



University of Natural Resources  
and Life Sciences, Vienna  
Department of Economics  
and Social Sciences

# The Effect of Forest Context on Austrian Consumer Preferences for Wooden Furniture

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4<sup>th</sup> WoodEMA conference  
June 8<sup>th</sup> - 10<sup>th</sup> 2011, Kozina, Slovenia

# Objective

- **determine the effect of forest context on Austrian consumer preferences for wooden furniture**

# Method

- **2 personal inquiries**
- **judgement (convenient/purposive) samples**
- **conjoint analysis (2 versions)**

# Method Conjoint Analysis

## Product Profiles („stimuli“)

i.e.

combinations of product features

(attributes & attribute-levels)

are **ranked** by respondents according to  
their preference

# Conjoint attributes & levels for a *dining table*



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## #1 conjoint survey “national”

Attributes survey 1	Level 1	Level 2	Level 3
Type of forest	strongly altered / artificial forest	moderately altered forest	semi-natural / natural forest
Forest/wood certification	certified	not certified	
Price	799 €	999 €	

## #2 conjoint survey – “international”

Attributes survey 2	Level 1	Level 2
Origin of wood	Austria	Imported wood
Kind of forest	Natural forest	Plantation
Forest/wood certification	certified	not certified
Price	799 €	999 €



# Stimuli - conjoint survey #1



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A	799 €	Strongly altered / artificial forest	certified
B	999 €	Strongly altered / artificial forest	not certified
C	799 €	Moderately altered forest	certified
D	799 €	Strongly altered / artificial forest	not certified
E	799 €	Natural / semi-natural forest	not certified
F	999 €	Strongly altered / artificial forest	certified
G	999 €	Natural / semi-natural forest	certified
H	999 €	Moderately altered forest	not certified
I	999 €	Moderately altered forest	certified
J	799 €	Moderately altered forest	not certified

# Stimuli conjoint survey #2

A	999 €	Imported Wood	Natural forest	not certified
B	799 €	Wood from Austria	Natural forest	certified
C	999 €	Wood from Austria	Plantation	not certified
D	799 €	Imported Wood	Plantation	not certified
E	999 €	Imported Wood	Natural forest	certified
F	999 €	Wood from Austria	Plantation	certified
G	799 €	Wood from Austria	Natural forest	not certified
H	799 €	Imported Wood	Plantation	certified
I	999 €	Wood from Austria	Natural forest	certified
J	799 €	Wood from Austria	Plantation	certified

