The company's focus on cost-effective pricing allows it to attract a broad range of customers, particularly middle-income, price-sensitive consumers. The price-quality relationship is emphasized through IKEA's ability to offer durable and trendy products at competitive prices, thus appealing to consumers looking for value without compromising on quality (Nagle & Müller, 2017).

H1: Pricing is positively related to IKEA purchase decisions in Malaysia.

The Relationship Between Convenience and Purchase Decisions

Convenience refers to the preferences of the buyer during the purchasing process and consumers typically desire to spend less time and effort on purchasing goods or services (Thao, 2020). Consumers are more inclined to invest less energy and time while making purchases as they have less time available. In this fast-paced environment, fastness and convenience are the primary factors influencing customers' purchase decisions. The operation time, the convenient location, and online shopping can significantly cut down on the amount of time spent at retail establishments. Time is more valuable than ever. Consumers are more likely to spend their time on other activities and cut down the time

of shopping when related to time management. As a result, the demands of consumers for convenience have increased (Kumar & Kashyap, 2012). Customers' emphasis on convenience has driven businesses to revamp retail management systems and highlight the effectiveness of the services offered. Moreover, retailers also must be able to concentrate on the growth of mobile applications and how they have influenced and shaped consumers' perceptions of time and effort (Duarte et al., 2018). Based on prior research, it has shown the strength of the relationship which also refers to the correlation coefficient between convenience and purchase decisions is 0.630. It was evidence to prove that these two variables have a strong relationship. Their significant relationships are also proved by the correlation coefficient which is 0.630 is greater than the R value which is 0.1996 (Khoirunnisa et al., 2023). Therefore, it has been proven that there are relationships between convenience and purchase decisions for IKEA. For example, IKEA Malaysia cuts down on the amount of time consumers must spend shopping by providing online buying choices and well-organized store layouts. They will be more likely to select IKEA for purchases because of its ability to meet their efficiency needs. Hence, this research aims to study how the convenience IKEA has provided to consumers will affect IKEA consumers' purchase decisions in Malaysia. Consequently, the following hypothesis is established:

H2: Convenience is positively related to IKEA purchase decisions in Malaysia.

The Relationship Between Consumer Experience and Purchase Decisions

A consumer's experience is the outcome of a sequence of connections that elicit a response from the consumer and an item, business, or organizational component. The consumer must participate in this highly individualized experience on a variety of levels, including intellectual, emotional, sensory, physical, and spiritual (Gentile et al., 2007). Consumer experience includes five strategic experience modules or different types of experiences. They are sensory experiences including visual, auditory, tactile, taste, and smell, emotional experiences including inner feelings and emotions, creative cognitive experiences including thinking and conscious processes, physical experience, behavior and lifestyle including product attributes or consumption attributes, and social identity experiences results related to reference groups or culture (Schmitt, 1999). It is believed that when marketers integrate these five experiences, a holistic experience will be created (Schmitt, 2011). Research shows that memorable and satisfying shopping experiences build consumer engagement and increase the likelihood of purchases and repeat visits (Pine & Gilmore, 2013). A positive consumer experience significantly influences purchase decisions, as it fosters trust, satisfaction, and emotional connection, which are critical factors in driving customer loyalty and repeat purchases (Grewal et al., 2009). According to research, a 5% improvement in consumer retention rates can result in a 25% to 95% increase in revenues indicating a direct correlation between satisfied consumer experiences and purchase decisions (Gallo, 2014). For example, IKEA Malaysia creates a more positive shopping experience by improving store layout, customer service, and atmosphere to enhance in-store and online experiences. Memorable and enjoyable shopping experiences can lead to higher satisfaction, which in turn increases purchase frequency and consumer retention. Therefore, the purpose of this study is to investigate how customer experience at IKEA Malaysia influences consumers' purchasing decisions. the following hypothesis is proposed:

H3: Consumer experience is positively related to IKEA purchase decisions in Malaysia.

The Relationship Between Consumer Loyalty and Purchase Decisions

The tendency and desire of consumers to continuously choose a particular company's services is known as consumer loyalty (Freedman, 2024). Customer loyalty is the term

used to describe a consumer's sustained preference for a specific company, good, or service throughout time. This is frequently shown by repeat purchases and positive feedback (Kee et al., 2021). Loyalty arises from customer satisfaction, trust, emotional connection, and perceived value. Loyal consumers are less likely to switch to competitors and may even tolerate higher prices or occasional service lapses (Kotler, P., & Keller, K. L., 2016). The term "consumer loyalty" refers to consumers who "desire to buy a product or service again and will not buy anything else." At another level, the authors argue that consumers will pursue this goal "desperately and at any cost." The latter scenario defines the goal of loyalty (Oliver, 1999). Customer loyalty is defined as the degree to which a person's attitude and repeat business. The relationship is seen as mediated by social norms and situational factors. Cognitive, affective, and constructive antecedents of relative attitude are identified as contributing to loyalty, along with motivational, perceptual, and behavioral consequences (Dick & Basu, 1994). "Loyalty is posited to mediate the relationship between brand trust and brand performance by enhancing consumers' commitment to repurchase a brand and their willingness to pay premium prices, which ultimately contributes to sustained brand performance" (Chaudhuri & Holbrook, 2001). This highlights the critical role of loyalty in influencing consumer purchasing decisions and driving long-term business success. Loyalty is a powerful factor in retaining customers and influencing purchase decisions. Repeat business and brand referrals are more likely to come from loyal customers, even in competitive or challenging conditions (Oliver, 1999). Previous studies have found that loyal customers are responsible for 65-70% of sales in most businesses. According to Bain & Company, just a 5% increase in consumer retention rates can result in a 25% to 95% boost in earnings, highlighting the financial importance of loyalty. According to Nielson's research, 84% of customers place more trust in word-of-mouth recommendations than in any other type of advertising. Advocates for the brand are more likely to be loyal customers, thereby influencing the purchasing decisions of others (Gallo, 2014). For example, IKEA Malaysia builds loyalty through targeted loyalty programs, personalized offers, and post-purchase engagement will encourage repeat purchases. Loyal consumers are more inclined to recommend the brand to others and are less sensitive to small price fluctuations, which draws in potential consumers. The purpose of this study is to investigate how consumer loyalty affects IKEA Malaysia consumers' purchase decisions. Thus, the following hypothesis is proposed:

H4: Consumer loyalty is positively related to IKEA purchase decisions in Malaysia.

