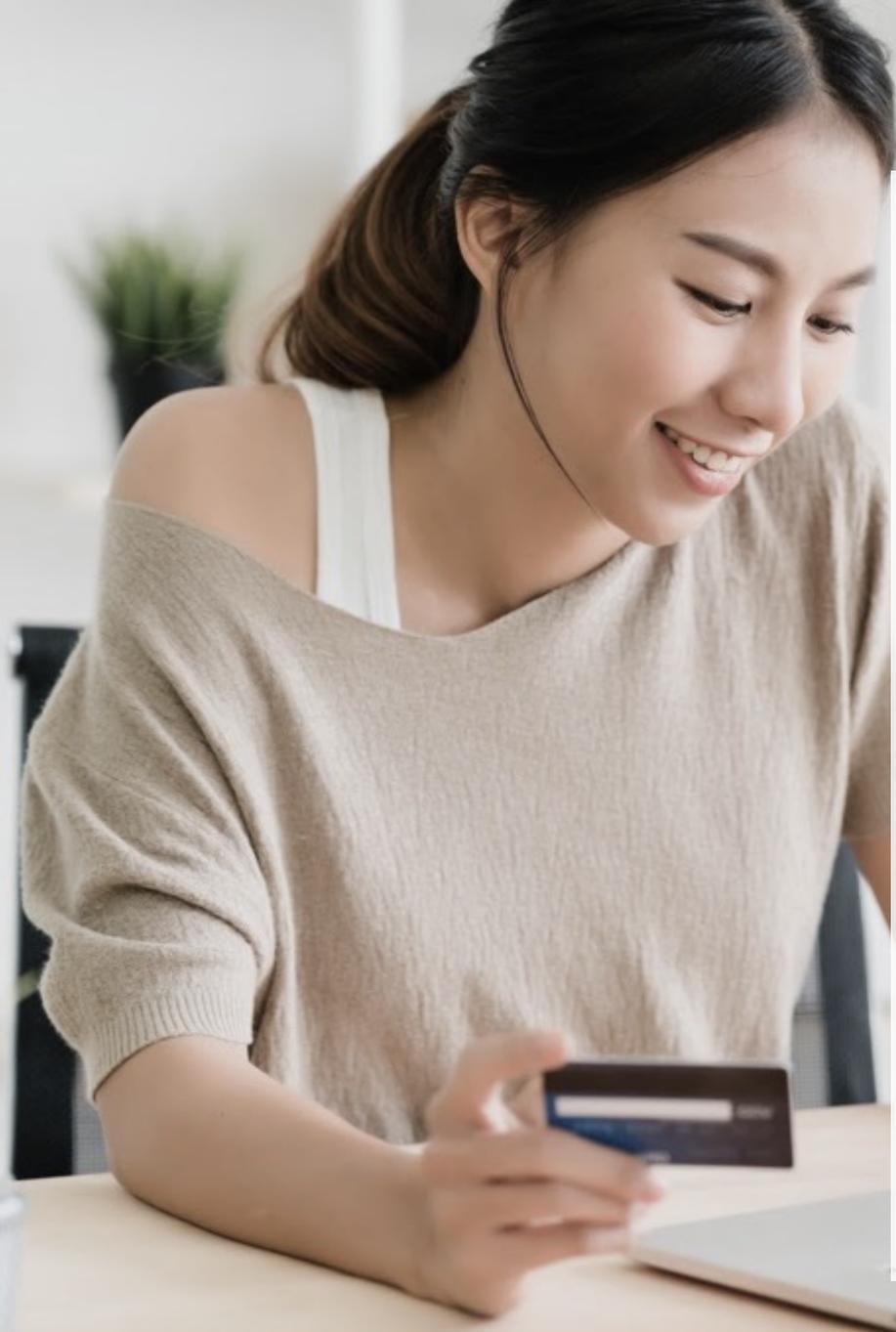




provoke  
insights

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Furniture: Brand Loyalty  
Spring 2022



## Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is useless without loyal customers.

