

GfK

GfK Living.com

A close-up photograph of a man with dark hair, wearing a dark pinstriped suit jacket and a white shirt, smiling broadly while holding a pair of black binoculars to his eyes. The binoculars have large, circular lenses that reflect a warm, orange-red light. The background is a soft, out-of-focus indoor setting.

**fediyma DIY consumer study by GfK
PRESENTATION**

1

Background and Task

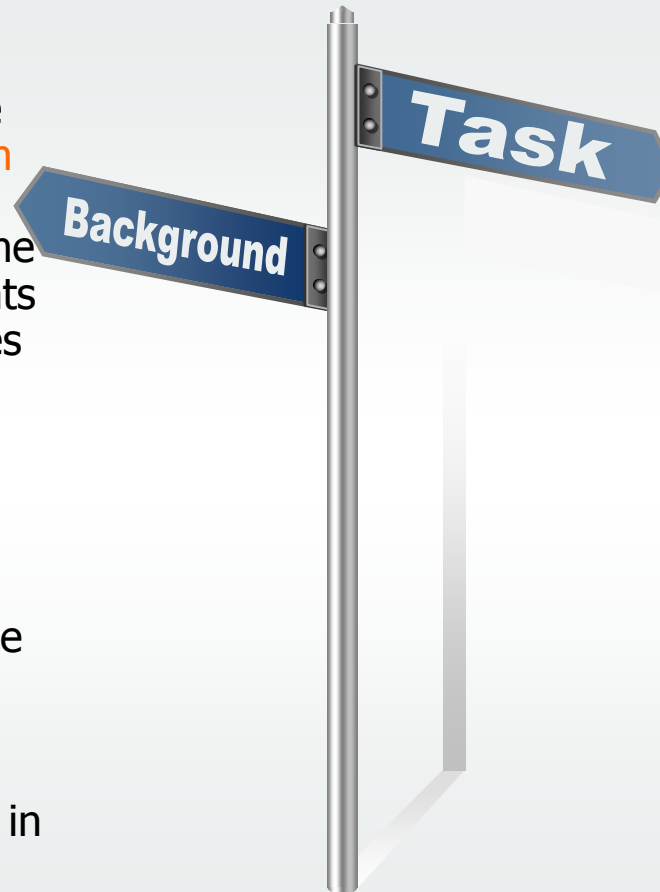


Background and Task

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In 2005, 2007 and 2010, fediyma, the European Federation of DIY manufactures, carried out the study „Consumer Behaviour in the European market for DIY and Gardening“. The aim of the analysis was to provide insights of purchase behavior, attitudes and motives of the European DIY-/ Gardening-consumers.

For getting a profound knowledge about the target groups, a segmentation will be carried out. The follow-up studies in 2007 and 2010 enable an expansion of the insights up to other countries in Europe.



Because of the positive market resonance about the previous studies, the research should be carried out again 2012 in **six countries, which were not covered before.**

The approved questions of the precedent studies will remain as far as possible.

In addition, GfK Living & Retail will optionally include some **current aspects and trends** in the analysis:

- Sustainability
- Private Label
- eCommerce / Multichannel

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Method and Approach



Characteristics of methods

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Aim The enlargement of the research up to more European countries will provide explicit insights about the purchase behavior and the attitudes of the European consumer.

**Analyzed countries/
Sample**

- Netherlands (n = 500)
 - Austria (n = 500)
 - Poland (n = 500)
 - Italy (n = 500)
 - Turkey (n = 1.000)
 - Russia (n = 2.000)
- Consumers between 18 and 65 years

Method Online-survey, representative according to the online population in the individual countries