Summary of Literature Review

In conclusion, the following are some of the theories that the authors have created and incorporated into their study model:

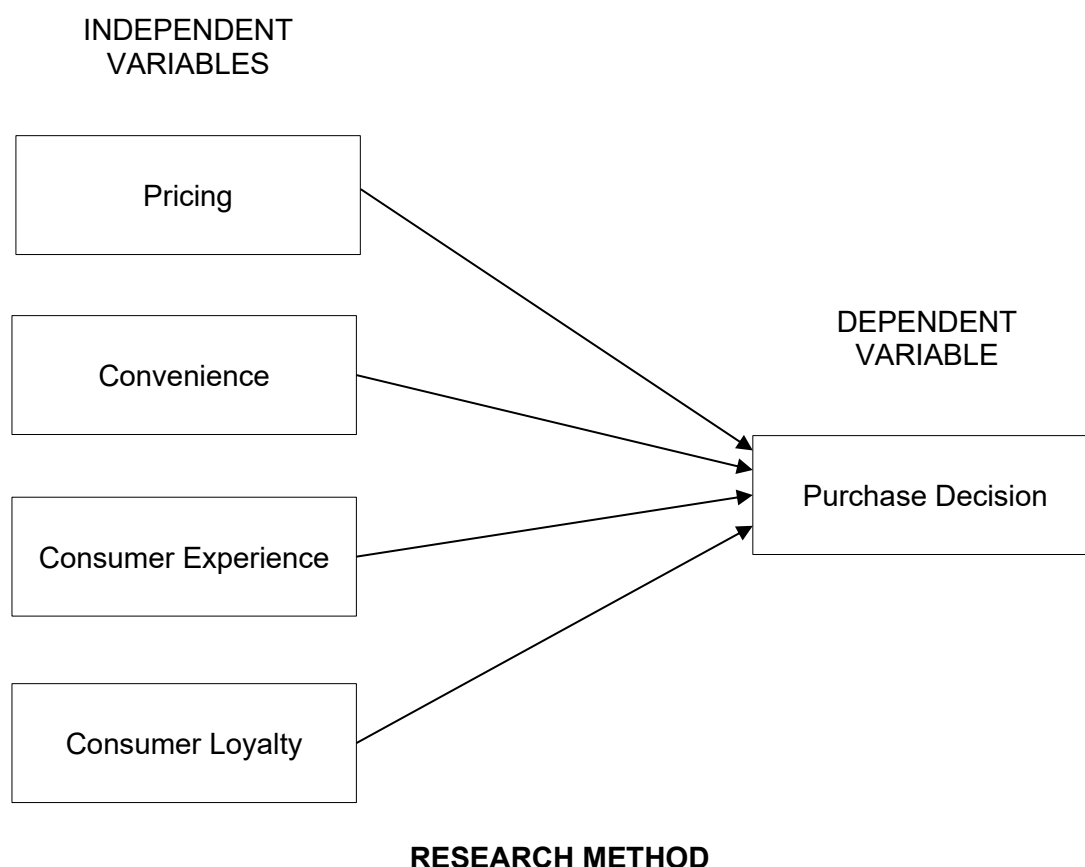
H1: Pricing is positively related to IKEA purchase decisions in Malaysia.

H2: Convenience is positively related to IKEA purchase decisions in Malaysia.

H3: Consumer experience is positively related to IKEA purchase decisions in Malaysia.

H4: Consumer loyalty is positively related to IKEA purchase decisions in Malaysia.

Figure 1. The Research Model



This study adopts a quantitative approach to explore the key factors that influence IKEA consumer decisions in Malaysia. Quantitative research study helps to determine the study's conclusions by gathering numerical information that needs to be assessed (Albers, 2017). Quantitative data was collected via a structured questionnaire to test these hypotheses and analyze relationships between variables. Data was collected from respondents using a questionnaire distributed via Google Forms on various platforms such as Whatsapp, Telegram, Instagram, and Facebook. It is more convenient for the respondents to respond as the majority of research concentrates on the fundamental requirement of access, frequently taking into account how convenient it is to have it at home (Robinson et al., 2003; Lee et al., 2024).

The study also employs convenience sampling. Convenience sampling is one of the non-probability sampling strategies that chooses respondents from the intended audience who are accessible and willing to participate (Golzar et al., 2022). This method was chosen due to its practicality and efficiency in collecting data within a limited timeframe and resource constraints. Although convenience sampling may limit the generalizability of the findings, it aligns with previous studies on IKEA's consumer behavior, which have adopted similar approaches (Schirone, 2012). To ensure diversity within the sample, respondents from varied demographic backgrounds, including different genders, ages, occupations, and income levels, were included. A total of 150 valid responses were collected, with measures in place to prevent duplicate submissions and maintain data quality. The sampling strategy is consistent with research on the determinants of consumer behavior in international retail contexts (Edvardsson & Enquist, 2011).

For data analysis, we will use the IBM SPSS version 27 to analyze the data after all the data has been collected. Moreover, the study incorporates both descriptive and inferential methods. In general, descriptive statistics are specific methods used to effectively, rationally, and meaningfully compute, describe, and report collected research data (Vetter, 2017). Descriptive analysis is used to summarize the demographic characteristics of the respondents, general trends in consumer behavior, and perceptions of brand-related factors. However, inferential statistics are employed in research studies to evaluate gathered data, examine hypotheses, and provide answers to the research questions (LoBiondo-Wood & Haber, 2024). Specifically, regression analysis is used to evaluate the impact of brand-related factors, such as price, convenience, consumer experience, and consumer loyalty on purchase decisions. Analysis of variance (ANOVA) is applied to investigate variations in purchasing behavior across different demographic groups, while responses on consumer attitudes and behavioral tendencies are analyzed using a five-point Likert scale:

1 = "Strongly Disagree"

2 = "Disagree"

3 = "Neutral"

4 = "Agree"

5 = "Strongly Agree"

Five-point Likert scale is an approach that can effectively capture subjective consumer evaluations and aligns with previous studies on IKEA (Schirone, 2012; Edvardsson & Enquist, 2011). The survey was conducted digitally to protect participant privacy and minimize the risks that come with in-person interactions. All subjects provided their informed consent, and strict confidentiality measures were implemented to ensure ethical compliance throughout the research process (Edvardsson & Enquist, 2011).

Measures

The questionnaire was structured into six sections and was carefully designed to address key aspects of consumer purchase decisions. The section 1 is about collecting the respondents' demographic information, including gender, race, age group, occupation, and monthly household income. It is used to facilitate an analysis of purchasing behavior across different groups. The section 2 focused on how pricing affects consumer purchase decisions. It aims to understand the level of pricing that can be accepted by consumers. The section 3 focused on how convenience can affect purchase decisions. It aims to know the level of convenience that can increase the consumers' purchase decisions. The section 4 is about the consumer experience perceived by customers at IKEA. It aims to understand the consumer experience that will lead to repeat visits to IKEA. The section 5 is about the consumer loyalty towards IKEA. It aims to provide a better understanding of the repeat purchases by consumers at IKEA. Lastly, the section 6 is about purchase decisions. This section aims to provide a better understanding to the researcher about the overall factors that can affect the consumers' purchase decisions at IKEA.

