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The purpose of this dissertation was twofold: (a) to investigate consumer's attitudes toward home furnishings case goods; and (b) to determine how their attitudes influence their home furnishings case good consumption choices. Based on preliminary research findings and an analysis of the attitude-behavior relationship literature, the main research constructs were determined and operationalized. The Theory of Reasoned Action was deemed to be most suited for the study. A conceptual model, Home Furnishings Case Goods Consumption Model, was then created. The model's foundation was the Theory of Reasoned Action with the addition of three constructs: home furnishings case goods attributes/evaluative criteria, hedonic and utilitarian motivations, and consumer perceived consumption values.

The sample for the study was drawn from a home furnishings retailer's database, which included participants from Georgia and Florida. Participants completed a 14 page booklet survey questionnaire that contained scales to measure research constructs, as well as demographic, socioeconomic, and dwelling-specific information (n =190). Confirmatory factor analysis was used to measure the adequacy of the Home Furnishings Case Goods Consumption Model and the eight formulated hypotheses were individually analyzed through the use of multiple regression analysis.

Although the findings of this research are market specific, they have important implications for the home furnishings case goods industry. This research demonstrated usefulness of the individual scales used. Overall, this study provides product developers,

manufacturers, and marketers with a greater understanding of the home furnishings case goods consumer and it could allow sellers to create lead times, which could ultimately provide a source for competitive advantage. Furthermore, by delving into the mind of the home furnishings case goods consumer, manufacturers and retailers could provide consumers with more tailored offerings/selections that would better suit their needs and desires.

ATTITUDES TOWARD HOME FURNISHINGS CASE GOODS: AN
INVESTIGATION OF MOTIVATIONS AND VALUES
RELATIVE TO PRODUCT CHOICE

by

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To my grandmother Ora...my rock and guiding light.

APPROVAL PAGE

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CHAPTER I

INTRODUCTION

Chapter I presents: (1) Relevance of the Research Topic; (2) Home Furnishings Industry Background; (3) Home Furnishings Case Goods; (4) Research Purpose and Objectives; (5) Significance of the Study; and (6) Organization of the Dissertation Proposal.

Relevance of the Research Topic

Consumer demand for goods and services drives the American economy, accounting for approximately two-thirds of all US economic activity (Standard & Poor's, 2005). The home furnishings industry's contribution to US economic activity in 2006 alone totaled \$121.2 billion, up 78.76% from 1996 (\$67.8 billion) (US Bureau of the Census, 2007a). Average annual expenditures of all US households in 2004 for home furnishings and equipment was equal to \$1,646—approximately 4% of total average annual expenditures by households (US Bureau of the Census, 2007b). This represented an increase of 22.11% from 1994 (US Bureau of the Census, 1996, 2007b). Clearly, US consumers spend a significant amount on furnishing their homes.

Beyond the economic impact, home furnishings is a key industry because it deals with personal products, addresses pragmatic issues, and is associated with consumer emotions (Intel International Group Limited, 2005). Home furnishings represent personal products through which consumers can express themselves (Csikszentmihalyi & Rochberg-Halton, 1981). Home furnishings permit consumers to “dress” their homes, as

they do themselves, with fashion and lifestyle brands and products. Due to manageability, practicality, and organization, home furnishings also become a pragmatic issue for consumers. Many homeowners refer to and consider their homes to be their personal sanctuaries, putting the emphasis on comfort and security. Furthermore, home furnishings also conjure up emotions deep within consumers through bonding or achieving “relationships” with particular pieces. A quick scan of a home furnishings inventory will usually trigger a consumer to recall his or her favorite or most treasured piece. Whether the home furnishings item that is so dear to a consumer is new (i.e., found, fell in love with, and couldn’t live without) versus antique (i.e., almost like a member of the family; passed down for generations), these individual pieces (large or small) have a story behind them or a history just as their owners (consumers) do.

This study will explore what is important to consumers when buying home furnishings case goods. The marketplace in America for many goods has been chaotic in the last few decades, especially in industries where manufacturing has moved off-shore, as in much of the home furnishings industry. Consumers, likewise, have changed in their expectations, their goals, and their preferences. Yet, little is understood in business or academia about how consumers have responded to these changes, that is, how they now perceive the value that home furnishings provide them. This is important because several researchers, including Woodruff (1997) and Weinstein and Johnson (1999) have stated that knowing what consumers value is an important competitive advantage for firms.

Home Furnishings Industry Background

Defining the Industry

The US home furnishings industry has primarily consisted of household furniture and household textiles. Household furniture is divided into three principal categories: (a) case goods, which include fully assembled wood furniture such as dining room tables and chairs, chests of drawers, and china cabinets; (b) ready-to-assemble (RTA) furniture which is designed to be assembled by the consumer, including book cases, home entertainment centers, computer stands, and other home office furniture; and (c) upholstered furniture such as sofas, chairs, and motion furniture/recliners (US International Trade Commission, 2001). Household textiles are defined by the US International Trade Commission (1999) as the following finished articles: (a) bed linens, such as sheets and pillowcases; (b) other bedding products, such as bedspreads, blankets, comforters, and pillows; (c) toilet and kitchen linens, such as towels and wash cloths; (d) table linens, including tablecloths, cloth napkins, and place mats; (e) curtains and draperies; and (f) handwoven and needle-worked tapestries and other wall hangings. It must be noted that the US International Trade Commission's definition for household textiles excludes floor coverings made of textiles.

Economic Impact

The economic impact of home furnishings is significant and growing. Mintel has indicated that for the past 12 years there has been a very strong emphasis placed on the home and home improvement in the United States (Duff, 2003; Mintel International Group Limited, 2005). This reflects what Faith Popcorn termed "cocooning," a

recognition of the urge among Americans who want a retreat, an escape, or a refuge where they can wrap themselves in a protective shell and then pamper their battered psyches with soothing indulgences (Rentas-Giusti, 2002; Smith, 2003). Statistics clearly reflect this decade-plus trend. On a national scale, personal consumption expenditures on furniture in 2004 were \$75.5 billion (an increase of approximately 97% from 1990), while semi-durable home furnishings (textile home furnishings) were \$40.3 billion (an increase of approximately 79% from 1990) (US Bureau of the Census, 2007b). The US alone accounted for 21.80% of the global home furnishings market of \$237.2 billion in 2006 (Marketline Business Information Center, 2007). Going forward, it appears that the home and home furnishings market will continue to be major focuses, but instead of cocooning, the focus will be on “hiving,” suggesting the home is a place of activity, engagement, and interaction (“Home Furnishings Industry Baseline,” 2004; Lyons, 2004; Smith, 2003). In fact, a survey conducted by Yankelovich Partners, Inc. in 2003 showed that 64% of respondents preferred their homes to feel like a hive, a place full of activity that connects them with others, while only 33% preferred their homes to feel like a cocoon that protects them and seals them off from others (Smith, 2003). Furthermore, “the current return to home is about reaching out, not retreating; about others, not oneself; and about finding comfort through connection, not through isolation” (Smith, 2003, p. 52).

Global Competition

A dramatic increase in imports and intense price competition has had a negative impact on the home furnishings industry in the United States. The top two countries to

which the US exported in 2006 were Canada and Mexico, apparently proving the benefits of NAFTA, while the top three countries providing imports into the United States were China, Canada, and Mexico (US Department of Commerce: International Trade Administration, n.d.-b). A recent furniture industry report found that 50% of the wood furniture and 17% of upholstery sold in the United States are now produced overseas (Mintel International Group Limited, 2005). In 2006, home furnishings (household furniture, household textile furnishings, and housewares/accessories) imports into the US were \$42.8 billion, which was significantly different from 1997's US home furnishings imports of \$16.9 billion (US Department of Commerce: International Trade Administration, n.d.-a). Exports of US produced home furnishings, on the other hand, have struggled to keep up with the influx of imports, which was reflected in 2006's total of \$5.8 billion (1997's US home furnishings exports were \$5.1 billion) (US Department of Commerce: International Trade Administration, n.d.-a). The percent change of home furnishings imports into the US from 1997 to 2006 was 152.80%, while exports were only 13.12%. The shift in the balance of import/export in home furnishings and China's role in it has resulted in a coalition of 31 US furniture manufacturers, known as the American Manufacturing Trade Action Coalition (AMTAC), lobbying for anti-dumping duties to be imposed on Chinese furniture imports ("Groups Urge Congress," 2003; Johnson, 2004; Mintel International Group Limited, 2005; Sparshott, 2003). Due to AMTAC's efforts, as well as the Continued Dumping and Subsidy Offset Act of 2000, several US companies have petitioned the government to pursue antidumping cases and have received the duties collected from importers of foreign goods (Russell, 2009).

Market Drivers

The home furnishings market is influenced by a complex combination of factors. The principal factors that affect the home furnishings market are as follows: (a) economy and consumer confidence; (b) purchasing context; (c) housing and home ownership; (d) population trends; (e) supply dynamics; (f) retail trends; (g) media trends; and (h) niche markets. These factors may either have a positive or negative influence. Historically, demand for home furnishings has been linked to and affected by interest rates, housing trends, “cocooning,” and socioeconomic and demographic characteristics (Burnsed, 2001; Mintel International Group Limited, 2005; Smith, 2003).

Economy and Consumer Confidence

The US economy is affected by the real gross domestic product (GDP) growth, real disposable personal income (DPI), personal savings rate, and unemployment rate. Altogether, the outlook of the US economy has been fairly positive, with the exception of a decrease in GDP in 2001, suggesting that consumers have discretionary income to spend (see Table 1.1). The status of the US economy has a direct effect on consumer sentiment, which is an index calculated by the Survey Research Center at the University of Michigan. Generally speaking, the Index of Consumer Sentiment measures how citizens presently feel about the US economy, as well as the direction the economy is heading in, and provides an indication of the extent to which consumers are willing to direct their discretionary income into major household purchases (i.e., furniture, refrigerator, stove, TV). In essence, if consumer sentiment is higher, consumers are making more purchases, which in turn will boost economic expansion. On the other

Table 1.1

GDP, Disposable Personal Income, Personal Savings, and Unemployment 1997-2007

<i>Year</i>	<i>Real GDP (% Change) (In Billions)</i>	<i>Real Disposable Personal Income (% Change) (In Billions)</i>	<i>Personal Savings (Rate) (In Billions)</i>	<i>Unemployment (Rate) (In Thousands)</i>
1997	\$8,704 (4.5%)	\$5,989 (5.3%)	\$218 (3.6%)	6,739 (4.9%)
1998	\$9,067 (4.2%)	\$6,396 (6.8%)	\$277 (4.3%)	6,210 (4.5%)
1999	\$9,470 (4.4%)	\$6,695 (4.7%)	\$159 (2.4%)	5,880 (4.2%)
2000	\$9,817 (3.7%)	\$7,194 (7.5%)	\$169 (2.3%)	5,692 (4.0%)
2001	\$9,891 (0.8%)	\$7,487 (4.1%)	\$132 (1.8%)	6,801 (4.7%)
2002	\$10,049 (1.6%)	\$7,830 (4.6%)	\$185 (2.4%)	8,378 (5.8%)
2003	\$10,301 (2.5%)	\$8,163 (4.3%)	\$175 (2.1%)	8,774 (6.0%)
2004	\$10,676 (3.6%)	\$8,681 (6.3%)	\$182 (2.1%)	8,149 (5.5%)
2005	\$11,033 (3.1%)	\$9,092 (4.7%)	\$45 (0.5%)	7,591 (5.1%)
2006	\$11,319 (2.9%)	\$9,629 (5.9%)	\$39 (0.4%)	7001 (4.6%)
2007	\$11,567 (2.2%)	\$10,177 (5.7%)	\$43 (0.4%)	7078 (4.6%)

Note. US Bureau of the Census (2009); US Department of Commerce: Bureau of Economic Analysis (2008a, 2008b, 2008c); US Department of Labor: Bureau of Labor Statistics (2009).

hand, if consumer sentiment is lower, consumers tend to be saving more than they are spending. Although September 11, 2001 affected consumer sentiment greatly, the index eventually bounced back, but continues to move up and down as consumers respond to other events affecting their confidence (see Table 1.2).

Purchasing Context

Over the course of a US consumer's lifetime, based on different stages influenced by needs, financial situation, and preferences, many home furnishings items will be accumulated and replaced. In fact, home furnishings that require major expenditures are usually guided and driven by a consumer's strong motivation to purchase. Mintel International Group Limited (2005) recognized the major life stage changes that are drivers for the purchase of home furnishings, which include but are not limited to the following: leaving home (college or other destination), first home (including rentals/purchases), influence of children over furniture in own room, marriage, first married home (including rentals/purchases), new children, teenage children, larger home purchase, empty nest, smaller home (downsize), and one-person household. The report further found that emotional factors influence home furnishings purchasing behavior, and oftentimes furniture purchases are discretionary in nature, especially expenditures for replacement pieces (Mintel International Group Limited, 2005).

Housing and Home Ownership

Housing and home ownership have been found to be strongly associated with home furnishings purchases (Mintel International Group Limited, 2005; US International Trade Commission, 1999). The total of new privately-owned one-family houses

Table 1.2

Index of Consumer Sentiment (ICS) 1997-2008

<i>Year</i>	<i>March</i>	<i>June</i>	<i>September</i>	<i>December</i>
1997	100.0	104.5	106.0	102.1
1998	106.5	105.6	100.9	100.5
1999	105.7	107.3	107.2	105.4
2000	107.1	106.4	106.8	98.4
2001	91.5	92.6	81.8	88.8
2002	95.7	92.4	86.1	86.7
2003	77.6	89.7	87.7	92.6
2004	95.8	95.6	94.2	97.1
2005	92.6	96.0	76.9	91.5
2006	88.9	84.9	85.4	91.7
2007	88.4	85.3	83.4	75.5
2008	69.5	56.4	70.3	60.1

Note. Survey Research Center: University of Michigan (n.d.).

completed rose from 966,000 in 1990 to 1.6 million in 2005, which was an increase of 69.36% (US Bureau of the Census, 2007b). In 2005, there were 6.1 million existing one-family homes sold, which was an increase of 112.05% from the 2.9 million in 1990 (US Bureau of the Census, 2007b). The sale of new and existing homes benefits the home furnishings industry and retailers in several ways. When existing homes change hands, remodeling and customization often follow, which can drive the sales of construction-

related supplies to professionals, as well as to do-it-yourself homeowners (“Home Furnishings Industry Baseline,” 2004). Soras (2000) noted that a high level of turnover in existing homes is a positive factor for sales of textile home furnishings and other interior furnishings due to remodeling and redecoration.

Population Trends

According to a study conducted by the Mintel International Group Limited (2005), the two most important groups driving the home furnishings industry are Generation Xers (aged 32-43 in 2008) and Baby Boomers (aged 44-62 in 2008). Generation X is expected to account for the most likely group of first-time homebuyers, which places them in the market for a greater range of home furnishings. Baby Boomers, on the other hand, are more likely to be able to afford to remodel and redecorate, either by refinancing their mortgages or by investing disposable income to make their homes more comfortable, “up-to-date,” or more aesthetically pleasing. Altogether, Generation Xers and Baby Boomers are more likely to have a higher level of income, which enables them to make discretionary purchases for products such as home furnishings. Other important population trends include the impact of diverse populations on the U.S. home furnishings market. For example, nearly a third of all first-time homebuyers in 2001, were African Americans, Hispanics, and Asians, which was an increase of 7.5% from 1991 (Joint Center for Housing Studies of Harvard University, 2004). Multicultural populations equaled almost 13% of all trade-up home buyers and 18% of all home remodelers in 2001, which implies that the demand for home furnishings from these minority groups is likely to increase with their growing populations and with the growth

in home ownership (Intel International Group Limited, 2005).

Supply Dynamics

Increased global competition through imports has rocked US manufacturers of home furnishings. Over the span of January 2001 to December 2006, the industry experienced a pattern of US factories shutting down, which led the furniture industry to cut 139,200 US manufacturing jobs (a decrease of 20.66% for the period) (“The US Jobs Record,” 2007). Although the influx of imports has provided consumers with a greater selection of low-to-mid priced home furnishings, the effects have been reflected in changes in the price, quality, and retailing of furniture in the United States (Intel International Group Limited, 2005). While many high-end home furnishings are still manufactured domestically, the high-end market is relatively small (Intel International Group Limited, 2005).

US home furnishings retailers, like US manufacturers, have experienced major changes as a result of dynamics within the supply chain. The complexity of the home furnishings marketplace has allowed import-dominant retailers, such as mass merchandisers (for example, Walmart, Target, and TJ Maxx) and specialty stores (for example, Bed, Bath, and Beyond, Williams-Sonoma, and Linens’n’Things), to shift market share away from conventional home furnishings retailers (see Table 1.3). Mass merchandiser Walmart has remained the single largest retailer of furniture since 2002 (Intel International Group Limited, 2005). Walmart’s success, along with club stores and specialty import retailers, has come at the expense of smaller traditional furniture stores. Consolidation and closures have been a direct result of this retailing shift that has

Table 1.3

Revenue of Top 10 US Home Furnishings Retailers 2007 (\$ Millions)

<i>Rank</i>	<i>Furniture or Home Furnishings Store (% Change from 2006)</i>	<i>Specialty Store (% Change from 2006)</i>	<i>Mass Merchandiser (% Change from 2006)</i>	<i>Department Store (% Change from 2006)</i>
1	Ashley Furniture \$2,499.00 (19.0%)	Bed Bath & Beyond \$7,048.94 (6.5%)	Walmart \$23,414.52 (5.8%)	Sears Holdings \$12,151.70 (-5.7%)
2	IKEA \$1,980.00 (9.9%)	Williams-Sonoma \$3,602.47 (5.8%)	Target \$11,679.50 (6.2%)	J.C. Penney \$4,170.00 (-0.2%)
3	Rooms-To-Go \$1,800.00 (0.0%)	Linens 'n Things \$2,539.40 (-2.8%)	TJX \$3,589.57 (5.8%)	Macy's \$3,541.95 (-4.2%)
4	Ethan Allen \$1,383.93 (-8.5%)	Pier 1 Imports \$1,399.02 (-7.5%)	Big Lots \$1,470.24 (-3.6%)	Kohl's \$3,047.64 (5.6%)
5	La-Z-Boy \$1,305.85 (-9.5%)	Crate & Barrel \$1,268.95 (7.1%)	Ross Stores \$1,314.55 (7.3%)	The Bon-Ton Stores \$599.13 (-2.6%)
6	Raymour & Flanigan \$881.78 (13.0%)	Restoration Hardware \$700.57 (1.5%)	Family Dollar \$1,031.98 (6.2%)	Dillard's \$576.59 (-5.6%)
7	Haverty Furniture \$784.61 (-8.7%)	The Container Store \$577.00 (14.3%)	Dollar General \$873.57 (-4.7%)	Bloomingdale's \$450.0 (2.2%)
8	Select Comfort \$719.30 (-2.2%)	Michael's Stores \$521.37 (5.0%)	Burlington Coat \$733.70 (-0.8%)	Neiman Marcus \$387.82 (6.9%)
9	Aaron Rents \$717.50 (15.0%)	Urban Outfitters \$413.20 (22.8%)	Cost Plus \$624.58 (-1.6%)	Boscov's \$385.50 (10.6%)
10	WS Badcock \$551.10 (3.8%)	Anna's Linens \$345.00 (7.2%)	ShopKo Stores \$583.00 (4.9%)	Belk \$382.48 (-5.6%)

Note. "The Top 100 Retailers" (2008).

occurred over the time period of 2000-2005, when 24 furniture store chains and over 800 smaller furniture stores closed (Mintel International Group Limited, 2005).

Retail Trends

Traditionally, the consumption of home furnishings has been viewed as a trade-off between price, quality, function, and style (an either/or proposition); however, manufacturers and retailers have attempted to revise the equation (Mintel International Group Limited, 2005). Furniture Brands International, Ashley, and La-Z-Boy, the largest manufacturers in the United States, now offer mid-priced lines of home furnishings that integrate both value and style (see Table 1.4). Specialty retailers such as Pier 1 Imports and IKEA have followed suit by providing consumers with inexpensive imports with reasonable quality and stylish looks. Although many manufacturers and retailers have tapped into various price points, consumers still try to maximize all attributes (price, quality, function, and style) of home furnishings. However, many consumers continue to come away from their shopping or purchase experiences with the feeling that they had to sacrifice something important (i.e., style for durability, price for quality) (Mintel International Group Limited, 2005). Oftentimes, consumers are faced with a limited selection of quality and price for furniture at one store (for example, the store provides only low-priced, low quality goods or only high-priced, high-end goods), while they may be given several options on quality and price for nondurables within the same store. Unfortunately for consumers, many retailers, after numerous attempts, still either cannot or will not provide a satisfying balance of price, quality, function, and style within their inventory selections.

Table 1.4

Furniture Shipments (\$ Millions) of Top 25 US Furniture Sources 2007 & 2006

2007 Rank	2006 Rank	Furniture Manufacturers	US Furniture Shipments (\$ Millions)		Percent Change
			2007	2006	
1	1	Ashley Furniture Industries	\$3,049.5	\$2,964.0	2.9%
2	2	Furniture Brands International	\$1,998.8	\$2,267.2	-11.8%
3	3	La-Z-Boy	\$1,418.2	\$1,525.5	-7.0%
4	4	Klaussner Furniture Industries	\$661.5	\$803.6	-17.7%
5	5	Sauder Woodworking	\$556.8	\$634.5	-12.2%
6	6	Ethan Allen	\$511.9	\$570.7	-10.3%
7	7	Dorel	\$497.1	\$528.3	-5.9%
8	11	Lifestyle Enterprise	\$419.9	\$357.0	17.6%
9	9	Lacquer Craft	\$404.2	\$451.0	-10.4%
10	10	Flexsteel Industries	\$366.3	\$369.3	-0.8%
11	8	Berkline/BenchCraft	\$320.1	\$426.8	-25.0%
12	13	L & P Consumer Products Unit	\$316.4	\$336.6	-6.0%
13	12	Hooker Furniture	\$305.9	\$332.2	-7.9%
14	15	Bernhardt	\$292.0	\$292.0	0.0%
15	14	Bush Furniture	\$292.0	\$309.9	-5.8%
16	16	Stanley Furniture	\$265.9	\$292.0	-9.0%
17	17	Bassett Furniture Industries	\$242.7	\$279.4	-13.1%
18	18	Natuzzi	\$238.6	\$270.3	-11.7%
19	19	Standard Furniture	\$223.7	\$245.5	-8.9%
20	20	Home Meridian International	\$217.8	\$232.7	-6.4%
21	22	Best Home Furnishings	\$216.3	\$215.7	0.3%
22	21	Lexington Home Brands	\$206.5	\$217.6	-5.1%
23	24	Sherrill Furniture	\$196.1	\$195.0	0.6%
24	25	Franklin	\$184.2	\$194.0	-5.1%
25	23	DeCoro	\$164.7	\$204.9	-19.6%
			\$13,567.1	\$14,515.8	-6.5%

Note. "Top 25 Sources" (2008).

Media Trends

The recent popularity and influx of home improvement programs over the past twelve years have greatly influenced the home furnishings market by encouraging consumers to think about their near environment. In 2004, *Home and Garden Television (HGTV)* reported reaching at least 80 million households, a dramatic increase from its humble beginnings in 1994 when viewership was 6.5 million households (Mintel International Group Limited, 2005). *HGTV* later developed the *Do-It-Yourself (DIY) Network* in 2002, which runs the *Food Network* and *Fine Living* and reaches an additional 10 million households (Mintel International Group Limited, 2005). Together, *HGTV* and *DIY Network* gear about 60% of programming towards home improvement (Mintel International Group Limited, 2005). *Trading Spaces* and *Extreme Makeover: Home Edition*, an award winning and top rated show in 2004 and 2005, brought home improvement programming into primetime, exposed consumers to home renovation/improvement, and provided entertainment to consumers at the same time. In addition, *This Old House*, a multifaceted home improvement brand, reaches 52 million adults each month through the multimedia platforms of a TV show, magazine, and an extensive website (Mintel International Group Limited, 2005).

Sponsorships, such as those from talk show host Oprah Winfrey on her popular daytime talk show and *O* magazine, have allowed retailers like Pier 1 Imports and Pottery Barn to reap the benefits of publicity through brand awareness. In 2003, a Home Improvement Index survey found that 44% of US consumers watched some type of home improvement show (Mintel International Group Limited, 2005). Clearly Americans are

fascinated with home improvement programming, which ultimately encourages consumers to change or “update” rooms in their homes, spurs consumption of home furnishings products, and allows retailers and manufacturers to showcase their products through exposure.

Niche Markets

Specific population segments drive consumption of the following niche markets of home furnishings: (a) infant and youth furniture; (b) high-end furniture; (c) “green” or organic/alternative products; and (d) merchandise from lifestyle retailers. The presence of children, the growth of millennials, and a large college-aged student population has encouraged the sale of infant and youth furniture. In 2005, approximately 32% of US households had at least one child under the age of 18 (US Bureau of the Census, 2007b). Furthermore, the millennial generation, Generation Y (aged 5-21 in 2005), consisted of approximately 70 million people in 2005 and was 50% larger than Generation X (Mintel International Group Limited, 2005). College-aged students, while not high-end furniture consumers, often have a disproportionate amount of disposable income, choose many of their own home furnishings, and prefer style over price and service (Mintel International Group Limited, 2005).

Affluent homeowners, on the other hand, are more likely to purchase higher-end homes, higher-quality amenities for their homes, and high-end furniture; therefore, providing a strong market for consumption of high-end furniture pieces (Mintel International Group Limited, 2005). A 2003 survey conducted by *Money* magazine found that 80% of affluent Americans enjoyed spending money on their home; 60% believed

that home décor was a reflection of self; and 68% felt that creating a beautiful home was an enjoyable part of their lifestyle (Mintel International Group Limited, 2005).

Although making up a small fraction of home furnishings sales, “green” or organic/alternative products have gained much attention over the past decade. This is due in part to the US population’s increasing awareness of the environment and its natural resources, which has in turn prompted more consumers to consider sustainable design (the thought of creating buildings or interior environments now with the consideration of how they will be used 50 or 100⁺ years from now). In 2005, of the consumers who purchased organic furniture (those pieces created from renewable resources), 70% were interested in a “green” lifestyle, a dramatic increase from 1% in 2000 (Mintel International Group Limited, 2005). Preference may be given to these natural, nontraditional products by consumers based on lifestyle choices or health reasons. Although developed and integrated into new products for consumers with allergies, these products are being widely adopted by consumers who are making environmentally conscious decisions (Mintel International Group Limited, 2005).

The last niche market within the home furnishings industry to be discussed is one that has experienced an increase in awareness and an insurgence of popularity over the past 10 years—merchandise from lifestyle retailers. Although the idea of lifestyle retailing appears to be nouveau, its roots actually began in the 1960’s and encompassed a variety of industries (Tigert, Lathrope, & Bleeg, 1971). The concept later evolved beyond mere positioning and became a competitive strategy in the 1980’s (i.e., fast food chains which offered convenience-oriented consumers specialty goods separately in lieu of

complete meals only). As compared to supplier-style retailing, which focuses on homogeneity in retailing operations, lifestyle retailing is the policy of tailoring a retail offering that is more closely related to the lifestyles of specific target-market segments (Blackwell & Talarzyk, 1983). In other words, retailers today are placing more emphasis on the consumer's lifestyle and his/her demands (wants and needs), which has prompted a consumer-driven marketplace versus that of supply-driven, where the suppliers predetermine the needs and wants of consumers. Blackwell and Talarzyk (1983) noted that several demographic and socioeconomic factors (i.e., declining family size, a shifting in the age distribution, the affluent super-class, and technological impact) and behavioral shifts in lifestyles—frontier consumerism, sybaritic lifestyles, and time poverty—have all had a hand in changing the marketplace.

Lifestyle retailers within the home furnishings industry have benefited from these factors and shifts that have affected consumer's lifestyles (see Table 1.5). According to a survey conducted for *InFurniture* in 2005, 70% of customers who purchase from lifestyle retailers buy furniture at least every two years versus 40% for those favoring traditional store formats (Fleischer, 2005). The study further found that 54% of purchases made in lifestyle stores totaled \$499 or less, while 80% of customers from traditional furniture stores spent more than \$499 on their most recent purchases (Fleischer, 2005). This difference in total money spent per visit was the result of only 15% of purchasers in lifestyle stores buying "sets," whereas nearly two-thirds of consumers from traditional store formats bought matching pieces (Fleischer, 2005). According to Mike Fox, president of Trone, which conducted the survey for *InFurniture*, "traditional furniture

Table 1.5

Top Five Lifestyle Furniture and Bedding Stores 2007 & 2006

<i>Rank</i>	<i>Company</i>	<i>Estimated Furniture & Bedding Sales (\$ Millions)</i>		<i>Percent Change</i>
		<i>2007</i>	<i>2006</i>	
1	Ikea	\$1,370	\$1,195	14.6%
2	Williams-Sonoma	\$1,045	\$955	9.4%
3	Pier 1 Imports	\$496	\$587	-15.5%
4	Crate & Barrel	\$495	\$480	3.1%
5	Cost Plus World Market	\$230	\$295	-22.0%

Note. “Top 5 Lifestyle” (2008).

stores may be creating an unmet need that retailers like Pottery Barn are filling, since there is a growing number of consumers who want to create highly personalized, eclectic looks in their homes” (Fleischer, 2005, p. 22). Finally, the survey found two key areas where home furnishings lifestyle retailers have a competitive edge over their traditional store counterparts—catalogs and accessories. Results indicated that 66% of traditional store consumers enjoy getting catalogs in the mail regularly because they provide them with ideas, while 81% of lifestyle consumers said the same (Fleischer, 2005). To meet the needs of their lifestyle consumers, Pottery Barn alone sends more than 98 million catalogs annually (Fleischer, 2005). Although many manufacturers have made attempts at creating their own versions of Pottery Barn and Crate & Barrel products, the

merchandising staffs at lifestyle stores have been found to do a better job of creating distinct looks. Brit Beemer, chairman of America's Research Group, noted that "it's hard to replicate the Pottery Barn look without all the accessories that go along with it...that's what makes them so successful in selling as much furniture as they do" (Fleischer, 2005, p. 22).

Home Furnishings Case Goods

Home furnishings case goods, within the furniture industry, are pieces that are wood and not upholstered (Bennington, 2002). The term originated due to the fact that these furniture pieces resemble cases or box-like structures (Bennington, 2002). Generally, case goods are used for storing or holding various articles in the home. Dressers, chest of drawers, china cabinets, and buffets are common case good pieces. Case good manufacturers also make other wood and simulated-wood products, such as wall systems, occasional tables, desks, and kitchen islands.

In 2002, US manufacturers shipments of home furnishings case goods totaled \$11.4 million (Darnay & Simkin, 2006). Additionally, furniture was the fastest-growing sub-sector within the home furnishings industry in 2006, which was due to strong sales of case goods (Euromonitor International, 2007). In fact, furniture represented \$79.1 million of the \$100.2 million in home furnishings sales in 2006 (Euromonitor International, 2007). Clearly this segment of the overall home furnishings marketplace is the strongest, yet little is known about what is important to consumers when purchasing case goods.

Research Purpose and Objectives

In order for retailers and manufacturers to have a competitive advantage in the

marketplace and provide consumers with the types of home furnishings case goods desired, it is important to have an understanding of what consumers are seeking. Therefore, the goal of this study is to understand what is important to the consumer when making a home furnishings case good consumption choice. The purpose of the research is twofold: (a) to investigate consumer's attitudes toward home furnishings case goods; and (b) to determine how their attitudes influence their home furnishings case good consumption choice.

The specific objectives of the study are:

1. To determine what attributes are important to the home furnishings case good consumer (evaluative criteria);
2. To investigate how consumers evaluate these attributes when making a home furnishings case good consumption choice (product choice);
3. To determine what consumers value when making a home furnishings case good consumption choice (dimensions: functional; conditional; social; emotional; epistemic);
4. To examine the relationships between consumer's values, attitudes, and purchase intention during the home furnishings case good consumption process; and
5. To develop a Home Furnishings Case Goods Consumption Model.

While the home furnishings case goods industry deals with personal products, addresses pragmatic issues, and is associated with consumer emotions, little academic research has been conducted. To date, general home furnishings research has primarily

been conducted by the industry, government agencies, and watchdogs/lobbyists. However, not much is known about the home furnishings case goods consumer. Few academic studies have addressed what is important to the consumer when making a home furnishings case good consumption choice. Furthermore, no academic study has considered each of the following home furnishings case goods attributes: quality, style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin. Finally, an investigation of consumer's attitudes toward home furnishings case goods and how their attitudes influence their home furnishings case good consumption choice has not been conducted. All of these gaps in the literature strongly support the need for the present study.

Significance of the Study

This study is unique in a number of ways. First, it focuses on an under-studied industry (home furnishings case goods). Second, it is directed at finding out more about the home furnishings case goods consumer, as well as what attributes are important to them while shopping/purchasing case goods. Third, as will be discussed in the next chapter, it incorporates home furnishings case good's attributes and consumer perceived value dimensions, which have been identified in past studies to have an affect on shopping/purchasing home furnishings case goods. Finally, as will be discussed in Chapter Three, it investigates consumer's attitudes toward home furnishings case goods and how their attitudes influence their home furnishings case good consumption choice.

The identification of what attributes are important to consumers when shopping/purchasing home furnishings case goods, the understanding of their attitudes

and motivation toward shopping/purchasing, and the development of a Home Furnishings Case Goods Consumption Model is important to manufacturers and retailers alike. Research has revealed that there are differences between what managers think their customers value and what customers actually say they value (Woodruff, 1997). A greater understanding of the home furnishings case goods consumer would play an important role in predicting purchase behavior (Bolton & Drew, 1991; Cronin, Brady, & Hult, 2000; Dodds, Monroe, & Grewal, 1991; Holbrook, 1994; Parasuraman, Zeithaml, & Berry, 1985; Zeithaml, 1988). Additionally, it would allow sellers to create lead times, which could ultimately provide a source for competitive advantage (Woodruff, 1997). Furthermore, by delving into the mind of the home furnishings case goods consumer, manufacturers and retailers could provide consumers with more tailored offerings/selections that would better suit their needs and desires.

Organization of the Dissertation

The goal of the next chapter is to address the first objective of the study: to determine what attributes are important to the home furnishings case good consumer by reviewing and summarizing previous research findings. For context, a brief overview of the home furnishings industry, home furnishings expenditures, home furnishings case goods, and consumer perceived value is also provided.

Chapter Three presents a review of theoretical frameworks used in previous research to study consumer attitudes and the decision making process. Specifically, established attitude models were analyzed and compared from the perspective of their usefulness for explaining home furnishings case good choice. Based on this analysis, a

conceptual framework for the study was developed and the constructs used in this framework were described. In order to address research objectives two through four, the key motivations identified in Chapter Two were integrated into the developed conceptual framework. Finally, the research hypotheses were formulated.

Chapter Four details the methodological approach of the study to test the proposed research hypotheses. It includes a summary of the preliminary research, justification of the sample, description of data collection procedures, and the process of instrument development. Basic assumptions of the study are presented. Finally, the statistical procedures for the data analyses are outlined.

In Chapter Five the characteristics of the respondent sample are discussed. The data set is evaluated for assumptions that are required for further statistical analysis. The 24 research hypotheses, as well as the secondary information hypotheses, are then tested according to the procedure outlined in Chapter Four. The findings are described and discussed for each hypothesis.

Chapter Six provides a summary of the study outcomes and a discussion of conclusions formulated based upon the research findings. A number of theoretical, methodological, and practical implications are presented that might be of interest to researchers, as well as home furnishings case good industry professionals. The chapter concludes by acknowledging the limitations of the study and providing recommendations for future research directions.

CHAPTER II

REVIEW OF LITERATURE

The goal of the research is to understand what is important to the consumer when making a home furnishings case good consumption choice. In particular, the purpose of the study is twofold: (a) to investigate consumer's attitudes toward home furnishings case goods; and (b) to determine how their attitudes influence their home furnishings case good consumption choice. In order to address the purpose of the research, a review of research pertaining to current industry conditions, the link between home furnishings and the self, the values important to and evaluative criteria used by consumers for home furnishings case goods, the home furnishings case goods buying process, and key drivers of home furnishings purchases is necessary. As such this chapter is organized as follows: (1) Home Furnishings Expenditures; (2) Home Furnishings Case Goods Consumption; (3) Consumer Values and Home Furnishings Case Goods Consumption; and (4) Summary.

Home Furnishings Expenditures

General home furnishings research has primarily been conducted by the industry, government agencies (i.e., US International Trade Commission), and watchdogs/lobbyists. Altogether, the home furnishings industry has been understudied due to the primary focus of and attention received by the textiles and apparel industries throughout the history of the United States. Only until recently has the home furnishings

industry gained awareness, which is in part due to the majority of textiles and apparel production going over seas (i.e., a nearly lost manufacturing industry for the US), the influx of home furnishings imports into the United States, lifestyle related products and communities, and an increase in the number of consumers interested in entertaining at home and do-it-yourself projects. What little academic research that has been conducted has principally focused on demographic and socioeconomic factors that affect home furnishings expenditures.

Research on home furnishings expenditures includes two key topical areas: (1) household furniture and (2) household textiles. Historically, home furnishings expenditure research has focused more on household textiles than on household furniture, reflecting a general emphasis on soft goods in this area. Home furnishings expenditure research within the subcategories of household furniture and household textiles has primarily focused on socioeconomic and demographic characteristics of the household.

Research on the consumption patterns of household furniture indicates the following unique differences between home furnishings expenditures and other household expenditures: (1) the household head accounts for the bulk of household furniture purchases; (2) although many factors affect consumer demand for household furniture, the consumer's age is a very important indicator because it marks critical life stages that trigger furniture purchases, such as marriage, parenthood, home purchase, and career advancement (increased income); and (3) household furniture consumption involves a much longer time horizon than many other consumer goods, because of higher ticket prices and the consideration taken of future earnings and competing expenses (US

International Trade Commission, 2001).

The primary focus of home furnishings expenditure research, household textiles, has been methodically investigated for decades. Schultz (1972) studied the response errors in inventories of household textiles by comparing families who tallied inventory on an on-going basis versus those who recalled inventory levels during the interview process. Results indicated that race (Caucasians and Black/Other) did not have an effect on either process (counting or recalling) for the study sample (city families). Greeley (1973) investigated Mid-western urban families, while Wolf (1973) studied Mid-western farm families. Both found that whether owning or renting, families that moved increased their expenditures on curtains and draperies. In 1999, the US International Trade Commission found that age, existing home sales, new housing starts, income, and unemployment rates were all factors that influenced demand for household textiles. Results suggest that Baby Boomers and Gen Xers have increased the demand for overall household textiles, as have increased home sales, new housing starts, increased income, and a decrease in unemployment rates. In 2001, Burnsed investigated US household textile consumption using a ten-year time series analysis taking into account a variety of socioeconomic and demographic variables. Burnsed (2001) found that unemployment rates, household formation, interest rates, and new apartments completed were the most influential factors impacting the demand for household textiles.

Early studies on combined home furnishings expenditures (household furniture and household textiles) focused heavily on the influence of demographic variables. Lippett (1960) found that the most important variables affecting home furnishings and

equipment expenditures were income, family type, family size, age of household head, and home tenure. Peters (1960) found that location variables, including region and city, impact household textile, floor covering, furniture, and equipment expenditures. Results indicated that expenditures varied by city, but not by region, when income was controlled. Expenditure levels of Western cities were high overall. Expenditure levels of Southern cities were notably low in floor coverings; however, Southern cities were higher on total home furnishings and equipment expenditures than Northern cities.

Home Furnishings Expenditures by Ethnicity

Within the demographic factors affecting home furnishings expenditures, ethnicity appears to be one of the most researched variables. Studies on ethnic shopping have dealt only indirectly with actual expenditures, but do provide some insight into the expenditure process among ethnic groups. While some sub-segments of individual ethnic groups may not seem economically significant, composite ethnic markets are changing the course of shopping in many markets and product categories (Corlett, 2000).

In the home improvement market, ethnic shoppers have shown dramatic net increases in home improvement expenditures over their Caucasian counterparts (Corlett, 2000). Shim and Gehrt (1996) investigated Hispanic and Native American adolescents' approaches to shopping and found that Native Americans comprise the smallest shopping group, are impulsive shoppers, do not enjoy the shopping process, and are overwhelmed by the complexity of the marketplace (Shim & Gehrt, 1996). Gardyn and Fetto (2003) found that Caucasians make up the largest shopping group, enjoying the shopping process least with two-thirds of Caucasians shoppers shopping under duress.

Additionally, Gardyn and Fetto (2003) found that 50% of Caucasians do not browse and 59% plan ahead for large purchases, while 34% of African Americans follow trends and fashion and are willing to travel to a favorite shopping destination. They also found that African American shoppers in general prefer shopping alone and enjoy the shopping process, as well as finding a bargain, while Asian/Pacific Islanders shop more frequently, seek brands, are least brand loyal, shop socially and with a plan. Additionally, 26% of Asian/Pacific Islanders “keep up with the Jones,” and are 125% more likely to use the Internet to plan their shopping trips (Gardyn & Fetto, 2003). Other research examining Asian/Pacific Islander shopping behaviors has recognized the importance of quality and preference of major brand names for this ethnic group (Chui, 1992; Feinberg, 1987; Schultz, 1985). Gardyn and Fetto’s study did not address the shopping behaviors of Native Americans.

Nearly 50 years ago, Friend and Kravis (1957) found that expenditures by urban African American households for home furnishings and equipment were approximately 70% percent of expenditures by Caucasians when the effects of income were not taken into account. The study also found that urban African Americans spent 7.2% of their total household expenditure dollars on home furnishings and equipment, while Caucasians spent 6.8% (Friend & Kravis, 1957). In the 1970s, Winakor (1975) investigated household textile consumption of farm and city families and found that: (1) farm and city families were similar on most measures of household textile consumption, however, the differences in spending found were apparently due to disparity in income distributions and the proportion of families that moved; and (2) city families with nonwhite wives had

smaller assortments of household textiles and were less likely to acquire items from supplementary sources, particularly gifts of used items. Wagner's (1986) study results showed that households with African American household heads spent more on household textiles than did non-African American households. African American households, however, spent less on textile home furnishings. In 1997, Fan investigated differences in expenditure patterns between Asian American, African American, Hispanic, and Caucasian households by examining thirteen mutually exclusive summary expenditure categories. Results indicated that Asian American households spent more on average for household equipment/operation than African Americans, while Caucasian households spent more on average than the other ethnic households included in the study (Fan, 1997). The household equipment/operation expenditure category, however, in Fan's (1997) study included household furniture and textiles, as well as appliances, pest control, repair fees incurred, rental of household equipment, and infant and invalid care services.

