

BRAND PERFORMANCE IN THE DIY MARKET

ARE DIY STORES THE FIRST CHOICE?

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- 1 **Customer touchpoints**
Which touchpoints are particularly effective for addressing customers?
- 2 **Generational marketing**
How can the different age generations be addressed?
- 3 **Customer Journey**
What does the purchase decision process look like within the individual product groups?

**A joint production
by Konzept & Markt GmbH
and Dähne Verlag GmbH!**

Study content

The following contents are shown for each product group included and ordered:

- ▶ **Purchase funnel analysis** of selected brands
- ▶ **Brand profiles** based on purchase funnel levels (connoisseurs, users, satisfied customers, recommenders) by order
- ▶ **Information and purchasing behaviour**
- ▶ **Optimal touchpoints** with driver analyses
- ▶ Presentation of the **purchase decision process** (customer journey)

Study design

- ▶ **Representative sample** of 3,000 DIY Store customers
- ▶ **Online survey**
- ▶ **Fieldwork:** February/March 2022
- ▶ **Presentation of results** for the age generations Boomers, GenX, GenY and GenZ
- ▶ **Delivery of Results:** April 2022

Brand purchase funnel - paints / varnishes / glazes

	Awareness	Purchase	Retention	Repurchase
DUPLO-COLOR	16%	+ 38%	9%	4%
ALPINE WHITE	77%	+ 300%	154%	43%
ALPINA	74%	+ 30%	154%	29%
BRILLUX	55%	+ 30%	14%	13%
SW SOLAR WHITE	48%	+ 30%	11%	10%
ALPINA FINE COLOURS	48%	+ 30%	7%	6%
CANWOL	44%	+ 30%	10%	10%
SOLUX	42%	+ 30%	9%	5%
BEAUTIFUL LIVING COLOUR	41%	+ 30%	13%	10%
OB	39%	+ 30%	9%	8%
TOOM	38%	+ 30%	10%	8%
Average	35%	10%	12%	9%

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Brand profiles - paints / varnishes / glazes

	Connoisseur	User	Satisfied	Recommender	All respondents
Gender					
Male	16%	16%	16%	16%	16%
Female	16%	16%	16%	16%	16%
Age					
Under 30 years	16%	16%	16%	16%	16%
30-39 years	16%	16%	16%	16%	16%
40-49 years	16%	16%	16%	16%	16%
50-59 years	16%	16%	16%	16%	16%
60+ years	16%	16%	16%	16%	16%
Education					
High	16%	16%	16%	16%	16%
Medium	16%	16%	16%	16%	16%
Low	16%	16%	16%	16%	16%
Income					
Up to 21k	16%	16%	16%	16%	16%
22k to 31k	16%	16%	16%	16%	16%
More than 32k	16%	16%	16%	16%	16%

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BRAND PERFORMANCE IN THE DIY MARKET

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Included product groups

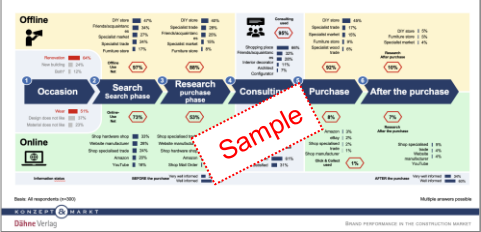
- ▶ Bathroom fittings (bathroom furniture, shower curtains, mirrors, handle and seat systems, etc.)
- ▶ Construction chemicals (plasters, tile adhesives, mortars, sealants, etc.)
- ▶ Building elements (windows, doors, stairs, roller shutters, etc.)
- ▶ Flooring & Tiles
- ▶ Power Tools & Accessories
- ▶ Paints / Lacquers / Glazes / Colour Sprays
- ▶ Garden (fertilisers, soils, plant protection, lawn mowers, hand-held garden tools, sun protection, fences, etc.)
- ▶ Hand tools (hammer, measuring tools, pliers, screwdrivers, etc.)
- ▶ Small hardware (screws, dowels, nails, fittings, etc.)
- ▶ Sanitary & Heating (taps, bathtubs, sinks, shower cabins, pumps, sanitary accessories, etc.)
- ▶ Smart Home (security, control of lights, heating, cameras, sockets, etc.)
- ▶ Wallpaper & Woodchip Wallpaper

Touchpoint optimisation of the customer approach

Driver for activation for purchase from BUYERS OF XYZ TOTAL



Customer Journey - Product group XYZ



Are you interested? Ask your contact person:

- ▶ For questions regarding the concept and content of the study, please contact:

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