SECTION	QUESTIONS	SOURCES
Pricing	<ul style="list-style-type: none"> - Low prices and quality are equally important to me when shopping at IKEA - I actively compare IKEA's prices with other stores to ensure I get the best value - I feel that IKEA provides products with a good balance between price and quality - I would visit IKEA specifically because of its competitive pricing 	Adapted from Zhao et al., 2021

	<ul style="list-style-type: none"> - I frequently compare IKEA's prices with similar products from other retailers to assess value 	
Convenience	<ul style="list-style-type: none"> - I find it easy to access the product information I need from IKEA's online store or in-store displays - I find IKEA's shopping options (e.g., store hours, online shopping, delivery) flexible to suit my schedule - I find the shopping experience at IKEA enables me to make purchase decisions quickly - I find IKEA's online shopping platform easy and convenient to use - I can easily find and purchase the products I need through IKEA's online store 	Adapted from Alkharabsheh & Zhen, 2021
Consumer Experience	<ul style="list-style-type: none"> - I find IKEA's store atmosphere welcoming and pleasant - I find IKEA's lighting and displays make it easy to view and select merchandise - Shopping at IKEA makes me feel connected to others who share similar tastes or preferences - I feel relaxed and comfortable during my shopping experience at IKEA - I felt satisfied with the treatment I received from the service staff 	Adapted from Srivastava & Kaul, 2016
Consumer Loyalty	<ul style="list-style-type: none"> - I consider IKEA my preferred choice for furniture and home décor shopping - I feel that IKEA aligns with my values and preferences more than other home décor retailers - I would recommend IKEA to my friends and family for their home furnishing needs - I am likely to return to IKEA for future purchases - I am willing to prioritize IKEA for most of my furniture and home decor needs 	Adapted from Srivastava & Kaul, 2016
Purchase Decisions	<ul style="list-style-type: none"> - Affordable pricing would encourage me to purchase more products from IKEA - The ease of use of IKEA's platform would encourage me to make purchases - Interactive tools like room planners or virtual design options on IKEA's website would encourage me to shop more - Customer feedback on IKEA's website would influence my purchase decisions - Having complete and detailed product information available would encourage me to purchase more from IKEA 	Adapted from Huang & Benyoucef, 2017

RESULTS

Table 1. Respondents' Profile Summary (N=150)

Response	Frequency	Percentage (%)
Gender		
Male	51	34.00
Female	98	65.30
Prefer not to say	1	0.070
Race		
Malay	19	12.70
Chinese	122	81.30
Indian	7	4.70
Prefer not to say	0	0.00
Others	2	1.40
Age group		
Under 21 years old	41	27.30
21 – 30 years old	78	52.00
31 – 40 years old	19	12.70
41 – 50 years old	12	8.00
51 years old and above	0	0.00
Occupation		
Student	101	67.30
Employed	43	28.70
Self-employed	3	2.00
Unemployed	3	2.00
Retiree	0	0.00
Monthly Household Income		
RM10,971 and above (T20)	20	13.30
RM4,851 – RM10,970 (M40)	74	49.30
RM4,850 and below (B40)	56	37.30

According to Table 1, about 34.00% (N=51) of the respondents are male, about 65.30% (N=98) are female, and 0.070% (N=1) prefer not to say. The majority of respondents are female, indicating that females are more involved in purchase decisions in IKEA than males. For the race, there are about 12.70% (N=19) are Malay, 81.30% (N=122) are Chinese, 4.70% (N=7) are Indian, and 1.40% (N=2) are others. Others include Indian Indonesian and Nigerian. From the age group, under 21 years old possess 27.30% (N=41), 21 – 30 years old possess 52.00% (N=78), 31 – 40 years old possess 12.70% (N=19), 41 – 50 years old possess 8.00% (N=12), and none for 51 years old and above. It indicates that most of the respondents who make the purchase decisions are younger individuals in Malaysia. Next, the occupation of the respondents. There 67.30% (N=101) are students, 28.70% (N=43) are employed, 2.00% (N=3) for both self-employed and unemployed, and none of the respondents are retiree. It shows that the majority of IKEA consumers are students, and they may more concentrate on factors like pricing, convenience, consumer experience, and loyalty when making their purchase decisions. From the perspective of monthly household income, there is 13.30% (N=20) of the respondents are T20 (RM10,971 and above), 49.30% (N=74) of the respondents are M40 (RM4,851 – RM10,970), and 37.30% (N=56) of the respondents are B40 (RM4,850 and below). There are almost half of the respondents belong to M40 income groups with a significant portion from the lower-income B40 group purchasing products from IKEA in Malaysia.

Table 2. Descriptive statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations for all study variables

Variables	1	2	3	4	5
1. Pricing	0.785				
2. Convenience	0.745**	0.794			
3. Consumer Experience	0.522**	0.650**	0.746		
4. Consumer Loyalty	0.648**	0.756**	0.707**	0.815	
5. Purchase Decisions	0.617**	0.649**	0.681**	0.684**	0.817
Number of items	5	5	5	5	5
Mean	4.1117	4.0520	4.1853	4.1200	4.1827
Standard deviation	0.73477	0.67533	0.59035	0.65661	0.65536

Note: N = 150; *p < .1, **p < .05, *p < .01. The diagonal entries represent Cronbach's Coefficient Alpha.**

Table 2 shows the descriptive statistics, the reliability measurement, and the zero-order correlations among the variables under investigation. For the descriptive statistics, the mean values are fairly high as they range from 4.0520 to 4.1853 on a 5-point scale. A 5-point scale is a type of Likert scale. Likert scale is one of the most basic and widely used statistical tools in education and sociological studies. The scale ranges from 1 (strongly disagree) to 5 (strongly agree) (Joshi et al., 2015). The means for this research was closer to 5. It means that the respondents expressed positive perceptions regarding the five measured variables. The standard deviations range from 0.59035 to 0.73477, and it has shown moderate to low variability. Standard deviation is a measurement of statistical significance that helps to examine how widely apart each point is in the collection of data from the mean. A bigger dispersion exists in the data collection if the data points deviate more from the mean (Hargrave, 2024). The moderate to low variability means the respondents' opinions are relatively constant and tightly clustered around the mean.

Next, for the Cronbach's Coefficients Alpha. Cronbach's alpha is a measurement of reliability that compares the amount of total variation to the degree of shared variance or the extent of covariance between the items (Collins, 2007). Generally, a Cronbach's alpha of 0.70 or higher is considered good, 0.80 or higher is better, and 0.90 or higher is the best (Moran, 2024). Among the questionnaire for the pricing, the question "Low prices and quality are equally important to me when shopping at IKEA" is excluded from measuring the reliability of pricing. This recognition is shown in the appendix, section reliability. Cronbach's Alpha is 0.785 for pricing, 0.794 for convenience, and 0.746 for consumer experience indicating acceptable reliability. However, Cronbach's Alpha of 0.815 for consumer loyalty and 0.817 for purchase decisions indicates good reliability. All of the variables that have acceptable and good reliability have shown that the measurement items for each variable consistently evaluate the same fundamental concept.

The zero-order correlation is the relationship between the two variables, the independent variables, and the dependent variables when no other variables' effects are taken into account. The zero-order correlation is equal to the Pearson correlation (Moran, 2024). It is represented by the number between -1 (perfect negative correlation) to 1 (perfect positive correlation). When it is equal to 0, it means no correlation (Ratner, 2009). The pricing and convenience have a strong positive relationship which is indicated by 0.745**. When the pricing strategies of IKEA improve, convenience tends to increase. The pricing and consumer experience have a moderate positive relationship which is indicated by 0.522**. The pricing of IKEA will enhance the consumer experience, but not as strong as

convenience. The pricing and consumer loyalty have a strong positive relationship which is indicated by 0.648^{**}. The competitive pricing of IKEA will significantly boost customer loyalty. The pricing and purchase decisions have a moderate positive relationship which is indicated by 0.617^{**}. The pricing strategies of IKEA will affect the consumers' purchase decisions.

