

Thesis Report

Thesis Title

Factors Affecting Consumer Purchase Intention for Engineered-Wood Furniture
(EWF) in Bangladesh

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DECLARATION

I am Md. Sabbir, a student of Master of Business Studies, Department of Marketing, University of Barishal, hereby declaring that the current thesis report titled “Factors Affecting Consumer Purchase Intention for Engineered-Wood Furniture (EWF) in Bangladesh” presented to the Department of Marketing, University of Barishal is the outcome of the thesis work performed by me under the supervision of Md. Mahiuddin Sabbir, Assistant Professor, Department of Marketing, University of Barishal.

I also declare that no part of this report has been or is being submitted elsewhere for the award of any degree, diploma or recognition.

Yours Faithfully,

.....

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This report is not free from limitations. There might still be some minor mistakes, such as typing errors despite my utmost care. I apologize for this.



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LIST OF ACRONYMS

AI – Artificial Intelligence

CRM – Customer Relationship Management

DA – Digital Assistant



ABSTRACT

Due to the increase of public sensitivity to environmental issues, furniture manufacturers and retailers are holding responsible for deforestation. Furniture made of engineered wood products (EWPs) or engineered wood furniture (EWF) could be a possible solution to this context given that consumers willingly accept such eco-innovations. Yet the knowledge on the underlying mechanisms influencing consumers' to purchase EWF is largely scarce in extant literature. This study therefore has added three domain-specific predictors: environmental concern, product design, and product quality to the Theory of Planned Behavior (TPB) to identify predictors of consumers' EWF purchase intention. Participants were purposively recruited from potential general consumers in an emerging market, with the data analyzed using structural equation modeling (SEM). The outcomes offer multiple new insights, including the significant positive influence of product design and product design on purchase intention, with a fresh intermediary role of attitude between cognitive and outcome variables in a unique EWF context. Moreover, the impacts of different paths vary across subgroups of age, gender, and education level according to multigroup SEM. In addition to outlining the theoretical relevance of these findings, the study validates the extension of the TPB in a furniture context especially from a developing country perspective. Based on its findings, the study provides some recommendations for developing business strategies relevant to Bangladesh, such as the emphasis should be given on product design and quality as product-related aspects for promoting EWF. The paper ends with underlining a few potential facets to explore in future studies.

Keywords: engineered-wood furniture; environmental concern; perceived design; perceived quality; theory of planned behavior



Chapter 1: Introduction

1.1 Research Background

The research background outlines the study within its broader academic and practical context by illustrating the importance of the topic, the key concepts and theoretical foundations (Parajuly et al., 2017). It the current state of knowledge in the subjective research field. Specifically, it highlights major trends, empirical developments, or real-world conditions relevant to the phenomenon under investigation, while briefly synthesizing prior research to show what is already known (Buekens & Yang, 2014).

By identifying limitations, inconsistencies, or underexplored areas in existing studies, the background logically narrows the discussion toward the specific research problem (Gill, 2020; Tanskanen, 2013). In sum, it provides a coherent progression from general context to a clearly defined issue, establishing a sound rationale for the present study.

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Table I. Additional information

Particulars	Font Size
Chapter Title	15 pt; Bold
1.1 Main (First) Heading	13 pt; Bold
1.1.1 Sub or second heading	12 pt; Bold

1.2 Research Problem or Gap

The research gap or problem refers to a specific area in existing literature or practice that has not been adequately examined, remains unclear, or shows inconsistent findings. It highlights limitations in previous studies, such as narrow contexts, outdated data, weak methods, or overlooked variables. By clearly identifying what is missing or insufficient in current knowledge, the research gap justifies the need for the present study and shows how it aims to contribute new insights or solutions to the field.



1.3 Research Questions and Objectives

This section clearly states what the study seeks to explore and achieve. The research questions define the specific issues or problems the study aims to answer, guiding the direction and focus of the research. The research objectives translate these questions into clear and measurable goals, explaining what the researcher intends to examine, analyze, or accomplish. Together, the research questions and objectives ensure that the study remains focused, systematic, and aligned with the overall research problem.

1.4 Innovations and Contributions

This section explains how the study adds new value to existing knowledge and practice. It highlights the original aspects of the research, such as introducing a new perspective, applying existing theories to a new context, using a novel method, or generating fresh empirical evidence. It also clarifies the study's contributions to theory, practice, or policy, showing how the findings advance understanding in the field and help address real-world problems.

1.5 Structure of the Thesis

This section outlines how the thesis is organized and briefly describes the content of each chapter. It helps the reader understand the logical flow of the study, from the introduction and literature review to the methodology, results, and discussion. By providing a clear chapter-by-chapter overview, this section guides the reader through the research process and shows how each part contributes to addressing the research problem and objectives.