Recently, the seminal study by Friend and Kravis (1957) has been challenged by Norum, Lee, and Sharpe (2002). These researchers questioned the methodological soundness of the Friend and Kravis (1957) study, pointing out that Friend and Kravis (1957) did not use multivariate analysis and did not control for key influencing variables, calling the study results into question. Norum, Lee, and Sharpe (2002) focused on home furnishings expenditures using the 1995 Consumer Expenditure Survey (CEX). Their study combined and coded ethnic groups into two aggregate categories: African American or non-African American. Results suggested that the race of the household

head impacted expenditures on household textiles only, but not floor coverings and furniture. The classification strategy used by Norum, Lee, and Sharpe (2002) provided the first major, sophisticated empirical study of home furnishings expenditures in relationship to ethnicity. Contrary to the findings of the previous studies by Friend and Kravis (1957) and Wagner (1986), Norum, Lee, and Sharpe (2002) found that African American households spent less on household textiles than non-African American households.

Dyer, Burnsed, and Dyer (2006) investigated the possible influence of ethnicity on US consumer unit (CU) home furnishings expenditures. The broad objectives of the study in contributing to the consumer behavior and home furnishings expenditure literatures included: (a) applying alternative statistical analyses; (b) disaggregating home furnishings expenditure data; (c) expanding the ethnic classifications of households explored; and (d) investigating how income and housing tenure may be related to ethnic home furnishings expenditures. To achieve these objectives, using detailed expenditure data from the 2001 Consumer Expenditure Survey (CEX) (US Bureau of Labor Statistics, 2004), the study specifically: (a) used profile analysis to test empirically the assumed relationships between ethnicity and home furnishings expenditures; (b) employed post-hoc pairwise comparisons to test for mean expenditure differences between ethnicities for thirteen home furnishings categories; (c) explored quarterly, as well as annual, data; (d) included five key ethnic groups, African American, Asian/Pacific Islander, Caucasian, Hispanic, and Native American (including Aleuts and Eskimos) households; and (e) hypothesized the relationships among ethnicity, income, and housing tenure. Dyer,

Burnsed, and Dyer (2006) utilized Mary Douglas' (1970, 1982, 1996) cultural theory framework as its theoretical foundation, which in the broadest sense suggests that people live together in an organized way and work to maintain their solidarity. Based on type of good, thirteen home furnishings category classifications were investigated—durable (bedroom, dining/kitchen, home office, infant, living/family, outdoor, and recreation room furniture) and nondurable (accessories, floor coverings, kitchenware, linens, miscellaneous, and window treatments).

Findings from Dyer, Burnsed, and Dyer's (2006) study showed that aggregate home furnishings expenditures, for both durable and nondurable goods, did demonstrate an ethnicity effect. Results also revealed that an ethnicity effect was present in eleven out of the thirteen categories of home furnishings across the durable and nondurable categories. However, contrary to the author's predictions, Caucasian CUs did not appear to spend more than African American CUs on durable home furnishings. In fact, African American CU expenditure means on durables exceeded the overall mean vector for all ethnicities. Results showed that Caucasian CUs did, however, have the highest overall mean expenditure on nondurables. Findings further indicated that by income level there were differences across ethnic groups for average mean expenditures on durable goods, however, there were no significant mean differences on average expenditures for nondurables by income level across ethnic groups. Differences across income levels for some durables and nondurables were found by ethnic group. Finally, by housing tenure type, there were differences across ethnic groups, and by ethnic group there were differences found across housing tenure type for some durables and nondurables.

Dyer, Burnsed, and Dyer (2006) briefly explored quarterly expenditures in order to add to the understanding of ethnicity relative to home furnishings expenditures. Considering quarterly activity for purchasing CUs, there were no differences found among the ethnic groups' expenditures in quarter one. Quarters two, three, and four did indicate differences among the groups, but with the majority of differences concentrated in the second quarter and focused on durable home furnishings. Furthermore, for both purchasing CUs and purchase events, the quarterly results showed few differences between Caucasian and African American CUs and many significant differences between Caucasian and Hispanic CUs for durable goods. In summary, the quarterly data supported the annual results for ethnic differences, but also, looking at the more detailed purchase event data, clarified when and how often these differences were expressed.

Home Furnishings and the Self

In order to fully comprehend what drives home furnishings expenditures, one must have an understanding of the self and its linkages to home furnishings and delve into the meanings that consumers attach to these possessions. James (1890), who laid the foundations for modern conceptions of self, ultimately felt that we are the sum of our possessions, while Tuan (1980) argued that, "our fragile sense of self needs support, and this we get by having and possessing things because, to a large degree, we are what we have and possess" (p. 472). Rochberg-Halton (1984) furthered the self-plus-possession research by stating that "valued material possessions...act as signs of the self that are essential in their own right for its continued cultivation, and hence the world of meaning that we create for ourselves, and that creates our selves, extends literally into the

objective surroundings” (p. 335). Belk (1984) and Solomon and Assael (1988) contended that a single product or brand cannot represent all of one’s self-concept, instead it takes a complete ensemble of consumption objects to fully represent the diverse and possibly incongruous aspects of the total self. Belk (1984) and Solomon and Assael’s (1988) contentions relate directly to the home and its furnishings, since the décor of a home is considered a complete package or ensemble of goods/possessions.

Csikszentmihalyi and Rochberg-Halton (1981) conducted interviews with 82 Chicago, Illinois families and found that furniture was the most frequently cited possession when discussing treasured items. Women more frequently mentioned furniture (38.5%) than their male counterparts (32.6%). Csikszentmihalyi and Rochberg-Halton’s (1981) reasoning for this difference is due in part to the distinction that sociologists have made between instrumental male roles and expressive female roles. Respondents’ explanations for valuing furniture was due to the memories that they called forth of other people, occasions, and relationships, which overshadowed the functionality of the furniture pieces. Perhaps Belk’s (1988) reasoning that home furnishings become a part of us through the knowing that comes with habituation—“they have become a part of our familiar interior landscape, have been the setting for numerous special as well as ordinary occurrences in our lives, and often have received the same amount of care and attention that we lavish upon ourselves and immediate family members” (p. 151)—explains this concept best. Many memories are likely to have accreted in home furnishings due to the extended stay and tenure of these objects with the self and therefore, become an extension of the self (Belk, 1988).

Past research on the home suggests that it is a strong source of personal identity (Cooper, 1974; Duncan, 1976; Duncan & Duncan, 1976). Belk (1988) indicated that “people seek, express, confirm, and ascertain a sense of being through what they have” (p. 146); therefore, we can conclude a great deal about the owners of particular home furnishings. Ruesch and Kees (1956) argued that the nature and arrangement of interior possessions express much information about their owner’s views of existence.

Further research explains how the home and its furnishings help to define a “family self” for its members (Jager, 1983). Belk (1988) suggested two reasons for this— (1) the home is a symbolic body for the family (furnishings and decorations alter the family’s body) and (2) the expressive imagery of the home that is definitional of the family is only fully acquired during consumption. It has also been found that the ways in which contemporary American families embellish their living spaces are potentially valuable sources of data for understanding subcultural familial lifestyles and differences (Melville, 1972; Partridge, 1973). Weisner and Weibel (1981) examined four lifestyle groups and found significant differences in décor, as well as different apparent degrees of materialism, while Duncan and Duncan (1976) discovered that a self-expressive house is more important to lower social classes and to those who are more mobile. Additionally, McCracken (1987) found that the attribute of “status” was sought after most by more socially mobile higher classes, while the characteristic “homeyness” was preferred by lower social classes. Cooper (1972, 1974) and Tuan (1978) concluded that the interior décor of the home represents something akin to the “true self”, while the exterior symbolizes the “social self.” McCracken (1987) further found that individuals have a

tendency to use room décor to “embrace” oneself with successive layers of home furnishings and discovered differences in the perceived expressiveness of various rooms of the home.

Home Furnishings Case Goods Consumption

Home furnishings case goods research is limited. The majority of research has been devoted to the broad overview of home furnishings. Only a few studies exist that are solely dedicated to home furnishings case goods or wood furniture. These studies have investigated market competition forces of the Chinese case goods furniture industry (Hunter & Li, 2007), the impact of wood species on consumer preferences for wooden furniture in Germany (Scholz & Decker, 2007), consumer and retailer perceptions of the species of wood for household furniture (Brinberg, Bumgardner, & Daniloski, 2007), and the evaluative criteria of furniture (Bennington, 2002; Chung & Dung, 1999; Drlickova, Kusa, Palus, Supin, Zauskova, & Jelacic, 1999; Ozanne & Smith, 1996; Williams, 2002). Because the present research proposes to examine what is important to consumers in the purchase of home furnishings case goods, the following section will focus on the latter studies.

Evaluative Criteria of Home Furnishings Case Goods

Consumers by nature, whether intentionally or unintentionally, formally or informally, often make decisions based on overall attitude toward the product or service, on affect, or to minimize effort or negative emotion (Hawkins, Mothersbaugh, & Best, 2007). Oftentimes consumers of specific brands will refer to past experiences about a product, while first-time buyers will construct a criteria set to be used in alternative

evaluations (Blackwell, Miniard, & Engel, 2001). However, most purchase decisions involve an evaluation of the likely performance of the product or service on one or more dimensions (Hawkins, Mothersbaugh, & Best, 2007). The various dimensions, features, or benefits a consumer looks for in response to a specific problem are the evaluative criteria (Hawkins, Mothersbaugh, & Best, 2007). These criteria may be related to any of a variety of attributes or benefits associated with a purchase alternative (i.e., product or service) (Williams, 2002).

A review of the home furnishings literature yielded limited studies involving evaluative criteria. Past studies have found that the most important furniture attributes were quality (Drlickova, et al., 1999; Ozanne & Smith, 1996), durability (Chung & Dung, 1999; Ozanne & Smith, 1996), price (Drlickova, et al., 1999; Ozanne & Smith, 1996), design (Chung & Dung, 1999; Drlickova, et al., 1999), quality materials and attractiveness (Ozanne & Smith, 1996), and safety and color (Chung & Dung, 1999). Williams (2002) investigated the influence of social class on purchase evaluation criteria for living room furniture, along with clothing, garden tools, automobiles, wedding gifts, children's play clothing, kitchen appliances, and stereos. The study categorized the evaluation criteria into two categories: utilitarian or objective (well-known brand, warranty, low price, performance, reliability, and durability) and subjective (prestigious brand, style/appearance, value, referent quality, and uniqueness) (Williams, 2002). Williams (2002) found that females and males considered living room furniture to be a higher social value product and females placed more importance on the subjective criteria than their male counterparts.

Research conducted by Bennington (2002) addressed five key evaluative criteria used by customers when shopping for and purchasing case goods: quality, style, overall appearance, color and species of wood, and relative value. As discussed below, these five attributes will be included and analyzed in the present research. But in addition to Bennington's (2002) criteria, it will also include price, brand, warranty, and country of origin. The literature review revealed that no study has included or investigated all nine of these attributes, thereby permitting this study to address a gap in the literature and provide a thorough examination of what consumers value in home furnishings case goods.

Quality

Quality has been linked to superiority, refinement, and excellence and included in numerous evaluative criteria sets of products (i.e., Grewal, Monroe, & Krishnan, 1998; Morganosky, 1986; Zeithaml, 1988) and services (i.e., Kerin, Jain, & Howard, 1992; Petrick, 2002; Tam, 2004). Zeithaml (1988) categorized quality into two categories: objective and perceived. Objective quality describes the actual technical superiority or excellence of a product, while perceived quality is the consumer's judgment about the superiority or excellence of a product (Zeithaml, 1988). Zeithaml (1988) also argued that objective quality may not exist, since all quality is ultimately perceived by someone (i.e., consumers, managers, or researchers). For home furnishings case goods, the perceived quality evaluative criteria consists of external surface construction, type of wood, types of construction joints, and overall construction details.

The external surface construction of case goods can be made up of solid wood,

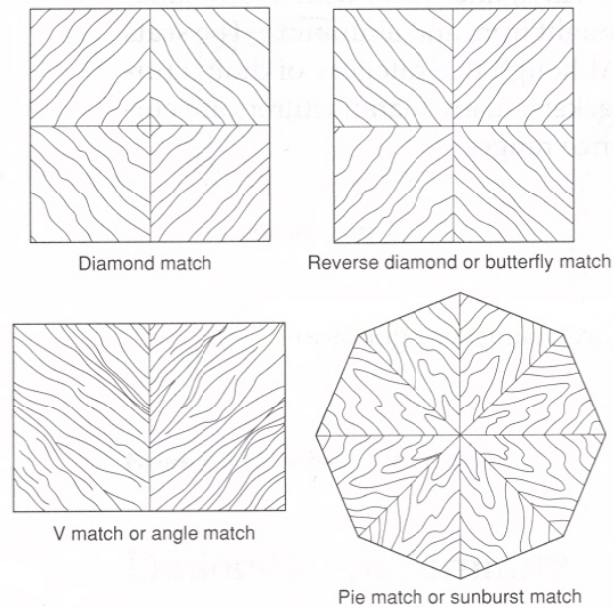
veneers, printed wood, laminates, and vinyls. Solid woods and veneers are common in higher-price brackets of case goods, with the exception of inexpensive pine or rubberwood products (Bennington, 2002). Solid wood pieces are not comprised of veneers. In other words, the entire piece (i.e., flat surfaces, pilasters, drawer fronts, parting rails, and various external surface pieces) is made of solid wood. Veneers are thin slices of wood used to resurface wood or particleboard (panels manufactured by bonding wood [cellulose] particles with synthetic resins under heat and pressure) (Bennington, 2002). Oftentimes, veneers are referred to as “all wood.” Through my 12 years of interior design and furniture sales experience, I have come to learn that many people have a negative connotation about veneers. Many consumers do not feel that a veneered product provides quality. What many consumers fail to realize is that veneers have advanced in technology and quality, finish well, and provide for intricate designs, such as diamond match, reverse diamond or butterfly match, V match or angle match, and pie match or sunburst match (see Figure 2.1).

The process of simulating solid wood or veneers on particleboard is referred to as *printing*. This technique is less expensive and also known as *engraving*. Some manufacturers prefer to print surfaces to simulate woods with very few definite grain characteristics such as maple, because they feel more eye appeal can be created than if the actual wood or veneer was used (Bennington, 2002).

Laminated tops, such as Mycarta® and Formica®, are used on wood and simulated wood products for extra durability. Laminates are often used in conjunction with plastic overlays in order to create decorative details. These overlays are generally

Figure 2.1

Basic Types of Veneer Matches



Note. Bennington (2002).

molded from plastics, such as polyurethane and polystyrene, and may be attached to doors, drawer fronts, or other places where a carved appearance is desired (Bennington, 2002).

The least expensive type of case goods construction is the combination of vinyl and print or all-vinyl furniture. To give the appearance of wood graining, vinyl and print furniture incorporates particleboard, which is printed or covered in vinyl. Case good pieces with vinyl are common in inexpensive stereo cabinets, occasional tables, wall units, and television stands (Bennington, 2002).

The second indication of quality is the type of wood used in the construction of case goods. Wood is classified into two categories: hardwoods (popular native hardwoods

[see Figure 2.2]—black cherry, black walnut, pecan, sugar maple, and white oak; popular exotic/imported hardwoods [see Figure 2.3]—cocobolo, mahogany, rosewood, teak, and zebrawood) and softwoods (popular softwoods are cypress, eastern red cedar, ponderosa pine, redwood, sugar pine, and white pine [see Figure 2.4]).

Generally, hardwoods are more expensive than softwoods, which applies to both solid wood and veneered case good pieces (Bennington, 2002). Hardwoods are preferred for quality furniture, because they have dimensional stability and durability, and are firmer than softwoods. Softwoods are commonly used for back panels on home furnishings case goods and are preferred for rustic or outdoor pieces. Consumer desires at the time and existing household home furnishings case goods will determine the type of wood chosen.

Construction joinery is the third indication of quality for case goods. Joinery, the manner in which the parts are joined together, determines the weakness or strength of the piece. Joints should fit together tightly and be smooth to ensure many years of service for the case good piece (Bennington, 2002). The basic types of joints used in furniture construction are mortise-and-tenon, corner blocks, dovetail, dowel, and tongue-and-groove (see Figure 2.5).

Style

Due to furniture also being a fashion product, the style of the piece is often the most thought about attribute. Style refers to products exhibiting particular design characteristics (Bennington, 2002). Traditionally, styles have been identified by the name of a designer or school of designers, a country or region of the world, by reference to a

Figure 2.2

Popular Native Hardwoods for Home Furnishings Case Goods



Note. The hardwoods shown are black cherry (top left), black walnut (top right), sugar maple (bottom left), and white oak.

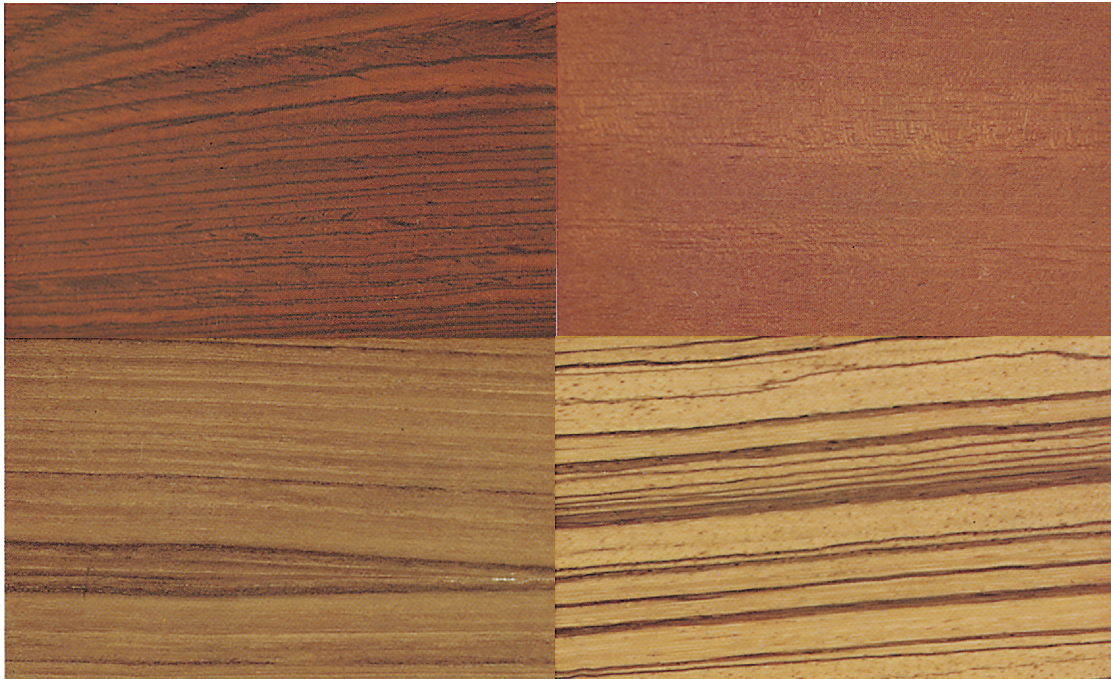
ruling monarch, or a particular time in history (Bennington, 2002). US customers have a wide selection of styles (i.e., Victorian, Federal, French Provincial, Contemporary/Modern, Oriental, etc.) available to them. In my experience, oftentimes consumers place the most importance on the style criteria. Once a style has been selected, the consumer will then consider the remaining evaluative criteria.

Overall Appearance

The overall appearance or eye appeal of home furnishings case goods has a significant effect on whether or not the piece will sell. The two most important factors in

Figure 2.3

Popular Exotic/Imported Hardwoods for Home Furnishings Case Goods



Note. The exotic/imported woods shown are cocobola (top left), mahogany (top right), teak (bottom left), and zebrawood.

providing a desired overall appearance are finish and decorative hardware (Bennington, 2002). Finish is defined as “a treatment applied to wood to protect the surface, make it more durable and resistant to stains and burns, accentuate the natural grain, lighten or deepen the color, make a dull or glossy surface appearance, or to change the color completely as by painting, lacquering, polishing, antiquing, distressing, etc.” (Bennington, 2002, p. 411). Appropriate decorative hardware (door knobs, drawer pulls, etc.) should fit in with the design of a furniture piece and increase the salability. Another factor that affects appearance is decorative detail, such as carving and embossing.

Figure 2.4

Popular Softwoods for Home Furnishings Case Goods



Note. The softwoods shown here are cypress (top left), ponderosa pine (top right), redwood (bottom left), and white pine.

Color or Species of Wood

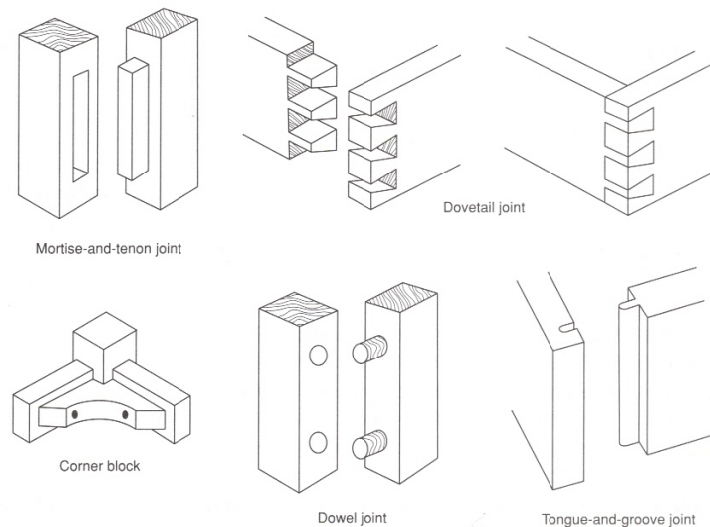
The color of wood is an important determinant for the consumer when shopping for home furnishings case goods. The stain of a piece of furniture can be light, medium, or dark. Consumer preference and existing furnishings in the home will determine stain and paint choice for new purchases. The species of wood should also be considered, since particular woods (hardwoods and softwoods) take stains differently.

Relative Value

Every consumer has a different view of value, which ultimately provides

Figure 2.5

Basic Types of Joints Used in Furniture Construction



Note. Bennington (2002).

motivation to purchase home furnishings case goods. Past research has linked value to quality (Drlickova, et al., 1999; Ozanne & Smith, 1996), durability (Chung & Dung, 1999; Ozanne & Smith, 1996), price (Drlickova, et al., 1999; Ozanne & Smith, 1996), design (Chung & Dung, 1999; Drlickova, et al., 1999), quality materials and attractiveness (Ozanne & Smith, 1996), and safety and color (Chung & Dung, 1999). The set of attributes that are important to a consumer must all be acceptable before the consumer feels the product has sufficient value to be a worthwhile purchase (Bennington, 2002).

Price

Price has been found to have a direct link to consumer preference of home

furnishings case goods (Drlickova, et al., 1999; Ozanne & Smith, 1996). Although past research has identified price as one of the factors that consumers use in the evaluative criteria of home furnishings case goods, it has not been found to be the most important attribute (Drlickova, et al., 1999; Ozanne & Smith, 1996; Wang, Shi, & Chan-Halbrendt, 2004). Instead, previous studies have identified design/style to be the most important attribute (Wang, Shi, & Chan-Halbrendt, 2004).

Brand

A strong brand name allows consumers to spend minimal time at point of purchase and reduces the risk of introducing a new product by building on consumers' familiarity with and knowledge of an established brand (Forney, Park, & Brandon, 2005). Many consumers purchase particular brands habitually, while others are not as loyal. Many home furnishings retailers have recognized the importance of brands to consumers by increasing advertising expenditures. The three largest furniture manufacturers—Furniture Brands International, Ashley Furniture Industries, and La-Z-Boy—spend millions of dollars annually in order to promote their home furnishings lines (Intel International Group Limited, 2005). It is expected that a strong brand name will have a positive relationship with consumer perceived value of home furnishings case goods.

Warranty

Consumers often have to rely on the word or deeds of others based on some fact or assurance in regards to home furnishings case goods. In sales law, a warranty is a promise that something in furtherance of the contract is guaranteed by one of the contractor, especially the seller's or manufacturer's promise that the item being sold is as

promised or represented (Piotrowski, 2008). Oftentimes, buyers ask questions about warranties—or written guarantees—on many of the products that they purchase, since warranties are one way of protecting the buyer (Piotrowski, 2008). Warranties have been found to indicate several things to consumers including less financial risk, increased value, expectations of greater product and service quality, and enhanced postpurchase service (Halstead, Droge, & Cooper, 1993). Warranties place much of the burden on the marketplace to provide safe products rather than on the buyer. A warranty can also be a helpful tool to retailers in “closing the sale,” since they provide the consumer with a security blanket in case something happens to the product (Perry, 2008). Enhancing warranties is just one way in which marketers can add value to their product offerings.

Country of Origin

US manufacturers of home furnishings case goods have struggled to keep up with the influx of imports and intense price competition. In fact, Mintel International Group Limited (2005) found in a recent survey that 50% of the wood furniture sold in the United States was produced overseas. Furthermore, the percent change of home furnishings imports into the US from 1997 to 2006 was 152.80%, while exports were only 13.12%.

In order to counteract this shift in the balance of imports/exports, US Representative Vernon Ehlers from Michigan has introduced legislation that would require additional country of origin labeling on imported residential furniture (American Home Furnishings Alliance, n.d.). Representative Ehlers’ country of origin labeling legislation is an attempt to encourage consumers to buy US made home furnishings. It is also believed that consumers will purchase the US manufactured product over an

imported good. Unfortunately, past research regarding home furnishings case goods country of origin has revealed mixed emotions on the part of consumers and retailers. Loro (1991) found that country of origin for wooden furniture did not matter to consumers, while Buehlmann, Bumgardner, Lihra, and Frye (2006) revealed that over 50% of the retailers surveyed stated that many consumers were asking about or interested in the country of origin of furniture products. Further research indicated that retailers either do not get asked about country of origin or that the percentage is less than 1% of inquiring consumers (“Do Your Customers Care,” 2005).

The Importance of the Home Furnishings Case Goods Evaluative Criteria

Consumers are unique when it comes to their home furnishings case goods purchase decisions. The nine attributes (quality, style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin) of home furnishings case goods can be evaluated and ranked differently from consumer to consumer. One reason for this is that a consumer’s decision varies from tangible cost and performance features to intangible factors such as style, taste, prestige, feelings generated, and brand image (Hawkins, Mothersbaugh, & Best, 2007). Other reasons involve the characteristics of the consumer (i.e., product familiarity and age) and characteristics of the purchase situation (i.e., time pressure and image) (Hawkins, Mothersbaugh, & Best, 2007). Since the importance of making an optimal decision increases with the value of the item being considered and consequences of a nonoptimal decision, it is important for the home furnishings case goods consumer to understand the benefits/attributes related to the product under consideration (Hawkins, Mothersbaugh, &

Best, 2007).

An investigation of the evaluative criteria (attributes) associated with home furnishings case goods is significant, because of its relationship to attitudes. According to Michael R. Solomon (2004), “a consumer’s overall evaluation of a product sometimes accounts for most of his attitude.” By nature, attitudes are complex for two main reasons: (1) a product or service may be composed of many attributes, or qualities—some of these may be more important than others to particular people; and (2) a person’s decision to act on his/her attitude is affected by other factors (i.e., whether or not the product will receive approval from friends and family) (Soloman, 2004). Trying to specify the different elements that might work together to influence people’s evaluations of attitude objects is referred to as an attitude model (Soloman, 2004).

Marketing researchers have commonly studied attitudes towards products through the use of multiattribute attitude models. These models assume that a consumer’s attitude (evaluation) toward an attitude object will depend on the beliefs he/she has about several or many attributes of the object (Soloman, 2004). A multiattribute attitude model implies that by identifying these specific beliefs and combining them to derive a measure of the consumer’s overall attitude can predict an attitude toward a product or brand (Soloman, 2004). Since home furnishings are personal products, which address pragmatic issues, associated with consumer emotions, and are an extension and reflection of the self, these products are both attribute- and attitude-based choices (Csikszentmihalyi & Rochberg-Halton, 1981; Mintel International Group Limited, 2005). According to Hawkins, Mothersbaugh, and Best (2007) an attribute-based choice is one that requires the

knowledge of specific attributes at the time the choice is made, while attitude-based choices involve the use of general attitudes, summary impressions, intuitions, or heuristics. Therefore, a multiattribute attitude model, which captures and measures both attributes and attitudes, is highly important to the study of home furnishings case goods.

Finally, product developers, manufacturers, and marketers are highly interested in the importance that consumers assign to each evaluative criterion, since this influences the product selected/purchased. There are two important reasons why marketers want to understand how consumers evaluate their products. First, understanding these criteria is essential for developing or communicating appropriate product features to the target market (Hawkins, Mothersbaugh, & Best, 2007). Secondly, marketers want to influence the evaluative criteria used by consumers (Hawkins, Mothersbaugh, & Best, 2007).

Home Furnishings Case Goods Buying Process

Although consumers differ in their shopping and buying habits, many consumers have a distinct buying process when it comes to home furnishings case goods. The purchase of home furnishings case goods can usually be postponed if the consumer so desires, because it is rarely an urgent necessity (Bennington, 2002). The fact that home furnishings case goods are conspicuous, durable products and viewed by anyone who enters the home, places importance on the buying process. The most widely accepted home furnishings case goods buying process includes the following definite stages: aroused need, looking and shopping, buying decision, use of product, and postpurchase attitudes (Bennington, 2002) (see Figure 2.6).

Figure 2.6

The Home Furnishings Case Goods Buying Process



Note. Bennington (2002).

Aroused Need

The aroused need, the stimulus that causes someone to do something, for home furnishings case goods may be highly conscious or almost unconscious (Bennington, 2002). The need may be triggered for any number of reasons—change in homeownership, desire to upgrade, seeing other people’s home furnishings case goods, etc. Regardless of the aroused need’s origin, the consumer enters the next stage—looking and shopping—of the buying process in order to satisfy that need.

Looking and Shopping

The looking and shopping stage is generally the lengthiest of the buying process. One reason for this is due to the relatively high-priced nature of home furnishings case goods. The fact that home furnishings are an extension and reflection of the self is another reason for this phase being time-consuming (Csikszentmihalyi & Rochberg-Halton, 1981). Furthermore, consumers need to physically take the time to research products and shop the market. On the other hand, some consumers limit their involvement in the looking and shopping stage and purchase particular brands based on either past experiences or “word-of-mouth” from friends and family.

Buying Decision

Many small decisions go into the buying decision stage of the buying process. Once a consumer addresses a need, they must then take into account the many attributes that different manufacturers, retailers, and brands offer. Financial factors (i.e., cash, credit, lay-away) must also be taken into consideration in this phase. A brief hypothetical buying decision process for a dresser has been shown in Figure 2.7.

Use of Product

The use of the product stage in the home furnishings case goods buying process occurs after the product has arrived in the home. It is extremely important that the product satisfy the need of the consumer. Without customer satisfaction, the customer will more than likely make a return or not repurchase goods from the manufacturer or retailer again.

Postpurchase Attitudes

The final stage in the home furnishings case goods buying process is postpurchase attitudes. This phase includes the feelings that consumers have after buying and using the product. Consumers will ultimately decide whether to purchase from a particular manufacturer or retailer again. Following-up with consumers for a postpurchase evaluation is critical in this phase.

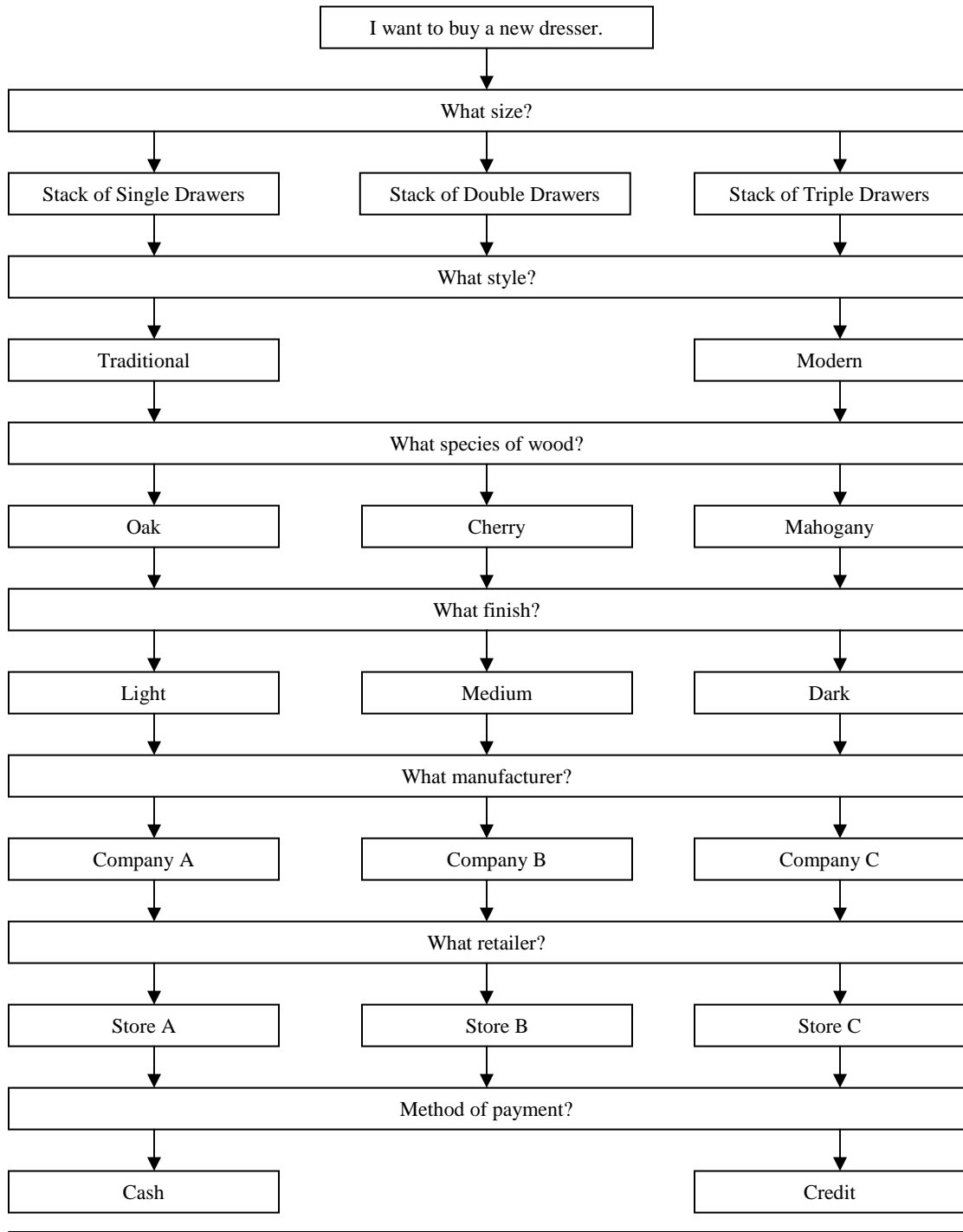
Key Drivers of Home Furnishings Purchases

Discretionary Purchases

Home furnishings meet core needs and intangible desires that extend beyond price and product quality; therefore, the motivations for a discretionary purchase are based on

Figure 2.7

Hypothetical Buying Decision Process for a Dresser



Note. Bennington (2002).

several factors. Discretionary purchase decisions for home furnishings are based on core values associated with the home, such as beautifying the home, pleasure, relaxation, and entertainment (Intel International Group Limited, 2005). Although many home furnishings purchases are driven by basic functional and utilitarian needs, some are also driven by the emotional needs of a consumer. A report compiled by Intel International Group Limited found that emotional factors influence home furnishings purchasing behavior, and often times furniture purchases are discretionary in nature, especially expenditures for replacement pieces (Intel International Group Limited, 2005). A further study conducted by Unity Marketing, which was based on answers from 1,000 adults aged 18⁺, discovered the following underlying motivations for consumers purchasing discretionary products: 89% stated that it was due to the enhancement of their quality of life, 84% pleasure, 83% to beautify their home, 83% education, 82% relaxation, 78% entertainment, 75% planned purchase, 74% emotional satisfaction, 73% to replace an existing item, 66% stress relief, 66% hobby, 54% gift for self, 39% bought on impulse, and 30% for status (Danziger, 2004).

A Shift from “Cocooning” to “Hiving”

The late 1980's ushered in a new trend of thinking about the home for many Baby Boomers, those born between 1946 and 1964. The “cocooning effect,” as coined by famous trend forecaster Faith Popcorn, was essentially the process of nest-building where consumers sought to make their homes more comfortable as a place to which to retreat (Rentas-Giusti, 2002; Smith, 2003). This trend was fueled by a number of factors, including an aging population, the awareness of drug and health epidemics, and the lack

of job security (Smith, 2003). For these reasons and others, people wanted a retreat, an escape, or a refuge (Smith, 2003).

More recently, there has been a shift from “cocooning” to “hiving.” Consumers are craving both the comfort of home found in “cocooning,” as well as a place to make connections and be active. They are achieving this through “hiving.” The metaphor of a beehive has been used by marketers and forecasters, because a hive is a place of activity, engagement, and interaction (Smith, 2003). This new approach to home is also a direct result of the aging population, as well as recent concerns over geopolitical instability (e.g., September 11th, the war in Iraq, worldwide terrorism, etc.), which has led consumers to curb travel to a certain extent and concentrate on their homes (“Home Furnishings Industry Baseline,” 2004).

Lyons (2004) feels that hiving is a result of adventurousness rather than an aging population issue, where consumers are conscious of the fact that it is fashionable to renovate homes and feel that homes should be a reflection of style. In short, consumers have reached out and connected with family, friends, and communities by re-centering their lives around their homes and neighborhoods. Therefore, the “hive” or home base is connected with the surrounding environment and not sealed off from it like the “cocoon.” A survey conducted by Yankelovich Partners, Inc. in 2003 showed that 64% of respondents preferred their homes to feel like a hive, a place full of activity that connects them with others, while only 33% preferred their homes to feel like a cocoon that protects them and seals them off from others (Smith, 2003). Altogether, “the current return to home is about reaching out, not retreating; about others, not oneself; and about finding

comfort through connection, not through isolation” (Smith, 2003, p. 52).

Lifestyle and home diva, Martha Stewart, said it best when she stated, “when you stay at home more, you start to notice problems around the house, and you start to fix them up” (Thomaselli & Chura, 2002, p. 16). As a result, consumers are spending more on outfitting their homes with new furniture, fixtures, and appliances, and remodeling entire rooms and adding amenities, often doing the work themselves. The social and entertainment aspects of life that consumers used to go out for are now being incorporated into the home/“hive”, such features are entertainment and media rooms designed for crowds, restaurant-quality kitchens, and baths with four-star amenities (Duff, 2003; Snider, 2004). Products, television shows, and services, such as DVD players, board games, *HGTV*, *The Food Network*, *Trading Spaces*, cell phone family plans, home renovations, ping-pong tables, and lifestyle villages, have facilitated home-centered connections with others and have remained pockets of strength in an otherwise sluggish consumer marketplace (Smith, 2003).

Changing Dynamics of Homeownership

The demographics and profiles of homeownership have experienced much diversity over the past decade, which is due in part to the attractiveness of low interest rates by those with lower incomes. Interest, which is expressed as a percentage rate, is the price people pay to have resources now rather than later (Heyne, 1993). Consumers generally slow the construction or purchase of homes when interest rates are high. Interestingly, it has been found that when interest rates rise and home sales decrease, home furnishings sales will increase as consumers slow down to decorate their

acquisitions (Mintel International Group Limited, 2005). The low US interest rates have supported a dynamic housing market by making home equity loans affordable.

Additionally, most major furniture retailers have been able to offer qualifying consumers special “interest free” or “no payments ‘til” financing deals (Mintel International Group Limited, 2005).

Total home ownership reached an all-time high in 2005 with just over 68% of the total US households being homeowners rather than renters (US Bureau of the Census, 2005). Younger homeowners, those under the age of 35 in 2003, experienced the greatest amount of change in homeownership with 42% owning a home as compared to 38% a decade earlier (Mintel International Group Limited, 2005). Minority populations have also experienced a significant growth in homeownership, especially the African American and Hispanic populations. Almost a third of all first-time homebuyers in 2001, were African Americans, Hispanics, and Asian/other, which was an increase of 7.5% from 1991 (Joint Center for Housing Studies of Harvard University, 2004). Multicultural populations equaled almost 13% of all trade-up homebuyers and 18% of all home remodelers in 2001, which implies that the demand for home furnishings from these minority groups is likely to increase with the growth in home ownership (Mintel International Group Limited, 2005).

Although younger and more multicultural consumers have now become homeowners, these groups have been more concerned with stretching their dollars for mortgage payments than with investing in expensive furniture (Mintel International Group Limited, 2005). Consumer research on these two groups has shown that low-to-

mid-priced lines of home furnishings that offer contemporary styles have had the greatest appeal to these homeowners, and that a higher than average number of survey respondents aged 25-44 have purchased furniture in the last 12 months (Mintel International Group Limited, 2005). Mass merchandisers and specialty stores, such as IKEA, Pier 1 Imports, Crate and Barrel, Target, and Walmart, featuring less expensive imports have benefited the most from this trend.

Although home sales have had an affect on home furnishings sales, the 21st century has proven that the relationship is not consistently linear (Mintel International Group Limited, 2005). Mortgage payments and increased moving expenses have left some new homeowners with the reality of limited discretionary funds for home furnishings. Some new homeowners are delaying home furnishings purchases for up to six months to a year after move-in due to more pertinent pre-move-in expenses, such as re-carpeting, painting, wallpapering, and re-tiling (Mintel International Group Limited, 2005). Younger consumers have been found to purchase inexpensive home furnishings products in the initial stage of homeownership and will later trade those pieces to more durable products within a few years of purchasing the new home (Mintel International Group Limited, 2005). Another reason for delayed purchase of home furnishings is due to the increased investment of more luxurious and expensive homes, which ultimately leaves consumers with less money to spend for major home-related investments (Mintel International Group Limited, 2005). The average single-family house in 2005 has doubled in cost since 1998, while housing prices in most areas are more than four times the median family income (Mintel International Group Limited, 2005). Thirty years ago

housing prices were only two times more than the median family income (Mintel International Group Limited, 2005).

Another key driver of home furnishings has been the change in housing characteristics (i.e., square footage configuration). The average square footage of US homes has grown approximately 11% over the course of 1990 (2,080) to 2003 (2,330) (US Bureau of the Census, 2005). The increases in housing sales and average square footage have in turn provided a helping hand to the home furnishings industry. The US Department of Housing and Urban Development (1995) explains this as the economic “multiplier” effect.

Life Stages of Key Generations

Generation Xer’s, those aged 31-42 in 2007, account for approximately 16.45% of the overall US population (US Bureau of the Census, 2009). Over the next five years, this population group will constitute the largest number of first-time homebuyers. Generation Xer’s have a strong desire for a home, since they are in their prime years for marriage and family-building. Home furnishings consumption is affected from this generation based on new home sales, increases in income due to career advancement, and the birth of children.