The convenience and consumer experience have a strong positive relationship which is indicated by 0.650^{**}. A convenient shopping experience in IKEA by customers will enhance the overall consumer experience. The convenience and consumer loyalty have a strong positive relationship which is indicated by 0.756^{**}. The convenience perceived by the customers in IKEA will drive their loyalty. The convenience and purchase decisions have a strong positive relationship which is indicated by 0.649^{**}. The greater the convenience provided by IKEA to customers, the higher the purchase decision made by customers. The consumer experience and consumer loyalty have a strong positive relationship which is indicated by 0.707^{**}. It is shown that positive consumer experiences are crucial for building loyalty. The consumer experience and purchase decisions have a strong positive relationship which is indicated by 0.681^{**}. The greater the consumer experience will influence customers to make repeat purchases in IKEA. Lastly, consumer loyalty and purchase decisions have a strong positive relationship which is indicated by 0.684^{**}. Loyal customers are more likely to make repeat purchases at IKEA.

Table 3. Regression analysis

Variables	Purchase Decisions
1. Pricing	0.226 ^{***}
2. Convenience	0.079
3. Consumer Experience	0.349 ^{***}
4. Consumer Loyalty	0.231 ^{**}
Adjusted R ²	0.581
F value	52.022
Durbin-Watson Statistic	2.122

Note: N = 150; *p < .1, **p < .05, ***p < .01.

One of the statistical methods for examining the connections between variables is regression analysis (Sykes, 1993). Table 3 shows the regression analysis's findings which determine the relationship between IKEA consumer purchase decisions and four independent variables: pricing, convenience, consumer experience, and consumer loyalty. The findings support **Hypothesis 1 (H1): Pricing is positively related to IKEA purchase decisions in Malaysia**. The regression coefficient (β) for pricing is 0.226, and 0.226^{***} shows the significance level (p-value) is statistically significant which $p < .01$. There is a positive and statistically significant relationship between pricing and purchase decisions. This supports H1, indicating that better pricing strategies will lead to higher purchase decisions at IKEA. However, one of the questions under the pricing section, "Low prices and quality are equally important to me when shopping at IKEA" is excluded from the result.

H2: Convenience is positively related to IKEA purchase decisions in Malaysia.

The regression coefficient (β) for convenience is 0.079, and it shows the significance level (p-value) is not significant. While convenience shows a positive relationship with purchase decisions, it is not statistically significant. It does not support H2, which indicates that convenience does not have a meaningful impact on purchase decisions and is not a primary factor in influencing them.

H3: Consumer experience is positively related to IKEA purchase decisions in Malaysia.

The regression coefficient (β) for consumer experience is 0.349, and 0.349*** shows the significance level (p-value) is statistically significant which $p < .01$. Consumer experience has the strongest positive and significant relationship with purchase decisions among all the independent variables. This provides strong support for H3, it shows that enhancing customer experience can significantly boost IKEA purchase decisions.

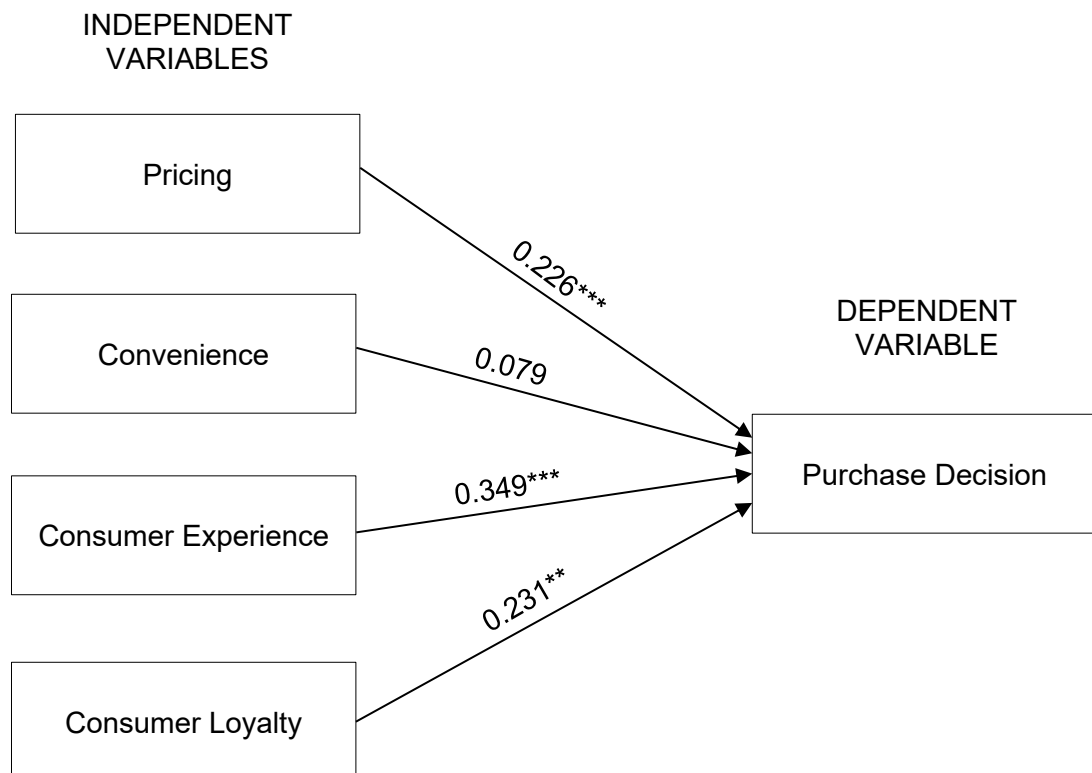
H4: Consumer loyalty is positively related to IKEA purchase decisions in Malaysia.

The regression coefficient (β) for consumer loyalty is 0.231, and 0.231** shows the significance level (p-value) is statistically significant which $p < .05$. Consumer loyalty shows a positive and statistically significant relationship with the purchase decisions. This provides strong support for H4, it shows that loyal customers are more likely to make repeat purchases at IKEA.

R^2 and adjusted R^2 are seen as the estimation of the population multiple correlation and statistics independent of any objective parameter (Bar-Gera, 2017). The adjusted $R^2 = 0.581$ shows that there are 58.1% of the variance in purchase decisions which indicates a strong model fit. The F value = 52.022 shows that the regression model is statistically significant ($p < 0.01$), confirming that the independent variables collectively influence purchase decisions. Durbin-Watson Statistic = 2.122 indicates that there are no significant autocorrelation issues, suggesting the model's assumptions are met.

In conclusion, consumer experience has the greatest impact on purchase decisions, followed by consumer loyalty and pricing. Convenience, though statistically significant, has a relatively smaller effect compared to other variables.

