

PURCHASING DECISION CRITERIA FOR WOODEN FURNITURE IN QUERETARO, MEXICO

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ABSTRACT

Knowledge of the market and the criteria consumers carry out to decide on their purchases of wooden furniture, is a strategic factor of manufacturing organizations. The consumer's behavior information is integrated into the design of innovative furniture.

Innovation is a relevant factor for wooden furniture manufacturing companies to stay in the market; this involves developing products and promoting the offer by attending to the consumers' expectations derived from their purchasing behavior.

Keywords: purchase, wooden furniture, Mexico

1. INTRODUCTION

The research process of this work addresses the purchasing behavior of wooden furniture in the region of Queretaro, Mexico, considering the media, design and innovation, quality, and distribution channel as reference criteria, among others. This allows other researches or entrepreneurs of this sector to make better decisions to optimize their resources and increase their economic conditions.

The methodology applied is under a quantitative approach with a sample of finite populations and criteria of an Economically Active Population of the cities of Santiago de Queretaro, Corregidora, and San Juan del Rio, located in the area of the State of Queretaro, Mexico. The results show the decision criteria of the market for the purchase of wooden furniture, considering elements of innovation translated into design, quality, functionality, ergonomics, colors, size, materials, and service, among other factors.

2. LITERATURE REVIEW

The purchasing decision criteria in the wooden furniture market influence the strategies designed to assist their distribution and sale. The identification of variables allow furniture manufacturing companies of the economic region to incorporate viable options to manage their resources and aim them towards generating profitability, positioning, and participation in the market.

Fisher (2011) defines consumer behavior as the acts, processes, and social relationships held by an individual, group, and organization for the acquisition, use, and consequent experiences with products, services, and other resources. The basic factors that influence the life style of consumers are external and internal. The external ones are made up by culture, values, aspects, demographics, social status, and home. Internal ones are personalities, emotions, motives, perceptions, and learning.

Innovation, according to Godin (2008), is located in all contexts and spaces of our society. Its importance lies in products and technology, including ideas and language. Innovation places itself as an essential factor in the socioeconomic growth and development (Chen, Yin, and Mei, 2018).

The ability to innovate, according to Wang & Ahmed (2004); Garzón (2015), refers to the development of new products and services for the market, by assembling creative strategies to participate in other markets and create supply chains in addition to transforming processes.