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CONSUMER PREFERENCES FOR FURNITURE

METHODS

- research: 2009-2010
- purposive sampling
- direct questioning and questioning via e-mail
- questionnaire structured into two parts:
  - demographic data
 - questions
- frequency and contingency analysis

METHODS

United factor

Gender	Age	Achieved education	United factor (UF)
Men (1)	18 – 30 years (1)	primary school (1)	111
		high school (2)	112
		university (3)	113
	31 – 50 years (2)	primary school (1)	121
		high school (2)	122
		university (3)	123
	over 51 years (3)	primary school (1)	131
		high school (2)	132
		university (3)	133
Women (2)	18 – 30 years (1)	primary school (1)	211
		high school (2)	212
		university (3)	213
	31 – 50 years (2)	primary school (1)	221
		high school (2)	222
		university (3)	223
	over 51 years (3)	primary school (1)	231
		high school (2)	231
		university (3)	233

RESULTS

Questioning	Absolute number	Relative number
Distributed questionnaires	685	100 %
Obtained questionnaires	620	90,5 %

Achieved education

3%
31%
66%
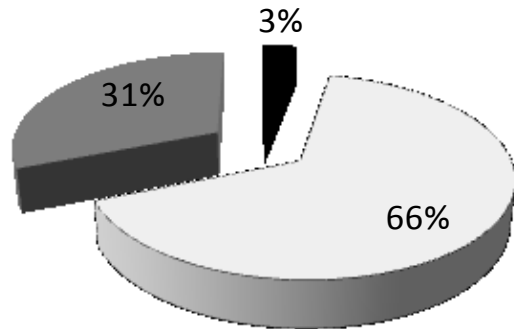
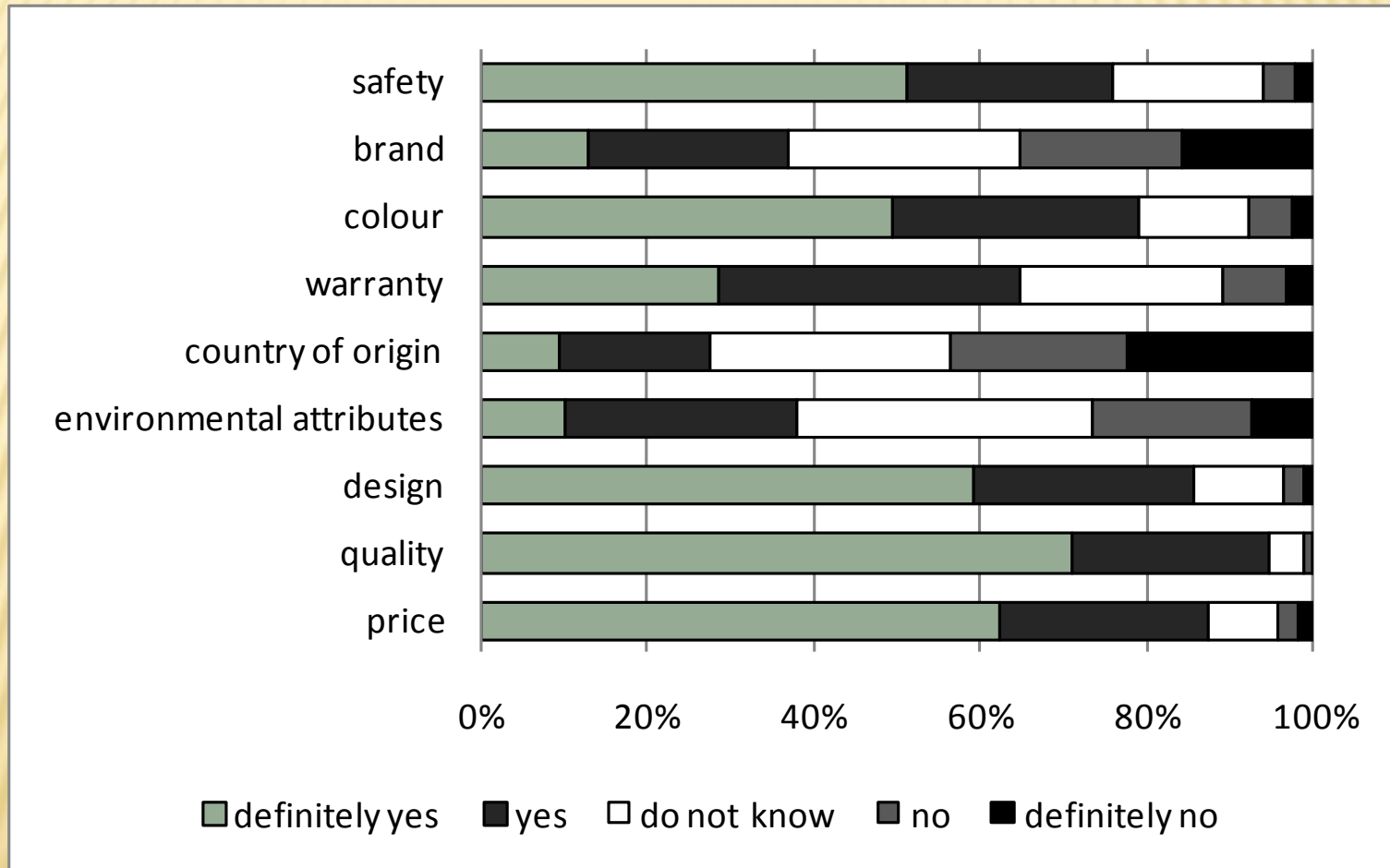■ primary school   □ grammar/high school   ■ college/university

