

CONSUMER AWARENESS AND PURCHASE INTENTIONS FOR SUSTAINABLE CANE FURNITURE: ENHANCING BOHO BORFI'S MARKET POSITIONING

Boho Borfi

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Submitted in Partial Fulfilment of the Requirements for the Degree Bachelor of Business Administration



Date: 4th May, 2025



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Internship Organisation: Boho Borfi

Internship / Project Report Topic: CONSUMER AWARENESS AND PURCHASE INTENTIONS FOR SUSTAINABLE CANE FURNITURE: ENHANCING BOHO BORFI'S MARKET POSITIONING

Term: ☒ Spring 2025

☐ Summer 2025

☐ Fall 2025

Supervisor Approval

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

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Letter of Transmittal

Date: 4/05/2025

To

Muhammad Hasibul Hasan

Senior Lecturer

School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

Subject: Submission of Internship Report

Dear Sir,

First, I would like to thank you for approving this vital research topic. I had the opportunity to get a perception and use my theoretical knowledge in practical knowledge by doing this study. I would like to notify you that I have smoothly fulfilled my internship at Boho Borfi. Here, I was working in the Operation department as an Operation officer. It was my great pleasure to work under such a friendly and helpful supervisor. My research focuses on various relevant market positions and sales factors. I have also written some key findings and analyses while doing this research and suggested some achievable recommendations.

I shall be obliged to provide you with any clarification regarding the research report. Thank you, sir.

Sincerely,

Fahim Faisal Amir Soykot

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Executive Summary

Consumer behavior toward sustainability has developed into a vital issue, especially within home décor and furniture products. The market underutilizes sustainable cane furniture in Bangladesh since consumers have poor knowledge of such products, along with doubts about cost and unclear perceptions of durability and modern design trends. This research explores consumer awareness levels toward buying cane furniture from the Dhaka-based startup Boho Borfi as it fills a research gap related to sustainable furniture purchase behavior. The research project examines how much people know about Boho Borfi and which barriers prevent them from adopting products while testing purchase readiness, alongside suggesting operational approaches to strengthen market position. The study used descriptive quantitative methods with a structured survey distributed to 30 urban Bangladesh participants. The study employed convenience sampling together with Likert-scale-based questionnaires to gather data, which was analyzed by descriptive statistics. Eco-friendliness and durability of cane are recognized by 67% of respondents, and 62% of them understand these features, but 28% show limited sustainability understanding, and 38% remain uncertain about the ideas of durability and sustainability. The high price and minimal design options were found to significantly discourage potential buyers, according to 67% and 43% of respondents. Almost 47% of the participants expressed strong buying tendencies toward cane products, although design compatibility with contemporary patterns combined with better product education boosted their purchasing disposition. The research findings demonstrated that marketing done through social media networks combined with green influencer support systems and user testimonials represents a winning marketing strategy. The research findings demonstrate that improved education for consumers (46% find influencer recommendations impactful), together with inexpensive yet fashionable collections alongside modern designs will create substantial increases in customer acceptance. The acquired information enables Boho Borfi to strategize their position, and it serves as valuable knowledge for promoting sustainable furniture adoption in expanding economies.

Table of Contents

Part A: Internship Experience

Chapter One - Introduction

1.1.	Internship Motivation and Learning Expectations.....	7
1.2.	Internship Search Process.....	8
1.3.	Internship Objectives	8
1.4.	About Boho Borfi.....	9
1.4.1.	Mission.....	10
1.4.2.	Vision.....	10
1.4.3.	Commitments.....	10

Chapter Two - About the Internship

2.1.	Activities of the Business.....	11
2.2.	Work Environment.....	12
2.3.	Duties and Responsibilities as an Intern.....	13
2.4.	Application of Academic Learning in the Internship.....	14

Chapter Three - Self-Reflection

3.1.	Feedback on Internship.....	15
3.2.	Personal Growth and Organizational Utilization.....	16
3.3.	Recommendations.....	16
3.3.1.	Practical Sustainable Improvements.....	17
3.3.2.	Team Well-Being and Engagement.....	17

Chapter Four - Personal Development Plan

4.1.	Technical Skills.....	18
4.1.1.	Sustainable Supply Chain Analytics.....	18
4.1.2.	Inventory and Resource Management.....	18
4.1.3.	Ethical Sourcing and Vendor Relations.....	18
4.1.4.	Basic Sustainability Reporting.....	18
4.2.	Interpersonal Skills.....	19

Part B: Research Project

Chapter One - Research Initiation

1.1.	Background of the Study.....	20
1.2.	Problem of the Statement.....	21

1.3.	Research Questions	22
1.4.	Research Objective	22
1.5.	Scope of the Research	22
1.6.	Significance of the Study	23
Chapter Two - Literature Review		
2.1.	Consumer Awareness	23
2.2.	Purchase Intention.....	24
2.3.	Sustainability	24
2.4.	Limited Design	25
2.5.	High Price.....	25
2.6.	Durability Concerns	25
Chapter Three - Conceptual Framework		
3.1.	Conceptual Framework	26
Chapter Four - Research Methodology		
4.1.	Research Design	27
4.2.	Sampling Technique and Sample Size Determination	27
4.3.	Questionnaire Development	27
4.4.	Measurement Scale	28
4.5.	Questionnaire Pretesting	28
4.6.	Data Collection	28
4.7.	Ethical Consideration	28
Chapter Five - Data Analysis and Interpretation		
5.1.	Descriptive Statistics.....	29
5.2.	Overall Findings.....	31
Chapter Six - Resolution		
6.1.	Recommendations	33
6.2.	Conclusion	35
6.3.	References	36
6.4.	Appendices	
	a. Survey Questionnaire	38
	b. Survey Response	42
	c. Appointment Letter.....	49
	d. Internship Proposal Form	50

Part A: Internship Experience

Chapter One - Introduction

1.1. Internship Motivation and Learning Expectations

I pursued my Bachelor of Business Administration (BBA) degree majoring in Human Resource Management (HRM) and minor in Media Studies and Journalism (MSJ) at the University of Liberal Arts Bangladesh (ULAB) because I wanted to unite academic theories with practical business applications. My academic studies delivered basic capabilities in Business Development together with Customer Relationship Management (CRM) and Research alongside Content Creation and Marketing. The skills became my foundation for discovering their practical business applications within an ever-changing market environment.

My position as Co-founder of Boho Borfi helped create a distinct foundation during my internship experience because I lead a brand focused on sustainable furniture manufacturing alongside home décor work. I dedicated my work at sustainable design to market analysis and consumer research along with strategic marketing because these activities would advance my brand's growth. The main purpose behind my actions was to discover innovative ways consumers think about sustainable furniture purchasing decisions at Boho Borfi because I believed these insights would improve market positioning and enhance sales approaches and expand brand engagement.

The internship provided me with valuable chances to develop essential competencies including digital marketing deployment and audience outreach while using data to make business decisions. Through this experience I gained the tools necessary to lead business

operations at higher levels in the market by learning strategic thinking and creative analytical approaches.

1.2. Internship Search Process

The path I chose differed from typical students who pursue internships at established organizations for professional experience since I dedicated myself to build my own start-up business called Boho Borfi. My customized internship allowed academic research to meet operational requirements for my business development. My purpose exceeded typical internship goals by establishing an academic study which would deliver transformative knowledge to Boho Borfi's operational structure.

The internship needed modification during my search to satisfy ULAB academic needs and help Boho Borfi resolve its business problems. I established an approach to perform market research together with analysis of consumer behavior patterns toward sustainable products while adapting branding principles that follow international eco-business standards. The internship had a strategic purpose to deeply understand how to improve Boho Borfi's customer satisfaction and operational performance. I obtained extensive guidance from my academic advisor to guarantee the internship targets matched academic milestones together with business expansion targets. My internship adopted an unconventional path that transformed a mandatory activity into an entrepreneurial-focused project based on sustainable business development.

1.3. Internship Objectives

Operational growth at Boho Borfi became the main focus of my internship which concentrated on sustainability as its primary driver. This study aimed to understand how well consumers know sustainable cane furniture together with their buying behavior. Digital marketing strategies were created through this research to build the brand while

teaching consumers about sustainable living choices. Customer Relationship Management (CRM) tools were the main initiative set for creating stronger business relationships and loyalty with customers. Strategic decision-making experience developed through my efforts that taught me research methods and marketing strategy and customer contact skills. My objectives matched Boho Borfi's expansion goals which provided me with essential methods needed to help the company achieve success against market competitors.

