



University of Barisal
Department of Marketing

Internship Report

Internship 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 internship 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 internship 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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Session: July December-19

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INTERNSHIP COMPLETION CERTIFICATE (optional)



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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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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



Main content should include:

Organization Part

- ✓ **Introduction**
- ✓ **Mission & Vision**
- ✓ **SWOT Analysis**

Job Description Part

- ✓ **Work experience**
- ✓ **My roles and responsibilities**
- ✓ **Different aspects of job performance**
- ✓ **Observation & recommendation**

Project Part

- ✓ **Literature review**
- ✓ **Origin of the report**
- ✓ **Objective of the study**
- ✓ **Scope of the study**
- ✓ **Methodology**
- ✓ **Findings**
- ✓ **Discussions**
- ✓ **Limitations of the study**
- ✓ **Recommendations**
- ✓ **Conclusion**



1. Introduction (Times New Roman, Font 12, Line space 1.5 Alignment: Justified)

Due to economic and technological advancement, the consumption of electrical and electronic equipment (EEE) is rising day by day (Parajuly, Habib, & Liu, 2017). Many studies found that the manufacturing activities of EEE are thriving rapidly along with its material diversity (Buekens & Yang, 2014).

The throw-away types of equipment, which consist of electric circuits and other electronic materials, are defined as Waste from Electrical and Electronic Equipment or e-waste (Tanskanen, 2013). In other words, any out-of-date products which consist of electronic equipment and have stopped to convey offerings or cannot gratify their primary purpose anymore are known as e-waste or waste electrical and electronic equipment (WEEE) (Gill, 2020).

2. Literature review (Times New Roman, Font 12, Line space 1.5 Alignment: Justified)

2.1 Theory of planned behavior (TPB) (Times New Roman, Font 12, Line space 1.5 Alignment: Justified)

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).

2.1.1 Subjective norms (SN) (Times New Roman, Font 12, Line space 1.5 Alignment: Justified)

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.

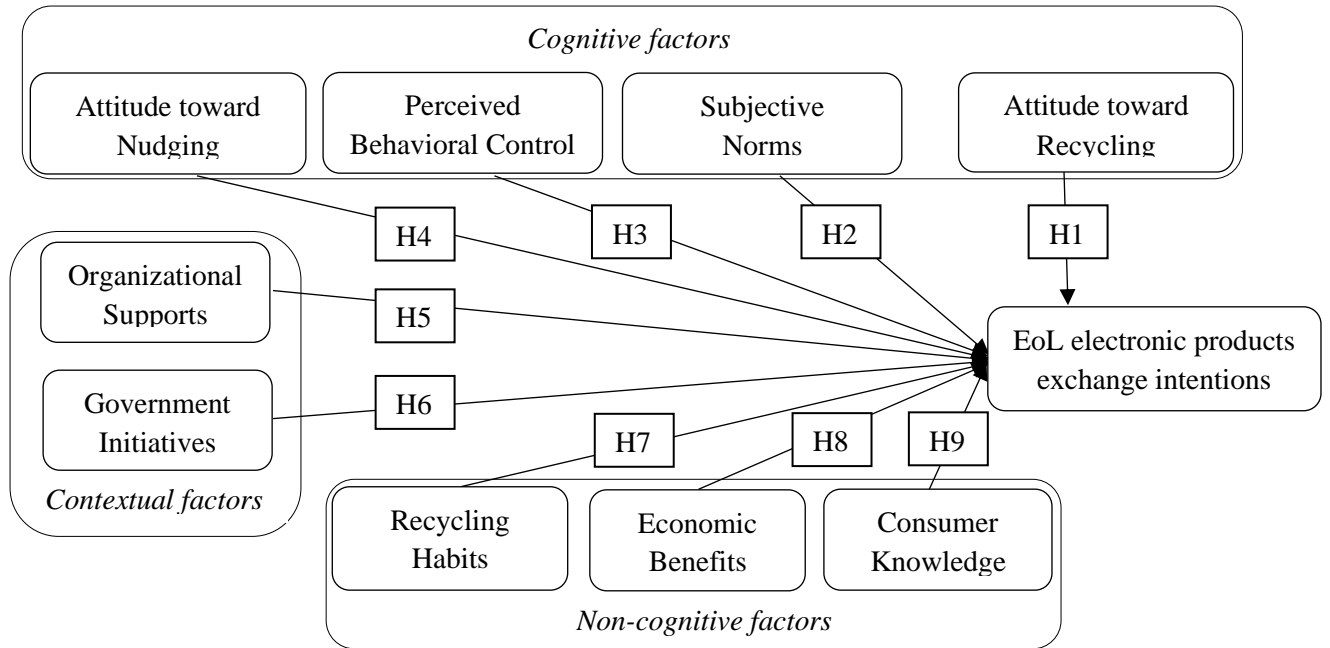


Figure 1: Proposed model of this study.

Table 1: 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
	75,001 - 100,000	17	5.1
	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

Table 2: Results of hypotheses tests.

Hypothesis	Structural path	Std. estimate (β)	SE	t value	p-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

Table 2 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.

References (American Psychological Association 7th Edition, Times New Roman, Font 12, Line space 1.5 Alignment: Left)

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