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UNDERSTANDING DO-IT-YOURSELF  
PHENOMENON: A CLOSER LOOK INTO  
FINNISH SEGMENT

Business Economics  
2017

## TIIVISTELMÄ

Tekijä	Noémi Tisza
Opinnäytetyön nimi	Tee-Se-Itse -ilmiön ymmärtäminen: Tarkastelun kohteena suomalainen segmentti
Vuosi	2017
Kieli	englanti
Sivumäärä	65 + 3 liitettä
Ohjaaja	Peter Smeds

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Tee-Se-Itse (TSI) aktiviteettien tekeminen on kasvanut kansainväliseksi ilmiöksi, joka vetää puoleensa miljoonia ihmisiä. Tästä huolimatta hyvin harvoja akateemisia tutkimuksia on julkaistu TSI liittyen. Pioneeritutkimuksena aiheesta Suomessa tämä tutkimus pyrkii sekä kuvailemaan että selittämään: *“mikä motivoi suomalaisia TSI -harrastajia ja mikä vaikuttaa heidän kuluttajakäyttäytymiseensä”*.

Teoreettinen viitekehys on jaettu kahteen kokonaisuuteen: TSI -ilmiön teoria ja kuluttajakäyttäytymisen teoria sisältäen suomalaisen näkökulman. Teorioiden pohjalta tehtiin tutkimus suomalaisista TSI -harrastajia. Aineisto (N=148) kerättiin kyselylomakkeen avulla Suomen Kädentaidot – Käsi- ja Taideteollisuusmessuilla 2016. Empiirisen aineiston keräämiseen sovellettiin yhdistelmämallia (mixed model). Tämä mahdollisti sekä määrällisten että laadullisten tutkimusmenetelmien hyödyntämisen.

Tutkimuksen tulokset tarjoavat tietoa suomalaisten TSI -harrastajien erityispiirteistä ja heidän kuluttajakäyttäytymisen vaikutteistaan, suomalaisista TSI -aktiviteeteista, TSI -kategorioista Suomessa ja internetin roolista Suomen TSI -segmentissä. Nämä tutkimustulokset lisäävät ymmärrystä TSI -ilmiöstä Suomessa.

## ABSTRACT

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Title	Understanding Do-It-Yourself Phenomenon: A Closer Look into Finnish Segment
Year	2017
Language	English
Pages	65 + 3 Appendices
Name of Supervisor	Peter Smeds

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Engaging in Do-It-Yourself (DIY) activities has grown into an international phenomenon attracting millions of people. Yet, relatively few academic studies have been published, especially from a business perspective. As a pioneering research on the subject in Finland, this research is descripto-explanatory meaning that it aims both to describe and to explain: “*what motivates Finnish DIY enthusiasts and what influences their consumer behavior*”.

The theoretical framework is divided into two entities: the concept of DIY phenomenon and the concept of consumer behavior including the Finnish aspect. Based on theories, a research among Finnish DIYers was conducted. Data (N=148) was collected through a survey questionnaire at Finland Craft and Design Fair 2016. The applied research method used for collecting empirical data was a mixed method. This enabled the usage of both quantitative and qualitative research methods.

The results of the research provided information on the characteristics of Finnish DIYers, influences of Finnish DIYers’ consumer behaviour, DIY activities in Finland, categories of DIY in Finland and role of the internet in the Finnish DIY culture. These findings increase the understanding of the Finnish DIY segment.

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**LIST OF ABBREVIATIONS**

DIY	Do-It-Yourself
DIYer	Do-It-Yourselfer
US	The United States of America
UK	The United Kingdom
e.g.	For example, <i>exempli gratia</i>
etc.	And so on, <i>et cetera</i>
MPE	Marketplace Evaluation
IE	Identity Enhancement
CIFS	Copenhagen Institute for Futures Studies
COO	Country of Origin

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# 1 INTRODUCTION

This chapter aims to clarify the outline and intentions of this thesis through three separate sections: (1) background of the study, (2) research objectives and (3) structure of the study. The first one provides insight into the topic. The second section explains the research problem and the five research objectives and the last section includes a brief content description of each chapter.