Age

14%
34%
52%
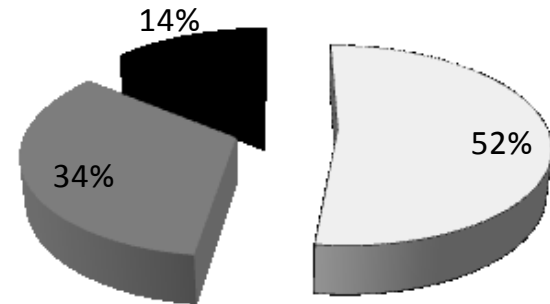
□ 18-30 years   ■ 31-50 years   ■ 51 and more years
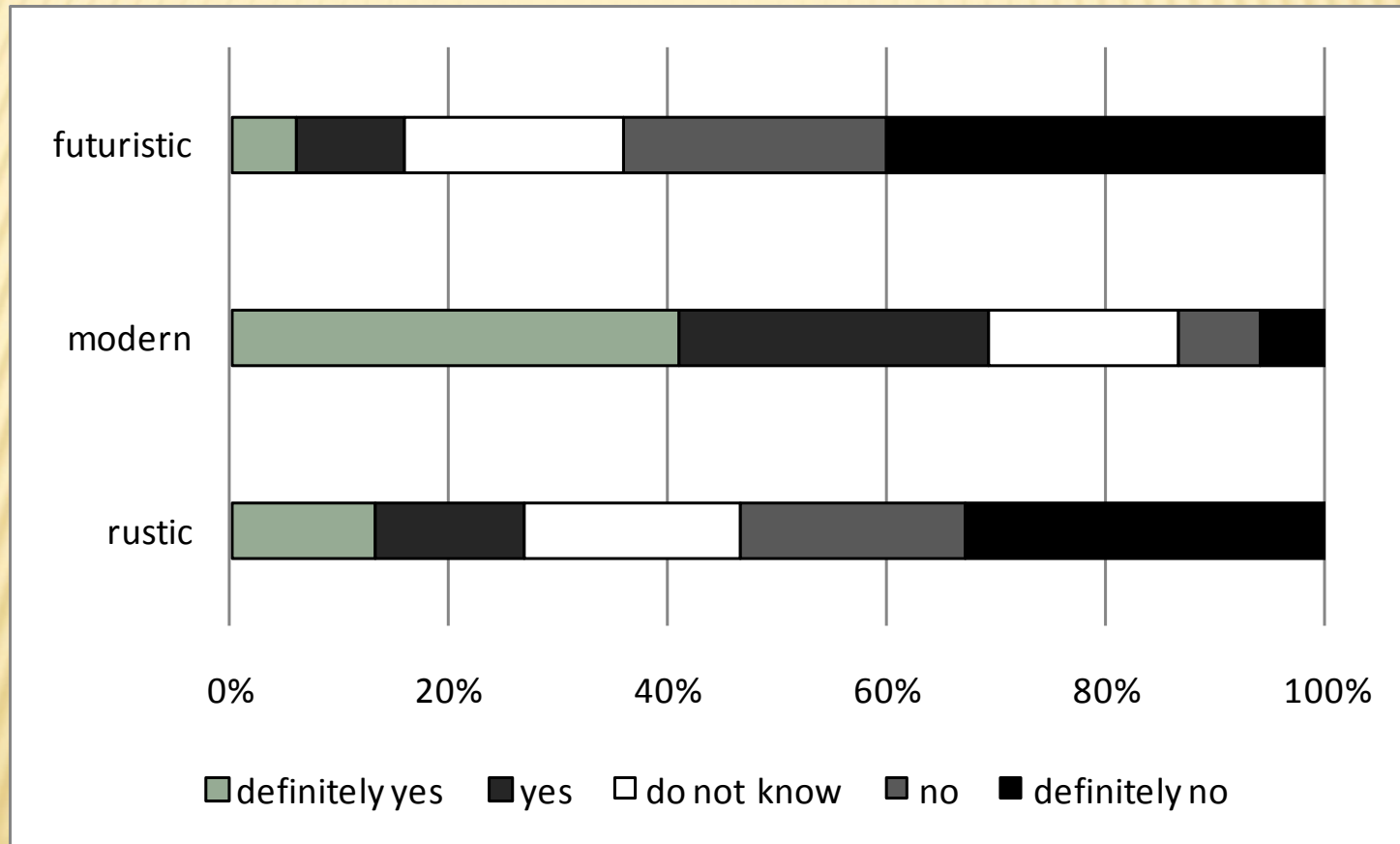
RESULTS

