



SVEUČILIŠTE U ZAGREBU - FAKULTET ŠUMARSTVA I DRVNE TEHNOLOGIJE
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CONCEPTS OF CREATING ADDED VALUE OF WOODEN PRODUCTS IN ACHIEVING INTERNATIONAL MARKETING ACTIVITIES AS CONTRIBUTION TO CARBON NEUTRALITY AND BIOECONOMY

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Introduction

- added product value that differentiates the company from the competition
- perceived value of a product
- the potential of the wood industry
- achieving a comparative advantage
- luxury tourism
- creating the added value of a luxury holiday home by using unique and representative products made of wood
- reducing carbon emissions



Creating added value

- the concept of creating **added value** of a product → represents the creation of an idea about a potential way of achieving the greatest possible value for the customer and achieving a competitive advantage
- added value in luxury tourism → services, atmosphere, aesthetics of the space and design



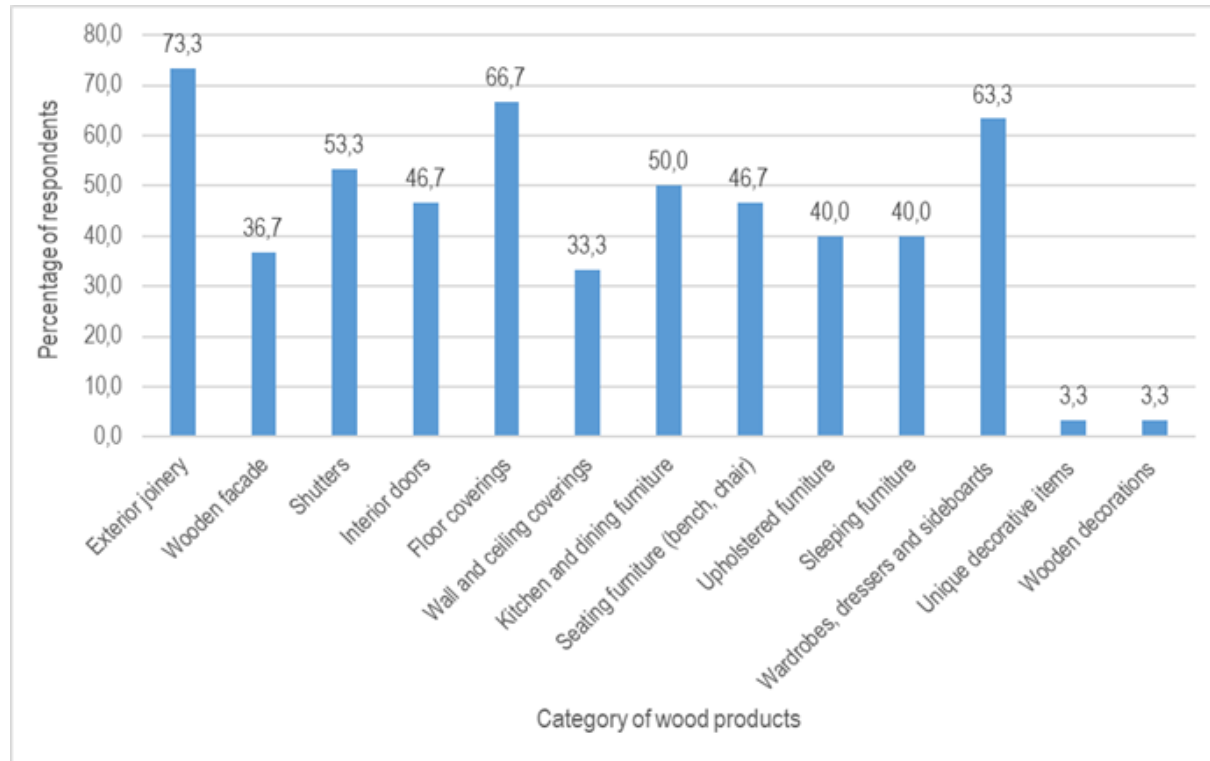
Materials and methods

- survey research → consisted of three parts: 1. general information about the respondents/business entities, 2. user expectations of a holiday home, 3. use of wood products in furnishing the interior and exterior of a holiday home
- 30 properly completed surveys returned
- analyzed questions - Categories of wood products that are most often used when furnishing the interior and exterior of luxury houses for rent/sale and Selection of materials when furnishing the interior and exterior of luxury houses for rent/sale
- research site → luxury holiday home in Rovinjsko Selo