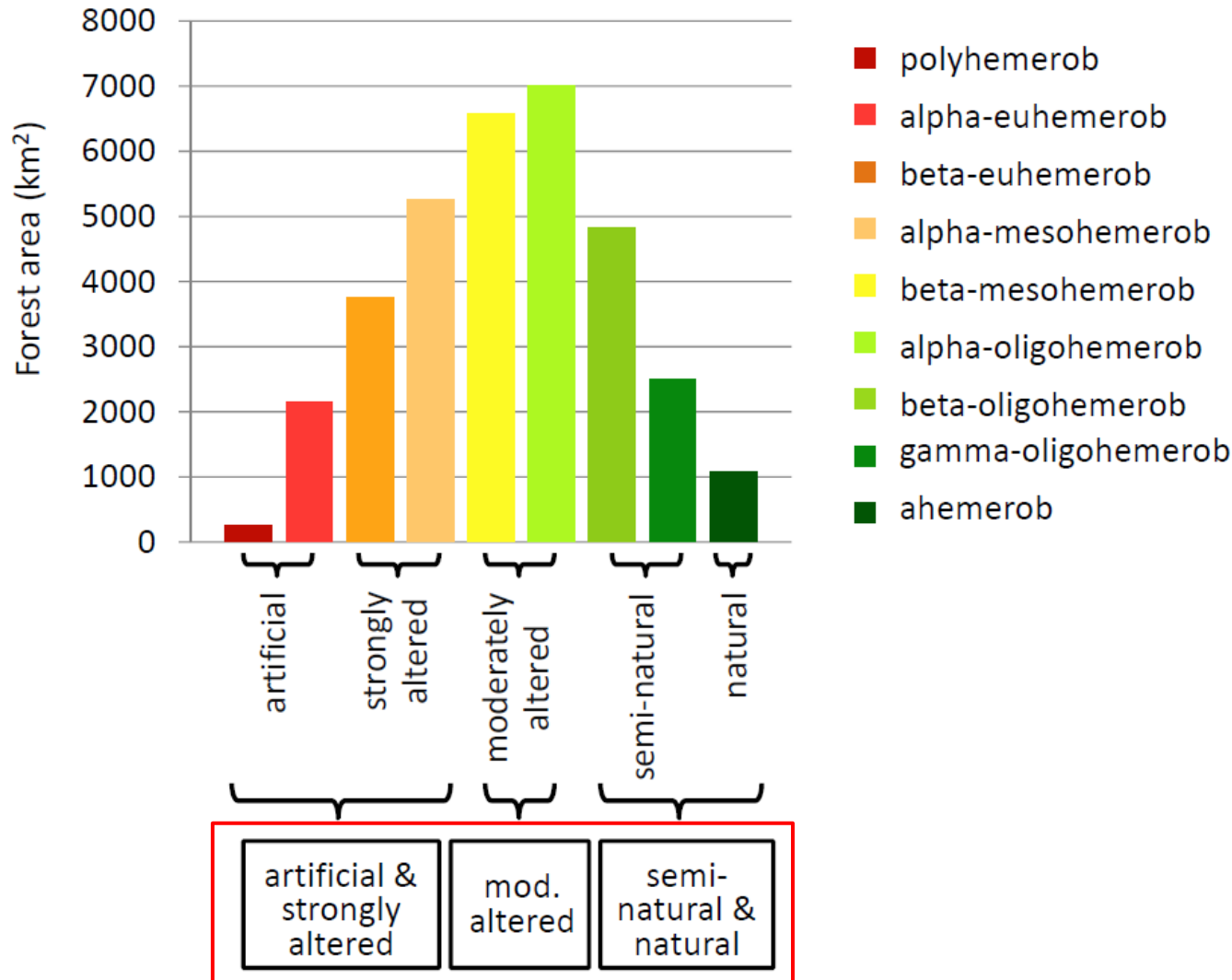
# Forest context



## Hemeroby/Naturalness of Austrian Forests (Grabherr et al., 1998)



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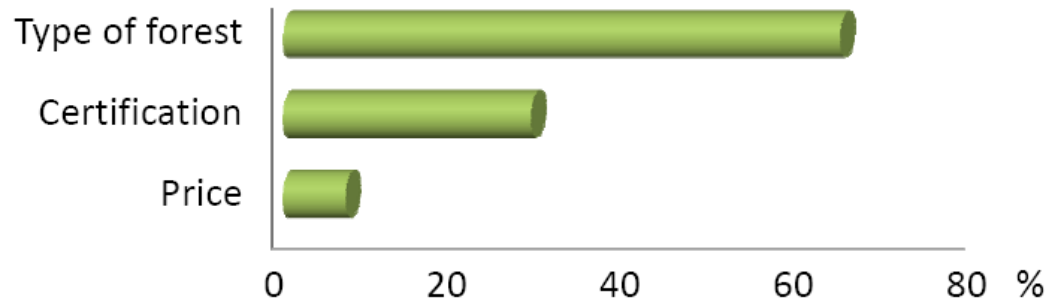


# Results

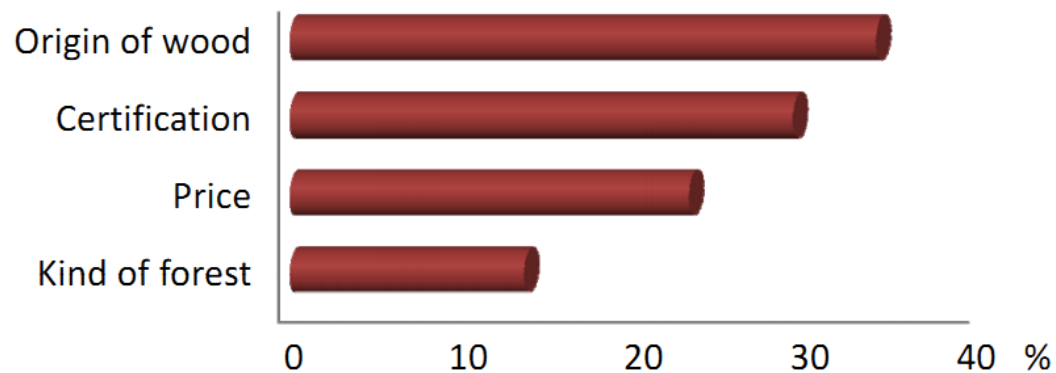


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## Attribute importance - survey #1