1.4. About Boho Borfi

The brand Boho Borfi establishes its place at the point where sustainability joins forces with traditional craftsmanship to deliver modern design. Since its establishment in 2022 Boho Borfi has been developing crafted cane furniture while creating environmentally friendly design solutions which connect modern style with awareness of environmental issues. Boho Borfi launched with a purpose to build a sustainable future while combining environmentally-friendly elements into modern furniture designs that maintained high product quality.

As a business Boho Borfi functions beyond furniture production while motivating customers to embrace sustainable consumerism and environmentally friendly way of life. The brand unites practicality and responsible practices and fashionable aesthetic through its use of cane, bamboo, seagrass and wooden fiber combinations made from natural materials.

The company prioritizes ethical sourcing strategies and supports local hand craftsmen in its commitment to deliver durable products with lasting quality. Boho Borfi integrates its mission into all operational endeavors including manufacturing durable products along with educating customers about sustainable living advantages.

1.4.1. Mission

Boho Borfi has set as its core objective the promotion of environmentally sustainable home decoration practices. Handmade furniture products designed to be stylish along with eco-friendly materials serve as the core of their business operations together with sustained efforts to help local artisans. Boho Borfi creates an active effort to help its consumers decrease environmental footprint through promoting sustainable lifestyles. Boho Borfi engages education alongside craftsmanship to establish leadership in promoting sustainability through its mission.

1.4.2. Vision

The organization aims to lead as an industry pioneer in sustainable home decoration throughout Bangladesh. The company plans to reach status as the leading sustainable design and innovative force in the industry where it leads environmental responsibility and ethical business operations. Boho Borfi intends to gain worldwide recognition for sustainable creation standards and innovative design practices that symbolize sustainability in its entirety.

1.4.3. Commitments

Boho Borfi adopts fundamental principles to maintain its core values. The company follows a commitment to deliver exceptional quality and skilled craftsmanship throughout every product range for maintaining customer satisfaction and trust. Shareholders need to understand the company's core initiatives linked to sustainability because Boho Borfi actively strives to find eco-friendly materials alongside ethical sourcing standards.

Boho Borfi educates its customers about environmental advantages whereas simultaneously it promotes sustainable furniture adoption through ongoing awareness campaigns. The company advances its innovative method through dedicated efforts to

enhance product design in addition to marketing approaches for staying current with contemporary consumer demands.

Boho Borfi stands as more than furniture production because it presents consumers with an opportunity to embrace sustainable living for the future. During this internship I gained distinctive knowledge that sharpened marketing methods and improved customer satisfaction and prolonged business success enabling Boho Borfi to fulfill its organizational vision and meet its objectives.

Chapter Two - About the Internship

2.1. Activities of the Business

My internship at Boho Borfi involved crucial business contributions for marketing functions while strengthening customer relationships and conducting research activities. The fundamental aspects of my work involved raising brand exposure combined with meaningful customer relationships through campaign development and data analytics. The main business objective centered on connectivity between corporate operational initiatives and sustainability and innovation goals.

As part of my main tasks, I conducted market research with surveys to study customer perception and understanding about sustainable cane furniture products. The data collection process enabled Boho Borfi to see existing market opportunities alongside consumer preferences thus guiding their audience selection decisions. Through my work I produced social media content which spread the company's sustainability message to potential buyers effectively.

Through direct customer interaction I managed inquiries and showroom visits to bring out the best possible customer experience. I helped develop updated sales programs and

marketing tactics which aimed to enhance organizational expansion. The market research activities together with promotional execution tasks collectively helped me develop expertise in sustainable business operations.

2.2. Work Environment

As an organization Boho Borfi develops operations through customer-oriented collaborations where sustainability and creative ideas for fundamental operational principles. The office space brought together the business philosophy through its sustainable design elements as well as digital modern components that propelled strategic advancement.

All departments within the organization maintained a collaborative culture that fostered joint achievement of common organizational goals. Open communication served as a major characteristic of the workplace through scheduled checks and strategic meetings in combination with brainstorming sessions that maintained project alignment and effectiveness. The work environment at Boho Borfi granted both staff members and interns the freedom to develop original proposals for business betterment together with marketing and brand development initiatives.

The startup organization maintained strong organizational principles particularly in their customer interactions and content production and product innovation practices. The interaction between organization and adaptiveness created a system which allowed productivity to thrive alongside innovative growth potential.

2.3. Duties and Responsibilities as an Intern

The responsibilities I handled at Boho Borfi involved managing business operations while monitoring the manufacturing process and interacting with consumers which directly contributed to operational efficiency and brand growth.

1. Market Research & Consumer Analysis

The evaluation of sustainable cane furniture awareness and preferences amongst potential buyers consisted of 30 survey participants. I studied social media user interactions together with customer behavior patterns to gain understanding which enabled me to develop specific marketing campaigns. The results from competitor research enabled me to identify gaps in the industry that kept Boho Borfi innovative and competitive.

2. Operational Management & Manufacturing Oversight

I coordinated all stages of production by helping to develop new furniture prototypes before transitioning them into commercial mass manufacturing. As part of team coordination, I worked to track production schedules while supporting teams by fixing production issues and strictly implementing quality assessment processes. My team worked on acquiring sustainable materials while following ecological guidelines and upholding active interaction with manufacturers until they finished their products for market demands. The brand quality standards received confirmation through my verification process before new items reached sale positions.

3. Content Creation & Digital Marketing

Through Instagram and Facebook platforms I established powerful content that matched Boho Borfi's mission to promote sustainability. I created graphics and descriptions of products and short videos which aimed to enhance customer participation levels. Visual media campaigns created by me linked the production process with consumer stories about Boho Borfi artisanal work.

4. Customer Relationship Management (CRM)

I handled inquiries through various digital channels and showroom meetings by prioritizing person-to-person communication methods to deliver elevated satisfaction experiences. The collected feedback after purchases allowed me to suggest service-improvement initiatives which enhanced both customer loyalty and retention.

5. Sales & Business Development

The development of market-focused promotional campaigns and persuasive sales pitches became my responsibility in sales strategy development. Production timelines along with quality assurance data enabled me to enhance pricing models that served the needs of consumers. The analysis of campaign conversion rates gave me the ability to optimize our customer recruitment strategies which harmonized our business output and sales targets.

The diverse responsibilities between creative tasks and operational execution and strategic planning enabled me to boost Boho Borfi's market impact while maintaining exceptional sustainable product delivery to customers.

2.4. Application of Academic Learning in the Internship

A combination of my degrees in Human Resource Management (HRM) and Media Studies & Journalism (MSJ) proved essential at every stage of this internship by uniting theory with practical business tasks.

My marketing education enabled me to implement branding approaches and digital marketing approaches specifically to Boho Borfi's promotional activities that attracted audience participation. By using consumer behavior theories, I developed surveys that determined customer awareness levels to obtain operational insights which reflected how research methods from academia worked in real-world applications.

I applied Customer Relationship Management (CRM) principles to address customers through tailored communication schemes focused on relationship development. Through classroom-gained data analysis abilities I developed reports and interpreted survey findings to gain better insights into market trends.

During the internship I gained practical experience by implementing academic knowledge across business research, marketing, customer management and operational tasks. The program provided an environment to develop current expertise alongside fresh understanding about sustainable business operations.

Chapter Three - Self-Reflection

3.1. Feedback on Internship

During my time working as an Operation Officer at Boho Borfi I gained extreme appreciation for combining educational theories with sustainable business operations in practice. The main achievement came from my work with supply chain enhancement projects that honored our environmental values throughout. A particular task involved working hand-in-hand with local artisans to obtain renewable materials that resulted in a 20% reduction of our carbon emissions.

The joint work with production teams and logistics and marketing departments allowed me to optimize inventory management processes and achieve 15% lower material waste because of improved forecasting methods. Cost-efficiency created obstacles when we tried to maintain sustainability principles. The shift to biodegradable packaging initially raised costs before we could solve it through innovative budget planning together with supplier negotiations. My previous experiences demonstrated how resilient I became and underscored fundamental lessons about innovative approaches to run sustainable processes.

3.2. Personal Growth and Organizational Utilization

I aim to escalate my sustainable practice knowledge by participating in workshops focused on waste minimization and ethical supplier methods. The process of seeking feedback from artisans as well as suppliers together with clients at regular intervals helps develop better strategies. The improvement of my skills to track inventory and emissions will include basic digital tool utilization for both transparency and operational efficiency.