## 1.1 Background of the Study

DIY refers to carrying out activities by oneself instead of turning to ready-made solutions (products or services). In contemporary context, engaging in DIY is a powerful international phenomenon attracting millions all over the world. The movement shares similarity features between Finland and other countries such as America and England. However, as observed, there are certain characteristics that are country-specific within DIY culture. Therefore, simply applying American standards on Finnish DIY enthusiasts' consumer behaviour and motives would not provide an accurate description of Finnish DIY segment.

Performing DIY activities, especially handicrafts, is highly valued among Finns. Statistics Finland's findings from 2005, shared by Puukka (2017), suggest that over 67 percent of Finns make handicrafts. Various studies regarding Finnish handicrafts are available, yet there are no studies published regarding the Finnish DIY segment. This gives way for the thesis to investigate the phenomenon in Finland particularly from the consumer point of view.

Moreover, as a pioneering research on the subject, this research is descripto-explanatory in nature, which means that it aims both describe and explain: "*what motivates Finnish DIY enthusiasts and what influences their consumer behaviour*". This is achieved through investigating existing studies and theories on the subject, and conducting a consumer survey among Finnish DIYers. The challenge is to obtain sufficient information even in the international scale, since the amount of academic researches is limited. Especially from business perspective there are almost none available.

## **1.2 The Research Objectives**

The aim of the research problem is to determine the intention of the research. The core objective of this thesis is to examine “what motivates Finnish DIY enthusiasts and what influences their consumer behaviour” To clarify the research problem five additional sub targets are set as follows:

- (1) What are the most popular DIY activities in Finland?
- (2) What are the characteristics of Finnish DIYers?
- (3) What are the dominating categories of DIY in Finland?
- (4) How significant is the role of the internet in Finnish DIY culture?
- (5) What are the influences of Finnish DIYers’ consumer behaviour?

## **1.3 The Structure of the Study**

This thesis is divided into six chapters. Chapter 1 introduces the background, objectives and the structure of the research. Chapters 2 and 3, discusses the theoretical framework of the research starting from DIY phenomenon and ending with consumer behaviour. Chapter 4 presents the methodology utilized in this research. Chapter 5 presents the empirical framework of the research consisting of analysis of the key finding. Chapter 6 includes summary, discussion on the limitations, reliability and validity of the research and finally provides suggestions for further researches.

## **2 DIY PHENOMENON**

DIY phenomenon is a global movement that has been studied by researchers from various fields (e.g. art, history, design, politics, technology etc.). From business perspective the subject has been researched in a relatively small scale. The topic of DIY phenomenon is exceptionally diverse and multidimensional in nature so that even researchers often find it challenging to define and theorize. In this chapter the aim is to provide a streamlined and comprehensive concept of DIY phenomenon through investigating the key elements of it.

### **2.1 Definition of DIY**

DIY is an abbreviation of Do-It-Yourself which, as the name suggests, refers to individuals performing activities by themselves without direct guidance and assistance of professionals. Notably the meaning of DIY has been modified during the history in accordance to the leading trends. This will be discussed more in detail later parts in this chapter. In contemporary context, however, DIY activities can vary from creating new objects to maintaining property, for example home maintenance, interior design, handicrafts, gardening, vehicle maintenance and home decoration. Moreover, the initiation for implementing DIY projects can originate from various external and internal influences related to economic, social and personal reasons. (Atkinson 2006; Wolf and McQuitty 2011.)

### **2.2 Background of DIY**

Do-It-Yourself culture is an international phenomenon that has its roots in Arts and Crafts movement (1860-1920) established in the British Empire. From there, the movement spread to other countries around the world. Throughout the 20<sup>th</sup> century, the United Kingdom and America have been leading the DIY trends in a global scale. As a result, most of the studies on the subject are conducted in these two countries.