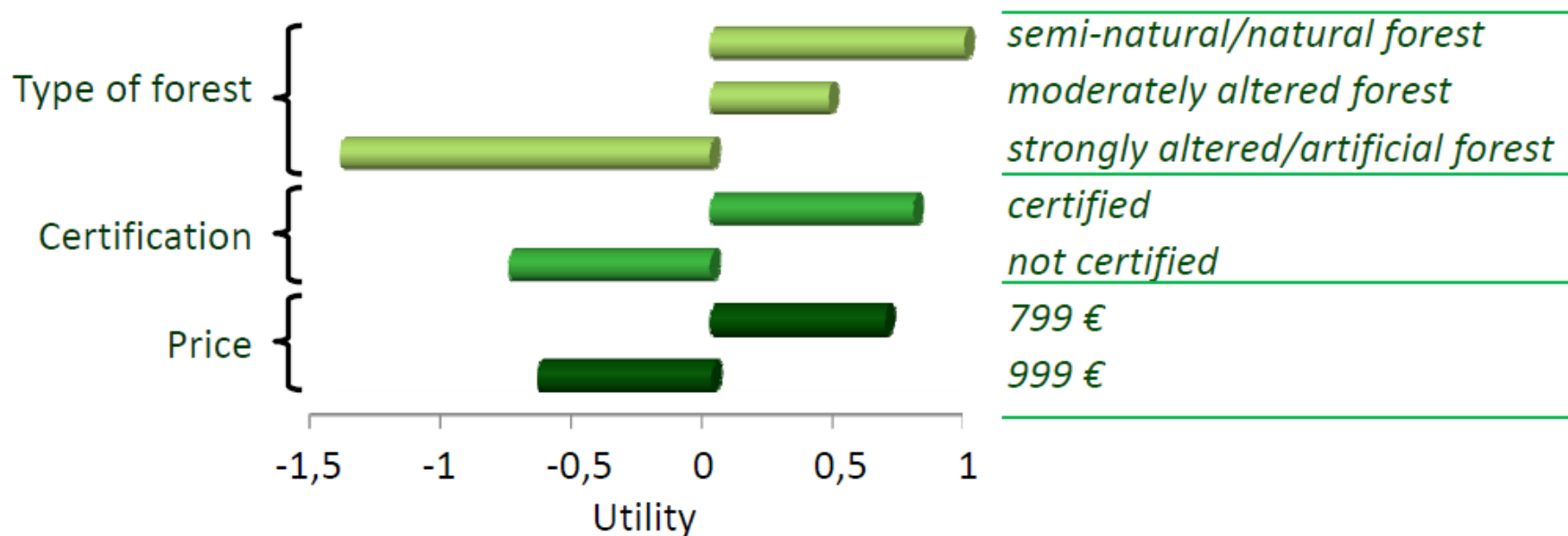


## Attribute importance - survey #2



# Results

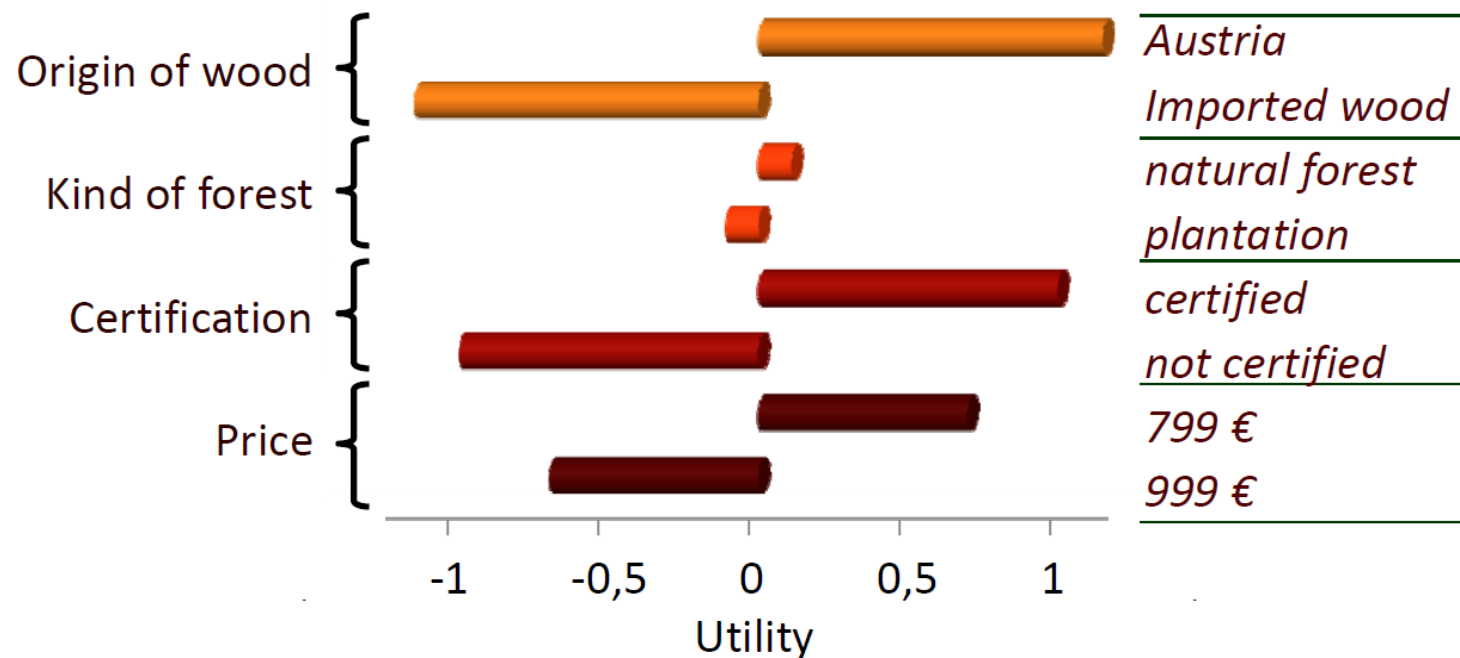
## Utilities of attribute levels - survey #1





# Results

## Utilities of attribute levels - survey #2



# Summing up

## Austrian Consumers ...

**... assign great importance to wood origin,  
preferring**

- **domestic wood**
- **grown in natural and semi-natural forests**

## semi-natural/ natural forest



## moderately altered forest



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## strongly altered/ artificial forest





# New Zealand



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**This presentation is dedicated to the students**  
of the course “Data collection (secondary and  
primary data, empirical methods)”



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