



The attitudes of participants in the chain of use of wood products

Assoc.prof.Darko Motik
Andreja Pirc, B.Sc.
Ariana Kruljac, Student

*WoodEMA Conference – WOOD PROCESSING AND FURNITURE MANUFACTURING:
present conditions, opportunities and new challenges*

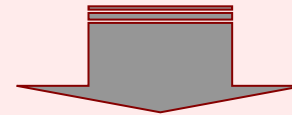
October 6th – 8th, 2010
Vyhne, Slovakia

INTRODUCTION



An indisputable facts:

- ❖ Many companies in different economic branches are at the crossroad of their life cycle
- ❖ Unpredictability of business changes, competition, the unstoppable globalization trends, innovations make market competition and survival increasingly more complex and demanding,
- ❖ The necessity to satisfy market needs of buyers/consumers encourage companies (even force them) to some extent to cooperate experts who can contribute to creating and/or increasing the value and, consequently, the use of their products



... INFORMATION IS A RESOURCE WHICH CREATES
NEW PRODUCT VALUE ...

IN FURNITURE INDUSTRY:
architects, designers, investors, the media, sellers,...

OBJECTIVE

Wood and wood products use in Croatia is still at an unacceptable level, consequently - - - - the opinions and suggestions of experts who participate or may participate in stimulating the end used to consume wood products is exceptionally important



... to examine and establish how the previously selected participants perceive and view the Croatian wood industry.



