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ABSTRACT

Purpose: *Intellectually a paper that aims at developing a conceptual model that identifies customer perception and buying behavior of customers while buying home furniture. Home furniture is an individual family choice where all family members are involved in the buying process. The buying process changes when the needs of the family change and the buying behavior makes a difference in the process of buying a product that suits all the family members of a family. Hence the buying behavior of people and their preference of brand shapes the customer preference of in-store buying and a thought process of conceptual model is based on literature review and established theories of customers*

Design: *Data from secondary sources is sourced from various publications, textbooks, and various journal papers engaging various search engines such as ResearchGate SSRN, Base, Semantics, and Infilbnet. Various points and statements, postulates, and a variety of affecting factors to customer perception is written engaging a dedicated group that is a focus group interaction method.*

Findings: *This field of study identified various determining points for customer utility of in-store customer perception such as perceptual benefits, past feelings experience, subjective based norms, and system quality which are proposed to influence the attitude and perception of the customers*

Originality: *This paper highlights the various affecting factors influencing the customer's preference to use instore purchases of home furniture*

Paper type: *Development of conceptual model based on a review of Literature.*

Keywords: In-store customer perception, models of reasoned action, behavior that is planned, how technology is accepted. Diffusion of market-ready ideas, social influence theory experience, subjective norms, system quality

1. INTRODUCTION :

The advancement and increase in a number of malls selling furniture has created a great opportunity for customers to choose from the range of products. Home Furniture is vast to choose from for a family. This business has a larger scope for retailers to sell. The range can vary from bedroom furniture, dining room furniture, kitchen furniture, and interiors to many more. The range is based on innovation and idealization. Innovation is the key to advancements in the product range. Business models are based on various models and models are the key to the creation of a company. (Massa, L., & Afuah, A. (2017). [1]). Furniture purchase ideation is based on many factors like price, design, shape, quality, size, color, and comfort, should meet the required purpose, and fitment should match the ambiance of the room. The furniture in general is used by the entire family as well as by relatives and guests and hence the furniture should bring substantial comfort to all. When customers come to buy furniture, they come along with their families to take combined decisions. Hence every, furniture has to be a product that suits the entire family, (DaSilva, C. M., & Trkman, P. (2014). [2]). In relation to various models, it is important that these models are crucial to bring clarity in doing business and in making things faster for a better business (Casadesus, R., & Ricart, J. E. (2011).[3]). Theoretical aspects are developed by

academicians and when it can be coupled with practical application one needs to understand the depth and strength of the same to make it feasible in the process (Hedman, J., & Kalling, T. (2003).[4]). This way creating models will lead to reinventing the overall business (Johnson, M. W., et al. (2008). [5]) in the furniture industry. As the scope is increasing due to the increasing per capita income of Individuals, therefore it is creating a scope for selling furniture for every individual member's needs of the family.

1.1 Customization of furniture:

When customers look at particular furniture they may ask for options, in terms of color, shape, texture, finish, and many more features, and when they get; it becomes the customization of furniture. Customization is the strategic competitive advantage for a retail outlet. The details of customization process is listed in the table below.

Table 1: Areas of customization based on varieties of home furniture needs and features

S. No.	Areas of customization	Varieties of home furniture features
1	External aspects of furniture	Color, texture, shape, size, finishing
2	Internal material used in the furniture	Wood, steel, spring, elastic band, nails, screws, etc.
3	Fitment of the furniture	Wall-mounted, fold-able, lightweight
4	Folding of the furniture	Knockdown, foldable, easy to pack etc.
5	Durability, washability, maintenance aspects of the furniture	Washable features, and maintenance features for the convenience of children and old age persons
6	Location flexibility of the furniture	Garden, Balcony, bedroom, dining room, study room etc
7	Dismantling options of the furniture	Using separate components for different uses as well as using as one unit when assembled
8	Power connection in-built battery or external source to the furniture	Rocking chair, and massage chairs need power connection with or without power
9	Glass and mirrors options to the furniture	Glass mirrors and additional fitments to the furniture when needed
10	Storage options to the furniture	Storage facility in the furniture to store as per need of the family member
11	Movement of the furniture	With or without wheels
12	Lighting in storage racks	Provision of lighting inside the racks optional
13	Handles to the furniture	Additional handles based on the age factor of the customer

Source: Author's own

compilation

The above table speaks about the various aspects that customers expect and when these combinations are created as per the customer requirement then it is considered as customized furniture. Furniture in general is high in demand because new houses and new apartments are coming up and the business is directly proportional to the construction industry. People have something in mind and they do come to the showroom with those thoughts. These thoughts are influenced by their past experience while buying furniture.

2. OBJECTIVES :

The main objectives of this study are based on the following:

- (1) To recollect, remember the present status of mind set of client/consumer insight towards in-store home furniture purchase, by a process of review and study of published papers
- (2) To understand various constructs as a basis to develop a model
- (3) To apply what are various factors that affect the customer perception towards purchase of in-store home furniture
- (4) To analyze postulate based on focus group interaction
- (5) To evaluate the list out Advantageous, Benefits, Constraints and Disadvantages of the proposed model for customer perception of In-store purchase of home Furniture
- (6) To create and come out with a conceptual model that can help proving the hypothesis

3. STUDY OF CONCEPTUAL MODELS :

3.1 Works that have been done so far:

With the help of key words search engines such as Google scholar has been engaged to study various journals published between-1995-2022. Concepts such as Reasoned action, Planned behavior, Technology mode, Innovation and diffusion theory, Adopting of innovation, Gratification theory, social influence theory and many more to understand these aspects the below table exhibits the dedication and contribution by different scholarly thinkers across globe highlighting major findings of customer perception toward in-store purchase of home furniture.

Table 2: Contribution by scholars and their articles

S. No.	Focus Area	Contribution	Reference Number
1	In-store customer perception	Art inside a retail outlet makes a difference and its impact is felt in the customer perception	Kim, J., & Heo, W. (2021). [6]
2	Purchasing behavior	Preferences of different purchase groups brings in different purchase behavior	Oblak, L., et al (2020). [7]
3	Theory of reasoned action	When special offers are announced in the public address system a spontaneous, carving behavior, excitement and instant purchase by customers happens and this is in connection to the theory of actions that are based on reasons	Liu, H. T., & Tsaor, R. C. (2020). [8]
4	Theory of Planned behavior	Individual personality differs and this can be seen while people purchase products or furniture in a retail outlet.	Kan, M. P., & Fabrigar, L. R. (2017). [9]
5	Technology Acceptance model	Consumers adopt technology to find out and compare prices and videos of product. This enhances the shopping experience on their visit to a showroom	Saleem, A., et al. (2022). [10]
6	Innovation diffusion theory	Innovation and its spread is considered as diffusion of innovation. How fast does the new product gets accepted.	Agarwal, R et al. (1998). [11]
7	Theory of adopting of innovation	The acceptance of innovation is a change in behavior and could be planned for future purchases and hence the theory of adoption of innovation	Joao, A.R.B et al., (2015). [12]
8	Uses and gratification theory	Young adults use Facebook and various digital gadgets to enhance their gratification. This leads to more satisfaction as they use on a daily basis. So is home furniture. They too enhance the gratification of their users	Urista, M. A. et al., (2009). [13]
9	Expectation and confirmation theory	Continuation in tension is the key to purchasing a service again and maintaining those self determination of product functionalities	Rahi, S., & Ghani, M. A. (2019). [14]
10	Social Influence theory	Society impacts people in terms of liking and usage of technology. Be it furniture or technology gadgets. Women get influenced in a very high manner. This influences the entire house hold	Goswami, A., & Dutta, S. (2016). [15]
11	Perceived benefit theory	Furniture benefits are perceived as per the design and regular usage.	Brinberg, D., et al. (2007).

			[16]
12	Prior experience	Prior experience about the design makes the difference, in Egyptian furniture purchase	Elzeiny, R. (2019). [17])
13	Subjective norms system quality	Systems and quality matters to make customers belief and to bring in a paradigm shift.	Ostonakulova, G. (2017). [18]
14	Customer attitude	Value is perceived by customer attitude and loyalty in retailing leads to quick purchase decisions in the next purchase	Ruiz-Molina, M. E., & Gil-Saura, I. (2008). [19]
15	Visual Merchandising	The effect is felt in the form of product display, lights, sound, music and A.C	Mehta, D., & Chugan, P. K. (2014). [20]
16	Product Quality	Product quality is a marketing strategy and remains in the minds of the customer for a very long period of time an product quality makes a difference in terms of satisfaction and repeat purchase	Pangemanan, S. A., & Walukow, I. M. (2018). [21]
17	Customer Service	A good customer service makes a difference. Service includes a good talk and a positive dialogue with the customer	Qadir, I., & Ali, A. (2017). [22]
18	Pricing Policy	Pricing policy for each product has to be different and should match the needs fo the customer	Dylst, P., & Simoens, S. (2010). [23]
19	In-store Experience	The effect felt by the customer once he or she is inside the retail outlet. This experience should create a great feeling of pleasure and happiness	Terblanche, N. S. (2018). [24]
20	Store Prestige	Higher the prestige of the store, higher the feeling for the brand and products. People get carried away. They assume all products to be of good quality	Konuk, F. A. (2019). [25]
21	Store innovation	Variety is the need for any retail outlet to attract customers. Every customer needs to have a feel of new product every time and this creates novelty and differentiation	Aubrey, C., & Judge, D. (2012). [26]
22	Digital Marketing	Covering a large audience's needs at a very effective price is the key to digital marketing. Various platforms can be used for digital marketing. Social media, e-mail, website and many more	Wind, J., & Mahajan, V. (2002). [27]
23	In-store customer perception of quality	The quality felt inside the store is the key to changing the perception of quality. When old products and worn-out products are on display, the perception of the customer to buy more comes down	Teas, R. K. (1993). [28]
24	Attitude towards quality of furniture	When quality does not matter and only price matters the attitude makes a difference in buying furniture products. It also means that a customer might just buy for the sake of gifting	Barbaritano, M. et al. (2019). [29]
25	Furniture purchase intentions	A furniture purchase intention happens when quality, price, and other aspects like service, warranty, good salesmanship, etc matters	Li, Y., et al. (2020). [30]