The Baby Boomers, aged 43-61 in 2007, is the largest generational group and make up about 25.74% of the population (US Census of the Bureau, 2009). Many Boomers are in their peak earning years, purchasing second homes for pleasure, or impending retirement. The Younger Boomer and Older Boomer populations have remained strong positive drivers for the home furnishings market. Younger Boomers

have been a core consumer base for more expensive, durable and high-end models and brands due to upgrades in home furnishings. These consumers have children leaving for college and are ready to redesign with more expensive home furnishings, since their furnishings will no longer receive the wear and tear of heavy usage. On the other hand, the Older Boomers are not driving the home furnishings market in the same magnitude as the Younger Boomers who upgrade. Many of these consumers are nearing retirement age and are either downsizing to smaller couple-sized homes or buying homes not to live in, but as part of their investment diversification strategy (Mintel International Group Limited, 2005). Many home furnishings products that are priorities for the Older Boomers are supportive mattresses, recliners with lifting seats, or chairs with extra back support (Mintel International Group Limited, 2005).

Consumer Values and Home Furnishings Case Goods Consumption

The concept of consumer perceived value throughout history has been one of controversy. Although considered pivotal determinants of shopping behavior and product choice, research on consumer perceptions of price, quality, and value and their linkages has not been without criticism (Bishop, 1984; Doyle, 1984; Jacoby & Olson, 1985; Sawyer & Dickson, 1984; Schechter, 1984). Past research has been scrutinized for inadequate definitions and conceptualization (Monroe & Krishnan, 1985; Zeithaml, 1983), contradictory measurement procedures (Monroe & Krishnan, 1985), and methodological problems (Bowbrick, 1980; Olson, 1977; Peterson & Wilson, 1985). What consumers value is important to understanding why they purchase home furnishings case goods. The following sections therefore provide an overview of extant

research on consumer perceived value and particularly as it relates to home furnishings case goods consumption.

Consumer Perceived Value Defined

Although nebulous in nature, the most accepted definition and fundamental base for the conceptualization of consumer perceived value has been attributed to the seminal work of Zeithaml (1988) (see Table 2.1). In 1988, Zeithaml conducted focus group interviews to gain insight into consumer perceptions of quality and value by investigating the fruit and tomato-based beverage categories. Patterns within the responses were discovered and grouped into four consumer definitions of value: (1) value is low price, (2) value is whatever I want in a product, (3) value is the quality I get for the price I pay, and (4) value is what I get for what I give (Zeithaml, 1988).

Zeithaml's (1988, p. 13) first definition, "value is low price," has been compared to Schechter (1984) and Bishop's (1984) studies, where subsets of consumers were identified that equated value with price. Hoffman (1984) also disclosed the salience of price in the value equations of consumers. Most of the trade literature has identified the second definition, "value is whatever I want in a product," and has compared this, the economist's definition of utility, to a subjective measure of the usefulness or want satisfaction that results from consumption (Zeithaml, 1988, p. 13). On the other hand, value has been defined as "whatever it is that the customer seeks in making decisions as to which store to shop or which product to buy" ("Consumers Say Value," 1985, p. 13). Schechter's (1984) definition of value, all factors, both qualitative and quantitative, subjective and objective, that make up the complete shopping experience, has been

Table 2.1

Definitions of Value Identified in Literature Review

<i>Research Study</i>	<i>Term</i>	<i>Definition</i>
Miles (1961)	Value	The minimum dollars, which must be expended in purchasing or manufacturing a product to create appropriate use and esteem factors.
Rokeach (1973)	Value	Value is an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence.
Bishop (1984); Hoffman (1984); Schechter, (1984)	Value	Value is low price.
Schechter (1984)	Value	Value is whatever I want in a product.
Bishop (1984)	Value	Value = Quality + Price + Variety + Service + Facilities
Schechter (1984)	Perceived Value	Perceived value is composed of all factors, both qualitative and quantitative, subjective and objective, that make up the complete shopping experience.
Bishop (1984); Dodds & Monroe (1985); Doyle (1984); Shapiro & Associates (1985)	Value	Value is the quality I get for the price I pay.
Hauser & Shugan (1983); Hauser & Simmie (1981); Hauser & Urban (1986); Sawyer & Dickson (1984)	Value	Value is what I get for what I give.
“Consumers Say Value” (1985)	Value	Whatever it is that the customer seeks in making decisions as to which store to shop or which product to buy.
Zeithaml (1988)	Perceived Value	The consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given. Though what is received varies across consumers and what is given varies, value represents a tradeoff of the salient give-and-get components.

Table 2.1

Definitions of Value Identified in Literature Review (Continued)

<i>Research Study</i>	<i>Term</i>	<i>Definition</i>
Day (1990)	Perceived Customer Value	Perceived customer value=customer's perceived benefits-customer's perceived cost. That is, perceived customer value is the surplus (or difference) between customer's perceived benefits and customer's perceived costs.
Monroe (1990)	Customer Value	Buyers' perceptions of value represent a trade-off between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price.
Dodds, Monroe, & Grewal (1991)	Value	Ratio of perceived benefits relative to perceived sacrifice.
Nilson (1992)	Product Value	Product value to a consumer is a comparison of tangible and intangible benefits from the generic, as well as the supplementary levels of a product and the total costs of production and usage of a product.
Anderson, Jain, & Chintagunta (1993)	Value	Perceived worth in monetary units of the set of economic, technical, service, and social benefits received by a customer firm in exchange for the price paid for a product, taking into consideration the available suppliers' offerings and prices.
Woodruff, Schumann, & Gardial (1993)	Customer Value	The customers' assessment of the value that has been created for them by a supplier given the trade-offs between all relevant benefits and sacrifices in a specific-use situation.
Gale (1994)	Customer Value	Customer value is market perceived quality adjusted for the relative price of your products.
Holbrook (1994)	Customer Value	An interactive relativistic preference experience in which the essence involves a process wherein all consumer products perform services that potentially provide value-creating experiences.
Butz & Goodstein (1996)	Customer Value	The emotional bond established between a customer and a producer after the customer has used a salient product or service produced by that supplier and found the product/service to provide an added value.
Ravald & Gronroos (1996)	Total Episode Value	Total Episode Value = Episode Benefits + Relationship Benefits/Episode Sacrifice + Relationship Sacrifice.

Table 2.1

Definitions of Value Identified in Literature Review (Continued)

<i>Research Study</i>	<i>Term</i>	<i>Definition</i>
Woodruff & Gardial (1996)	Customer Value	Trade-off between desirable attributes compared with sacrifice attributes.
Woodruff (1997)	Customer Value	A customer's perceived preference for (desired value) and evaluation of (received value) those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations.
Grewal, Monroe, & Krishnan (1998)	Value	A comparison of what a consumer "receives" with what the consumer "gives" for the attainment of a product or service.
Sweeney, Soutar, & Johnson (1999)	Perceived Value	The consumer's overall assessment of the utility of a product based on a perception of what is received and what is given (based on Zeithaml, 1988).
Hallowell (1996)	Value	Value equals perceived quality relative to price.
Kotler (2000)	Value	Value is (1) total customer value [the bundle of benefits customers expect from a given good or service]; (2) total customer cost [the bundle of costs customers expect to incur in evaluating, obtaining, using, and disposing of the good or service]; and (3) customer-delivered value [the difference between total customer value and total customer costs].
Slater & Narver (2000)	Customer Value	Customer value is created when the benefits to the customer associated with a product or service exceed the offering's life-cycle costs (search costs, purchase price, operating costs, and disposal costs) to the customer.
Uлага & Chacour (2001)	Value	The trade-off between the multiple benefits and sacrifices of a supplier's offering, as perceived by key decision makers in the customer's organization, and taking into consideration the available alternative suppliers' offerings in a specific-use situation (in industrial markets).
Woodall (2003)	Value for the Customer	Value for the customer is any demand-side, personal perception of advantage arising out of a customer's association with an organization's offering, and can occur as reduction in sacrifice; presence of benefit (perceived as either attributes or outcomes); the resultant of any weighed combination of sacrifice and benefit (determined and expressed either rationally or intuitively); or an aggregation, over time, of any or all of these.

compared to Zeithaml's (1988) second definition of value. Both the article ("Consumers Say Value," 1985) in *Chain Store Age* and Schechter's (1984) definitions of value includes all relevant choice criteria. The third definition, "value is the quality I get for the price I pay," developed in Zeithaml's (1988, p. 13) research is consistent with other studies (Bishop, 1984; Dodds & Monroe, 1985; Doyle, 1984; Shapiro & Associates, 1985). The fourth and final definition, "value is what I get for what I give," uncovered from the focus groups and in-depth interviews conducted by Zeithaml (1988, p. 13) has been likened to Sawyer and Dickson's (1984) conceptualization of value as a ratio of attributes weighted by their evaluations divided by price weighted by its evaluation, and is similar to the utility per dollar measure of value by Hauser and Simmie (1981), Hauser and Shugan (1983), and Hauser and Urban (1986). After taking the four consumer expressions of value into account, Zeithaml (1988) concluded with one overall definition: "Perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Though what is received varies across consumers and what is given varies, value represents a tradeoff of the salient give-and-get components" (p. 14).

As previously mentioned, the meaning of the quality and value concepts poses a fundamental problem; however, Zeithaml (1988) has distinguished two ways in which they differ. First, value is more personal and individualistic than quality; therefore, value is a higher-level concept than quality (Zeithaml, 1988). This has been expressed through Young and Feigen's (1975) study about emotional payoffs, Geistfeld, Sproles, and Badenhop's (1977) research where value was similar to multi-dimensional, abstract, and

difficult-to-measure attributes, and to the instrumental values of Olson and Reynolds (1983). The second difference between value and quality discovered by Zeithaml (1988) is that value involves a tradeoff of give-and-get components, whereas quality does not. Prestige and convenience are factors that consumers often associate with value, while most conceptualizations of value have specified quality as the only “get” component in the value equation (Holbrook & Corfman, 1985).

Consumer Perceived Value Dimensions

Payne and Holt (2001) conducted a substantial review of literature on value and categorized the literature into nine core research streams—(1) consumer values and consumer value; (2) the augmented product concept; (3) customer satisfaction and service quality; (4) the value chain; (5) creating and delivering superior customer value; (6) the customer’s value to the firm; (7) customer-perceived value; (8) customer value and shareholder value; and (9) relationship value. The present research considers the literature in the areas of (1) and (7).

Morganosky (1986) compared convenience-oriented consumers to that of cost-oriented consumers while investigating demographic, lifestyle, and product value perspectives (see Table 2.2). A telephone survey (sample size of 609 usable surveys) was conducted in order to investigate three product categories—clothing, food, and household equipment. The consumer values or dimensions studied were quality versus quantity and fashion versus function, which was based on Stampfl’s (1982) consumer value typologies. Using a four-point Likert-type scale, the study found that convenience-oriented consumers are significantly different from cost-oriented consumers relative to

Table 2.2

Consumer Perceived Value Dimensions

<i>Research Study</i>	<i>Methodology</i>	<i>Value Dimensions</i>	<i>Application</i>
Morganosky (1986)	Qualitative Work	Two Dimensions— 1. Quality -vs- Quantity 2. Fashion -vs- Function	Products— • Clothing • Food • Household Equipment
Zeithaml (1988)	Theoretical & Qualitative Work	Four Dimensions— 1. Intrinsic Attributes 2. Extrinsic Attributes 3. Perceived Quality 4. High-Level Abstractions	Products— • Fruit Beverages • Tomato-Based Beverages
Corfman, Lehmann, & Narayanan (1991)	Quantitative Work	Five Dimensions— 1. Social Value 2. Self-Orientation Value 3. Stimulation Value 4. Warm Relations Value 5. Materialism Value	Products— Discretionary Durable Goods: • Home Entertainment • Sports & Exercise • Pets • Convenience Goods • Luxury Goods
Dodds, Monroe, & Grewal (1991)	Quantitative Work	Two Dimensions— 1. Acquisition Value 2. Transactions Value	Products— • Calculators • Stereo Headset Players
Sheth, Newman, & Gross (1991b)	Theoretical & Quantitative Work	Five Dimensions— 1. Functional Value 2. Conditional Value 3. Social Value 4. Emotional Value 5. Epistemic Value	Products— Cigarette Smoking: • Use -vs- Not Use • Product Type • Brand Choice
Kerin, Jain, & Howard (1992)	Theoretical & Qualitative Work	Four Dimensions— 1. Shopping Experience Perceptions 2. Price Perceptions 3. Quality Perceptions 4. Value Perceptions	Product/Service— • Supermarkets

Table 2.2

Consumer Perceived Value Dimensions (Continued)

<i>Research Study</i>	<i>Methodology</i>	<i>Value Dimensions</i>	<i>Application</i>
Holbrook (1994)	Thought Piece	Three Dimensions— 1. Extrinsic -vs- Intrinsic Value 2. Self-Oriented -vs- Other-Oriented Value 3. Active -vs- Reactive Value	Products in General
Lai (1995)	Thought Piece	Four Dimensions— 1. Cultural Values 2. Personal Values 3. Consumption Values 4. Product Benefits (Functional, Social, Affective, Epistemic, Aesthetic, Hedonic, Situational, and Holistic)	Products in General
Kantamneni & Coulson (1996)	Thought & Quantitative Work	Four Dimensions— 1. Core Value 2. Personal Value 3. Sensory Value 4. Commercial Value	Products in General
Grewal, Monroe, & Krishnan (1998)	Theoretical Work	Six Dimensions— 1. Perceived Quality 2. Internal Reference Price 3. Perceived Transaction Value 4. Perceived Acquisition Value 5. Willingness to Buy 6. Search Intentions	Products— • Raleigh USA Bicycle
Sinha & DeSarbo (1998)	Quantitative Work	Eight Dimensions— 1. Manufacturer Type 2. Reliability 3. Mileage 4. Safety Features 5. Cost Factor 6. Depreciation 7. Performance 8. Average Price	Products— • Automobiles (Small-Car)

Table 2.2

Consumer Perceived Value Dimensions (Continued)

<i>Research Study</i>	<i>Methodology</i>	<i>Value Dimensions</i>	<i>Application</i>
Sweeney, Soutar, & Johnson (1999)	Quantitative Work	Three Dimensions— 1. Perceived Risk (Financial and Performance) 2. Service Quality (Functional and Technical) 3. Price-Value for Money	Products— • Electrical Appliances
Sweeney & Soutar (2001)	Quantitative Work	Four Dimensions— 1. Functional Value due to Quality 2. Emotional Value 3. Functional Value due to Price 4. Social Value	Durable Goods in General
Woodall (2003)	Thought Piece (General Literature Review)	Four Dimensions— 1. Intrinsic Value 2. Exchange Value 3. Use Value 4. Utilitarian Value	Product/Service

demographic, lifestyle, and consumer values. The demographic variables of age and household income differentiated between convenience- and cost-oriented consumers across all three product categories, while the family-type variable successfully distinguished the two groups in both the food and household equipment product categories. The lifestyle variables were less successful in differentiating convenience and cost orientations.

The seminal work of Zeithaml (1988, p. 14) not only provided for the most accepted definition and fundamental base for the conceptualization of consumer perceived value, but it also included focus group interviews in order to gain insight into consumer perceptions of quality and value by investigating the fruit and tomato-based

beverage categories. Zeithaml (1988) proposed a conceptual model to analyze the relationships between perceived value, perceived quality, and price, which included five dimensions of consumer perceived value—*intrinsic attributes*, *extrinsic attributes*, *perceived quality*, *benefit components* (high-level abstractions), and *sacrifice components* (monetary and non-monetary prices). Findings indicated that *intrinsic* and *extrinsic* attributes were positively related to perceived quality, while a weak relationship was found between perceived quality and perceived price.

Corfman, Lehmann, and Narayanan (1991) focused on consumer perceived value from the standpoint of durable goods and identified five value dimensions—*social value* (security, sense of belonging, being well-respected), *self-orientation value* (self-respect, sense of accomplishment, self-fulfillment), *stimulation value* (fun and enjoyment, excitement), *warm relations value* (people who value friendships, people who give gifts for “no occasion” or just to give), and *materialism value* (the importance of owning things, wealth). Corfman, Lehmann, and Narayanan’s (1991) empirical analysis was the first to develop and test broad theoretical structures for the relationships among values, utility, and ownership across product classes. The study incorporated the effects of utility, time in the market for durables, and budget on ownership, and the effects of values and past ownership on utility, while investigating discretionary durables—home entertainment, sports and exercise, pets, convenience goods, and luxury goods. Survey results indicated that consumer values and the experience of ownership affect utility directly, while utility, time, and income affect ownership directly. The most important values associated with consumers’ utility for the durables included in this study were

social, stimulation, and materialism values. Consumers who valued security, respect, and a sense of belonging (social values) had greater utility for sports, exercise, and luxury products. Consumers who valued fun and excitement (stimulation) had greater utility for home entertainment products, sports and exercise products, and pets. Self-orientation values and warm relations with others had smaller effects. While discriminating values (social values, self-orientation values, stimulation values, and warm relations values) affected the utility of a smaller set of products, materialism significantly increased the utility of 79% of the durables studied.

Dodds, Monroe, and Grewal (1991) contributed to the existing literature by extending a basic conceptualization of the price-product evaluation relationship, introduced by Dodds & Monroe (1985), to include the extrinsic cues of price, brand, and store name, and test the effects of those cues on perceptions of quality, value, and consumers' willingness to buy. Two products (calculators and stereo headset players), four brand names (Hewlett Packard and Royal for calculators; Sony and Grand Prix for stereo headset players), and four store names (Campus Bookstore and Roses for calculators; Best and K-Mart for stereo headset players) were investigated. Their findings suggested that price had a positive effect on perceived quality, but a negative effect on perceived value and willingness to buy. Favorable brand and store information positively influenced perceptions of quality and value, and a subjects' willingness to buy.

After a careful examination of previous work in economics and marketing, Kantamneni and Coulson (1996) identified 27 possible indicators of value. Although no particular product category was investigated, respondents identified what they felt value

was in regards to products in general. Based on the survey results, Kantamneni and Coulson (1996) were successful in uncovering four dimensions of perceived value—core value, personal value, sensory value, and commercial value (listed in order of importance by respondents).

In 1998, Grewal, Monroe, and Krishnan provided an understanding of how price-comparison advertising could influence buyers' perceptions of value and established a framework for addressing the deception issue. The proposed model had two exogenous constructs (advertised reference price and advertised selling price) and six endogenous constructs (buyers' perceptions of product quality, their internal reference price, perceived transaction value, perceived acquisition value, willingness to buy, and search intentions). Results indicated a positive relationship between buyers' perceptions of quality and their internal reference price, advertised selling price, perceived transaction value, and advertised reference price, which was expected. Another expected finding was the positive relationship between buyers' perceived acquisition value and their perceptions of quality and willingness to buy. Grewal, Monroe, and Krishnan (1998) anticipated and found negative relationships between the advertised selling price and intentions to search to that of buyers' perceptions of acquisition value. As predicted, a negative relationship between buyers' perceptions of transaction value and the advertised selling price was present; however, it was unexpected to have a negative relationship with their intentions to search. Another unexpected finding was the positive relationship between buyers' perceptions of transaction value and their willingness to buy. Finally, a positive relationship between buyers' perceptions of transaction value and their perceived

acquisition value was predicted and found.

In 1999, Sweeney, Soutar, and Johnson extended the previous research on consumer perceived value by including the role of perceived risk within a model of the antecedents and consequences of consumer perceived value. According to Sweeney, Soutar, and Johnson (1999), consumers not only consider immediate situational factors, but also the longer-term implications of the ownership of durable goods and thus should be included in any model of perceived value. Results from Sweeney, Soutar, and Johnson's (1999) study indicated that the overall model fit well—the squared multiple correlation for the perceived value construct was 0.62, indicating that nearly two-thirds of the variance in the perceived value construct was explained by its quality, price, and risk antecedents. Further findings revealed the following: (1) not only do perceived product and service quality lead to perceived value for money in a service encounter, but they also reduce the perceived risk; (2) perceived risk was found to play an important role in the perceived product and service quality—value for money relationship and was found to be a significant mediator of this relationship; and (3) perceived value for money was found to be a significant intermediary of perceived quality, price, and risk, as well as willingness-to-buy.

Swait and Sweeney (2000) investigated the link between consumer perceived value and behavior—behavioral outcomes of perceived value. The study provided an ordinal latent segment choice model in which consumers were divided into segments according to their “value orientation”—a predisposition towards value. Electrical appliances were chosen as the focus of the study, since consumers are more likely to

search for and be better informed about durable goods versus that of non-durable goods (Tellis & Wernerfelt, 1987). The product characteristics investigated were perceived value, perceived quality, major versus minor durable good, and actual price. The store characteristics that were explored were store effect, chain effect, relative price, and store and brand image congruence, while difficulty in evaluating product quality and income represented the consumer characteristics.

In 2001, Sweeney and Soutar developed a 19-item perceived value scale, PERVAL, which can be used to assess consumer perceived value of consumer durable goods at the brand level. The PERVAL measure was based on the theoretical framework of Sheth, Newman, and Gross (1991a, 1991b) and created for use in a retail purchase situation to determine what consumption values drive purchase attitude and behavior. Four distinct value dimensions emerged from the study's results—emotional, social, price/value for money, and quality/performance—from both a pre-purchase and post-purchase situation. Findings indicated that the measure was valid, as well as reliable, and could be used to identify the consumption values that lead to purchase behavior. Results also revealed that multiple value dimensions explain consumer choice better, both statistically and qualitatively, than did a single 'value for money' item and should produce superior results while investigating consumption value. Furthermore, the 19-item PERVAL scale demonstrated that consumers assess products, not just in functional terms of expected performance, value for money, and versatility, but also in terms of the social consequences of what the product communicates to others (social value) and the

enjoyment or pleasure derived from the product (emotional value) (Sweeney & Soutar, 2001).

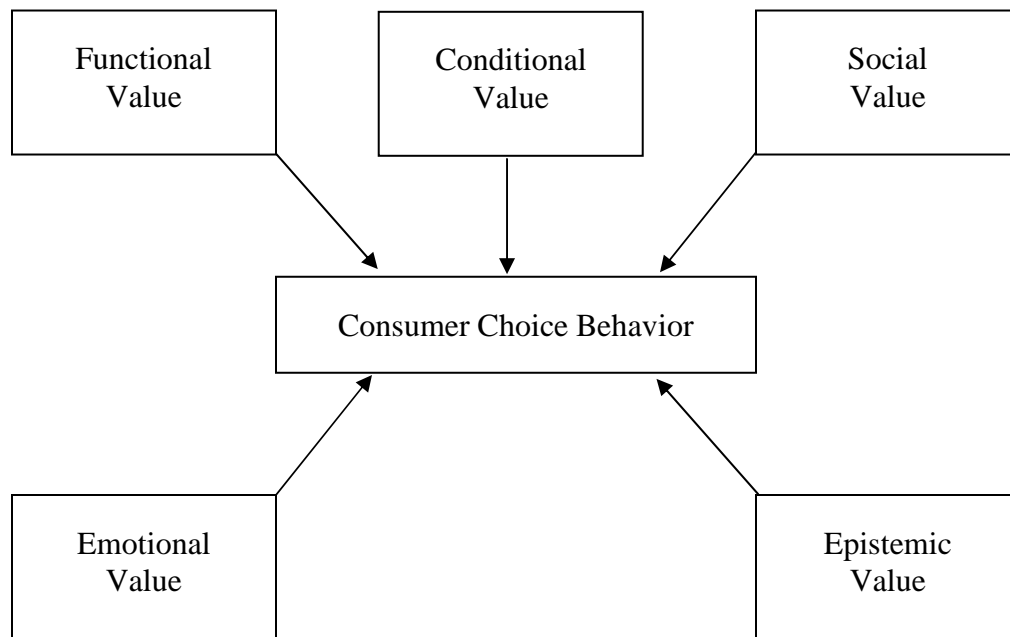
In 2003, due to a lack of conceptual consensus within the consumer perceived value literature, Woodall analyzed the extant literature in order to provide a theoretical anchor and clear definition. To achieve a concise and understandable theory, Woodall (2003) utilized Bagozzi's (1984) theory construction modeling process, which includes three fundamental defining processes: (a) attributional definition (statement of characteristics); (b) structural definition (organizational/hierarchical representation); and/or (c) dispositional definition (identification of associations and relationships with other concepts). Although no services or products were actually investigated, five distinct "value for the customer" (VC) notions were identified in the literature—net VC (a utilitarian balancing of benefits and sacrifices), derived VC (use/experience outcomes), marketing VC (perceived product attributes), sale VC (low price, or reduction of sacrifice), and rational VC (benefits expressed in units of exchange). Woodall (2003) also found that VC could be perceived in four distinct temporal forms—ex-ante VC (pre-purchase), transaction VC (at the point of trade or experience), ex-post VC (post-purchase), and disposition VC (after use/experience). Factors influencing the consumers' valuation process were also discovered through the general literature review—customer factors (demographics, personal circumstances, personal value system, and experience), consumption factors (situation, stage within the consumption cycle, and rate/extent of release of intrinsic qualities), product factors (perceived monetary costs, perceived non-monetary costs, perceived risk, product symbolism, presentation, product differentiation,

recognized product attributes, and perceived product outcomes), and market factors (availability, competition, and perceived equity). Finally, after further examination of the extant consumer perceived value literature, Woodall (2003) concluded with an aggregated VC, or an “overall VC” definition—value for the customer is any demand-side, personal perception of advantage arising out of a customer’s association with an organization’s offering, and can occur as reduction in sacrifice; presence of benefit (perceived as either attributes or outcomes); the resultant of any weighed combination of sacrifice and benefit (determined and expressed either rationally or intuitively); or an aggregation, over time, of any or all of these.

Sheth, Newman, and Gross (1991b) presented the Theory of Consumption Values, which explained five consumption values—functional value, social value, emotional value, epistemic value, and conditional value—that influence consumer choice behavior (see figure 2.8). Three fundamental propositions were axiomatic to the theory: (1) consumer choice is a function of multiple consumption values (functional, social, emotional, epistemic, and conditional) (see table 2.3), (2) the consumption values make differential contributions in any given choice situation, and (3) the consumption values are independent. The study investigated the choices involved in cigarette smoking (use versus not use, product type, and brand choice). Emotional value and conditional value were the most influential in discriminating the users from nonusers, while functional value and social value were the two most discriminating factors for product type. Social value outranked the other values for brand choice with a coefficient = 0.93, while emotional value entered into the model with a coefficient = -0.29.

Figure 2.8

Theory of Consumption Values



Note. Sheth, Newman, and Gross (1991b).

Although subsequent studies added to the extant literature on consumption and consumer perceived value, Sheth, Newman, and Gross' (1991b) Theory of Consumption Values emerged as a better "fit" for home furnishings case goods. First, the theory explains why consumers choose to buy or not buy a specific product, why consumers choose one product type over another, and why consumers choose one brand over another. Secondly, the theory can be applied to a full range of product types (consumer nondurables, consumer durables, and industrial goods) and services (Sheth, Newman, & Gross, 1991b). Finally, Sheth, Newman, and Gross' (1991b) five dimensions—functional value, social value, emotional value, epistemic value, and conditional value—of

Table 2.3

Consumption Values Defined

<i>Consumption Value</i>	<i>Description</i>
Functional Value	The perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes. Measured on a profile of choice attributes.
Social Value	The perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Measured on a profile of feelings associated with the alternative.
Emotional Value	The perceived utility acquired from an alternative's capacity to arouse feelings or affective states. An alternative acquires emotional value when associated with specific feelings or when precipitating or perpetuating those feelings. Measured on a profile of feelings associated with the alternative.
Epistemic Value	The perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemic value by questionnaire items referring to curiosity, novelty, and knowledge.
Conditional Value	The perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value. Conditional value is measured on a profile of choice contingencies.

Note. Sheth, Newman, and Gross (1991b).

consumer perceived value captures those values associated with home furnishings case goods as indicated in the home furnishings case goods literature.

Summary

In this chapter, a review of the extant literature established several relationships between the topical areas discussed and home furnishings case goods. First, home furnishings is a key industry because it deals with personal products, addresses pragmatic issues, and is associated with consumer emotions (Intel International Group Limited, 2005). Second, home furnishings represent personal products through which consumers can express themselves and are an extension and reflection of the self (Csikszentmihalyi & Rochberg-Halton, 1981). Third, a review of the home furnishings literature yielded limited studies involving consumers' use of evaluative criteria thereby strongly suggesting the need for further study. Of the research reviewed, the following nine attributes were identified: quality, style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin (Bennington, 2002; Buehlmann, Bumgardner, Lihra, & Frye, 2006; Chung & Dung, 1999; Drlickova, et al., 1999; Forney, Park, & Brandon, 2005; Ozanne & Smith, 1996; Piotrowski, 2008). Fourth, home furnishings case goods are both attribute- and attitude-based choices. Fifth, the home furnishings case goods buying process follows six definite stages: aroused need, looking and shopping, buying decision, use of product, and postpurchase attitudes (Bennington, 2002). Sixth, the following key drivers of home furnishings purchases were identified: discretionary purchases, a shift from "Cocooning" to "Hiving," the changing dynamics of homeownership, and life stages of key generations. Finally, consumer perceived value was deemed important to this study because of the role it plays in predicting purchase behavior and achieving sustainable competitive advantage (Bolton &

Drew, 1991; Cronin, Brady, & Hult, 2000; Dodds, Monroe, & Grewal, 1991; Holbrook, 1994; Parasuraman, Zeithaml, & Berry, 1985; Zeithaml, 1988).

The next chapter presents a review of theoretical frameworks used in previous research to study attitudes, since a review of the literature found that a consumer's attitude toward a product has an ability to predict behavior. In particular, established attitude-behavior relationship models will be analyzed and compared from the perspective of their usefulness for explaining and predicting consumer behavior. It includes an investigation of how identified frameworks may be applied to address the purpose of the study. To address the second objective of the study, the key motivations identified in Chapter Two will be integrated into the developed conceptual framework. Finally, the research hypotheses will be formulated.

CHAPTER III

THEORETICAL FRAMEWORK

Chapter III presents: (1) Attitude-Behavior Relationships; (2) Analysis of Existing Attitude Models; (3) Home Furnishings Case Goods Consumption: A Conceptual Model; (4) Research Hypotheses; and (5) Summary.

The purpose of the study is twofold: (a) to investigate consumer's attitudes toward home furnishings case goods; and (b) to determine how their attitudes influence their home furnishings case good consumption choice. However, this area of research, as was discussed previously, is in need of further empirical studies to refine the conceptual framework and, ultimately, contribute to theory development. In order to produce meaningful research results, findings from previous studies must be analyzed and proposed theoretical frameworks need critical review. Both were the goal of this chapter.

Attitude-Behavior Relationships

Attitude has been described as “the most distinctive and indispensable concept in contemporary American social psychology” (Allport, 1935, p. 798). It is one of the most important concepts that marketers use to understand consumers and has been portrayed as the best predictor of behavioral intention (Trafimow & Finlay, 1996). Since attitudes are an “expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some objects,” attitude impacts behavior (Schiffman & Kanuk, 2007, p.

240). It is these inner feelings (negative or positive) that a consumer has toward an object that drives them against or towards particular behaviors. Al-Rafee and Cronan (2006) stated that “if attitude can be changed, then intention may be influenced, and subsequently behavior may be influenced” (p. 239). Ultimately, Al-Rafee and Cronan (2006) justified Trafimow and Finlay’s (1996) idea that attitude is the best predictor of behavioral intention; therefore proving that attitude significantly affects consumers’ buying decisions.

The study of attitude-behavior relationships has been applied to various consumption contexts, such as blood donation, the purchase of a specific brand of beer, the use of birth control pills, and online shopping (Bagozzi, 1981; Fishbein & Ajzen, 1980; McCarty, 1981; Wang, Chen, Chang, & Yang, 2007). Although many definitions of attitude have been proposed, Fishbein and Ajzen’s (1975)—“a learned predisposition to respond to an object in a consistently favorable or unfavorable manner” (p. 336)—has been to the most widely accepted. Fishbein and Ajzen (1975) were the first to define the complex structure of attitudes, which comprise a person’s beliefs, feelings, and action toward an object.

Analysis of Existing Attitude Models

A review of the attitude-behavior relationship literature yielded three models—Theory of Reasoned Action (Fishbein & Ajzen, 1975), the Theory of Planned Behavior (Ajzen, 1985), and Theory of Self-Regulation (Bagozzi, 1992)—for predicting and understanding behavior (see table 3.1). Of the three models, Fishbein and Ajzen’s Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975; 1980) and Ajzen’s Theory of

Table 3.1

Attitude-Behavior Studies Identified in a Review of Extant Literature

<i>Study</i>	<i>Behavior/Activity</i>
Warshaw, Calantone, & Joyce (1968)	Donate blood in next two months
Ajzen & Fishbein (1969)	Go to a party; Visit an exhibition of modern art; Watch a western on TV; Go to a concert; Play a game of poker; Go to a French movie; Participate in a discussion; Read a mystery novel
Ajzen & Fishbein (1970)	Choose alternative in PDG
Greenstein, Miller, & Weldon (1970)	Pursue a particular career
Ajzen (1971)	Choose alternative in PDG
DeVries & Ajzen (1971)	Cheat in college; Copy answers from others' tests; Allow others to copy from own test
Jaccard & Davidson (1972)	Use birth control pills
Lutz (1973a)	Purchase football tickets
Lutz (1973b)	Purchase brand of detergent
Weddle & Bettman (1973)	Purchase term paper
Ajzen & Fishbein (1974)	Send instructions during lab game; Follow instructions during lab game
Bonfield (1974)	Purchase brand of grape drink
Fishbein & Coombs (1974)	Vote for presidential candidate
Newman (1974)	Be absent from work; Resign from job
Ryan (1974)	Purchase brand of toothpaste; Purchase particular make of automobile
Jaccard & Davidson (1975)	Have two children; Have a child in the next two years; Use birth control pills
Raju, Bhaghat, & Sheth (1975)	Purchase particular make of automobile
Wilson, Mathews, & Harvey (1975)	Purchase brand of toothpaste

Table 3.1

Attitude-Behavior Studies Identified in a Review of Extant Literature (Continued)

<i>Study</i>	<i>Behavior/Activity</i>
Glassman & Fitzhenry (1976)	Purchase brand of coffee, detergent, gasoline, and potato chips
Pomazal & Jaccard (1976)	Donate blood during campus drive
Songer-Nocks (1976)	Choose alternative in lab game
Pomazal & Brown (1977)	Smoke marijuana
Schlegel, Crawford, & Sanborn (1977)	Drink type of alcoholic beverage in specific setting—high school students; Drink beer—high school students
Bearden & Woodside (1978)	Use marijuana in next four weeks
Bowman & Fishbein (1978)	Vote for referendum initiative
Ryan (1978)	Purchase brand of toothpaste
Vinokur-Kaplan (1978)	Have child in next two years
Zuckerman & Reis (1978)	Donate blood at campus drive
Brinberg (1979)	Go to church
Davidson & Jaccard (1979)	Have a child in next two years; Use birth control pills
Hom, Katerberg, & Hulin (1979)	Reenlist in National Guard
Jaccard, Knox, & Brinberg (1979)	Vote for presidential candidate
Oliver & Berger (1979)	Obtain a swine flu shot
Werner & Middlestadt (1979)	Use birth control pills
Fishbein & Ajzen (1980)	Purchase brand of beer
Fishbein, Ajzen, & McArdle (1980)	Sign up for alcohol unit
Loken & Fishbein (1980)	Have a child in next three years
Ryan & Bonfield (1980)	Apply for loan at particular credit union

Table 3.1

Attitude-Behavior Studies Identified in Review of Literature (Continued)

<i>Study</i>	<i>Behavior/Activity</i>
Sejwacz, Ajzen, & Fishbein (1980)	Lose weight in next two months; Perform five dieting behaviors for two months; Perform three exercise behaviors for two months
Smetana & Adler (1980)	Have an abortion
Warshaw (1980)	Purchase detergent, shampoo, brand of detergent, brand of shampoo, brand of gum, particular magazine, and brand of soft drink; Dine at an expensive restaurant—students
Bagozzi (1981)	Donate blood at campus drive this year
Hom & Hulin (1981)	Reenlist in National Guard
McCarty (1981)	Use condoms; Use birth control pills; Rely on partner using pill
Ajzen, Timko, & White (1982)	Vote in presidential election; Smoke marijuana in next four weeks
Burnkrant & Page (1982)	Donate blood at campus drive
Kantola, Syme, & Campbell (1982)	Conserve drinking water
Miniard, Obermiller, & Page (1982)	Purchase brand of soft drink
Ryan (1982)	Purchase brand of toothpaste
Stutzman & Green (1982)	Conserve energy; Raise home thermostat—students; Lower water heater thermostat—students; Use fan instead of air conditioner; Raise home thermostat—consumers
Brinberg & Durand (1983)	Eat at a fast food restaurant
Davidson & Morrison (1983)	Use condoms; Use pill, IUD, diaphragm
Loken (1983)	Watch rerun of a particular TV program
Brinberg & Cussings (1984)	Purchase generic prescription drugs
Fisher (1984)	Use condom in next month—male students
Pagel & Davidson (1984)	Use particular methods of birth control

Table 3.1

Attitude-Behavior Studies Identified in a Review of Extant Literature (Continued)

<i>Study</i>	<i>Behavior/Activity</i>
Warshaw & Davis (1984)	Go to the campus pub; Skip class; Watch a TV movie; Drink alcohol; Read a newspaper; Read for pleasure; Go to the dormitory pub; Eat in a restaurant; Have sex; Attend a sports event; Perform an illegal behavior
Crawford & Boyer (1985)	Have a child in the next three years
Davidson, Yantis, Norwood, & Montano (1985)	Vote for mayoral candidate
Warshaw & Davis (1985)	Eat only nonfattening foods; Go to a party; Take a walk; Eat an apple; Watch something good on TV; Eat some junk food; Go to weekend job; Go out with friends on Saturday night; Take a nap; Smoke some cigarettes; Study a few hours; Drink a soft drink; Converse with an attractive stranger; Write a letter; Eat a good meal; Have a sandwich; Go out for dinner; Take vitamins

Planned Behavior (TPB) (Ajzen, 1985; Ajzen & Madden, 1986) are the best known and most commonly applied models of attitude-behavior relationships within the expectancy-value approach (Chaiken & Stangor, 1987; Eagly & Chaiken, 1993; Olson & Zanna, 1993; Tesser & Shaffer, 1990). According to Leone, Perugini, and Ercolani (1999), the theories are parsimonious, simple, easy to operationalize, and applicable to a wide range of behavioral domains. A discussion of the two models (Theory of Reasoned Action and Theory of Planned Behavior) follows.

Theory of Reasoned Action

The TRA is an extension of the Fishbein Multiattribute Model. The modified and extended multiattribute attitude model relates consumers' beliefs and attitudes to their

behavioral intentions (Peter & Olson, 2005). The main premise of the theory is to predict and understand the causes of behavior (Ajzen & Fishbein, 1980). The TRA has been successfully applied to the prediction of intentions and behavior in such domains as dental care (Hoogstraten, De Haan, & Ter Horst, 1985), seat belt usage (Stasson & Fishbein, 1990), weight loss (Bagozzi & Warshaw, 1992), university class attendance (Fredricks & Dossett, 1983), and moral behavior (Vallerand, Deshaies, Cuerrier, Pelletier, & Mongeau, 1992) just to name a few. After an extensive meta-analysis of the TRA literature, Sheppard, Hartwick, and Warshaw (1988) found a strong relationship between attitude, subjective norms, and behavioral intentions for behaviors under volitional control. Furthermore, the study's results provided strong support for the overall predictive utility of the TRA (Sheppard, Hartwick, and Warshaw, 1988).

The TRA model assumes that consumers consciously consider the consequences of the alternative behaviors under consideration and choose the one that leads to the most desirable consequences (Ajzen & Fishbein, 1980). Therefore, people tend to refrain from behaviors that are regarded unfavorably/unpopular with others and instead perform behaviors that are evaluated favorably/popular with others. The ultimate outcome of this reasoned choice process is an intention to engage in the selected behavior. This behavioral intention is the single best predictor of actual behavior (Peter & Olson, 2005). Altogether, the TRA proposes that any reasonably complex, voluntary behavior (such as buying a home furnishings case good) is determined by the person's intention to perform that behavior (Ajzen & Fishbein, 1980). It must be noted, however, that Ajzen and Fishbein's (1980) TRA is not relevant for involuntary or extremely simple behaviors such

as sneezing or the automatic blinking of an eye.

The Theory of Reasoned Action can be expressed as follows (see figure 3.1):

$$B \sim BI = A_B(w_1) + SN(w_2)$$

where:

B = a specific behavior;

BI = consumer's intention to engage in that behavior;

$B \sim BI$ = a decision to engage in a behavior is directly predicted by an individual's intention to perform the behavior;

A_B = consumer's attitude toward engaging in that behavior;

SN = subjective norm regarding whether other people want the consumer to engage in that behavior; and

w_1 and w_2 = weights that reflect the relative influence of the A_B and SN components on BI .