Before exploring the contemporary DIY culture, it is essential to discuss its background and development in more depth. This creates a foundation for further

analysis and discussions. Table 1 summarizes the most essential milestones of DIY movement during the 20<sup>th</sup> and 21<sup>st</sup> centuries in form of a timeline. This helps to visualize the key element of DIY phenomenon from a historic perspective. The timeline is allocated into four sections namely: (1) First World War Era, (2) Second World War Era, (3) Consumerism Era and (4) Fusionism Era. Each of these eras is discussed in detail further in this section.

### **First World War Era**

DIY phenomenon has its origin in a political movement (1860-1920) in the British Empire aiming to restore the lost value of handcraftsmanship and aesthetic design due to the industrialization (Obniski 2008; Ferrari 2015). Engaging in DIY was romanticized and perceived as leisure activity by the higher classes. For lower classes DIY was necessity driven. DIY was perceived as a possibility to earn a living by working from home. At the time, the most popular DIY activities were handicrafts, such as embroidery and pottery in addition to home renovation and interior designing. At this point, an unusual shift was observed, when white collar workers started performing manual work (DIY) during their leisure time, and blue collar workers became house owners and began renovating and decorating their houses. Magazines, books and catalogues were filled with instructions and recommendations regarding DIY encouraging citizens to carry out projects by themselves instead of relying on professional aid. In America, the mass production of new type of materials and tools (e.g. linoleum, paints and power tools) started. For the first time in history, companies sold DIY materials and tools directly to the public instead of limiting them to professionals. (Gelber 1997; Gelber 1999; Atkinson 2006; Goldstein 2012; Marks 2013.)

### **Second World War Era**

During the Second World War Era the meaning and roles of DIY change drastically. In America, an average manufacturing worker had 40 percent less income in 1934 than before the Depression. Many unemployed people had free time, which they started using productively learning new skills while engaging in DIY activi-

ties. Puzzle making became a phenomenon that ensured new source of income to male DIYers. (Gerber 1999.)

When the War broke out, the British self-help movement was born. Citizens were encouraged to perform DIY by BBC broadcasts, fashion-led magazines and by the English government. The financial necessity influenced the most commonly practiced DIY activities such as growing vegetables, fixing and making clothes. After the war in 1940s and 1950s, radio broadcasts and later television programs were used as main channels to provide inspiration and information on DIY activities to people. In England the lack of resources motivated especially females to engage in DIY to save money. At this point, DIY activities mostly consisted of repairing and recycling products and materials. Moreover, millions of destroyed houses required rebuilding and maintenance. (Atkinson 2006.)

In America, on the other hand, the concept of self-reliance was born after the war. The meaning of home became tightly connected to relaxation. Citizens started enthusiastically investing in their homes. New materials, tools and techniques were introduced on the market. Alongside other DIY activities, wallpapering became a massive trend among Americans. In addition, gender roles started dictating the type of DIY females and males perform. Male DIYers withdrew themselves to garages and basements to electrical work and wood work, females were more likely to carry out activities in the kitchen. (Gerber 1997; Gerber 1999; Kaagan and Larry 2004.)

### **Consumerism Era**

A significant change happened in DIY culture during the consumerism era. The number of DIYers decreased, and consumerism became the mainstream phenomenon. DIY was no longer considered a necessity, because ready-made products and solutions were often cheaper to acquire than create by oneself. (Atkinson 2006).