Source: Author's own observation and compilation

When we analyze various Models and formed Focus Group Interaction: The focus group interview was conducted and the participants’ reviews were recorded digitally. Based on the feedback of the focus group it became easy to develop conceptual model thinking. Thus, the conceptual model process was developed by further analyzing several theories. Several theories proposed by various scholars put across that the perception concept and the current study have reviewed eight models for further studies:

3.2.1 Theory of Reasoned Action (TRA)

Martin Fishbein and Icek Ajzen in 1975 proposed it. Highlights behaviors such as aggressive, immediate, sporadic as well as habitual nature. Reasons are plenty as the underlying factors are an individual may be prevented from performing a behavior due to a shortage or unavailability of opportunities. When customers come to retail shops they react based on the spontaneous and also on the discount coupons they have in their hand (Shimp, T. A., & Kavas, A. 1984).

(a) Behavioral Intentions, Attitudes and Subjective Norms

According to TRA model, human behavioral intentions are the closest predicting tool to volitional behavior. Individual behavior i.e. a person’s attitude and normative behavior i.e. subjective norms both influence behavioral intention. Numerically TRA is written as:

$$B1 = (A_B)W_1 + (SN)W_2$$

Where,

B1= An individual behavior intention,

A_B= An Individual attitude

SN= Subjective norms

W₂= Weights

Therefore, Attitude A_B is Weighted W₁ by the importance of a person’s attitude towards an object. Moreover, a person refers to other opinion to know about the importance of his behavior is referred as Subjective Norms (SN). For Instance, an individual may seek others feelings toward the importance of consumption of the fruits and vegetables daily. Subjective norms are also Weighted W₂ by the impact of the importance of normative influence. Below figure 1 shows the components of TRA Model.

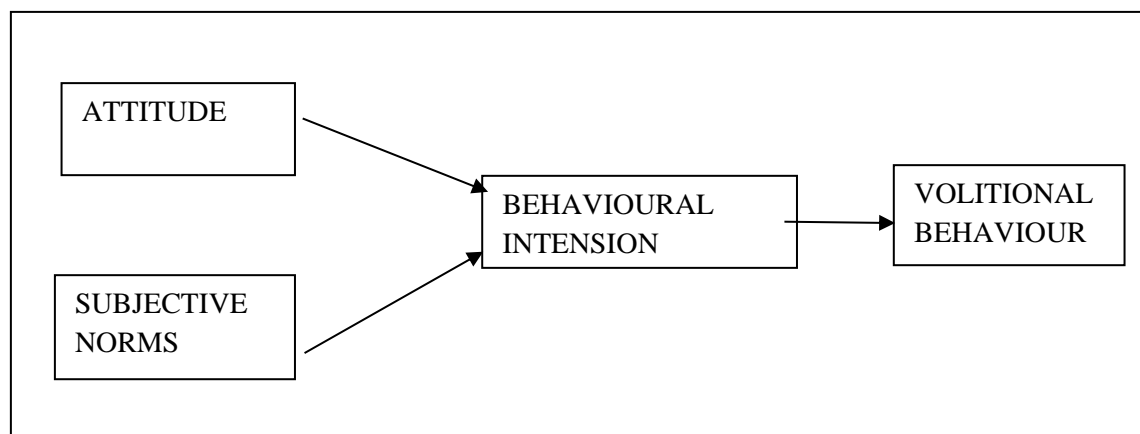


Fig. 1: Components of the Theory of Reasoned Action Model [Shimp, T. A., & Kavas, A. 1984]

(b) Strength and Belief Evaluation

According to Fishbein and Ajzen (1975), beliefs of an individual influences the attitude and behavior, however, the same was modified in 1967 and 1976 through Summative Model. It suggests TRA is mathematically expressed as:

$$A_B = \text{Sum } b_i e_i$$

Where,

A_B= An individual attitude

When people are given coupons they have a reason to buy and this leads to a furniture purchase (Shimp, T.A. & Kavas, A. (1984). [31]). The buying behavior is an integrated model, it combines the theory of reason action and the theory of planned behavior (Montano, D. E., & Kasprzyk, D. (2015). [32]). Every response could be biased and when a particular furniture is promoted we see more sales in the store (Budd, R. J.(1987)[33]). This further leads us to understand the customer better by conducting research

in the areas of home furniture purchase intentions as per (Sheppard, B. et al. (1988). [34]). The moral behavior of a customer is dependent on his nature, basic training at home and his individual attitude, moral behavior can also be observed when customers sit and bounce in a sofa to test the quality; sometimes they do it with an intention to harm and damage the product displayed in-store (Vallerand, R. J. et al. (1992). [35]). Preventing a bad behavior is a challenge be it in health care or home products, hence one need to be careful with customers who have bad intentions and bad health (Fisher, W. A., et al. (1995). [36]). Behavior of an individual is reflected in all aspects of his actions be it in finance, money, banking or in terms of his planned and technology acceptance behavior (Yousafzai, S. Y. et al. (2010). [37]). Shopping is a recreation activity for a few and is also known as shopping therapy; people like to shop and to see new things this brings in a change in their behavior and feelings (Young, R.A & Kent A.T(1985). [38]). Age does not matter and young customers have a choice of their own. They influence the behavior of their parents and this brings in change in their parents too as per (Belleau, B. D., et al. (2007). [39]). Too much is too bad be it shopping, drinking or eating, the theory of reasoning does not emphasize on addiction. Addiction in shopping can ruin a family when they do binge shopping. This could be either buying furniture or buying a drink. Hence habits are to be controlled for better behavior according to (Schlegel, R. P. et al. (1992). [40]). These habits are crossed over to other matters and hence habits continue according to (Oliver, R. L., & Bearden, W. O. (1985). [41]). Therefore, the theory of reasoned action is based on certain actions that a person takes and this is based on his nature, background, habits, and many more. This theory leads us to the theory of planned behavior, which is explained in the next few lines; it also emphasizes on how behavior can be planned in a purchase.

3.2.2 Theory of Planned behavior (TPB)

When a theory fails a new theory emerges. As TRA model fails to cope with non-volitional forms, Icek Ajzen termed a new theory known as Theory of Planned Behavior (1991). As a result, Ajzen modified TRA to take into account additional variables of behavior that go beyond the purview of the customers. In basic terms, perceived ease or complexity determines a person's unique behavioral desire when performing such a given behavior according to (Armitage, C. J., & Conner, M. (2001). [42]). It proposes that expected behavior intention and perceived 'behavioral control' work together to determine their behavioral performance. Behavior is influenced by specific inputs such as intentions and assisting conditions as well as frequent stimulus. The TPB has the ability to accurately predict any individual's behavior. However, due to the issue of multi-co-linearity between the variables in the model, it has certain limitations. Prior studies by (Ajzen, I. (2011). [43]), referred TRA and TPB and discovered that in TPB, an extra path is formed from the subjective norm to attitude and it displays a higher percentage of dissimilarity in shopping intentions than in TRA. Further, with the addition of perceived self-efficacy and perceived risk variables to the TPB model (Armitage, C. J., & Christian, J. (2003). [44]), measure the attitude of the person and perceived behavioral control.

When we analyze the influence on perception and behavior we come to know that (Sniehotta, F. F., et al. (2014). [45]), added 2 additional elements to the TPB- perceived innovativeness and perceived consequences. They addressed for subjective norms through perception components and behavioral control includes ease of navigation, transaction efficiency, website usability, design specification, web-store velocity and efficiency. Hence as a result, few studies have effectively employed the Theory of Planned behavior to infer key elements of behavioral intentions in diverse technology settings such as online purchasing.