Model Components

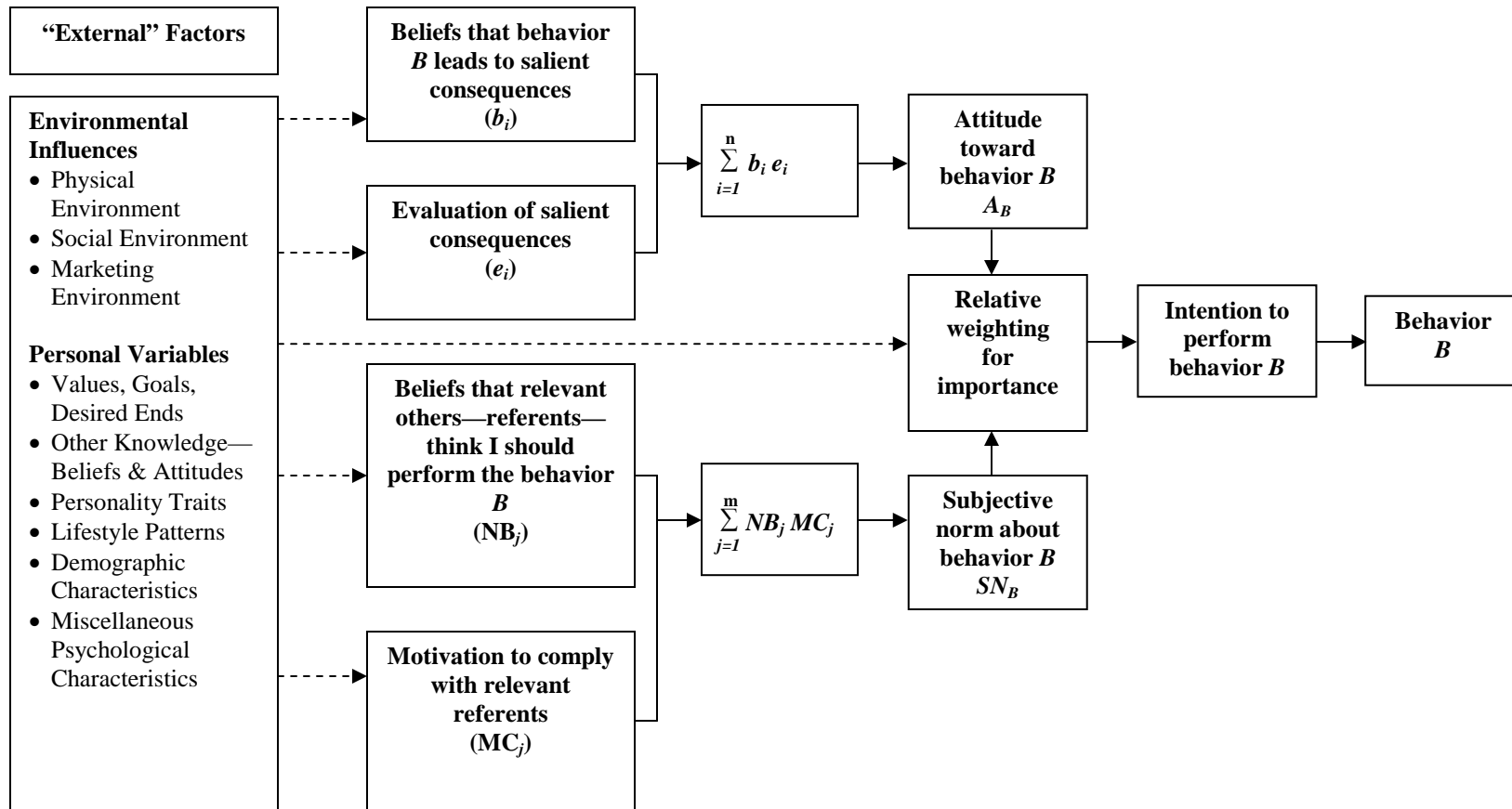
Behaviors

Behaviors are defined as particular actions directed at some target object (shopping/purchasing home furnishings case goods). Behaviors occur in a situational context or environment and at a specific time (Peter & Olson, 2005). These aspects of the behavior of interest must be clear, because the components of the theory of reasoned action must be defined and measured in terms of these specific features (Peter & Olson, 2005).

Figure 3.1

The Theory of Reasoned Action Model

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Note. Ajzen and Fishbein (1980).

Behavioral Intention

A behavioral intention is a proposition connecting the self and a future action (i.e., “I intend on going shopping this weekend for home furnishings case goods”). It is basically a plan to engage in a specified behavior in order to reach a goal. Behavioral intentions are created through a choice/decision process in which beliefs about two types of consequences— A_B and SN —are considered and integrated to evaluate alternative behaviors and select among them (Peter & Olson, 2005, p. 154). Behavioral intentions can be measured by having consumers rate the probability that they will perform the behavior of interest and vary in strength (Ajzen & Fishbein, 1980).

Attitude Toward the Behavior or Action

The strengths and evaluations of a consumer’s salient beliefs about the functional consequences of an action are combined to form an attitude toward the behavior or action (A_B) (Peter & Olson, 2005, p. 154). Ultimately, the behavior or action reflects the consumer’s overall evaluation of performing the behavior. The strengths and evaluations of the salient beliefs about the consequences of a behavior can be measured the same way one would measure beliefs about product attributes (Peter & Olson, 2005).

Subjective or Social Norm

Subjective or social norms reflect consumers’ perceptions of what other people want them to do (Ajzen & Fishbein, 1980). Consumers’ salient normative beliefs regarding “doing what other people want me to do” and their motivation to comply with the expectations of these other people are combined to form subjective or social norms (Peter & Olson, 2005, p. 154). SN , along with A_B , affects consumers’ behavioral

intentions and their relative influence varies from situation to situation.

Theory of Planned Behavior

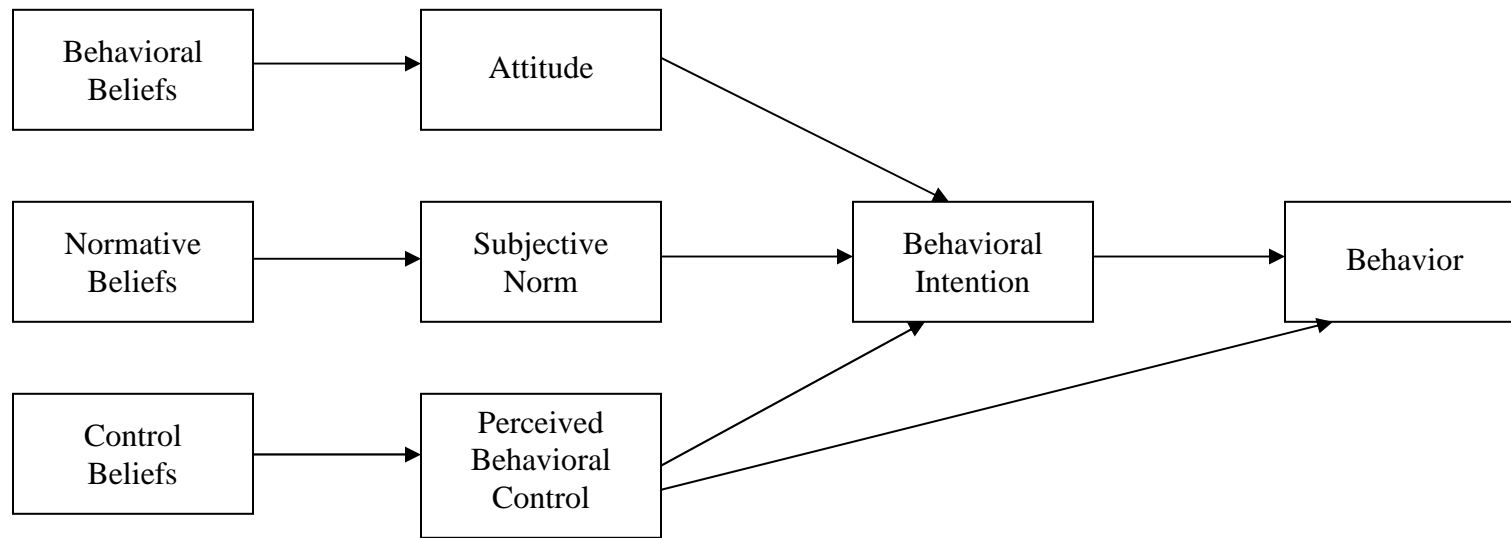
The Theory of Planned Behavior extended the Theory of Reasoned Action by including perceived behavioral control (the perception of how difficult or easy an action is to perform for a given subject) as a determinant of both behavioral intention and behavior (Armitage & Christian, 2003). Ajzen (1988) proposed the conceptual framework to address the problem of incomplete volitional control (see figure 3.2). According to Ajzen (1988), perceived behavioral control is hypothesized as directly influencing both intention and behavior in such a way that the greater the perceived behavioral control, the more positive the behavioral intention and the more likely the performance of behavior. The direct path from perceived control to behavior is not necessary in all cases (Leone, Perugini, & Ercolani, 1999). According to Ajzen and Madden (1986) this direct path is assumed to exist only if perceived behavioral control is a good proxy of actual control; this cannot be the case when the behavior is new to the subjects. The TPB has been widely applied in behavioral domains such as dishonest behavior (Beck & Ajzen, 1991), class attendance and academic achievement (Ajzen & Madden, 1986), sleeping, listening to an album, and taking vitamins (Madden, Ellen, & Ajzen, 1992), and weight loss (Bagozzi & Kimmel, 1995; Shifter & Ajzen, 1985) just to name a few.

Home Furnishings Case Goods Consumption: A Conceptual Model

The conceptual model to be examined in the current study is shown in Figure 3.3, which has been influenced by the Theory of Reasoned Action. The model is the basic

Figure 3.2

The Theory of Planned Behavior

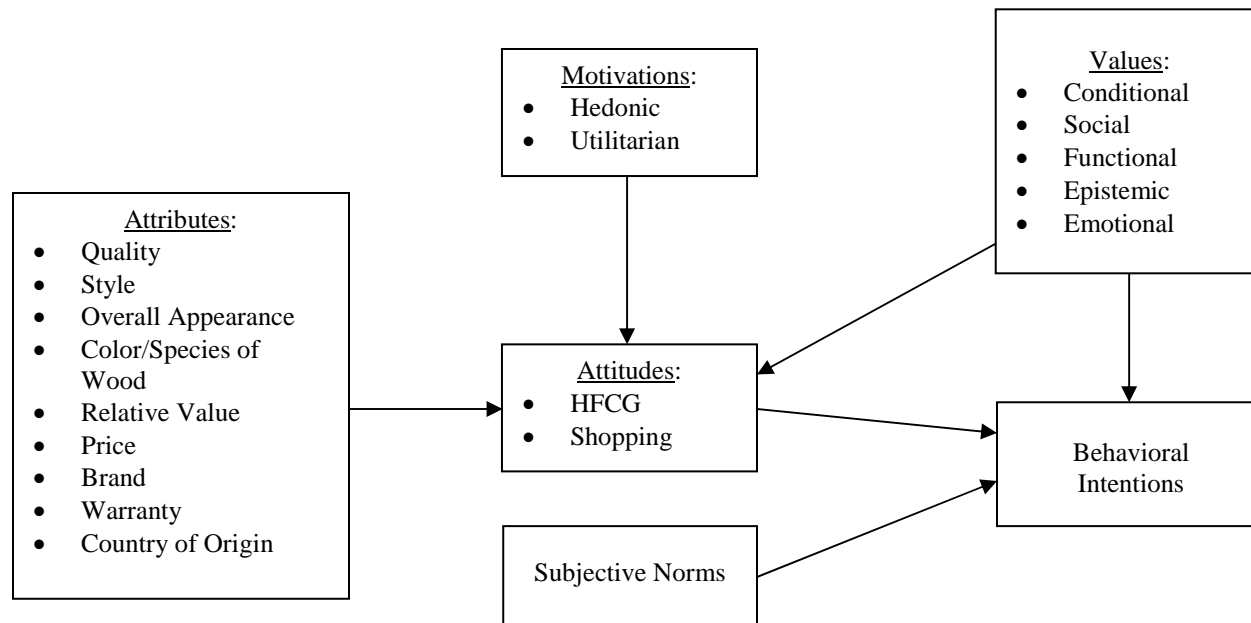


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Note. Ajzen (1985).

Figure 3.3

Home Furnishings Case Goods Consumption Model



Theory of Reasoned Action with the addition of home furnishings case goods attributes/evaluative criteria, hedonic and utilitarian motivations, and consumer perceived consumption values. Based on an extant review of the literature, the model states the following:

- The attributes/evaluative criteria of home furnishings case goods influence consumer attitudes;
- The consumer perceived consumption values influence behavior;
- Subjective norms influence behavioral intentions;
- Consumer attitudes affect behavioral intentions;
- Hedonic motivations influence consumer attitudes;
- Utilitarian motivations influence consumer attitudes; and
- The consumer perceived consumption values influence attitudes.

Research Hypotheses

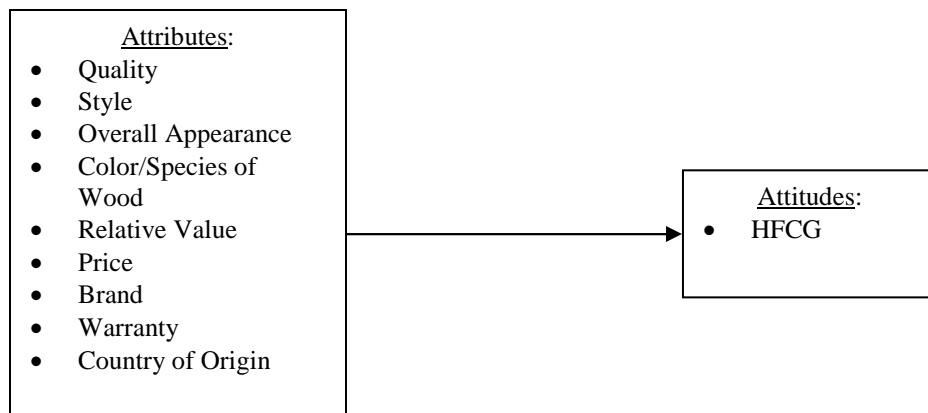
Importance of Attributes/Evaluative Criteria of Home Furnishings Case Goods

As addressed in the review of literature, “a consumer’s overall evaluation of a product sometimes accounts for most of his attitude” (Soloman, 2004). This linkage between evaluative criteria and attitude is important to understand, because (1) understanding these criteria allows for the development and communication of the appropriate product features to the target market; and (2) marketers want to influence the evaluative criteria used by consumers (Hawkins, Mothersbaugh, & Best, 2007). Attitudes are complex, because product features/attributes vary, people place importance on these features/attributes differently, and a person’s decision to act on his/her attitude is affected

by others (i.e., approval from friends and family) (Soloman, 2004). Since no study has addressed the home furnishings case goods attribute importance linkage to attitude, a gap in the literature prevailed. Therefore, it is worthy of investigation (see figure 3.4):

Figure 3.4

Relationship Between Home Furnishings Case Goods Evaluation Criteria and Consumer Attitudes



$H_{1(a)}$: *There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the quality attribute, controlling for the style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin attributes.*

$H_{1(b)}$: *There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the style attribute, controlling for the quality, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin attributes.*

H_{1(c)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the overall appearance attribute, controlling for the quality, style, color and species of wood, relative value, price, brand, warranty, and country of origin attributes.

H_{1(d)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the color and species of wood attribute, controlling for the quality, style, overall appearance, relative value, price, brand, warranty, and country of origin attributes.

H_{1(e)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the relative value attribute, controlling for the quality, style, overall appearance, color and species of wood, price, brand, warranty, and country of origin attributes.

H_{1(f)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the price attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, brand, warranty, and country of origin attributes.

H_{1(g)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the brand attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, warranty, and country of origin attributes.

H_{1(h)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the warranty attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, brand, and country of origin attributes.

H_{1(i)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the country of origin attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, brand, and warranty attributes.

Consumer Perceived Consumption Values

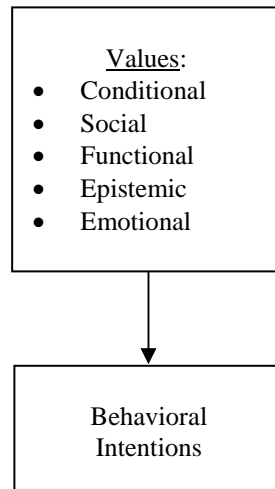
The Theory of Consumption Values explains why consumers choose to buy or not buy a specific product, why consumers choose one product type over another, and why consumers choose one brand over another (Sheth, Newman, & Gross, 1991). The theory can be applied to a full range of product types (consumer nondurables, consumer durables, industrial goods, and services), but it has never been applied to the consumption of home furnishings case goods. Because consumption values influence consumer behavior, it was deemed necessary to examine and apply the theory to the current study. Therefore, the following hypotheses were devised for each of the five consumption values—functional value, social value, emotional value, epistemic value, and conditional value—that influence consumer choice behavior (see figure 3.5):

H_{2(a)}: The conditional perceived value of home furnishings case goods will have a positive influence on behavioral intention.

H_{2(b)}: The social perceived value of home furnishings case goods will have a positive

Figure 3.5

Relationship Between the Consumer Perceived Consumption Values and Consumer Behavior



influence on behavioral intention.

H_{2(c)}: The functional perceived value of home furnishings case goods will have a positive influence on behavioral intention.

H_{2(d)}: The epistemic perceived value of home furnishings case goods will have a positive influence on behavioral intention.

H_{2(e)}: The emotional perceived value of home furnishings case goods will have a positive influence on behavioral intention.

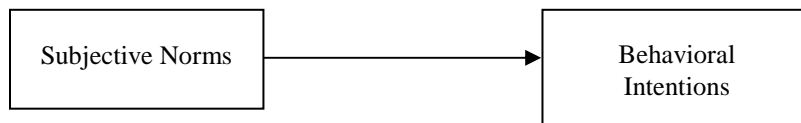
Theory of Reasoned Action: Attitudes, Subjective Norms, and Behavioral Intentions

Based on Ajzen (1988) and Ajzen and Fishbein (1980), the Theory of Reasoned Action indicates that consumer attitudes and subjective norms are important when

predicting consumer behavior. Subjective norms are socially and externally oriented, while attitudes are interpersonal internally oriented (Ajzen & Fishbein, 1980). Various studies have found that outside influences, such as friends and family, influence a consumer's behavior (Ajzen, 1988; Ajzen & Fishbein, 1980; Armitage & Conner, 2001; Chang, 1998; Sheppard, Hartwick, & Warshaw, 1988; Shim, Eastlick, Lotz, & Warrington, 2001). Taylor and Todd (1995) provided evidence that subjective norms control behavior (i.e., the more negative the subjective norms, the lower the behavioral preference; the more positive the subjective norms, the higher the behavioral preference). Based on the aforementioned above, it was hypothesized that (see figure 3.6):

Figure 3.6

Relationship Between the Subjective Norms and Behavioral Intentions



H₃: Subjective norms will have a positive influence on behavioral intentions toward home furnishings case goods.

Although various researchers believe that subjective norms are more important than attitudes when predicting behavior (Bommer, 1987; Shimp & Kavas, 1984), some researchers have found that attitudes are more influential in predicting behavioral intention than subjective norms (Al-Rafee & Cronan, 2006; Beck & Ajzen, 1991; Lim & Dubinsky, 2005; Ryan, 1982; Trafimow & Finaly, 1996). Subjective norms were the

second most important factor when predicting on-line shopping behavior intention, while attitude was the best predictor for a study conducted by Lim and Dubinsky (2005). Furthermore, it was found that among American consumers, consumption behavior was more influenced by attitude than social pressures (Sheppard et al., 1998). Based on the preceding information, the following hypothesis was formulated (see figure 3.7):

Figure 3.7

Relationship Between Consumer Attitudes and Behavioral Intentions



H₄: Consumer's attitudes toward home furnishings case goods will have a positive relationship with home furnishings case goods behavioral intentions.

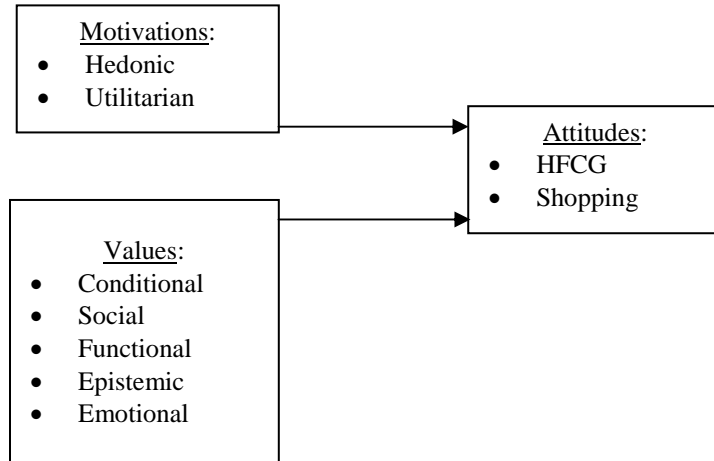
Hedonic and Utilitarian Motivations and Attitudes

Based on previous findings, hedonic and utilitarian motivations influence attitude (Babin, Darden, & Griffin, 1994; Hirschman & Holbrook, 1982; Kempf, 1999; Mano & Oliver, 1993). Hedonic motivations and attitudes are known as those that are entertaining and emotionally-driven, while utilitarian is problem-solving and goal-oriented (Babin, Darden, & Griffin, 1994). Since consumption of home furnishings case goods is associated with both, the following has been hypothesized (see figure 3.8):

H_{5(a)}: Hedonic motivations will be positively related to consumer attitudes toward

Figure 3.8

Relationship Between the Motivations and Consumption Values to that of Consumer Attitudes



shopping for home furnishings case goods.

H_{5(b)}: Emotional, epistemic, social, and conditional values will be positively related to consumer attitudes toward shopping for home furnishings case goods.

H_{6(a)}: Utilitarian motivations will be positively related to consumer attitudes toward shopping for home furnishings case goods.

H_{6(b)}: Functional and conditional values will be positively related to consumer attitudes toward shopping for home furnishings case goods.

H_{7(a)}: Hedonic motivations will be positively related to consumer attitudes toward home furnishings case goods.

H_{7(b)}: Emotional, epistemic, social, and conditional values will be positively related to

consumer attitudes toward home furnishings case goods.

H_{8(a)}: Utilitarian motivations will be positively related to consumer attitudes toward home furnishings case goods.

H_{8(b)}: Functional and conditional values will be positively related to consumer attitudes toward home furnishings case goods.

Summary

This chapter presented a summary of previous attitude-behavior research. Based on a critical review of these studies, further research directions were identified. First, the existing models that conceptualize the attitude-behavior relationship were analyzed and the Theory of Reasoned Action was proposed for use in the present study. Secondly, attributes that are important for consumers with respect to home furnishings case goods consumption were integrated into the modified model. Finally, the research hypotheses were proposed. The next chapter, Research Methodology, outlines the procedures employed in this study for data collection and analysis.

CHAPTER IV

RESEARCH METHODOLOGY

Chapter IV presents: (1) Preliminary Research; (2) Key Insights; (3) Sample; (4) Data Collection Procedures; (5) Instrument Development; (6) Data Analysis; (7) Secondary Information; and (8) Summary.

The goal of this chapter was to detail the methodological approach of this study. In so doing, the results of the preliminary research are discussed. The procedure for data collection and the sample are described. Finally, statistical analysis techniques used for assessing the data set and testing the hypotheses are presented, and basic assumptions of the study are acknowledged.

A combination of data collection techniques, qualitative and quantitative, were employed for this study. The use of multiple methods within a study adds rigor, breadth, and depth and secures an in-depth understanding of the phenomenon in question (Denzin & Lincoln, 1994; Flick, 1992). Due to a lack of extant studies dealing with consumer decision making about and attitudes toward home furnishings case goods, it was critical to employ both qualitative and quantitative techniques in order to capture the beliefs, attitudes, feelings, experiences, and reactions of consumers about home furnishings case goods. The preliminary study was used to inform the development of a survey instrument

to assess what is important to consumers when shopping for home furnishings case goods.

Preliminary Research

The purpose of the preliminary research was to explore what motivates home furnishings case goods consumers and what home furnishings case goods attributes are important when shopping. The preliminary study consisted of depth-interviews and focus groups, methods commonly used for qualitative data collection (Denzin & Lincoln, 1994). Depth-interviews were chosen for the following reasons: (1) to capture the lived experience of consumer's purchases of home furnishings case goods, (2) to provide a greater breadth of data through philosophical hermeneutics, (3) to discover depth realities that can be far different from surface appearance, and (4) to contribute to theory building of a particular reality (Denzin & Lincoln, 1994). Focus groups were selected, because of the following: (1) they allow researchers to get closer to social interaction, (2) home furnishings case goods decisions are jointly made and influenced by social agents, and (3) they provide validation for depth-interviews (Denzin & Lincoln, 1994; US International Trade Commission, 1999, 2001).

Interview Schedule Development for Depth-Interviews and Focus Groups

The development of topical questions for the depth-interviews and focus groups was based largely on the extant consumer perceived value and home furnishings case goods literature. Questions were also shaped by conversations that the researcher had with consumers of home furnishings case goods. These consumers (friends, family members, and peers) were encouraged to express their thoughts about home furnishings

case goods in general. Themes emerged from the conversations and brainstorming activities that took place with the consumers that mirrored past research. These themes were then used to form the key topical questions for both the depth-interviews and focus groups.

Depth-Interviews

In order to achieve the following objectives of capturing lived experiences relative to home furnishings case goods purchases, providing a greater breadth of data, discovering depth realities not evident from the surface, and contributing to theory building, depth-interviews were conducted. As with all research, in seeking participants who would be representative of the population of interest, a review of the literature was conducted to incorporate relevant findings. Based on past studies several key variables were identified that impact expenditures on home furnishings case goods, including housing, income, gender, and life stages (Burnsed, 2001; US International Trade Commission, 1999, 2001). Consequently, the snowball sampling method was used to recruit the depth interview participants, keeping in mind these key variables. Consumers personally acquainted with the researcher, including friends, family members, business associates, and former clients, who had recently purchased an existing home, newly built a home, or were remodeling, were contacted, as were those experiencing a change in life stage with children joining or leaving the family. Those falling into these categories were then reviewed and invitations to participate in the interviews were balanced for gender and income to maintain a representative group. Care was also taken to include a sufficient number of respondents in order to reach saturation.

The selection of participants for depth-interviews was based on a diverse, representative sample of consumers who had experience in purchasing home furnishings case goods. A total of 32 invitations were mailed out to potential participants in order to obtain a target of 25 participants, which allowed for saturation to be met. Due to the timing of the depth-interviews taking place directly before the Christmas holiday season, only 17 participants responded. To meet the target of 25 depth-interviews, potential participants were later reached by telephone for recruiting and participation purposes. Ultimately, the target number of participants was met and the 25 depth-interviews were scheduled and conducted in the Southeast United States (North Carolina and Georgia).

Data collection for the 25 depth-interviews was conducted during the fall of 2005 with consumers of home furnishings case goods about their perceptions, feelings, behaviors, and attitudes regarding their experiences with home furnishings case goods in general and their shopping and purchase experiences of home furnishings case goods. Before collection of data began, participants were asked to sign a consent form in order to act as a human participant (see Appendix A). The questions ranged from the roles that home furnishings case goods play in consumers' lives, motivations for interest in home furnishings case goods, what consumers value about home furnishings case goods, to their home furnishings case goods shopping experiences (see Appendix B). Initial questions were broad and intended to encourage the participants to start thinking about home furnishings case goods. Further detailed questions involved motivations for purchase, what consumers value, and experiences in shopping for home furnishings case goods. The schedule of depth-interview questions was asked of each participant and was

open-ended, allowing for the participants to elaborate on each question. Upon completion of the depth-interview, each participant was given a gift of appreciation (a scented candle provided by a major home furnishings case goods company in the Southeast). The depth-interviews, which lasted approximately 10-50 minutes, were audio taped and later transcribed for accuracy and analysis. Texts obtained from the transcriptions were then analyzed to identify the common themes expressed by the depth-interview participants.

Focus Groups

In order to capture and draw upon respondents' attitudes, feelings, beliefs, experiences, and reactions towards home furnishings case goods, focus groups were also employed. These attitudes, feelings, and beliefs may be partially independent of a group or its social setting, but are more likely to be revealed via the social gathering and the interaction which being in a focus group entails (Gibbs, 1997). Extant research, as well as the depth-interviews, has found that home furnishings case goods decisions are influenced by social agents and jointly made. Therefore, the focus groups provided a forum to capture the social aspects of home furnishings case goods expenditure decisions. As with the depth-interviews, care was taken to include a representative sample of the population, as well as a sufficient number of respondents in order to reach saturation. The snowball method was once again used for the recruitment of the focus group participants. Friends, family members, business associates, and former clients of the researcher who had recently purchased an existing home, newly built a home, were remodeling, or were experiencing a change in life stage were contacted. The potential participants were

reviewed and focus group invitations were carefully balanced for gender, income, and life stage to maintain a representative sample per group.

Focus group participants were recruited from a Southeastern state (Georgia). A total of 52 invitations were mailed out to potential participants in order to recruit the desired number of six-ten people per focus group. Although some researchers have used up to fifteen people (Goss & Leinbach, 1996) or as few as four (Kitzinger, 1995), MacIntosh (1981) recommends the use of six-ten participants per group in order to ensure control and direction of the focus group session. The number of focus groups has typically varied (Gibbs, 1997); however, four groups were chosen for this study for the purpose of reaching saturation, as well as providing a diverse and balanced representation of gender, income, and life stage. According to Morgan (1988), meeting with others whom respondents think of as possessing similar characteristics or levels of understanding about a given topic is more appealing than meeting with those who are perceived to be different.

Originally, three focus groups were scheduled for South Georgia and one for North Georgia. Like the depth-interviews, the focus groups were conducted prior to the Christmas holiday season. Due to this time frame, the response was limited. Two additional focus groups in North Georgia had to be conducted, because of the lack of response from potential participants in South Georgia. Recruitment for the two additional focus groups was achieved through e-mail and telephone communication. Ultimately, four focus groups (one in South Georgia and three in North Georgia) were conducted with six participants per group.

In the fall of 2005, data collection for the four focus groups was conducted. Before collection of data began, participants were asked to sign a consent form in order to act as a human participant (see Appendix C). Focus group participants were asked questions that ranged from the roles that home furnishings case goods play in the consumer's life, motivations for interest in home furnishings case goods, what consumers value about home furnishings case goods, to their home furnishings case goods shopping experiences (see Appendix D). The schedule of questions for the focus groups was open-ended, which allowed for the participants to elaborate on each question. A gift of appreciation (a scented candle was provided by a major home furnishings case goods company from the Southeast) was given to each participant upon completion of the focus group. The focus groups, which lasted approximately 30 minutes to one hour and fifteen minutes, were audio taped and later transcribed. Texts obtained from the transcriptions were then analyzed to identify the common themes expressed by the focus group participants.

Key Insights

Depth-Interviews

First, the majority of informants expressed enjoyment with the home furnishings case goods purchasing process. These expenditures were viewed in a very positive light, compared to consumers' feelings about other types of household expenditures such as gas, tires, insurance, or utilities. When considering and making home furnishings case good purchases, many of the informants indicated that comfort, quality, and a fair/good price were the key factors influencing their value perceptions and that they decorated first

for themselves, wanting to present an expression of who they are—or an extension of their personality. At the same time, they also wanted to ensure a welcoming, attractive environment for their guests, most especially friends and family. Informants also indicated that when considering home furnishings case goods in the broad scope of things desires and wants were more salient than needs.

Interestingly, several dichotomies emerged from the informants' responses. The first dealt with the values associated with brands. It appeared that brands were a much less important issue for home furnishings case goods than for consumer goods such as clothing. Informants indicated that as long as comfort, quality, and fair/good price were achieved, that brand was a secondary issue. A corollary of branding was the issue of lifestyle branding, a common industry approach in the current market, for example, brands such as Eddie Bauer, Arnold Palmer, Pottery Barn, or Martha Stewart. The majority of informants who were knowledgeable and more experienced in buying home furnishings case goods felt that lifestyle brands were trendy and did not necessarily represent quality, despite some very high price points. Less experienced consumers, however, saw lifestyle brands as trustworthy indicators of quality and a good consumer value.

The second dichotomy dealt with the issue of price point. Many responses seemed to key in on whether the purchase was a big ticket item or a small ticket item. Furniture appeared to be purchased more on a need basis. Accessories, on the other hand, were want-based and purchased three to four times a year—"summer, spring, fall, winter..." Major life stage issues, having a baby, purchasing a new home, getting a new residence,

and remodeling, appeared to be the major catalysts for initiating the home furnishings case goods purchase cycle. However, no matter the want, need, or purchase intent, informants expressed that home furnishings case goods were thought about very often—almost as a mental list against which they constantly checked waiting to find that “right” item.

Focus Groups

The focus groups validated the depth-interviews in many key ways. First, the majority of informants were motivated by a desire to start thinking and looking for home furnishings case goods. As with the depth interview participants, these desires and wants to have an inviting and attractive home environment were more salient than needs. Second, informants tended to decorate for themselves first and family second. Although the informants recognized that their family lived in the dwelling, it was important for them to have an “artistic outlet to reflect who they are”—“my home is a reflection of who I am.” Third, comfort, quality, and a fair/good price were the most sought after attributes. These value perceptions—comfort, quality, and a fair/good price—were consistently discussed. Fourth, major life stage issues, such as the purchase of a new home, the birth of children, or children leaving the home, prompted informants to think about and seek home furnishings case goods.

Although the focus groups provided validation for the depth-interviews, new key insights were discovered from the focus groups. First, several informants were tasked with the job of repurchase, due to the scale and style of many newly built homes these days. Planned, themed, and lifestyle-aware communities have encouraged this trend.

Second, focus group participants tended to think about the kitchen the most often and felt that it was the hardest to purchase for. Third, although lifestyle brands were not important, many informants recognized the fact that focusing in on or shopping for some lifestyle brands made it easier in finding what they wanted or needed—“it fits my home or tastes better.” Fourth, although function was important, looks were mentioned just as much. They tended to want a “stylish piece, but one that did what it was supposed to do.” Fifth, many focus group participants felt that furniture stores these days have poor quality home furnishings case goods, pushy or inept customer service, offerings that are very similar and hard to differentiate from one another, and encourage the purchase of the entire room or sets. This view of home furnishings case goods stores tended to overwhelm participants to the point that they had to “psych” themselves up to go shopping. Sixth, most of the female informants preferred to shop alone and the men in their lives had limited, if any, influence in the purchase process or decision. Finally, several informants discussed their smaller family members and their role in the home furnishings case goods purchase decision—their “four-legged, furry children.” Pets played a key role in the final decision of the home furnishings case goods piece—the “wear and tear” and color of the piece were most often considered along with price.

Summary of Depth-Interviews and Focus Groups

Findings from the depth-interviews and focus groups influenced the survey in terms of design of individual items and overall instrument design. Although the overall majority of informants stated that brand was not an influencing factor in the purchase of home furnishings case goods, some participants stated that lifestyle brands allowed for

ease of finding what they wanted or needed. Due to this key insight, a question was formulated for the survey instrument (the qualitative portion of the study), which allowed participants to rank stores where they would shop for home furnishings case goods. Throughout the process of the depth-interviews and focus groups, it was found that participants had an easier time answering questions related to value when asked specifically about either furniture or accessories. Many informants had a different view of value when it came to either a dining room table versus a lamp. Therefore, because this study specifically looks at home furnishings case goods, the instrument and its items all relate to buying/shopping for “wood furniture.”

Sample

The survey sample targeted 600 participants taken from a major Southeastern furniture company’s database of home furnishings case goods consumers. In order to reach a 50% (300 returned, usable surveys) desired return rate and for reliability of the study, 600 potential participants were sent a survey. The potential participants were randomly selected by using the data analysis sampling tool in Microsoft Office Excel. Finally, the 600 potential participants were mailed a postal version of the survey instrument.

Data Collection Procedures

The survey was conducted using Dillman’s Tailored Design Method (Dillman, 2000). The Tailored Design perspective is unique in that it creates respondent trust and perceptions of increased rewards, reduces perceived social costs for being a respondent, takes into account features of the survey situation, and has as its goal the overall

reduction of survey error (Dillman, 2000). Extant scales were used to measure the constructs of interest.

Distribution of the postal mail survey (see Appendix E) took place in the spring of 2009. According to Dillman (2000), a survey must be distributed within a specified time frame in order to reduce survey error and ensure desired response rates. Therefore, postcard reminders were sent out two weeks after the distribution of the survey to the potential participants as a follow up. The researcher was personally responsible for administering all questionnaires to ensure that the same procedure was followed throughout the entire data collection process. Total time for survey dissemination and collection was six weeks. A total of 195 questionnaires were returned; however, five were not usable due to participant error (2) or completely blank (3) surveys returned (n = 190).

Instrument Development

The survey technique was selected as the primary method of data collection due to its ability to capture perceptual data (for example, opinions, feedback, impressions, and perceptions), demographic data of consumers, and what people believe. In addition, surveys allow the generalizability of the depth-interview and focus group findings to be tested, as well as the eight formulated research hypotheses. Since it was important for the survey instrument to accurately measure the constructs specified, the choice of scales used to measure the constructs was a vital stage of the research process. Table 4.1 summarizes previous studies from which the scales were borrowed and/or adapted for the purpose of the present study.

Table 4.1

Previous Research Used for Instrument Development

<i>Hypothesis</i>	<i>Question Number in Instrument (Appendix E)</i>	<i>Variable</i>	<i>Previous Research</i>
H _{1(a-i)}	9	Evaluative Criteria of Home Furnishings Case Goods	Bennington (2002) Blackwell, Miniard, & Engel (2001) Chung & Dung (1999) Drlickova, et al. (1999) Ozanne & Smith (1996) Williams (2002)
H _{2(a-e)}	Epistemic: 10 Social: 12 Functional: 13 Conditional: 14 Emotional: 15	Consumer Perceived Consumption Values	Sheth, Newman, & Gross (1991a) Sheth, Newman, & Gross (1991b)
H ₃	16	Subjective Norms	Ajzen (1988) Fishbein (1967) Fishbein & Ajzen (1975)
H ₄	17	Behavioral Intentions	Ajzen & Fishbein (1969) Ajzen & Fishbein (1980) Baker & Churchill (1977) Petty, Cacioppo, & Schumann (1983) Triandis (1964)
H _{5(a-b)}	19	Hedonic Shopping Value	Babin & Darden (1995) Babin, Darden, & Griffin (1994)
H _{6(a-b)}	20	Utilitarian Shopping Value	Babin & Darden (1995) Babin, Darden, & Griffin (1994)
H _{7(a-b)}	18	Hedonic Attitudes	Batra & Ahtola (1991) Voss, Spangenberg, & Grohmann (2003)
H _{8(a-b)}	18	Utilitarian Attitudes	Batra & Ahtola (1991) Voss, Spangenberg, & Grohmann (2003)

The instrument was developed with the participant and analyses in mind; therefore, the survey was broken down into seven sections that included compatible

information. Section one of the instrument was designed to acclimate the participants to the survey, as well as to encourage thinking about home furnishings case goods. Additionally, section one (questions one-nine) addressed who participants decorate for, whether the purchase was need versus desire, frequency of purchase, amount willing to spend for a particular purchase, reasons for shopping for or purchasing home furnishings case goods (i.e., a move, increase in income, got married, had a child), the importance of the shopping location, and the importance of the nine home furnishings case goods attributes. Section two (questions 10-15) measured the consumer perceived consumption values (epistemic, social, functional, conditional, and emotional), while sections three (question 16) and four (question 17) dealt with subjective norms and behavioral intentions, respectively. The focus of section five (question 18) was hedonic and utilitarian attitudes toward home furnishings case goods. Section six (questions 19-20) concentrated on hedonic and utilitarian shopping value, while section seven (questions 21-32) collected demographic and socioeconomic data on participants, as well as dwelling-specific characteristics.

Coding for participant responses for section one is displayed in Table 4.2. Individual reasons/motivations in question eight were further coded as either hedonic or utilitarian, which were based on preliminary research. The coding information for sections two, three, four, five, and six will be discussed in the following section (Data Analysis). Finally, the coding for the importance of attributes from section one (question nine) and the demographic, socioeconomic, and dwelling-specific characteristics data from section seven will be presented in the section titled, "Secondary Information."

Table 4.2

Coding for Section One of the Survey Instrument

<i>Question</i>	<i>Response (Assigned Coding)</i>
1. Are you someone who really enjoys buying things for your home?	Yes (1) No (0)
2. Who do you decorate your home for? Please rank the following in the order of importance (where 1=the most important and 3=the least important). [Open-ended question; depended on participant's response]	Yourself (0) Family (1) Friends/Guests (2)
3. Please indicate why you most often purchase home furnishings, in general, for your home.	Need (1) Desire/Want (0)
4. Please indicate why you most often purchase wooden furniture for your home.	Need (1) Desire/Want (0)
5. Please indicate how often you buy wooden furniture.	Every six months (0) Once a year (1) Once every two years (2) Once every five years (3) Once every ten years (4)
6. Please indicate how much you are willing to spend on wooden furniture for a particular purchase.	Less than \$250 (0) \$250-\$499 (1) \$500-\$999 (2) \$1,000-\$1,499 (3) \$1,500-\$1,999 (4) \$2,000-\$2,499 (5) \$2,500-\$2,999 (6) \$3,000 and greater (7)
7. Please rank the following in order of importance in regards to where you purchase wooden furniture. [Open-ended question; depended on participant's response]	Furniture or Home Furnishings Store (IKEA; Ashley Furniture; Rooms-To-Go; Ethan Allen; Haverty Furniture; Raymour & Flanigan; Select Comfort; Aaron Rents; W. S. Badcock; and Art Van Furniture) (0) Specialty Store (Bed, Bath, & Beyond; Williams-Sonoma; Linens 'n Things; Pier 1 Imports; Crate & Barrel; Restoration Hardware; The Container Store; Michael's Stores; Sharper Image; and Brookstone) (1)

Table 4.2

Coding for Section One of the Survey Instrument (Continued)

<i>Question</i>	<i>Response (Assigned Coding)</i>
	Mass Merchandiser (Wal-Mart; Target; TJX; Kroger; Big Lots; Ross Stores; La-Z-Boy; Family Dollar; Dollar General; and Burlington Coat Factory) (2)
	Department Store (Sears; J.C. Penney; Kohl's; Macy's; The Bon-Ton Stores; Dillard's; Bloomingdale's; Belk; Boscov's; and Neiman Marcus) (3)
8. Recall your last wooden furniture purchase. Please select any of the following reasons that apply to the shopping trip or purchase (more than one item may apply).	<p>A move or relocation occurred (0)-Utilitarian</p> <p>Purchase of a new or existing home (1)-Utilitarian</p> <p>Home remodel job (2)-Hedonic</p> <p>Moved to a larger home (3)-Utilitarian</p> <p>Moved to a smaller home (4)-Utilitarian</p> <p>Rented or leased an apartment or condominium (5)-Utilitarian</p> <p>Increase in income (6)-Hedonic</p> <p>Promotion or job advancement (7)-Hedonic</p> <p>Replace existing furniture due to outdated style (8)-Hedonic</p> <p>Replace existing furniture due to broken pieces (9)-Utilitarian</p> <p>Got married (10)-Utilitarian</p> <p>Got divorced (11)-Utilitarian</p> <p>One or more family members started college (12)-Utilitarian</p> <p>Had a child (13)-Utilitarian</p> <p>Saw new styles and just wanted a change (14)-Hedonic</p> <p>Saw an advertisement and just wanted a change (15)-Hedonic</p> <p>Saw what a friend or family member had and wanted a change (16)-Hedonic</p> <p>Did not have a particular piece, so it was needed (17)-Utilitarian</p>

Data Analysis

A confirmatory factor analysis was used to test the adequacy of the Home Furnishings Case Goods Consumption Model, while multiple regression was used to analyze the eight formulated hypotheses. The statistical program SAS was used for the

analyses. The flow for testing the eight hypotheses has been provided in Figure 4.1. All statistical tests were considered significant at an alpha level of 0.05.

Hypotheses One(a) – One(i)

H_{1(a)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the quality attribute, controlling for the style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin attributes.