Purchase decision factors

RESULTS

Attitudes of respondents towards specific factors

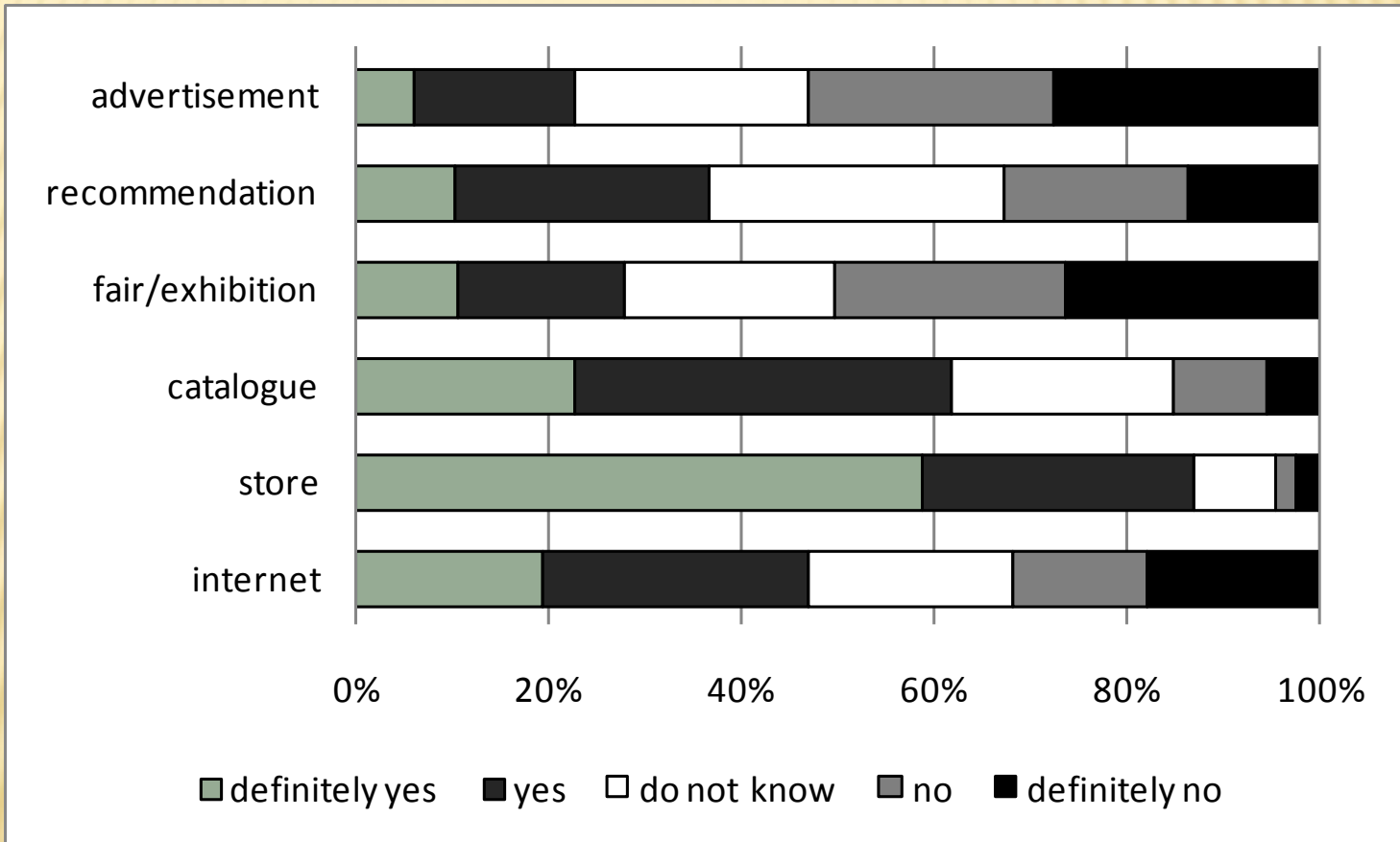| Factors	Answers		
	Positive answers	Do not know	Negative answers
Price	87,1 %	8,4 %	4,5 %
Quality	94,5 %	4,4 %	1,1 %
Design	85,6 %	10,6 %	3,7 %
Environmental attributes	37,9 %	35,5 %	26,6 %
Country of origin	27,3 %	29,0 %	43,7 %
Warranty	64,5 %	24,5 %	11,0 %
Colour	79,0 %	13,2 %	7,7 %
Brand	36,8 %	27,7 %	35,5 %
Safety	75,8 %	18,1 %	6,1 %

