

Scope Database Link: <https://sdbindex.com/documents/00000161/00001-86060>

Article Link: <https://www.abacademies.org/articles/The-customer-perceived-values-on-green-furniture-innovation-based-on-4C-theory-and-practice-in-PRC-1532-5806-25-5-162.pdf>

Manuscript ID : 00001-86060

Source ID : 00000161

Journal of Management Information and Decision Sciences

Volume 25, Issue 5, 2022, Pages 1-10, Page Count - 10



THE CUSTOMER PERCEIVED VALUES ON GREEN FURNITURE INNOVATION BASED ON 4C THEORY AND PRACTICE IN PRC

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Abstract

As the center of business today is gradually transfer from enterprise - oriented to customer-oriented, customer perceived value was paid more and more attention by various market participants. Meanwhile, with consumer's increasing environment and health consciousness, green product is becoming an inevitable trend all over the world. In case of the furniture industry uses wood and wood-based materials as its primary raw materials, it is practically important for this business to go green. The purpose of this study is to examine empirical research review on the impact of green furniture innovation on perceived 4C's customer value grounded theory in terms of environmentally friendly materials, packaging and labels in the People's Republic of China (PRC). The qualitative approach was also used in conjunction with an online expert interview distributed to 11 sales managers from PRC furniture enterprises. The results confirmed that environmentally friendly material is the most important and valuable factors (average importance level 84%) for Chinese customer, followed by environmentally friendly packaging (average importance level 73%) and environmentally friendly labels (average importance level 69%). When it comes to purchasing cost, it is worthy our attention to notice that Chinese customers are more willing to accept this increased cost due to adoption of environmentally friendly materials, rather than packaging and labels.

Author Keywords

4C's, Customer Perceived Value, Green Furniture Innovation, The People's Republic of China

ISSN Print: 1524-7252

Source Type: Journals

Publication Language: English

Abbreviated Journal Title: JMIDS

Publisher Name: Allied Business Academies

Major Subject: Social Sciences and Humanities

Subject area: Marketing Management

ISSN Online: 1532-5806

Document Type: Journal Article

DOI:

Access Type: Open Access

Resource Licence: CC BY-NC

Subject Area classification: Business, Management and Accounting

Source: SCOPEDATABASE