



ANALYZING THE EVOLVING CONSUMER PREFERENCES IN CHINA'S FURNITURE MARKET USING THE STIMULUS-ORGANISM-RESPONSE MODEL: A SYSTEMATIC REVIEW

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Abstract— The furniture market in China is a blend of traditional craftsmanship and modern innovation, reflecting a shift in consumer preferences. This systematic literature review utilizes the Stimulus-Organism-Response (S-O-R) model to examine the dual influences of traditional cultural and contemporary functionality on consumer behaviour in China's furniture market.

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I. Introduction

China's furniture sector is transforming due to the fusion of traditional artistry and modern design. Traditional Chinese furniture, rooted in Confucianism, Taoism, and Buddhism, has a deep cultural impact. Modern design prioritizes utility, cost-effectiveness, and technology integration. A Systematic Literature Review (SLR) is essential to understand consumer behaviour in this market. The study uses the Stimulus-Organism-Response (S-O-R) paradigm and the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach to analyse consumer decision-making in China's furniture sector.

II. Literature Review

The previous research explores the legacy of traditional Chinese

furniture, which is deeply connected to cultural ideologies like Confucianism, Taoism, and Buddhism [1]. It highlights the artistic expressions and philosophical ideals of balance, harmony, and propriety, influencing consumer perception and appreciation.

China's modern furniture design prioritizes utility, cost-effectiveness, and technology integration [2], with mass production techniques introducing a new era of functionality and aesthetic adaptability. Current design trends are influencing consumer preferences by balancing lifestyle needs with environmental concerns, demonstrating an increasing recognition and dedication to sustainability among customers [3].

Chinese furniture design is incorporating advanced technologies to address

environmental concerns and meet customer demands, focusing on usefulness and versatility, influencing living needs and sustainability in contemporary design. This literature study uses the S-O-R model to understand how external stimuli, like cultural values and design trends, affect a consumer's internal cognitive state, influencing their behavioural responses and purchase decisions, as explained by the research. Previous studies provide valuable insights into the significant impact of design features, including both practical and aesthetic aspects, on shaping consumer perceptions, attitudes and influencing their purchasing decisions[4].

The design elements and functionality of furniture substantially impact consumer choices in the market. Han et al. highlighted that design covers aesthetics and incorporates form, function, and usefulness [5]. The interaction of these factors can greatly influence consumer preferences, with design acting as a channel for emotional bonds

between the product and the user [6].

The S-O-R framework initially proposed by Skinner (1935), is crucial for examining customer behaviour in the furniture market [7]. This theory elucidates how external stimuli, including design elements, cultural values, and market trends, interact with an individual's internal processes, including perceptions, attitudes, and emotional responses [8].

Due to its profound historical importance, classical Chinese furniture offers a distinct stimulus within the S-O-R paradigm. Traditional furniture styles' cultural and aesthetic appeal, such as those from the Ming dynasties, strongly resonate with consumers [9].

III. Methodology

The research methodology follows the PRISMA approach, a highly organized framework renowned for its thorough documentation and rigorous selection process [10]. This literature review aims to analyse and combine academic works on the Chinese furniture market

using the S-O-R framework to understand consumer behaviour in the traditional Chinese furniture market and the factors influencing customer choices.

A. Criteria for Inclusion

The study examines the use of the S-O-R model in understanding customer

behaviour in China's furniture sector. The inclusion criteria as in Table 1 aims to summarize recent research on factors, organisms, and reactions influencing customer preferences and buying intentions in this rapidly changing market.

Table 1: Inclusion criteria designed for articles collection

Inclusion Criteria	Detail
Types of studies	Academic articles that have undergone rigorous evaluation by experts, research studies based on direct observation or experimentation, in-depth analyses of specific cases, research projects that use both qualitative and quantitative methods, comprehensive reviews of existing literature, and reports published by trustworthy organizations.
Time frame	Publications from 2020 onwards, including current research on consumer behaviour dynamics in China's furniture sector.
Geographical extent	Research investigating consumer behaviour within China's furniture market, with no explicit constraints on regional scope within the country.
Linguistics	English-language publications are created to provide accessibility and expand the audience reach.