In Consumerism Era, UK companies were selling solutions that required less personal input to meet the demands of the consumers. By de-skilling the processes,

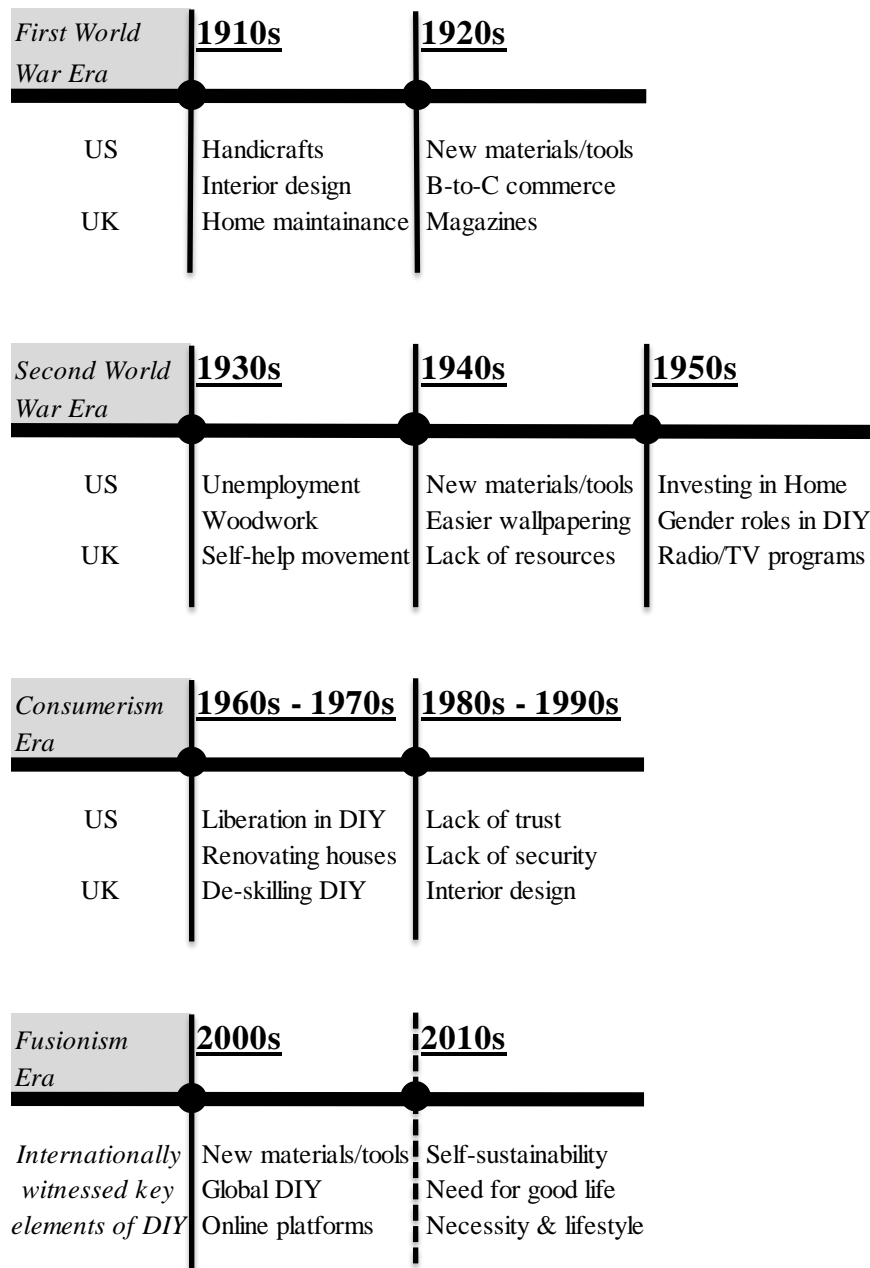
DIY activities became self-assembling or finishing rather than completing projects and making products from scratch. As an example, cook-in sauces and mass-produced clothes appeared in stores. Even if the consumers possessed the required skills to carry out DIY activities, the decisions would often be made based on time, price and convenience. In 1980s and 1970, various TV programs and magazines promote engaging in DIY. Especially interior design related content gains popularity among British audience. (Atkinson 2006.)