Chapter 2: Literature Review

2.1 Literature Review

The literature review should briefly explain what previous studies have found about your research topic and show how your study fits within that knowledge. It should summarize key theories, concepts, and important findings from relevant books and journal articles, compare different viewpoints, and highlight trends or patterns in the literature. Most importantly, it should identify gaps, limitations, or unresolved issues in existing studies that justify why your research is needed. By doing this, the literature review builds a clear foundation for your research questions, objectives, and methodology.

2.1 Theory of Planned Behavior (TPB)

While opined for a more theory-based study in examining antecedents of PEBs, it is revealed that the Theory of Planned Behavior (TPB) model is predominantly appropriate in such context (Alzubaidi et al., 2020). TPB postulates that human behavior is significantly guided by his/her intentions to perform that particular behavior.

However, the TPB model is all about psychological and cognitive factors (Dixit & Badgaiyan, 2016; Parajuly et al., 2020; Park & Ha, 2014), which is why this model has been criticized for under-representing other non-cognitive (Wang et al., 2018) and contextual factors (Ertz, Karakas, & Sarigöllü, 2016).

2.3 Conceptual Framework and Hypothesis Development

2.3.1 Subjective norms (SN)

Subjective norm refers to the social pressure as well as the expectation of close people to a person to perform a specific behavior (Ajzen, 1991). Tonglet et al.(2004) hypothesized that subjective norms is a positive predictor of behavioral intention to recycle household waste.

In the case of e-waste recycling, several past researchers confirmed the importance of subjective norms in determining consumers' intentions (Kumar, 2019; Wang et al., 2016). In this regard, Kianpour et al. (2017) indicated that subjective norms is essential to positively influence consumers' intention to return end-of-life electronic products for recycling.

H1. Subjective norms has a significant and positive impact on intentions to exchange end-of-life electronic products.

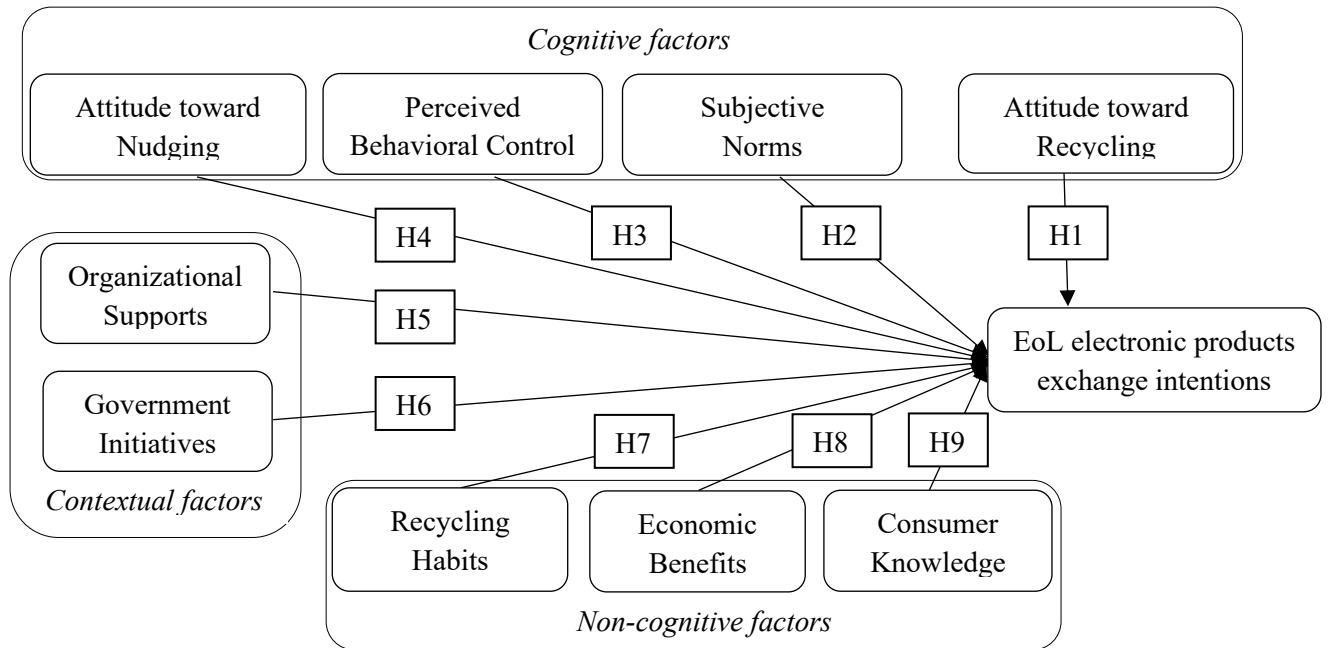


Figure I. Proposed model of this study.



