

BUYING AT DIY STORES; HOW IS THIS AFFECTED BY AGE, INCOME AND DIY EXPERIENCE?

The buying behaviour of consumers when it comes to home improvement products has changed drastically over the last decade. From a traditional 3 step sales approach (manufacturer- DIY store/speciality store- consumer) to a truly omnichannel one. In the European home improvement monitor we have tracked the shifts in these channels for a long time, even on a product level. In the latest purchase channels report (Q2 2018) we also looked at various parameter like age, income and DIY experience and the influence this has on buying behaviour. In the image above we have tried to show the effect of these parameters and the percentage that buy at a DIY store (on a European level). In upcoming articles we will also show this for online buying.

European Home Improvement Monitor – Purchase channels

USP



Q2 2018 report: Purchase Channels & Online Buying

DIY experience

It is clear that the level of DIY experience (we have categorized the consumers in renovators, light DIYer, decorator and no DIY experience) has the strongest influence on the share of consumers buying at the DIY store. Renovators are clearly the ones who visit the DIY store the most (55.8%), followed the light DIYer (47.8%), the decorator (40.9%) and the groups no DIY experience (33,5%). Especially the decorators have been targeted by DIY stores quite actively lately, but they still, together with the group no DIY experience, are the group with the lowest percentage buying at the DIY stores.

Income

The income of the European consumer has far less influence on whether or not they buy at DIY stores. Nevertheless, there is a correlation as the higher the income becomes the lower the likeliness that they buy at DIY stores. This is of course logical because the outsource more and visits the speciality stores more often. As the income decreases, it's more likely the consumer needs to do the job themselves and is looking for cheaper (private label) products.

Age

Age also has an influence on the percentage of consumers buying at the DIY stores. The youngest age group (18-34) is least likely to buy at a DIY store. This is also easily explained as a large part of his age group haven't conducted any DIY jobs at all. Interestingly enough the group aged 55+ is not the group that buys most often at a DIY store. That place goes to the age group 34-55 years. Even though the 55+ group on average has strong DIY skills, they also start to outsource more jobs (DIFM). The differences are not huge, but the age group 34-55 is most likely to buy at a DIY store.



So if we combine all of this, consumers that are most likely to buy at DIY stores are between 34-55 years, have a low to medium income and are more experienced with DIY jobs. As DIY stores want to attract a younger audience with lower DIY experiences, they clearly still have a long road ahead of them.

About the research and report

In the European Home Improvement, we keep track of key developments in the European home improvement market (11 European countries covered) like purchase behaviour, orientation, DIY vs DIFM and many more. We provide information on both general and product level. The research is based on 26,400 interviews amongst consumers. The information in this article is based on the Q2 2018 report; Purchase channels. More information on this research can be found here.

In case of any questions on this article or the research, feel free to contact me at hoogenboom@usp-mc.nl – Research consultant at USP Marketing Consultancy or the project manager of this research Reinier Zuydgeest (zuydgeest@usp-mc.nl) – managing consultant at USP Marketing Consultancy