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# **END-USER AWARENESS OF ENVIRONMENTALLY APPROPRIATE WOOD PRODUCTS IN SLOVAKIA**

# CONTENTS

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- ✕ Introduction
- ✕ Product labelling programs
- ✕ Criteria for wood
- ✕ Research background and objective
- ✕ Methods
- ✕ Results
- ✕ Conclusion

# INTRODUCTION

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- ✘ Consumers in growing number seek and prefer products without negative impact on the environment
- ✘ Many programs available to assist consumers to make purchasing decisions (environmental labels, declarations)
- ✘ Products bearing eco-label should have the potential to reduce certain negative environmental impacts comparing to other products in the same product group

# PRODUCT LABELLING PROGRAMS

- ✗ EU eco-label scheme – to promote products which have the potential to reduce negative environmental impacts (part of EU integrated product policy) – EU flower
- ✗ SK – Law on the environmental labelling of products
- ✗ EAP label– environmentally appropriate product
- ✗ assessment of life cycle based on environmental aspects (air, water, soil protection, natural resources management, biodiversity etc.)



# CRITERIA FOR WOOD

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- ✗ wood - versatile material with different substitutes thus different criteria defined for different uses
- ✗ EU labelling scheme covers:
  - + copying and graphic paper
  - + tissue paper
  - + wooden furniture and printed paper (criteria under development)
- ✗ additional requirements for wood as a material under the criterion “Fibres – sustainable forest management”
- ✗ this criterion includes requirements for the percentage of wood originating from legal, sustainable and certified sources

# RESEARCH BACKGROUND AND OBJECTIVE

- ✘ *Kaputa* – majority of questioned wood processing companies in SR consider their consumers as not environmentally sensitive, however over 60% anticipate changes in consumers' preferences for environmental characteristics of wood products
- ✘ *Rusko and Pekova* – only 38% recognise a national environmental label for EAP
- ✘ main aim of our research – **to reveal the end users awareness of EAP with the emphasis on the perception of wood products attributes**

# METHODS

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- ✖ questionnaire survey
- ✖ 725 respondents
- ✖ 9 Q related to the awareness of EAP
- ✖ 6 Q related to population data
- ✖ frequency analysis used

