

PURCHASING DECISION CRITERIA FOR WOODEN FURNITURE IN QUERETARO, MEXICO

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[dx.doi.org/10.18374/JIMS-21-1.5](https://doi.org/10.18374/JIMS-21-1.5)

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*