As a result, this model was confronted as in many situations; it was unable to fully explain nuanced individual behavior; therefore, a variety of earlier research used the TPB to slot in a multitude of extra factors to attempt to elucidate more variability in social cognition. The TPB is often reprimanded for among other, failing to account for moral impacts on conduct. Planning is efficiency and if efficiency can be brought in it buying patterns then it becomes a planned behavior (Krueger, N. F., & Carsrud, A. L. (1993).[46]). When the purchase of home furniture is planned it means that reactions and reflections to responses are also doctored or structured. The outcome is also planned and hence it could be defined as a planned behavior (Hardeman, W., et al (2002).[47]). Attitudes connect the behavior and when behavior is planned attitudes are also structured or planned well in advance. Modeling of past behavior and planned behavior makes a major impact on the behavior in general, it also means that an individual would speak or present himself in a similar tone and diction when he repeats his visit to the store (Rhodes, R. E., & Courneya, K. S. (2003). [48]). Describing a product or a feature by a customer is also

an additional predictor in the theory of planned behavior, it means he or she has come prepared for a buying decision (Rivis, A., & Sheeran, P. (2003).[49]). Hence when someone has planned, influencing them to a new furniture requires a bit of higher selling skills by demonstrating better features and functions of a new product; which the customer would not have planned to expect (O'Connor, R. C., & Armitage, C. J. 2003).[50]). A planned behavior can be distorted based on the contact that a salesman does in the first step, hence the customer may lose control and efficacy of his planning until he or she is nonflexible for new products (Terry, D. J., & O'Leary, J. E. (1995).[51]). Various behaviors can be seen when people are planning like extreme bargaining, extreme search for combinations of products, cherry picking of products etc. and it becomes a multi-component approach (Rhodes, R. E., et al. (2006). [52]). When people are healthy, they have a different need and pattern of buying and so the behavior is different. Unhealthy customers, do come with clear thought to buy furniture that suits their medication process or sleeping patterns (McEachan, R. R. et al. (2011). [53]). It means that needs and wants are different when it comes to the state of health of the customer. He or she may seek furniture that gives them relaxation and the choice to be alone for a few more moments and not be disturbed. The customer also does not want to waste time in the store and can be seen accurately in a simple test that speaks of just a need to solve a problem (Sheeran, P et al (2003).[54]). When the customer is no more, the furniture becomes useless for others in the family. Hence it needs to be recycled or modified or sold for a better cause as per (Chan, L., & Bishop, B. (2013). [55]).

3.2.3 Technological Acceptance Model (TAM):

Diffusion of the innovation leads to success of a new product as per (Sonnenwald, D. H. et al. (2001). [56]). Every new product has a scope for scaling up and good product instructions can play a leading role in terms of acceptance and development; quick diffusion is the key to growth; the lesser the time and faster the spread of the technology brings in returns to do research again as per (Surry, D. W., & Farquhar, J. D. (1997).[57]). People seek information about innovation and they would like to incorporate the same; hence it brings in a change in their behavior as per (Miller, R. L. (2015).[58]). Every home has a design and 3D interior design applications help facilitate pre-discharge home adaptations. Interiors with good furniture can be incorporated in the design itself. Technology enables people to visually see how their in-house furniture would be (Money, A. G. et al.(2015).[59]). Technology acceptance model and a flow of new technology permeates into various other areas of human interference (Shin, D. H., & Kim, W. Y. 2008). [60]). Augmented reality and virtual reality make technology flow of understanding faster for the common man. A carpenter, a technician who can learn by watching videos and animation helps them to adopt and adapt new technologies in their working world (Zheleva, A. et al. (2021). [61]). A concept can be learned by the entire team via e-learning and this can create better furniture. All Carpenters can be trained in one session. They could be trained to reduce wastage, make design better, have a better polish, and produce faster. Different objectives can be met via e-learning. When technology is accepted by the team it would be reflected in the finished furniture and better value delivery to customers (Bailey, D. R., et al. (2022). [62]). Interior decoration, color choice, wood choice, finish choice, safety aspects, durability etc can be taught in the digital learning environment and synergy could be created between a designer and the carpentry team through video conferencing. Safety is a must in all working environments, carpenters, while cutting wood should not cut their own figures which can result in work accidents (Tyan, Y. Y., et al. (2015). [63]).

Hotels interiors, office interiors, and home interiors play a major role in making things convenient for the entire team or family members. The comfort of a hotel and a house relates to similar comfort levels and hence technology at home or hotel needs to be flexible adoptable and acceptable, thereby; changing the behavior of the family or front office (Kim, T. G. et al.(2008). [64]). Consumer intention to buy furniture online makes an indication that people have accepted technology to buy products which are big in volume and value. Pepperfry.com as the company has adopted a model to sell furniture through online and have a display's via a studio for viewing and checking the quality of furniture offline (Budianto, M., & Subawa, N. S. (2022). [65]).

A family has a lifecycle and furniture requirements keep changing from cradle to coffin. This furniture are sold or modified according to the requirements; women in India play a role in the choice of furniture to their family members, they also adopt technology to check the color design and other features to suit their homes. Technology is accepted to view and to know more by women to their families (Amirtha,

R., & Sivakumar, V. J. (2018). [66]). Surveys for knowing furniture satisfaction can be moved to online surveys as people have accepted online observations and online feedback forms. This is essential to know how a store can change things as per the market (Rese, A. et al. (2014). [67]). Online surveys to understand consumer behaviours are also accepted by customers, market research companies have created questionnaires with various pictures and videos to analyze how a customer would behave in a retail setting scenario. These surveys have played a role in making change happen for the betterment (Koufaris, M. (2002). [68]. Payments for the purchase of furniture is being made by Internet banking and as the value is high people feel comfortable to do on line or digital payments using various modes (Othman, B., Harun, et al. (2019). [69]). Online reviews can make a difference in terms of reach and speed it could be for payments as well as for product features and functions. Employees of store outlets have to be trained like students of a college and E-Learning modules need to be prepared by the HR teams to enable faster teaching and learning delivery models similar to what is being adopted in health care the same can be advanced and developed in the production process or furniture making process (Neo, M. (2015). [70]). Elderly consumers have a problem in terms of learning and smart phones have made this faster and easier (Golant, S. M. (2017). [71]). Any customer can learn to open his smart phone and receive pictures of furniture with rates accordingly. The young at home can teach the elders and the technology adoption model at home quickly changes things in terms of the purchase of new products (Guner, H., & Acarturk, C. (2020). [72]). Hence many literatures speak about the Technology acceptance model for faster development of society and economic advancement (Marangunić, N., & Granić, A. (2015). [73]).

3.2.4 Innovation Diffusion Theory:

Everett M. Rogers in the year 1962 created the innovations diffusion theory. According to him, any invention possesses the five fundamental criteria listed as “relative advantages, compatibility, complexity, trial-ability, and observe-ability.

The essential four characteristics of innovation, which are relative benefit, compatibility, trial ability, and observe ability, are positively connected to degree of adoption; however, the fifth characteristic, complexity, is negatively related. In comparison to traditional selling, e-commerce is a sophisticated application of information technology that is commonly used by marketers. The Innovation Definition idea is well-known for its application to the research of a customer's purchasing behaviors. Innovations are market-ready ideas that buyers would explore by purchasing new furniture that has been innovated in terms of relative benefit, compatibility at home, trial ability, observation ability, and so on. If accepted, such inventions become the day's innovation. If customers can see the photos of furniture online and also it videos diffusion happens quickly. Moreover, in comparison to traditional purchasing researchers believe purchasing online to as an innovation in shopping method. Therefore, the pace of online purchase adoption is determined by the characteristics of online sites and its spread in to the social system. In addition the spread and growth of internet commerce is also influenced by cultural factors. The process innovation of purchasing in-store was positively associated and strongly connected with in store activity and in-store purchasing intention is a function of the perception; that new products come first to the store, as experiments (Wani, T.A., & Ali, S.W. (2015). [74]). Innovations happen in clusters and groups, and message gets passed on from one team to another, as there are many part-time workers, hence the dynamic factors force new technology or sophistication to be copied, higher the spread higher the purchase by customers (Shaoa. Y. et al. (2008). [75]). Information is the key to acceptance of innovation both in-store as well as online sales of furniture (Melville, N & Ramirez, R. (2008). [76]). Interactive learning among carpenters, technicians, customers, and all stakeholders will create faster diffusion of Innovation (Parrilli, M. D., et al. (2010). [77]). A good innovation will be liked by customers and will be appreciated; hence all wood-based experiments will hit the market reducing the time to market (Roos, A. et al. (2014). [78]). Dispersion or spread has to match with the time, long the time is taken slower will be the acceptance and hence a conscious decision to spread has to be planned (Davelaar, E. J., & Nijkamp, P. (1997). [79]). A new innovation should create a competitive advantage and better market share (Greve, H. R. (2009). [80]). Innovation should a regular practice or a new practice and it should be followed as a process (Lounsbury, M., & Crumley, E. T. (2007). [81]). New product growth is possible with various models that could be connected with marketing. Every product has a customer as it solves a particular problem faced by a specific segment of customers; hence it needs to be interconnected with pricing, packaging, and promotions (Mahajan, V., & Muller, E.

(1979). [82]). The new product growth model is a conceptual thinking and every month each carpenter in the factory should produce a new model so that few could be market-ready (Peres, R., Muller, E., & Mahajan, V. (2010).[83]). Twitter's hashtag use is a new innovation that spread across the world very quickly (Chang, H. C. (2010). [84]). Some of the innovations are disruptive in nature and create a big impact in the furniture world-Do it yourself furniture, innovative materials, fitment, and fixtures inside kitchen cabinets called in-fills (Ho, J. C. (2022). [85]). Marketing innovation can be the key to diffusion of technology where innovatively consumer behavior can be captured and modified (Dearing, J. W. (2008). [86]). Innovation happens at house hold too, to solve personal problems and if the same can be scaled up; it could be used for society at large (Islam. T (2014). [87]). Technological innovation can make a difference in terms of faster diffusion, higher the technological platform faster the diffusion (Woo, J., & Magee, C. L. (2017). [88]). Forecasting of innovation becomes easy when the environment is conducive and learning (Kamakura, W. A., & Ealasubramanian, S. K. (1987). [89]).