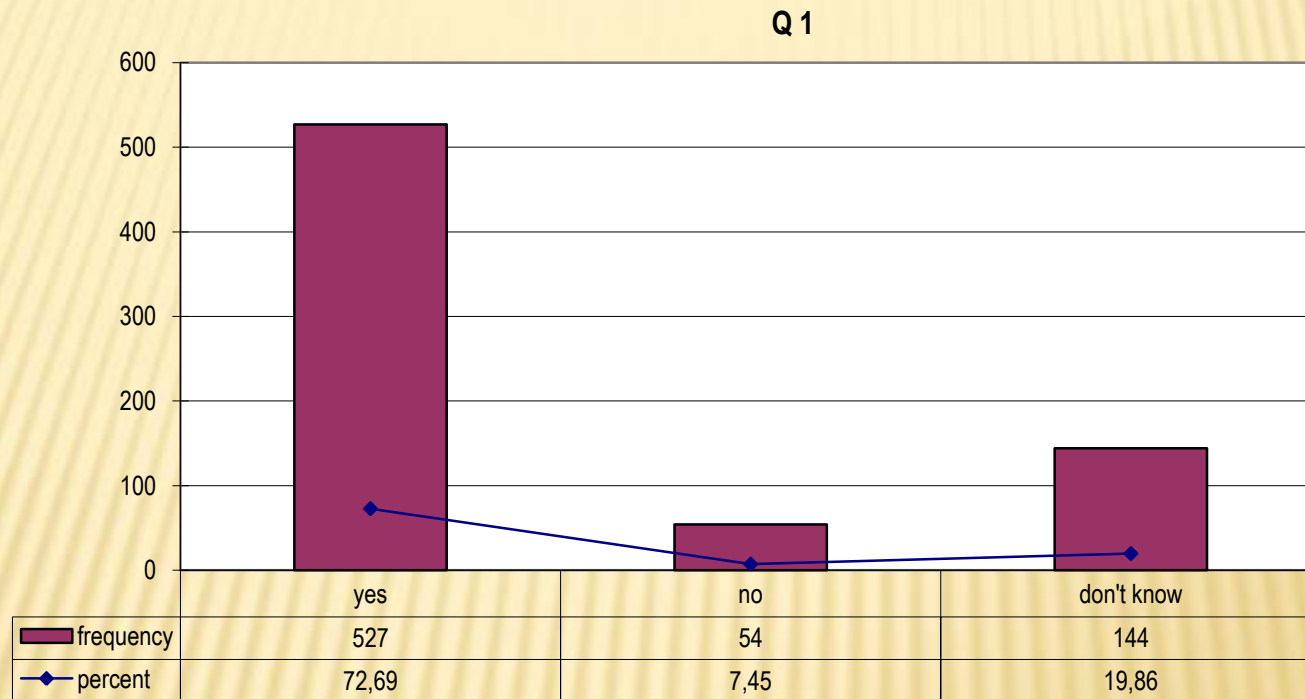
# RESULTS

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- ✖ 52% of women
- ✖ 38% between 21-30 years
- ✖ 69% concluded secondary education
- ✖ 40% with income ranging from 333 to 664 EUR
- ✖ 25% with no regular income

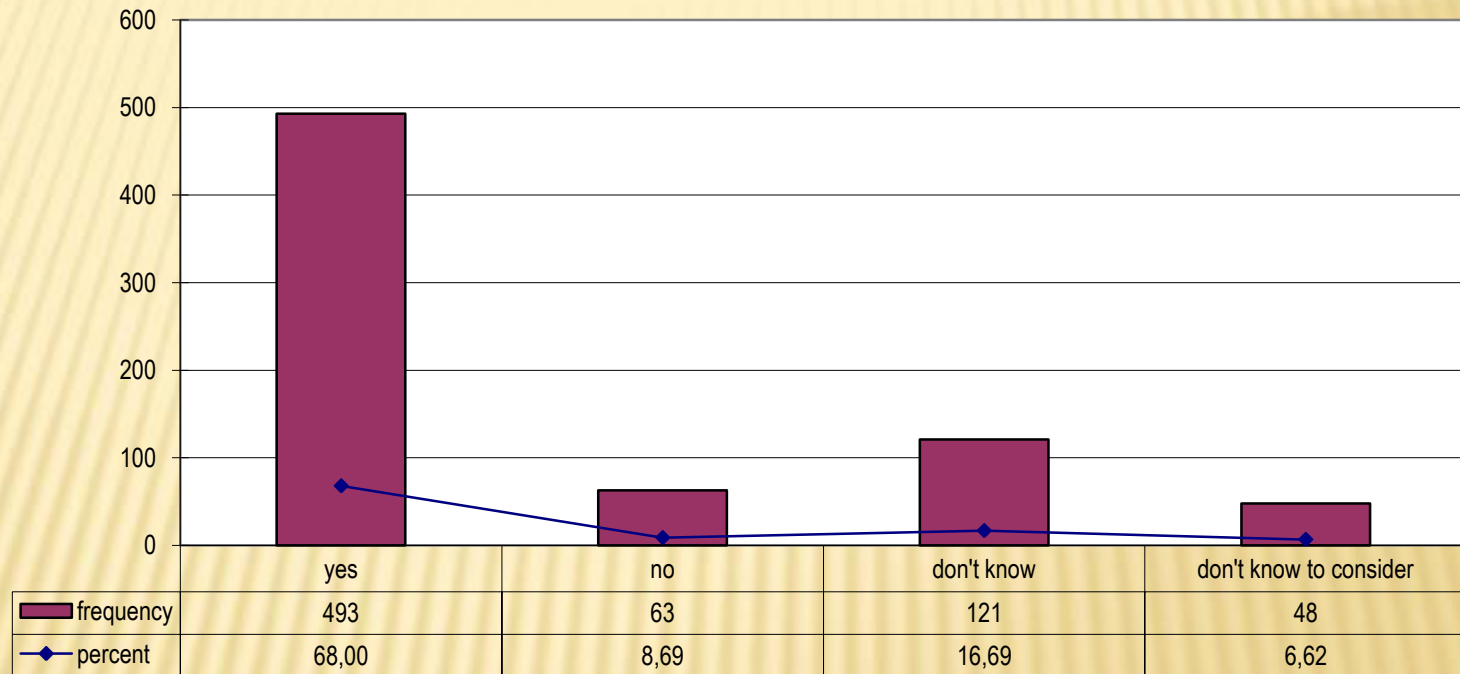


# Preferences for purchasing products if consumers knew about their positive environmental properties to common products?



