Consumer Choice Criteria and Perceived Sustainability of Homes in WMC Buildings

Objectives:
1) What kind of home/housing (particularly in wooden multistorey buildings) related perceptions and needs do consumers have? Consumer segments preferring wood?
2) Which are the apartment choice criteria, and what role does (wood) material play there?

Methods & data: Totally 3 sub-studies: 1) a qualitative interview study on consumers considering to buy an apartment in a WMC building, 2) a qualitative interview study on the same consumers after moving to the apartment, 3) quantitative survey on consumers in selected cities. The study is based on behavioral/consumer theory, and the data is collected in Finland. An international comparative study (Austria-Finland) is planned for 2017-2018.

WMC business: product/process development and marketing based on consumer needs

Consumer perceptions, expectations, and needs – residential consumer segments
– Needs, preferences, choice criteria – Consumer profiles/segments
- Future consumer needs (recognizing shifting needs…)
- Dimensions of perceived quality of an "apartment/home", perceived "WMC" brand

Connecting research, innovation finance and companies: KäPy project – End-user approach to development of business ecosystems in WMC

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