3.2.5 Theory of Adoption of Innovations:

When people feel the innovation is useful they adopt it and accept it. The adoption and acceptance takes people to a new level of happiness and delight as per (Som, A. (2007).[90]). Exploration of new methods of payment to buy furniture in a store makes a new opening to a new method of payment either online or UPI, once done it means adoption of innovation has happened by the same customer in a new area according to (Shahid, M. (2022). [91]), when people feel that there is no risk then acceptance becomes easy (Thakur R. & Srivastava M. (2014). [92]). Culture plays a role in the acceptance of innovation; culture is changed when a large number of people changes, happen. Accepting new innovation becomes the norm when society accepts the new product (Yun, Z. S. (2008). [93]). Technology acceptance in the form of mobile apps is the key (Chopdar, et al. (2018). [94]). Payment for the purchase of furniture in a store done through mobile phones is the key to the successful adoption of new technology. Furniture and accessories are high-value products, in such cases if the customer has accepted the product, then payments to be processed immediately through a mobile app according to (Shankar, A., & Datta, B. (2018). [95]). When customers accept and like; the new technology it creates a multiple effect both in the family as well as friends circle and creates a new base of acceptance (Sharma, R., & Mishra, R. (2014). [96]) When products having novelty are liked more and acceptance is more which creates sales and business (Lai, P. C. (2017). [97]). Towards innovation should be the mind set and accepting innovation in all walks of life of a customer is the secret (Barras, R. (1986).[98]). Innovations like Pepperfry.com, Godrej Interio.com, uber.com, Stanley.com are the unique things that have been accepted and are competitors for retail stores (Min, S., et al. (2019).[99]). The diffusion of innovation makes things better and old products redundant. Old products that are polluting gets obsolete as new products make way (Kaminski, J. (2011). [100]). Wood industries need to be more environment friendly; they need to innovate and reduce usage and wastage of wood, customers will accept new materials if innovated and developed so that forests can be protected (Ng, B. K., & Thiruchelvam, K. (2012). [101]). Modified wood with better technology would be accepted by people and if a completely new material is generated it would be a real break-through (Kiseleva, V., et al. (2017). [102]). Environment and quality standards are the key strategies to be adopted when innovation is being worked out (Alfranca, Ó, et al. (2009).[103]). Environmental innovation and internationalization of the innovation makes a key to growth (Chiarvesio, M., et al. (2015). [104]). Household furniture has its own dimensions as need changes from house to house and hence acceptance of the same is different from person to person respectively (West, C. D. (1990).[105]). Marketing innovation like packing innovation, pricing innovation, delivery and distribution innovation and create acceptability of home furniture products more quickly (Quaye, D., & Mensah, I. (2018).[106]). Diffusion of innovation can lead to synergy in an area of operation by an individual. Synergy creates faster progress and is based on preference formation of an individual. Hence diffusion of innovation is also linked to preference (Arnould, E. J. (1989). [107]). When a person is not well and a therapist visits home, if the home furniture is conducive for the conduct of treatment, it would create a positive impact on the patient at home (Atwal, A., et al. (2014). [108]). Each person at home is different on the basis of gender and hence their preference too either on life or off line (Van Slyke, C. et al. (2002). [109]). Hence designing is a responsible behavior for home furniture as well as interior keeping all family members requirements in mind (Nunes, V. G. (2017). [110]), therefore family status and consumption, usage patterns need to be kept in mind (Üstüner, T., & Holt, D. B. (2010). [111]). Gaming and playing using electronic gadgets

need a comfortable furniture, this is essential to like and engage more in the gaming console for better excitement and value generation (Gray, K. L. (2012). [112]). Preference formation happens when customers love their home furniture and they would refer the same to many others after being satisfied (Arnould, E. J. (1989). [113]). Electronic games can lead to interest in driving and women tend to experiment with new products that are user friendly such as auto gear cars in countries like Saudi Arabia. Furniture too may create a great feeling by doing it yourself kind of products (Al-Razgan, M., et al. (2021). [114]). Hence innovation can empower people especially women and can further lead to new purchases as they are satisfied with the current products as per (Brugere, C. et al. (2020). [115]), review of various literature shows that diffusion of innovation is a the key to progress as it creates synergy with the existing and newly formed technologies (Van Oorschot, et al. (2018). [116]).

3.2.6 Uses and Gratification Theory:

Uses and gratification theory is based on the communication approaches. This theory is applied in different situations involving various product and brand communication using the internet or any electronic media. The online world offers various furniture products to search and find out, offline furniture shops. The online advertising is very helpful for retail shops to make customers aware of the products. Certain product videos can be uploaded through Google advertisements or any kind of paid social media. The feeling of satisfaction by seeing the product advertisement and later buying is described as gratification in this viewpoint. Researchers have used this approach to investigate the emotional, behavioral, and cognitive factors that influence consumer web activity. Search for furniture pricing over the internet makes customers to browse as per their need. This theory discusses about Use of a furniture product and its gratification lies in the derivation of its benefits Information science (Mehrad, J., & Tajer, P. (2016). [117]). Human communication through social media creates greater gratification and hence youth prefer to be linked with social media (Urista, M. A., et al. (2009). [118]). Advertisements on furniture use happy faces and show gratification as a point to purchase (O'Donohoe, S. (1994). [119]), when such advertisements are communicated to mass people the impact of gratification is felt (DeFleur, M., & DeFleur, M. H. (2016). [120]). When furniture companies engage in advertisement it creates mass communication. Mass communication can bring in big sales during a season. When people buy new furniture and new electronic gadgets like mobile phones, the satisfaction comes from using things in the right perspective and it creates a greater impact on one's life, like comfort, access to the internet and information (Tsao, J. C., & Sibley, S. D. (2004). [121]). This also creates an opportunity to check prices of furniture online through E-shopping portals, mobile application users will benefit from this faster (Ho, H. Y., & Syu, L.Y. (2010). [122]). Indeed, this lets them check offline too (Lim, W. M., & Ting, D. H. (2012). [123]). The internet adds value to a customer by connecting various furniture outlets on a query that a customer generates on his mobile. Furniture videos give pre-purchase gratification to an individual before they buy (Eighmey, J., & McCord, L. (1998). [124]). Seeing furniture videos or listening to music in the background gives a kind of gratification to an individual, the music remains permanently in the mind and creates a lingering effect that leads to gratification and purchase (Lonsdale, A. J., & North, A. C. (2011). [125]). Users of new furniture put reviews through videos or self-generated media to spread their positive feelings towards a retail outlet. Hence user generated media is more powerful than any other forms (Shao, G. (2009). [126]). Every communication creates an impact on the general public be it individual voice or political voice and hence the Political, Economic as well as social situation creates an impact on the gratification on the quality of life (Swanson, D. L. (1979). [127]). Education and mode of delivery creates a gratification of development and technology plays a faster role in generating this knowledge gratification; individuals will understand the impact of forests on our lives and the environmental issues while making home furniture. Home furniture purchase by a more educated person would be different than a less knowledgeable person (Gallego, M. D. et al. (2016). [128]). When young people fall in love with online games the uses and gratification is too high and their ability to come out of it is difficult and hence gratification releases happiness in their minds, similarly when people buy new furniture it creates a similar impact while using the new furniture (Wu, J. H. et al. (2010). [129]). Social media marketing creates the impact of gratification on a large set of people be it clothing or furniture (Choi, E. K. et al. (2016). [130]). Smart phone creates a greater impact on people using QR codes and 'green' smart phone apps, these apps gets connected to various furniture apps (Atkinson, L. (2013). [131]). The role of value service in product sales makes a difference (Cotte, P., et al. (2006). [132]). This leads to impulsive

buying in a store (Mariri, T., & Chipunza, C. (2009). [133]). In-store shopping is impulsive and it creates an impact on people. The retail environment creates a greater perception of things that can make it easy for people to buy (Rayburn, S. W., & Voss, K. E. (2013). [134]).