# Are wood products considered to have a lesser environment impact in comparison to products made of glass, metal and plastics?

Q 2



## Perception of differences between “environmentally appropriate wood product” (EAP) and common (conventional) wood product.

	EAP has better quality	EAP has longer durability	EAP is less harmful to the environment	EAP has better design	EAP is easily disposed after it has been used	Production EAP is more environment ally friendly	Price of EAP is higher	I cannot see any differences between them	other differences
frequency	154	98	541	25	355	441	269	65	2
Percent	21.24	13.52	74.62	3.45	48.97	60.83	37.10	8.97	0.28

## Sustainable Forest Management

1. Maintenance and management of forests as a tool for tackling global warming (S1)
2. Effort to maintain forests in good health conditions (S2)
3. Production of wood and non-wood forest products (e.g. mushrooms etc.) (S3)
4. Effort to protect and maintain forest diversity (e.g. natural forests etc.) (S4)
5. Forest contribution to the protection of water resources and soil (S5)
6. Use of forests by people for recreation, rest, work and other activities (S6)

Statement	S1	S2	S3	S4	S5	S6
Weighted mean	2.90	2.54	3.96	2.98	3.63	4.98
Modus	1	1	5	2	4	6
Final order	2	1	5	3	4	6



## Have you ever heard of certified wood and wood products?

	frequency	percent
yes	274	37.79
no	397	54.76
don't know	54	7.45

## Which products are in consumer's opinion connected with the term EAP?

	office paper	agricultural products	household and sanitary paper products (toilet paper, tissues etc.)	leather products (shoes, jackets etc.)	wooden furniture	wooden buildings	plastic products (e.g. PET bottles)	cleaning agents for households	other
frequency	334	430	353	103	414	363	43	26	22
percent	46.07	59.31	48.69	14.21	57.10	50.07	5.93	3.59	3.03

## Which statement connected to labels would stimulate consumers to buy products labelled as EAP?

Statements	Frequency	Percent
Product is produced from materials sourced in a way that respected sustainable development of society.	225	31.03
Product has less impact on the environment compared to common (conventional) products.	297	40.97
Production process has ecological character.	293	40.41
By purchasing this product I contribute to the maintenance of natural resources and environment for the future generation (my children, grandchildren etc.).	400	55.17
By producing this product manufacturers contribute to the wealth of the entire society (they do not follow only their own interests).	125	17.24
All statements.	98	13.52
Non statement.	27	3.72

## Influence of different factors on purchasing decisions when buying different wood products.

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Product	Most important factors
Office paper	price
Wooden furniture	quality, design, price , warranty
Construction timber	quality, price

✕ Labelling (EAP) – neutral influence



# Have you seen any of the following labells?

	Organic product I (SK)	Organic product II (SK)	EU flower	EAP (SK)	FSC	PEFC
frequency	88	526	150	261	124	144
percent	12.14%	72.55%	20.69%	36.00%	17.10%	19.86%



# CONCLUSION

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- ✖ 68% of respondents think that wood is environmentally more friendly than other materials
- ✖ over 70% of respondents would buy products if they knew that these products are environmentally appropriate
- ✖ over 55% of respondents would purchase EAPs if they knew that they contribute to the maintenance of natural resources for their descendants
- ✖ the understanding of sustainable forest management is linked to the effort to maintain forest stands in good health conditions and appropriate biological diversity in order to tackle the global - in spite of this, their awareness of the logos of the main forest certification schemes is weak
- ✖ more than 46% of respondents are convinced that agricultural products, wooden furniture, wooden buildings, household and sanitary paper products, and office paper are environmentally appropriate
- ✖ respondents link wood and wood products directly to the environment.

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THANK YOU FOR YOUR ATTENTION!