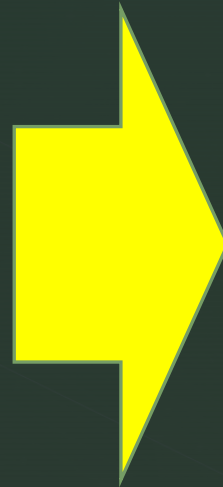
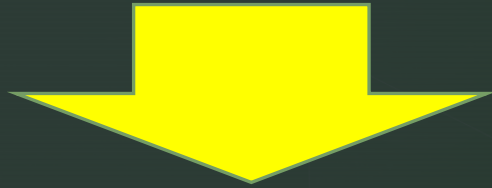
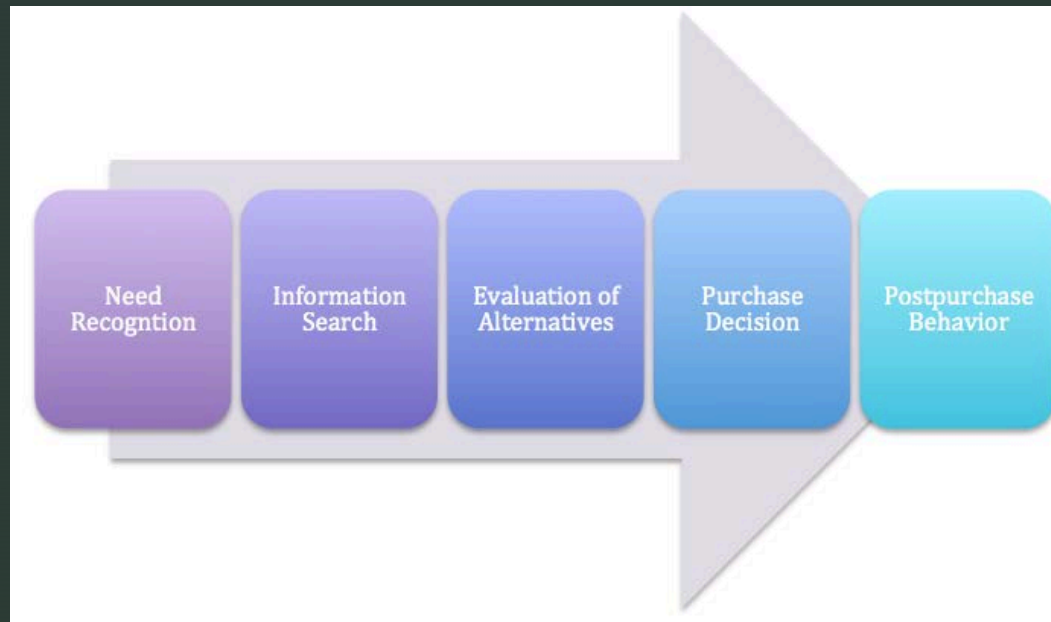


The most important goal of marketing is to satisfy desires and needs of the target group of consumers (Kotler, 1999).



Marketing experts, in order to be successful in their field, must understand the desires and needs of consumers, which is not an easy task since consumers tend to make reckless purchasing decisions.

Figure 1. Consumer behaviour



The buying process begins long before the purchase and payment of the product and lasts for a certain period after.

The process of making a purchase decision begins with recognizing the need or problem of the consumer.

The need can be driven by internal (actual need for furniture) or external incentives (after seeing advertising)

SHOULD I BUY THIS?



... SMART PURCHASING ...

Smart purchasing is a term that denotes the combination of channels when making a purchase decision, and the ability to make a purchase decision in this way makes the consumer more satisfied, ensuring a strong tie between seller and consumer

While making a purchase decision, the consumer has at his disposal **various channels** through which he can research the offer of the desired products on the market, as well as information about them



The aim of this research was to examine the furniture and wood products for interior design market and find out how consumers make purchasing decision, or, in other words, what precedes the purchase and payment of the product.

MATERIALS AND METHODS

Based on research objectives, a questionnaire was developed

Questions were formed based on the available literature.

On-line surveys by using "*Google Forms*" tool were conducted.