RESULTS

Preferences for basic furniture styles
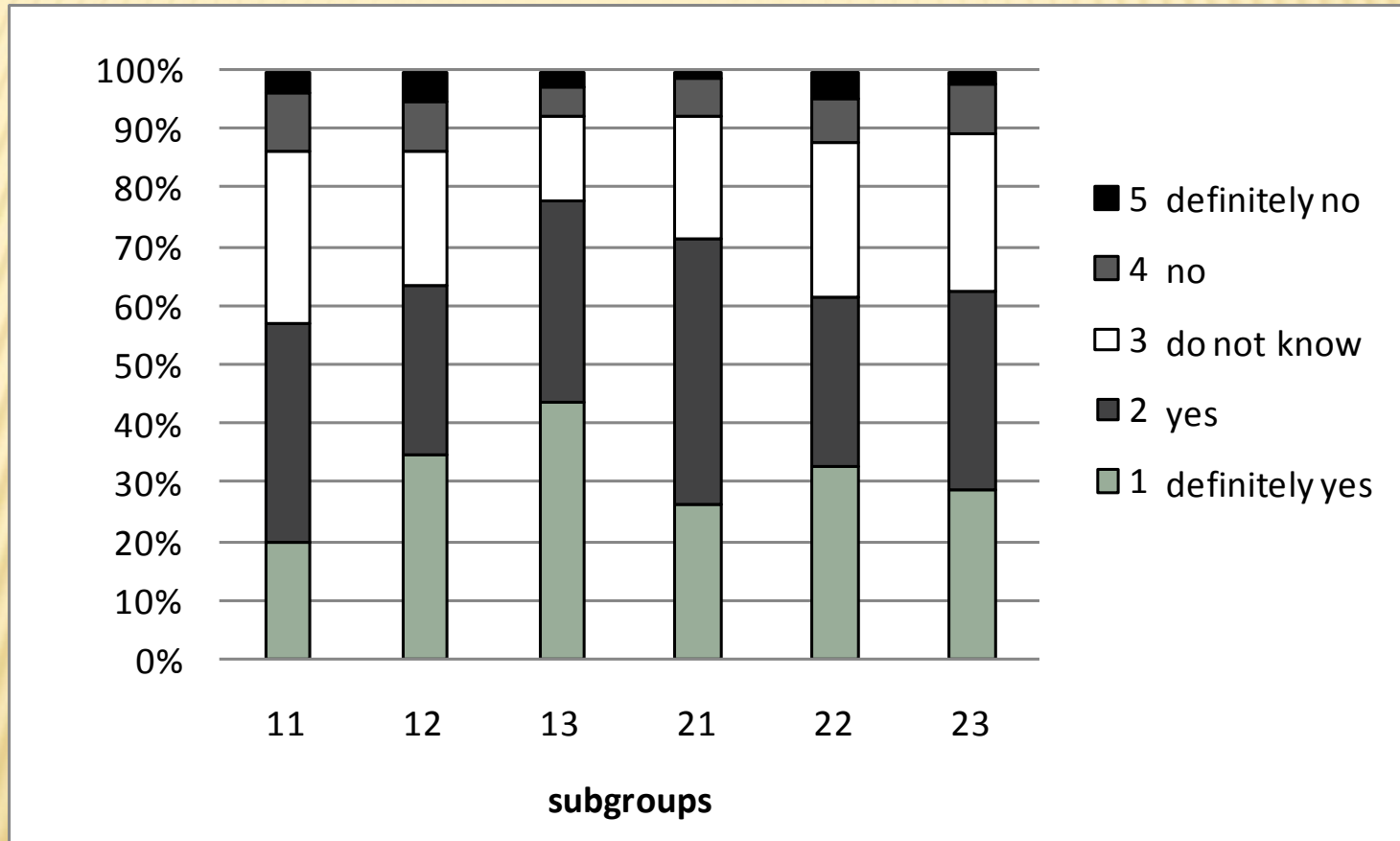
RESULTS