Figure 2. Hypothesized Model



DISCUSSION

The findings of this study indicate that pricing is positively related to IKEA purchase decisions in Malaysia and is shaped by several key factors, as IKEA's pricing strategy emphasizes affordability and value for money. IKEA lowered the prices of essential items to address consumer concerns about inflation and rising living costs ([Business Today Editorial, 2024](#)). The company reduced prices on over 2,000 products to address the rising cost of living, showcasing its commitment to affordability and mass-market appeal. This effort helps strengthen its competitive edge and supports increased consumer purchasing decisions ([Jayne, 2024](#)). This alignment between pricing and consumer needs significantly influences purchasing behavior ([Edwards, 2024](#)). Competitive pricing is a vital component of IKEA's strategy to establish itself as a low-cost producer. By effectively managing costs, IKEA can offer lower prices than its competitors while maintaining quality and appealing to price-conscious consumers ([Osum, 2024](#)). Additionally, IKEA's cost-plus pricing allows consumers to compare the prices of their products between competitors ([Edwards, 2024](#)). IKEA operates through Ikano Retail, tiered delivery pricing further enhances accessibility for consumers with diverse budgets. These pricing measures contribute to IKEA's success in maintaining high customer satisfaction and fostering brand loyalty ([Osum, 2024](#)). IKEA employs a supply chain strategy focused on cost efficiency, mass production, and economies of scale. These measures allow the company to offer competitive prices without compromising quality, which is a significant driver of customer decisions in Malaysia ([The Star, 2019](#)). IKEA is aligned with operational efficiency, driving purchasing behavior, particularly in cost-conscious markets like Malaysia.

The findings of this study indicate that convenience plays a significant role in influencing IKEA purchase decisions in Malaysia. IKEA pursuing smart approaches to local digital to increase relevance and impact among their consumers. IKEA uses local media to raise awareness of local store events ([Dyte, 2024](#)). Local digital has been key to improving convenience for IKEA consumers by tailoring service to their specific needs and enhancing the shopping experience. For instance, Facebook ad campaigns have been tailored to raise awareness of local store events. Next, online mobile integration brings convenience to consumers and shows positively related to IKEA purchase decisions in Malaysia. IKEA's mobile apps, such as IKEA place, allow consumers to visualize furniture in their homes using augmented reality. This feature eliminates the need for multiple store visits, simplifies product selection, and enhances convenience ([Dyte, 2024](#)). Digital tools for personalized support used by IKEA localized digital tools, such as region-specific delivery options and product availability checks, enable consumers to access relevant services without visiting the store. These tools provide accurate and timely information, increasing efficiency for customers ([Vodus, 2024](#)). AI-powered customer support is tools like generative AI chatbots that assist customers with product queries, store availability, and direct checkout links, making the process faster and more intuitive ([Harper & Harper, 2023](#)). IKEA Malaysia is adopting sustainable digital logistics solutions, such as electric vehicle (EV) fleets for last-mile delivery, that bring convenience to consumers shopping without stepping out the door ([My, 2024](#)). These efforts emphasize IKEA's focus on digital transformation to meet consumer needs while maintaining convenience and sustainability ([Jackson, 2024](#)).

The findings of this study indicate that consumer experience at IKEA Malaysia is a significant factor that directly influences the purchase decisions of consumers. Purchase decisions at IKEA in Malaysia are heavily influenced by the customer experience. The store's iconic layout, designed as a maze-like pathway, ensures customers are exposed to a variety of products, encouraging exploration and unplanned purchases ([Gilboa & Vilnai-Yavetz, 2013](#)). This immersive shopping environment is further enhanced by the

inviting ambiance, including clean spaces, appealing lighting, and designated relaxation areas, which make customers feel comfortable and prolong their visits. Customer service is characterized by knowledgeable staff and strong after-sales support, such as clear assembly guides and flexible return policies, which can cultivate shoppers' trust and loyalty (Zeithaml et al., 1996). By showing how IKEA's customer experience satisfies a range of consumer needs, from basic functional needs like reasonably priced and long-lasting furniture to higher-order psychological needs like aesthetic appeal and self-expression through home decoration, the research presents Maslow's Hierarchy of Needs. Among Malaysian consumers, these needs are further shaped by local cultural values, such as a preference for family-oriented living spaces and a strong emphasis on practicality and affordability (Maslow, 1943). So, IKEA could localize its products by launching compact furniture for smaller urban households and incorporating traditional Malaysian aesthetics, such as rattan designs or batik patterns. For example, modular dining sets for multi-generational households could cater to Malaysia's family-oriented culture, as highlighted by Hofstede's theory of cultural dimensions (Hofstede, 1980).

Purchase decisions at IKEA in Malaysia were found to be strongly positively correlated with customer loyalty, as measured by satisfaction and trust. Continuous purchases from loyal customers were primarily motivated by cost, product quality, and environmental sustainability. This result is in line with earlier research showing that perceived value and customer satisfaction have an impact on customer loyalty (Oliver, 1999; Zeithaml et al., 1996). Additionally, it is consistent with research that highlights the importance of trust and corporate social responsibility in building enduring relationships with customers (Chaudhuri & Holbrook, 2001; Carroll & Shabana, 2010). This study emphasizes how cultural characteristics such as Malaysians' penchant for minimalist design affect brand loyalty, increasing theories of consumer behavior and show the importance of loyalty models in retail. In addition, it supports Hofstede's theory of cultural aspects, which postulates that collectivist societies like Malaysia might give priority to values like sustainability while making purchases (Hofstede, 1984). IKEA Malaysia should enhance its loyalty programs and tailor marketing strategies to resonate with Malaysian consumers' needs, focusing on affordability and sustainability as competitive advantages. This aligns with research suggesting that loyalty programs are effective tools for retaining customers in competitive markets (Liu, 2007).

CONCLUSION

This study aims to provide insights into the factors influencing the purchase decisions of IKEA consumers in Malaysia. It reveals the significant impact of pricing, convenience, consumer experience, and consumer loyalty on purchase decisions. The questionnaire was distributed and analysis the data using IBM SPSS. The results show that consumer experience has the greatest impact with a positive and statistically significant regression coefficient, followed by pricing and consumer loyalty. However, convenience has a positive relationship but is not statistically significant with purchase decisions. This proves that competitive pricing strategies can significantly contribute to purchase decisions by increasing perceived value, while consumer loyalty can strengthen repeat purchases through emotional connection and trust (Zhao et al., 2021; Srivastava & Kaul, 2016). Furthermore, it proves that a positive and memorable consumer experience at IKEA can build trust and satisfaction and ultimately foster purchase decisions.

In order to enhance pricing, IKEA Malaysia can implement transparent and innovative strategies such as offering value-bundled products to emphasize that prices are reasonable without sacrificing quality. It has been shown through research that bundling products at discounted prices can increase customers' perceived value and drive their decisions, especially in price-sensitive markets such as Malaysia (Zeithaml, 1988; Nagle

& Müller, 2017). In addition, maintaining a balance between low-cost and high-quality products is critical to attracting different consumer segments and maintaining a competitive advantage in Malaysia's market.

Next, convenience is positively correlated with purchase decisions ($r = 0.649^{**}$) but its regression coefficient ($\beta = 0.079$) suggests that its influence may be relatively weak. To address this issue, it might be beneficial for IKEA to consider combining convenience with other key factors to amplify its impact. It may be beneficial to consider ways of enhancing digital tools such as mobile app optimization and click-and-collect services, as this could potentially lead to a significant improvement in convenience perceptions (Duarte et al., 2018; Alkharabsheh et al., 2021). Additionally, providing personalized and seamless online shopping experiences through well-designed social commerce platforms can enhance convenience and drive purchase decisions. Research shows that interactive designs such as customer reviews, personalized recommendations, and easy navigation significantly influence consumer satisfaction and decision-making (Huang & Benyoucef, 2017). It might also be beneficial to consider combining convenience with personalized experiences, such as AI-driven product recommendations or augmented reality features. This could help to create a seamless and engaging shopping journey (Schmitt, 2011).