H_{1(b)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the style attribute, controlling for the quality, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin attributes.

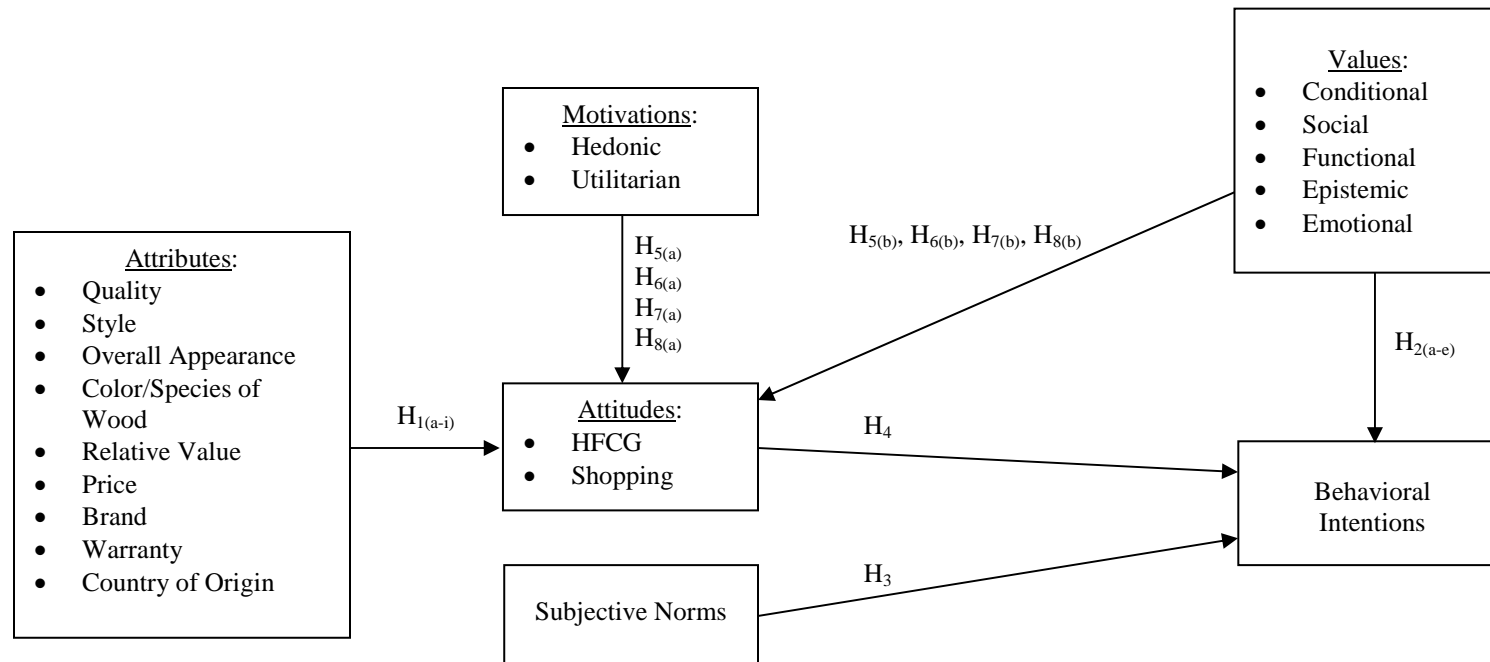
H_{1(c)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the overall appearance attribute, controlling for the quality, style, color and species of wood, relative value, price, brand, warranty, and country of origin attributes.

H_{1(d)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the color and species of wood attribute, controlling for the quality, style, overall appearance, relative value, price, brand, warranty, and country of origin attributes.

H_{1(e)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the relative value attribute, controlling for the quality, style, overall appearance, color and

Figure 4.1

Procedure for Data Analysis



species of wood, price, brand, warranty, and country of origin attributes.

H_{1(f)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the price attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, brand, warranty, and country of origin attributes.

H_{1(g)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the brand attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, warranty, and country of origin attributes.

H_{1(h)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the warranty attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, brand, and country of origin attributes.

H_{1(i)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the country of origin attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, brand, and warranty attributes.

A multiple regression procedure was conducted to determine whether the attributes associated with home furnishings case goods were positively related to attitudes. Multiple regression analysis was selected, because the analysis allows one to

assess the relationship between one dependent variable and several independent variables (Tabachnick & Fidell, 2001). Additionally, the analysis permits the researcher to control for the effects of other variables that may have an important relationship with the dependent variable (Kleinbaum, Kupper, Muller, & Nizam, 1998). To assess the hypotheses, attitude was the dependent variable, while the independent variables were quality, style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin. The following describes the model for testing $H_{1(a)}$ through $H_{1(i)}$:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 C_2 + \beta_3 C_3 + \beta_4 C_4 + \beta_5 C_5 + \beta_6 C_6 + \beta_7 C_7 + \beta_8 C_8 + \beta_9 C_9 + E$$

where:

Y = Attitude (dependent variable);

$\beta_0 - \beta_9$ = Regression Coefficients;

X_{1-9} = Quality, Style, Overall Appearance, Color and Species of Wood, Relative Value, Price, Brand, Warranty, and Country of Origin (independent variables);

C_{1-9} = Quality, Style, Overall Appearance, Color and Species of Wood, Relative Value, Price, Brand, Warranty, and Country of Origin (controls); and

E = Error.

The R^2 , the multiple coefficient of determination, obtained from the multiple regression analysis was used to explain the variability in the dependent variable by the relationship among the independent variables. Multiple regression analysis provides the parameter estimates for the independent variables and the significance probabilities for

each parameter estimate in order to determine to what extent each of the independent variables affected the dependent variable. Finally, the multiple regression analysis yields a variance inflation factor (VIF), which was used to identify the variables that were contributing the most to collinearity. The rule of thumb for evaluating VIF's, where any value larger than 10.0 is a concern, was utilized (Kleinbaum, Kupper, Muller, & Nizam, 1998).

Hypotheses Two(a) – Two(e)

H_{2(a)}: There will be a positive relationship between the conditional perceived value of home furnishings case goods and behavioral intention.

H_{2(b)}: There will be a positive relationship between the social perceived value of home furnishings case goods and behavioral intention.

H_{2(c)}: There will be a positive relationship between the functional perceived value of home furnishings case goods and behavioral intention.

H_{2(d)}: There will be a positive relationship between the epistemic perceived value of home furnishings case goods and behavioral intention.

H_{2(e)}: There will be a positive relationship between the emotional perceived value of home furnishings case goods and behavioral intention.

Hypotheses two(a) through two(e) were analyzed by using Sheth, Newman, and Gross' (1991b) Theory of Consumption Values. Three fundamental propositions are axiomatic to the Theory of Consumption Values: (1) consumer choice is a function of multiple consumption values; (2) the consumption values make differential contributions

in any given choice situation; and (3) the consumption values are independent (Sheth, Newman, & Gross, 1991a).

In applying the Theory of Consumption Values, data obtained from the survey instrument were coded (see table 4.3, please note that the highlighted items were added by the researcher based on preliminary research) according to Sheth, Newman, and Gross (1991a), where positive responses are coded as “1” and negative responses as “0.” A multiple regression analyzed the relationship between the individual values to that of behavioral intention. The following describes the model for testing H_{2(a)} through H_{2(e)}:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 C_2 + \beta_3 C_3 + \beta_4 C_4 + \beta_5 C_5 + E$$

where:

Y = Behavioral Intention (dependent variable);

$\beta_0 - \beta_5$ = Regression Coefficients;

X_{1-5} = Conditional perceived value, social perceived value, functional perceived value, epistemic perceived value, and emotional perceived value (independent variables);

C_{1-5} = Conditional perceived value, social perceived value, functional perceived value, epistemic perceived value, and emotional perceived value (controls); and

E = Error.

Hypothesis Three

H₃: Subjective norms will have a positive influence on behavioral intentions toward home furnishings case goods.

Table 4.3

Coding for Section Two of the Survey Instrument

<i>Value</i>	<i>Question</i>	<i>Response (Assigned Coding)</i>
Epistemic (# 10)	<p>Some people buy a particular brand of wooden furniture because they are curious about it, or simply bored with whatever else they are using. Do any of the following reasons apply to your purchases of wooden furniture?</p> <ul style="list-style-type: none"> Just to see what it is like. For a change of pace. Ads were appealing. To get a different look. Friends buy this brand. Liked the style. Bought the item(s) on sale. Liked the image the item(s) convey. Recommended by a friend. Because of information I heard about it. 	<p>Yes (1); No (0) Yes (1); No (0) Yes (1); No (0) Yes (1); No (0) Yes (1); No (0) Yes (1); No (0) Yes (1); No (0) Yes (1); No (0) Yes (1); No (0) Yes (1); No (0)</p>
Social (# 12)	<p>Not everybody purchases the same brand of wooden furniture. Which of the following groups of people do you believe are most and least likely to purchase your brand of wooden furniture?</p> <ul style="list-style-type: none"> Women Rich People College Students People Who Live in Cities Older People Blue-Collar Workers Newlyweds Men Low-Income People People Who Live in Rural Areas Professional People Younger People People with Children 	<p>Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0) Most Likely (1); Least Likely (0)</p>
Functional (# 13)	<p>Please indicate whether you agree or disagree that the following benefits or problems are associated with wooden furniture.</p> <ul style="list-style-type: none"> Wooden furniture today... <ul style="list-style-type: none"> is reasonably priced. offers good value for the money. has high quality. is made very well. does not last because it was not "American Made." 	<p>Agree (1); Disagree (0) Agree (1); Disagree (0) Agree (1); Disagree (0) Agree (1); Disagree (0) Agree (0); Disagree (1)</p>

Table 4.3

Coding for Section Two of the Survey Instrument (Continued)

<i>Value</i>	<i>Question</i>	<i>Response (Assigned Coding)</i>
	<p>is very stylish.</p> <p>has too many brands to choose from.</p> <p>has a good overall appearance.</p> <p>has good color and made from pretty wood.</p> <p>is durable.</p> <p>comes with good warranties.</p> <p>has good brands to choose from.</p> <p>performs the way it should.</p> <p>is imported from too many countries.</p> <p>is hard to shop for.</p> <p>lasts for many years.</p>	<p>Agree (1); Disagree (0)</p> <p>Agree (0); Disagree (1)</p> <p>Agree (1); Disagree (0)</p> <p>Agree (1); Disagree (0)</p> <p>Agree (1); Disagree (0)</p> <p>Agree (1); Disagree (0)</p> <p>Agree (1); Disagree (0)</p> <p>Agree (1); Disagree (0)</p> <p>Agree (0); Disagree (1)</p> <p>Agree (0); Disagree (1)</p> <p>Agree (1); Disagree (0)</p>
Conditional (# 14)	<p>Certain situations motivate people to change their behavior. Do you believe that the following conditions might cause you to switch to a different brand of wooden furniture?</p> <p>Price of my brand increased.</p> <p>Quality of my brand decreased.</p> <p>Moved into a higher social class.</p> <p>Friends stopped buying my brand.</p> <p>Only brand available at the time.</p> <p>Everyone started buying my brand.</p>	<p>Yes (0); No (1)</p> <p>Yes (0); No (1)</p> <p>Yes (1); No (0)</p> <p>Yes (0); No (1)</p> <p>Yes (0); No (1)</p> <p>Yes (0); No (1)</p>
Emotional (# 15)	<p>People sometimes purchase a particular brand of wooden furniture for personal and emotional reasons. Please indicate whether you personally experience any of the following feelings associated with your last purchase of wooden furniture.</p> <p>I feel guilty when I use my selected brand of furniture.</p> <p>I feel relaxed when I use my selected brand of furniture.</p> <p>I feel content when I use my selected brand of furniture.</p> <p>I feel unhappy when I use my selected brand of furniture.</p> <p>I feel calm when I use my selected brand of furniture.</p> <p>I feel satisfied when I use my selected brand of furniture.</p> <p>I feel like I'm in a higher class when I use my selected brand of furniture.</p>	<p>Yes (0); No (1)</p> <p>Yes (1); No (0)</p> <p>Yes (1); No (0)</p> <p>Yes (0); No (1)</p> <p>Yes (1); No (0)</p> <p>Yes (1); No (0)</p> <p>Yes (1); No (0)</p>

Subjective norms reflect a person's belief about whether people to whom one is close or whom one respects think that he or she should perform a particular act (Ajzen & Fishbein, 1980). The influence of subjective norms is presumed to capture the social pressure a decision maker feels to make a purchase or not (Bagozzi, Wong, Abe, & Bergami, 2000). In order to capture social pressures/influences, a two-item scale, measured using a seven-point Likert-type scale, was adopted from Fishbein (1967). The Likert-type scale ranges from strongly disagree (1) to strongly agree (7). A multiple regression analysis analyzed the relationships between subjective norms (independent variable) to that of behavioral intentions (dependent variable). The validity and reliability of the subjective norm's scale has been proven to be significant in various studies (Ajzen, 1988; Fishbein & Ajzen, 1975).

Hypotheses Four

H₄: Consumer's attitudes toward home furnishings case goods will have a positive relationship with home furnishings case goods behavioral intentions.

Behavioral intention, the plan to engage in a specified behavior in order to attain a goal, was measured by using a five-item scale that has been adopted from various studies (question 17 in the survey instrument) (Ajzen & Fishbein, 1969; Ajzen & Fishbein, 1980; Baker & Churchill, 1977; Petty, Cacioppo, & Schumann, 1983; Triandis, 1964). Since behavioral intentions can be measured by having consumers rate the probability that they will perform the behavior of interest and vary in strength, a five-item scale was used (Ajzen & Fishbein, 1980). The five-item scale assesses the potential of consumers to try, buy, and seek out home furnishings case goods by using a seven-point Likert-type scale

ranging from strongly disagree (1) to strongly agree (7). A multiple regression analysis analyzed the relationships between attitudes (independent variable) to that of behavioral intentions (dependent variable).

Hypothesis Five(a) – Five(b)

H_{5(a)}: Hedonic motivations will be positively related to consumer attitudes toward shopping for home furnishings case goods.

H_{5(b)}: Emotional, epistemic, social, and conditional values will be positively related to consumer attitudes toward shopping for home furnishings case goods.

To test hypothesis five(a), hedonic shopping value was calculated using a five-point Likert-type measure (where 1 = strongly disagree and 5 = strongly agree) of the degree to which a consumer views a recent shopping trip for home furnishings case goods as having been an entertaining and emotionally-driven activity (Babin, Darden, & Griffin, 1994). Ultimately, the scale (question 19 in the survey instrument) measured whether or not the shopping was enjoyed as an end in itself rather than just as a means to an end. The hedonic shopping value scale has been proven to have a construct reliability with an alpha of 0.91 (n=118) (Babin & Darden, 1995) and 0.93 (n=404) (Babin, Darden, & Griffin, 1994). A multiple regression analysis analyzed the relationships between motivations and values (independent variables) to that of attitudes (dependent variable). The multiple regression analysis was run individually on both hypotheses (5a-5b).

Hypothesis Six(a) – Six (b)

H_{6(a)}: Utilitarian motivations will be positively related to consumer attitudes toward shopping for home furnishings case goods.

H_{6(b)}: Functional and conditional values will be positively related to consumer attitudes toward shopping for home furnishings case goods.

Hypothesis six(a) was tested using a five-item, five-point Likert-type measure (where 1 = strongly disagree and 5 = strongly agree) of the degree to which a consumer agreed that a recent shopping trip allowed him/her to accomplish what was wanted (purchase of the items sought). The scale (question 20 in the survey instrument) is a utilitarian shopping value scale developed by Babin, Darden, and Griffin (1994) and is supposed to tap into the view that shopping is primarily a means to an end (obtaining goods and services) rather than being enjoyed as an end in itself. The construct reliability for the scale has been proven to be at an alpha of 0.76 (n=118) (Babin and Darden (1995) and 0.80 (n=404) (Babin, Darden, & Griffin, 1994). A multiple regression analysis analyzed the relationships between motivations and values (independent variables) to that of attitudes (dependent variable). The multiple regression analysis was run individually for the hypotheses (6a-6b).

Hypothesis Seven(a) – Seven(b) and Eight(a) – Eight(b)

H_{7(a)}: Hedonic motivations will be positively related to consumer attitudes toward home furnishings case goods.

H_{7(b)}: Emotional, epistemic, social, and conditional values will be positively related to consumer attitudes toward home furnishings case goods.

H_{8(a)}: Utilitarian motivations will be positively related to consumer attitudes toward home furnishings case goods.

H_{8(b)}: Functional and conditional values will be positively related to consumer attitudes toward home furnishings case goods.

The scales developed by Batra and Ahtola (1991) and Voss, Spangenberg, and Grohmann's (2003) were used to measure consumer's utilitarian and hedonic attitudes towards home furnishings case goods (question 18 in the survey instrument)(hypotheses seven[a] and eight[a]). A seven-point semantic differential scale consisting of twelve items was employed for this measurement. The scale was anchored on opposite poles through the use of opposing adjectives (i.e., effective/ineffective, functional/unfunctional, not fun/fun, and dull/exciting) (where 1 = negative feelings and 7 = positive feelings). A multiple regression analysis analyzed the relationships between motivations and value (independent variables) to that of attitudes (dependent variable). The multiple regression analysis was run individually on all four hypotheses (7a-8b). Both Batra and Ahtola (1991) and Voss, Spangenberg, and Grohmann's (2003) research revealed satisfactory levels of reliability and validity when measuring consumers' utilitarian and hedonic attitudes.

Secondary Information

The last section of the questionnaire (section seven: questions 21-32) obtained demographic, socioeconomic, and dwelling-specific data, which included gender, ethnicity, marital status, age, highest educational level attained, total household income, sexual orientation, number of persons living in the household, number of children living in the household, homeownership, and square footage of home. Based on an extant review of literature, demographic, socioeconomic, and dwelling-specific information has

been found to have a direct influence on expenditures of home furnishings (Burnsed, 2001; Chui, 1992; Corlett, 2000; Dyer, Burnsed, & Dyer, 2006; Fan, 1997; Feinberg, 1987; Friend & Kravis, 1957; Gardyn & Fetto, 2003; Lippett, 1960; Norum, Lee, & Sharpe, 2002; Schultz, 1985; Shim & Gehrt, 1996; Wagner, 1986; Winakor, 1975).

A multiple regression analysis was used to assess the relationship between the dependent (attitudes) and independent variables (gender, ethnicity, marital status, age, highest educational level achieved, total household income, sexual orientation, number of persons living in the household, number of children living in the household, homeownership, and square footage of home) (see table 4.4). The following model was utilized:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + E$$

where:

Y = Attitude (dependent variable);

$\beta_0 - \beta_{11}$ = Regression Coefficients;

X_{1-11} = Gender, Ethnicity, Marital Status, Age, Highest Educational Level Attained, Total Household Income, Sexual Orientation, Number of Persons Living in the Household, Number of Children Living in the Household, Homeownership, and Square Footage of Home (independent variables); and

E = Error.

Due to previous findings, it was estimated that demographic, socioeconomic, and

Table 4.4

Coding for Section Seven of the Survey Instrument

<i>Question</i>	<i>Response (Assigned Coding)</i>
21. Gender	Female (0) Male (1)
22. Ethnicity	African American (0) Asian or Pacific Islander (1) Caucasian/White (2) Hispanic/Latino (3) Native American (4) Other Ethnic Background (5)
23. If you selected “Other Ethnic Background” in question #22, please describe below.	Open-ended question; depended on participant’s response.
24. Marital status	Single (0) Married (1) Domestic Partnership (2) Divorced (3) Widowed (4)
25. Age	31 and younger (0) 32-43 (1) 44-62 (2) 63-75 (3) 76 and older (4)
26. Highest educational level attained	Some High School (0) High School Graduate (1) Some College (2) Associate/Specialist Degree (3) Bachelor Degree (4) Master Degree (5) Doctorate (6)

Table 4.4

Coding for Section Seven of the Survey Instrument (Continued)

<i>Question</i>	<i>Response (Assigned Coding)</i>
27. Total household income	Less than \$25,000 (0) \$25,000 – \$49,999 (1) \$50,000 – \$74,999 (2) \$75,000 – \$99,999 (3) \$100,000 or greater (4)
28. Sexual orientation	Heterosexual (0) Homosexual (1) Bisexual (2)
29. Number of persons living in household	1 (0) 2 (1) 3 (2) 4 (3) 5 (4) 6 or greater (5)
30. Of the number of persons indicated in question #29, how many are children:	1 (0) 2 (1) 3 (2) 4 (3) 5 (4) 6 or greater (5)
31. Home ownership	Rent (0) Own (1)
32. Square footage of home	Less than 500 (0) 500 – 749 (1) 750 – 999 (2) 1,000 – 1,499 (3) 1,500 – 1,999 (4) 2,000 – 2,499 (5) 2,500 – 2,999 (6) 3,000 – 3,999 (7) 4,000 or greater (8)

dwelling-specific differences would be present in the above mentioned categories/groups. In addition to the previously mentioned demographic, socioeconomic, and dwelling-specific categories/groups, sexual orientation was investigated. Based on the findings from the in-depth interviews and focus groups, it was expected that dissimilarities will occur between the sexual orientation groups.

To address the research question of whether home furnishings case goods attitudes differed across categories/groups, a profile analysis of repeated measures, or the multivariate approach to repeated measures, was used. Tabachnick and Fidell (2001) state that profile analysis is, “A special form of MANOVA [that] is available when all of the DVs [dependent variables] are measured on the same scale (or scales with the same psychometric properties) and you want to know if groups differ on the scales” (p. 22). This statistical technique effectively compares two or more groups by examining the pattern of each group’s means, while also providing a multivariate alternative to the univariate *F* test for the within-subjects effect and its interactions (Rencher, 2002; Tabachnick & Fidell, 2001). Profile analysis includes testing for parallelism, equal levels, and flatness in order to determine whether groups have different profiles on a set of measures. The dependent variables were the attitude measurements. The independent, categorical variable was the individual categories/groups. Attitude (hedonic and utilitarian) was the repeated measure, because all consumers included in the study purchased home furnishings case goods. The repeated measures enabled the testing of within-subject factors, as well as the interactions of within-subject factors with the independent variables (between-subject factors). A profile analysis was run for each

demographic, socioeconomic, and dwelling-specific variable.

Basic Assumptions of the Study

The basic assumptions of the research included the following:

1. The respondents who participated in the initial depth-interviews, focus groups, and the survey instrument answered truthfully.
2. The survey instrument developed in the study measured adequately all conceptual constructs and variables under investigation.
3. Respondents read carefully and understood all questions in the instrument and reported their real attitudes and behaviors rather than choosing responses randomly.
4. Responses to the survey instrument were representative of attitudes and reported behaviors toward home furnishings case goods decisions of the population under study.

Summary

This chapter presented the methodological approach of this study. The preliminary research included the depth interview and focus group schedule, sample, and key insights to assess what is important to consumers when shopping for home furnishings case goods. Development of the survey instrument was completed by comparing various scales for measuring the research constructs. Finally, the outline for data analysis was developed and basic assumptions of the study were acknowledged.

The following chapter presents the results of this study. First, descriptive statistics of the sample are presented. Second, the eight postulated hypotheses were tested

to address the research objectives. The results of the study are then discussed and compared with findings from previous attitude-behavior research.

CHAPTER V

RESULTS AND ANALYSIS

Chapter V presents: (1) Descriptive Results; (2) Test of Hypothesis One(a) through One(i); (3) Test of Hypothesis Two(a) through Two(e); (4) Test of Hypothesis Three; (5) Test of Hypothesis Four; (6) Test of Hypothesis Five(a) through Five(b); (7) Test of Hypothesis Six(a) through Six(b); (8) Test of Hypothesis Seven(a) through Seven(b) and Eight(a) through Eight(b); (9) Secondary Information; and (10) Summary of Hypothesis Testing.

The purpose of the study was twofold: (a) to investigate consumer's attitudes toward home furnishings case goods; and (b) to determine how their attitudes influence their home furnishings case good consumption choices. The specific objectives of the study were addressed as follows: (1) to determine what attributes are important to the home furnishings case good consumer—based on past research and preliminary data collection (depth-interviews and focus groups); (2) to investigate how consumers evaluate these attributes when making a home furnishings case good consumption choice—based on the ranking of the attributes and hypothesis one(a-i); (3) to determine what consumers value (functional, conditional, social, emotional, and epistemic) when making a home furnishings case good consumption choice—tested in hypothesis two(a-e); (4) to examine the relationships between consumer's values, attitudes, and purchase intention during the home furnishings case good consumption process—tested in

hypotheses three, four, five(a-b), six(a-b), seven(a-b), and eight(a-b); and (5) to develop a Home Furnishings Case Goods Consumption Model—the model’s foundation was the Theory of Reasoned Action with the addition of three constructs (home furnishings case goods attributes/evaluative criteria, hedonic and utilitarian motivations, and the consumer perceived consumption values).

This chapter provides the characteristics of the sample, presents outcomes of the statistical data analyses, and discusses the findings of the study. First, descriptive statistics were calculated to describe the sample. Then, the data set was evaluated for assumptions that are required for statistical analyses. Finally, the eight proposed research hypotheses were tested according to the procedure outlined in the preceding chapter (see figure 4.1, p. 119). The research findings are described and discussed for each hypothesis.

Descriptive Results

Data were collected from home furnishings case goods consumers located in various cities within the states of Georgia and Florida. Questionnaires (see appendix E) were mailed and completed during Spring 2009. The survey was targeted at 600 participants, who were in a Southeastern furniture retailer’s database of home furnishings case goods consumers. A total of 195 questionnaires were returned. Altogether, a total of 190 questionnaires were deemed viable for use in the analyses, which yielded a response rate of 31.67%.

Demographic, Socioeconomic, and Dwelling-Specific Data of Survey Respondents

The demographic, socioeconomic, and dwelling-specific data of survey respondents was obtained in section seven of the instrument. Survey results found that

the majority of respondents were female (74.74%) and were between the ages of 45 and 63 (38.83%). Survey respondents tended to be Caucasian (94.74%), while other ethnicities were represented as follows: African American (3.16%), Asian or Pacific Islander (0%), Hispanic/Latino (0%), and Native American (2.11%). Most of the participants were married (78.72%), had received a bachelor's degree (26.60%) as their highest educational achievement, had a total household income of \$100,000 or greater (39.78%), and were heterosexual (94.62%). The majority of respondents also tended to have a total of two people living in the household (57.98%). Additionally, the bulk of participants have no children (68.62%) living in the household. One hundred-seventy (90.43%) owned their home, while 9.57% rented. Finally, the majority of respondents stated that their average square footage of the home was between 2,500 – 2,999 (21.39%). Table 5.1 presents the demographic, socioeconomic, and dwelling-specific data of the survey participants.

Reasons for Shopping/Purchasing Home Furnishings Case Goods

Section one of the questionnaire was developed to acclimate the participant to the survey instrument, as well as obtain data regarding the reasons for shopping and purchasing home furnishings case goods. The majority of respondents (91.05%) did enjoy buying things for their home and stated that they decorate their home for themselves (55.79%) first, followed by family (2nd) and friends/guests (3rd). Survey respondents tended to purchase home furnishings in general based on need (51.58%), while purchasing home furnishings case goods based on desire/want (58.42%). The majority of survey participants stated that they purchase home furnishings case goods

Table 5.1

Demographic, Socioeconomic, and Dwelling-Specific Data of Survey Participants

<i>Question</i>	<i>Responses</i>	<i>Frequency</i>	<i>Percent</i>
Gender	Female	142	74.7368%
	Male	48	25.2632%
Ethnicity	African American	6	3.1579%
	Asian or Pacific Islander	0	0%
	Caucasian/White	180	94.7368%
	Hispanic/Latino	0	0%
	Native American	4	2.1053%
Marital Status	Single	11	5.8511%
	Married	148	78.7234%
	Domestic Partnership	5	2.6596%
	Divorced	16	8.5106%
	Widowed	8	4.2553%
Age	32 and younger	19	10.1064%
	33-44	51	27.1277%
	45-63	73	38.8298%
	64-76	34	18.0851%
	77 and older	11	5.8511%
Highest Educational Level Achieved	Some High School	0	0%
	High School Graduate	27	14.3617%
	Some College	36	19.1489%
	Associates/Specialty Degree	6	3.1915%
	Bachelor's Degree	50	26.5957%
	Master's Degree	42	22.3404%
	Doctorate	27	14.3617%
Total Household Income	Less than \$25,000	9	4.9724%
	\$25,000 - \$49,999	23	12.7072%
	\$50,000 - \$74,999	39	21.5470%
	\$75,000 - \$99,999	38	20.9945%
	\$100,000 or greater	72	39.7790%
Sexual Orientation	Heterosexual	176	94.6237%
	Homosexual	10	5.3763%
	Bisexual	0	0%

Table 5.1

*Demographic, Socioeconomic, and Dwelling-Specific Data of Survey Participants
(Continued)*

<i>Question</i>	<i>Responses</i>	<i>Frequency</i>	<i>Percent</i>
Number of Persons Living in Household	1	18	9.5745%
	2	109	57.9787%
	3	23	12.2340%
	4	28	14.8936%
	5	6	3.1915%
	6 or greater	4	2.1277%
Number of Children Living in Household	0	129	68.6170%
	1	17	9.0426%
	2	35	18.6170%
	3	4	2.1277%
	4	3	1.5957%
	5	0	0%
Home Ownership	Rent	18	9.5745%
	Own	170	90.4255%
Square Footage of Home	Less than 500	0	0%
	500 – 749	0	0%
	750 – 999	6	3.2086%
	1,000 – 1,499	21	11.2299%
	1,500 – 1,999	36	19.2513%
	2,000 – 2,499	33	17.6471%
	2,500 – 2,999	40	21.3904%
	3,000 – 3,999	31	16.5775%
	4,000 or greater	20	10.6952%

once every five years (41.49%) and were willing to spend between \$500-\$999 (29.73%).

Most of the participants (65.96%) stated that they purchase case goods from furniture/home furnishings stores, followed by specialty stores (2nd), mass merchandisers (3rd), and department stores (4th). Eighty-eight percent of the respondents were not brand

loyal. Thomasville was mentioned the most, for those who did provide a favorite brand. Finally, the most important reason given for purchasing home furnishings case goods was because they did not have a particular piece, so it was needed (15.23%). Table 5.2 displays the results from section one of the survey instrument, as well as the reasons for shopping/purchasing home furnishings case goods.

Importance of Attributes/Evaluative Criteria of Home Furnishings Case Goods

In addition to yielding reasons for shopping/purchasing home furnishings case goods, section one of the instrument measured the importance of the home furnishings case goods attributes/evaluative criteria. Based on the survey results, it was found that quality was the most important attribute to consumers. Following quality, respondents identified overall appearance and price as their second and third criteria, respectively. Respondents did not put much importance on brand, since it was ranked next to last. Finally, as expected from the review of literature, in-depth interviews, and focus groups, country of origin was ranked last in importance to the survey participants. Table 5.3 displays the importance means of the home furnishings case goods attributes/evaluative criteria from the survey results (a lower mean indicates a higher ranking).

Normality of Scale Variables

Prior to analysis, the metric scale variables were assessed for normality. Two components of normality, skewness and kurtosis, were calculated (see Table 5.4). When a distribution is normal, the values of skewness and kurtosis are zero (Tabachnick & Fidell, 2001). Based on this fact, the skewness and kurtosis values were reviewed. Some variables (subjective norms: If I were to buy a particular brand of wooden furniture, most

Table 5.2

Results from Section One of the Survey Instrument

<i>Question</i>	<i>Responses</i>	<i>Frequency</i>	<i>Percent</i>
Are you someone who really enjoys buying things for your home?	Yes No	173 17	91.0526% 8.9474%
Please indicate why you most often purchase home furnishings, in general, for your home.	Need Desire/Want	98 92	51.5789% 48.4211%
Please indicate why you most often purchase wooden furniture for your home.	Need Desire/Want	79 111	41.5789% 58.4211%
Please indicate how often you buy wooden furniture.	Every six months Once a year Once every two years Once every five years Once every ten years	2 31 42 78 35	1.0638% 16.4894% 22.3404% 41.4894% 18.6170%
Please indicate how much you are willing to spend on wooden furniture for a particular purchase.	Less than \$250 \$250-\$499 \$500-\$999 \$1,000-\$1,499 \$1,500-\$1,999 \$2,000-\$2,499 \$2,500-\$2,999 \$3,000 and greater	10 22 55 22 37 11 7 21	5.4054% 11.8919% 29.7297% 11.8919% 20.0000% 5.9459% 3.7838% 11.3514%
Recall your last wooden furniture purchase. Please select any of the following reasons that apply to the shopping trip or purchase (more than one item may apply).	A move or relocation occurred Purchase of a new or existing home Home remodel job Moved to a larger home Moved to a smaller home Rented or leased an apartment or condominium Increase in income Promotion or job advancement Replace existing furniture due to outdated style Replace existing furniture due to broken pieces	46 64 52 28 10 8 18 7 67 32	9.22% 12.83% 10.42% 5.61% 2.00% 1.60% 3.61% 1.40% 13.43% 6.41%

Table 5.2

Results from Section One of the Survey Instrument (Continued)

<i>Question</i>	<i>Responses</i>	<i>Frequency</i>	<i>Percent</i>
Recall your last wooden furniture purchase. Please select any of the following reasons that apply to the shopping trip or purchase (more than one item may apply).	Got married	8	1.60%
	Got divorced	6	1.20%
	One or more family members started college	5	1.00%
	Had a child	13	2.61%
	Saw new styles and just wanted a change	39	7.82%
	Saw an advertisement and just wanted a change	9	1.80%
	Saw what a friend or family member had and wanted a change	11	2.20%
	Did not have a particular piece, so it was needed	76	15.23%

of the people [i.e., friends, family] who are important to me would disapprove.; utilitarian attitudes: not functional/functional, impractical/practical, and not sensible/sensible) deviated slightly from zero; therefore, further investigation was needed and the shape of the distributions were examined on histograms.

According to Kleinbaum, Kupper, Muller, and Nizam (1998), if the normality assumption is not badly violated, the conclusions reached by a regression analysis in which normality is assumed will generally be reliable and accurate. Furthermore, this stability property with respect to deviations from normality is a type of robustness—where moderate departures from the basic assumptions do not adversely affect its performance in any meaningful way (Kleinbaum, Kupper, Muller, & Nizam, 1998). Based on the fact that the skewness and kurtosis values were close to zero and the shape of the distributions appeared to be normal, the variables were deemed to be approximately normally distributed and could be used in further statistical analyses. After

Table 5.3

Average Importance of Home Furnishings Case Goods Attributes/Evaluative Criteria

<i>Rank</i>	<i>Attribute</i>	<i>Mean</i>	<i>Standard Deviation</i>
1	Quality	2.03	1.67
2	Overall Appearance	2.72	1.81
3	Price	3.72	1.75
4	Style	4.33	1.60
5	Value	4.87	1.76
6	Color/Species of Wood	5.10	1.95
7	Warranty	6.77	1.85
8	Brand	7.37	1.39
9	Country of Origin	7.98	1.65

normality was assessed, a confirmatory factor analysis was conducted on the total model (all factors). The goodness of fit index was 0.9327; therefore, there is evidence that the measurement model is adequate.

Test of Hypotheses One(a) – One(i)

H_{1(a)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the quality attribute, controlling for the style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin attributes.

Table 5.4

Descriptive Statistics of Scale Variables

<i>Variable</i>	<i>Items</i>	<i>Range</i>	<i>Mean</i>	<i>SD</i>	<i>Skewness</i>	<i>Kurtosis</i>
<i>Subjective Norms</i>						
Most of the people (i.e., friends, family) who are important to me would encourage me to buy a particular brand of wooden furniture.	1	1-7	2.64	1.73	0.81	-0.32
If I were to buy a particular brand of wooden furniture, most of the people (i.e., friends, family) who are important to me would disapprove.	1	1-7	1.82	1.38	2.26	4.95
<i>Behavioral Intention</i>						
I think I would actively seek out a particular brand the next time I need wooden furniture.	1	1-7	3.89	1.95	-0.03	-1.16
I think I would buy a particular brand next time I need wooden furniture.	1	1-7	3.86	1.90	-0.13	-1.02
If a particular brand of wooden furniture were available in my area, I would be likely to purchase the product.	1	1-7	4.11	1.86	-0.13	-1.02
I think I would try a new brand the next time I need wooden furniture.	1	1-7	3.89	1.64	0.08	-0.51
My intention to purchase a particular brand of wooden furniture is strong.	1	1-7	3.71	2.04	0.05	-1.27
<i>Hedonic Shopping Value</i>						
This shopping trip was truly a joy.	1	1-5	3.51	1.03	-0.39	-0.20
I continued to shop, not because I had to, but because I wanted to.	1	1-5	3.29	1.21	-0.35	-0.75
This shopping trip truly felt like an escape.	1	1-5	2.83	1.27	-0.09	-1.11
Compared to other things I could have done, the time spent shopping was truly enjoyable.	1	1-5	3.22	1.14	-0.39	-0.49
I enjoyed being immersed in exciting new products	1	1-5	3.14	1.18	-0.39	-0.70
I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	1	1-5	3.22	1.25	-0.31	-0.77
I had a good time because I was able to act on the "spur of the moment."	1	1-5	2.69	1.35	0.15	-1.22
During the trip, I felt the excitement of the hunt.	1	1-5	3.20	1.31	-0.29	-0.95

Table 5.4

Descriptive Statistics of Scale Variables (Continued)

<i>Variable</i>	<i>Items</i>	<i>Range</i>	<i>Mean</i>	<i>SD</i>	<i>Skewness</i>	<i>Kurtosis</i>
<i>Hedonic Shopping Value (Continued)</i>						
While shopping, I was able to forget my problems.	1	1-5	2.71	1.33	0.21	-1.05
While shopping, I felt a sense of adventure.	1	1-5	2.95	1.21	-0.26	-0.80
This shopping trip was not a very nice time out.	1	1-5	2.05	1.27	0.91	-0.38
<i>Utilitarian Shopping Value</i>						
I accomplished just what I wanted to on this shopping trip.	1	1-5	4.28	0.89	-1.27	1.35
I couldn't buy what I really needed.	1	1-5	1.91	1.24	1.41	0.95
While shopping, I found just the item(s) I was looking for.	1	1-5	3.94	1.09	-0.72	-0.53
I was disappointed because I had to go to another store(s) to complete my shopping.	1	1-5	2.12	1.32	0.90	-0.42
I enjoyed being immersed in exciting new products.	1	1-5	3.45	1.15	-0.54	-0.36
<i>Hedonic and Utilitarian Attitudes</i>						
Ineffective/Effective	1	4-7	6.27	0.84	-0.77	-0.57
Unhelpful/Helpful	1	2-7	6.14	0.99	-1.21	1.53
Not Functional/Functional	1	2-7	6.32	0.95	-1.84	4.23
Unnecessary/Necessary	1	1-7	5.81	1.40	-1.14	0.72
Impractical/Practical	1	2-7	6.15	1.19	-1.63	2.53
Not Sensible/Sensible	1	2-7	6.21	1.14	-1.82	3.58
Not Fun/Fun	1	1-7	5.16	1.63	-0.56	-0.32
Dull/Exciting	1	1-7	5.24	1.47	-0.77	0.55
Not Delightful/Delightful	1	1-7	5.53	1.29	-0.56	-0.05
Unenjoyable/Enjoyable	1	2-7	5.99	1.08	-0.93	0.61
Not Happy/Happy	1	2-7	5.95	1.21	-1.20	1.27
Unpleasant/Pleasant	1	2-7	5.89	1.20	-0.97	0.50

$H_{1(b)}$: *There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the style attribute, controlling for the quality, overall appearance, color and species of*

wood, relative value, price, brand, warranty, and country of origin attributes.

H_{1(c)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the overall appearance attribute, controlling for the quality, style, color and species of wood, relative value, price, brand, warranty, and country of origin attributes.

H_{1(d)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the color and species of wood attribute, controlling for the quality, style, overall appearance, relative value, price, brand, warranty, and country of origin attributes.

H_{1(e)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the relative value attribute, controlling for the quality, style, overall appearance, color and species of wood, price, brand, warranty, and country of origin attributes.

H_{1(f)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the price attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, brand, warranty, and country of origin attributes.

H_{1(g)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the brand attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, warranty, and country of origin

attributes.

H_{1(h)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the warranty attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, brand, and country of origin attributes.

H_{1(i)}: There will be a positive relationship between consumer attitudes towards home furnishings case goods and the importance consumers place on the country of origin attribute, controlling for the quality, style, overall appearance, color and species of wood, relative value, price, brand, and warranty attributes.

Hypotheses one(a) – one(i) were assessed using multiple regression. A multiple regression was performed between attitude (dependent variable) and quality, style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin (independent variables). The R² value for the model was 0.0961 (see Table 5.5), which reveals that approximately 9.6% of the variation in attitudes can be explained by the nine independent variables in the model. Although the R² was low, the p-value was significant (0.0396). Further review of the significance probabilities for each of the independent variables revealed that none of the variables contributed significantly to attitudes. Therefore, all nine hypotheses were not supported based on $p < 0.05$ and it was found that attitudes were not positively related to any of the attributes.

Test of Hypotheses Two(a) – Two(e)

H_{2(a)}: There will be a positive relationship between the conditional perceived value of home furnishings case goods and behavioral intention.