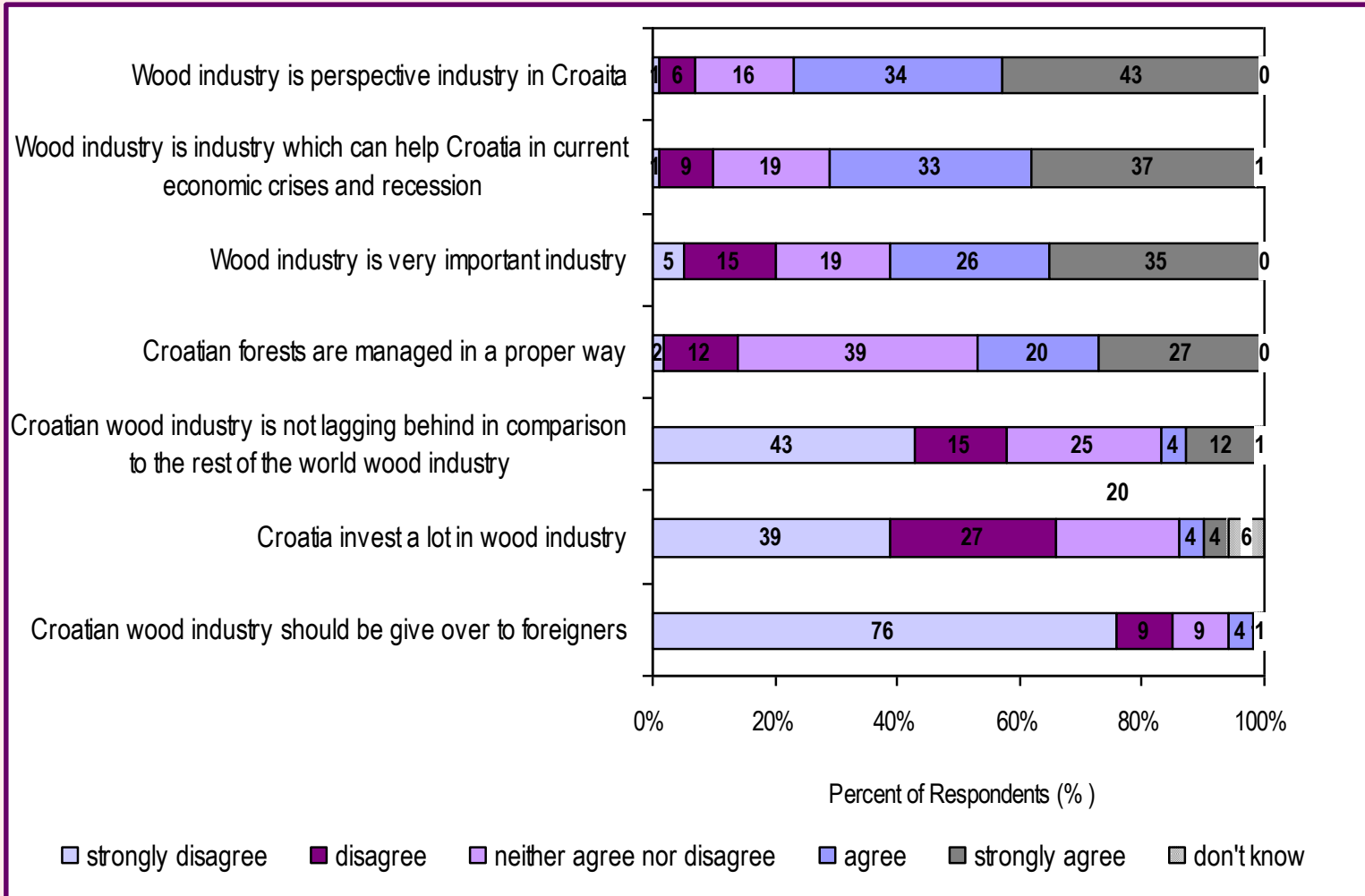
MATERIAL AND METHODS

- Secondary used data - - -from research which was part of the advertising campaign '*Wood is first*'
- Last from July to September 2009
- Comprised the territory of Croatia
- For quantitative data collection a phone questionnaire was used
- For qualitative data collection in-depth interview 'one to one' was used
- 100 usable responses from quantitative phone questionnaires
- 10 usable from in-depth interviews



RESULTS

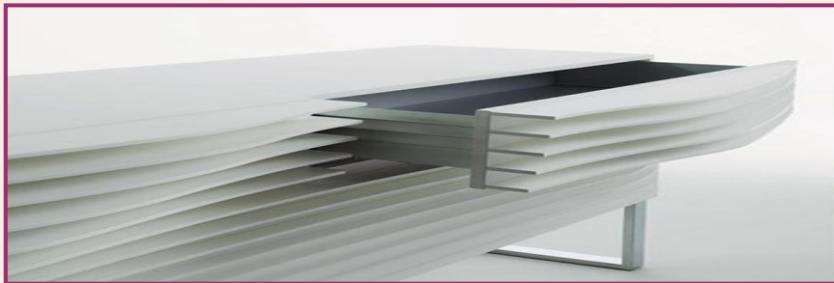
Expert opinions about croatian furniture industry



Expert perception of wood industry

- Inadequate production technology
- Design is the biggest problem
- Poor management
- Lack of specialized personnel
- Exaggerated export of raw material
- A shortage of final products
- Quality of final products
- The absence of investments