In terms of consumer experience, IKEA can further enhance sensory and emotional engagement by investing in immersive technologies. In-store innovations, such as augmented reality tools, can allow consumers to visualize products at home, creating a personalized and interactive shopping experience (Pine & Gilmore, 2013). Emotional connections can also be strengthened through personalized service and targeted promotions, increasing consumer satisfaction and retention (Gentile et al., 2007).

Furthermore, it might also be beneficial to consider ways of enhancing consumer loyalty through loyalty programs with features such as tiered rewards, community engagement, and exclusive member benefits. This could potentially reinforce repeat purchases and brand advocacy (Chaudhuri & Holbrook, 2001; Oliver, 1999). It may also be beneficial to cooperate with pricing strategies, such as transparent pricing and value bundling, which could potentially enhance perceived value and increase customer satisfaction (Nagle & Müller, 2017; Zeithaml, 1988).

In conclusion, this study demonstrates the interconnectedness of pricing, convenience, consumer experience, and consumer loyalty in influencing IKEA purchase decisions in Malaysia. By strategically addressing these factors—enhancing pricing and digital convenience tools, investing in personalized experiences, and refining loyalty programs. IKEA Malaysia not only can improve customer satisfaction but also cultivate a loyal and engaged consumer base. These strategies provide a robust framework for sustainable business growth in a competitive market.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

It should be noted that there are some drawbacks to this study. The area of this study was limited and it was only conducted in Malaysia. It can restrict how broadly the results can be applied to other cultural or geographic contexts. It is important to recognize that consumer behavior is often influenced by a number of factors, including cultural, economic, and social factors. Therefore, the conclusions drawn from this study may not fully reflect the purchasing behavior of IKEA consumers in other regions.

Secondly, the sample size is relatively limited, with only 150 respondents. Although the statistical analyses are reliable and show important relationships between variables, the

reliability and generalizability of the findings might have been enhanced with a bigger sample size.

Thirdly, the sample for this study consisted mainly of university students, who make up the majority (67.3%) of our current data. Due to the demographic characteristics of the sample, it is possible that the results of the study may not reflect the views of a wider range of IKEA customers in Malaysia, which may introduce a degree of bias. Students may have different shopping patterns than other consumer groups such as professionals or families.

To overcome this limitation, future studies could adopt some approaches such as expanding the geographic scope, increasing the sample size, and including a more diverse demographic representation to gain more valuable insights into how IKEA's promotional tactics evolve and how these changes influence IKEA's enduring brand value.

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The authors declare no potential conflicts of interest with respect to the research, authorship, and publication of this article.

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APPENDIX 1: QUESTIONNAIRE

SECTION	QUESTIONS	SOURCES
Pricing	<ul style="list-style-type: none"> - Low prices and quality are equally important to me when shopping at IKEA - I actively compare IKEA's prices with other stores to ensure I get the best value - I feel that IKEA provides products with a good balance between price and quality - I would visit IKEA specifically because of its competitive pricing - I frequently compare IKEA's prices with similar products from other retailers to assess value 	Adapted from Zhao et al., 2021
Convenience	<ul style="list-style-type: none"> - I find it easy to access the product information I need from IKEA's online store or in-store displays - I find IKEA's shopping options (e.g., store hours, online shopping, delivery) flexible to suit my schedule - I find the shopping experience at IKEA enables me to make purchase decisions quickly - I find IKEA's online shopping platform easy and convenient to use - I can easily find and purchase the products I need through IKEA's online store 	Adapted from Alkharabsheh & Zhen, 2021
Consumer Experience	<ul style="list-style-type: none"> - I find IKEA's store atmosphere welcoming and pleasant - I find IKEA's lighting and displays make it easy to view and select merchandise - Shopping at IKEA makes me feel connected to others who share similar tastes or preferences - I feel relaxed and comfortable during my shopping experience at IKEA - I felt satisfied with the treatment I received from the service staff 	Adapted from Srivastava & Kaul, 2016
Consumer Loyalty	<ul style="list-style-type: none"> - I consider IKEA my preferred choice for furniture and home décor shopping - I feel that IKEA aligns with my values and preferences more than other home décor retailers - I would recommend IKEA to my friends and family for their home furnishing needs - I am likely to return to IKEA for future purchases - I am willing to prioritize IKEA for most of my furniture and home decor needs 	Adapted from Srivastava & Kaul, 2016
Purchase Decisions	<ul style="list-style-type: none"> - Affordable pricing would encourage me to purchase more products from IKEA - The ease of use of IKEA's platform would encourage me to make purchases - Interactive tools like room planners or virtual design options on IKEA's website would encourage me to shop more 	Adapted from Huang & Benyoucef, 2017

	<ul style="list-style-type: none"> - Customer feedback on IKEA's website would influence my purchase decisions - Having complete and detailed product information available would encourage me to purchase more from IKEA 	
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APPENDIX 2: FREQUENCY TABLE

		Gender			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Female	98	65.3	65.3	65.3
	Male	51	34.0	34.0	99.3
	Prefer not to say	1	.7	.7	100.0
	Total	150	100.0	100.0	

		Race/Ethnicity			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Chinese	122	81.3	81.3	81.3
	Indian	7	4.7	4.7	86.0
	Indian Indonesian	1	.7	.7	86.7
	Malay	19	12.7	12.7	99.3
	Nigerian	1	.7	.7	100.0
	Total	150	100.0	100.0	

		Age group			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	21 - 30 years	78	52.0	52.0	52.0
	31 - 40 years old	19	12.7	12.7	64.7
	41 - 50 years old	12	8.0	8.0	72.7
	Under 21 years old	41	27.3	27.3	100.0
	Total	150	100.0	100.0	

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	43	28.7	28.7	28.7
	Self-employed	3	2.0	2.0	30.7
	Student	101	67.3	67.3	98.0
	Unemployed	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

		Monthly Household Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM10,971 and above (T20)	20	13.3	13.3	13.3
	RM4,850 and below (B40)	74	49.3	49.3	62.7
	RM4,851 - RM10,970 (M40)	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

APPENDIX 3: RELIABILITY ANALYSIS BEFORE CRONBACH'S ALPHA IF ITEM DELETED

Reliability

Scale: ALL VARIABLES

		Case Processing Summary	
		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.776	.775	5

Item Statistics			
	Mean	Std. Deviation	N
Low prices and quality are equally important to me when shopping at IKEA	4.27	.808	150
I actively compare IKEA's prices with other stores to ensure I get the best value	4.23	.901	150
I feel that IKEA provides products with a good balance between price and quality	4.05	.892	150
I would visit IKEA specifically because of its competitive pricing	4.06	.991	150
I frequently compare IKEA's prices with similar products from other retailers to assess value.	4.11	.984	150

