

CONSUMERS' BEHAVIOR AND MARKETING STRATEGY OF WOODEN KITCHEN FURNITURE

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Introduction

All the modern and successful enterprises are created and they focus on the customer. The knowledge of consumers behavior has as a result multiple benefits for them. This happens because, they can inform directly the enterprise about their needs. On the other hand the enterprise itself have benefits as it can "win" through the better understanding of consumer's needs. All the above leads to a better result for the most effective application of marketing ideology and the most cost-effective use of the means (establishments, machines) and it's employees, e.t.c. [1,2,3,4]

Methodology

The basic scope of this study was the nomination of consumer's behavior and marketing strategy in wooden kitchen furniture to the product witch is produced from enterprises in Greece and Cyprus. All the research was done in correlation to the specific characteristics of consumers' profile, aiming to the maximization of the benefits for both sides. The conduction and the completion of a specifically constructed questionnaire has been applied. During the year 2007 a number of 620 questionnaires were totally gathered, which have been processed and analyzed, while the model of behavioral intentions of Fishbein was been used as methodology [5,6]. The idea was concerning on the opinion of the customers of wooden furniture production enterprises on five (5) basic characteristics (price of kitchen furniture, quality of provided services into the store during the purchase, delivery and installation duration, resistance under conditions of continuous use, guarantee and after sale services), as long as the significant standards that encloses each one of them. The above mentioned characteristics of furniture were correlated to the demographic attributes of the consumers, applying the scientific rules of statistics science and the relative frequency tests and descriptive statistics and cross tabs, were also made [7,8,9].

Results and Discussion

The results have shown that women in the percentage of 83,3% was more sure about kitchen furniture market and they seems to be toward to 16,7% of men. Married couples are these that are constitute certain customers (with 80%) and these having great possibilities of purchase (with 59,3%) too. The couples that they have 1 child are presented with a bigger percentage, to have fewer possibilities to purchase, while more certain to purchase are these within the age of 25-55 years old.

A quite positive relation among kitchen furniture market and the education level of the consumers was also found. Those having a higher educational level are more certain (100%) or they have many possibilities (63,6%) to be kitchen furniture buyers. With many possibilities to purchase are presented the private sector's employees (42,6%). Positive correlation exists between the kitchen furniture market and the family income of the consumers. So, the most effective marketing strategy were determined.

Greek and Cypriot enterprises of kitchen furniture production have to be more consumer focused. The quality and the durability of kitchen furniture seems to be in good level and it is not something that have to be improved with priority (Fig.1)

Greek enterprises with good quality products can provide their products with longer guaranty (even 5 years) because the possibility to have problems due to malfunctions of their products and the need of replacement of products are extremely low.

It seems to be helpful also the training of the salesmen and the technicians of the company on communication and behavior subjects to the customers. The graduate students from the department of Wood and Furniture Design and Technology who are working in any wood industry have to be ready to give the necessary information about the utilities that kitchen furniture has.

Effective ways of promoting kitchen furniture are a) giving to consumers alternative ways to buy by using their credit cards or paying partly. b) the use of direct marketing, which means to communicate directly with certain costumers personally. c) Communication by telephone in order to find out the impression of their costumers after they bought kitchen furniture, together with the post of a greeting card. d) To be certain of the type of the costumers that the company wants to deal with. e) A full catalogue in witch the company will write down which will be the benefits to the costumers from the cooperation with the company and finally f) To find a way with which all the future customers will be informed about the new products of the company without any obligation to purchase them.

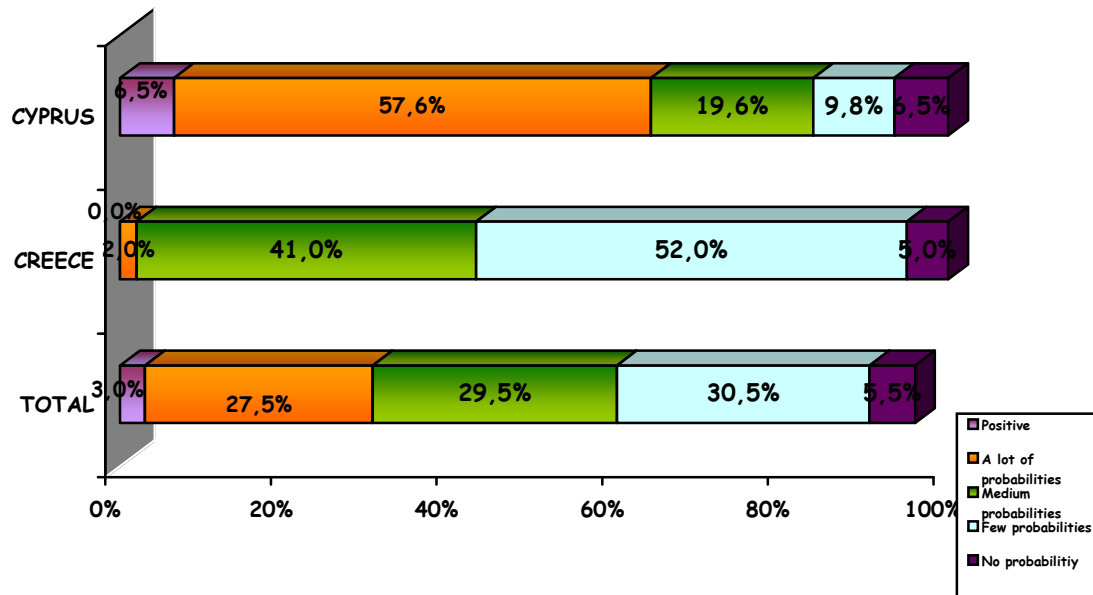


Fig. 1 Probability of kitchen furniture from Greeks and Cyprus consumers

Key words: consumer’s behavior, kitchen furniture, marketing study, marketing strategy

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