

- m. Five factors that influence purchases were ranked by each interviewee. There was much variation in the ranking, but a composite of all interviews resulted in more definitive conclusions. The five factors ranked were: price, quality, service, reputation of the manufacturer, and design. In the eastern sector, price, quality and design tied for the number one spot, and service and reputation of the manufacturer both ranked number two. The west was different in that design did not share the top spot with price and quality, but fell into second position with service. In addition, the most significant difference in the rankings of the two sectors is that the reputation of the manufacturer was a poor third to the first and second most important factor groupings in the west. This may mean that there is less emphasis on brand name by the western consumer and, thus, an easier task for the Canadian furniture manufacturer to gain a firm foothold in this market.
- n. A wide variation existed between the eastern and western sectors on the most popular furniture style in the area. Seventy percent of the eastern retailers reported that Traditional was the number one seller as opposed to a mere 30% reported by the westerners.