

FACES

2020

HUMANIZE EVERY CLICK™

HOME FURNISHINGS

As consumer preferences change and evolve, there is a need to understand how a consumer comes to their decision to purchase a certain product. Home furnishings, in particular, require a high-involvement decision because these products are an expression and extension of the buyer's own identity and personality. Consumers consider aesthetics and functionality, as well as what different brands offer and represent. Almost 50% of people like to browse for furniture, even if they don't need any, per Consumer Attitudes and Buying Behavior for Home Furniture. This study also found that people watched more than 13 million hours of home furnishing videos on YouTube in 2016.

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LATENCY

PRE-HOLIDAY

48
HOURS

....

TIME FROM FIRST WEBSITE
LANDING TO PURCHASE

....

38
HOURS

Purchasing home décor and furniture often requires input from more than one person. As the decision to purchase is quicker during the holiday season, we can infer that consumers have done enough prior research and buy to capitalize on the holiday deals.

Because holidays are times of family gatherings, consumers might feel the need to change up their furniture and décor, even in something as seemingly small as the lighting. Although furniture purchases are not made frequently by individuals, the sense of familial input and celebration can speed up a decision.

CART SIZE AND COMPOSITION

PRE-HOLIDAY

HOLIDAY

\$815 AVERAGE ORDER VALUE (AOV) OF CART **\$1022**

The rising demand for multi-functional furniture is expected to push growth prospects. With the rising global population, real estate prices have plummeted significantly in most parts of the world, especially in cities and urban areas. The sale period offers a perfect time for exploration of styles and comfort.

Consumer expectations and consumption patterns in different regions are also important factors to consider in the furniture market.

With Thanksgiving, the sale period marks a surge in the buying capacity of the consumer. The home furnishing industry, due to its nature from the types of products themselves to collaborations with designer labels for certain brands, regularly sells more expensive items than other retail categories. However, consumers jump at featured sales - especially those Black Friday deals - in order to browse products more liberally and buy other complementary items from the retailer.

The items per cart remain about the same, but for any household one might not be





buying more than one of a kind due to the nature of the product. This is an important parameter which defines the number of items purchased.

While most other industries see a decrease between prior website visits between the pre-holiday and holiday seasons, the home furnishings category actually sees an increase. As people are more inclined to buy because of discounts and a desire to refresh their space before visitors come over, they want to ensure they are buying what is best for them.

DEVICE LEVEL INSIGHTS

PRE-HOLIDAY

HOLIDAY

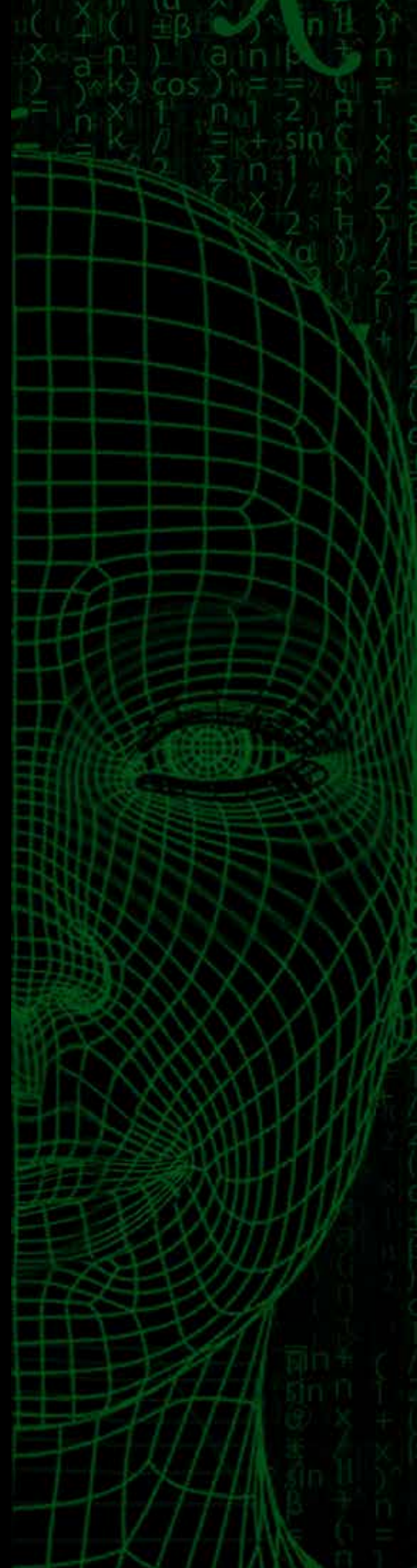
9% FIRST VISITS ON MOBILE **16%**

Vendors are integrating the latest technologies such as AR and VR to help customers choose the best home décor products for their homes. For instance, some vendors are introducing apps that let customers enter the dimensions of their rooms and virtually experience the space with home décor and furnishing products. Customers can then order the items online with the help of mobile apps.

Consumer behavior suggests that first visits are less likely on mobile phones because it is a high-priced item and isn't bought as regularly as apparel or groceries.

During the holiday season, mobile purchases spiked from 6% to 13%, indicating that more consumers choose to browse on their smartphones to look more concretely at options they have in mind before finalizing their purchase.

The furniture in a house helps to make it a home by facilitating sharing and a sense of togetherness. Digital innovation will continue to supplement consumers' browsing and shopping habits. As online presences expand, make sure your site can sit comfortably with potential customers.



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