

# BRAND PERFORMANCE IN THE DIY MARKET

## ARE DIY STORES A SERIOUS ALTERNATIVE?



Konzept & Markt GmbH  
Bischof-Blum-Platz 2  
D-65366 Geisenheim / Wiesbaden

Tel. + 49 (0) 6722 75034 11

Fax. + 49 (0) 6722 75034 21

www.konzept-und-markt.com

- 1 **Customer touchpoints**  
Which touchpoints are particularly effective for addressing customers?
- 2 **Generation 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!**

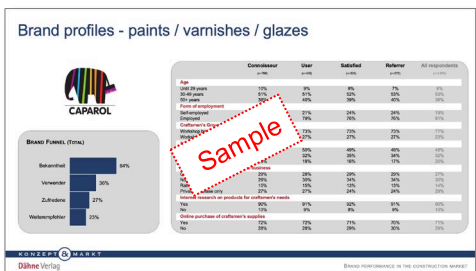
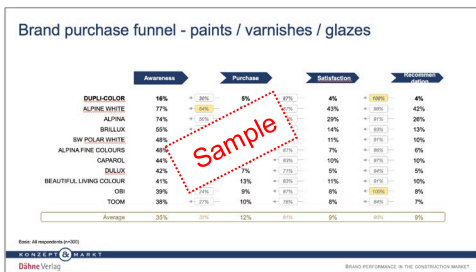
### Study content

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) as well as their anchoring in the trades
- ▶ **Information and purchasing behaviour**
- ▶ **Optimal touchpoints** with driver analyses
- ▶ Presentation of the **purchase decision process** (customer journey)

### Study design

- ▶ **Sample** of 1,000 craftsmen from the following trades: Wood processing, interior fittings, metal processing, carcassing, electrical trades, etc.
- ▶ **Online survey**
- ▶ **Fieldwork:** March 2022
- ▶ **Presentation of results** for the age generations Boomers, GenX, GenY and GenZ
- ▶ **Delivery of Results:** April 2022



# BRAND PERFORMANCE IN THE DIY MARKET

## ARE DIY STORES A SERIOUS ALTERNATIVE?

### Included product groups

- ▶ Bathroom and sanitary (fittings, bathtubs, shower cabins, etc.)
- ▶ Construction chemicals (plasters, tile adhesives, fillers, etc.)
- ▶ Building elements (windows, doors, garage doors, stairs, etc.)
- ▶ Building materials (plasterboard, fibreboard, cement, etc.)
- ▶ Fastening technology (e.g. fittings, dowels, screws, profiles, rails, etc.)
- ▶ Floor coverings (parquet, laminate, PVC, carpet, etc.)
- ▶ Power tools (drills, hammer drills, etc.)
- ▶ Paints, lacquers, glazes, colour sprays
- ▶ Tiles
- ▶ Garden products (fertilisers, soil, lawnmowers, garden tools, fences, etc.)
- ▶ Hand tools (e.g. hammer, measuring tools, screwdrivers, pliers, etc.)
- ▶ Machinery and workshop equipment (e.g. band saws, compressed air equipment, table saws, ladders, etc.)

### 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:

Konzept & Markt GmbH  
 Dr. Ottmar Franzen  
 Tel.: 06722 / 75034 11  
 Fax: 06722 / 75034 21  
 E-mail: franzen@konzept-und-markt.com

Dähne Verlag GmbH  
 Dr. Joachim Bengelsdorf  
 Tel.: 07243 / 575-208  
 E-mail: j.bengelsdorf@daehne.de

### Order form: Secure your competitive advantage!

We hereby order \_\_\_ copy(s) of the representative study "Brand performance in the DIY market: Are DIY stores a serious alternative?" at the price of EUR 2,950 per copy according to the enclosed offer letter.

The price is exclusive of VAT. The invoice amount is to be paid immediately after delivery of the report and without deduction. Delivery: April 2022. Place of jurisdiction: Frankfurt am Main. The General Terms and Conditions of Konzept & Markt GmbH, Geisenheim apply.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date / Stamp: \_\_\_\_\_