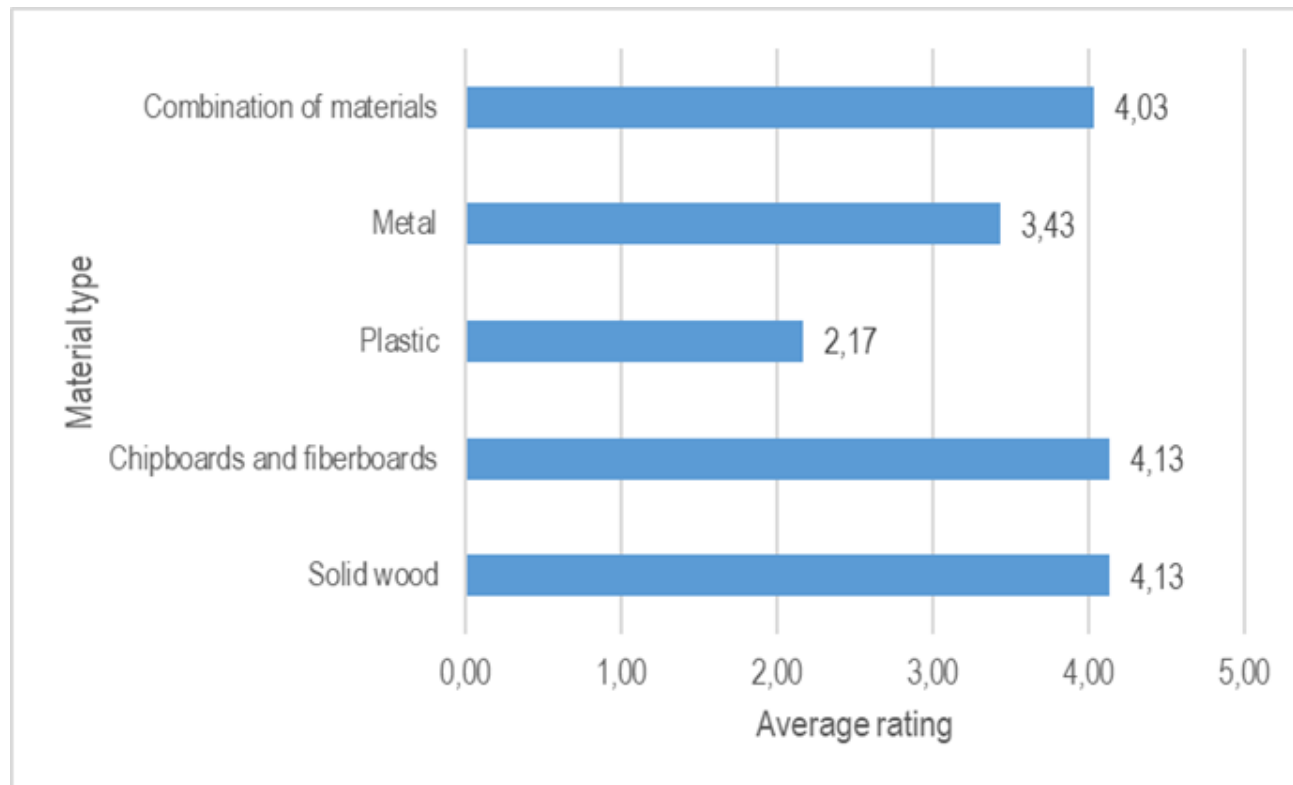
Reflections of real estate rental agencies regarding consumers' needs

- categories of wood products that are most often used when furnishing interiors and exteriors of luxury houses for rent/sale



