Marketing strategies for the forest certified wood flooring in China: examining the manufacturers’ and developers’ perception gap

Introduction 1: Overview of the wood flooring industry in China

- Wood flooring manufacturers in China
- The development of housing market offers a high potential for forest certification

Method

- Questionnaire design
- Part 1: Basic information of company
- Part 2: Forest certified wood flooring
- Part 3: Motivations for forest certified wood flooring
- Part 4: Barriers for forest certified wood flooring


Results and discussion

- Manufacturers’ perception
- Developers’ perception
- Results from developers regarding benefits
- Results from developers regarding barriers

Results of Mann Whitney u-test showed significant differences between manufacturers and developers on the benefit of “gain competitive advantage” (p=0.042) and the challenge of “low market acceptance of forest certification” (p=0.008).

This indicated that government support was an important incentive for manufacturers to adopt forest certification. However, developers did gain little support on the purchase by the government.

The difference of ratings on the “low public awareness of forest certification” showed that manufacturers considered their customers, in terms of retailers, wholesalers, overseas consumers, developers, and end-users, with high knowledge of forest certification. While, developers hold a different opinion, who considered end-users had little knowledge of certification, which weakened their purchase intention for certified products.

Figures:
- Overview of the wood flooring industry in China
- Profiles of 10 survey companies (manufacturer)
- Profiles of 17 survey companies (developer)
- Perception gaps
- Barriers to forest certification