Inter-Item Correlation Matrix					
	Low prices and quality are equally important to me when shopping at IKEA	I actively compare IKEA's prices with other stores to ensure I get the best value	I feel that IKEA provides products with a good balance between price and quality	I would visit IKEA specifically because of its competitive pricing	I frequently compare IKEA's prices with similar products from other retailers to assess value.
Low prices and quality are equally important to me when shopping at IKEA	1.000	.338	.466	.181	.234
I actively compare IKEA's prices with other stores to ensure I get the best value	.338	1.000	.454	.473	.487
I feel that IKEA provides products with a good balance between price and quality	.466	.454	1.000	.551	.453

I would visit IKEA specifically because of its competitive pricing	.181	.473	.551	1.000	.447
I frequently compare IKEA's prices with similar products from other retailers to assess value.	.234	.487	.453	.447	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.143	4.047	4.267	.220	1.054	.010	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Low prices and quality are equally important to me when shopping at IKEA	16.45	8.638	.385	.257	.784
I actively compare IKEA's prices with other stores to ensure I get the best value	16.48	7.379	.599	.366	.719
I feel that IKEA provides products with a good balance between price and quality	16.67	7.150	.665	.475	.696
I would visit IKEA specifically because of its competitive pricing	16.65	7.154	.562	.401	.732
I frequently compare IKEA's prices with similar products from other retailers to assess value.	16.61	7.247	.548	.327	.737

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.71	11.119	3.334	5

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.794	5

Item Statistics

	Mean	Std. Deviation	N
I find it easy to access the product information I need from IKEA's online store or in-store displays	4.01	.930	150
I find IKEA's shopping options (e.g., store hours, online shopping, delivery) flexible to suit my schedule	4.09	.907	150
I find the shopping experience at IKEA enables me to make purchase decisions quickly	4.01	.897	150
I find IKEA's online shopping platform easy and convenient to use	4.11	.921	150
I can easily find and purchase the products I need through IKEA's online store	4.04	.904	150

Inter-Item Correlation Matrix

	I find it easy to access the product information I need from IKEA's online store or in-store displays	I find IKEA's shopping options (e.g., store hours, online shopping, delivery) flexible to suit my schedule	I find the shopping experience at IKEA enables me to make purchase decisions quickly	I find IKEA's online shopping platform easy and convenient to use	I can easily find and purchase the products I need through IKEA's online store
I find it easy to access the product information I need from IKEA's online store or in-store displays	1.000	.484	.402	.360	.431
I find IKEA's shopping options (e.g., store hours, online shopping, delivery) flexible to suit my schedule	.484	1.000	.369	.526	.486
I find the shopping experience at IKEA enables me to make purchase decisions quickly	.402	.369	1.000	.274	.512
I find IKEA's online shopping platform easy and convenient to use	.360	.526	.274	1.000	.511
I can easily find and purchase the products I need through IKEA's online store	.431	.486	.512	.511	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.052	4.007	4.107	.100	1.025	.002	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

I find it easy to access the product information I need from IKEA's online store or in-store displays	16.25	7.707	.548	.314	.764
I find IKEA's shopping options (e.g., store hours, online shopping, delivery) flexible to suit my schedule	16.17	7.482	.624	.410	.739
I find the shopping experience at IKEA enables me to make purchase decisions quickly	16.25	8.039	.503	.310	.777
I find IKEA's online shopping platform easy and convenient to use	16.15	7.755	.546	.366	.764
I can easily find and purchase the products I need through IKEA's online store	16.22	7.381	.652	.445	.730

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
20.26	11.402	3.377	5

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.742	.746	5
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Item Statistics			
	Mean	Std. Deviation	N
I find IKEA's store atmosphere welcoming and pleasant	4.17	.893	150
I find IKEA's lighting and displays make it easy to view and select merchandise	4.25	.768	150
Shopping at IKEA makes me feel connected to others who share similar tastes or preferences	4.00	.912	150
I feel relaxed and comfortable during my shopping experience at IKEA	4.29	.763	150
I felt satisfied with the treatment I received from the service staff	4.23	.860	150

Inter-Item Correlation Matrix					
	I find IKEA's store atmosphere welcoming and pleasant	I find IKEA's lighting and displays make it easy to view and select merchandise	Shopping at IKEA makes me feel connected to others who share similar tastes or preferences	I feel relaxed and comfortable during my shopping experience at IKEA	I felt satisfied with the treatment I received from the service staff
I find IKEA's store atmosphere welcoming and pleasant	1.000	.429	.395	.452	.413
I find IKEA's lighting and displays make it easy to view and select merchandise	.429	1.000	.450	.497	.179
Shopping at IKEA makes me feel connected to others who share similar tastes or preferences	.395	.450	1.000	.309	.222
I feel relaxed and comfortable during my shopping experience at IKEA	.452	.497	.309	1.000	.350
I felt satisfied with the treatment I received from the service staff	.413	.179	.222	.350	1.000

I felt satisfied with the treatment I received from the service staff	.413	.179	.222	.350	1.000
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Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.185	4.000	4.287	.287	1.072	.013	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I find IKEA's store atmosphere welcoming and pleasant	16.76	5.432	.597	.359	.660
I find IKEA's lighting and displays make it easy to view and select merchandise	16.68	6.085	.538	.371	.687
Shopping at IKEA makes me feel connected to others who share similar tastes or preferences	16.93	5.827	.466	.257	.713
I feel relaxed and comfortable during my shopping experience at IKEA	16.64	6.044	.557	.349	.680
I felt satisfied with the treatment I received from the service staff	16.70	6.292	.389	.213	.740

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
20.93	8.713	2.952	5

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics			
		Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		.812	.815
			5

Item Statistics			
	Mean	Std. Deviation	N
I consider IKEA my preferred choice for furniture and home décor shopping	4.02	.937	150
I feel that IKEA aligns with my values and preferences more than other home décor retailers	4.17	.784	150
I would recommend IKEA to my friends and family for their home furnishing needs	4.23	.778	150
I am likely to return to IKEA for future purchases	4.09	.900	150
I am willing to prioritize IKEA for most of my furniture and home decor needs	4.09	.934	150

Inter-Item Correlation Matrix

	I consider IKEA my preferred choice for furniture and home décor shopping	I feel that IKEA aligns with my values and preferences more than other home décor retailers	I would recommend IKEA to my friends and family for their home furnishing needs	I am likely to return to IKEA for future purchases	I am willing to prioritize IKEA for most of my furniture and home decor needs
I consider IKEA my preferred choice for furniture and home décor shopping	1.000	.607	.555	.340	.504
I feel that IKEA aligns with my values and preferences more than other home décor retailers	.607	1.000	.419	.481	.401
I would recommend IKEA to my friends and family for their home furnishing needs	.555	.419	1.000	.573	.435
I am likely to return to IKEA for future purchases	.340	.481	.573	1.000	.374
I am willing to prioritize IKEA for most of my furniture and home decor needs	.504	.401	.435	.374	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.120	4.020	4.227	.207	1.051	.007	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

I consider IKEA my preferred choice for furniture and home décor shopping	16.58	6.742	.649	.531	.759
I feel that IKEA aligns with my values and preferences more than other home décor retailers	16.43	7.495	.622	.459	.770
I would recommend IKEA to my friends and family for their home furnishing needs	16.37	7.417	.650	.484	.763
I am likely to return to IKEA for future purchases	16.51	7.285	.552	.425	.790
I am willing to prioritize IKEA for most of my furniture and home decor needs	16.51	7.178	.546	.311	.793