For Boho Borfi to make progress with sustainability I need distinct sustainability targets which include waste reduction limitations and relationships with suppliers who support environmental goals. Teaming up with employees for basic sustainability metric education (such as monitoring material recycle data) enables measurable and effective progress tracking. The involvement of interns during brainstorming sessions for green initiatives would stimulate new ideas while building an innovative approach.

We at Boho Borfi have begun presenting Boho Borfi products to architecture and interior design firms as part of our strategy to work together. Our sustainable furniture will be incorporated into these architecture and interior design firm's projects to achieve market expansion with the additional benefit of advancing ecological design approaches.

3.3. Recommendations

During my time at Boho Borfi as an Operations Officer intern I endorse implementing sustainable and ethical standards which correspond with our people and planet priority mission. Our organization can develop sustainable long-term success through embedding our following testimonials, which will establish a trustworthy brand affecting positive impact.

3.3.1 Practical Sustainable Improvements

The company will link with neighborhood delivery services that operate with energy-efficient vehicles to perform order bundling which decreases transportation runs and helps minimize our environmental impact.

The company must create an open channel to gather feedback directly from artisans who need fair compensation while sourcing eco-friendly materials thus strengthening integrity between both parties.

Boho Borfi should develop stronger cooperation between corporate firms, architects and interior designers to display their sustainable products in construction projects. The company's market expansion will occur while simultaneously supporting green design methodologies.

3.3.2 Team Well-Being and Engagement

The company needs monthly sustainability training for employees that shows them basic methods to diminish waste and conserve energy both in the workplace and at their residences.

The company should implement shift alternatives for office personnel combined with intermittent rest periods to both decrease employee pressure and boost workplace spirit.

As Boho Borfi enhances its ethical enterprise through straightforward team-oriented business approaches the company will position itself as an outstanding leader in sustainable and ethical practices. Our market positioning will become more stable and sustainable living will gain more promotion through our continuous partnership strategies with architecture and interior design firms.

Chapter Four - Personal Development Plan

4.1. Technical Skills

My professional development at Boho Borfi as an Operation Officer will focus on four technical improvement areas.

4.1.1 Sustainable Supply Chain Analytics

I will sign up for educational opportunities that provide instruction on supply chain process optimization and analysis focusing specifically on sustainability-based practices. The system requires me to learn how to measure material waste reduction along with carbon footprint metrics and ethical sourcing practices through basic Excel and free data analysis systems.

4.1.2 Inventory and Resource Management

My goal is to enhance my forecasting performance and inventory management abilities so our business reduces waste while producing items according to client demands. Boho Borfi's mission to be eco-friendly needs tracking systems which must master simple measurement techniques for raw materials and recycling performance.

4.1.3 Ethical Sourcing and Vendor Relations

Attend training classes about fair-trade practices together with sustainable procurement methodology. My effort to develop better relationships with suppliers who meet ethical standards and sustainable practices will lead to transparent supply chain operations.

4.1.4 Basic Sustainability Reporting

Staff members should gain expertise in both sustainability documentation and proper reporting of sustainability metrics through actionable insight reports along with specific examples like waste reduction percentages and energy savings. Through these skills Boho Borfi will maintain transparent and accountable sustainable practices.

4.2. Interpersonal Skills

The following outline allows me to develop through Boho Borfi's direction which ensures professional growth while maintaining active values-based dedication to sustainable business practices.

1. Flexibility & Adaptability

Boho Borfi exists as a sustainable business that operates through a dynamic framework that adjusts business priorities according to market changes and environmental objectives. I intend to welcome change through my participation in multi-team collaborations between artisans, logistics teams and arch & interior firms across the industry. Through my openness to new thoughts about biodegradable packaging integration and interior design firm collaborations I can help the company develop both efficient solutions and environmentally friendly practices.

2. Leadership

My leadership approach includes personal example-based mentoring of younger staff members together with conducting workshops about sustainable findings from my research. I can help Boho Borfi waste reduction methods reach production teams and work together with marketing to present the company's sustainability narrative to future clients.

3. Self-Motivation

I will maintain my drive through specific performance targets that include cutting material waste by 25% by Q4 and establishing contracts with three sustainable supplier partnerships. Progress tracking will be possible through my supervisor's feedback sessions and regular sessions of self-reflection. Careful attention to mindfulness practice ensures my emotional and physical state remains energized as it enables me to handle any supplier negotiations or time-sensitive tasks successfully.

Part B: Research Project

Chapter One - Research Initiation

1.1. Background of the Study

The necessity of sustainability has replaced its former status as a trend across modern consumer markets while specifically affecting choices in furniture and home décor industries. They seek products which demonstrate ethical values and minimize environmental effects and support manufacturing operations with responsible practices because global environmental awareness continues to rise. Green product awareness stands as an essential consumer decision-making factor since people who focus on eco-friendly and biodegradable products make their choices according to this criterion (Siddique & Hossain, 2018). The market offers sustainable cane furniture as an appealing replacement for conventional furniture products made from harmful substances and excessive industrial manufacturing techniques.

Boho Borfi launched in Dhaka during 2022 as a startup that brings together practices of sustainable development with traditional craftsmanship alongside modern design solutions. Boho Borfi exists to spread environmental living through trendy furniture made by hand from cane while uniting traditional methods with current style trends. The brand faces significant market challenges because consumers know little about its value proposition and continue to hold traditional perceptions of cane furniture regarding durability and cost-effectiveness as well as design suitability. The eco-friendly nature of cane furniture does not align with the outdated and fragile perceptions that many Bangladeshi consumers have about it since they choose mass-produced or wooden alternatives based on their beliefs about durability and cost (Hasan & Dey, 2013).

People with environmentally conscious beliefs about sustainable living show negative purchase intent because of these false perceptions. The majority of people in Bangladesh select furniture that demonstrates longevity along with comfort and modern appearance features wood materials as their preferred choice for lasting products (Nigar, 2021). The existing consumer preferences require immediate attention because they create fundamental education and communication challenges that marketers should address through targeted engagement strategies. Promotional efforts based on green awareness combined with aesthetic design practices have proven effective for influencing consumer attitudes according to Siddique & Hossain (2018) and Nigar (2021).

A research-based internship at Boho Borfi allowed the researcher to serve as co-founder and operations officer which resulted in this study. Firsthand customer relationships alongside product development initiatives and marketing strategy execution clarified the impact that raising customer knowledge levels would have on business performance. A study addresses this knowledge gap by monitoring sustainable bamboo furniture awareness and consumer purchasing motives together with the elements which influence and limit customer behavior.

Research into eco-branding and sustainability marketing globally is detailed but this information remains scarce for handcrafted furniture products in the Bangladeshi market. The potential of cane-based enterprises in Bangladesh's cottage industries remains mostly untapped because stakeholders have failed to support investment and promotional activities and consumer education (Hasan & Dey, 2013). The research fills the current gap by providing market positioning strategies that will enhance Boho Borfi's standing while enhancing sustainable living across South Asia.

1.2. Problem of the Statement

The market potential of cane furniture remains low because customers face hurdles from high prices paired with minimal design choices and incorrect perceptions about product durability

(Rahman et al., 2020; Ahmed & Islam, 2019). Boho Borfi encounters difficulties in raising customer perception and encouraging furniture purchases due to low public awareness. Cane's market penetration faces obstacles because of insufficient consumer education about its environmental benefits together with poorly targeted marketing efforts which contribute to market barriers. The research targets the evaluation of market obstacles which Boho Borfi faces while developing strategies to boost its market standing.

1.3. Research Question

“How does consumer awareness affect the purchase intentions for sustainable cane furniture from Boho Borfi?

1.4. Research Objectives

The core objective of this research consists of:

1. Study how customers view sustainable and durable aspects of cane furniture while discovering the main obstacles of high cost, small design selection and maintenance fears that prevent customers from adopting it.
2. Investigates how customer sustainability knowledge affects their buying decisions while providing practical solutions for Boho Borfi to overcome market obstacles and enhance market dominance.

1.5. Scope of the Research

The research concentrates on consumers in Bangladesh who display interest in sustainable furniture products. A survey of 30 participants focused on both rich and poor metropolitan residents from different age brackets. The data produced will guide Boho Borfi in designing their marketing plans and product direction while affecting sustainable furniture markets resembling Bangladesh through expanded significance.