During the same times in America, DIY becomes a liberating act from the traditional gender roles. Women started engaging in DIY activities that were deemed to be masculine a just a few decades ago. In 1970s, a movement of historic-preservation began, and old houses were restored and renovated to a great extent. Moreover, citizens started to show lack of trust towards public education, healthcare and society in general. This insecurity drove DIYers to search for information from various sources on their own, rather than believing in the information provided to them by the authorities. (Kaagan et al. 2004; Atkinson 2006; Goldstein 2012)

### **Fusionism Era**

2000s and 2010s are significant decades from the aspect of DIY phenomenon development. Numerous new activities, techniques, tools and materials are developed during the Fusionism Era. DIYers are carrying out projects for different reasons. For instance, some DIYers are concerned about the negative impact consumerism has on environment thus engage in DIY activities. Others enjoy the process of making by themselves. While for other enthusiasts, DIY activities provide a living. Moreover, there is a strong desire to return to the foundation of what is considered a good quality of life and right way of living. Inspiration and direction are consciously and sometimes subconsciously obtained from previous DIY eras. Knitting and sewing circles, homemade cooking and baking, homeschooling, urban gardening, are some examples of DIY culture in Fusionism Era. (Gauntlett 2011; Matchar 2013.)

Furthermore, DIY activities gained popularity during the past few decades due to extensive usage of internet and social media platforms. This is the time when DIY culture becomes truly an international phenomenon. Information and ideas are shared through online environments in various formats (e.g. images, text, videos), and materials can be acquired through online stores all around the world regardless of one's physical location. Moreover, online communities are formed beside offline communities. (Gauntlett 2011; Matchar 2013).



**Table 1.** Timeline of DIY background and development.



### **2.3 Characteristics of DIY Enthusiasts**

Profiling DIYers accurately is challenging. The segment consists of millions of people internationally that practice different sets of DIY activities for various personal reasons. Therefore, the aim of this section is not to provide a detailed description of all possible characteristics of DIY enthusiasts. However, it is important to suggest a generic concept of the most common features and behaviors of DIYers that are supported by researches conducted in the US and the UK.

#### **Demographics**

Studies conducted by Sagittarius (2014) and Venveo (2015) indicate that both genders are equally engaging in DIY activities. There are no significant differences between the two countries, the US and the UK, in this matter. Nevertheless, depending on DIY activities there might be some differences in terms of gender-wise distribution. For instance, woodwork and home maintenance which are considered rather male dominant activities have naturally more male than female DIY enthusiasts. Likewise knitting or sewing attract significantly larger number of female DIYers (Nykänen 2014). Moreover, regarding age, Venveo (2015) declares that the majority if American DIY enthusiasts belong to Generation Y and Generation X (See Table 4). Sagittarius (2014) on the other hand suggests that the most active DIY consumers are from Generation X and Baby Boomers.

#### **Sources of Inspiration**

According to survey findings the most significant sources of inspiration are media channels such as television, magazines, and social media platforms among which Pinterest and YouTube are the most popular. All these channels do not only inspire people to engage in DIY activities, but also often provide streamlined descriptions of processes as well as before and after footages in DIY projects. This lowers the barrier for many to carry out projects by themselves. For similar reasons, DIY related blogs and videos uploaded on YouTube are important sources of inspiration for DIYers. Helpful and inspiring content attract and gather DIYer

around these online sources. (The Independent 2011; Wolf et al. 2011; Leonard 2012; Nykänen 2014; Venveo 2015.)

Other essential non-media driven sources of inspiration are related to people and physical locations. Numerous DIYers mention family, friends, fellow DIYers and professionals being vital sources of inspiration and information. Furthermore, specialty stores, trade fairs and courses are places that enable dialogues and exchange of ideas between parties. (Nykänen 2014; Venveo 2015.)