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.60	10.779	3.283	5

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.818	.817	5

	Item Statistics		
	Mean	Std. Deviation	N
Affordable pricing would encourage me to purchase more products from IKEA	4.21	.879	150
The ease of use of IKEA's platform would encourage me to make purchases	4.11	.804	150
Interactive tools like room planners or virtual design options on IKEA's website would encourage me to shop more	4.15	.854	150
Customer feedback on IKEA's website would influence my purchase decisions	4.17	.944	150
Having complete and detailed product information available would encourage me to purchase more from IKEA	4.28	.820	150

Inter-Item Correlation Matrix					
	Affordable pricing would encourage me to purchase more products from IKEA	The ease of use of IKEA's platform would encourage me to make purchases	Interactive tools like room planners or virtual design options on IKEA's website would encourage me to shop more	Customer feedback on IKEA's website would influence my purchase decisions	Having complete and detailed product information available would encourage me to purchase more from IKEA
Affordable pricing would encourage me to purchase more products from IKEA	1.000	.471	.476	.523	.531
The ease of use of IKEA's platform would encourage me to make purchases	.471	1.000	.417	.604	.311
Interactive tools like room planners or virtual design options on IKEA's website would encourage me to shop more	.476	.417	1.000	.502	.391

Customer feedback on IKEA's website would influence my purchase decisions	.523	.604	.502	1.000	.485
Having complete and detailed product information available would encourage me to purchase more from IKEA	.531	.311	.391	.485	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.183	4.107	4.280	.173	1.042	.004	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Affordable pricing would encourage me to purchase more products from IKEA	16.70	6.950	.650	.434	.769
The ease of use of IKEA's platform would encourage me to make purchases	16.81	7.526	.582	.408	.790
Interactive tools like room planners or virtual design options on IKEA's website would encourage me to shop more	16.77	7.361	.571	.330	.793
Customer feedback on IKEA's website would influence my purchase decisions	16.75	6.499	.695	.509	.754

Having complete and detailed product information available would encourage me to purchase more from IKEA	16.63	7.589	.548	.351	.799
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Scale Statistics				
Mean	Variance	Std. Deviation	N of Items	
20.91	10.737	3.277	5	

APPENDIX 4: RELIABILITY ANALYSIS AFTER CRONBACH'S ALPHA IF ITEM DELETED

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.785	4

Item Statistics			
	Mean	Std. Deviation	N
I actively compare IKEA's prices with other stores to ensure I get the best value	4.23	.901	150
I feel that IKEA provides products with a good balance between price and quality	4.05	.892	150
I would visit IKEA specifically because of its competitive pricing	4.06	.991	150
I frequently compare IKEA's prices with similar products from other retailers to assess value.	4.11	.984	150

Inter-Item Correlation Matrix

	I actively compare IKEA's prices with other stores to ensure I get the best value	I feel that IKEA provides products with a good balance between price and quality	I would visit IKEA specifically because of its competitive pricing	I frequently compare IKEA's prices with similar products from other retailers to assess value.
I actively compare IKEA's prices with other stores to ensure I get the best value	1.000	.454	.473	.487
I feel that IKEA provides products with a good balance between price and quality	.454	1.000	.551	.453
I would visit IKEA specifically because of its competitive pricing	.473	.551	1.000	.447
I frequently compare IKEA's prices with similar products from other retailers to assess value.	.487	.453	.447	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.112	4.047	4.233	.187	1.046	.007	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I actively compare IKEA's prices with other stores to ensure I get the best value	12.21	5.390	.583	.342	.735
I feel that IKEA provides products with a good balance between price and quality	12.40	5.342	.606	.378	.724
I would visit IKEA specifically because of its competitive pricing	12.39	4.964	.609	.386	.722

I frequently compare IKEA's prices with similar products from other retailers to assess value.	12.34	5.139	.567	.327	.744
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Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
16.45	8.638	2.939	4

APPENDIX 5: DESCRIPTIVE STATISTICS

Descriptive Statistics			
	Mean	Std. Deviation	N
Pricing	4.1117	.73477	150
Convenience	4.0520	.67533	150
ConsumerExperience	4.1853	.59035	150
Loyalty	4.1200	.65661	150
PurchaseDecisions	4.1827	.65536	150

APPENDIX 6: CORRELATION ANALYSIS

		Correlations				
		Pricing	Convenience	ConsumerExperience	Loyalty	PurchaseDecisions
Pricing	Pearson Correlation	1	.745**	.522**	.648**	.617**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
Convenience	Pearson Correlation	.745**	1	.650**	.756**	.649**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
ConsumerExperience	Pearson Correlation	.522**	.650**	1	.707**	.681**
	Sig. (2-tailed)	.000	.000		.000	.000

	N	150	150	150	150	150
Loyalty	Pearson Correlation	.648**	.756**	.707**	1	.684**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
PurchaseDecisions	Pearson Correlation	.617**	.649**	.681**	.684**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX 7: REGRESSION

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Loyalty, Pricing, ConsumerExperience, Convenience ^b		Enter

a. Dependent Variable: PurchaseDecisions

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Sig. F Change	Durbin-Watson
					R Square Change	F Change	df1	df2			
1	.766 ^a	.586	.575	.42737	.586	51.345	4	145		.000	2.113

a. Predictors: (Constant), Loyalty, Pricing, ConsumerExperience, Convenience

b. Dependent Variable: PurchaseDecisions

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.511	4	9.378	51.345	.000 ^b
	Residual	26.484	145	.183		
	Total	63.995	149			

a. Dependent Variable: PurchaseDecisions

b. Predictors: (Constant), Loyalty, Pricing, ConsumerExperience, Convenience

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.473	.264		1.789	.076		
	Pricing	.201	.073	.226	2.765	.006	.428	2.336
	Convenience	.077	.094	.079	.816	.416	.301	3.322
	ConsumerExperience	.387	.087	.349	4.474	.000	.469	2.131
	Loyalty	.230	.092	.231	2.505	.013	.337	2.969

a. Dependent Variable: PurchaseDecisions

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Pricing	Convenience	ConsumerExperience	Loyalty
1	1	4.959	1.000	.00	.00	.00	.00	.00
	2	.018	16.683	.53	.20	.05	.03	.01
	3	.011	21.023	.32	.41	.01	.18	.16
	4	.006	28.574	.14	.32	.40	.64	.10
	5	.006	29.678	.01	.07	.55	.15	.73

a. Dependent Variable: PurchaseDecisions

Casewise Diagnostics^a

Case Number	Std. Residual	PurchaseDecisions	Predicted Value	Residual
97	3.279	5.00	3.5985	1.40153
142	-3.466	3.00	4.4813	-1.48133

a. Dependent Variable: PurchaseDecisions

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4213	4.9528	4.1827	.50175	150
Residual	-1.48133	1.40153	.00000	.42159	150
Std. Predicted Value	-3.510	1.535	.000	1.000	150
Std. Residual	-3.466	3.279	.000	.986	150

a. Dependent Variable: PurchaseDecisions