3.2.7 ECT: Expectation- Confirmation Theory:

In 1977, Richard L Oliver developed this idea method for comparing "consumer satisfaction, repurchase intention, and behaviour." The expectations, perceived performance, belief dis-confirmation, and satisfaction categories are central to the ECT theory. The following rationale underpins the main structure of this Theory: the buyer builds expectations before acquisition, then forms a sense of the product's quality after initial use. The core element of this is satisfaction, which acts as a bridge between expectations and perception. The generation of validation, according to the ECT, occurs when a consumer's expectation meets the perceived performance, resulting in consumer happiness. When managing components such as the junction between expectations and perception, he emphasized. According to the ECT, validation is generated when a consumer's expectation is met. The spending habits or methods are based on an individual's income and lifestyle (Sheehan, D., & Van Ittersum, K. (2018). [135]). Increasing consumption should be sustainable and relevant while buying home furniture (Jäger, A. K., & Weber, A. (2020). [136]). Payments when done in cash people feel the pinch and when done using mobile or digital payments people do not feel the pinch and hence they spend more when compared to cash payment, it gives convenience and faster processing of payments (De Kerviler, G., et al. (2016). [137]). Continuous improvement in the process of payments enhances the expectation and confirmation theory (Ning, J. et al. (2010). [138]). The shopping format options that a retail store provides to a customer is an opportunity to explore and enhance expectations by visiting a retail store; customer can purchase furniture on line as well as off line through the retail store platforms (Singh, S. (2017). [139]). Once purchased home furniture should provide happiness, comfort, luxury at home the comfort and feel should give satisfaction, A good satisfaction provides happy expectation- confirmation (Mohsin, A., & Lockyer, T. (2010).[140]). Visual appeal in a retail store creates an impact, the way its displayed is the key, visual merchandising leads to an additional sale; sale of accessories too (Gudonavičienė, R., & Alijošienė, S. (2015). [141]). Fashion furniture, fashion accessories, needs to be presented well with multiple lighting and good color display (Park, H. H., Jeon, J. O., & Sullivan, P. (2015). [142]). The cloth used and the upholstery used for making sofa is the key, a good cloth which does not create allergy, which has highest aberrations and wash ability is the key to good finishing of a sofa (Hines, J. D., & Swinker, M. E. (1998). [143]). It can create impulse buying, when colors are enhanced, products are enhanced in the display corner creates a feel of furniture will look inside in a house, hence visual merchandising can create great expectations (Jaini, A., et al. (2022). [144]). Transportation of furniture is expensive as the volume of the furniture is bigger. There are customers who need their furniture to be delivered and installed at home; this adds up to extra cost either for the company or the customer; some retail stores bear the cost and this adds up cost escalation to the organization (Audy, J. F., et al. (2011). [145]). Kano's model speaks about delivering above expectations and creating a wow factor in a retail setting be it a coffee shop or a furniture outlet; can we deliver beyond customer expectations (Juliana, J., et al. (2021). [146]). Kano's model when applied to different industries like health care, home care, home furniture gives us an idea of developing a design that can bring in a big change with an increase of small cost, bringing in great expectation and confirmation in a customer's experience of product or service (Materla, T., et al. (2019). [147]). Children can immediately experience satisfaction from color, shape and style of the furniture meant for them (Jagusiak-Kocik, M. (2020).[148]). Production of furniture needs to be planned strategically; so that there is an element of wow factor included, an additional factor that makes people happy about the furniture (Boonsener, P. et al. (2011). [149]). Any service be it municipal services, or nongovernmental services or product services needs to be of high standard and high quality to match certain levels (Zaki, Y. et al. (2016). [150]). Based on the service delivered customers attitudes towards a store is reinforced to buy more (Ponder, N. (2013). [151]). Videos and virtual tours makes a difference in terms of their attitude and happiness (Oh, H., et al. (2004). [152]). Demand and supply make market equilibrium and create two sides of a coin (Hilletoft, P., et al. (2012). [153]).

3.2.8 Social Influence Theory (SIT):

Customers that have conducive social- environmental norms, such as family's associates and friends, who have previous online purchasing experience, are more likely to make more purchases through online ordering. Social influence and sustainability in households is usually seen in places where people purchase based on reference (Goldsmith, E. B., & Goldsmith, R. E. (2011). [154]). Society influences in terms lifestyle and impacts on purchase of furniture and fashion items (Heppner, P. P., & Claiborn, C. D. (1989). [155]). Gender-based purchase also affects decision making, furniture suitable for male and female is different especially chairs and kitchen furniture (Eagly, A. H. (1983).[156]). Closed circuit cameras and video tracking makes us see how consumers behave and this helps us to redesign products as per the requirement of the customer (Zhang, X. et al. (2014). [157]). Customers also can be seen through CCTV cameras using their smartphones and shopping, their loyalty can be seen due to the social influence, they do video calls to the person who referred them and also introduce the salesperson to their friend (Collin-Lachaud, I., & Diallo, M. F. (2021). [158]). Online people feel comfortable to buy books and food, whereas for home furniture they would like to visit a store (Foucalt, B. E. et al.,2002). [159]). Transforming the mode of buying can change the way business is done in furniture, order online and buy offline (Kim, S., Connerton, T. P., & Park, C. (2022). [160]). Self-service stores have a great benefit for customers and elaborate (Chen, C. J. et al. (2022). [161]). When people are unplanned they are not ready and hence unplanned buying happens in store (Chomvilailuk, R., & Butcher, K. (2014). [162]). When unplanned, they get attracted to social cues inside the store; this leads to purchase (Hu, H., & Jasper, C. R. (2006). [163]). Smartphone addiction is a kind of addiction due to cues that lead see it more often (Chopdar, P. K., et al. (2022). [164]). Impulse buying happens even on a smartphone if it is unplanned (Yang, F., et al. (2021). [165]). Anxiety and social influence create a multi-benefit of mobile payments (Park, J. et al. (2019). [166]), this leads to choice and purchase of fashionable mobile phones or furniture and exciting products (Soni, M. et al. (2019). [167]). Mobile Applications play a role in shopping among students too, faster the app faster the impulse creation (Saprikis, V. et al. (2020). [168]). This spreads the word of mouth among the student community, this becomes a social influence (Campbell, S. W., & Russo, T. C. (2003). [169]). Middle age customers too, get influenced through this mobile application and the impact is felt in the mobile payment methods vs. the shopping intentions (Liu, C. H. et al. (2022). [170]). The visual merchandising techniques and the mobile application can lead to immediate change in the buying behavior (Thomas, A. K., et al. (2018). [171]), it is a fact that every household has this problem of getting influenced both the students as well as the parents (Goldsmith, E. B., & Goldsmith, R. E. (2011). [172]). The synergy of both visual feel and store atmospherics will make a difference in the resulting output (Basu, R., Paul, J., & Singh, K. (2022). [173]).

Fashion retail and Furniture retail have similarity in terms of latest concepts; fashion and furniture; people need latest and it creates an impact in buying if it is latest (Park, H. H., et al. (2015). [174]). Visual display and enhancing it with store lighting will create new ways of making people to be more impulsive (Bhatti, K. L., & Latif, S. (2014). [175]). Impulsive buying happens at various locations inside a mall by the whole family (Jaini, A., et al. (2022).[176]). Knowledge plays a key role in the process of choosing eco-friendly products. Social media brings in this awareness (Jaini, A., et al. (2021). [177]). Samsung galaxy phones have a high impact on the customers, as the phones are highly influencing (Rompos, E. P., & Tumewu, F. J. (2014). [178]), hence consumer behavior when studied we find that it is created due to these cues and appeals (Batinic, B., & Appel, M. (2013). [179]). Mobile is trusted more than any other gadgets that people were or posses and hence its influence, this means that new furniture when a message gets influenced (Mokhtar, S. A. et al. (2018). [180]). This spreads into the entire family and the whole family gets influenced (Ward, S. et al. (1977). [181]). This is also felt in US, China as well as in India. The more number of mobile users and consumer innovativeness increases and creates greater influence. (Ratten, V. (2014). [182]). A variety of situations leads to social influence, people need to be sustainable for better performance (Salazar, H. A., et al. (2013).[183]). Personal norms and intention interaction get influenced in buying brands of their original choice (Bonfield, E. H. (1974). [184]), especially the adolescent lifestyle creates a greater influence on people (Harton, H. C., & Latane, B. (1997). [185]). Two choices take place simultaneously; we call them dual or binary choice one at a time. This creates trade-off among their purchases, a little of each one is purchased (Fernández del Río, et al. (2012). [186]).

Various network studies show the social influence that happens due to a variety of media networks, computer networks and telecom networks working in tandem to create an influence on customers (Marsden, P. V., & Friedkin, N. E. (1993). [187]), when neighborhood interactions happen it creates homogeneousness among a group of families, these group of families become a network in general and create a greater buying of things (Caplow, T., & Forman, R. (1950). [188]). Peer group has a homogeneous nature and they tend to behave the same while purchasing. Either a study table or any other furniture (Ennett, S. T., & Bauman, K. E. (1994). [189]). Some youngsters block certain contacts online and it creates hate and negative relationships (Wojcieszak, M. (2010).[190]). Language brings in influence among minority, majority and synergy among people and it creates a positive vibes in the market (Van Swol, L. M., & Carlson, C. L. (2017). [191]). Naturally when there is an affinity among people it creates inter and intra-groups among people (Simon, B., & Brown, R. (1987). [192]). Heterogeneous groups do make a difference in terms of making things happen (Tang, J., Lou, T., & Kleinberg, J. (2012). [193]).

3.3 Understanding the pattern of affecting factors and variables on research issue:

The development of technique has transformed speed, which has gradually changed the lifestyle and purchasing and consuming patterns. People's schedules are busier with job and operating from home and bringing office work home necessitates similar home furnishings to function. The procurement of home furnishings has developed over time. People get transferred on a routine basis or promotion hence their purchase decision inside a store is influenced by various parameters. The factors that influence could be external influences as well as internal in-store influences. External influences could be advertisements through the internet, social media, hoardings, newspaper. The Internal influences could be store layout, the in-store branding and product demonstration.