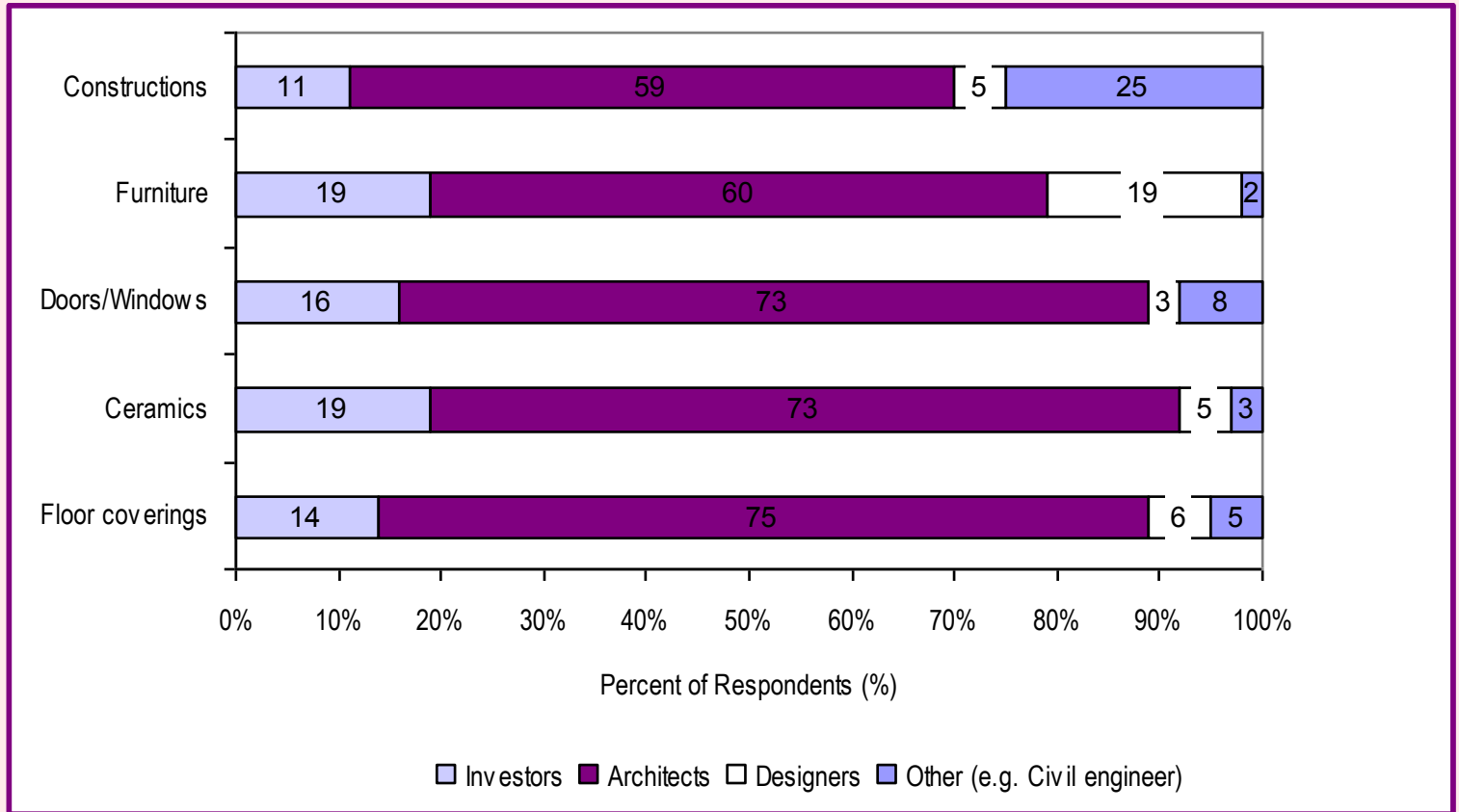
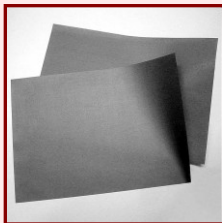
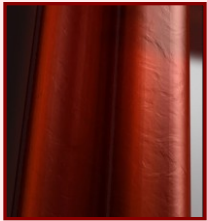
- The need for interest associations
- Business strategy, future vision
- To be more market oriented



... the wood industry is undergoing a difficult period with little possibility of recovery in the future, unless

***A GOOD FINAL
PRODUCT WITH
ACCEPTABLE
PRICE, QUALITY,
AND GOOD
DESIGN IS
MANUFACTURED
!!!!***

Experts' suggestions on the use of material for different parts of the interior (n=63)



Expert opinions on the use of wood materials in construction and interior decorating

CHARACTERISTICS OF WOOD MATERIALS USED IN CONSTRUCTION AND FURNISHING

- Pleasant
- Ecologically acceptable
- Warm
- Traditional
- Reliable
- Attractive looking
- Trendy (modern)
- Natural
- Timeless