The questionnaire, as an appropriate method of data collection, was chosen because the costs of this method of data collection are financially acceptable (Dillman, 2000) and also allows the collection of data from a wide geographical area

Certain statements in the questionnaire were measured using the Five-point Likert scale, so that ranges from 1 to 5; some of the questions are defined by multiple statements

The survey questionnaire consists of 4 parts; **the sample frames were 400 wood products and furniture consumers;**

The snowball method was used to sample the subjects – via Internet; social networks; emails

RESULTS

Table 1. Respondents gender, education and age structure

Gender (%)		Education level (%)		Age groups (%)	
Male	68,25	Elementary school	1,8	18 - 24 years old	20,5
		High school	39	25 - 36 years old	38
Female	31,75	Graduate degree	52,5	36 - 64 years old	39
		M.s./Ph.D.	6,8	older than 65	2,5

Furthermore, the largest number of respondents were from Karlovac County (51.5%), followed by the City of Zagreb (14.75%) and Zagreb County (10.25%), respectively. Of the total number of respondents, 4% of respondents live abroad, and the remaining 19.5% of respondents come from other parts of Croatia.... (STUDY LIMITATION)

How often people buy furniture or just think about buying it?!



Table 2. Frequency of furniture purchases

	In the past year, how many times have you...			
	...thought about purchasing furniture?		...purchased furniture?	
	number	fr (%)	number	fr (%)
not once	25	6,3	110	27,5
1 - 2 times	132	33,0	193	48,3
3 - 5 times	131	32,8	66	16,5
6 - 10 times	38	9,5	14	3,5
more than 10 times	74	18,5	17	4,3
Σ	400	100,00	400	100,00