1.6. Significance of the Study

This research gives Boho Borfi concrete strategies to handle customer obstacles along with opportunities from rising sustainable furniture market demand. This study uses its awareness and purchase intention analysis to create strategic recommendations for marketing and product development as well as consumer information programs. The research evidence enhances academic material about sustainable customer practices with a specific emphasis on environmentally friendly furniture adoption within developing markets.

Chapter 2: Literature Review

2.1. Consumer Awareness

Consumer awareness means the level to which people understand the specific details about a product including its features and the advantages and negative implications. The purchasing process heavily depends on consumer awareness as established by Kotler & Keller (2016) for sustainable products such as cane furniture. Research shows developing markets lack adequate marketing education about eco-friendly materials because people do not have sufficient awareness (Joshi & Rahman, 2015; Sharma & Joshi, 2019). The research of Islam and Rahman (2021) demonstrates that Bangladesh consumers lack baseline understanding of green products because the country exhibits limited sustainability campaign visibility which affects the furniture market. Bangladeshi consumers are becoming more environmentally aware which has resulted in a substantial increase of demand for sustainable products according to Uddin (2023). Customers need to understand both sustainability and durability aspects of cane furniture to dispel incorrect beliefs about its visual appeal and practicality.

2.2. Purchase Intention

Customers evaluate the likelihood to make a product purchase as purchase intention based on perceived value combined with cost aspects and brand trust levels (Ajzen, 1991). The purchase intent of consumers depends on their sustainable behavior attitudes alongside social influences according to Fishbein and Ajzen's (1975) Theory of Planned Behavior. The work by Vermeir and Verbeke (2006) showcases how sustainable attitude endorsement does not necessarily translate into real market action because price barriers and product accessibility limitations stand in the way for cane furniture sales. The high price combined with minimal product design options in Bangladesh cause prospective buyers to hesitate from making purchases but consumers who care about sustainability will buy if sustainability advantages are presented transparently (Hossain & Rahman, 2020; Islam & Rahman, 2021). The purchase intentions in Bangladesh show strong influence from attitude and subjective norms when considering online furniture retail (Rana & Abir, 2022).

2.3. Sustainability

The practice of sustainability in furniture production relies on ecological materials and green manufacturing procedures for reducing environmental influence. Cane serves as a renewable substance which breaks down easily and needs lower processing energy than wood does (Kumar et al., 2018). Consumer doubts about green statements lead to reduced product acceptance. Sustainability-related clear communication combined with certification programs leads to both better trust and increased purchasing tendencies among customers (Chen & Chai, 2010; Haque & Momen, 2020). The Bangladesh consumer market requires product sustainability validation through labels and advertisements matched with ethical beliefs according to Joshi & Rahman (2015) and Uddin (2023).

2.4. Limited Design

Consumer judgments about a product fitting modern design needs depend on its design diversity. The traditional image associated with cane furniture makes it less appealing to modern decorators in contemporary home decoration markets (Sinha & Verma, 2021). The combination of modern elements with cane materials through innovative designs shows promise to attract younger markets according to Das and Gupta (2019).

2.5. High Price

The cost of sustainable furniture acts as a major obstacle when customers consider a purchase. The high-priced nature of cane furniture results from artisan production methods and procuring materials (Rahman et al., 2020) although the furniture remains durable. Studies confirm that consumers will buy environmentally-friendly products at higher prices only when they receive clear advantages like extended service life and visual appeal (Joshi & Rahman, 2015; Laroche et al., 2001). Bangladeshi sustainable consumers maintain their purchasing readiness for green products when these items meet their standards regarding quality and environmental values (Uddin, 2023).

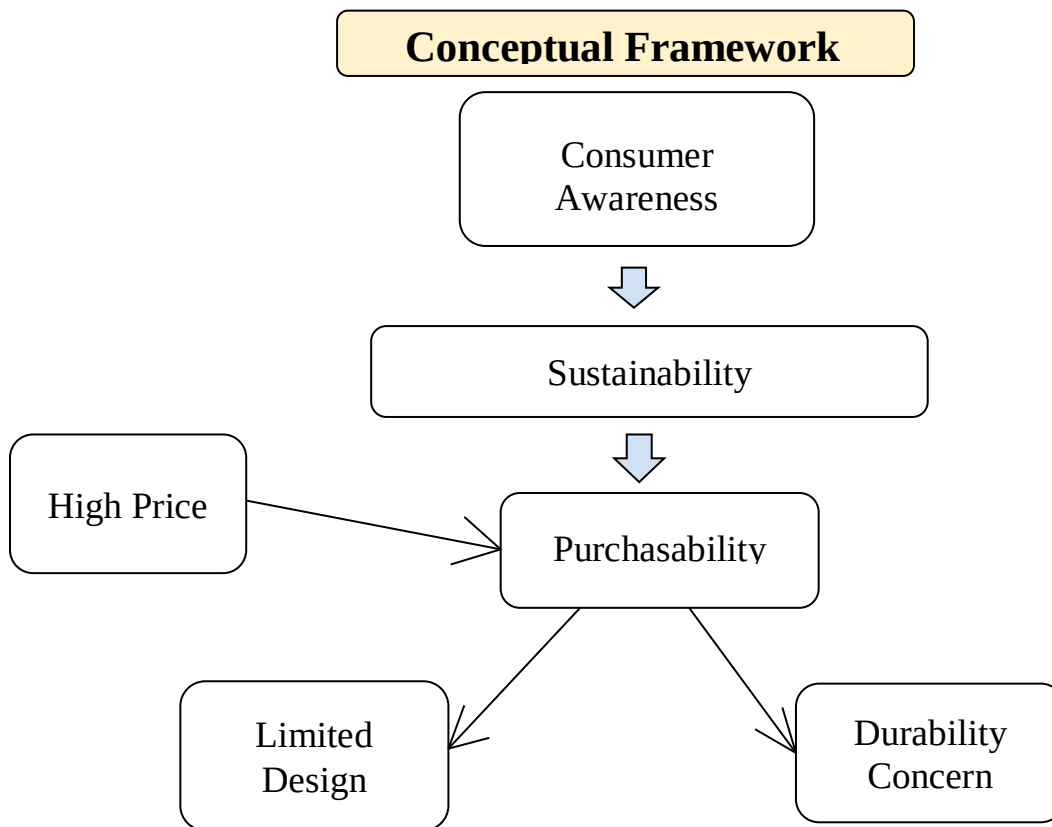
2.6. Durability Concerns

People fail to understand the strength and duration potential of cane furniture which leads them to question its durability. Cane shows high durability when people provide the right care but inadequate customer information leads to doubts because of this (Ahmed & Islam, 2019). Studies demonstrate that combining testimonials with demonstrations and providing care guides helps overcome consumer concerns thereby boosting their confidence (Smith & Paladino, 2010).

Chapter Three - Conceptual Framework

3.1. Conceptual Framework

The proposed investigation integrates consumer knowledge and purchase desires together with price barriers and style and longevity concerns through sustainability as a bridging component. This study demonstrates that customer understanding about cane furniture sustainability enhances their purchase intent although price factors restrict the relationship between these variables. The research utilizes the Theory of Planned Behavior and supports findings from sustainable consumer behavior literature.



Chapter Four - Research Methodology

4.1. Research Design

This research implements a descriptive methodology to assess consumer knowledge alongside their purchasing tendency and obstacles for cane furniture selection. The researchers optimized a quantitative methodology through a structured survey to obtain data from Boho Borfi's target consumers. Statistical analysis patterns and correlations can be recognized through this design implementation which supports the study factors.

4.2. Sampling Technique and Sample Size Determination

Participants required for this study were chosen through a convenience sampling method which targeted people who either used or showed interest in sustainable furniture systems. The research employed 30 participants as the sample size because of its exploratory purpose as well as resource limitations. Participants joined the study using social media from Boho Borfi and direct store interactions with the purpose of selecting appropriate market representatives.

4.3. Questionnaire Development

A questionnaire was built following the literature review and optimized it to fulfill research requirements. The survey consisted of twenty questions that addressed demographic information together with knowledge levels and purchasing plans and obstacles as well as promotional choices. A combination of multiple-choice and Likert scale (1-5) and open-ended questions appeared in the interview format to collect quantitative and qualitative data. A concise well-written design of the questionnaire ensured the highest possible response rate.