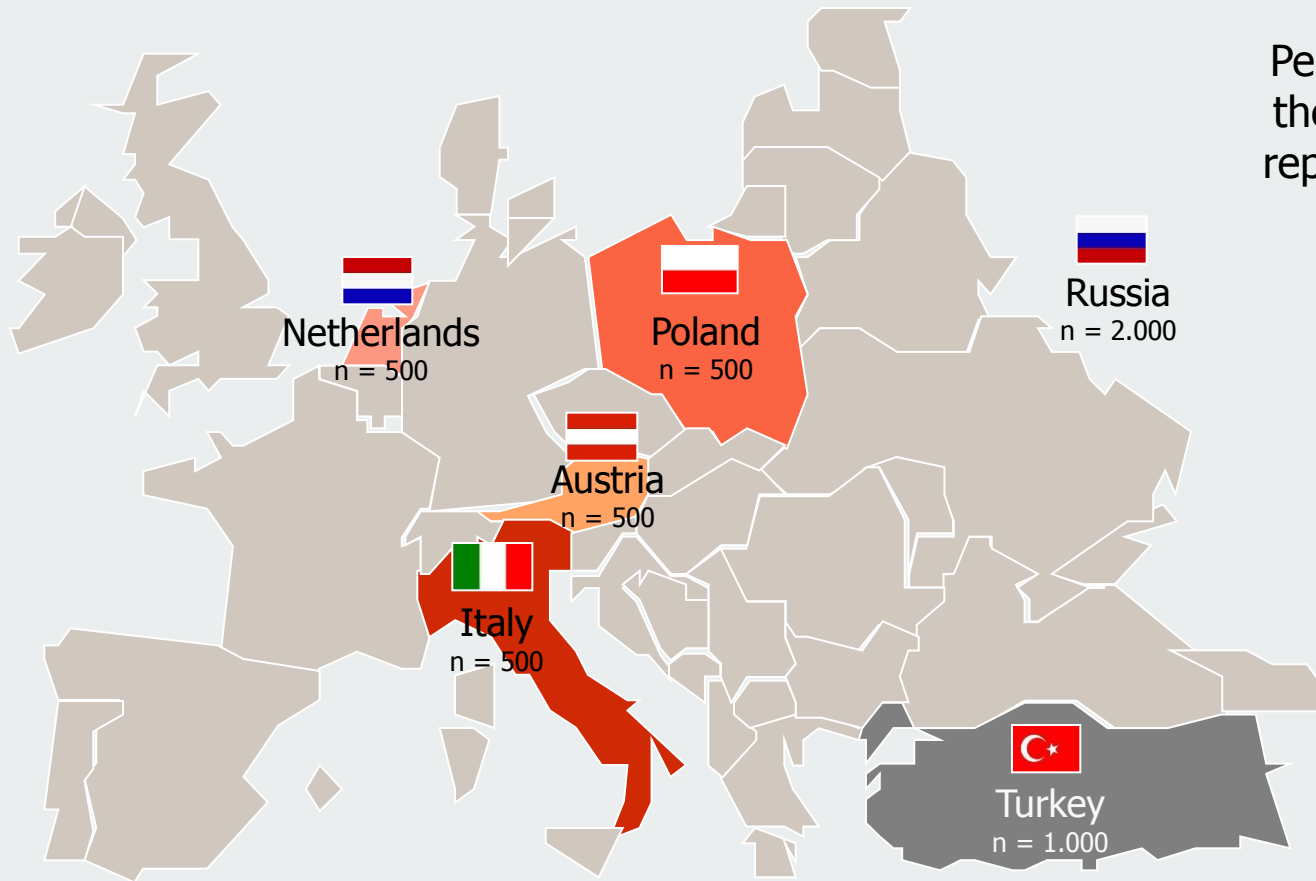
Timing February 2012: Enforcement of survey
April 2012: Discussion of the results
May 2012: Presentation at 2. EHI Forum

Results You will get a comprehensive report with graphic PowerPoint-Charts including Key-Learnings in print and electronic version.

International fediyma DIY Consumer Study 2012

GfK

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Target Group

Persons who mainly deal with the realization of renovation-, repair- and maintenance work in a household drawn from country-representative household samples

