

Sustainable Furniture

Williams-Sonoma, Inc.





Jacob Ali



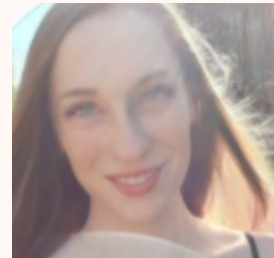
Max Boath



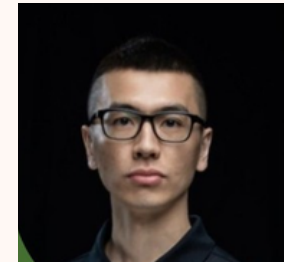
Laura Groessl



Connor McHugh



Maddie Sippel



Webber Li

Who Are We?

MEET THE TEAM

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WILLIAMS-SONOMA, INC.

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**FORMER
DESIGN
SPECIALIST AT
WEST ELM**

"It's your responsibility as a designer, when you're pushing ideas or materials, to come to the table with the idea of it being a more sustainable option."

KARA OLSON



Background

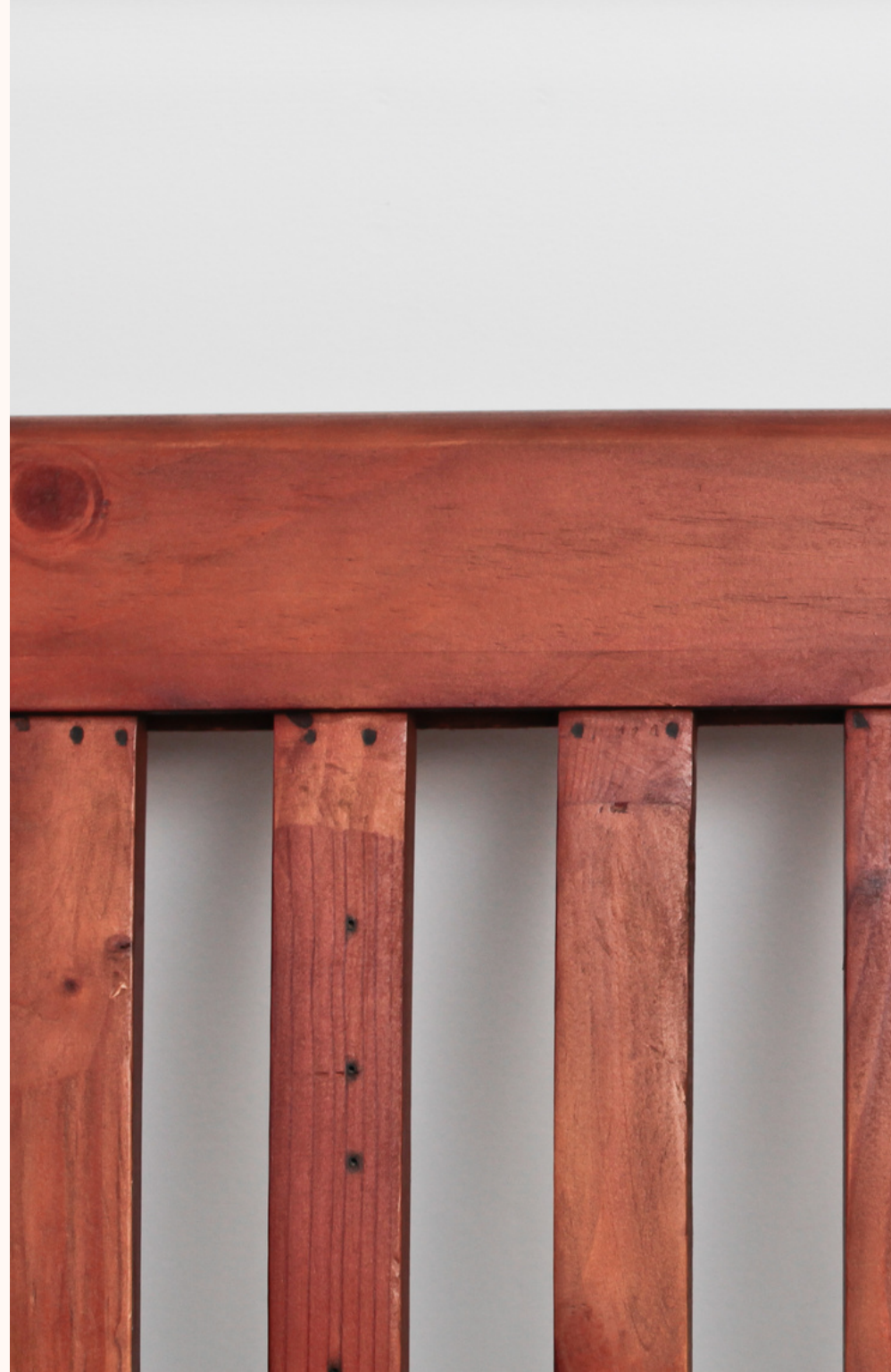
"GOOD BY DESIGN"