Chapter 3: Research Methodology

3.1 Research Design

Research design explains the overall plan of how the study is conducted to answer the research questions. It briefly describes the type of research (such as qualitative, quantitative, or mixed methods), the research approach, and the rationale for choosing it. It also outlines the data sources, sampling method, data collection techniques, and data analysis procedures.

3.2 Measures and Questionnaire Development

Measures and Questionnaire Development refer to the process of deciding how the key concepts in your study will be measured. It includes defining each variable clearly, selecting or creating reliable and valid measurement items, and designing questions that are easy to understand. The questionnaire should be structured logically, often using scales (like Likert scales) to capture opinions, attitudes, or behaviors. This section also explains any pre-testing or pilot study conducted to ensure the questions are clear, unbiased, and capable of producing accurate data for analysis.

3.3 Sampling and Data Collection

Sampling and Data Collection explains who will provide the data for your study and how you will gather it. The sampling part describes the target population, the sample size, and the method used to select participants (such as random, stratified, or convenience sampling). The data collection part explains the tools and procedures used to collect information, like surveys, interviews, or online questionnaires, and the steps taken to ensure accuracy, consistency, and ethical considerations.

3.4 Data Analysis

Data Analysis explains how the collected data will be examined to answer the research questions. It describes the techniques and tools used to organize, summarize, and interpret the data. For quantitative studies, this may include statistical methods like regression, correlation, or descriptive analysis. For qualitative studies, it may involve coding, thematic analysis, or content analysis.

Chapter 4: Results and Discussions

4.1 Demographic Stats

Table 2. Sample demographics.

		n=331	
		Frequency	Percentage
Age (years)	18-24	284	85.8
	25-31	47	14.2
Household income (BDT per month)	Less than 25,000	153	46.2
	25,001 - 50,000	125	37.8
	50,001 - 75,000	32	9.7
	More than 100,000	4	1.2
Gender	Female	120	36.3
	Male	211	63.7
Education	Bachelor's degree	261	78.9
	Master's degree	70	21.1

4.2 Results of the Hypothesis Testing

Table 3 exhibits that determinants in the model explain 58.5% ($r^2 = 0.585$) variations in EoL electronic product exchange intention. Among the determinants, GI ($\beta=0.186$, $p<0.01$) is found to have a significant positive impact on the EoL electronic product exchange intention that is consequently followed by EB ($\beta=0.185$, $p<0.01$), OS ($\beta=0.139$, $p<0.05$), CK ($\beta=0.137$, $p<0.05$), RH ($\beta=0.130$, $p<0.05$), ATT ($\beta=0.124$, $p<0.05$), and AN ($\beta=0.113$, $p<0.05$). Accordingly, H1, H4, H5, H6, H7, H8, and H9 are supported. Nonetheless, the relationship between SN and EPEI ($\beta=0.035$, $p>0.05$) and PBC and EPEI ($\beta=0.045$, $p>0.05$) are found to be insignificant. Therefore, H2 and H3 are not supported.

Table 3. Results of hypotheses tests.

Hypothesis	Structural path	Std. estimate (β)	SE	<i>t</i> value	<i>p</i> -value	Results
H ₁	ATT → EPEI	0.124	0.059	2.146	0.032	Supported
H ₂	SN → EPEI	0.035	0.067	0.641	0.522	Not supported
H ₃	PBC → EPEI	0.045	0.064	0.789	0.430	Not supported
H ₄	AN → EPEI	0.113	0.052	2.206	0.027	Supported
H ₅	OS → EPEI	0.139	0.060	2.318	0.020	Supported
H ₆	GI → EPEI	0.186	0.065	2.999	0.003	Supported
H ₇	RH → EPEI	0.130	0.062	2.270	0.023	Supported
H ₈	EB → EPEI	0.185	0.064	3.067	0.002	Supported
H ₉	CK → EPEI	0.137	0.071	2.282	0.023	Supported



Chapter 5: Implications and Conclusions

5.1 Theoretical Implications

Theoretical Implications explain how your research contributes to existing knowledge or theory in your field. This section discusses whether your findings support, extend, or challenge current theories, models, or concepts. It shows how your study helps scholars better understand the topic, fills gaps in the literature, or offers new perspectives. Essentially, it highlights the academic value of your research beyond practical applications.

5.2 Practical Implications

Practical Implications describe how your research findings can be applied in real-life situations. This section explains how businesses, policymakers, or practitioners can use your results to make better decisions, improve processes, or solve specific problems. It shows the real-world usefulness of your study and how it can create tangible benefits for society, organizations, or consumers.

5.3 Conclusion and Limitations

Conclusion and limitations wrap up your study by summarizing the main findings and their significance. The conclusion highlights the key results, links them to your research objectives, and reinforces the contribution of your study. The limitations section honestly discusses the study's weaknesses, such as sample size, methodology constraints, or data collection challenges, which may affect the generalizability of the findings. Acknowledging limitations also helps guide future research to address these gaps



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Appendix

Survey Questionnaire