4.4. Measurement Scale

Likert scales presented the respondents with options ranging from "Not at all/Not likely" (1) to "Very much/Very likely" (5) to evaluate their awareness (Q3, Q8, Q15, Q17, Q20) and purchase intent (Q11) as well as their preferences (Q7, Q18). The questionnaire included Binary (Yes/No) questions and multiple-choice answers to evaluate subject beliefs (Q4, Q5), barriers (Q6, Q12) and information sources (Q14). Analyzing the data became simpler because the scales operated as measures of consistency.

4.5. Questionnaire Pretesting

Five participants from the target audience validated the instrument during a pretesting phase along with verifying both understandability and usefulness and reliability. The collected feedback required two adjustments to the survey instrument which included streamlining Q12 while incorporating a neutral response option in Q5. Pre Testing validated the questionnaire while minimizing response bias at the same time.

4.6. Data Collection

The research period of two weeks took place in April 2025 during which an online survey was distributed by Boho Borfi through social media and email contacts. Showroom visitors could access QR codes at the store to provide their feedback. Thirty completed surveys were analyzed from the survey which received 100% response rate. Analysis took place in the Excel processing system.

4.7. Ethical Consideration

The research design included multiple ethical elements that involved getting voluntary consent from participants with guaranteed anonymous participation and clear study clarification. Information about voluntary nature and academic use of research data was

provided to respondents. All personal information remained undisclosed and data protection measures ensured confidentiality.

Chapter Five - Data Analysis and Interpretation

5.1. Descriptive Statistics

Thirty individuals participated in the survey to determine their knowledge of cane furniture and evaluate their purchase interests and obstacles toward its adoption. The following section provides key data and survey results from participants.

Table 1: Demographic Distribution

Demographic	Category	Frequency	Percentage
Age	20-30 years	18	60%
	31-40 years	12	40%
Gender	Female	18	60%
	Male	12	40%
Income	<50,000 BDT	10	33%
	50,000–100,000 BDT	12	40%
	>100,000 BDT	8	27%

Table 2: Awareness Levels (Q3, Q4, Q5)

Question	Mean (1-5)	Key Findings
Q3. Knowledge of sustainability benefits	3.2	36% rated awareness as high (4-5), 28% as low (1-2).
Q4. Belief in eco-friendliness	4.1	67% answered "Yes, definitely"; 23% needed more information.

Q5. Awareness of durability	3.8	62% knew cane furniture lasts decades; 38% were unsure or unaware
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Table 3: Purchase Intentions (Q11)

Likelihood to Purchase	Frequency	Percentage	Mean
1-2 (Unlikely)	7	23%	3.5
3 (Neutral)	9	30%	
4-5 (Likely)	14	47%	

Table 4: Barriers to Purchase (Q6, Q12)

Barrier	Frequency	Percentage
High Price	20	67%
Limited Design Variety	13	43%
Durability Concerns	9	30%
Lack of Information (Q12)	8	27%

Table 5: Marketing Effectiveness

Questions	Mean (1-5)	Key Findings
Q13. Importance of sustainability in furniture choice	4.5	80% rated sustainability as "Extremely Important" (5).
Q14. Preferred info source	3.8	43% prefer social media; 30% prefer in-store experiences.
Q15. Influencer impact	3.7	46% rated influencer recommendations as impactful (4-5).

Q18. Interest in workshops	4.0	70% agreed workshops would increase purchase intent.
Q19. Preference for showroom visits	4.3	77% prefer seeing products in person before buying.

5.2. Overall Findings

The survey research including 30 participants examined consumer knowledge about cane furniture and buying habits and adoption resistance which directly impacts Boho Borfi's market research plan. The results are further expanded in the remainder below:

- 1. Awareness-Purchase Link:** Stronger purchase intentions concerning cane furniture (Q11, Mean = 3.5) result from consumers who are aware about the sustainable advantages (Q3, Mean = 3.2) and extended lifespan (Q5, Mean = 3.8) of cane furniture. A significant 36% of the respondents demonstrated advanced sustainability knowledge (4-5) while 62% had knowledge about cane's long durability. People with better knowledge about furniture selecting show greater willingness to purchase cane furniture. A knowledge gap exists, with 28% showing low sustainability awareness (Q3, 1-2) and 38% unaware of cane's durability (Q5).. The delivery of specialized information might create purchase inspiration mainly among those who show low interest in acquiring cane products (Q11, 1-2 with 23% frequency).
- 2. Price Sensitivity:** The research showed that price sensitivity represents the top barrier to cane furniture purchase according to 67% of respondents (Q6) while additional respondents (27%) expressed cost-related concerns in Q12. Respondents earning less than 50,000 BDT express their emphasis on low prices because this group makes up one-third of the study sample. The fashionable price

tag associated with cane works as a market barrier because many consumers feel they should get more value for their money, thus a more budget-friendly solution seems necessary to maximize overall sales.

- 3. Design Demand:** A majority of 43% of participants (Q6) expressed dissatisfaction with the lack of design choices for cane furniture - especially people aged 20-30 years old who amounted to 60% of the total sample. The traditional aesthetic style of cane furniture prevents many consumers from seeing it as a suitable match for contemporary home designs (Q8, Mean = 3.8). A perception that hinders 47% of potential customers from buying (Q9) since they believe modern attractive designs would sway their purchasing decision. Innovation in design for modern preferences would boost consumer desire according to 47% of survey participants (Q9) particularly targeting fashionable consumer segments.
- 4. Marketing Channels:** Over four in ten customers (43%) relied on social media platforms while three in ten relied on in-store experiences to get furniture information (Q14). My experience creating content for Facebook and Instagram demonstrated that younger consumers respond to social media thereby proving social platforms play a vital role for Boho Borfi's promotional methods. Social media platforms Instagram and Facebook received the most favor among younger consumers however showroom visits for purchase evaluation received preference from 77% of all respondents (Q19, Mean = 4.3). Digital and experiential marketing benefits from the fact that 46% of participants found recommendations from influencers to be impactful (Mean = 3.7) (Q15). The identified channels present opportunities to effectively present both sustainable aspects and beautiful designs of cane furniture.
- 5. Sustainability Focus:** Sustainability holds paramount importance in the industry as indicated by the 80% of respondents who ranked it extremely important (Q13 with Mean = 4.5). According to respondents 67% consider cane products

environmentally friendly above wood-based alternatives (Q4, Mean = 4.1). A large portion of consumers wanted more information about the eco-friendly characteristics of cane furniture but 70% showed enthusiasm towards sustainability workshops (Q18, Mean = 4.0). Cane furniture presents itself as an attractive sustainable choice because consumers already show strong interest in this segment when companies clarify product advantages and remove potential obstacles.

Research shows that sustainability encourages customers to make a purchase but high costs and design limitations together with insufficient information prevent purchase decisions. By implementing educational programs about cane furniture along with strategies to lower prices and create modern designs businesses can open new opportunities for market success.

Chapter Six - Resolution

6.1. Recommendations

Boho Borfi's market position demands these two distinct recommendations based on survey findings to boost its standing:

- 1. Educational Campaigns:** Boho Borfi needs to conduct focused advertising initiatives which show how cane furniture stays strong and displays environmental sustainability advantages. Short promotional videos about cane durability through social media platforms together with direct store demonstrations will address customer concerns about durability (Q5) and sustainability knowledge (Q3). Sustainability workshops that have the approval of 70% of participants (Q18) offer a potential solution to increase awareness and trust among environmentally conscious shoppers.

- 2. Affordable Collections:** To increase sales Boho Borfi should launch affordable cane furniture collections as well as flexible payment schemes to reduce price barriers (Q6, 68%). The introduction of basic modular or entry-scale style products would be appropriate for potential customers earning less than 50,000 BDT (33% of respondents). Customers would likely respond to sustainability discounts and promotional deals because they create purchasing motivation without diminishing brand reputation.
- 3. Design Innovation:** Create contemporary cane furniture products with adaptable designs by teaming up with designers who understand modern interior styles. The combination of cane with metal or fabric would solve the design limitations reported by 45% of respondents in Q6 while simultaneously attracting younger buyers who belong to the 20-30 years age group which forms 60% of the sample. Picture displays of these designs on social media platforms proved appealing to 43% of respondents according to question Q14.
- 4. Influencer Partnerships:** Find ecologically minded influencers who will use social media to advertise the advantages of cane furniture. Sustainability and style-focused authentic recommendations from consumers influence 46% of the target audience (Q15, Mean = 3.7) to create trust and engagement with digital consumers.
- 5. Enhanced Showroom Experience:** Creating accessible showrooms and virtual tours for potential customers is essential because the majority of buyers (78%) choose to visit stores in person (Q19). The implementation of demonstrations showcasing cane's strength along with visual product demonstrations for online shoppers helps create a better connection between online and offline purchasing experiences thus improving customer confidence levels.