Source of purchase decision

RESULTS

Who made decision to buy furniture in a household?

13%

28%

59%

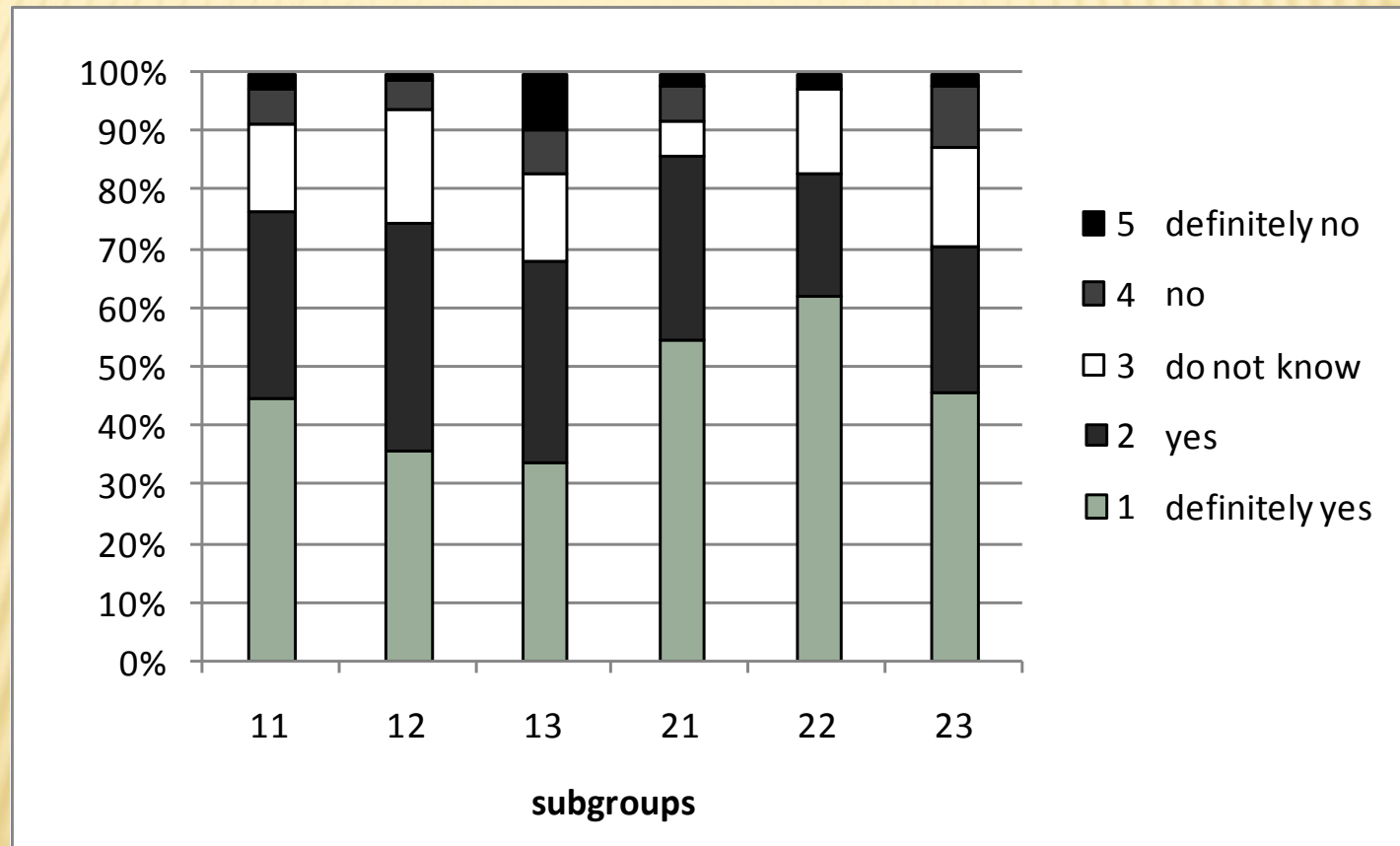■ man ■ woman □ compromise