Understanding brand loyalty and the consumer mindset is vital in helping brands manage and grow in today's ever-changing markets.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers and their loyalty to brands. The study covers multiple industries, including furniture.

A photograph of a desk with a laptop, a notebook, and glasses. The laptop is on the left, the notebook is in the center, and the glasses are in the foreground. The background is a wooden desk.

## Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1<sup>st</sup> to March 10<sup>th</sup>, 2022.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).<sup>1</sup>

Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

# Overview



## Who's Buying Furniture?

Almost a tenth of Americans have purchased furniture in the last month; these shoppers are more likely to be parents and employed. A major home improvement commonly triggers these purchases. These furniture shoppers have discretionary income, as they are buying vacations, cars, and electronic items.



## A Lack of Loyalty

Loyalty to a furniture brand is not high, with most consumers buying from various companies.



## In-Store Purchase is Still Preferred

In-store furniture purchase is still the preferred channel, but online is catching up. Convenience is the main driver for online furniture shopping.

Several consumers expect to be buying furniture in the next six months. Two-thirds mention they would prefer to buy in-store vs. ecommerce.

Those looking to purchase furniture online are younger, wealthier, and living in urban areas.



9% of Americans purchased furniture in the last month



# Who's Buying Furniture?



Employed full-time **73%** vs. 63%



Pay more for sustainably sourced **53%** vs. 42%



Have children **50%** vs. 35%



Read online newspapers at least weekly  
**47%** vs. 37%



Concerned about shopping in-store due to covid  
**39%** vs. 27%

Furniture buyers are spending money on high ticket items.