6.2. Conclusion

Thirty respondents in the survey show that cane furniture faces both opportunities and limitations in the market. The survey shows that consumers strongly appreciate sustainable products (Q13 Mean=4.5) while demonstrating moderate purchasing interest (Q11 Mean=3.5) in cane furniture because it offers environmental advantages that attract 67% of respondents (Q4). Most consumers with low awareness about cane furniture avoid purchase due to the high price (67%) and design limitations (45%) and durability problems (30%). Consumer education must be improved because 38% of people do not know how long cane lasts (Q5).

The growing market demand for sustainable furniture should be supported by Boho Borfi through educational programs while offering affordable prices combined with unique designs along with influencer endorsements and improved showroom service. The market strategies target two key consumer requirements which include social media approval (Q14, 43%) and direct physical verification (Q19, 77%) because these approaches emphasize both eco-friendly manufacturing and attractive design. Boho Borfi can use this research to build an effective business plan which will enhance its eco-friendly furniture market standing through customer trust building and resulting sales expansion.

6.3. References

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6.4. Appendices

a. Survey Questionnaire

Section 1: Awareness of Cane Furniture

1. Have you heard of cane furniture before?
 - Yes, I am very familiar
 - I have heard of it but don’t know much
 - No, I have never heard of it
2. Where did you first learn about cane furniture? (*Select one*)
 - Social Media (Facebook, Instagram, YouTube)
 - Online Marketplaces (Daraz, Evaly)

- Physical Furniture Stores
- Word of Mouth (Friends, Family)
- Other (Please specify) _____

3. How knowledgeable are you about cane furniture's sustainability benefits? (*Likert Scale: 1 = Not aware at all, 5 = Very well-informed*)

- 1 – Not aware at all
- 2 – Slightly aware
- 3 – Somewhat aware
- 4 – Well-informed
- 5 – Very well-informed

4. Do you believe cane furniture is an eco-friendly alternative to wood?

- Yes, definitely
- Somewhat, but I need more information
- No, I don't think it's eco-friendly

5. Before today, were you aware that cane furniture can last for years with proper care?

- Yes, I knew that
- No, I thought it was not durable
- Not sure

Section 2: Perception of Cane Furniture

6. What is your main concern about cane furniture? (*Select up to two*)

- High price
- Durability concerns
- Limited design variety
- Not enough information about it
- Other (Please specify) _____

7. How important is sustainability when choosing furniture? (*Likert Scale: 1 = Not important at all, 5 = Extremely important*)

- 1 – Not important at all
- 2 – Slightly important
- 3 – Somewhat important
- 4 – Important
- 5 – Extremely important

8. Do you think cane furniture is stylish and fits modern home décor trends? (*Likert Scale: 1 = Not at all, 5 = Very much*)

- 1 – Not at all
- 2 – Slightly
- 3 – Somewhat

- 4 – Mostly
- 5 – Very much

9. What would encourage you to buy cane furniture? (*Rank from 1 = Most important to 4 = Least important*)

- More education on sustainability
- More modern and stylish designs
- Lower price
- Customer testimonials and reviews

Section 3: Purchase Intentions

10. Have you ever purchased cane furniture before?

- Yes, I own cane furniture
- No, but I have considered buying it
- No, and I have never thought about it

11. How likely are you to purchase cane furniture in the next 6 months? (*Likert Scale: 1 = Not likely, 5 = Very likely*)

- 1 – Not likely
- 2 – Slightly likely
- 3 – Neutral
- 4 – Likely
- 5 – Very likely

12. If you are hesitant to buy cane furniture, what is the biggest reason? (*Select one*)

- It is expensive compared to alternatives
- I am unsure about its durability
- I do not know where to buy it
- I do not have enough information on its benefits

13. Do you think furniture brands should do more to educate customers about sustainable options?

- Yes, more awareness is needed
- Maybe, but I already know enough
- No, it does not affect my buying decision

Section 4: Marketing & Branding Impact

14. Where do you prefer to receive information about new furniture? (*Select one*)

- Social media posts and ads
- Online blogs and websites
- Word of mouth (friends and family)
- In-store experience

15. Would influencer recommendations affect your decision to buy cane furniture? (*Likert Scale: 1 = Not at all, 5 = Very much*)

- 1 – Not at all
- 2 – Slightly
- 3 – Neutral
- 4 – Somewhat
- 5 – Very much

16. Do you trust brands that promote sustainability as their core value?

- Yes, it makes me more likely to buy
- Maybe, but I need proof of sustainability
- No, branding does not influence me

17. Would customer reviews and testimonials make you more confident in buying cane furniture? (*Likert Scale: 1 = Not at all, 5 = Very much*)

- 1 – Not at all
- 2 – Slightly
- 3 – Neutral
- 4 – Somewhat
- 5 – Very much

Section 5: Customer Engagement

18. Would you be more likely to buy cane furniture if Boho Borfi provided sustainability workshops or awareness sessions?

- Yes, I would love to learn more
- Maybe, if it's easily accessible
- No, it would not impact my decision

19. Would you prefer a showroom visit before purchasing cane furniture or home décor?

- Yes, I prefer to see it in person
- No, online images are enough for me

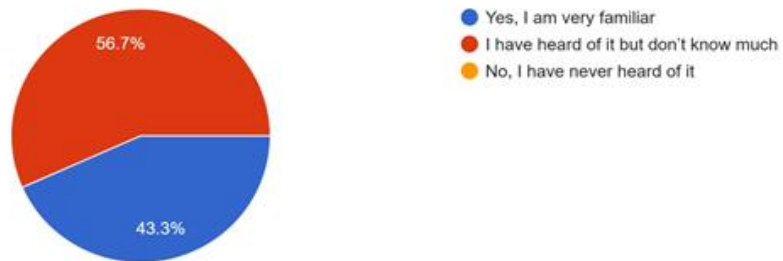
20. How likely are you to recommend sustainable furniture to others after knowing its benefits? (*Likert Scale: 1 = Not likely, 5 = Very likely*)

- 1 – Not likely
- 2 – Slightly likely
- 3 – Neutral
- 4 – Likely
- 5 – Very likely

b. Survey Response

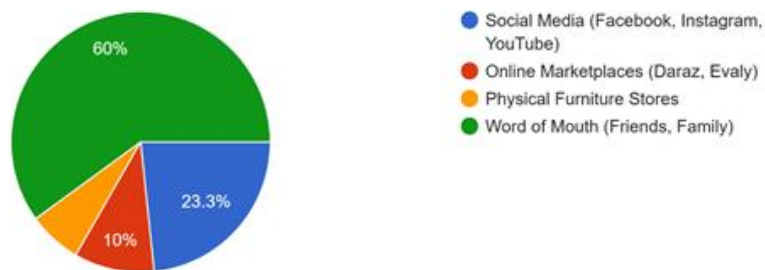
1. Have you heard of cane furniture before?

30 responses



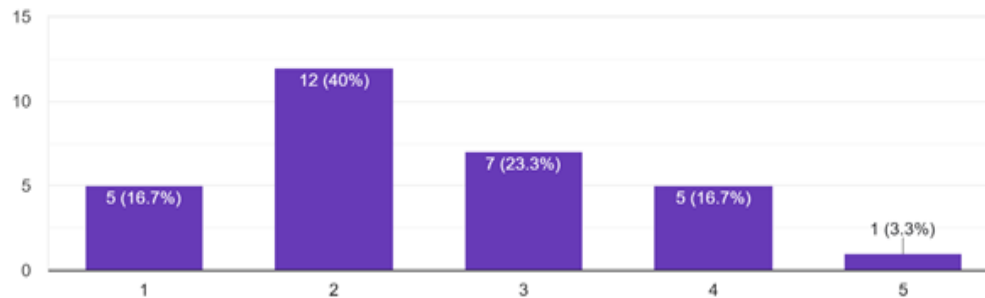
2. Where did you first learn about cane furniture? (Select one)

30 responses



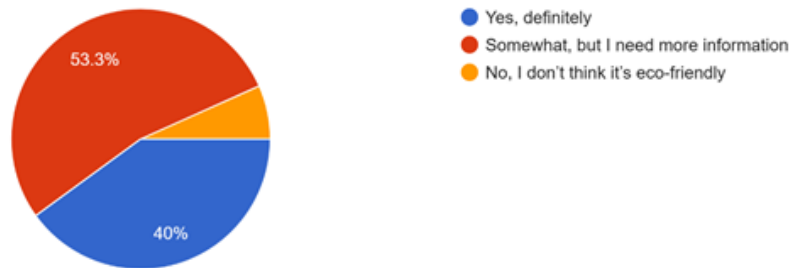
3. How knowledgeable are you about cane furniture's sustainability benefits? (Likert Scale: 1 = Not aware at all, 5 = Very well-informed)

30 responses



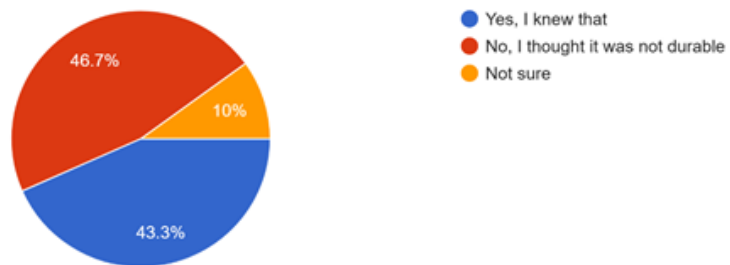
4. Do you believe cane furniture is an eco-friendly alternative to wood?