- Old-fashioned
- Requireness for frequent maintenance
- Price

USAGE OF WOOD MATERIALS IN CONSTRUCTION ON THE BASIS OF THEIR CHARACTERISTICS

- Renewable
- Good thermal insulator
- Durability
- Short construction time

- Price

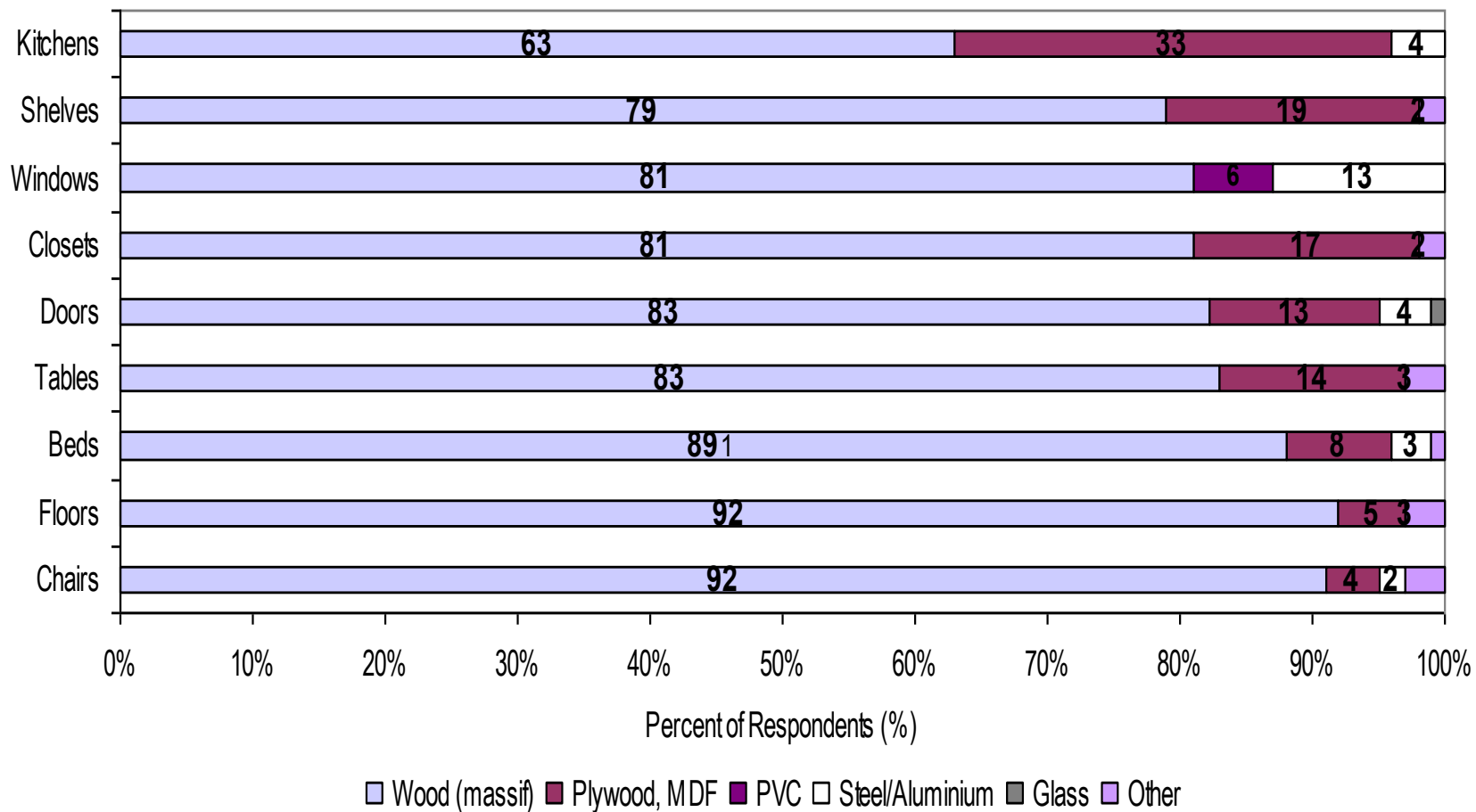
+

+

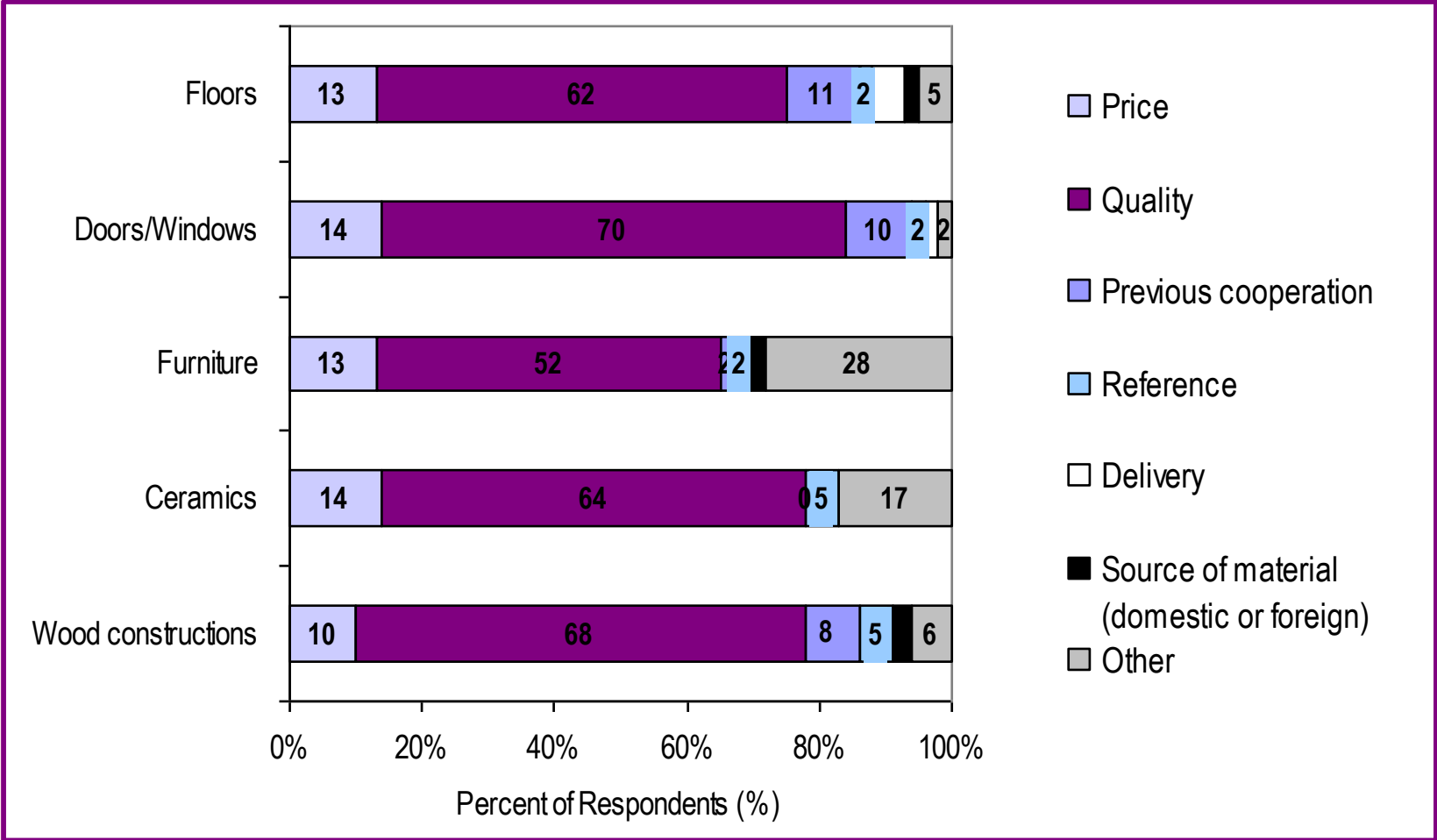
-

-

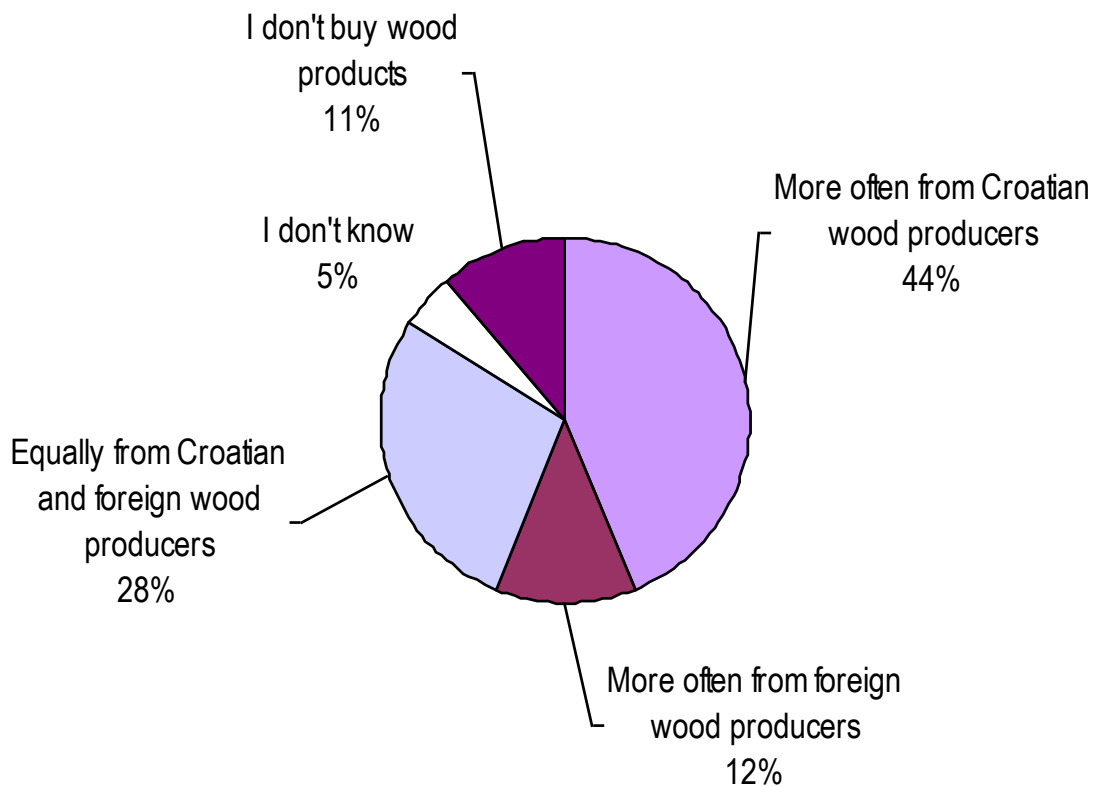
Selection of materials for furniture and interior parts by experts in the situation when prices would be equal for all materials (n=63) (multiple responses possible)



Experts' criteria for selecting producers/suppliers of material for furniture or interior parts (n=73)



Expert views on purchasing domestic or foreign wood products (n=93)



SUMMARY

- Experts perceive the Croatian wood industry as a promising branch which can help the country in the current economic situation
- Not enough is invested in its development and it lags behind other industries
- Technological development, the problem of design, poor business activities, excessive export of raw material, and the lack of final products are considered as the biggest problems
- Experts consider wood as high quality material with excellent characteristics, including in the first place renewability and durability
- In a hypothetical case of equal prices of all the materials, the majority of the experts would opt for wood as the most suitable material for different interior parts.

- All of the respondents stress that the most important factor in the selection of doors and windows is the quality of the product, while in the choice of furniture, they all emphasize design.
- Almost one half of the respondents prefer to purchase furniture from Croatian manufactures for reasons of familiar origin and quality.

QUESTIONS? COMMENTS?

Darko Motik
Andreja Pirc
Ariana Kruljac

Faculty of Forestry
University of Zagreb
Svetosimunska 25
10000 Zagreb
CROATIA
E-mail: motik@sumfak.hr
apirc@sumfak.hr



THANK YOU!