B. Criteria for Exclusion

This review examines customer preferences in China's furniture market using the S-O-R model, focusing on understanding consumer behavior and the relationship between inputs, cognitive

processes, and resulting behaviors. The study's boundaries are determined by specific exclusion criteria [11] as in Table 2. The exclusion criteria aim to exclude research and resources that don't directly contribute to understanding

consumer behaviour in China's furniture market using the S-O-R model, ensuring the inclusion

of relevant, peer-reviewed academic publications.

Table 2: Exclusion criteria designed for articles collection

Exclusion Criteria	Detail
Types of publication	Exclusions are made for sources that lack peer review, such as opinion articles, editorials, news items, and non-academic blogs, unless they provide distinctive academic or scientific value to the comprehension of consumer behaviour in China's furniture market.
Inconsequential Research	Publications from 2020 onwards, including current research on consumer behaviour dynamics in China's furniture sector.
Time Frame	Research investigating consumer behaviour within China's furniture market, with no explicit constraints on regional scope within the country.
Linguistics	Materials that are only available in languages other than English and do not have significant and justified academic relevance to the study of consumer behaviour in China's furniture market using the S-O-R model.

C. Procedure for Search and Collecting Data

The study utilized academic databases like Google Scholar and Scopus to gather literature on consumer behaviour, furniture design, and the implementation of the S-O-R paradigm. The PRISMA technique was used to search for relevant keywords and phrases such as “consumer behaviour”, “traditional Chinese furniture”, “furniture market in China”,

“Stimulus-Organism-Response”, and “purchase decision in furniture market”. The study used Boolean operators such as “and” and “or” to improve search algorithm accuracy and filtering procedure as shown in Figure 1. It evaluated 58 publications on S-O-R, consumer behaviour in the Chinese furniture market, excluding 70 non-relevant articles and retaining 22 relevant full-text articles. The approach

synthesised scholarly materials without news material.

D. Analysis and Synthesis

Thematic analysis was used to identify consumer behaviour [12] patterns in the traditional Chinese furniture sector. The S-O-R paradigm was used to

examine how stimuli influence consumer perceptions and attitudes, leading to specific purchase choices. Each study was evaluated for its significance in understanding traditional Chinese furniture behaviour.

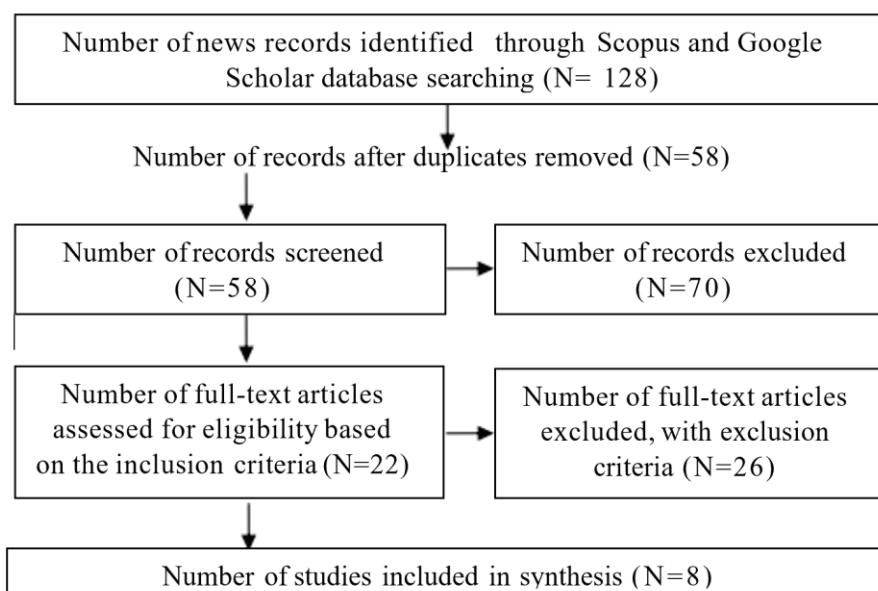


Figure 1: PRISMA flow diagram

IV. Findings

Table 3 presents the authors, titles, and publication years of eight publications in this study, providing a comprehensive overview of customer behaviour in the traditional Chinese furniture market and identifying

areas that require further examination. The selected studies lack comprehensive examination of the complex dynamics of consumer decision-making in China's furniture market, particularly the interaction between traditional

cultural heritage and modern practicality. The current research focuses on specific aspects of consumer intents and actions but lacks a comprehensive understanding of the intricate interaction between these factors.