30 responses



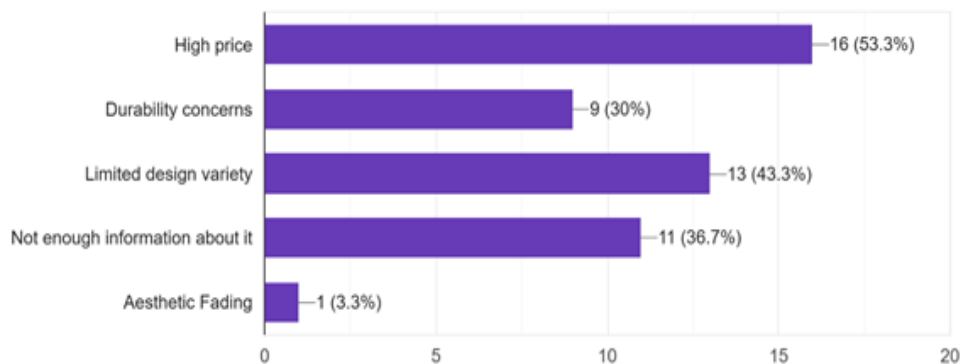
5. Before today, were you aware that cane furniture can last for decades with proper care?

30 responses



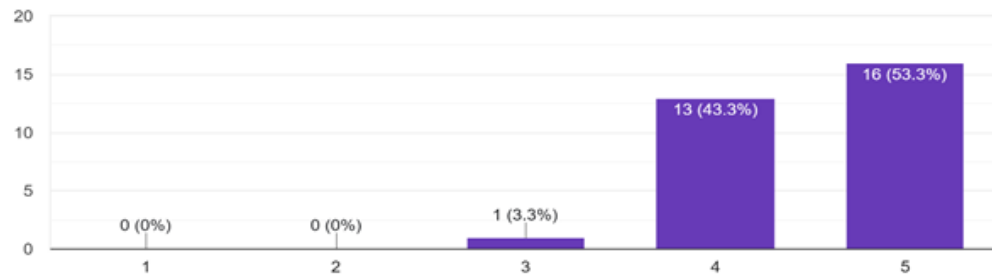
6. What is your main concern about cane furniture? (Select up to two)

30 responses



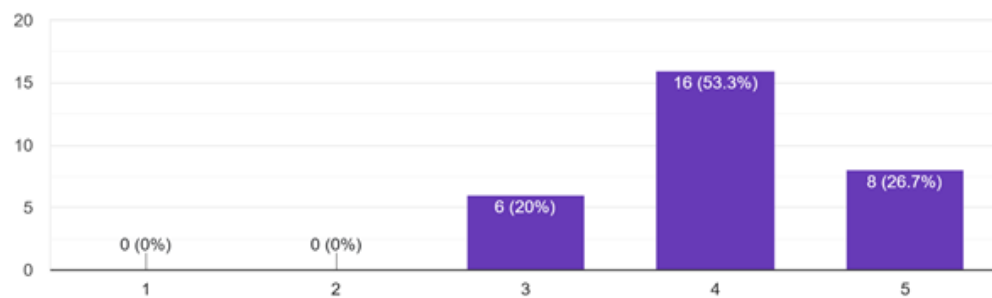
7. How important is sustainability when choosing furniture? (Likert Scale: 1 = Not important at all, 5 = Extremely important)

30 responses



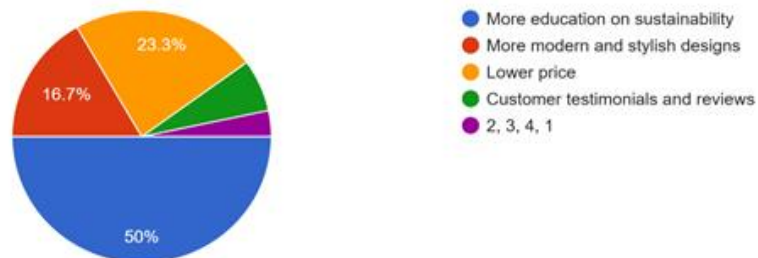
8. Do you think cane furniture is stylish and fits modern home décor trends? (Likert Scale: 1 = Not at all, 5 = Very much)

30 responses



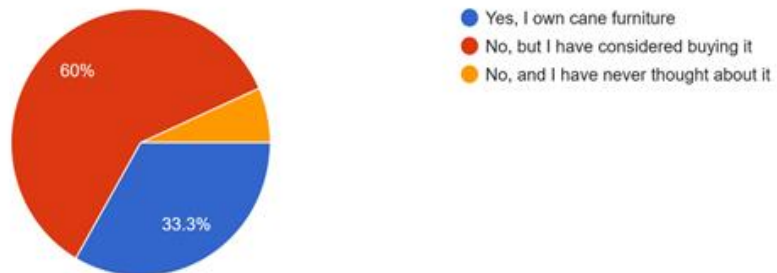
9. What would encourage you to buy cane furniture?

30 responses



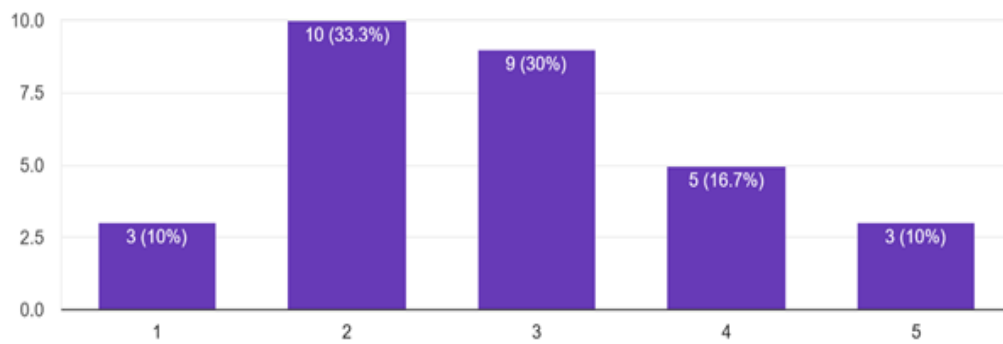
10. Have you ever purchased cane furniture before?

