Consumer Choices of Outdoor Garden Wooden Decking

Anders Q. Nyrud\textsuperscript{1}, Anders Roos\textsuperscript{2}, and Marit Rødbotten\textsuperscript{3}

Abstract

Consumer choices of outdoor garden wooden decking depend on personal preferences but also on the usage context, the information provided and price. Using the hedonic sensory analysis approach, the present study deals with the issue of A) how preferences are modified by information about the wooden decking samples, their price, origin and treatment and B) how preferences, of different types of wooden decking are contingent on usage context. The results imply that the usage context and knowledge/information about the wood product all have influence on preference.

\textsuperscript{1} (corresponding author): Norwegian University of Life Sciences, Department of Ecology and Natural Resources Management, P.O. Box 5003, NO-1432 Ás, Norway, anders.qvale.nyrud@umb.no
\textsuperscript{2} Swedish University of Agricultural Sciences, Department of Forest Products and Markets, P.O. Box 7060, S-750 07 Uppsala Sweden
\textsuperscript{3} Norwegian University of Life Sciences, Department of Ecology and Natural Resources Management, P.O. Box 5003, NO-1432 Ás, Norway; Norwegian Food Research Institute, Osloveien 1, N0-1430 Ás, Norway