

FACTORS INFLUENCING CONSUMERS' PREFERENCES FOR WOOD-FRAMED HOUSES

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Presentation content



- The research objective and methodology
- Results
- Conclusion

Methodology of the research

- Data gathering – questionnaire composed of closed questions
- Research realization - February and March 2018
- 207 properly filled in questionnaires out of 235 distributed
- Respondents aged 18-60 were divided according to their economic position which was expressed within the three groups:
 - Potential group – consisting of students, unemployed no more than 1 year, and persons on parental leave
 - Non-attractive group – consists of unemployed over 1 year and disabled persons
 - Attractive group – consists of employed respondents and early retired or retirement pension beneficiaries
- Evaluation of data - consumer satisfaction index (CSI)



Results

Table 1. Assessment of the requirements for wood-framed house

Requirements for wood-framed houses	Order by weight	Degree of importance	Weighting factor (%)	Order by satisfaction	Degree of satisfaction	Weighted score
Fire safety	9	9.05	12.16	9	7.71	0.94
Lifespan	8	9.01	12.10	7	7.37	0.89
Energy Efficiency	7	8.93	12.00	8	7.42	0.89
Heat-insulation properties	6	8.66	11.63	6	7.03	0.82
Ratio of price and quality	5	8.53	11.46	5	6.92	0.79
Maintenance	4	8.18	10.99	4	6.74	0.74
Environmental friendliness	3	7.94	10.67	3	6.47	0.69
Acoustic properties	2	7.22	9.70	2	5.82	0.57
Speed of construction	1	6.93	9.31	1	5.45	0.51
TOTAL	-	74.45	100%	-	-	6.84
Consumer Satisfaction Index						68.4%

Table 2. Degree of confidence of different tools of marketing communication

Tools of marketing communication	By weight	Degree of confidence	Weighting factor (%)
Word of mouth	10	7.83	13.17
Public relations	9	7.71	13.00
Personal sale	8	7.59	12.77
Promotion	7	6.41	10.78
Viral marketing	6	5.55	9.33
Guerilla marketing	5	5.29	8.90
Advertising	4	5.03	8.46
White book	3	4.96	8.34
E- newsletter	2	4.79	8.06
Social networks	1	4.30	7.23
TOTAL	-	59.46	100%

- Fire safety, lifespan, and energy efficiency have the greatest weight in case of wood-framed houses.
- In area of acceptable degree of satisfaction with requirements the highest demands are on fire safety and energy efficiency and lifespan.
- The lowest values belong to environmental friendliness, acoustic properties and speed of construction.
- The consumer satisfaction index stood at 68.4%.
- The biggest influence has word of mouth, followed by public relations and personal sale.
- The least confident tools of marketing communication are white book, e-newsletter, and social networks.



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