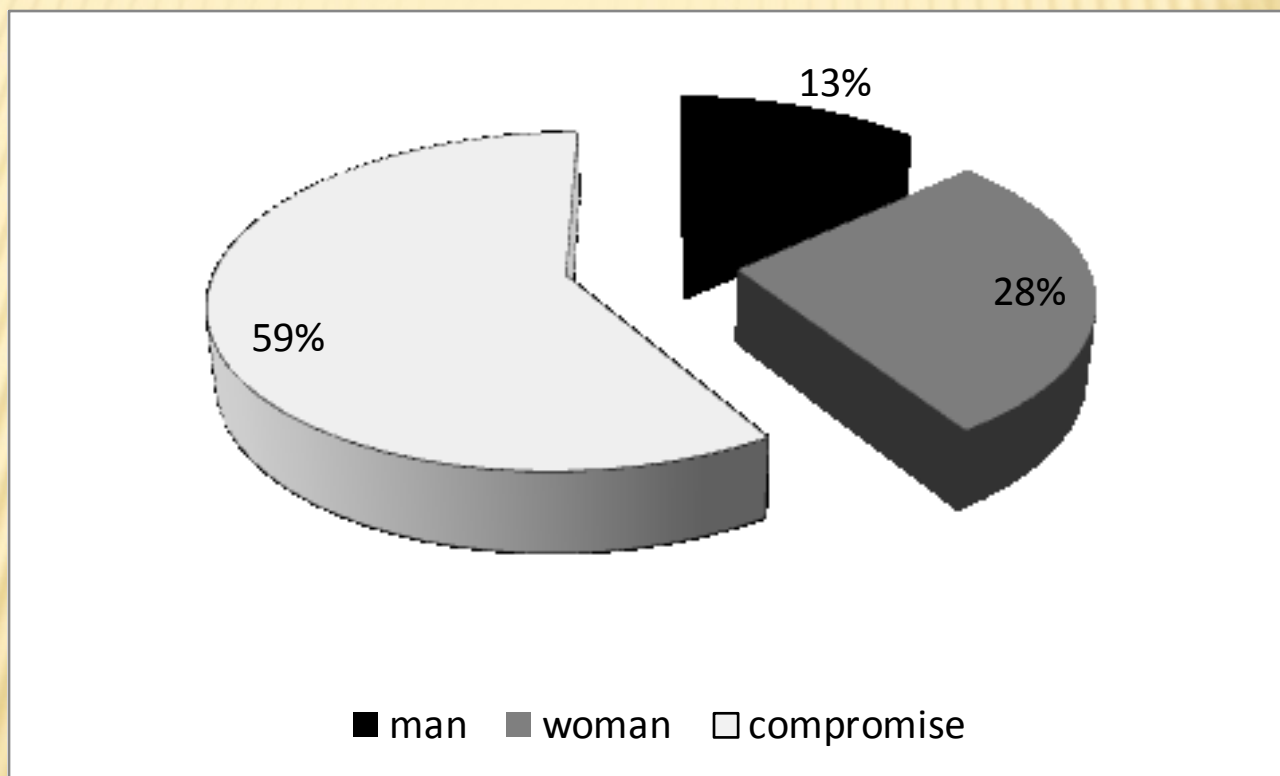
RESULTS
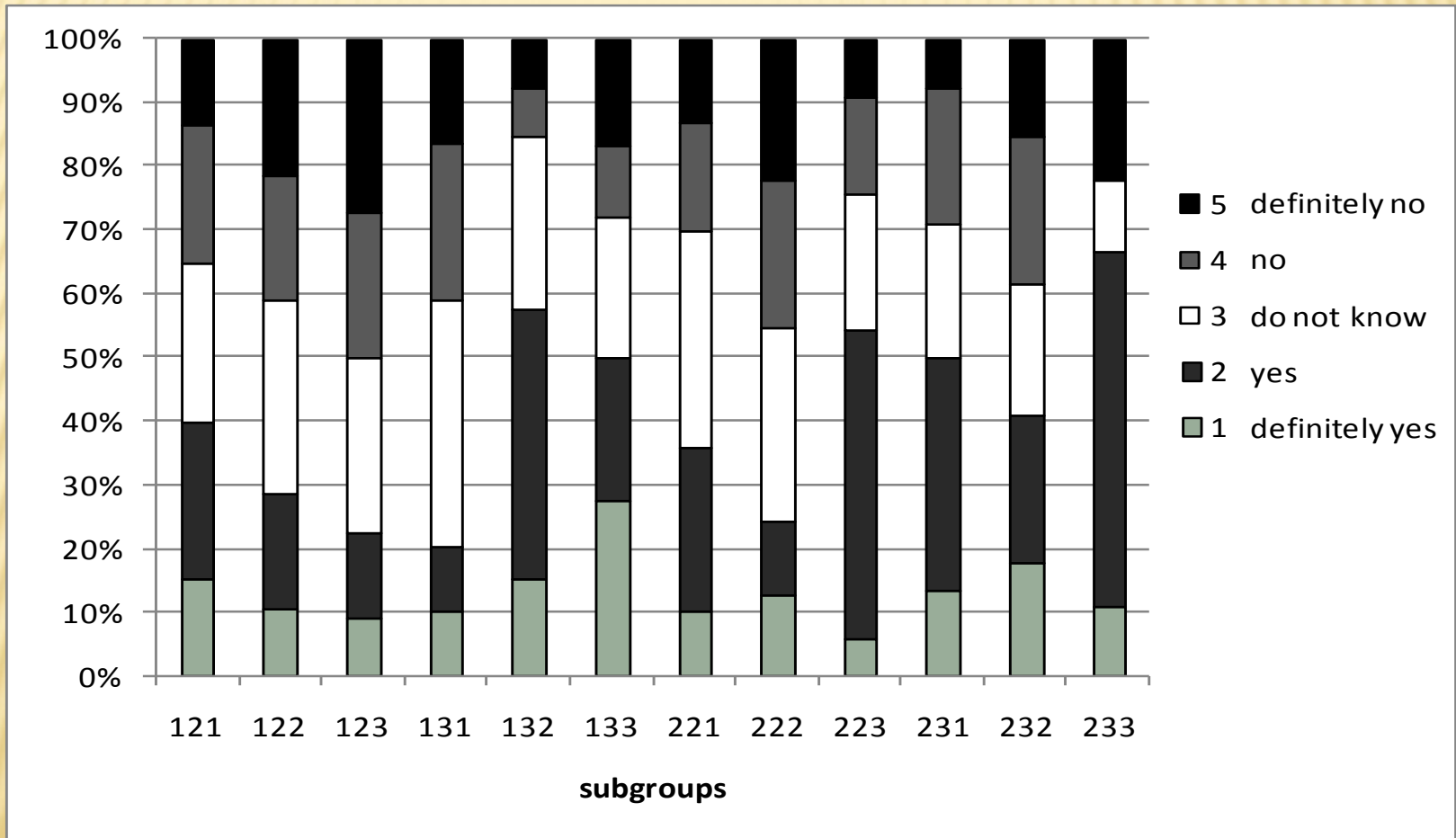
Significance of furniture warranty for purchase decision

RESULTS

Significance of furniture colour appearance for purchase decision

RESULTS

Significance of furniture brand for purchase decision

THANK YOU!