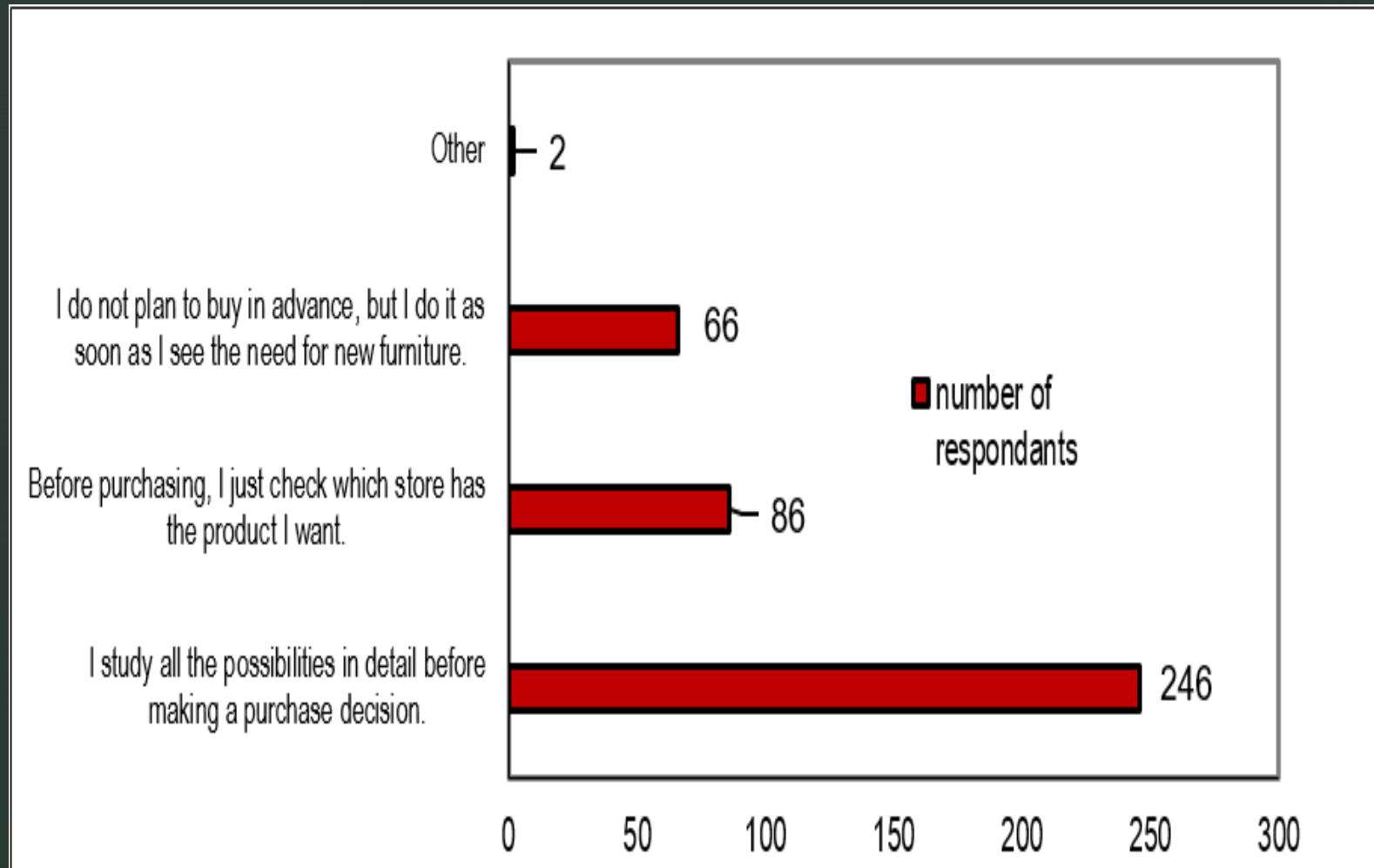


Figure 1. Activities that precede the decision to purchase furniture (n=400)