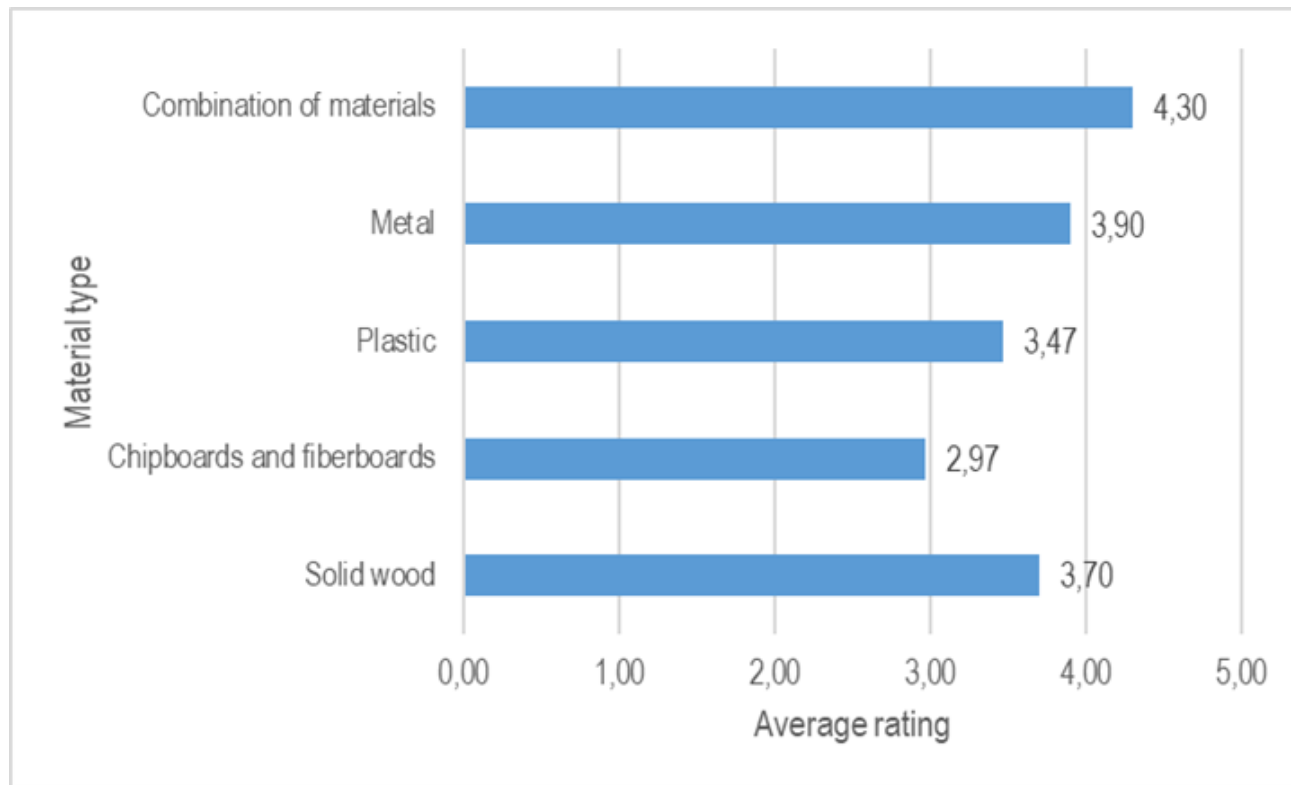
Reflections of real estate rental agencies regarding consumers' needs

- average ratings of certain types of materials in the interior



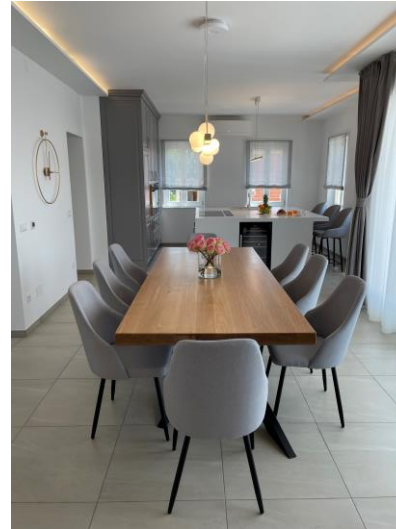
Reflections of real estate rental agencies regarding consumers' needs

- average ratings of certain types of materials in the exterior



The results of interior and exterior furnishing of the luxury holiday home

- Slavonian oak wood → stair treads, tables, numerous furniture details
- glued laminated timber → window frames and window sashes
- solid oak wood flooring boards → floor covering in the interior of the house



The results of interior and exterior furnishing of the luxury holiday home

- old oak wood that adorned the traditional Slavonian house in the last century → furniture in the wine room with a wine cellar
- the reuse of old oak timber in the new building symbolizes the need to preserve, revitalize and give new, **added value** to the inheritance and it authentically promotes traditional knowledge and skills in woodworking



Creating added value of wooden products

- four categories of **added value**: functional, emotional, life changing, and social impact
- many elements ensured by careful interior and exterior design
- wood products that provide users with an authentic experience enriched with numerous additional values → forming an augmented product
- wood products → an essential role in the future of **circular economy**
- help in achieving **carbon neutrality**



The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

Thank you for your
attention!