The study has attempted to refer several customer perception theories to understand the affecting factors for customer to use electronic mode as reference the variables are identified by revealing different customer perception models and focus group interaction method. TRA model, TPB model, expectation confirmation model, theory, and social influence, theory explain the perceived benefits and subjective norms as major influencing factor, to customer attitude and perception to buy in-store home furniture products. In addition, TAM theory of adoption of innovation, innovation, and diffusion model, uses and gratification theory explains the system quality to be very crucial for influencing customers. Attitude and perception to use in-store home furniture purchase services. Value co-creation among carpenters and retailers needs a new insight (Andreu, L. et al.(2010).[194]). Hence new challenges are going to be the new definitions to find solutions to problems (Fernie, J., & Sparks, L. (2018). [195]). Retail layout needs engineering thought process and the new solutions will lead to new growth (Boarnet, M. G. et al. (2005). [196]). The better the growth the better the prospects of performance be it in furniture or banking, in fact things can change and move on to a different level when the layout of the retail outlet is conducive and faster (Mols, N. P. (2001). [197]). The same is applicable for all retail franchise and distribution process of things which would create high effectiveness in quality and productivity. Ideas of employees emerge when better working conditions are provided, hence the better labour productivity results in and creates happy employees, a flow of layout should lead to nice and well behaved employees and this happens only when things are organized (Ikeler. P. (2011). [198]). Changing methods of retail planning is the key to retail companies (Clarke, G. (1999). [199]). Retail needs the support and resilience to survive hence the retail outlets will have to be in line with urban policies (Fernandes, J. R., & Chamusca, P. (2014). [200]). Strategic advanced planning in retail is essential to perform for betterment and growth as per (Kristenson, L. (1983). [201]), growth is possible based on data, data management and data privacy is critical for navigating tensions and directing future research (Martin, K. D., & Palmatier, R. W (2020). [202]). Online shopping swing amid the coronavirus made a breakthrough for a new path movement to sell furniture online (Sinha, R., Nair, et al. (2021). [203]). Every-thing depends on the competence of both carpenters and workmanship (Barliana, M. S., et al. (2015). [204]). Multiple channels have an impact on the buying decisions of home furniture; let's say the finishing the shape, size and the price this creates impact on a large number of families (Lihra, T., & Graf, R. (2007). [205]), delivering products on time and promising things as per the time promised can lead to greater reference (Marino, G & Montagna, F. (2018).[206]). Supplies will differentiate between supplies and on time deliveries; managing a good supply chain for wood, polish, and accessories is the key (Pyke, D. F.& Desmond, P. (2001). [207]). Make it home so that optimization happens at home (Yu, L. F.,

Yeung, et al. (2011). [208]). Designer and interactive furniture layout using interior design guidelines makes a difference (Merrell, P. et al. (2011). [209]). A good interior design is a must with minimal expenditure and with minimal complications. The fewer the complications in the design of a showroom, the easier it would be for customers to choose from as per. Any design should convey green value and sustainability value and it should create a statement in the minds of the customers, hence this should be a practice in the industry as per (Handfield, R. B. et al. (1997). [210]), this should bring in new dimensions of manufacturing of furniture. New dimensions like pre-production planning, pre-production multi applications for making additional products will create synergy for making a variety of customized furniture as per (Vickery, S. K. et al. (1997). [211]). Bonding and strength of furniture is based on the adhesives that are used in making, a good adhesive will create a longer life of the furniture (Tout, R. (2000). [212]), furniture constructs are analyzed for making, actual furniture. These furniture give economic viability for people in their daily activities (Smardzewski, J. (1998). [213]).

Robots are used heavily in the automobile industry and the same is being incorporated in wood and furniture manufacturing, teams need to work on this and create an autonomous environment of growth, as this creates error-free production and advancement (Rus, D., Donald, B., & Jennings, J. (1995). [214]). Mathematics is the key to get the best ergonomically designed furniture, every human body has different needs and shapes and hence these shapes need a comfortable position to sit and work. Comfortable and happiness generate ideas that can find solutions to complex problems (Barrett, T. S., & Brignone, E. (2017). [215]), be it children or software engineers working in companies. Children in schools need the best feel of furniture and best drawers to keep and store their items for future use (Knight, G., & Noyes, J. A. N. (1999). [216]).

Wood workers are good at their art and they are exposed to certain chemicals and sprays which are hazardous and carcinogenic in nature. The carpenters also smoke and also consumer tobacco in many forms. They also use it in inhaling and this is creating cancers in many of them, (Acheson, E. D. (1968). [217]) in the process of demand and urgency, people work overtime to deliver faster production and try for just-in-time, which is possible when planning happens on a regular basis (Klassen, R. D. (2000). [218]), hence the additive manufacturing companies should align with the furniture manufacturing companies and should deliver things on time to create just-in-time things, by saving petrol, Diesel and reducing procurement costs (Murmura, F., & Bravi, L. (201). [219]).

Prevention of accidents in restaurants is important. The furniture should not be flammable easily. Furniture should be preventable and prevented from high heat in restaurants and companies where production makes things risky (Chivas, C., et al. (2009). [220]).

4. DEVELOPMENT OF CONCEPTUAL MODEL BASED ON RESEARCH ISSUES :

The following postulates are formulated by reviewing different customer perception models and focus group interaction:

Po1: In-store customer perception is dependent on the product quality of home furniture in a store

Po2: In-store customer perception is dependent on the customer service and attention derived in store

Po3: In-store customer perception is dependent on Pricing policy

Po4: In-store customer perception is dependent on in-store experience of the layout while buying home furniture

Po5: In-store customer perception is dependent on store prestige while buying home furniture

Po6: In-store customer perception is dependent on store innovation while buying home furniture

Po7: In-store customer perception is dependent on digital marketing done by the store while buying home furniture

Po8: In-Store prior experience is dependent on customer attitude

Po9: In-store Subjective norms is dependent on customer attitude

Po10: In-Store quality is dependent on customer attitude

Po11: In-Store customer attitude is dependent on customer perception

Po12: Perceived benefit is dependent on customer perception

Po13: In-store prior experience is depended on customer perception

Po14: In-store Customer attitude mediates the relationship between perceive benefit and customer perception

Po15: In-store Customer attitude mediates the relationship between prior experience and customer perception

Po16: In-store Customer attitude mediates the relationship between subjective norms and customer perception

Po17: In-Store customer attitude mediates the relationship between system quality and customer perception

These aspects change and modify the customer perception which in general should lead towards attitude of quality furniture. Attitude towards the quality would lead to furniture purchase intention.

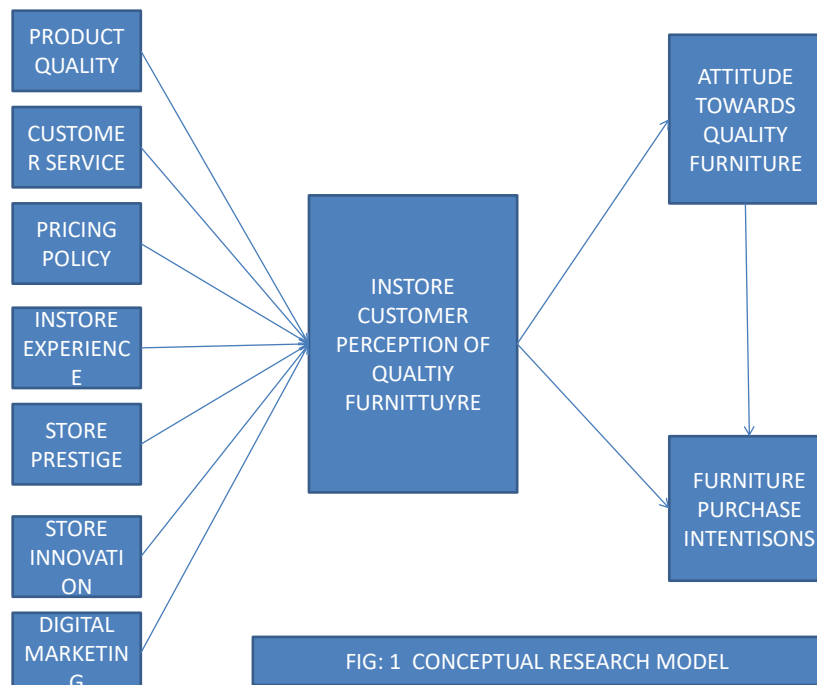


Fig 2: Proposed conceptual model

Source: Author’s Conceptualization

4.1 Ease of In-store purchase: When customers come to a store, it becomes easy for them to view the entire range in one go. This leads to a change of opinion by knowing what new furniture can be bought and arranged conveniently.

4.2 Product quality: A good home furniture should have quality as it is very important as it should give durability in terms of its product life. This leads to better perception and furniture purchase intentions.

4.3 In-store experience: Past experience of shopping in a store leads to a conditioning effect. The customer feels that the same hospitality would be rendered on a repeat visit. This influences the perception and may lead to furniture purchase intentions.

4.4 Store Prestige: A store prestige can impact the feelings and feelings can bring in a big change in their perception. The change in perception can make their decision to buy faster. A prestigious store automatically creates a greater impact of quality and product standards. It’s an assumption that the products would be good. It is a key factor that can lead to home furniture purchase intentions.

4.5 Store Innovation: When products are displayed and positioned very creatively, it can lead to a change in the feelings and application/ uses in the minds of the customers. Innovation is a word that implies that products are market-ready. Innovative display and innovative demonstration of a product is the key to bring in innovation in a store. Tab and other handheld devices can bring in a change in the feelings of the customers. When the product can be located immediately without any effort and if it also displays the stock position across branches customers will feel delighted and can make a purchase decision quickly.