Bought electronics **47%** vs. 18%



Went on a domestic vacation **35%** vs. 19%



Made a major home improvement **34%** vs. 8%



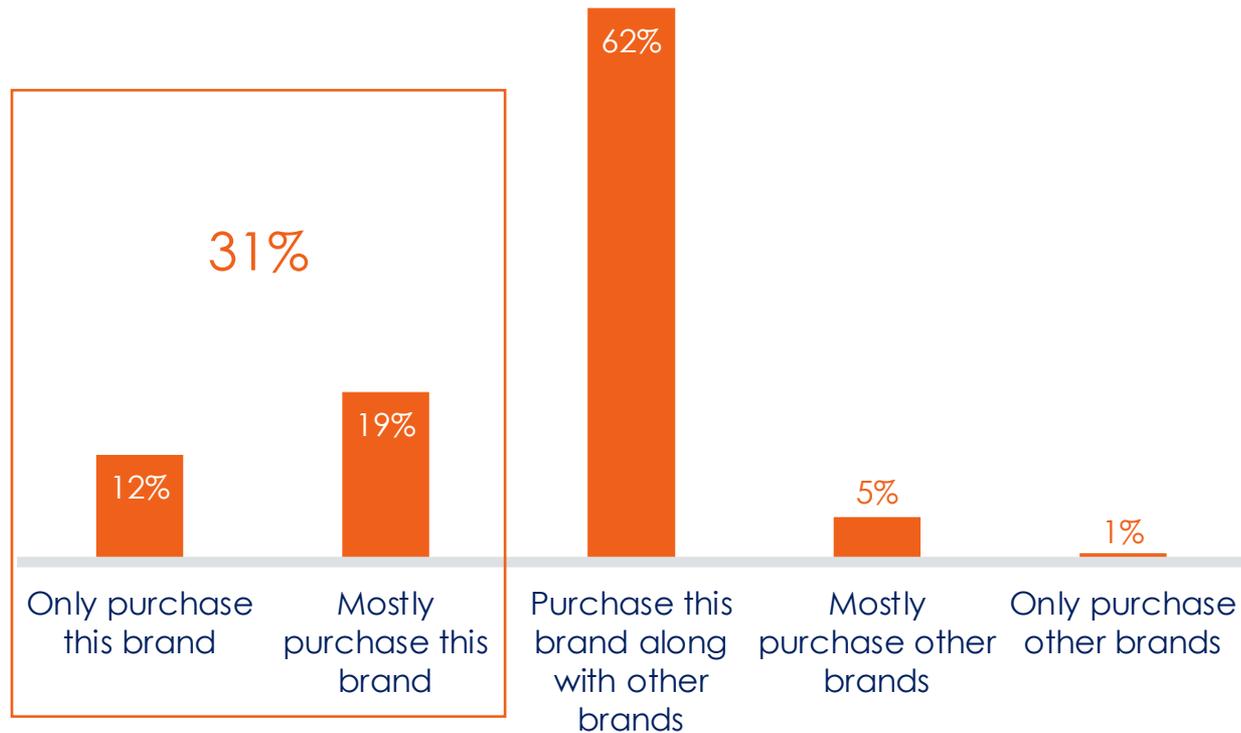
Bought/leased a car **14%** vs. 5%



Moved homes **12%** vs. 4%

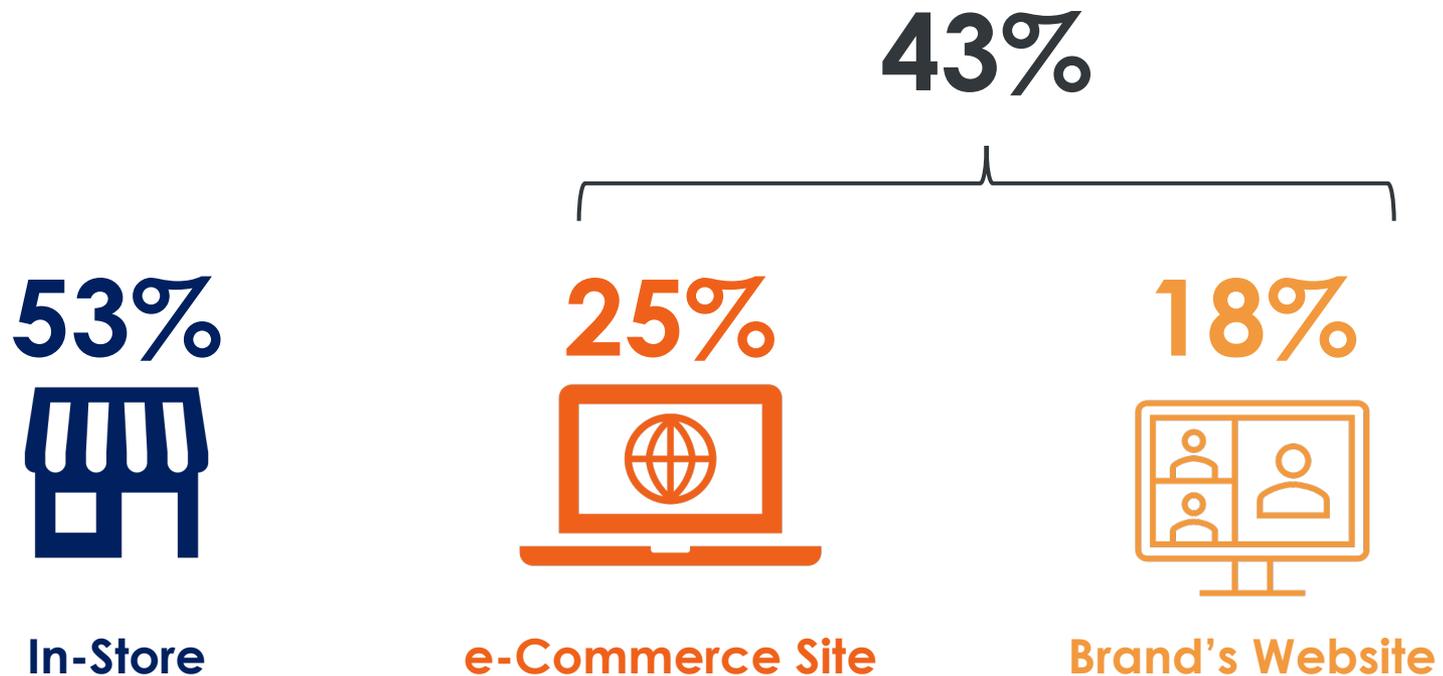
# Furniture Brand Loyalty

Less than a third of customers are loyal to a furniture brand.