Method

Online-survey

Outline/ length

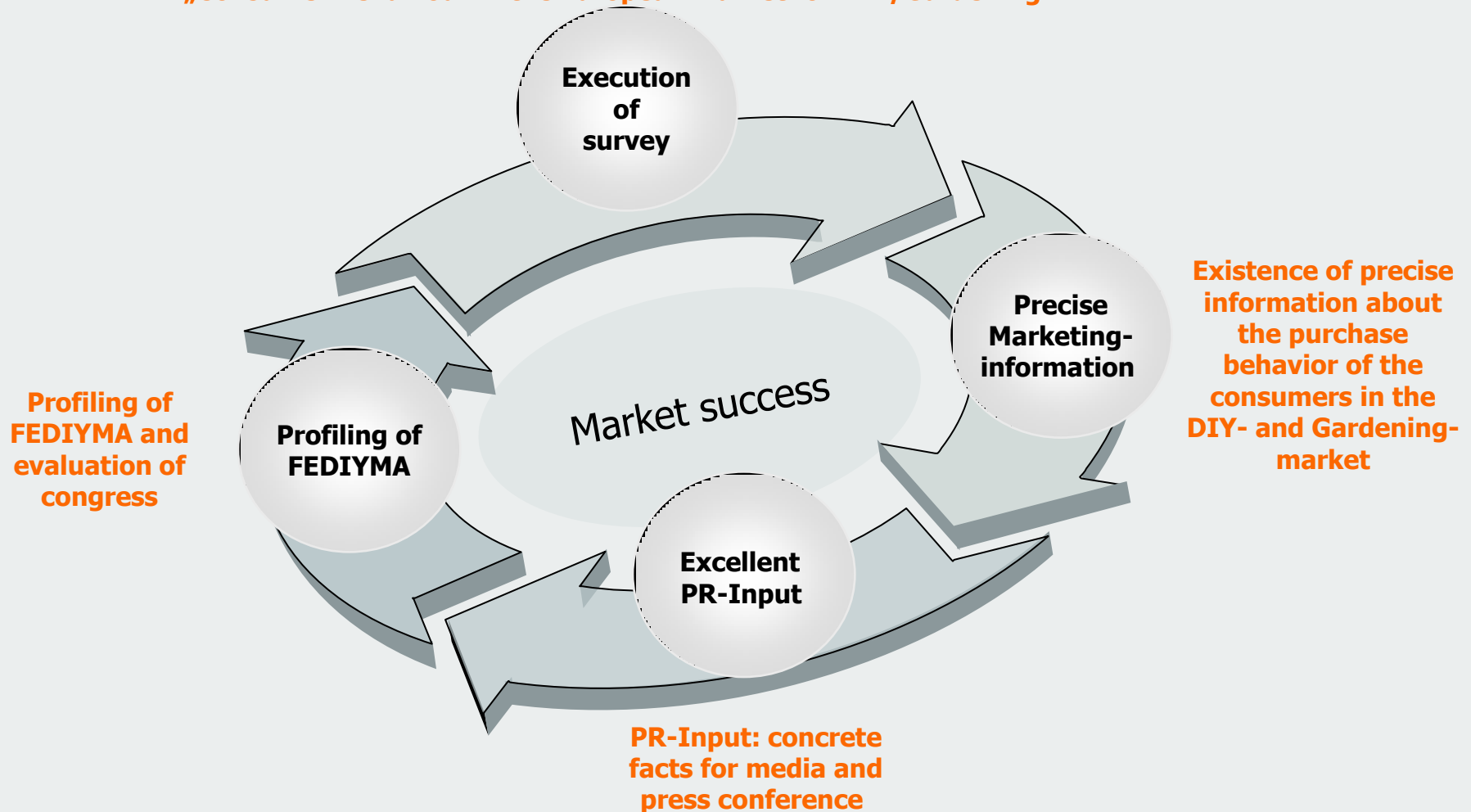
9-page, structured online questionnaire

Time of fieldwork

February 2012

Our approach in the success spiral

Execution of follow up study
„Consumer Behaviour in the European market for DIY/Gardening“



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Scope of Information



Scope of Information



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Overview about the most important focus of the survey:

- What is the purchase behavior of the consumers in the DIY/ Gardening-sector?
- In what way are consumers disposed to pay more than they had in mind?
- Which influence has the price on the purchase decision process?
- Which relevance do brands have in the DIY-/ Gardening-market?
- How important are quality aspects?
- Which information sources are used before purchase?
- Which challenges and barriers appear during the purchase process?
- What is the difference between the purchase behavior of the consumers in the individual countries?