4.6 Digital Marketing: Digital marketing a tool that can pull customers to a store is the key to growth. Digital marketing can make an impact when multiple touch points of a customer are activated like e-mail, True caller, Whatsapp, Just Dial, Google Ads, Facebook, SMS blast, Internet videos, Youtube channels, Twitter, own website of the store all these online and digital based marketing can bring in

new customers to the store. Once a customer is influenced by digital marketing and if a synergy can be created by a wonderful product demonstration that would lead to the closing of the sale.

4.7 Price: The cost of home furniture is a significant consideration. Price perception is, influenced by various factors including customer affordability and competitive pricing in relation to other similar products. When the quality and price charged match their expectations, consumers regard the value of a home furniture item to be appropriate. As a result, the term "price" in a purchase agreement refers to the market value that must be transferred for a product or service. Every customer wants potential savings through bargains, discounts, and how much money the family can save when all concessions are obtained. Prior study revealed that customers are inclined to buy more from a store if the store provides them additional products that they need at a much better bargain. Further research reveals that the impact of the reduction in the price creates a good interest in buying furniture. Therefore, managers will be motivated to reduce price and propose a new price to the customer. Each floor supervisor in a store is given the freedom to discount few products and sell; it so happens that the floor managers too will have to intervene to give discounts. These actions result in to buying and missing a customer. Bargaining succeeds and this reinforces the thought that it could be repeated. The pleasant moments of getting higher discounts will make customers to come back again. Customers are ready to pay more for products that are really good. Sometimes a good brand could also lead to greater purchases. Hence price when coupled with furniture quality makes the difference. The furniture quality is mentioned in the below paragraph for further analysis.

4.8 Furniture quality: Furniture quality should be felt when seen at the first impression. Better the quality better the happiness of the customer. Furniture quality can be experienced by past purchases and by references. Customers collect references and view each showroom before they purchase. A quality item bring smile in the family. A quality product can change the mindset and may motivate customers to look at other products in the store. Durability, longevity, and pleasure in using the product can bring in a warm feeling of using the product for a period of time.

4.9 Time taken to decide: Customers take time to decide and look for various options; when they feel this is the best for their requirement they purchase it. It is critical that we make them to feel to make a buy decision. Many a time people buy even if they do not need. Some times when the prices are low and the customer can afford, he would purchase even if not needed.

4.10 List of products and varieties to choose from catalogue: A product catalogue physically shown to a customer can make a difference in terms of choice. Customers may feel stressed or lazy to walk a long distance and hence they would recommend the sales person to get a catalogue to choose from. This also creates an impact to do the buying decision. Buying decision is faster if the catalogue is easier to select from.

4.11 Furniture packaging and delivery: Furniture needs to be packed and delivered as quickly as possible. Furniture packaging needs to consider the distance, terrain and the location of the house before it is packed. Delivery should be in the correct format as damaged edges can become costly to the company. Store employees who are involved in the packing of products also need to consider vehicle type, vehicle route and fitment time for the furniture. Furniture sometimes may require three to four hours to fit in a house. Hence the delivery team, fitment team, and the service team need to visit the house first and check which vehicle would be convenient to load. A good product delivery will make customers happy and bring them back for a new purchase once again.

4.12 Prior experience of visiting the store: When a customer visits a store for the first time he is apprehensive and would like to cross-check with the nearby stores. A sales person can change the decision to buy. It all needs to be patient and clear all frequently asked questions with a good attitude and a logical reply. This makes the customer to feel privileged to come again. Store visits should be converted in a happy feeling by the sales team. A positive experience will create a greater impact on the memory of the store. A good feeling of the store will bring them back to the store.

4.13 Subjective norms: Prior experiences, reviews, and suggestions from family, friends, and various sources such as specialists, consumer institutes, mass media, and government all influence an individual's expectations and impressions. As a result, the concept of subjective norms that is, the perceived social pressure to perform or not perform the behavior--is a critical driver of client perception when purchasing furniture at a store. Many researchers have found a significant association between subjective norms and attitude. Many studies have demonstrated that people's attitudes and perceptions are, influenced by their social group, The whole impact of subjective norms on in-store purchase should

not be overlooked because many customers are influenced by social groups such as friends and family while purchasing home furnishings, and so subjective norms have an impact on customers.

4.14 Store layout and infrastructure Quality: A store layout quality infrastructure makes the difference. A good layout would not confuse and would lead quickly to a buying decision. Direction boards, staff to guide along the pathways to the product display makes the purchase faster. Speed of the billing counter and the staff's attitude together comes under the layout and usage of infrastructure of the store.

4.15 Store stock information displayed: Information like price, discounts, brand name etc. should be self readable. Stock information and stock display should match; hence ordering new stock is the key to a successful sales. Perfect stock information should be available with every sales officer on the floor. Once the product is available a good sales pitch can influence the purchase intentions. Purchase intentions are the key to the growth.

4.16 Visual Design: Visually the designs of the banners and the interiors of the store should be bright and lively. The entire design of the shopping floor should synergy and synchronizes, as per the walk-in flow of customers. Fonts printed on the banners which run from the top to mid-level of the store should have contrast colors and big fonts. Visual designs inside the store should match with the banners and hoarding displayed in the city. Visual display in the store website as well as the digital campaign should be same. All these create a better purchase, intentions. The entire process should be clear while printing banners and it should be displayed on time and should be displayed one day in advance.

4.17 Navigational and store layout design: The types of store layouts make a difference. A good store layout should be attractive and impulsive and should be welcoming. The entire navigation should be clear and friendly. Customers should not slip and fall down, customers should not get distracted due to mirrors and go in a wrong direction. Customers should be self-moving with less distractions, they should be comfortable and should feel at ease. When they are comfortable too it leads to buying decisions.

4.18 Privacy to check by sitting, resting and relaxing: Home furniture has to be checked by customer's in-terms of comfort and design. Privacy to check also leads to buying decisions and can create purchase intentions. When families check products together as a team; it creates better purchase intentions. A better intention is the key to sales. Every time when a customer checks the products he feels it's his and it can create a big liking for the color or shape itself.

4.19 Security: When customers come with money they need to be escorted well and guided well. Security is a concern and can make things complicated if personal vehicles and personal items are not taken care by the parking slot security. Customers should be tension-free when they are shopping. Safety and security is a key to furniture purchase intentions.

4.20 Risk: Every customer invests in multiple products and if products fail then it is a big risk that customers take. Risk taking is considered here as people invest their hard earned money while buying family furniture. Home furniture motivates them to buy more and every purchase should be risk free and with good returns of feelings and happiness. Risk in terms of money risk, time risk, physical damage risk and risk of losing a family function. Families prepare for a wedding and wedding dates are fixed well in advance. Wedding preparations in India go for a long time in all religions.

4.21 Based on the postulates the model has been derived and based on the model the following hypotheses are derived.

Hypothesis 01: Product quality is significantly related to perceived quality of furniture

Hypothesis 02: Customer service is significantly related to perceived quality of furniture

Hypothesis 3: In-store experience is highly significantly connected and related to every customers perceived quality of furniture

Hypothesis 4: High price is significantly related to perceived quality of furniture

Hypothesis 5: Store innovation is significantly related to perceived quality of furniture

Hypothesis 06: Store prestige is significantly related to perceived quality of furniture

Hypothesis07: Digital marketing is significantly related to perceived quality of furniture

Hypothesis 08: Attitude positively mediates the relationship between perceived quality of various aspects and intentions towards quality furniture

Hypothesis 09: Store prestige is significantly related to referring of the outlet to repeat purchase of furniture

Hypothesis 10: Customization of furniture is positively related to repeat purchase of furniture

Hypothesis11: Attitude of all retailers towards customers is not same and hence difference in sales

4.22 Attitude: According to Schuffman et al., attitude is defined as a learnt inclination to behave consistently favorably or un-favorably with respect to a certain object in a consumer behavior backdrop. This highlighted specific explicit consumption or marketing principles. It contends that attitudes may be learned and used to affect purchase decisions. They are formed as a result of firsthand experience with the product, information gained from others, and exposure to commercials, the internet, and other personal marketing channels. Furthermore, the attribute of attitude is that they are consistent and predictable in their behavior. Users' attitudes towards online purchasing are influenced by their transaction "preferences, demography, lifestyle, and value perception." Stephen agreed with Belk's description of the extended self. He noted that consumers have a different behavior in the digital world. The following three hypotheses connects to the thought process.