# Where Consumers Are Purchasing Furniture

In-store purchases still dominate, but online is catching up.



*\*4% other method*

Ease of purchase is the main reason for purchasing online.

## Reason for Buying Online





60% of  
Americans are  
planning to purchase  
furniture in the next  
six months



# Who's Planning to Buy Furniture?



Optimistic for the future **75%** vs. 68%



Employed full-time **67%** vs. 59%



Pay more for sustainably sourced **50%** vs. 34%



Have children **43%** vs. 27%



Concerned about shopping in-store due to covid **31%** vs. 23%



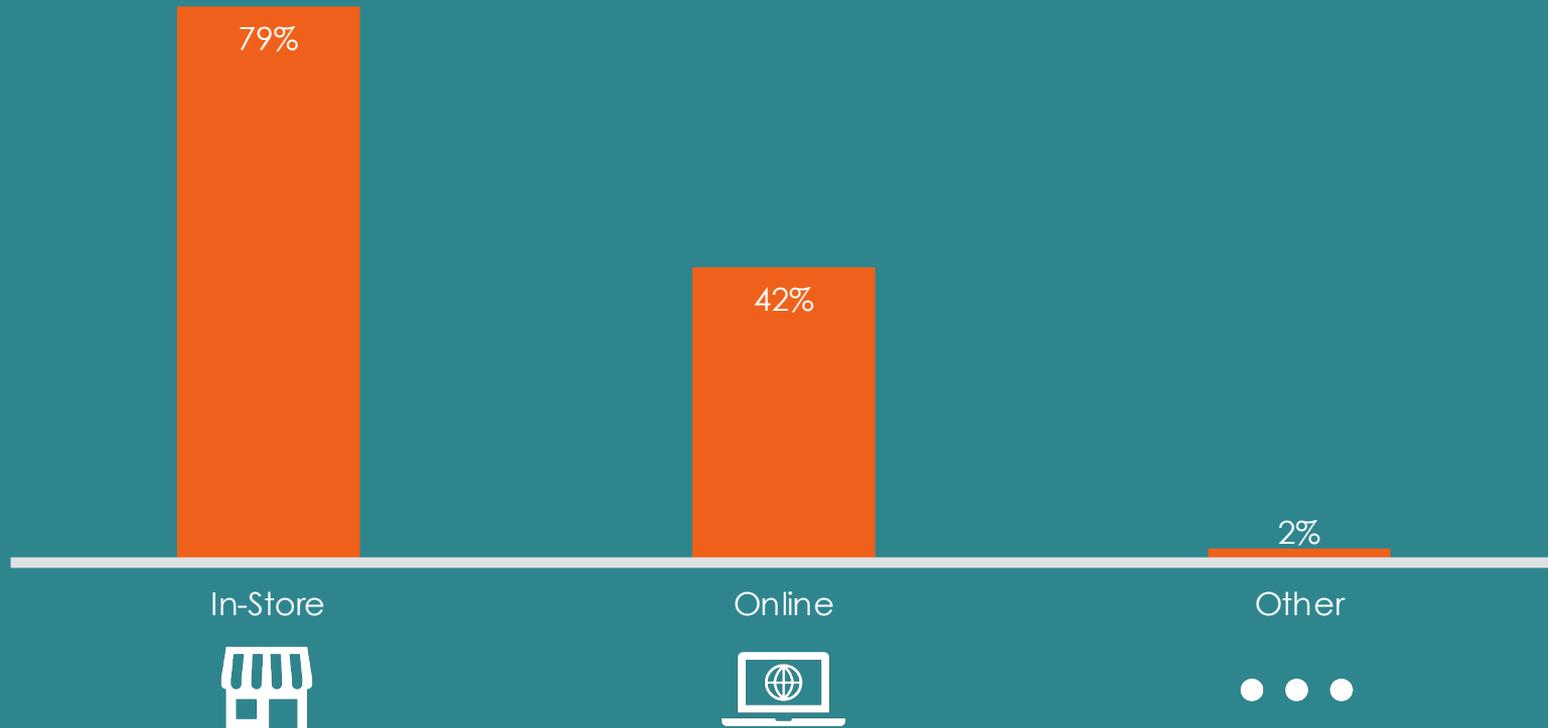
Make a major home improvement in the next 3 months **16%** vs. 7%