Table 5.5

Multiple Regression Analyses for Hypothesis Testing

R^2	<i>Independent Variable</i>	<i>Parameter Estimate</i> (β)	<i>Standard Error</i> (β)	<i>p-value</i>
<i>Hypotheses One(a-i)</i>				
0.0961	Intercept	-328.67868	492.84666	0.5057
	Quality	7.55889	11.02491	0.4939
	Overall Appearance	8.84951	10.91671	0.4187
	Price	8.94307	10.94635	0.4151
	Warranty	8.69455	10.92664	0.4273
	Color/Species of Wood	8.82695	10.90764	0.4195
	Style	8.37553	11.01493	0.4481
	Value	9.97544	10.93662	0.3630
	Brand	9.02352	10.98087	0.4124
Country of Origin	8.78442	11.01357	0.4262	
<i>Hypotheses Two(a-e)</i>				
0.1127	Intercept	7.03170	3.62492	0.0540
	Emotional Value*	0.85184	0.36088	0.0194
	Conditional Value*	1.41660	0.56808	0.0136
	Epistemic Value*	0.72926	0.28824	0.0123
	Functional Value	0.03323	0.16908	0.8444
	Social Value	0.18127	0.24588	0.4620
<i>Hypothesis Three</i>				
0.0348	Intercept	16.79409	1.14977	<0.0001
	Subjective Norms*	0.59566	0.22890	0.0100
<i>Hypothesis Four</i>				
0.0093	Intercept	23.95614	3.52358	<0.0001
	Attitudes	-0.06542	0.04959	0.1887
<i>Hypothesis Five(a)</i>				
0.9579	Intercept	11.65541	0.58548	<0.0001
	Hedonic Motivations*	1.12345	0.01718	<0.0001
<i>Hypothesis Five(b)</i>				
0.0887	Intercept	22.48812	3.71933	<0.0001
	Epistemic Value	0.16366	0.37021	0.6590
	Social Value	0.28692	0.31345	0.3613
	Conditional Value	-0.48482	0.72644	0.5054
	Emotional Value*	1.80241	0.45955	0.0001
<i>Hypothesis Six(a)</i>				
0.4046	Intercept	5.38977	3.86139	0.1644
	Utilitarian Motivations*	2.74562	0.24291	<0.0001

Table 5.5

Multiple Regression Analyses for Hypothesis Testing (Continued)

R^2	<i>Independent Variable</i>	<i>Parameter Estimate</i> (β)	<i>Standard Error</i> (β)	<i>p-value</i>
<i>Hypotheses Six(b)</i>				
0.0148	Intercept	15.47757	0.94366	<0.0001
	Functional Value	0.07163	0.05821	0.2201
	Conditional Value	-0.21222	0.19685	0.2824
<i>Hypotheses Seven(a)</i>				
0.0481	Intercept	28.29991	1.79048	<0.0001
	Hedonic Motivations*	0.16106	0.05255	0.0025
<i>Hypothesis Seven(b)</i>				
0.1143	Intercept	28.29907	2.80995	<0.0001
	Epistemic Value	0.24976	0.27886	0.3717
	Social Value	-0.13225	0.23777	0.5788
	Conditional Value	-0.97909	0.54487	0.0741
	Emotional Value*	1.47914	0.34500	<0.0001
<i>Hypothesis Eight(a)</i>				
0.0051	Intercept	39.10889	2.55750	<0.0001
	Utilitarian Motivations	-0.15677	0.16101	0.3315
<i>Hypothesis Eight(b)</i>				
0.0196	Intercept	36.63058	2.08897	<0.0001
	Functional Value	0.15459	0.12882	0.2317
	Conditional Value	-0.62954	0.43538	0.1499
<i>Secondary Information Part One</i>				
0.1398	Intercept	89.97981	6.97813	<0.0001
	Gender	-3.37082	2.11383	0.1127
	Ethnicity	-3.46046	1.82766	0.0601
	Marital Status*	-5.01871	1.16538	<0.0001
	Age	-0.41082	0.98288	0.6765
	Education	-0.28109	0.65720	0.6694
	Income	-1.61140	0.88786	0.0714
	Sexual Orientation	-3.78203	4.24476	0.3742
	# of Persons in Household	-1.25070	1.11007	0.2615
	# of Children in Household	-0.49158	0.47627	0.3035
	Home Ownership	1.68103	3.35247	0.6167
	Square Footage of Home	0.50114	0.63596	0.4318

Note. * $p \leq .05$.

H_{2(b)}: There will be a positive relationship between the social perceived value of home furnishings case goods and behavioral intention.

H_{2(c)}: There will be a positive relationship between the functional perceived value of home furnishings case goods and behavioral intention.

H_{2(d)}: There will be a positive relationship between the epistemic perceived value of home furnishings case goods and behavioral intention.

H_{2(e)}: There will be a positive relationship between the emotional perceived value of home furnishings case goods and behavioral intention.

Hypotheses two(a) – two(e) were assessed using multiple regression. Table 5.6 provides the descriptive statistics for the consumer perceived consumption values. A multiple regression was performed between behavioral intentions (dependent variable) and conditional perceived value, social perceived value, functional perceived value, epistemic perceived value, and emotional perceived value (independent variables). The R² value for the model was 0.1127 (see Table 5.5), which reveals that approximately 11.3% of the variation in behavioral intentions can be explained by the five independent variables in the model (the variance inflation factors were all lower than two). Although the R² was low, the p-value was significant (0.0010). Further review of the significance probabilities for each of the independent variables revealed that only emotional value (p = 0.0194), conditional value (p = 0.0136), and epistemic value (p = 0.0123) contributed significantly to the prediction of behavioral intentions, after accounting for the other variables of interest. Therefore, hypotheses two(a), two(d), and two(e) were supported statistically and two(b) and two(c) were not based on p < 0.05. Emotional, conditional,

Table 5.6

Descriptive Statistics for Consumer Perceived Consumption Values

Value	Question	Response: Frequency (Percent)	
		Yes	No
Epistemic			
	<ul style="list-style-type: none"> • Just to see what it is like. • For a change of pace. • Ads were appealing. • To get a different look. • Friends buy this brand. • Liked the style. • Bought the item(s) on sale. • Liked the image the item(s) convey. • Recommended by a friend. • Because of information I heard about it. 	11 (5.82%) 54 (28.57%) 37 (19.58%) 124 (65.61%) 13 (6.88%) 174 (92.06%) 125 (66.14%) 73 (38.62%) 34 (17.99%) 54 (28.57%)	178 (94.18%) 135 (71.43%) 152 (80.42%) 65 (34.39%) 176 (93.12%) 15 (7.94%) 64 (33.86%) 116 (61.38%) 155 (82.01%) 135 (71.43%)
Social		Most Likely	Least Likely
	<ul style="list-style-type: none"> • Women • Rich People • College Students • People Who Live in Cities • Older People • Blue-Collar Workers • Newlyweds • Men • Low-Income People • People Who Live in Rural Areas • Professional People • Younger People • People with Children 	147 (89.09%) 65 (39.63%) 25 (14.88%) 96 (58.90%) 96 (58.18%) 65 (38.46%) 49 (30.43%) 82 (50.62%) 27 (16.17%) 71 (43.56%) 124 (73.37%) 62 (36.90%) 72 (44.72%)	18 (10.91%) 99 (60.37%) 143 (85.12%) 67 (41.10%) 69 (41.82%) 104 (61.54%) 112 (69.57%) 80 (49.38%) 140 (83.83%) 92 (56.44%) 45 (26.63%) 106 (63.10%) 89 (55.28%)
Conditional		Yes	No
	<ul style="list-style-type: none"> • Price of my brand increased. • Quality of my brand decreased. • Moved into a higher social class. • Friends stopped buying my brand. • Only brand available at the time. • Everyone started buying my brand. 	136 (73.12%) 179 (94.71%) 38 (20.43%) 4 (2.15%) 85 (45.95%) 12 (6.45%)	50 (26.88%) 10 (5.29%) 148 (79.57%) 182 (97.85%) 100 (54.05%) 174 (93.55%)

Table 5.6

Descriptive Statistics for Consumer Perceived Consumption Values (Continued)

<i>Value</i>	<i>Question</i>	<i>Response: Frequency (Percent)</i>	
Functional		Agree	Disagree
	<ul style="list-style-type: none"> • Is reasonably priced. • Offers good value for the money. • Has high quality. • Is made very well. • Does not last because it was not “American Made.” • Is very stylish. • Has too many brands to choose from. • Has a good overall appearance. • Has good color and made from pretty wood. • Is durable. • Comes with good warranties. • Has good brands to choose from. • Performs the way it should. • Is imported from too many countries. • Is hard to shop for. • Lasts for many years. 	130 (68.42%) 144 (75.79%) 139 (73.16%) 127 (67.20%) 43 (22.63%) 165 (86.84%) 58 (30.53%) 185 (97.37%) 175 (92.11%) 152 (80.00%) 94 (50.27%) 157 (83.96%) 172 (90.53%) 70 (37.04%) 83 (43.92%) 152 (80.00%)	60 (31.58%) 46 (24.21%) 51 (26.84%) 62 (32.80%) 147 (77.37%) 25 (13.16%) 132 (69.47%) 5 (2.63%) 15 (7.89%) 38 (20.00%) 93 (49.73%) 30 (16.04%) 18 (9.47%) 119 (62.96%) 106 (56.08%) 38 (20.00%)
Emotional		Yes	No
	<ul style="list-style-type: none"> • I feel guilty when I use my selected brand of furniture. • I feel relaxed when I use my selected brand of furniture. • I feel content when I use my selected brand of furniture. • I feel unhappy when I use my selected brand of furniture. • I feel calm when I use my selected brand of furniture. • I feel satisfied when I use my selected brand of furniture. • I feel like I’m in a higher class when I use my selected brand of furniture. 	2 (1.08%) 134 (72.04%) 165 (87.30%) 1 (0.54%) 138 (74.19%) 174 (92.06%) 45 (24.19%)	184 (98.92%) 52 (27.96%) 24 (12.70%) 185 (99.46%) 48 (25.81%) 15 (7.94%) 141 (75.81%)

and epistemic values were found to be positively related to behavioral intentions, while functional and social values were not.

Test of Hypothesis Three

H₃: Subjective norms will have a positive influence on behavioral intentions toward home furnishings case goods.

A multiple regression was performed between behavioral intentions (dependent variable) and subjective norms (independent variable) for hypothesis three. The R² value for the model was 0.0348 (see Table 5.5), which reveals that approximately 3.5% of the variation in behavioral intentions can be explained by subjective norms. Although the R² was low, the p-value was significant (0.0100). Therefore, hypothesis three was supported based on $p < 0.05$ and it was found that subjective norms do have a positive influence on behavioral intentions toward home furnishings case goods.

Test of Hypothesis Four

H₄: Consumer's attitudes toward home furnishings case goods will have a positive relationship with home furnishings case goods behavioral intentions.

Hypothesis four was assessed with multiple regression. A multiple regression was performed between behavioral intentions (dependent variable) and consumer's attitudes toward home furnishings case goods (independent variable). The R² value for the model was 0.0093 (see Table 5.5), which reveals that approximately .93% of the variation in behavioral intentions can be explained by consumer's attitudes toward home furnishings case goods. The p-value for the model was not significant (0.1887).

Therefore, hypothesis four (consumer's attitudes toward home furnishings case goods

will have a positive relationship with home furnishings case goods behavioral intentions) was not supported based on $p < 0.05$.

Test of Hypotheses Five(a) – Five(b)

H_{5(a)}: Hedonic motivations will be positively related to consumer attitudes toward shopping for home furnishings case goods.

H_{5(b)}: Emotional, epistemic, social, and conditional values will be positively related to consumer attitudes toward shopping for home furnishings case goods.

A multiple regression was performed between consumer attitudes toward shopping for home furnishings case goods (dependent variable) and hedonic motivations (independent variable) for hypothesis five(a), and consumer attitudes toward shopping for home furnishings case goods (dependent variable) and emotional, epistemic, social, and conditional values for hypothesis five(b). The R^2 value for hypothesis five(a) was 0.9579 (see Table 5.5), which reveals that approximately 95.8% of the variation in attitudes can be explained by hedonic motivations. The p-value for the model was significant (<0.0001). The R^2 value for hypothesis five(b) was 0.0887 ($p = 0.0029$), which reveals that approximately 8.87% of the variation in attitudes can be explained by emotional, epistemic, social, and conditional values. Therefore, hypotheses five(a) and five(b) were supported based on $p < 0.05$. Further review of the significance probabilities for each of the independent variables for hypothesis five(b) revealed that only emotional value ($p = 0.0001$) contributed significantly to the prediction of consumer attitudes toward shopping for home furnishings case goods.

Test of Hypotheses Six(a) – Six(b)

H_{6(a)}: Utilitarian motivations will be positively related to consumer attitudes toward shopping for home furnishings case goods.

H_{6(b)}: Functional and conditional values will be positively related to consumer attitudes toward shopping for home furnishings case goods.

Hypotheses six(a) and six(b) were assessed with multiple regression. A multiple regression was performed between consumer attitudes toward shopping for home furnishings case goods (dependent variable) and utilitarian motivations (independent variable) for hypothesis six(a), and consumer attitudes toward shopping for home furnishings case goods (dependent variable) and functional and conditional values for hypothesis six(b). The R² value for hypothesis six(a) was 0.4046 (see Table 5.5), which reveals that approximately 40.5% of the variation in attitudes can be explained by utilitarian motivations. The p-value for the model was significant (<0.0001). The R² value for hypothesis six(b) was 0.0148 (p = 0.2507) (see Table 5.5), which reveals that approximately 1.5% of the variation in attitudes can be explained by functional and conditional values. Therefore, hypothesis six(a) was supported and six(b) was not supported based on p < 0.05. Further review of the significance probabilities for each of the independent variables for hypothesis six(b) revealed that neither functional or conditional values contributed significantly to the prediction of consumer attitudes toward shopping for home furnishings case goods.

Test of Hypotheses Seven(a) – Seven(b) and Eight(a) – Eight(b)

H_{7(a)}: Hedonic motivations will be positively related to consumer attitudes toward

home furnishings case goods.

H_{7(b)}: Emotional, epistemic, social, and conditional values will be positively related to consumer attitudes toward home furnishings case goods.

H_{8(a)}: Utilitarian motivations will be positively related to consumer attitudes toward home furnishings case goods.

H_{8(b)}: Functional and conditional values will be positively related to consumer attitudes toward home furnishings case goods.

A multiple regression was performed between consumer attitudes toward home furnishings case goods (dependent variable) and hedonic motivations (independent variable) for hypothesis seven(a), and consumer attitudes toward home furnishings case goods (dependent variable) and emotional, epistemic, social, and conditional values for hypothesis seven(b). The R² value for hypothesis seven(a) was 0.0481 (p = 0.0025) (see Table 5.5), which reveals that approximately 4.81% of the variation in attitudes can be explained by hedonic motivations. The R² value for hypothesis seven(b) was 0.1143 (p = 0.0004) (see Table 5.5), where emotional, epistemic, social, and conditional values explained approximately 8.87% of the variation in attitudes. Although both R²'s were low, their p-values were significant. Therefore, hypotheses seven(a) and seven(b) were supported based on p < 0.05. Further review of the significance probabilities for each of the independent variables for hypothesis seven(b) revealed that only emotional value (p = <0.0001) contributed significantly to the prediction of consumer attitudes toward shopping for home furnishings case goods.

Hypotheses eight(a) and eight(b) were assessed with multiple regression. A

multiple regression was performed between consumer attitudes toward home furnishings case goods (dependent variable) and utilitarian motivations (independent variable) for hypothesis eight(a), and consumer attitudes toward home furnishings case goods (dependent variable) and functional and conditional values for hypothesis eight(b). The R^2 value for hypothesis eight(a) was 0.0051 ($p = 0.3315$) (see Table 5.5), which reveals that approximately 0.51% of the variation in attitudes can be explained by utilitarian motivations. The R^2 value for hypothesis eight(b) was 0.0196 ($p = 0.1621$) (see Table 5.5), where functional and conditional values explained approximately 1.96% of the variation in attitudes. Therefore, hypotheses eight(a) and eight(b) were not supported based on $p < 0.05$. Further review of the significance probabilities for each of the independent variables for hypothesis eight(b) revealed that neither functional or conditional value contributed significantly to the prediction of consumer attitudes toward shopping for home furnishings case goods.

Secondary Information

Relationship Between Attitudes and Demographic, Socioeconomic, and Dwelling-Specific Information

The last section of the questionnaire (section seven: questions 21-32) obtained demographic, socioeconomic, and dwelling-specific data, which included gender, ethnicity, marital status, age, highest educational level achieved, total household income, sexual orientation, number of persons living in the household, number of children living in the household, home ownership, and square footage of home. A multiple regression analysis was conducted to assess the relationship between the dependent (attitude) and

independent variables (gender, ethnicity, marital status, age, highest educational level achieved, total household income, sexual orientation, number of persons living in the household, number of children living in the household, home ownership, and square footage of home). Based on the findings from the in-depth interviews, focus groups, and review of literature, the independent variables would have a direct influence on attitudes towards home furnishings case goods. The R^2 value for the model was 0.1398 (see Table 5.5), which reveals that approximately 14% of the variation in consumer attitudes toward home furnishings case goods can be explained by the independent variables. The p-value for the model was significant (0.0077). Therefore, it was found that a relationship exists between attitudes and the demographic, socioeconomic, and dwelling-specific data and the hypothesis was accepted based on $p < 0.05$. Further review of the significance probabilities for each of the independent variables revealed that only marital status ($p = <0.0001$) contributed significantly to the prediction of consumer attitudes toward home furnishings case goods. While not significant at $p < 0.05$, ethnicity ($p = 0.0601$) and total household income ($p = 0.0714$) were second and third, respectively.

Differences Among Groups

In order to address the research question of whether home furnishings case goods attitudes differed across categories/groups, a profile analysis of repeated measures was performed. The dependent variables were the attitude measurements (hedonic and utilitarian), since study participants completed both measurements in one scale (question 18). The independent, categorical variables were the individual categories/groups (gender, ethnicity, marital status, age, highest educational level achieved, total household

income, sexual orientation, number of persons living in the household, number of children in the household, home ownership, and square footage of the home), which were identified in questions 21 – 32 in the survey instrument. Although not required for complete profile analysis, all three profile analysis tests, testing for interaction, testing for an overall difference among groups, and testing for an attitude effect, were conducted for each demographic, socioeconomic, and dwelling-specific variable.

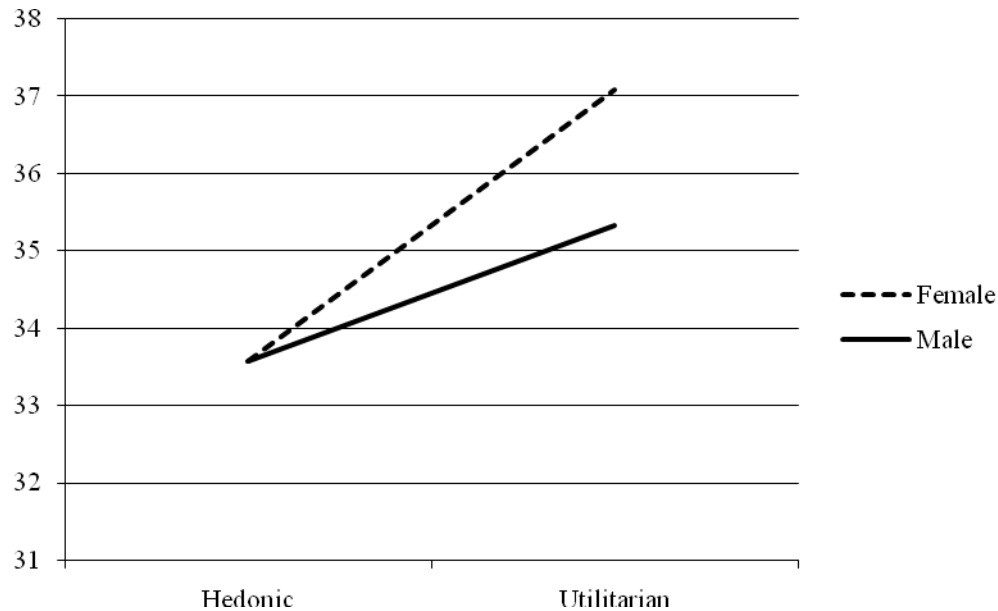
Post-hoc pairwise comparisons using Tukey's HSD procedure for unequal sample sizes were conducted on the main effects to test for mean differences between attitudes (hedonic and utilitarian) towards home furnishings case goods and for the individual categories/groups. Although numerous contrast procedures were available for post-hoc evaluation, Tukey's HSD has been commonly used if all pairwise comparisons are desired (Tabachnick & Fidell, 2001). The significance level for testing differences in means was set at $\alpha = .05$.

Gender

Based on an examination of the profile plot between gender and attitudes, some interaction appears to be present, but it is not practically meaningful (i.e., a mean difference of about two for utilitarian attitudes is not practically much greater than about zero for hedonic attitudes) (see Figure 5.1 and Table 5.7). The Wilks' Lambda criterion p-value (0.0857) did not provide any evidence of interaction between attitudes and gender; therefore, supporting the interpretation of the plot (see Table 5.8). The test for differences among groups did not find differences among females and males ($p = 0.3371$) when hedonic and utilitarian attitudes were averaged; therefore, no evidence was present

Figure 5.1

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Gender



to support a gender effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across genders, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p-value (<0.0001).

Ethnicity

Some interaction appears to be present based on a profile plot between ethnicity and attitudes (see Figure 5.2 and Table 5.9). Although not strong, some evidence of interaction was present (the Wilks' Lambda criterion p-value = 0.0839) between attitudes and ethnicity; therefore, supporting the interpretation of the plot (see Table 5.10). The lack of strong evidence of interaction could possibly be due to the smaller sample size for Native Americans. The test for differences among groups did not find differences among

Table 5.7

Mean Vectors for Gender

<i>Gender</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	188	33.58	46.79	6.84
	Utilitarian	188	36.65	29.65	5.44
Female:	Hedonic	142	33.58	51.32	7.16
	Utilitarian	142	37.08	30.77	5.55
Male:	Hedonic	46	33.57	33.63	5.80
	Utilitarian	46	35.33	24.45	4.94

Table 5.8

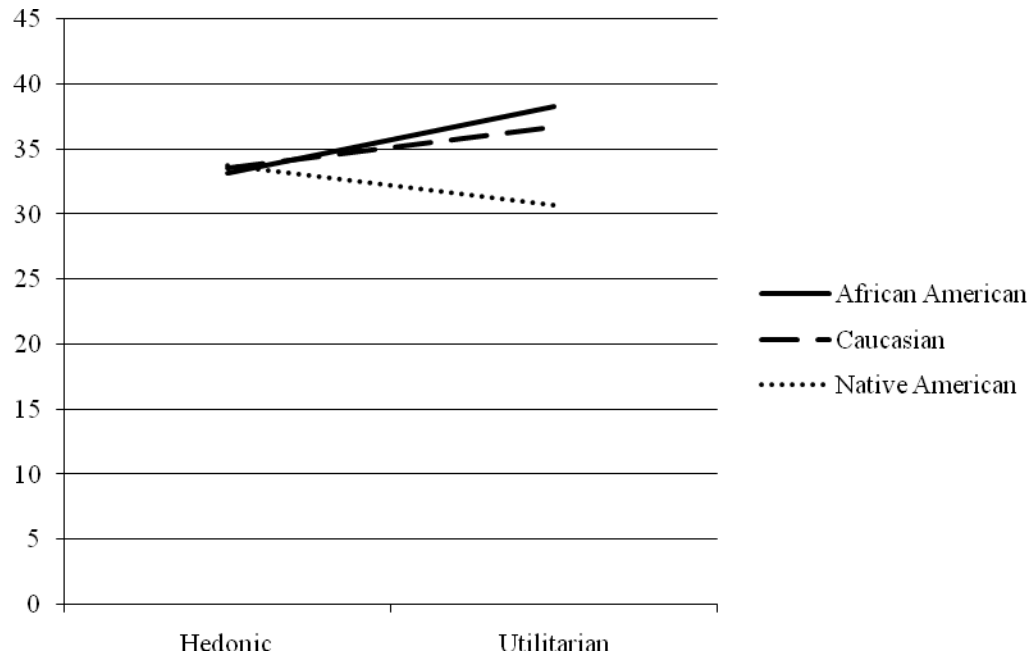
Profile Analysis for Gender

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Gender	1	54.46686	54.46686		0.93	0.3371
Error	186	10940.11558	58.81783			
<i>Within Subjects Effects:</i>						
Attitude	1	479.523526	479.523526	0.8714	27.46*	<0.0001
Attitude * Gender	1	52.119270	52.119270	0.9842	2.98	0.0857
Error	186	3247.931261	17.461996			

Note. * $p \leq .05$.

Figure 5.2

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Ethnicity



among ethnicities when hedonic and utilitarian attitudes ($p = 0.5486$) were averaged; therefore, no evidence was present to support an ethnicity effect (between- subjects effects). The test for an attitude effect found that attitude means, when averaged across ethnicities, did not indicate a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p -value (0.1679).

Marital Status

Based on an examination of the profile plot between marital status and attitudes, some interaction appears to be present for the profiles of single, married, and widowed people (see Figure 5.3 and Table 5.11). The Wilks' Lambda criterion p -value (0.0075)

Table 5.9

Mean Vectors for Ethnicity

<i>Ethnicity</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	188	33.58	46.79	6.84
	Utilitarian	188	36.65	29.65	5.45
African American:	Hedonic	6	33.17	70.57	8.40
	Utilitarian	6	38.33	4.67	2.16
Caucasian/White:	Hedonic	178	33.59	46.92	6.85
	Utilitarian	178	36.72	29.35	5.42
Native American:	Hedonic	4	33.75	30.25	5.50
	Utilitarian	4	30.75	56.25	7.50

Table 5.10

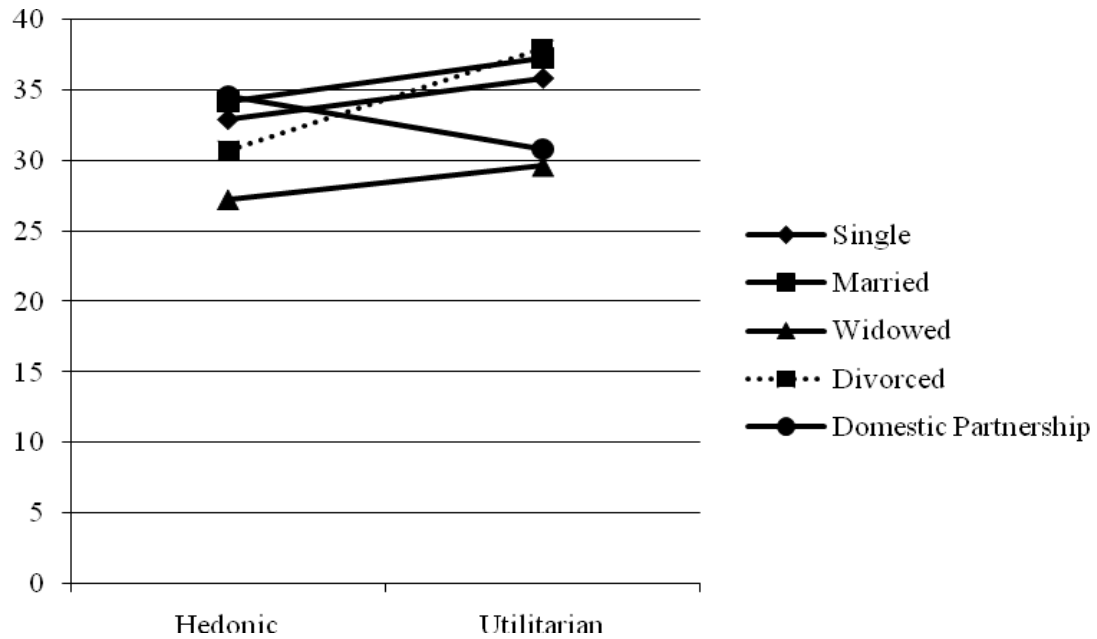
Profile Analysis for Ethnicity

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Ethnicity	2	71.14144	35.57072		0.60	0.5486
Error	185	10923.44101	59.04563			
<i>Within Subjects Effects:</i>						
Attitude	1	33.278362	33.278362	0.9897	1.92	0.1679
Attitude * Ethnicity	2	87.251843	43.625921	0.9736	2.51	0.0839
Error	185	3212.798689	17.366479			

Note. * $p \leq .05$.

Figure 5.3

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Marital Status



provided strong statistical evidence of interaction between attitudes and marital status; therefore, supporting the interpretation of the plot (see Table 5.12). The test for differences among groups found differences ($p = 0.0029$) among marital status when hedonic and utilitarian attitudes were averaged, providing strong statistical evidence of a marital status effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across marital status, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p-value (0.0042). Pairwise comparisons using Tukey's HSD provided evidence of attitude mean differences between the marital status groups. Based on an $\alpha = .05$, differences were found between

Table 5.11

Mean Vectors for Marital Status

<i>Marital Status</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	186	33.60	47.27	6.88
	Utilitarian	186	36.74	29.15	5.40
Single:	Hedonic	11	32.91	48.49	6.96
	Utilitarian	11	35.82	8.96	2.99
Married:	Hedonic	148	34.23	39.42	6.28
	Utilitarian	148	37.28	23.43	4.84
Widowed:	Hedonic	8	27.25	106.21	10.31
	Utilitarian	8	29.63	79.98	8.94
Divorced:	Hedonic	14	30.71	85.91	9.27
	Utilitarian	14	37.93	45.15	6.72
Domestic Partnership:	Hedonic	5	34.60	24.30	4.93
	Utilitarian	5	30.80	14.70	3.83

Table 5.12

Profile Analysis for Marital Status

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Marital Status	4	922.608607	230.652152		4.19*	0.0029
Error	181	9966.222038	55.062000			
<i>Within Subjects Effects:</i>						
Attitude	1	139.770479	139.770479	0.9556	8.41*	0.0042
Attitude * Marital Status	4	239.785922	59.946480	0.9262	3.61*	0.0075
Error	181	3009.754401	16.628477			

Note. * $p \leq .05$.

married and widowed persons for hedonic attitudes, while utilitarian attitude differences were present between divorced and widowed, married and domestic partnership, and married and widowed persons.

Age

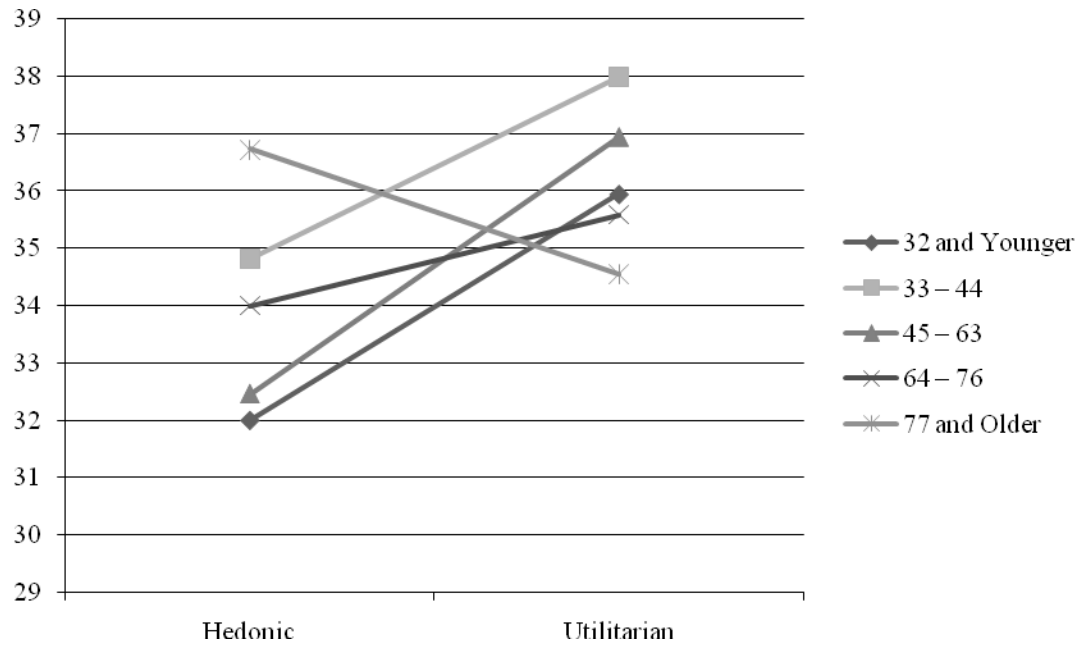
Some interaction appears to be present based on a profile plot between age and attitudes for the profiles of those who are 32 and younger and 33 – 44 (see Figure 5.4 and Table 5.13). The Wilks' Lambda criterion p-value (0.0036) provided strong statistical evidence of interaction between attitude and age; therefore, supporting the interpretation of the plot (see Table 5.14). The test for differences among groups did not find differences ($p = 0.3614$) among age when hedonic and utilitarian attitudes were averaged; therefore, not providing statistical evidence of an age effect (between-subjects effects). The test for an attitude effect found that attitude averaged across age, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p-value (<0.0001). Pairwise comparisons using Tukey's HSD did not provide evidence of attitude mean differences between the age groups.

Highest Educational Level Achieved

Based on an examination of the profile plot between educational level and attitudes, some interaction appears to be present for the following profiles: associate/specialist's degree, master's degree, high school graduate, and bachelor's degree (see Figure 5.5 and Table 5.15). The Wilks' Lambda criterion p-value (0.0037) provided strong statistical evidence of interaction between attitudes and educational level; therefore, supporting the interpretation of the plot (see Table 5.16). The test for

Figure 5.4

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Age



differences among groups found differences among educational level when hedonic and utilitarian attitudes were averaged, providing strong statistical evidence ($p = 0.0061$) of an educational level effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across educational level, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p -value (<0.0001). Pairwise comparisons using Tukey's HSD found differences between associate/specialist's degree and master's degree, high school graduates and master's degree, and B.S. and master's degree for hedonic attitudes.

Table 5.13

Mean Vectors for Age

<i>Age</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	186	33.60	47.27	6.88
	Utilitarian	186	36.74	29.15	5.40
32 and Younger:	Hedonic	19	32.00	52.44	7.24
	Utilitarian	19	35.95	18.05	4.25
33 – 44:	Hedonic	51	34.82	37.91	6.16
	Utilitarian	51	38.00	16.44	4.05
45 – 63:	Hedonic	71	32.46	42.62	6.53
	Utilitarian	71	36.94	27.05	5.20
64 – 76:	Hedonic	34	34.00	70.18	8.38
	Utilitarian	34	35.59	55.95	7.48
77 and Older:	Hedonic	11	36.73	27.62	5.26
	Utilitarian	11	34.55	31.27	5.59

Table 5.14

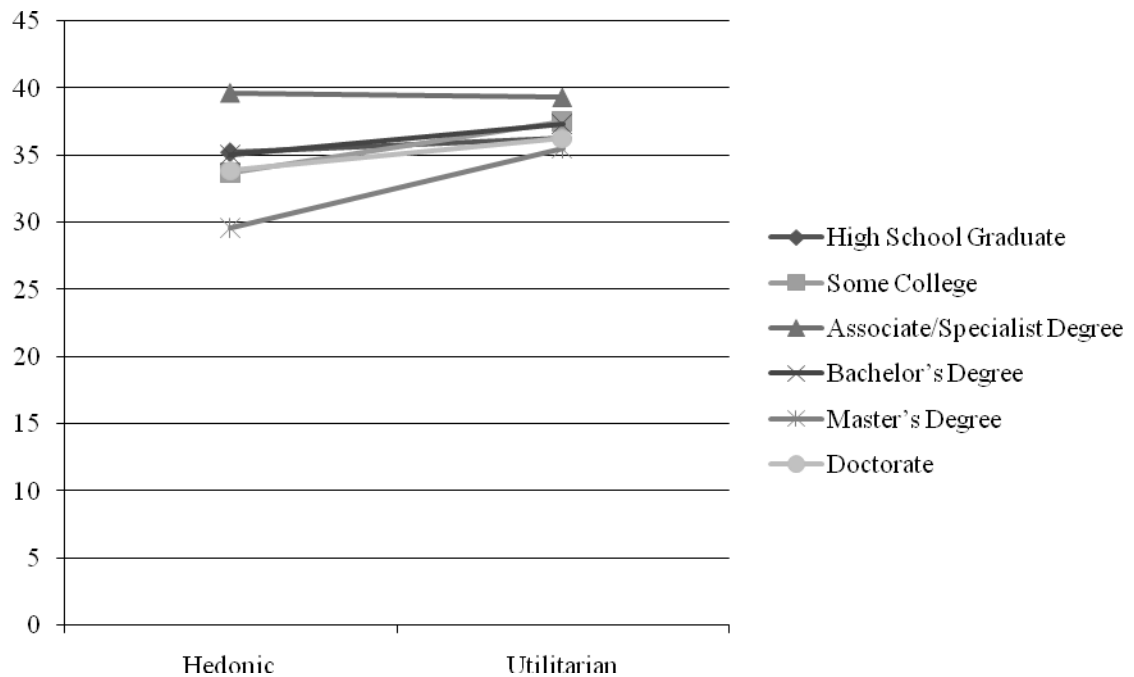
Profile Analysis for Age

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Age	4	256.86506	64.21626		1.09	0.3614
Error	181	10631.96559	58.74014			
<i>Within Subjects Effects:</i>						
Attitude	1	293.259105	293.259105	0.9105	17.79*	<0.0001
Attitude * Age	4	266.565772	66.641443	0.9180	4.04*	0.0036
Error	181	2982.974550	16.480522			

Note. * $p \leq .05$.

Figure 5.5

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Highest Educational Level Achieved



Total Household Income

Some interaction appears to be present based on the profile plot between total household income and attitudes for some profiles (those who earn \$75,000-\$99,999 and \$100,000 or greater) (see Figure 5.6 and Table 5.17). The Wilks' Lambda criterion p-value (0.0380) provided strong statistical evidence of interaction between attitudes and total household income; therefore, supporting the interpretation of the plot (see Table 5.18). The test for differences among groups did not find differences ($p = 0.2299$) among total household income when hedonic and utilitarian attitudes were averaged; therefore,

Table 5.15

Mean Vectors for Highest Educational Level Achieved

<i>Education</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	186	33.60	47.27	6.88
	Utilitarian	186	36.74	29.15	5.40
High School Graduate:	Hedonic	27	35.26	71.20	8.44
	Utilitarian	27	36.30	56.75	7.53
Some College:	Hedonic	34	33.74	52.50	7.25
	Utilitarian	34	37.53	21.95	4.69
Associate/Specialist Degree:	Hedonic	6	39.67	8.27	2.88
	Utilitarian	6	39.33	7.47	2.73
Bachelor's Degree:	Hedonic	50	35.08	31.83	5.64
	Utilitarian	50	37.38	18.89	4.35
Master's Degree:	Hedonic	42	29.60	44.59	6.68
	Utilitarian	42	35.57	35.52	5.96
Doctorate:	Hedonic	27	33.89	25.03	5.00
	Utilitarian	27	36.26	23.97	4.90

Table 5.16

Profile Analysis for Highest Educational Level Achieved

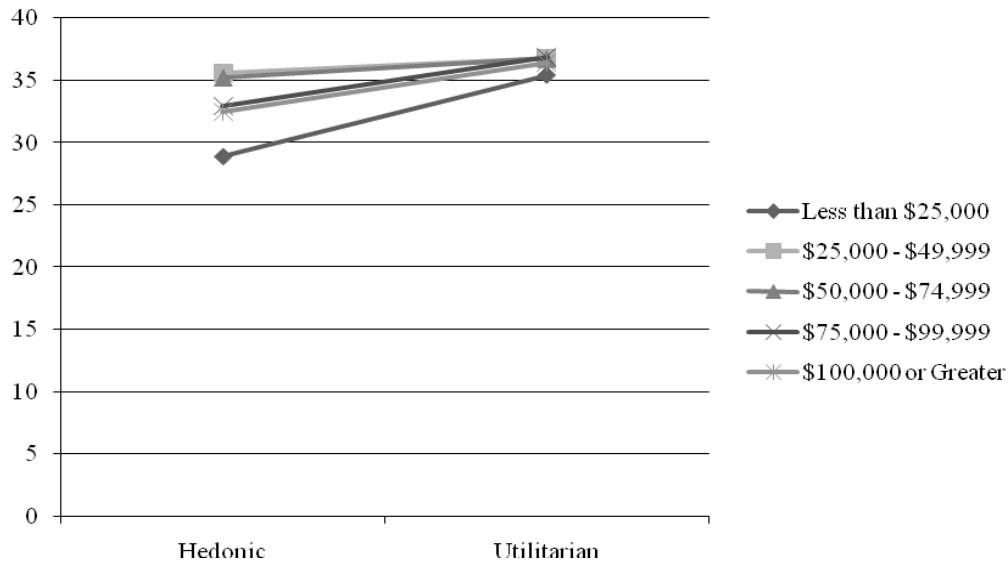
<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Education	5	934.358118	186.871624		3.38*	0.0061
Error	180	9954.472527	55.302625			
<i>Within Subjects Effects:</i>						
Attitude	1	365.254857	365.254857	0.8899	22.27*	<0.0001
Attitude * Education	5	297.726519	59.545304	0.9084	3.63*	0.0037
Error	180	2951.813803	16.398966			

Note. * $p \leq .05$.

Figure 5.6

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Total Household

Income



not providing statistical evidence of a total household income effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across total household income, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p-value (<0.0001). Pairwise comparisons using Tukey's HSD did not provide evidence of attitude mean differences between the income groups.

Sexual Orientation

Based on an examination of the profile plot between sexual orientation and attitudes, some interaction appears to be present (see Figure 5.7 and Table 5.19). The Wilks' Lambda criterion p-value (0.0017) provided strong statistical evidence of interaction between attitudes and sexual orientation; therefore, supporting the

Table 5.17

Mean Vectors for Total Household Income

<i>Income</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	179	33.37	46.18	6.80
	Utilitarian	179	36.59	29.47	5.43
Less than \$25,000:	Hedonic	9	28.89	119.11	10.91
	Utilitarian	9	35.44	61.53	7.84
\$25,000 - \$49,999:	Hedonic	21	35.62	54.25	7.37
	Utilitarian	21	36.81	35.76	5.98
\$50,000 - \$74,999:	Hedonic	39	35.23	38.97	6.24
	Utilitarian	39	36.74	31.41	5.60
\$75,000 - \$99,999:	Hedonic	38	32.92	43.26	6.58
	Utilitarian	38	36.89	28.96	5.38
\$100,000 or Greater:	Hedonic	72	32.50	36.85	6.07
	Utilitarian	72	36.42	24.70	4.97

Table 5.18

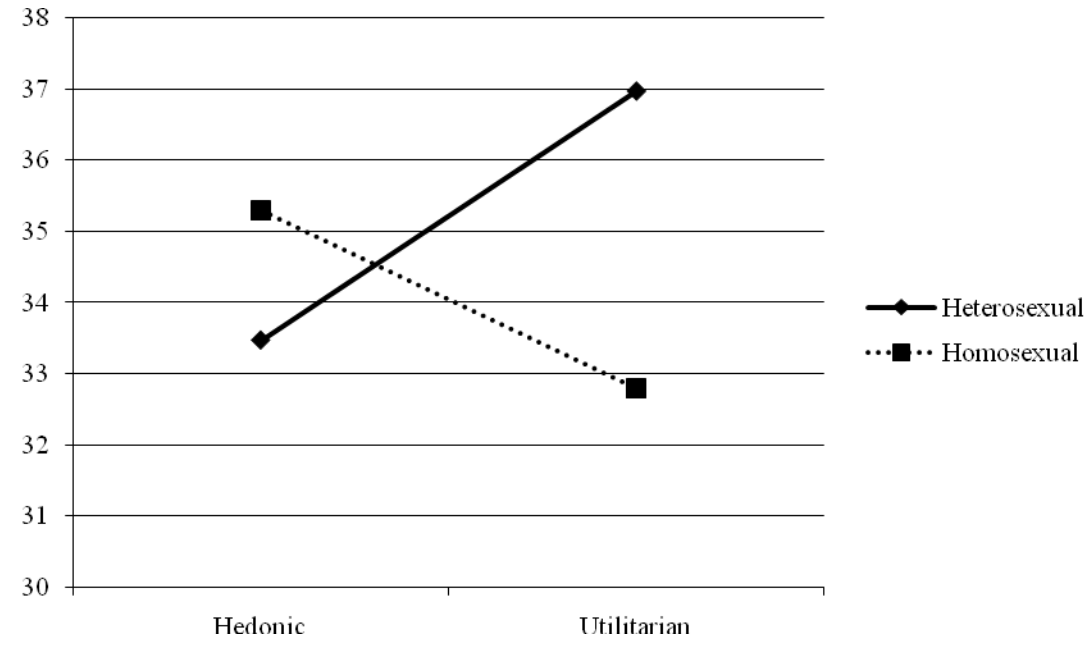
Profile Analysis for Total Household Income

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Income	4	325.157358	81.289339		1.42	0.2299
Error	174	9973.663871	57.319907			
<i>Within Subjects Effects:</i>						
Attitude	1	654.779113	654.779113	0.8202	38.13*	<0.0001
Attitude * Income	4	178.412601	44.603150	0.9437	2.60*	0.0380
Error	174	2987.838796	17.171487			

Note. * $p \leq .05$.