The lack of understanding in China's furniture market highlights the need for a comprehensive understanding of the S-O-R model. This can help industry practitioners and policymakers develop effective strategies based on Chinese customers' tastes and motives [13], and enhance academic

discussions and provide valuable insights for industry stakeholders.

A. Chinese Furniture Consumer Behaviour in S-O-R Model

Table 3 contains eight publications that examine Chinese consumers' behaviour in the S-O-R mode, aiming to enhance academic discussions and provide insights for industry stakeholders and policymakers. The analysis uses the S-O-R model to understand consumer decision-making in purchasing furniture.

Table 3: S-O-R papers on China consumer behaviour on furniture

Author	Paper Title	Journal	Year
Xu, X., Wang, S., & Yu, Y.	Consumer's intention to purchase green furniture: Do health consciousness and environmental awareness matter?	Science of the Total Environment	2020
Zhang, S., Zhu, J., Wang, G., Reng, S., & Hou, Y.	Furniture online consumer experience: A literature review	BioResources	2022
Huang, Y., & Liu, F.	Effect of customer citizenship behavior on elderly customer purchase intention based on value co-creation theory	Open Journal of Business and Management	2019
Xu, X., Dou, G., & Yu, Y.	Government investment strategy and platform pricing decisions with the cross-market network externality	Kybernetes	2020

Wang, C., Pan, Y., Qu, Y., Niu, H., Pan, Y., He, Y., & Li, B.	The effect of residential environment on respiratory diseases and pulmonary function in children from a community in Jilin Province of China	Risk Management Healthcare Policy	2020
Lantzy, S., Hamilton, R., Chen, Y., & Stewart, K.	Online reviews of credence service providers: What do consumers evaluate, do other consumers believe the reviews, and are interventions needed?	Journal of Public Policy & Marketing	2020
Kashif, M., & Rani, T. S.	Customers' attitude towards green packaging: A case of Sapphire, Pakistan	Journal of Marketing Strategies	2021
Septiani, D., & Chaerudin, R.	The effect of customers' price perception, perceived quality and brand image toward purchasing intention in bandung local shoe brand	KnE Social Sciences	2020

V. Discussion

This section discusses patterns influenced by traditional Chinese values and contemporary factors, addressing the dual nature of consumer decision-making in China. These patterns address the desire for modern utility while also valuing cultural heritage, highlighting the importance of understanding and addressing these factors.

A. Pattern 1: Traditional Values and Modernity in Chinese Furniture Consumer Behaviour

The pattern examines how traditional history and modern

pragmatism influence Chinese furniture customers' purchasing decisions, focusing on family heirlooms, internet reviews, and design trends.

Study: explores the intersection between Chinese traditional values and contemporary goals. It specifically examines the influence of elements such as filial piety, individualism, and functionality on people's preferences and purchasing intentions [14].

Response: examining how consumers navigate this duality in their purchasing behaviour, investigating whether they

actively seek products that combine tradition and modernity, like the preference for environmentally friendly packaging observed in Pakistan [15], or if different furniture categories elicit distinct buying tendencies influenced by these factors.

B. Pattern 2: Utilizing the S-O-R Framework to Gain a Deeper Understanding of the Chinese Furniture Market

This pattern utilizes the S-O-R framework to explore the distinct dynamics of the Chinese furniture market in further detail:

Stimuli: examining various stimuli, such as the effects of government regulations on environmental awareness in furniture buying [11], the impact of social media marketing and developing technologies such as augmented reality [16].

Organism: investigating the influence of social networks and family dynamics on cognitive processes, specifically analysing the effects of social comparison and intergenerational influence

within the Chinese family hierarchy [14].

Response: explores post-purchase behaviours in traditional gifting practices in the Chinese furniture market, revealing personal and social identities. It connects the S-O-R framework to the dynamic sector, offering insights for research, marketing strategies, and legislation for sustainable consumption and cultural preservation.

VI. Conclusion

The study explores consumer behaviour in China's furniture industry using the Stimulus-Organism-Response (S-O-R) model, analysing cultural values and modern influences like family heirlooms and design trends. It provides insights into demographics, government laws, social media marketing, and technology, guiding industry stakeholders in developing culturally sensitive strategies.

VII. References

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