Move homes **10%** vs. 3%

# Those Planning to Buy Furniture Want to Purchase In-Store

Where Consumers Plan to Purchase Furniture



# Who's Planning to Purchase Furniture Online?



Average age **38** vs. 46



Pay more for sustainably sourced **57%** vs. 39%



Have children **50%** vs. 31%



Concerned about shopping in-store due to covid **38%** vs. 24%



Live in urban areas **36%** vs. 23%



Household Income \$150K+ **23%** vs. 16%



Make a major home improvement in the next 3 months **19%** vs. 10%

# Respondent Overview

## Gender



**53%**  
Female



**47%**  
Male

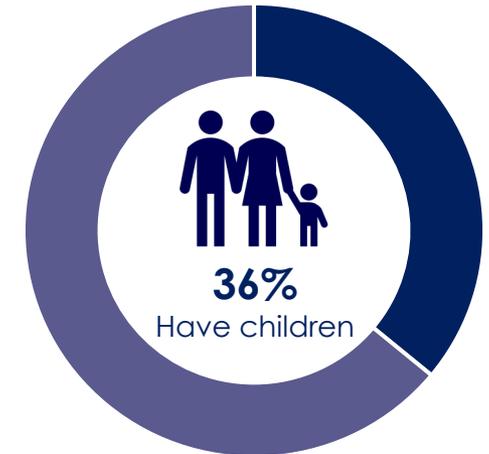
## Generation

**44 years old**  
Average Age

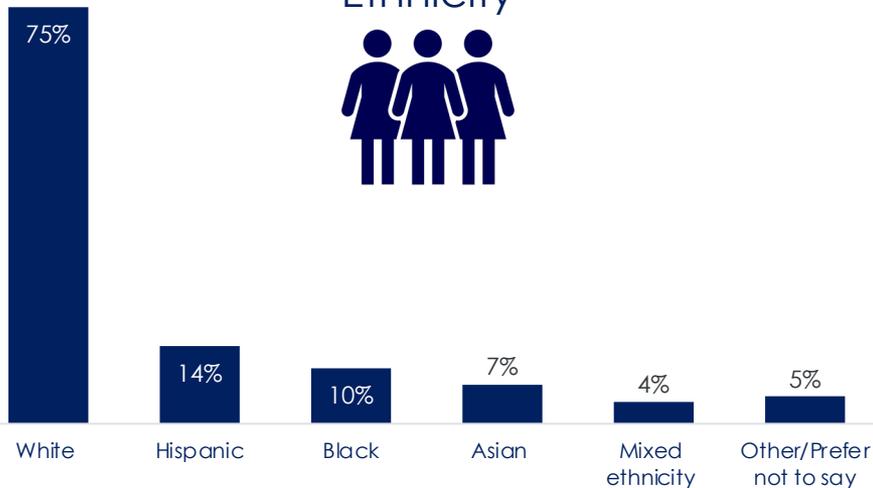


**Z** 7% Gen Z      **X** 34% Gen X  
**M** 38% Millennials      **B** 21% Baby Boomers

## Parental Status



## Ethnicity



## Household Income



# About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to [breeda@provokeinsights.com](mailto:breeda@provokeinsights.com).