

## CONTENT of the fediyama DIY Consumer Study 2014

The full report of the international fediyama DIY consumer study 2014 includes detailed answers to the following topics:

- Attitudes towards renovation projects in general
- All renovations projects in past 12 months
- Reasons for renovating in past 12 months
  
- Attitudes towards (premium) power tools
- Purchased (premium) power tools in the past
- Reasons for purchasing (premium) power tools
  
- Path-to-purchase:
  - First used touchpoint / source of information
  - First or second used touchpoint / source of information
  - First, second or third used touchpoint / source of information
  - Last touchpoint / source of information used before purchase
  - All touchpoints / source of information used in path-to-purchase process
  - Importance of touchpoints
  - Shoppers' expectations towards touchpoints
  - Used retailer for selected touchpoints (leaflet, homepage and POS/store)
  - Point of purchase (Online vs. Offline)
  - Importance of purchase criteria
  - Relevance of touchpoints for most important criteria
  - Relevance of touchpoints for criteria "Brand"
  - Relevance of touchpoints for criteria "Price"
  - Relevance of touchpoints for criteria "Quality"
  - Relevance of touchpoints for criteria "Design"
- Usage of mobile and online for DIY purchases
- Reason for not purchasing online
- Evaluation of future mobile purchase
- Demographics
  - Age
  - Gender
  - Kind of flat / apartment respondent is living in
  - Number of person living in household

### The interviews have been conducted in 6 countries:

- France (800 interviews)
- Germany (800 interviews)
- UK (800 interviews)
- Belgium (500 interviews)
- Italy (500 interviews)
- Spain (500 interviews)

### You will receive the report as graphs and tables with the following splits:

- Comparison of all 6 countries
- Split of renovation and (premium) power tools for all 6 countries
- Additional demographic split in your country

The full report (approx. 160-180 pages) will be ready and send to you by End of June 2014.

## **CONTENT of the fediyima DIY Retailer Interviews 2014**

The full report of the international fediyima DIY Retailer Interviews study 2014 includes detailed answers to the following topics:

### **1. Customer understanding & Path-to-Purchase**

- Main customers of the retailer
- Importance of the expectations of the retailer's customers regarding factors: Price, Information, Product range, Personalized advice, Testing the product, Immediate availability, After-Sale-Service, Delivery options
- Main contribution of the retailer to the consumer's decision process along the path-to-purchase (from the moment the idea is conceived (e.g. renovating a bathroom) through to collecting information in all different possible forms until actually purchasing a product)

### **2. Cross-Channel Activities**

- Role of cross-channel the retailer's corporate strategy?
- Ranking of the importance of the following cross-channel services and status of implementation:
  - Click & Collect
  - Buy online/Return in store
  - Buy online/Fulfill through store inventory
  - Buy online/Pick-up at central location
  - Buy in-store/Fulfill through online/direct
  - Check store inventory through online
  - Loyalty bonus program integration
  - Tools in-store (Website, Youtube, Videos, QR-Codes etc.)
  - Mobile-Commerce/Tablet Commerce
  - Social Commerce
  - Consistent price level across all channels
  - Couponing/i-Beacons; Mobile payment
  - other
- Ranking of experienced internal challenges when developing the cross-channel-strategy in the mentioned fields: Logistics; IT; Marketing; Sales; HR; Operations; Innovation Management; Organizational structure; Project Management
- Most successful format in the future DIY scenario:
  - Generalist Pure Players / Market places (e.g. Amazon, eBay)
  - DIY Pure Players
  - Cross-Channel Retailers
  - Brick&Mortar retailers (without e-commerce) with generalist competence
  - Brick&Mortar retailers (without e-commerce) as niche specialist
- 3 most critical success factors for DIY retailers in the cross-channel world

### **3. Manufacturers' role from the retailer's perspective**

- The role manufacturers should play within the retailer's future Cross-Channel activities
- What can manufacturers do to support the retailer in their future cross-channel fitness?

Note: 4 telephone interviews with the management level of DIY retailers from Germany, France, Belgium and Finland were conducted (30 min structured interview).

Results will be presented with graphs and tables in PPT format.