Figure 5.7

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Sexual Orientation



interpretation of the plot (see Table 5.20). The test for differences among groups did not find differences among sexual orientation when hedonic and utilitarian attitudes were averaged; therefore, no evidence was present to support a sexual orientation effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across sexual orientation, indicated that a category effect (hedonic and utilitarian) was not present based on the Wilks' Lambda criterion p-value (0.5950). Pairwise comparisons using Tukey's HSD provided evidence of attitude mean differences between the sexual orientation groups. Based on an alpha = .05, differences were found between heterosexuals and homosexuals for hedonic and utilitarian attitudes.

Table 5.19

Mean Vectors for Sexual Orientation

<i>Sexual Orientation</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	184	33.57	47.72	6.91
	Utilitarian	184	36.75	29.47	5.43
Heterosexual:	Hedonic	174	33.47	49.09	7.01
	Utilitarian	174	36.98	29.29	5.41
Homosexual:	Hedonic	10	35.30	23.12	4.81
	Utilitarian	10	32.80	17.73	4.21

Table 5.20

Profile Analysis for Sexual Orientation

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Sexual Orientation	1	26.07352	26.07352		0.44	0.5094
Error	182	10859.96724	59.67015			
<i>Within Subjects Effects:</i>						
Attitude	1	4.782765	4.782765	0.9984	0.28	0.5950
Attitude * Sexual Orientation	1	170.543634	170.543634	0.9474	10.11*	0.0017
Error	182	3068.997126	16.862622			

Note. * $p \leq .05$.

Number of Persons Living in the Household

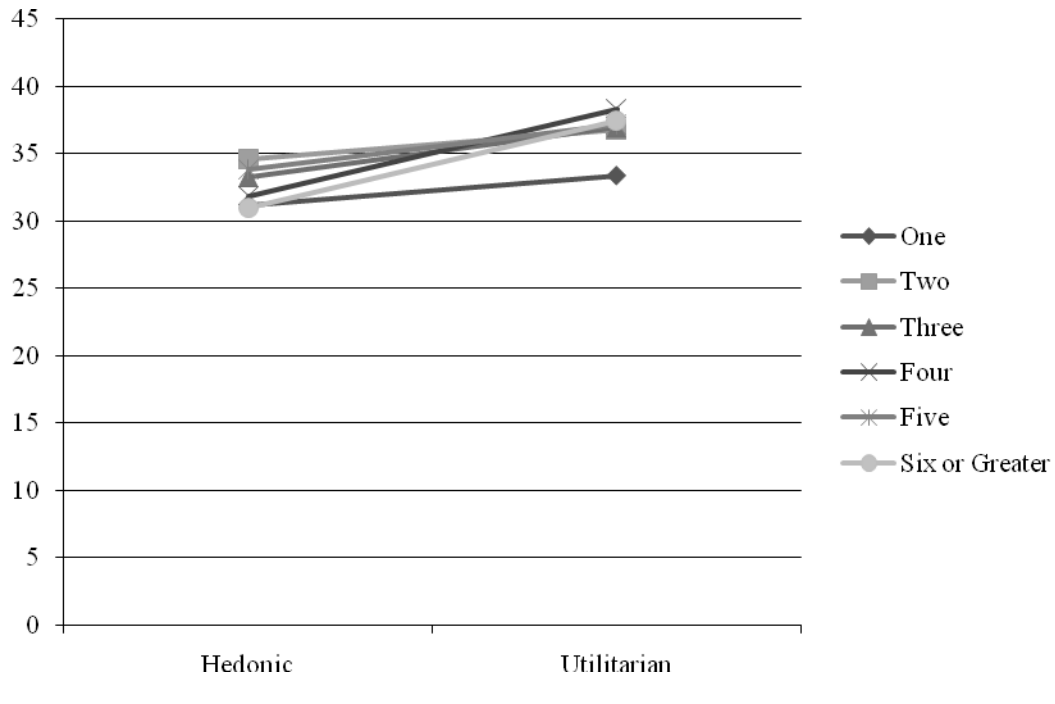
Some interaction appears to be present based on an examination of the profile plot between the number of persons living in the household and attitudes for some profiles (those households with one person and those that have four) (see Figure 5.8 and Table 5.21). The Wilks' Lambda criterion p-value (0.0169) provided strong statistical evidence of interaction between attitudes and number of persons in the household; therefore, supporting the interpretation of the plot (see Table 5.22). The test for differences among groups did not find differences among number of persons in the household when hedonic and utilitarian attitudes were averaged, providing no evidence of a number of persons in the household effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across number of persons in the household, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p-value (<0.0001). Pairwise comparisons using Tukey's HSD provided evidence of attitude mean differences between the number of persons in the household. Based on an alpha = 0.05, differences were found between those households that have one person and those that have four for utilitarian attitudes.

Number of Children in the Household

Based on an examination of the profile plot between the number of children in the household and attitudes, some interaction appears to be present for some profiles (those households with one child and those that have two children) (see Figure 5.9 and Table 5.23). The Wilks' Lambda criterion p-value (0.0042) provided strong statistical evidence of interaction between attitudes and the number of children living in the household;

Figure 5.8

Profile Plot of Attitudes Toward Home Furnishings Case Goods by the Number of Persons Living in the Household



therefore, supporting the interpretation of the plot (see Table 5.24). The test for differences among groups did not find differences among the number of children living in the household when hedonic and utilitarian attitudes were averaged, providing no evidence of a number of children in the household effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across the number of children living in the household, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p-value (<0.0001). Pairwise comparisons using Tukey's HSD did not provide evidence of attitude mean differences between the number

Table 5.21

Mean Vectors for Number of Persons Living in the Household

<i>Number of Persons in Household</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	186	33.60	47.27	6.88
	Utilitarian	186	36.74	29.15	5.40
One:	Hedonic	18	31.22	95.24	9.76
	Utilitarian	18	33.39	46.72	6.84
Two:	Hedonic	107	34.60	40.60	6.37
	Utilitarian	107	36.79	35.77	5.98
Three:	Hedonic	23	33.26	50.20	7.09
	Utilitarian	23	36.96	10.50	3.24
Four:	Hedonic	28	31.89	41.51	6.44
	Utilitarian	28	38.36	8.90	2.98
Five:	Hedonic	6	33.83	2.17	1.47
	Utilitarian	6	37.17	0.97	0.98
Six or Greater:	Hedonic	4	31.00	88.67	9.42
	Utilitarian	4	37.50	17.00	4.12

Table 5.22

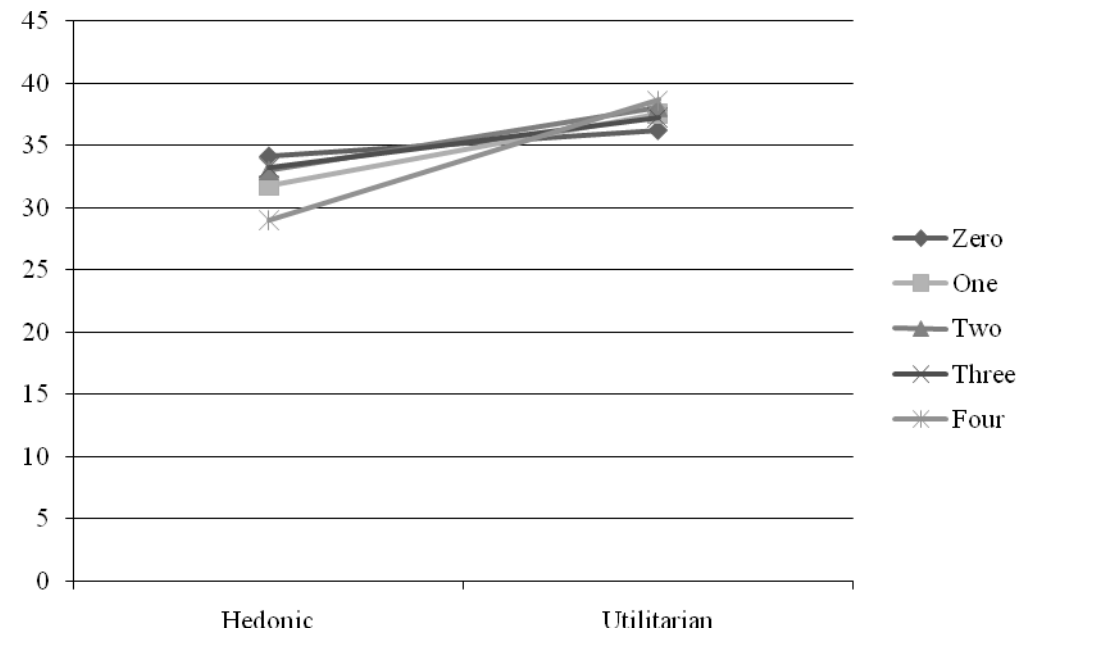
Profile Analysis for Number of Persons Living in the Household

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Number of Persons Living in Household	5	361.96537	72.39307		1.24	0.2932
Error	180	10526.86527	58.48258			
<i>Within Subjects Effects:</i>						
Attitude	1	528.540457	528.540457	0.8507	31.59*	<0.0001
Attitude * Number of Persons in Household	5	238.075889	47.615178	0.9267	2.85*	0.0169
Error	180	3011.464433	16.730358			

Note. * $p \leq .05$.

Figure 5.9

Profile Plot of Attitudes Toward Home Furnishings Case Goods by the Number of Children in the Household



of children living in the household.

Home Ownership

Based on an examination of the profile plot between home ownership and attitudes, some interaction appears to be present, but it is not practically meaningful (i.e., a mean difference of about zero for utilitarian attitudes is not practically much greater than about one for hedonic attitudes) (see Figure 5.10 and Table 5.25). The Wilks' Lambda criterion p-value (0.7267) did not provide evidence of interaction between attitudes and home ownership; therefore, supporting interpretation of the plot (see Table 5.26). The test for differences among groups did not find differences among home

Table 5.23

Mean Vectors for Number of Children in the Household

<i>Number of Children in Household</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	186	33.60	47.27	6.88
	Utilitarian	186	36.74	29.15	5.40
Zero:	Hedonic	127	34.12	49.20	7.01
	Utilitarian	127	36.20	36.40	6.03
One:	Hedonic	17	31.82	45.03	6.71
	Utilitarian	17	37.59	13.38	3.66
Two:	Hedonic	35	33.00	42.24	6.50
	Utilitarian	35	38.09	12.61	3.55
Three:	Hedonic	4	33.25	2.25	1.50
	Utilitarian	4	37.25	1.58	1.26
Four:	Hedonic	3	29.00	109.00	10.44
	Utilitarian	3	38.67	17.33	4.16

Table 5.24

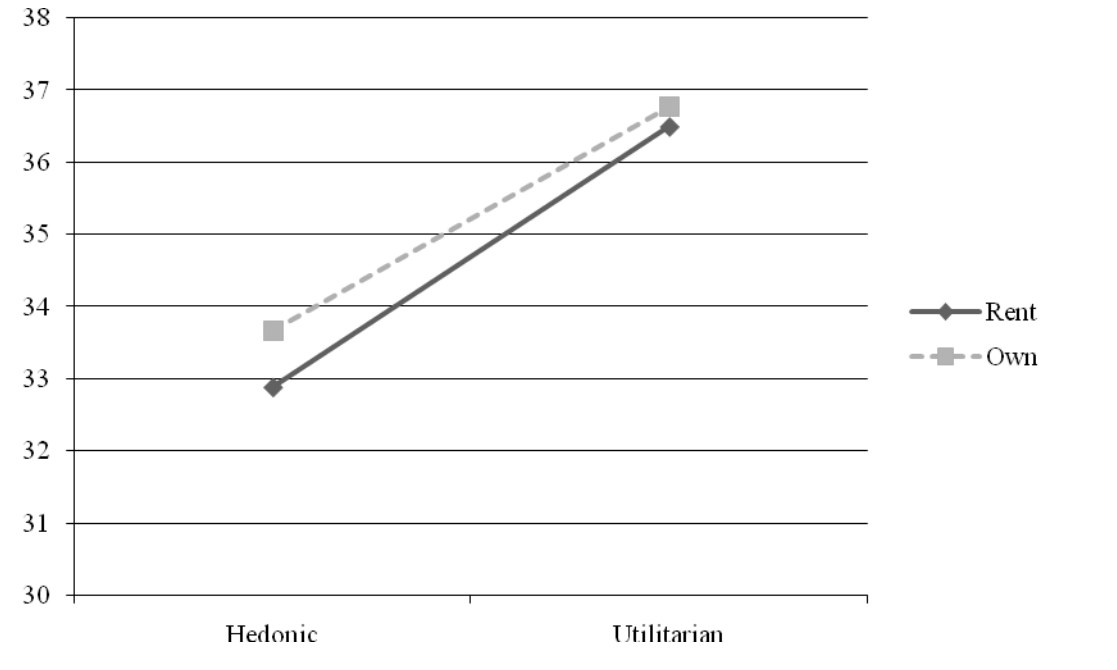
Profile Analysis for Number of Children in the Household

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Children in Household	4	27.86627	6.96657		0.12	0.9767
Error	181	10860.96437	60.00533			
<i>Within Subjects Effects:</i>						
Attitude	1	521.172715	521.172715	0.8515	31.57*	<0.0001
Attitude * Children in Household	4	261.699850	65.424962	0.9195	3.96*	0.0042
Error	181	2987.840473	16.507406			

Note. * $p \leq .05$.

Figure 5.10

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Home Ownership



ownership when hedonic and utilitarian attitudes were averaged, providing no statistical evidence of a home ownership effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across home ownership, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p-value (<0.0001).

Square Footage of the Home

Based on an examination of the profile plot between square footage of the home ownership and attitudes, some interaction appears to be present, but it is not practically meaningful (i.e., a mean difference of about three for utilitarian attitudes is not practically much greater than about five for hedonic attitudes) (see Figure 5.11 and Table 5.27). The

Table 5.25

Mean Vectors for Home Ownership

<i>Home Ownership</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	186	33.60	47.27	6.88
	Utilitarian	186	36.74	29.15	5.40
Rent:	Hedonic	18	32.89	71.28	8.44
	Utilitarian	18	36.50	38.50	6.20
Own:	Hedonic	168	33.67	45.05	6.71
	Utilitarian	168	36.77	28.37	5.33

Table 5.26

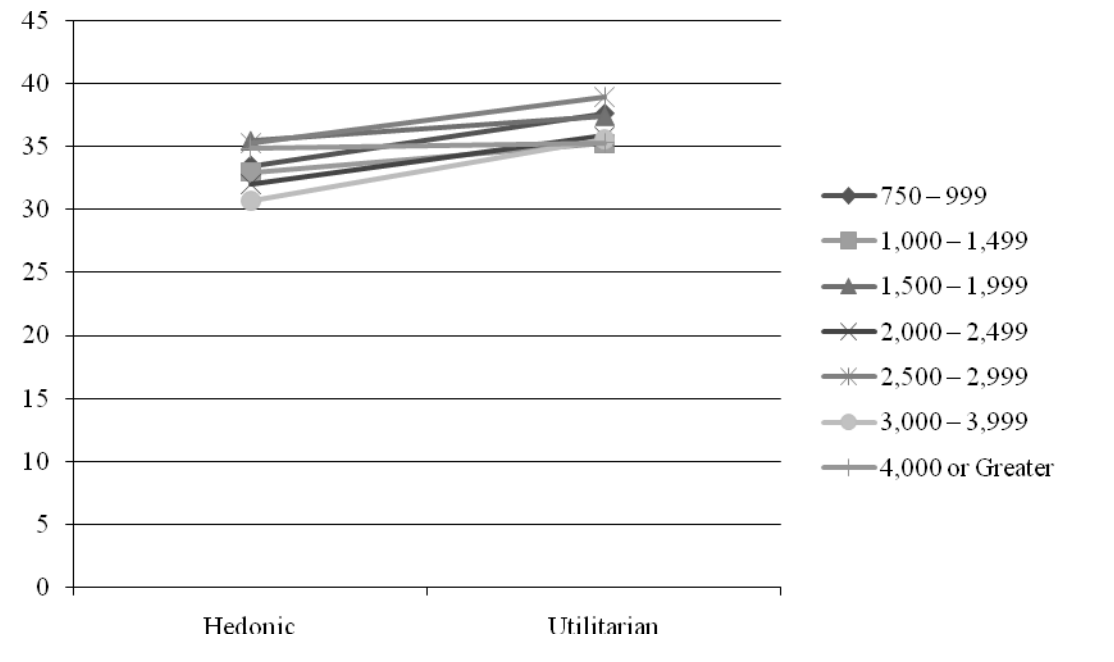
Profile Analysis for Home Ownership

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Home Ownership	1	8.98938	8.98938		0.15	0.6971
Error	184	10879.84127	59.12957			
<i>Within Subjects Effects:</i>						
Attitude	1	365.604199	365.604199	0.8988	20.72*	<0.0001
Attitude * Home Ownership	1	2.163338	2.163338	0.9993	0.12	0.7267
Error	184	3247.376984	17.648788			

Note. * $p \leq .05$.

Figure 5.11

Profile Plot of Attitudes Toward Home Furnishings Case Goods by Square Footage of the Home



Wilks' Lambda criterion p-value (0.1371) provided no evidence of interaction between attitudes and square footage; therefore, supporting interpretation of the plot (see Table 5.28). The test for differences among groups found differences among square footage when hedonic and utilitarian attitudes were averaged, providing strong statistical evidence of a square footage effect (between-subjects effects). The test for an attitude effect found that attitude means, when averaged across square footage, indicated a category effect (hedonic and utilitarian) based on the Wilks' Lambda criterion p-value (<0.0001).

Table 5.27

Mean Vectors for Square Footage of the Home

<i>Square Footage of Home</i>	<i>Attitude</i>	<i>n</i>	<i>Mean</i>	<i>Standard Error</i>	<i>Standard Deviation</i>
Overall:	Hedonic	185	33.65	47.02	6.86
	Utilitarian	185	36.75	29.31	5.41
750 – 999:	Hedonic	6	33.50	97.50	9.87
	Utilitarian	6	37.67	11.87	3.44
1,000 – 1,499:	Hedonic	19	33.00	97.56	9.88
	Utilitarian	19	35.26	57.32	7.57
1,500 – 1,999:	Hedonic	36	35.47	40.94	6.40
	Utilitarian	36	37.44	30.94	5.56
2,000 – 2,499:	Hedonic	33	32.06	49.93	7.07
	Utilitarian	33	35.88	40.42	6.36
2,500 – 2,999:	Hedonic	40	35.30	38.47	6.20
	Utilitarian	40	38.98	13.92	3.73
3,000 – 3,999:	Hedonic	31	30.71	30.35	5.51
	Utilitarian	31	35.61	19.71	4.44
4,000 or Greater:	Hedonic	20	34.90	18.31	4.28
	Utilitarian	20	35.35	22.34	4.73

Table 5.28

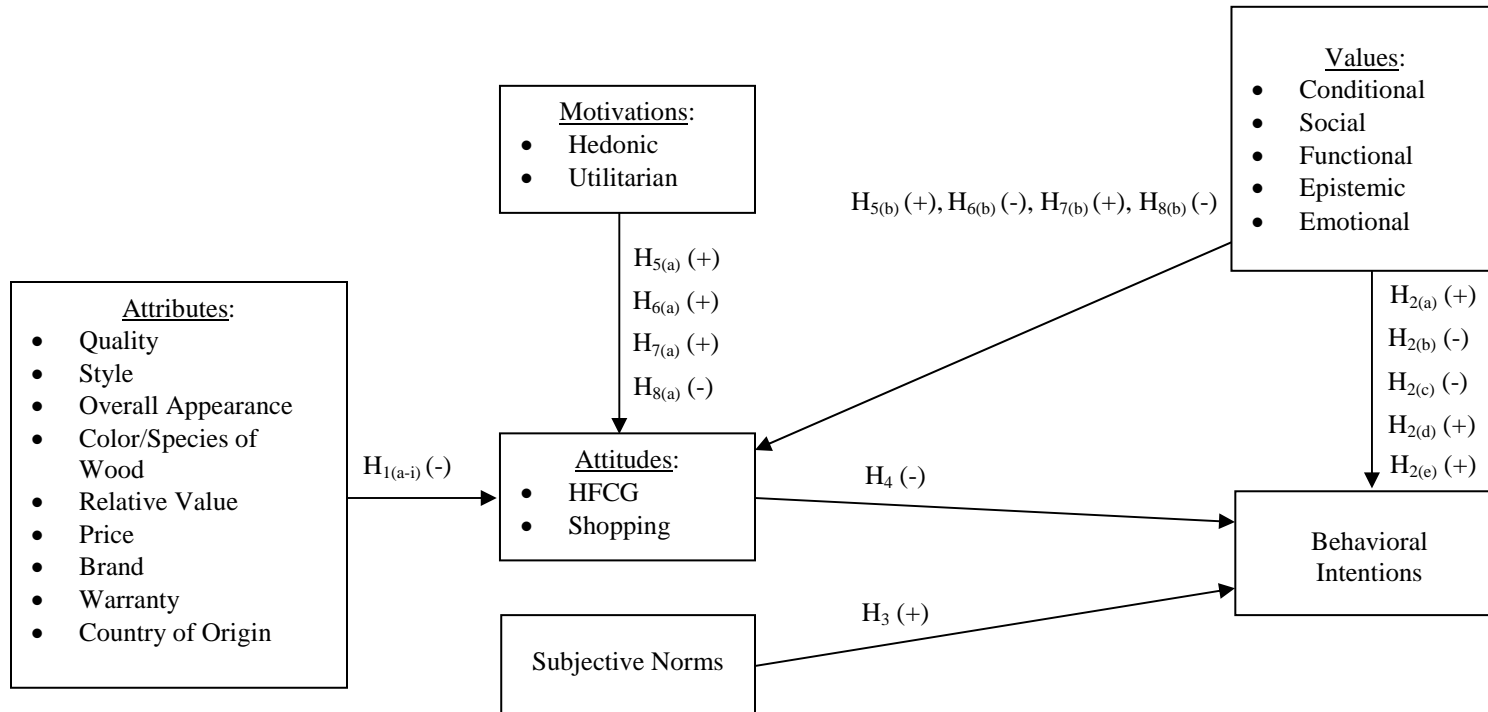
Profile Analysis for Square Footage of the Home

<i>Source</i>	<i>df</i>	<i>Sum of Squares</i>	<i>Mean Square</i>	Λ	<i>F</i>	<i>p-value</i>
<i>Between Subjects Effects:</i>						
Sq. Footage of Home	6	817.27453	136.21242		2.42*	0.0284
Error	178	10017.82276	56.27990			
<i>Within Subjects Effects:</i>						
Attitude	1	586.912694	586.912694	0.8382	34.35*	<0.0001
Attitude * Sq. Footage of Home	6	168.707557	28.117926	0.9474	1.65	0.1371
Error	178	3041.416767	17.086611			

Note. * $p \leq .05$.

Figure 5.12

Outcomes of the Research Hypotheses



Note. A plus (+) indicates support, while a minus (-) indicates that the hypothesis was not supported.

Summary of Hypotheses Testing

This chapter described the data collected, outlined the statistical analyses used to test the proposed hypotheses, and discussed the outcomes of the research hypotheses (see figure 5.12). Hypotheses one(a) – one(i) postulated the associations between consumer attitudes towards home furnishings case goods and the attributes (quality, style, overall appearance, color and species of wood, relative value, price, brand warranty, and country of origin) associated with case goods. It was found that the nine hypotheses were not supported. Hypotheses two(a) – two(e) were not fully supported. Only emotional, conditional, and epistemic perceived value contributed significantly to the prediction of behavioral intentions. Therefore, hypotheses two(a), two(d), and two(e) were supported and two(b) and two(c) were not supported based on $p < 0.05$.

Hypothesis three was supported (subjective norms will have a positive influence on behavioral intentions toward home furnishings case goods), while hypothesis four (consumer's attitudes toward home furnishings case goods will have a positive relationship with home furnishings case goods behavioral intentions) was not supported. Hypotheses five(a) (hedonic motivations will be positively related to consumer attitudes toward shopping for home furnishings case goods) and five(b) (emotional, epistemic, social, and conditional values will be positively related to consumer attitudes toward shopping for home furnishings case goods) were both supported. Hypothesis six(a) (utilitarian motivations will be positively related to consumer attitudes toward shopping for home furnishings case goods) was supported, while hypothesis six(b) (functional and

conditional values will be positively related to consumer attitudes toward shopping for home furnishings case goods) was not supported.

Hypotheses seven(a) (hedonic motivations will be positively related to consumer attitudes toward home furnishings case goods) and seven(b) (emotional, epistemic, social, and conditional values will be positively related to consumer attitudes toward home furnishings case goods) were both supported. On the other hand, hypotheses eight(a) (utilitarian motivations will be positively related to consumer attitudes toward home furnishings case goods) and eight(b) (functional and conditional values will be positively related to consumer attitudes toward home furnishings case goods) were not supported.

Part one of the secondary information found that a relationship exists between attitudes and the demographic, socioeconomic, and dwelling-specific data and the hypothesis was supported based on $p < 0.05$. The only variable that contributed significantly to the prediction of consumer attitudes toward home furnishings case goods was marital status.

Part two of the secondary information dealt with the question of whether home furnishings case good attitudes differed across categories/groups (gender, ethnicity, marital status, age, highest educational level attained, total household income, sexual orientation, number of persons living in the household, number of children living in the household, homeownership, and square footage of home). Based on an $\alpha = .05$, differences were found between married and widowed persons for hedonic attitudes; utilitarian attitude differences were present between divorced and widowed, married and domestic partnership, and married and widowed persons; associate/specialist's degree

and master's degree, high school graduates and master's degree, and B.S. and master's degree for hedonic attitudes; heterosexuals and homosexuals for hedonic and utilitarian attitudes; and households that have one person and those that have four for utilitarian attitudes.

The final chapter summarizes this research and presents conclusions based on the findings of the study. Theoretical and practical implications of these findings are discussed. Limitations of this research are specified, and future research directions are outlined.

CHAPTER VI

CONCLUSIONS

Chapter VI presents: (1) Discussion; (2) Theoretical Implications; (3) Methodological Implications; (4) Practical Implications; (5) Limitations of the Study; (6) Recommendations for Future Research; and (7) Summary.

The purpose of the study was twofold: (a) to investigate consumer's attitudes toward home furnishings case goods; and (b) to determine how their attitudes influence their home furnishings case good consumption choices. Based on preliminary research findings and an analysis of the attitude-behavior relationship literature, the main research constructs were determined and operationalized. The Theory of Reasoned Action was deemed to be the most suited for the study. A conceptual model, Home Furnishings Case Goods Consumption Model, was then created. The model's foundation was the Theory of Reasoned Action with the addition of three constructs: home furnishings case goods attributes/evaluative criteria, hedonic and utilitarian motivations, and the consumer perceived consumption values.

Discussion

In summarizing this study, three research stages are outlined: (a) preliminary, (b) conceptual, and (c) empirical. Each stage produced results that filled gaps in knowledge. The goal of the preliminary stage of this study was to explore what motivates home furnishings case goods consumers and what home furnishings case goods attributes are

important when shopping. Prior to the data collection process, any information pertinent to the home furnishings industry and consumer perceived value that was published in academic journals and trade/market reviews was collected and summarized. Based on the analysis of this secondary data, several preliminary propositions about consumer attitudes toward home furnishings case goods were formulated. These propositions and themes helped to lay the foundation for the preliminary data collection.

In order to determine how the motivations/attitudes identified at the preliminary stage of the research fit into the existing body of the attitude-behavior relationship research, numerous constructs used in previous studies were analyzed and selected for use. In order to achieve the goal of the empirical research stage—to test the proposed hypotheses—it was crucial to develop an adequate instrument to collect the data. The selected constructs/scales were carefully evaluated and adapted for the research purpose. The data collection was conducted during the spring of 2009. The study sample was drawn from a home furnishings retailer's database. Study participants were from Georgia and North Florida. The 24 hypotheses (H1_(a-i), H2_(a-e), H3, H4, H5_(a-b), H6_(a-b), H7_(a-b), and H8_(a-b)), as well as the secondary information hypotheses, were tested according to the designed procedure. As a result, nine out of the 24 hypotheses were supported, and 15 hypotheses were not supported. The findings from the hypothesis testing are discussed in detail below as theoretical, methodological, and practical research implications.

Theoretical Implications

Hypotheses One(a) – One(i)

Based on preliminary research, it was hypothesized that the attributes (quality,

style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin) of home furnishings case goods would have a positive relationship with consumer's attitudes towards home furnishings. Quality has been linked to superiority, refinement, and excellence and included in numerous evaluative criteria sets of products (Grewal, Monroe, & Krishnan, 1998; Morganosky, 1986; Zeithaml, 1988). For home furnishings case goods, the perceived quality evaluative criteria consists of external surface construction, type of wood, types of construction joints, and overall construction details (Bennington, 2002). Although quality was ranked as the number one attribute for this study, it did not have a positive relationship with attitude. Therefore, the hypothesis was not supported. The nonsignificance of quality could be the result of the presence of collinearity and the fact that the overall association for the model is small. Based on the previously mentioned components of the variable quality and as supported in the literature, it becomes clear that it could be measuring overall appearance (external surface construction) and color/species of wood (type of wood).

Style refers to products exhibiting particular design characteristics and is one of the most thought about attributes (Bennington, 2002). Previous studies have identified design/style to be the most important attribute for home furnishings case goods (Wang, Shi, & Chan-Halbrendt, 2004). Although style was ranked number four in importance, a positive relationship with attitude was not found. Therefore, the hypothesis was not supported. The nonsignificance of style could be the result of the presence of collinearity and the fact that the overall association for the model is small. The overall appearance of

a home furnishings case good ultimately reflects the style of the piece, while certain brands only manufacture particular styles. Therefore, a relationship between style, overall appearance, and brand could be present in consumer's minds as found in the literature (Bennington, 2002).

The overall appearance or eye appeal of home furnishings case goods has a significant effect on whether or not the piece will sell. The two most important factors in providing a desired overall appearance are finish and decorative hardware (Bennington, 2002). A positive relationship between overall appearance and attitude was not found, although overall appearance was ranked second by the participants. Therefore, the hypothesis was not supported. The nonsignificance of overall appearance could be the result of the presence of collinearity and the fact that the overall association for the model is small. As found in a review of the literature and previously mentioned, a relationship between overall appearance and quality and overall appearance and style may have been present in the participant's minds.

The color/species of wood is an important determinant for the consumer when shopping for home furnishings case goods. Consumer preference and existing furnishings in the home will determine the product to be purchased (Bennington, 2002). The color/species of wood (ranked six) was not found to be very important to the participants. Color/species of wood did not have a positive relationship with attitudes. Therefore, the hypothesis was not supported. The nonsignificance of color/species of wood could be the result of the presence of collinearity and the fact that the overall association for the model is small. Based on the review of literature, the color/species of

wood variable could also be measuring other attributes/constructs (i.e., quality).

Every consumer has a different view of value, which ultimately provides motivation to purchase home furnishings case goods. Past research has linked value to quality (Drlickova, et al., 1999; Ozanne & Smith, 1996), durability (Chung & Dung, 1999; Ozanne & Smith, 1996), price (Drlickova, et al., 1999; Ozanne & Smith, 1996), design (Chung & Dung, 1999; Drlickova, et al., 1999), quality materials and attractiveness (Ozanne & Smith, 1996), and safety and color (Chung & Dung, 1999). The set of attributes that are important to a consumer must all be acceptable before the consumer feels the product has sufficient value to be a worthwhile purchase (Bennington, 2002). Due to past research finding value as an important product attribute, it was expected to have a positive relationship with attitude. This was not the case for the current study. Additionally, value was ranked number five. Therefore, the hypothesis was not supported. The nonsignificance of value could be the result of the presence of collinearity and the fact that the overall association for the model is small. Based on the review of literature, value could be measuring other attributes/constructs (i.e., quality, price, overall appearance, style, color/species of wood, and brand) (Bennington, 2002; Chung & Dung, 1999; Drlickova, et al., 1999; Ozanne & Smith, 1996).

Price has been found to have a direct link to consumer preference of home furnishings case goods (Drlickova, et al., 1999; Ozanne & Smith, 1996). Although past research has identified price as one of the factors that consumers use in the evaluative criteria of home furnishings case goods, it has not been found to be the most important attribute (Drlickova, et al., 1999; Ozanne & Smith, 1996; Wang, Shi, & Chan-Halbrendt,

2004). Price was not found to be positively related to attitude and was ranked third in importance. Therefore, the hypothesis was not supported. The nonsignificance of price could be the result of the presence of collinearity and the fact that the overall association for the model is small. Past research also reveals that the price variable could be measuring other attributes/constructs (i.e., value) (Drlickova, et al., 1999; Ozanne & Smith, 1996).

A strong brand name allows consumers to spend minimal time at point of purchase and reduces the risk of introducing a new product by building on consumers' familiarity with and knowledge of an established brand (Forney, Park, & Brandon, 2005). Brand did not have a positive relationship with attitude although the participants did not consider brand to be an important attribute. In fact, it was ranked eight out the nine attributes. Therefore, the hypothesis was not supported. The nonsignificance of brand could be the result of the presence of collinearity and the fact that the overall association for the model is small. Based on a review the literature, the variable brand could be measuring other attributes/constructs (i.e., style, overall appearance, and quality) (Bennington, 2002).

Consumers often have to rely on the word or deeds of others based on some fact or assurance in regards to home furnishings case goods. In sales law, a warranty is a promise that something in furtherance of the contract is guaranteed by one of the contractor, especially the seller's or manufacturer's promise that the item being sold is as promised or represented (Piotrowski, 2008). Oftentimes, buyers ask questions about warranties—or written guarantees—on many of the products that they purchase, since

warranties are one way of protecting the buyer (Piotrowski, 2008). Warranties have been found to indicate several things to consumers including less financial risk, increased value, expectations of greater product and service quality, and enhanced postpurchase service (Halstead, Droge, & Cooper, 1993). Warranties place much of the burden on the marketplace to provide safe products rather than on the buyer. Due to previous research, it was expected that warranty would have a positive relationship with attitude. Warranty was not found to have a positive relationship with attitudes. Unfortunately, it was ranked seventh by the participants. Therefore, the hypothesis was not supported. The nonsignificance of warranty could be the result of the presence of collinearity and the fact that the overall association for the model is small. According to previous research and findings, the variable warranty could be measuring other constructs (i.e., value) (Halstead, Droge, & Cooper, 1993).

Previous research found that a US representative, Vernon Ehlers from Michigan, has introduced legislation that would require additional country of origin labeling on imported residential furniture in order to counteract the shift in the balance of imports/exports (American Home Furnishings Alliance, n.d.). Representative Ehlers' country of origin labeling legislation is an attempt to encourage consumers to buy US made home furnishings. It is also believed that consumers will purchase the US manufactured product over an imported good. Unfortunately, past research regarding home furnishings case goods country of origin has revealed mixed emotions on the part of consumers and retailers. Loro (1991) found that country of origin for wooden furniture did not matter to consumers, while Buehlmann, Bumgardner, Lihra, and Frye (2006)

revealed that over 50% of the retailers surveyed stated that many consumers were asking about or interested in the country of origin of furniture products. Further research indicated that retailers either do not get asked about country of origin or that the percentage is less than 1% of inquiring consumers (“Do Your Customers Care,” 2005). Country of origin did not have a positive relationship with attitude and the study participants did not think that it was an important factor when shopping or purchasing (ranked ninth). Therefore, the hypothesis was not supported. The nonsignificance of country of origin could be the result of the presence of collinearity and the fact that the overall association for the model is small. Based on a review of the literature, the variable country of origin could be measuring other attributes/constructs (i.e., quality, price, and value).

Although the R^2 value (0.0961) was low, the p-value was significant (0.0396) due to a large sample size. According to Tabachnick and Fidell (2001), as the number of cases becomes quite large, almost any multiple correlation will depart significantly from zero, even one that predicts negligible variance in the DV. The R^2 value explained only 9.61% of the original variability, which leaves 90.39% residual variability. Due to this unexplained variance and the fact that none of the variables contributed significantly, the home furnishings case goods attributes may not be the best predictors of consumer attitudes toward home furnishings case goods. Additionally, the variance inflation factors for each of the independent variables were all larger than 10.0. Ultimately, it was found that several of the variables were measuring the same thing. In summary, the nine hypotheses (hypotheses one[a-i]) were not supported and a positive relationship between

the nine attributes/evaluative criteria and consumer attitudes was not found.

In addition to collinearity of the nine attributes/evaluative criteria (quality, style, overall appearance, color and species of wood, relative value, price, brand, warranty, and country of origin) of home furnishings case goods, unknown underlying issues may have contributed to the lack of support for the nine hypotheses. This unidentified variable could be the result of an affective dimension of quality. The affective component of quality deals with feelings and emotions (hedonic value). Previous research has provided significant empirical evidence that affect influences a consumer's perception of quality of products/services (Isen, Clark, Shaker, & Karp, 1978; Ger, 1986; Peterson, Hoyer, & Wilson, 1986; Wilson, Lisle, Kraft, & Wetzel, 1989; Compeau, Grewal, & Monroe, 1998). Due to previous findings and the fact that hedonic motivations and emotional value had a positive relationship to that of attitudes and behavioral intention (hypothesis two[e], hypothesis five[a], hypothesis five[b], hypothesis seven[a], and hypothesis seven[b]), it is not implausible to conceive that an affective component may be influencing consumer evaluations of quality with regard to home furnishings case goods.

Hypotheses Two(a) – Two(e)

Sheth, Newman, and Gross' (1991b) Theory of Consumption Values was utilized to measure conditional perceived value, social perceived value, functional perceived value, epistemic perceived value, and emotional perceived value. It was anticipated that a positive relationship between the individual values of home furnishings case goods and behavioral intention would exist. A positive relationship between emotional, conditional, and epistemic perceived values was found to that of behavioral intentions. Emotional

value is the perceived utility acquired from an alternative's capacity to arouse feelings or affective states, while conditional value is the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker.

Epistemic value is the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge.

The fact that emotional, conditional, and epistemic perceived values were found to contribute significantly was not surprising due to past research, preliminary research of the study, and participant responses from section one of the survey instrument. Past research has found a linkage between home furnishings and the self (Belk, 1984, 1988; Csikszentmihalyi & Rochberg-Halton, 1981; James, 1890; Rochberg-Halton, 1984; Solomon & Assael, 1988; Tuan, 1980). James (1890), who laid the foundations for modern conceptions of self, ultimately felt that we are the sum of our possessions, while Csikszentmihalyi and Rochberg-Halton (1981) found that people value furniture due to the memories that they call forth of other people, occasions, and relationships. In addition, many memories are likely to have accreted in home furnishings due to the extended stay and tenure of these objects with the self and therefore, become an extension of the self (Belk, 1988). Furthermore, depth-interview and focus group participants stated that the décor of their home was "a reflection and extension of who they were." Therefore, the positive relationship found between behavioral intention and emotional perceived value was expected.

The positive relationship found between conditional perceived value and behavioral intention was not surprising due to the fact that home furnishings case goods

are generally “big ticket” items and consumers spend more time within the “looking and shopping” phase of the home furnishings case goods buying process. Consumers place a lot of importance on the buying process, since home furnishings case goods are conspicuous, durable products and viewed by anyone who enters the home (Bennington, 2002). The fact that epistemic perceived value was found to have a positive relationship with behavioral intention was expected, since home furnishings case goods allow consumers to create individual spaces with novelty pieces. Ultimately, this permits consumers to express their individuality and reflect who they are through their home furnishings.

Since the majority of respondents (91.05%) enjoyed buying things for their home and indicated that they most often purchase home furnishings case goods for their home based on desire/want (58.42%), it was not surprising that functional perceived value (the perceived utility acquired from an alternative’s capacity for functional, utilitarian, or physical performance) was found to be insignificant. Additionally, Csikszentmihalyi and Rochberg-Halton (1981) have found that memories (emotional value) overshadow the functionality of furniture pieces. The fact that social perceived value (the perceived utility acquired from an alternative’s association with one or more specific social groups) was insignificant was not surprising, since the majority of respondents stated that they decorate and purchase home furnishings case goods for themselves (55.79%) and ranked friends/guests last.

In summary, the p-values for hypotheses two(a)—conditional (0.0136), two(d)—epistemic (0.0123), and two(e)—emotional (0.0194) were found to be significant.

Although the R^2 value (0.1127) was low, the p-value was significant (0.0010) due to a large sample size. The R^2 value explained only 11.27% of the original variability, which leaves 88.73% residual variability. Due to this unexplained variance, the consumption values may not be the best predictors of behavioral intention for home furnishings case goods. Therefore, one can only postulate the reasons behind significance and nonsignificance for the hypotheses by using the previous home furnishings case goods research, preliminary research, and survey results as a guide for interpretation, since a complete understanding of the associations/effects may not be practically meaningful. Altogether, hypotheses two(a), two(d), and two(e) were supported and two(b) and two(c) were not supported based on $p < 0.05$

Hypothesis Three

Subjective norms reflect a person's belief about whether people to whom one is close or whom one respects think that he or she should perform a particular act (Ajzen & Fishbein, 1980). The influence of subjective norms is presumed to capture the social pressure a decision maker feels to make a purchase or not (Bagozzi, Wong, Abe, & Bergami, 2000). Subjective norms were anticipated to have a positive influence on behavioral intentions toward home furnishings case goods. A positive influence was found to exist; therefore, hypothesis three was supported. This was a surprising result, since the majority of respondents stated that they decorate for themselves first and for friends/guests last. However, since the majority of the respondents were married, there could be underlying social pressures to make their spouse happy, as well as children and

other family members (family was ranked second in importance for who they decorate for).

