

CONSUMER BEHAVIOR OF ECOLOGICAL WOODEN FURNITURE IN THE AREA OF QUERÉTARO, MEXICO

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[dx.doi.org/10.18374/IJBR-23-2.5](https://doi.org/10.18374/IJBR-23-2.5)

ABSTRACT:

The behavior of the ecological wooden furniture market is a factor that allows manufacturers to design strategies to adapt through the production and marketing of their offer. The tendency of consumers to purchase furniture with ecological characteristics is a variable that is part of the market behavior in the area of Querétaro, Mexico.

The elements that make up the concept of ecological furniture refer to ecodesign, materials, regulations, certifications, recycling and life cycle. Together they make up the market requirements for purchasing furniture.

The management of these factors tries to resolve and cover ecological behavior by identifying that consumers are preferring this element. Furniture companies must add the factor of ecology to their mission and functions to compete in the market.

Keywords: consumer behavior, furniture, Queretaro

1. INTRODUCTION

The research work presented incorporates behaviors in the acquisition of wooden furniture designed and manufactured with ecological inputs. The information is located in the state of Querétaro, Mexico, which implies that furniture manufacturers benefit from having relevant data to design strategies aimed at the production and marketing of furniture, highlighting ecological aspects.

In parallel, various researchers in the business or academic field can derive other lines of research translated into new behaviors and purchasing trends for wooden furniture. It will be important to identify technical aspects such as ecodesign; new materials such as glass or iron; quality and ecological certifications; implementation of the circular economy; marketing and sales strategies, among others.

Proposals are carried out so that furniture manufacturers tend to improve their production and commercial processes by knowing the market requirements. The information is relevant and applicable in this sector that faces high competition and adaptation to the conditions of its market allows them to improve their competitiveness.

2. LITERATURE REVIEW

The theoretical framework allows us to define the sequence of the research for a better interpretation and analysis of the results presented in the corresponding section.

For Zapatero (2016), the consumer or user is conceptualized by law as the natural person who acts in an area outside of business or professional activities. He also carries out consumption and contracting of services or goods without incorporating them into the marketing, production or provision processes to third parties.

In J.N. Sheth (2000), cited in Mollá (2013), the consumer can play differentiated roles in transactions: