

(7)

Analysis of Customer Satisfaction and Prices of Finger Jointed Wood Products

Muthumala C.K.¹, Arachchi C.I.M.^{1*}, De Silva S.², Arunakumara K.K.I.U.³, Alwis P.L.A.G.⁴, Pathirana G.P.D.S.⁵

¹*Research Development and Training Division of State Timber Corporation, Battaramulle, Sri Lanka*

²*Department of Civil and Environmental Engineering, Faculty of Engineering, University of Ruhuna, Matara, Sri Lanka*

³*Department of Crop Science, Faculty of Agriculture, University of Ruhuna, Matara, Sri Lanka*

⁴*Department of Agric Engineering, Faculty of Agriculture, University of Ruhuna, Matara, Sri Lanka*

⁵*Department of Agricultural Economics and Extension, Faculty of agriculture, University of Ruhuna, Matara, Sri Lanka*

**ck_muthumala@yahoo.com*

Abstract

Wood is the most valuable and versatile natural raw material which use to fulfill timber requirements of people. State Timber Corporation is the prioritise leader which introduced various innovative concepts and products to public on utilisation timber in sustainable manner. Finger joint (FJ) technique is one of the most sustainable, eco-friendly and economically valuable innovative concepts for Sri Lankan furniture industry. In this technology small timber pieces which removed as waste are jointed together using glued finger joint cut and make new products. By evaluating the risk and benefits of FJ technology it will be essential to do a survey on economic values in FJ furniture. The main objective of the study is to analyse the cost and price difference of the product and consumer preference between FJ furniture and normal furniture. The two furniture items were selected which were made from finger jointed wood (STC B-FJ 0019) and normal wood (STC B-132). Both items have same design, same measurements, same material used and but different type (finger joint and Normal). A predefined questionnaire was distributed among randomly selected 50 customers who visited State Timber Corporation showrooms to measure the awareness and satisfaction on FJ furniture. People have low awareness but high satisfaction about FJ products. Customers were satisfied with price and attractiveness of FJ products and were not satisfied with strength, trust, durability and availability. FJ products were cost effective and benefited for the waste reduction in factories. Due to the finishing labour cost, unit production cost of FJ of (Rs.171.91 ft²) was higher than normal (Rs.147.88 ft²). Although it shows high cost for customers the uniqueness, attractiveness and high demand of FJ products benefited on customers and increase economical background of producers too. FJ technology is good profitable business in furniture production sector of timber industry.

Keywords: Finger joint cost, Risks, Benefits, State Timber Corporation