30 responses



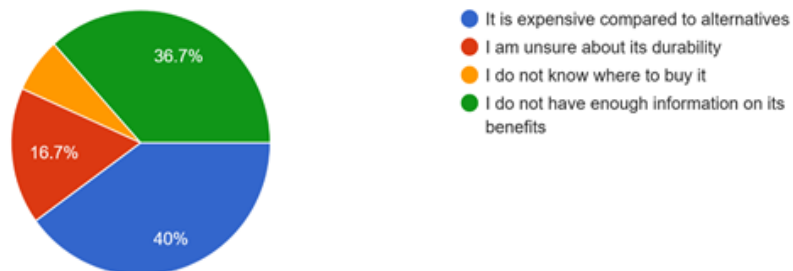
11. How likely are you to purchase cane furniture in the next 6 months? (Likert Scale: 1 = Not likely, 5 = Very likely)

30 responses



12. If you are hesitant to buy cane furniture, what is the biggest reason? (Select one)

30 responses



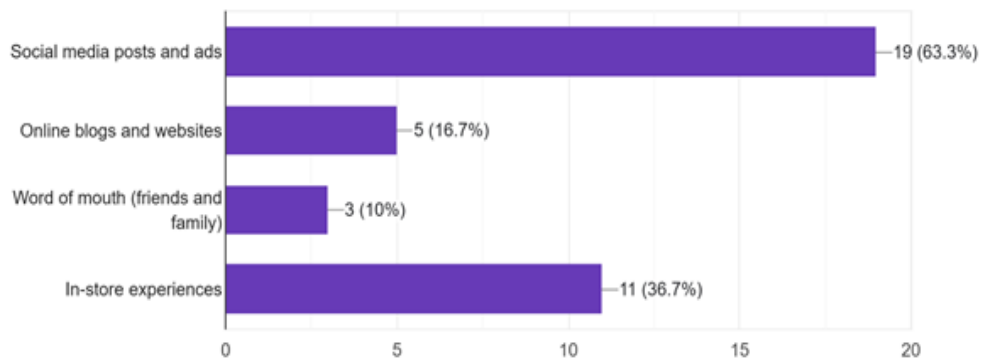
13. Do you think furniture brands should do more to educate customers about sustainable options?

30 responses



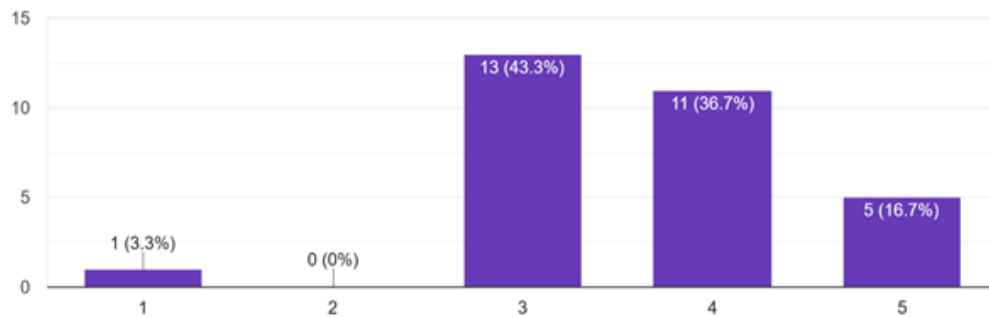
14. Where do you prefer to receive information about new furniture? (Select one)

30 responses



15. Would influencer recommendations affect your decision to buy cane furniture? (Likert Scale: 1 = Not at all, 5 = Very much)

30 responses



16. Do you trust brands that promote sustainability as their core value?

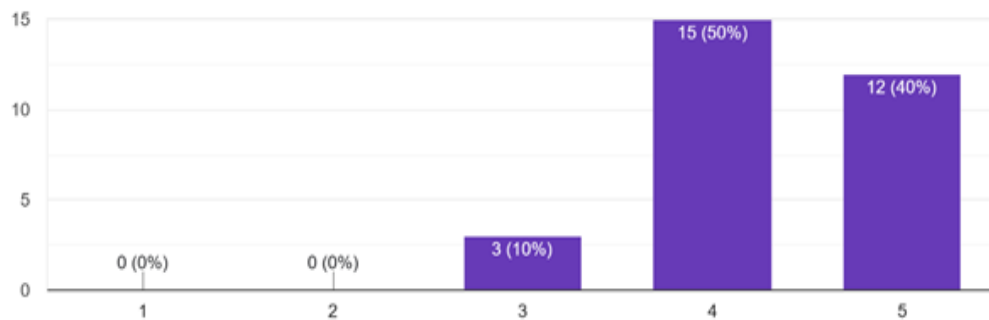
30 responses



17. Would customer reviews and testimonials make you more confident in buying cane furniture?

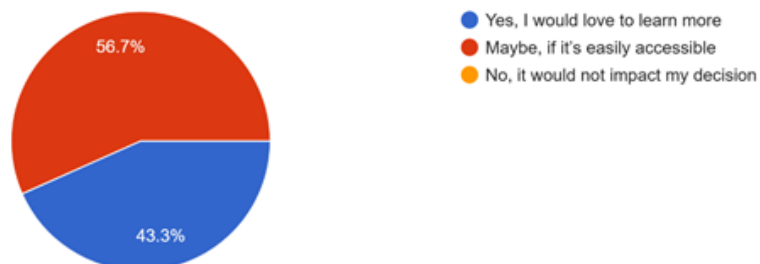
(Likert Scale: 1 = Not at all, 5 = Very much)

30 responses



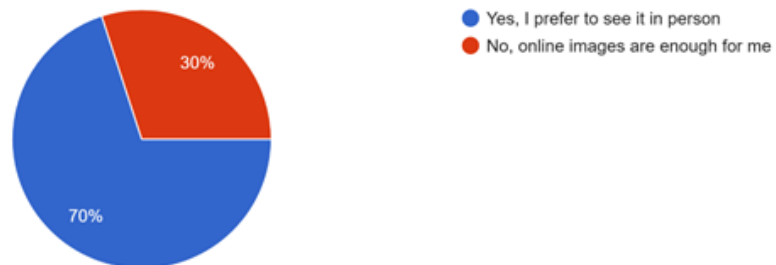
18. Would you be more likely to buy cane furniture if Boho Borfi provided sustainability workshops or awareness sessions?

30 responses



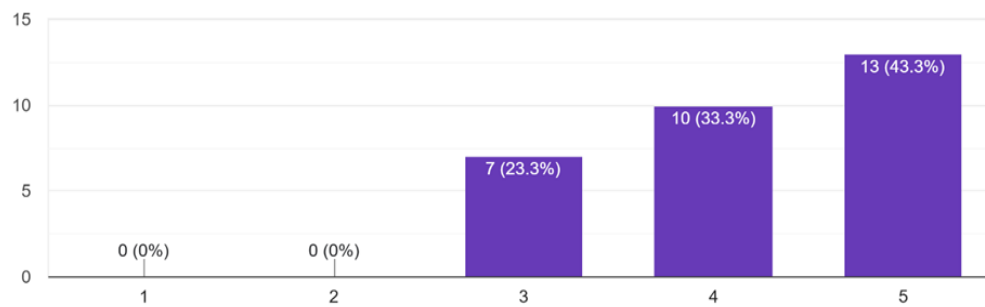
19. Would you prefer a showroom visit before purchasing cane furniture or home decor ?

30 responses



20. How likely are you to recommend sustainable furniture or home décor to others after knowing its benefits? (Likert Scale: 1 = Not likely, 5 = Very likely)

30 responses



b. Appointment Letter



Boho Borfi

70/B Panthapath Signal, Opposite of Pani Bhaban, Dhaka 1205, Bangladesh
Email: bohoborfi@gmail.com
Phone: +880 1752 205107
Date: 12 February, 2025

To:
Fahim Faisal Amir Soykot
Department of Business Administration
University of Liberal Arts Bangladesh (ULAB)

Subject: Internship Offer Letter for Fahim Faisal Amir Soykot

Dear Fahim,

We are pleased to offer you, Fahim Faisal Amir Soykot (ID: 201011233), a BBA student majoring in HRM at ULAB, an internship opportunity at Boho Borfi.

Internship Details:

- Position: Operation Officer (Business Research Intern)
- Duration: [18-02-25] – [18-05-25]
- Working hour: [10am] - [5pm]
- Compensation: unpaid
- Location: 70/B Panthapath Signal, Opposite of Pani Bhaban, Dhaka 1205, Bangladesh
- Reporting Supervisor: Adnan Mahfuz Khan, CMO

We believe this internship will provide valuable insight and contribute to Boho Borfi's growth. Please report to the supervisor on your first day of joining as an intern.

Sincerely,

A handwritten signature in black ink, appearing to read 'Adnan'.



Adnan Mahfuz Khan
CMO
Boho Borfi
bohoborfi@gmail.com | +880 1914 120883



70/B Panthapath Signal, Opposite of Pani Bhaban, Dhaka 1205, Bangladesh



INTERNSHIP PROPOSAL FORM

Name:	Fahim Faisal Amir Soykot
ID:	201011233
Department:	School of Business
Supervisor's Name (Faculty):	Muhammad Hasibul Hasan
Organization Name:	Boho Borfi
Internship Title:	Consumer Awareness and Purchase intentions for Sustainable Cane Furniture: Enhancing Boho Borfi's Market Positioning

Student's signature & date

Supervisor's signature & date

(Submit your Research Proposal to your Supervisor for approval)

CS003 (02) Page 1 of 1

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