Although the R^2 value (0.0348) was low, the p-value was significant (0.0100) due to a large sample size. The R^2 value explained only 3.48% of the original variability, which leaves 96.52% residual variability. Due to this unexplained variance, subjective norms may not be the best predictors of behavioral intention for home furnishings case goods. Therefore, one can only postulate the reasons behind significance for the hypothesis by using the previous home furnishings case goods research, preliminary research, and survey results as a guide for interpretation, since a complete understanding of the association/effect may not be practically meaningful.

Hypothesis Four

Behavioral intention, the plan to engage in a specified behavior in order to attain a goal, was measured by using a five-item scale that has been adopted from various studies (question 17 in the survey instrument) (Ajzen & Fishbein, 1969; Ajzen & Fishbein, 1980; Baker & Churchill, 1977; Petty, Cacioppo, & Schumann, 1983; Triandis, 1964). Since behavioral intentions can be measured by having consumers rate the probability that they will perform the behavior of interest and vary in strength, a five-item scale was used (Ajzen & Fishbein, 1980). It was expected that consumer's attitudes toward home furnishings case goods would have a positive relationship with home furnishings case goods behavioral intentions. Hypothesis four was not supported, since a positive relationship between attitudes and behavioral intentions did not exist. Therefore, one can concur that attitude is not significant when it comes to behavioral intentions. Other

factors such as demographic, socioeconomic, and dwelling-specific characteristics are probably more important, since lifestage has been found to play a major role in the consumption of home furnishings case goods (US International Trade Commission, 2001).

Hypotheses Five(a) – Five(b)

Hypothesis five was measured by using a hedonic shopping value scale. The scale measures the degree to which a consumer views a recent shopping trip for home furnishings case goods as having been an entertaining and emotionally-driven activity (Babin, Darden, & Griffin, 1994). Ultimately, the scale measured whether or not the shopping was enjoyed as an end in itself rather than just as a means to an end. It was anticipated that hedonic motivations would be positively related to consumer attitudes toward shopping for home furnishings case goods (hypothesis five[a]). In addition to investigating motivations, hypothesis five(b) analyzed if a positive relationship existed between emotional, epistemic, social, and conditional values and attitudes toward shopping for home furnishings case goods. Both hypotheses were supported and a positive relationship was found. This was not surprising, since the majority of respondents (91.05%) enjoyed buying things for their home and the decision to purchase was based on desire/want (58.42%).

In summary, the R^2 value (0.9579) for hypothesis five(a) was significant ($p = <0.0001$) and explained 95.79% of the original variability. Based on this significance and support, hedonic motivations were found to be good predictors of consumer attitudes toward shopping for home furnishings case goods. On the other hand, the R^2 value

(0.0887) for hypothesis five(b) was low, while the p-value was significant (0.0029) (due to a large sample size). The R^2 value explained only 8.87% of the original variability, which leaves 91.13% residual variability. Due to this unexplained variance, the consumption values (epistemic, social, conditional, and emotional) may not be the best predictors of consumer attitudes toward shopping for home furnishings case goods even though emotional value was the only value to exhibit significance ($p = 0.0001$). Therefore, one can only postulate the reasons behind significance for hypothesis five(b) by using the previous home furnishings case goods research, preliminary research, and survey results as a guide for interpretation, since a complete understanding of the associations/effects may not be practically meaningful.

Hypotheses Six(a) – Six(b)

Hypothesis six(a) and six(b) were measured by using a utilitarian shopping value scale developed by Babin, Darden, and Griffin (1994). The scale is supposed to tap into the view that shopping is primarily a means to an end (obtaining goods and services) rather than being enjoyed as an end in itself. It was anticipated that utilitarian motivations would be positively related to consumer attitudes toward shopping for home furnishings case goods (hypothesis six[a]). In addition to investigating motivations, hypothesis six(b) analyzed if a positive relationship existed between functional and conditional values and attitudes toward shopping for home furnishings case goods. Hypothesis six(a) was supported ($R^2 = 0.4046$, $p = <0.0001$) and six(b) was not supported ($R^2 = 0.0148$, $p = 0.2507$). Utilitarian motivations did influence attitude, while the perceived consumption values did not. This was surprising, since conditional values

were significant when it came to behavioral intention (hypothesis two[a]). The positive relationship found between utilitarian motivations and consumer attitudes toward shopping for home furnishings case goods could be due to the fact that the majority of respondents stated that they did not have a particular piece, so it was needed (15.23%). Ultimately, this could represent a means to an end for the respondents. Additionally, the preliminary research found that the majority of consumers are frustrated with the shopping process for home furnishings case goods, because of the over abundant selection, the fact that many pieces look the same, and due to their lack of knowledge of quality brands.

Hypotheses Seven(a) – Seven(b)

Hypothesis seven(a)—hedonic motivations will be positively related to consumer attitudes toward home furnishings case goods—was found to be significant, as well as hypothesis seven(b)—Emotional, epistemic, social, and conditional values will be positively related to consumer attitudes toward home furnishings case goods. However, emotional value was the only value to contribute significantly to the prediction of consumer attitudes toward shopping for home furnishings case goods. This was not surprising, since hedonic motivations and emotional, epistemic, social, and conditional values were found to have a positive relationship with consumer attitudes toward shopping for home furnishings (hypotheses five[a] and five[b]).

In summary, the R^2 values for hypotheses seven(a) (0.0481) and seven(b) (0.1143) were significant ($p = 0.0025$ and $p = 0.0004$ respectively) due to a large sample size. Due to the high amount of unexplained variance for both hypotheses, hedonic

motivations (hypothesis seven[a]) and consumer perceived consumption values (epistemic, social, conditional, and emotional—hypothesis seven[b]) may not be the best predictors of consumer attitudes toward home furnishings case goods (emotional value was the only value to exhibit significance where $p = <0.0001$). Therefore, one can only postulate the reasons behind significance for hypotheses seven(a) and seven(b) by using the previous home furnishings case goods research, preliminary research, and survey results as a guide for interpretation, since a complete understanding of the associations/effects may not be practically meaningful.

Hypotheses Eight(a) – Eight(b)

Hypothesis eight(a)—utilitarian motivations will be positively related to consumer attitudes toward home furnishings case goods—was not supported, as well as hypothesis eight(b)—functional and conditional values will be positively related to consumer attitudes toward home furnishings case goods. It was not surprising to find that hypothesis eight(b) was not supported, since functional and conditional values did not have a positive relationship with consumer attitudes toward shopping for home furnishings case goods. Additionally, it was not surprising to find that utilitarian motivations did not have a positive relationship with consumer attitudes toward home furnishings case goods, since the majority of the participants stated that they purchase home furnishings case goods based on desire/want.

Secondary Information

Part one of the secondary information found that a relationship exists between attitudes and the demographic, socioeconomic, and dwelling-specific data and the

hypothesis was accepted based on $p < 0.05$. The only variable that contributed significantly to the prediction of consumer attitudes toward home furnishings case goods was marital status. This was not surprising, since the majority of respondents were married (78.72%). This could imply that lifestage is playing a role in consumer attitudes toward home furnishings case goods.

Part two of the secondary information dealt with the question of whether home furnishings case good attitudes differed across categories/groups (gender, ethnicity, marital status, age, highest educational level attained, total household income, sexual orientation, number of persons living in the household, number of children living in the household, homeownership, and square footage of home). Based on an $\alpha = .05$, differences were found between married and widowed persons for hedonic attitudes; utilitarian attitude differences were present between divorced and widowed, married and domestic partnership, and married and widowed persons; associate/specialist's degree and master's degree, high school graduates and master's degree, and B.S. and master's degree for hedonic attitudes; heterosexuals and homosexuals for hedonic and utilitarian attitudes; and households that have one person and those that have four for utilitarian attitudes. The differences found in hedonic attitudes between married and widowed persons could imply that a married person enjoys purchasing home furnishings case goods more, since they have someone to beautify their home for. Utilitarian differences between divorced and widowed persons could possibly be due to many divorced persons having to "start over" with many of their home furnishings case goods purchases, since many have to split their belongings and a division of household income has occurred.

Differences in utilitarian attitudes between married and domestic partnership persons could be due to the underlying cultural ideologies. Utilitarian differences between married and widowed persons could possibly be due to the fact that married persons generally have to make a compromise on a product, whereas a widowed person generally has no one else to satiate. Hedonic differences between associate/specialist's degree and master's degree, high school graduates and master's degree, and B.S. and master's degree could imply that lifestage is playing a role in attitudes, as well as increases in incomes. Hedonic and utilitarian differences found between heterosexuals and homosexuals could be due to the fact that homosexuals tend to purchase high-end home furnishings case goods. As found in the preliminary research (in-depth interviews), homosexuals consistently stated that their home furnishings case goods purchase decisions were greatly affected by their social influences (subjective norms). In fact, all three homosexuals interviewed stated that they take into account what others think about their home furnishings just as they do their dress or appearance. Additionally, homosexuals tended to focus more on lifestyle brands (i.e., Pottery Barn, Restoration Hardware, Williams-Sonoma, and Crate & Barrel), which offer high-end home furnishings. Finally, utilitarian differences found between households that have one person and those that have four could infer that durability and quality is more important to households with four persons, since the majority of these households consists of two children.

Methodological Implications

This research demonstrates that a study of attitude-behavior relationships in any market segment should proceed by examining major consumer motivations and attitudes

toward home furnishings case goods within that particular market. Since this study used a home furnishings retailer's database located in Georgia, the study was limited to participants in Georgia and North Florida. Therefore, it is unrealistic to expect that consumers would have the same motivations for, attitudes towards, and attribute preferences in different regions of the country.

Another methodological contribution of this study was the creation of the Home Furnishings Case Goods Consumption Model, which proved to have high reliability (goodness of fit index = 0.9327). The model consisted of several developed scales from past research (all of which have been proven to have high reliability). This model could be adapted for different products.

Practical Implications

The identification of what attributes are important to consumers when shopping or purchasing home furnishings case goods and the understanding of their attitudes and motivations toward shopping/purchasing and values regarding home furnishings case goods is important to manufacturers and retailers alike due to many reasons. This study identified the average importance that consumers place on the attributes/evaluative criteria of home furnishings case goods. Survey results found that participants rank the nine attributes of home furnishings case goods in the following order: (1) quality, (2) overall appearance, (3) price, (4) style, (5) value, (6) color/species of wood, (7) warranty, (8) brand, and (9) country of origin. These consumer evaluations of home furnishings case goods are important and crucial to product developers, manufacturers, and marketers for two very good reasons. First, these consumer evaluations offer manufacturers

effective tools for accurately diagnosing the needs and wants of the target consumer to which they market. Secondly, by knowing how consumers evaluate the attributes for their purchase decisions, marketers can perhaps influence future criteria and capitalize on the data by providing them with a competitive advantage, as well as the possibility of beneficial lead times to the marketplace.

Preliminary research and survey results provided evidence that consumers are not particularly interested in brands or the country of origin of home furnishings case goods. In fact, survey responses for behavioral intention of home furnishings case goods provided evidence that consumers do not go out of their way to actively seek out specific brands. Additionally, 88% of the respondents did not list a favorite brand or stated that they did not know individual furniture brands. One respondent stated the following for question 11 (open-ended question for stating their favorite brand of wooden furniture), “I did not know that there were furniture brands...even if I did, I do not care about it.”

The lack of brand awareness and importance could be due to two reasons: (1) failure of branding efforts and (2) lack of concern on behalf of the consumer. It is possible that marketers have not been successful in their branding efforts, which could be due in part to a lack of understanding of their target market’s needs and wants, as well as the identification of their market. Additionally, consumers may not be interested in brands, because of the importance that they place on the other evaluative criteria such as quality, overall appearance, and price. In regards to referencing the criteria concerning country of origin, many respondents from the preliminary research and survey instrument stated that they were not interested in where the product was made or came from, as long

as it provided good value for their money. Furthermore, when asked if home furnishings case goods does not last because it was not “American Made,” the majority of respondents disagreed (77.37%); thereby, suggesting that consumers are not particularly interested in the “Made in the USA” label that Representative Vernon Ehlers is lobbying for. Based on these responses, it would appear that savvy product developers, manufacturers, and retailers would focus their efforts on providing reasonably priced, good looking, quality pieces instead of spending valuable research and development, marketing time, and funds on the least desirable attributes.

A greater understanding of the home furnishings case goods consumer’s attitudes and motivations toward shopping for and purchasing home furnishings case goods, as well as what they value, would play an important role in predicting behavioral intention (Bolton & Drew, 1991; Cronin, Brady, & Hult, 2000; Dodds, Monroe, & Grewal, 1991; Holbrook, 1994; Parasuraman, Zeithaml, & Berry, 1985; Zeithaml, 1988). As deduced from the survey results, hedonic motivations and emotional, epistemic, social, and conditional values had a positive relationship with attitudes toward shopping for home furnishings case goods, as well as attitudes toward home furnishings case goods. Additionally, the study provided evidence that a positive relationship existed between emotional, conditional, and epistemic perceived value and behavioral intentions. Furthermore, it was found that emotional perceived value was the only construct to contribute significantly to the prediction of consumer attitudes toward shopping for home furnishings case goods.

The fact that hedonic motivations and emotional perceived value played key roles

in the prediction of consumer attitudes toward shopping for home furnishings case goods provides insight to marketers and retailers in that consumers attach something akin to heirloom quality to their thought processes when making a purchasing decision. This could suggest that marketers and retailers could focus their marketing strategies towards these values; thereby, narrowing their target marketing efforts to match that which motivates their consumers. In summary, if a consumer's main value for purchasing decisions rests on their perceived individual enjoyment or pride in ownership of a particular piece, then it would be advantageous to the seller to incorporate these values in their advertising campaigns.

Limitations of the Study

The first limitation of the study was the sample, which was provided by a home furnishings retailer. This limited the reach of consumers to only the Southern region (Georgia and North Florida); therefore, generalizability of the research findings is restricted. The fact that the majority of respondents were Caucasian (94.75%) females (74.74%) who were Baby Boomers (38.83%) also limits the understanding of attitudes toward home furnishings case goods for other ethnicities and generations, as well as for men. None of the study participants were Asian or Hispanic; therefore, no inferences can be made about their attitudes or preferences. The majority of respondents also tended to be married (78.72%), which yielded a low response rate from single (5.85%), divorced (8.51%), and widowed persons (4.26%), as well as those who are in a domestic partnership (2.66%). Another limitation of the sample was the fact that the majority of respondents were college graduates—associates/specialty degree, bachelor's degree,

master's degree, and doctorate—66.49%. Household income was also a limitation of the survey sample due to the fact that the majority of participants had a household income of \$100,000 or greater; therefore, generalizations cannot be made for those of lower incomes. The fact that the majority of participants were heterosexual (94.62%), only ten homosexuals (5.38%) responded, and no bisexuals participated does not allow for the generalizability of attitudes towards home furnishings case goods for sexual orientation accurately. Additionally, the fact that the majority of respondents only had two persons living in the household (57.98%), with no children (68.62%), and owned their home (90.43%) limits the understanding of consumer attitudes toward home furnishings case goods for those with children in the household and rent, as well as their importance on the home furnishings case goods attributes/evaluative criteria.

The second limitation of the study was the response rate (31.67%) and the fact that roughly 68% did not participate. Those who did participate in the survey were primarily consumers who enjoy buying home furnishings for their home (91.05%). Therefore, generalizations cannot be made for those who do not enjoy buying home furnishings for their home, since hedonic motivations (entertaining and emotionally-driven) were found to be positively related to consumer attitudes toward shopping for home furnishings case goods and attitudes toward home furnishings case goods.

The third limitation of the study deals with Tukey's HSD, conducted on the secondary information, in order to find the differences between attitudes (hedonic and utilitarian) among the categories/groups of the demographic, socioeconomic, and dwelling-specific data. When sample sizes are unequal, such as in the present study,

Tukey's HSD is conservative. Additionally, Tukey's HSD is conservative when used only after a significant test, such as when testing for interaction.

Finally, although several R^2 values were low for many hypotheses, the p-values were found to be significant due to the large sample size. According to Tabachnick and Fidell (2001), as the number of cases becomes quite large, almost any multiple correlation will depart significantly from zero, even one that predicts negligible variance in the dependent variable. Due to this unexplained variance, the reasons behind significance were postulated for the hypotheses by using the previous home furnishings case goods research, preliminary research, and survey results as a guide for interpretation, since a complete understanding of the associations/effects may not be practically meaningful.

Recommendations for Future Research

The findings of the study add to the body of knowledge about consumers' attitudes toward home furnishings case goods, as well as their motivations for and values associated with product choice. In addition, these findings point to several directions for further research, which are outlined below.

Future research might examine consumer attitudes toward home furnishings accessories. Study findings could then be compared to attitudes toward home furnishings case goods. It would also be interesting to know what attributes are important to consumers for purchasing home furnishings accessories. It is anticipated that quality would not be the most important attribute, due to the fact that accessories are generally purchased and replaced more often due to their lower price point versus that of home

furnishings case goods. Additionally, home furnishings accessories allow consumers to easily change the appearance of their home according to the season or current trend.

An investigation of various regions could also be conducted by utilizing the same survey instrument. Since this study was focused on the Southern region, it would be fruitful to find out how Eastern, Western, and Northern consumers attitudes differ. It is anticipated that differences in attitude would exist, as well as differences in regards to home furnishings case goods attributes.

Future research might also include a comparison of consumer attitudes for those who purchase at or prefer different retailers. The current study's sample was obtained from a home furnishings retailer; therefore, generalizations cannot be made for those who prefer other retail channels. It is anticipated that differences in attribute importance and attitudes would exist between those consumers who prefer or purchase from furniture or home furnishings stores (i.e., IKEA; Ashley Furniture; Rooms-To-Go; Ethan Allen; Haverty Furniture; Raymour & Flanigan; Select Comfort; Aaron Rents; W. S. Badcock; and Art Van Furniture), specialty stores (i.e., Bed, Bath, & Beyond; Williams-Sonoma; Linens 'n Things; Pier 1 Imports; Crate & Barrel; Restoration Hardware; The Container Store; Michael's Stores; Sharper Image; and Brookstone), mass merchandisers (i.e., Wal-Mart; Target; TJX; Kroger; Big Lots; Ross Stores; La-Z-Boy; Family Dollar; Dollar General; and Burlington Coat Factory), or department stores (i.e., Sears; J.C. Penney; Kohl's; Macy's; The Bon-Ton Stores; Dillard's; Bloomingdale's; Belk; Boscov's; and Neiman Marcus).

Further investigation into homosexual attitudes toward home furnishings case goods is also needed. This study found differences among heterosexuals and homosexuals, although only 10 homosexuals responded. A study directed toward the gay community would provide for a better understanding of their attitudes towards home furnishings case goods, as well as shopping.

Summary

In summary, the goal of this study was to understand what is important to the consumer when making a home furnishings case good consumption choice. The purpose of the research was twofold: (a) to investigate consumer's attitudes toward home furnishings case goods; and (b) to determine how their attitudes influence their home furnishings case good consumption choice. Using the goal and the purpose of the study as a guide for dissemination, the study was able to address several gaps in the home furnishings literature.

Although consumers place great importance on their home furnishings case good purchase decisions, little academic research has been conducted. The current study addressed the fact that home furnishings case goods are personal products, which deals with pragmatic issues and are associated with consumer emotions. Findings suggested that the emotional value/factor was the greatest predictor of behavioral intention. Additionally, few academic studies have addressed what is important to the consumer when making a home furnishings case good consumption choice; therefore, this study included attributes/evaluative criteria and consumer perceived consumption values when analyzing importance and attitudes toward home furnishings case goods. Finally, an

investigation of consumer's attitudes toward home furnishings case goods and how their attitudes influence their home furnishings case good consumption choice was conducted. The present study addressed all of these gaps in the literature and provided a Home Furnishings Case Goods Model for the home furnishings case goods industry to better understand their consumers.

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APPENDIX A

APPROVAL OF INSTITUTIONAL REVIEW BOARD (IRB) FOR THE USE OF
HUMAN PARTICIPANTS IN RESEARCH FOR DEPTH-INTERVIEWS

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
CONSENT TO ACT AS A HUMAN PARTICIPANT: LONG FORM

Project Title: Attitudes Toward Home Furnishings Case Goods: An Investigation of Motivations and Values Relative to Product Choice

Project Director: Annette Burnsed

Participant's Name: _____

DESCRIPTION AND EXPLANATION OF PROCEDURES:

The purpose of this research is to explore and understand better how consumers perceive the value of home furnishings. This research will include a 30-minute interview with the Project Director, Annette Burnsed. You will be asked a series of questions about the role of home furnishings in your life, factors influencing your consideration of home furnishings, your perception of value in home furnishings, and your home furnishings shopping experiences. Your interview will be recorded and later transcribed, in order to ensure correctness.

Confidentiality will be maintained at all times and data will be coded so that participants remain anonymous. The research data will be kept secure for five years in a locked filing cabinet, after which all documents will be shredded and computer files deleted. Your questions regarding your participation in this research project are welcomed at any point.

RISKS AND DISCOMFORTS:

There are no risks or discomforts associated with this research.

POTENTIAL BENEFITS:

The benefits to you as a participant in this research include: (1) the satisfaction of knowing that your opinions and comments will contribute to needed home furnishings research and (2) contributing to improved products and services for consumers. To express my gratitude for your time and participation, a small gift will be presented to you. This research benefits society by contributing to the improvement of the quality of life for consumers.

CONSENT:

By signing this consent form, you agree that you understand the procedures and any risks and benefits involved in this research. You are free to refuse to participate or to withdraw your consent to participate in this research at any time without penalty or prejudice; your participation is entirely voluntary. Your privacy will be protected because you will not be identified by name as a participant in this project.

The University of North Carolina at Greensboro Institutional Review Board, which insures that research involving people follows federal regulations, has approved the research and this consent form. Questions regarding your rights as a participant in this project can be answered by calling Mr. Eric Allen at (336) 256-1482. Questions regarding the research itself will be answered by Annette Burnsed by calling (336) 334-5250. Any new information that develops during the project will be provided to you if the information might affect your willingness to continue participation in the project.

By signing this form, you are agreeing to participate in the project as described to you by Annette Burnsed.

Participant's Signature

Date

APPENDIX B
DEPTH-INTERVIEW SCHEDULE

Research Questions

Interview Questions

What is the role of home furnishings in a consumer's life?

- Are you someone who really enjoys buying things for your home? Why/why not?
- How do the things that you purchased for your home or surrounded yourself with make you feel?
- What benefits does your home décor/furnishings provide you (functional, social, and emotional)? Why do you care or why is this important?
- How often do you buy accessory items?
- How often do you buy major pieces?
- Which interests you more...accessories or major pieces?

What motivates an interest in home furnishings?

- When was the last time that you thought about home décor/furnishings?
- Why did you (was it based on need or desire)?
- Who do you decorate for?
- Are there home décor/furnishings items that you think about more often than others?
- Who sees your home and its contents? Who do you care about seeing it?
- How have your home décor/furnishings needs/wants changed over the past 10 years?
- Prior to shopping for home décor/furnishings products, tell me what you do in advance to get ready for shopping. In other words, describe your pre-shopping experiences (catalogs, magazines, store visits, thought process, time involved...).

What do consumers value about home furnishings?

- What things (attributes, characteristics, brands) do you look for in home décor products?
- What do you value most? Least?
- What room(s) is(are) most important to you in decorating? Why?
- Does a particular style attract you to a product more than others?
- Are you seeking very specific home décor items—or a “look”? Tell me about the looks that are interesting to you. Are there looks you cannot find?

- How important are lifestyle brands, such as Eddie Bauer, Arnold Palmer, Pottery Barn, Martha Stewart, to you?
- What things matter most to you when you use your home décor/furnishings?
- When a piece of furniture fails you, what's your reaction? An accessory?
- Describe a perfect home décor/furnishings product? What can't you find in the attributes/characteristics of home décor/furnishings that you would like to see?

What are the home furnishings shopping experiences of consumers?

- Tell me about a good experience you've had shopping for home décor/furnishings (tell me about a bad experience...).
- Besides finding what you were looking for, what other things were important to you during that shopping trip (Price, Availability, Selection, Delivery Time)?
- Where and how do you gather information about home décor and its associated brands?
- When you go out looking for home décor/furnishings, are you looking for a store or a particular brand? Why? Which is more important to you? Why?
- Do you prefer home décor/furnishings stores that provide you with a finished look of a room?
- How does shopping for home décor/furnishings take place in your family? (Where? How often? Alone or with friends or family? What role do men in your family play in shopping for home décor/furnishings? Specific trip for home furnishings shopping? How much time is usually involved in the shopping process?)
- What things please you or trouble you about your home décor/furnishings shopping experiences?
- What is going to make you a loyal customer to a store?
- What is going to make you a loyal customer to a brand?

Schedule format from: Interviews, Steinar Kvale, 1996.

APPENDIX C

APPROVAL OF INSTITUTIONAL REVIEW BOARD (IRB) FOR THE USE OF
HUMAN PARTICIPANTS IN RESEARCH FOR FOCUS GROUPS

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
CONSENT TO ACT AS A HUMAN PARTICIPANT: LONG FORM

Project Title: Attitudes Toward Home Furnishings Case Goods: An Investigation of Motivations and Values Relative to Product Choice

Project Director: Annette Burnsed

Participant's Name: _____

DESCRIPTION AND EXPLANATION OF PROCEDURES:

The purpose of this research is to explore and understand better how consumers perceive the value of home furnishings. This research will include a one hour focus group session with the Project Director, Annette Burnsed. You will be asked a series of questions about the role of home furnishings in your life, factors influencing your consideration of home furnishings, your perception of value in home furnishings, and your home furnishings shopping experiences. Your focus group session will be recorded and later transcribed, in order to ensure correctness.

Confidentiality will be maintained at all times and data will be coded so that participants remain anonymous. The research data will be kept secure for five years in a locked filing cabinet, after which all documents will be shredded and computer files deleted. Your questions regarding your participation in this research project are welcomed at any point.

RISKS AND DISCOMFORTS:

There are no risks or discomforts associated with this research.

POTENTIAL BENEFITS:

The benefits to you as a participant in this research include: (1) the satisfaction of knowing that your opinions and comments will contribute to needed home furnishings research and (2) contributing to improved products and services for consumers. To express my gratitude for your time and participation, a small gift will be presented to you. This research benefits society by contributing to the improvement of the quality of life for consumers.

CONSENT:

By signing this consent form, you agree that you understand the procedures and any risks and benefits involved in this research. You are free to refuse to participate or to withdraw your consent to participate in this research at any time without penalty or prejudice; your participation is entirely voluntary. Your privacy will be protected because you will not be identified by name as a participant in this project.

The University of North Carolina at Greensboro Institutional Review Board, which insures that research involving people follows federal regulations, has approved the research and this consent form. Questions regarding your rights as a participant in this project can be answered by calling Mr. Eric Allen at (336) 256-1482. Questions regarding the research itself will be answered by Annette Burnsed by calling (336) 334-5250. Any new information that develops during the project will be provided to you if the information might affect your willingness to continue participation in the project.

By signing this form, you are agreeing to participate in the project as described to you by Annette Burnsed.

Participant's Signature

Date

APPENDIX D
FOCUS GROUP SCHEDULE

Research Questions

Focus Group Questions

Step 1: Get the group thinking about home furnishings.

- When you think about decorating your home, what comes to mind?
 - Probe for: (1) definition of home furnishings; (2) feelings; and (3) benefits. ****Define home décor/furnishings after they take a stab at it.****
- Could you tell us a home décor/furnishings story?
 - Probe for: (1) why this story? and (2) meaning.

Step 2: What motivates consumers to think about home furnishings?

- What was your most recent home décor/furnishings experience or purchase and what started you thinking about or planning for that?
 - Probe for: (1) triggers and (2) intended use of products.
- Who do you decorate for?
- What leads/triggers you to start thinking about home décor/furnishings?
 - Probe for: motivations (need or desire-based).
- Who sees your home and its contents? Who do you care about seeing it?
- Prior to shopping for home décor/furnishings products, tell me what you do in advance to get ready for shopping. In other words, describe your pre-shopping experiences.
 - Probe for: (1) catalogs; (2) magazines; (3) store visits; (4) thought process; and (5) time involved.
- How have your home décor/furnishings needs/wants changed over the past 10 years?

Step 3: What do consumers value about home furnishings?

- What things do you look for in home décor accessories? Furniture items?
 - Probe for: (1) attributes/characteristics; (2) what matters the most in use; (3) benefits; and (4) feelings.
- What do you value most? Least?
- What room(s) is(are) most important to you in decorating? Why?
- What matters most—function or looks? Why?
- How important are lifestyle brands, such as Eddie Bauer, Arnold Palmer, Pottery Barn, Martha Stewart, to you?
- What is your favorite home décor accessory item? Furnishings piece?
 - Probe for: (1) attributes/characteristics; (2) feelings/emotions emitted from that product; and (3) why?

- When a piece of furniture fails you, what's your reaction? An accessory?
- Could you describe a perfect home décor/furnishings product?
 - Probe for: (1) attributes/characteristics; (2) why; and (3) pet/kid friendly; (4) traffic of room; (5) feelings/emotions emitted from that product; and (6) pet peeves with home furnishings?

Step 4: What are the home furnishings shopping experiences of consumers?

- Can you tell us a story about your experiences shopping for home décor/furnishings products?
 - Probe for: (1) pleasant; (2) unpleasant; (3) what pleases; and (4) what troubles?
- Besides finding the home décor/furnishings product(s) that you were looking for, what other things were important to you during that shopping trip?
 - Probe for: (1) store attributes/layout; (2) sales staff; and (3) "finished rooms."
- Tell us about your shopping habits for home décor/furnishings.
 - Probe for: (1) where; (2) how often; (3) alone or with friends or family; (4) group/family decision or individual; (5) specific trip for home furnishings shopping; and (6) time involved in the shopping process?

Schedule format from: Interviews, Steinar Kvale, 1996.

APPENDIX E

CONSENT FORM (COVER LETTER) AND SURVEY INSTRUMENT



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Dear Consumers:

I hope this finds you well. I am a doctoral student majoring in Consumer, Apparel, and Retail Studies at the University of North Carolina at Greensboro. I am conducting research to better understand what is important to consumers when buying home furnishings case goods (wooden furniture). Ultimately, this research could potentially lead to improved products and services for consumers. The research will also provide the home furnishings case goods industry with a better understanding of consumer's motivations and values relative to product choice. Your input is very important to my study.

You are invited to voluntarily participate in this study. Please take about 15 to 20 minutes of your time to complete the survey. There are no right or wrong answers to the questions. Your answers will be kept confidential and anonymous at all times. You are allowed to work at your own pace. You may stop filling out the survey at any time that you feel uncomfortable. There is no risk and no direct benefit to you by participating in the study. By filling out this survey, you are agreeing that you are 18 years of age or older and are agreeing to participate in this study. Please keep this letter for your records.

Thank you in advance for your participation. If you have any questions regarding the study, please feel free to contact the researchers. We are more than happy to assist you. In addition, if you have any concerns about your rights as a research subject, please contact Mr. Eric Allen in the Office of Research and Compliance at the University of North Carolina at Greensboro at (336) 256-1482. Please enclose the survey in the self-addressed stamped envelope that was provided to you.

Sincerely,

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THE UNIVERSITY *of* NORTH CAROLINA
GREENSBORO

Consumer, Apparel, and Retail Studies

**ATTITUDES TOWARD HOME FURNISHINGS CASE GOODS: AN
INVESTIGATION OF MOTIVATIONS AND VALUES RELATIVE
TO PRODUCT CHOICE**



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Section One

Please read carefully and answer the following questions. Please be sincere in your responses. There are no right or wrong answers. It is only your opinion that we are interested in. Your cooperation is very important and we will greatly appreciate it.

Please indicate your answers with an X.

1. Are you someone who really enjoys buying things for your home?

_____ Yes _____ No

2. Who do you decorate your home for? Please rank the following in the order of importance (where 1=the most important and 3=the least important):

_____ Yourself _____ Family _____ Friends/Guests

3. Please indicate why you most often purchase home furnishings, in general, for your home:

_____ Need _____ Desire/Want

4. Please indicate why you most often purchase wooden furniture for your home:

_____ Need _____ Desire/Want

5. Please indicate how often you buy wooden furniture:

_____ Every six months _____ Once a year
_____ Once every two years _____ Once every five years
_____ Once every ten years

6. Please indicate how much you are willing to spend on wooden furniture for a particular purchase:

_____ Less than \$250	_____ \$250 – \$499
_____ \$500 – \$999	_____ \$1,000 – \$1,499
_____ \$1,500 – \$1,999	_____ \$2,000 – \$2,499
_____ \$2,500 – \$2,999	_____ \$3,000 and greater

7. Please rank the following in order of importance in regards to where you purchase wooden furniture (where 1=the most important and 4=the least important):

_____ Furniture or Home Furnishings Store (IKEA; Ashley Furniture; Rooms-To-Go; Ethan Allen; Haverty Furniture; Raymour & Flanigan; Select Comfort; Aaron Rents; W. S. Badcock; and Art Van Furniture)

_____ Specialty Store (Bed, Bath, & Beyond; Williams-Sonoma; Linens 'n Things; Pier 1 Imports; Crate & Barrel; Restoration Hardware; The Container Store; Michael's Stores; Sharper Image; and Brookstone)

_____ Mass Merchandiser (Wal-Mart; Target; TJX; Kroger; Big Lots; Ross Stores; La-Z-Boy; Family Dollar; Dollar General; and Burlington Coat Factory)

_____ Department Store (Sears; J.C. Penney; Kohl's; Macy's; The Bon-Ton Stores; Dillard's; Bloomingdale's; Belk; Boscov's; and Neiman Marcus)

8. Recall your last wooden furniture purchase. Please select any of the following reasons that apply to the shopping trip or purchase (more than one item may apply):

_____ A move or relocation occurred

_____ Purchase of a new or existing home

_____ Home remodel job

_____ Moved to a larger home

_____ Moved to a smaller home

_____ Rented or leased an apartment or condominium

_____ Increase in income

_____ Promotion or job advancement

_____ Replace existing furniture due to outdated style

_____ Replace existing furniture due to broken pieces

_____ Got married

_____ Got divorced

_____ One or more family members started college

_____ Had a child

_____ Saw new styles and just wanted a change

_____ Saw an advertisement and just wanted a change

_____ Saw what a friend or family member had and wanted a change

_____ Did not have a particular piece, so it was needed

9. Please rank the following wooden furniture attributes in order of importance (where 1=the most important and 9=the least important):

_____ Quality	_____ Style
_____ Overall Appearance	_____ Color/Species of Wood
_____ Value	_____ Price
_____ Brand	_____ Warranty
_____ Country of Origin	

Section Two

10. Some people buy a particular brand of wooden furniture because they are curious about it, or simply bored with whatever else they are using. Do any of the following reasons apply to your purchases of wooden furniture?

	YES	NO
Just to see what it is like.		
For a change of pace.		
Ads were appealing.		
To get a different look.		
Friends buy this brand.		
Liked the style.		
Bought the item(s) on sale.		
Liked the image the item(s) convey.		
Recommended by a friend.		
Because of information I heard about it.		

11. Please state your favorite brand of wooden furniture:

12. Not everybody purchases the same brand of wooden furniture. Which of the following groups of people do you believe are most and least likely to purchase your brand of wooden furniture:

	Most Likely	Least Likely
Women		
Rich People		
College Students		
People Who Live in Cities		
Older People		
Blue-Collar Workers		
Newlyweds		
Men		
Low-Income People		
People Who Live in Rural Areas		
Professional People		
Younger People		
People with Children		

13. Please indicate whether you agree or disagree that the following benefits or problems are associated with wooden furniture:

Wooden furniture today...	Agree	Disagree
is reasonably priced.		
offers good value for the money.		
has high quality.		
is made very well.		
does not last because it was not "American Made."		
is very stylish.		
has too many brands to choose from.		
has a good overall appearance.		
has good color and made from pretty wood.		
is durable.		
comes with good warranties.		
has good brands to choose from.		
performs the way it should.		
is imported from too many countries.		
is hard to shop for.		
lasts for many years.		

14. Certain situations motivate people to change their behavior. Do you believe that the following conditions might cause you to switch to a different brand of wood furniture:

	YES	NO
Price of my brand increased.		
Quality of my brand decreased.		
Moved into a higher social class.		
Friends stopped buying my brand.		
Only brand available at the time.		
Everyone started buying my brand.		

15. People sometimes purchase a particular brand of wooden furniture for personal and emotional reasons. Please indicate whether you personally experience any of the following feelings associated with your last purchase of wooden furniture:

	YES	NO
I feel <i>guilty</i> when I use my selected brand of furniture.		
I feel <i>relaxed</i> when I use my selected brand of furniture.		
I feel <i>content</i> when I use my selected brand of furniture.		
I feel <i>unhappy</i> when I use my selected brand of furniture.		
I feel <i>calm</i> when I use my selected brand of furniture.		
I feel <i>satisfied</i> when I use my selected brand of furniture.		
I feel like I'm <i>in a higher class</i> when I use my selected brand of furniture.		

Section Three

16. Please indicate your agreement or disagreement with the following statements:

	Strongly Disagree					Strongly Agree	
Most of the people (i.e., friends, family) who are important to me would encourage me to buy a particular brand of wooden furniture.	1	2	3	4	5	6	7
If I were to buy a particular brand of wooden furniture, most of the people (i.e., friends, family) who are important to me would disapprove.	1	2	3	4	5	6	7

Section Four

17. Please indicate your agreement or disagreement with the following statements:

	Strongly Disagree					Strongly Agree	
I think I would actively seek out a particular brand the next time I need wooden furniture.	1	2	3	4	5	6	7
I think I would buy a particular brand next time I need wooden furniture.	1	2	3	4	5	6	7
If a particular brand of wooden furniture were available in my area, I would be likely to purchase the product.	1	2	3	4	5	6	7
I think I would try a new brand the next time I need wooden furniture.	1	2	3	4	5	6	7
My intention to purchase a particular brand of wooden furniture is strong.	1	2	3	4	5	6	7

Section Five

18. Please rate the scales below, by checking (X) in the empty space, according to how you feel about using your most recent wooden furniture purchase:

Ineffective	_____ : _____ : _____ : _____ : _____ : _____ : _____	Effective
Unhelpful	_____ : _____ : _____ : _____ : _____ : _____ : _____	Helpful
Not Functional	_____ : _____ : _____ : _____ : _____ : _____ : _____	Functional
Unnecessary	_____ : _____ : _____ : _____ : _____ : _____ : _____	Necessary
Impractical	_____ : _____ : _____ : _____ : _____ : _____ : _____	Practical
Not Sensible	_____ : _____ : _____ : _____ : _____ : _____ : _____	Sensible
Not Fun	_____ : _____ : _____ : _____ : _____ : _____ : _____	Fun
Dull	_____ : _____ : _____ : _____ : _____ : _____ : _____	Exciting
Not Delightful	_____ : _____ : _____ : _____ : _____ : _____ : _____	Delightful
Unenjoyable	_____ : _____ : _____ : _____ : _____ : _____ : _____	Enjoyable
Not Happy	_____ : _____ : _____ : _____ : _____ : _____ : _____	Happy
Unpleasant	_____ : _____ : _____ : _____ : _____ : _____ : _____	Pleasant

Section Six

19. Please reflect back on a recent wooden furniture shopping trip and indicate the importance of each of the following:

	Strongly Disagree					Strongly Agree
This shopping trip was truly a joy.	1	2	3	4	5	
I continued to shop, not because I had to, but because I wanted to.	1	2	3	4	5	
This shopping trip truly felt like an escape.	1	2	3	4	5	
Compared to other things I could have done, the time spent shopping was truly enjoyable.	1	2	3	4	5	
I enjoyed being immersed in exciting new products.	1	2	3	4	5	
I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	1	2	3	4	5	
I had a good time because I was able to act on the “spur of the moment.”	1	2	3	4	5	
During the trip, I felt the excitement of the hunt.	1	2	3	4	5	
While shopping, I was able to forget my problems.	1	2	3	4	5	
While shopping, I felt a sense of adventure.	1	2	3	4	5	
This shopping trip was not a very nice time out.	1	2	3	4	5	

20. Please reflect back on a recent wooden furniture shopping trip and indicate the importance of each of the following:

	Strongly Disagree			Strongly Agree	
I accomplished just what I wanted to on this shopping trip.	1	2	3	4	5
I couldn't buy what I really needed.	1	2	3	4	5
While shopping, I found just the item(s) I was looking for.	1	2	3	4	5
I was disappointed because I had to go to another store(s) to complete my shopping.	1	2	3	4	5
I enjoyed being immersed in exciting new products.	1	2	3	4	5

Section Seven

**THE FOLLOWING QUESTIONS ARE FOR BACKGROUND PURPOSES ONLY.
Responses will be kept confidential. Please place an "X" beside the appropriate answer.**

21. Gender: _____ Female _____ Male

22. Ethnicity: _____ African American _____ Asian or Pacific Islander
 _____ Caucasian/White _____ Hispanic/Latino
 _____ Native American _____ Other Ethnic Background

23. If you selected "Other Ethnic Background" in question #22, please describe below.

24. Marital status: _____ Single _____ Married
 _____ Domestic Partnership _____ Divorced
 _____ Widowed
25. Age: _____ 32 and younger _____ 33 – 44
 _____ 45 – 63 _____ 64 – 76
 _____ 77 and older
26. Highest educational level achieved: _____ Some High School _____ High School Graduate
 _____ Some College _____ Associate/Specialty Degree
 _____ Bachelor’s Degree _____ Master’s Degree
 _____ Doctorate
27. Total household income: _____ Less than \$25,000 _____ \$25,000 – \$49,999
 _____ \$50,000 – \$74,999 _____ \$75,000 – \$99,999
 _____ \$100,000 or greater
28. Sexual orientation: _____ Heterosexual _____ Homosexual
 _____ Bisexual
29. Number of persons living in household: _____ 1 _____ 2
 _____ 3 _____ 4
 _____ 5 _____ 6 or greater

30. Of the number of persons indicated in question #29, how many are children:

_____ 1	_____ 2
_____ 3	_____ 4
_____ 5	_____ 6 or greater

31. Home ownership: _____ Rent _____ Own

32. Square footage of home:

_____ Less than 500	_____ 500 – 749
_____ 750 – 999	_____ 1,000 – 1,499
_____ 1,500 – 1,999	_____ 2,000 – 2,499
_____ 2,500 – 2,999	_____ 3,000 – 3,999
_____ 4,000 or greater	

Once again, thank you for your time and consideration with this survey. Please enclose the survey in the self-addressed stamped envelope that was provided to you.

Thank you!



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