Secondary Research

**76% OF RESPONDENTS WERE
WILLING TO PAY A PREMIUM FOR
ENVIRONMENTALLY SAFE PRODUCTS**

**EASE OF ACCESS WAS THE MOST
IMPORTANT FACTOR IN DETERMINING
CONSUMER'S LIKELIHOOD OF
PURCHASING GREEN FURNITURE**

**INDUSTRY TRENDS: NATURAL
BIOMATERIALS AND 'SUSTAINABLE
CHIC'**



The Attitude-Behavior-Gap Phenomenon

“CONSUMER BEHAVIOR IS THE MOST UNSTABLE AND UNPREDICTABLE PART OF THE ENTIRE SUPPLY CHAIN”



Primary Research

OBJECTIVES

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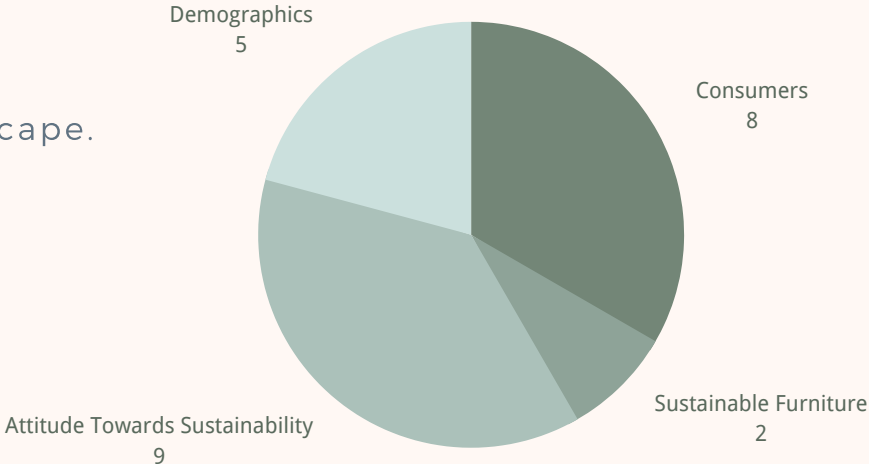


Goal

- Have an understanding of the current market landscape.
- Identify quantitative support for the conclusion.
- Make strategic recommendations.

Dimension

- Consumers' background
- Consumers' behaviors
- Overall demand in the furniture market.



SURVEY

Methodology



AI

Kara Olsen

**Interior Designer in Design
and Procurement Studio
for Antunovich Associates**

Goal

- Analyze emerging trends
- Differences in buying behavior between residential customers and designers
- Corporate responsibility strategy

INTERVIEW

Methodology



RETAILERS

CONSUMERS

INTERESTS

AUTHENTICITY
PROGRESS
SALES

PRICE
AESTHETIC
FUNCTION
NON-TOXIC
SUSTAINABLE

CHALLENGES

ECO OPTIONS
PACKAGING
MESSAGING

AWARENESS
TRUST
AFFORDABILITY



Survey Insights

87 PERCENT OF RESPONDENTS VALUING CLIMATE CHANGE AS EITHER IMPORTANT OR VERY IMPORTANT

Yet, price, aesthetics, and size/shape are the top three features respondents look for when buying furniture



**CONSUMERS WERE WILLING TO
PAY ON AVERAGE**

250%

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**MORE FOR SUSTAINABLE PRODUCTS THAN
REGULAR PRODUCTS**



Recommendations



Implementation:

- Utilize a Third Party service to repair and refurbish furniture products to resell in WSI outlets
- Give store credit to customers

Outcomes:

- "Recycled" product without manufacturing
- Customer-benefit
- New life for furniture

Refurbishment *Recommendation #1*



Implementation:

- Training on certifications & customer communication regarding price, style, & sustainability
- Certification guide
- Tracking sustainability FAQs

Outcomes:

- Increased consumer education
- Brand loyalty

Employee Training *Recommendation #2*

Recommendation #3

White Glove Service/Packaging Cycle

Implementation:

- White-glove service focusing on recycling.
- Assist consumers with set-up of new furniture & discarding of packaging.

Outcomes:

- Increased brand perception and customer loyalty.
- Decrease in packaging waste.
- More sustainable end of life disposal of packaging.



Questions/Comments

