

Influence of Shopping Orientation and Store Image on Patronage  
of Furniture Store



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## ABSTRACT

Knowledge on furniture consumers' retail patronage will promote and enhance efforts to increase sales at furniture stores and could guide future research. This research therefore was proposed to develop a general model of retail patronage and to empirically test the relationships proposed in the model in the context of furniture market. The objectives of the study include 1) to review existing retail patronage models and related literature 2) to develop a general framework of retail patronage behavior and 3) to test the model in the furniture store shopping patterns. Based on a review of the literature the study proposed to adapt Darden's patronage model of consumer behavior. 115 data were collected through survey questionnaires and the underlying relationship among the variables that characterize consumers' patronage behavior towards furniture was studied. Dimensions for shopping orientation was found consistent with the previous literature where four dimensions of personal, economic, ethical and apathetic shoppers were identified. The result shows that personal shoppers were found to have ethnocentric life style, ethical shoppers were associated to geocentric and apathetic shoppers were polycentric. Consumers also was found to prefer a store with the image of having quality product followed with price and services. The results also showed that patronage behavior has positive relationship to personal and ethical shoppers while economic and apathetic shoppers show no significant relationship with patronage. The findings definitely will provide the practitioners to strategize their marketing by ensuring that they focus more on relationship marketing by having that personal touch with their consumers as the most loyal furniture customers are personalize and ethical consumers..

**Keywords:** Patronage, Store image, Shopping orientation

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

Chapter 1 provides an introduction to the research study. The background of the problem, objectives and research questions are discussed. The importance of the study and the potential contribution of the research results are also mentioned.

### 1.1 Background of Study

Furniture plays an important role in satisfying the social needs of the family. Home is not only a physical state but also includes the net of social relations for family members, friends and neighbours. The home also indicates the identity of the person, reflecting his or her lifestyle and personal values. Furniture represents the changeable part of the home and it helps the individual to express his or her personality and feelings. Through furniture, the family can also express their social status and associated it with memories and experiences of their childhood. In general, furniture plays a very stable and essential role in our lives. Therefore this study is trying to bridge the gap in the literature of marketing by exploring the patronage of the furniture consumer and further will recommend for future research on furniture shopping formulation.

The consumer's behavior in marketing situations has been investigated in many studies. In a study by Schreiber as cited in Karki (2000), five criteria are listed that must be taken into consideration when studying consumer buying behavior: 1) price consciousness, (2) quality consciousness, (3) original, unusual decision, (4) planned decision, and (5) non conformist decision.