Hypothesis 01: Product quality is significantly related to perceived quality of furniture

Hypothesis 06: Store prestige is significantly related to perceived quality of furniture

Hypothesis 10: Customization of furniture is significantly related to repeat purchase of furniture

4.23 Perception: Kotler, et al(2015) explained as a process generally taken up by individuals to select organize and understand data and information to create a meaningful inputs of the worlds. This is perception is explained with a strong-minded by several affecting factors such as furniture quality, price and brand image of various suppliers like Godrej, Spacewood, or furniture supplier companies. A good range of collection of furniture will create a positive fell and perception to place a purchase order for furniture. The technology adoption by customers is analyzed by understanding one's perceived usefulness and attitude resulting in perception (Davi, 1989). However, TRA theory explains individual's perception, depends, on observable actions. Therefore, there is a favorable association of attitude with perception. Many such scholarly articles have empirically proven relating and responding to WhatsApp messages sent by the store, hence the attitude is impacted and influences the perception. When the perception is influenced it leads to a bigger chance of furniture purchase. Furniture purchase perception leads to an increase in curiosity and this leads to knowledge. An increase in knowledge will lead to better enhancement of customer delight (Bowe, S. A., & Bumgardner, M. S. (2004). [221]). Increase in wood knowledge leads to an increase of knowledge of garden furniture too. Paint and corrosion is an issue in the garden furniture. Garden furniture needs proper painting and regular maintenance. This would enhance the durability and longevity of the garden furniture. (Fedrizzi, L. et al. (2003). [222]). Garden furniture leads to the improvement of landscapes and adds value to the overall look of the place. This brings in a new market in itself which is also home furniture (White, L. (2014). [223]). Hence wealth creation for retail outlets will enhance the overall business process (Dadzie, P. K., (2014). [224]). The rustic furniture design with a combination of metal and wood would lead to a new liking. Few customers like rustic and odd furniture, which leads them to better acceptance of furniture (Heckscher, M. (1975). [225]), outdoor furniture can also be sold to hotels and restaurants; though they are under home furniture category, hotels too need sofas that are suitable for gardens and can be placed in a corner area or understanding based on the theme (Alhilo, & Hussein, M. R. (2022). [226]), as more spaces become flexible and adjustable due to various constraints this is critical for better reflections on the interior spaces of a home. When a child goes to school he too would like to see the same comfort in the school and hence school furniture does create an impact in the learning process of the children (Velázquez-Blázquez, (2020). [227]). Furniture can be made with 4D printing technology and better flexibility in future from ideas to straight manufacturing. (An, B. et al.,2018). [228]), the future lies in foldable furniture, as space becomes a constraint in cities and this can be addressed by foldable furniture(Li, H., et al., (2015). [229]), this makes bunker beds more viable than conventional beds in Paying guest accommodation and hostels, of course there is a risk of falling down from a bunker bed and sustaining injuries. If made in a proper manner and fitted exactly to the correct place then the bunker bed is the right answer (Belechri, M., et al. (2002). [230]). Children especially face a problem and fracture themselves when they fall in sleep, hence the bunker bed has these problems of falling down from the top of the bed. Families need to be aware of this risk and should caution the workman or the carpenter accordingly (Duess, J. W. et al. (2022). [231]), bunker beds are available in ready to assemble (RTA) furniture with reference to needs of customers in the cities, every-one needs to practice the right method to make the fitment of the furniture in a correct manner (Mehtab, T. et al. (2018). [232]). Dual utility of space is a must to know how things can shape up at home inside a bed room (Pathak, P. M., & Nahata, M. V. (2022). [233]). A bed can be an artifact, a bed can have carvings and intricate designs

done by exceptional workman who bring in both the aesthetics and ergonomics in to play. A bed carved with good carvings will become an artifact and can be preserved for future generations too as per (Chakrabarti, A. (2001). [234]). Thus it is revealed that the purchase of home furniture is linked to attitude and perception and following hypothesis is proposed. The following three hypotheses connects to the thought process

Hypothesis 02: Customer service is significantly related to perceived quality of furniture

Hypothesis 07: Digital marketing is significantly related to perceived quality of furniture

Hypothesis 11: Attitude of all retailers towards customers is not same and hence difference in sales

Design of Multifunctional Artifact as Perceived by Potential Users: Findings from a Preliminary Investigation. In *Design for Tomorrow—Volume 2* (pp. 483-495). Springer, Singapore. Furniture engineering can make a difference in terms of its applications, software like CAD (Computer aided design) 3D Drawings, will make a difference, sharing of designs, sharing of drawings can lead to growth, conferences of these type lead to better synergies (Punathambekar, A., & Sundar, P. (2017). [235]). Advertisements in T.V. plays an influence to buy a particular product as furniture at home hence, television timing too plays a major role in buying furniture, coupled with videos shown on social media also can make a difference. Furniture should be cost-effective and should be environmentally and should enhance the local economy, like cane furniture, jungle wood furniture and many more (Ham Singh, O. (2018). [236]). Based on the above studies the following hypotheses are connected

Hypothesis 3: In-store experience is highly positively connected and related to every customer's perceived quality of furniture

Hypothesis 4: High price is positively related to perceived quality of furniture

Hypothesis 5: Store innovation is positively related to perceived quality of furniture

China is trying to dominate the furniture industry and is trying to make products to the world. China has companies that export products to various locations to the world, it also could be the forest products and furniture items (Cao, X.et al.(2004). [237]). International furniture expo and international demands for latest furniture is the key to connect local manufacturers to international buyers and participation is the key to these processes (Yoo, Y. S. (2007). [238]), once an individual has access to the furniture industry he is connected through computers through-out the world (Sufitri, D. (2010) [239]). Based on the above reading and understanding the following hypotheses are proposed. Based on the above thoughts the following three hypotheses are connected.

Hypothesis 8: Attitude significantly mediates the relationship between perceived quality of various aspects and intentions towards quality furniture

Hypothesis 9: Store prestige is significantly related to referring of the outlet to repeat purchase of furniture

5. ABCD LISTING FRAMEWORK FOR THE CONCEPTUAL MODEL :

Wonderful process of analyzing a business operational model can be seen through a strategic point of view, one such method is ABCD analysis by Aithal et al. (2016). This method and technique as well as the process used to analyze this business model by Aithal (2017).

ADVANTAGES	BENEFITS	CONSTRIANTS	DISADVANTAGES
<ul style="list-style-type: none"> • Work from home is increasing • More employment opportunities with higher disposable income • Change in lifestyle of the people • More number of people getting transferred on a regular basis 	<ul style="list-style-type: none"> • A good and well trained staff with good skills • A brand that is strong with good number of recognized partner retail show room based • Variety of furniture with low prices and at best rates • Latest and new furniture product 	<ul style="list-style-type: none"> • Cost of establishment is high for a retail furniture showroom • A greater dependence on sponsored media to generate foot traffic • Fixed prices for furniture items are difficult • Furniture fitment and delivery employees are more 	<ul style="list-style-type: none"> • Price competition from the rival furniture showrooms • Negative perceptions owing to errors in furniture size and shape • Economic crisis with situations which can lead to unemployment can lead to non payment of EMI's

<ul style="list-style-type: none"> • Low physical operational maintenance 	<ul style="list-style-type: none"> • Customized furniture with wide range of colour choice and material collections 	<p>subject to frequent turnover due to heavy work and long working hours and less payment and climatic changes</p> <ul style="list-style-type: none"> • Reliability of customers towards new partner showrooms is relatively low 	<ul style="list-style-type: none"> • Creating uniqueness is difficult on a regular basis • More stringent environmental regulations and government norms
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ABCD analysis in a company or an industry case study helps one to evolve to higher levels of applications of a model or a thought process (Aithal, P. S. (2017). [240]). the same analysis is done for various business models and business strategies. Operating concepts are business systems and make things (Aithal, P. S. (2016). [241]). Education industry or furniture industry can be analyzed in the same method to come out with the best methods that can be identified and strive for it by persuading people in the right path of discovering their true potential (Aithal, P. S.et al.(2016). [242]).

Online campus placements, or on line education can make a difference when we study that distance does not matter (Aithal, P. S. et al. (2016). [243]), hence furniture ordering from long distances does not matter and they too can have an added advantage of serving a variety of customers in a large spread area across states. On line has an impact which can be felt by society for a large extent (Shenoy, V., & Aithal, P. S. (2016). [244]). A process can be improved, there is scope for improvement every time and at every place hence the improvement can lead to growth (Aithal, P. S., & Kumar, P. M. (2016). [245]). Strategic thinking leads to strategy creation and execution hence every strategy needs to be analyzed before it is implemented or advanced, this brings in the scope for making things perform. Strategy can be measured and checked by looking at before and after the application of a strategy (Aithal, P. S.et al.(2015). [246]). When the educational industry tries to apply for placements the same thing can be applied for furniture sales model also (Shenoy, V., & Aithal, P. S. (2017). [247]).

6. ARGUMENTS TO APPROVE THE PROPOSED CONCEPTUAL MODEL USING EMPIRICAL METHOD AS FUTURE STUDY :

A structured questionnaire will be circulated and 530 responses will be collected from people of Mangalore city, Karnataka in a purposive method of sampling. Liker scale will be deployed while making the questionnaire.

Every time the data is collected, we run it in JAMOVI software for descriptive understanding and analysis and also through SMARTPLS 3.0 to get reliability and validity for the collected data. SEM will be deployed to prove the proposed hypothesis.

7. FINDINGS AND SUGGESTIONS :

The model is developed for understanding and implementing a method that many furniture retailers can adopt. This model is easy and simple to understand for any retailer as well as a carpenter of a retail shop to understand. It has been developed keeping various other perception models in mind. The following are the suggestions: Every model developed needs to be tested in real-life situations. Implementing a model will generate revenue for the retailer and manufacturer. It is suggested that it can be implemented in both urban and rural areas. The future of Furniture purchase is based on changing customer needs and behaviors. The model also needs provisions for modification for the future buying habits of customers over a period of time.

8. CONCLUSION :

The customers' attitude and perception is being studied pertaining to purchase of furniture. The bargaining opportunities and selection and finalization of customized furniture is very high. Customer perception becomes the key to decision making and for creating a selling model that every retailer can adopt for better business. This model should help retailers to adopt and make things happen. Every customer will have a plan to purchase and this model will give direction to a retailer to sell things as

per the customer's plan. This model will create a synergy to sell more. Every retailer can adopt this model confidently.

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