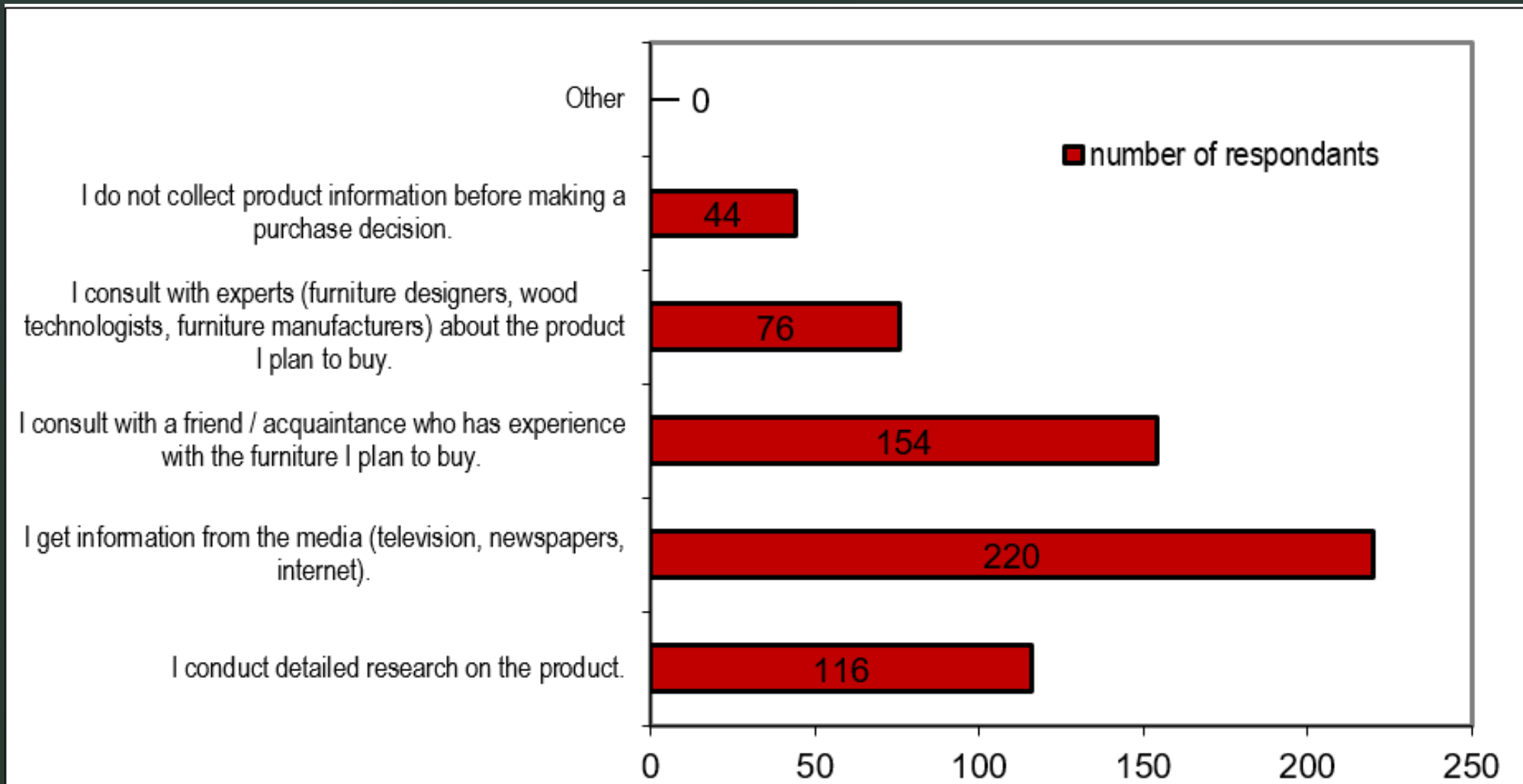


Figure 2. Method of collecting information (n=400)

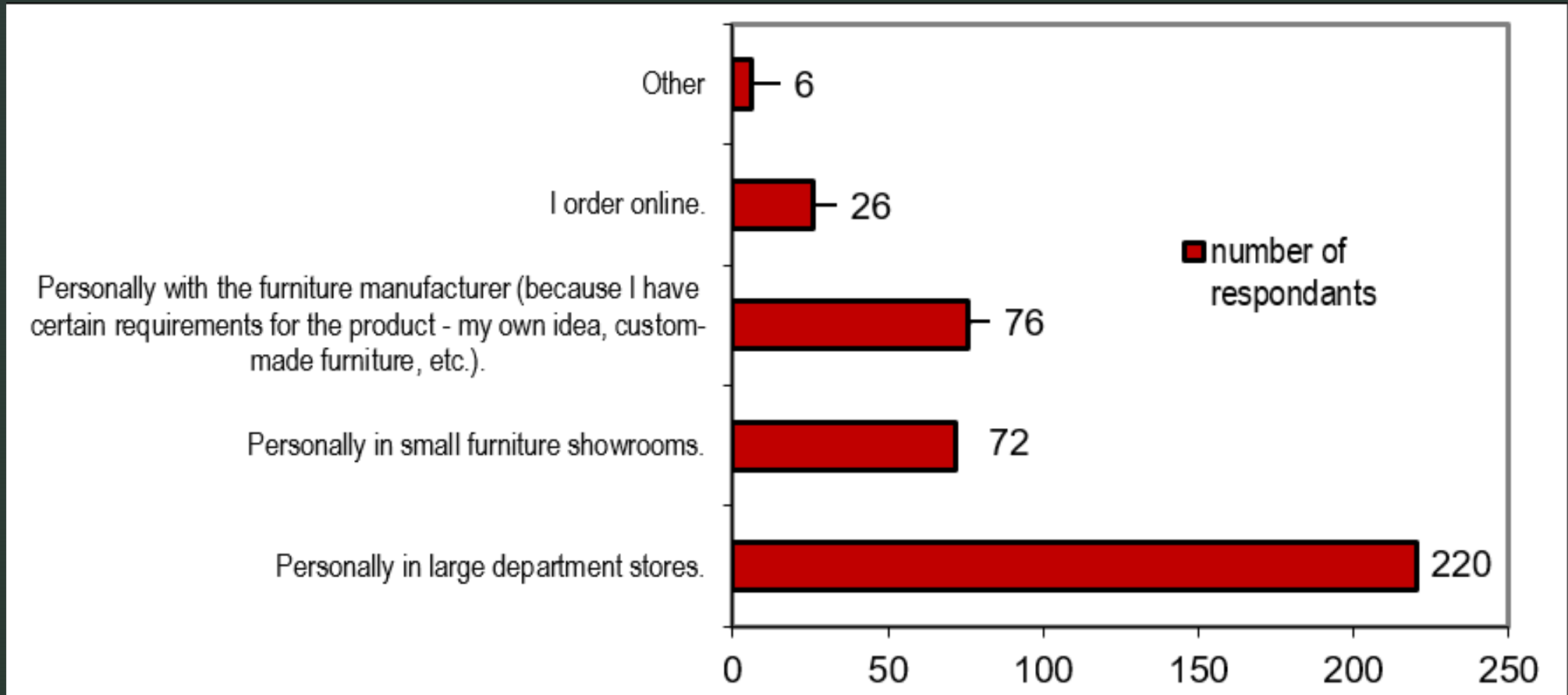


Figure 3. Where do you most often buy furniture?

