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Anne Toppinen, Heimo Karppinen & Kati Kleemola (eds.)

The Power of Behavioural Models in Defining New Types of Market Segments of Non-Industrial Private Forest Owners in Finland.

Albarracin, G.

Recent research outcomes on segmentation of round wood markets of non-industrial private forest (NIPF) owners in Finland have shown that alternative research methods based on behavioural outcomes provide accurate results on trends and preferences of market choice. These alternative research methods are based on analysing interdependencies within the dyadic relationships of private suppliers and industrial buyers of round wood. Consistent data analysis focusing on goals and attitudes of NIPF sellers has repeatedly proposed significant considerations for establishing a new type of group segmentation in the round wood market in Finland. Thus the evidence which supports alternative market segmentation either provides additional information to the traditionally established segmented groups based on the analysis of socio-economic data or even in some cases propose to replace them with new definitions which further contribute to the power of the data of the model. Additionally, these new definitions propose that latent factor variables are extremely significant in their role of key informant within the research model as well as in helping to explain the error term of the established research models. In other words, these new research approaches increase the power of simplicity of the model as well as confirm the significance of both behavioural motives and drivers of choice. The survey data on NIPF owners was collected in January 2012 via the delivery of 2200 questionnaires. A total of 550 questionnaires were valid and included in the data analysis. Data analysis was conducted with a confirmatory approach and extracted the underlying variables with factor analysis methods of maximum likelihood and oblimin rotation. Specifically, results of the research model consistently confirms that supplier-buyer relationships are either relational, interismistic, or transactional and that objectives behind their behavioural motives are based either on satisfying the level of economic safety (Marslow, 1943), keeping up with level of own well-being and life satisfaction (NEF, 2009), or helping to lower the impact of ecological footprint on forests (NEF, 2009).

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