

ABORDAREA PRODUSULUI MOBILĂ PRIN PRISMA COMPORTAMENTULUI CONSUMATORULUI

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Abstract:

The furniture is a complex product and it must be approached in two ways: as a concept and as a function. This approach is based on consumer behavior. The concept of furniture must cover the notions of architect-furniture, sign-furniture, system-furniture. The basic functions of furniture in marketing approach are the utility function (material utility) and symbolic function (psychological utilities).