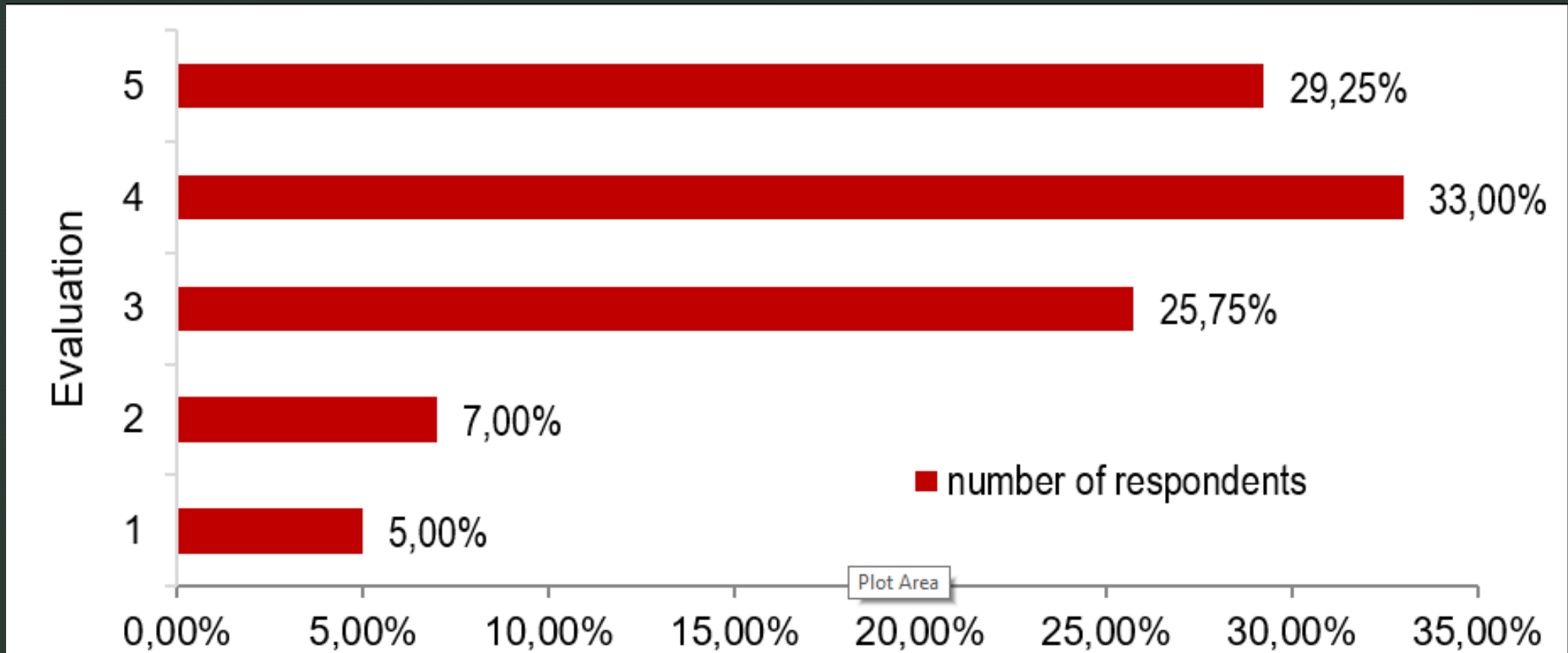


Figure 5. I gather as much information as possible before I decide to buy

CONCLUSION

Nowadays, in a time when a digital digital technology is extremely presented all around us people are becoming more and more depended on it. Following this statement it is logically to impose that most of shopping activities like wood produces and furniture purchase also take place on-line on the Internet.

Survey conducted as part of this work showed that the manufacturer's website and sellers are the most common choice of consumers when researching product information, but also they further prefer the personal purchase of furniture, whether in large or small department stores or at a furniture manufacturer, before making an online purchase.

In other words, the way of shopping which respondents practice is *webrooming*.

This allows consumers to compare the same or similar products from different manufacturers before making a purchase decision, without investing too much effort or time.

To keep up with the times, furniture manufacturers and sellers are forced offer as much information as possible about the products they make and / or sell in order to were competitive in the market.

Thank you!

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