### **Places of Purchase**

Mintel's research from 2016, shared by Zumbach (2016), indicates that the most popular places to purchase DIY materials are specialty chains, hypermarkets and online stores. Other places, from where American DIYers acquire materials for their projects are local independent stores. The DIYers' intentions when visiting physical stores are often related to looking for help, advice and inspiration regarding their DIY projects. Many DIYers prefer to see, touch and evaluate materials needed for their project before making a purchasing decision. The store personnel's role is significant in these situations as they can directly influence the DIY consumers' buying decisions. (Wolf et al. 2011; Nykänen 2014; Zumbach 2016).

## **2.4 Categories of DIY Motives**

DIY segment is exceptionally heterogenic and therefore the motives of people to carry out activities in a DIY basis range in a great extent. The same DIY activities might be performed for different reasons by different people. Researchers have been trying to group these motives, though admitting that it is a rather challenging task. In this thesis two dissenting categorizations of motives are introduced. (Williams 2004; Atkinson 2006; Wolf et al. 2011.)

The first type of classification, a combination formed by two researches, investigates the motivations from mainly two perspectives whether they are economic necessity driven (Essential DIY) or influenced by lifestyle (Lifestyle DIY). The first one occurs when the desired products or services are unaffordable to a person/household or they are simply unavailable on the market, and thus hard to ob-

tain. The later one, on the other hand, is adopted when the purpose of engaging in DIY activities is merely affected by personal choice, pleasure and ease of the process. In addition, Atkinson (2006) also mentions Proactive DIY and Reactive DIY which represent two levels of creative input in DIY activity. In the first one, creative input is significant and the material used in the project is often raw-material. In the second one, the creative input is less significant due to the usage of pre-designed kits, templates and other similar components that are offered with pre-determined assembly instructions. (Kaagan et al. 2004; Williams 2004; Atkinson 2006.)

The second type of classification is introduced by Wolf et al. (2011). Based on this theory, DIY motivations (See Table 2) are categorized under two sections: (1) Marketplace Evaluation and (2) Identity Enhancement. With Marketplace Evaluation DIYers aim to estimate whether it is better to acquire the products and service or complete DIY activities by themselves by comparing and evaluating options from the following aspects: financial, quality, availability and possibility for customization. If the decision to engage in DIY activity is based on any of the above mentioned four reasons, the drive behind it is simply Marketplace Evaluation. On the other hand, with Identity Enhancement, DIYers seek to “enhance aspects of their identity” by performing DIY activities. In this case, personal motives are highlighted rather than external factors such as economy. The following four desires can be determined as Identity Enhancement driven motives: (1) personal achievement, (2) empowerment, (3) connection with other DIYers, and finally (4) displaying uniqueness. (Wolf et al. 2011.)

<b>Marketplace Evaluation</b>	<b>Identity Enhancement</b>
Lack of Product Availability Lack of Product Quality Economic Benefit Need for Customization	Fulfillment of Craftmanship Empowerment Community Seeking Need for Uniqueness

**Table 2.** DIY motivations – Wolf et al. (2011).

Some of the DIY motives presented in Table 2 are identified by other researchers as well. Kaagan et al. (2004) mention that performing DIY activities increases self-esteem and sense of pride from accomplishing a project by oneself. Similarly, Williams (2014a) explains that DIYers have a need for uniqueness and customization, but counter argues against economic benefit being as significant motivation as suggested by Wolf et al. (2011). Pleasure, ease and enjoyment of executing DIY projects seem to be far more important motivations for most of DIY enthusiasts (Williams 2014a; Venveo 2015).

## **2.5 Roles of Internet in DIY Culture**

The internet has three main functions as observed in the frames of DIY culture: (1) source of inspiration and information, (2) platform for social interaction and (3) platform for e-commerce. Williams (2013) promotes the importance of internet as a source of inspiration and information. Nowadays almost all DIY consumers will before visiting stores start exploring and evaluating options (based on price level, online reviews, etc.) in online environments. More than half of DIYers also search for additional information on products and services while shopping in stores. (Williams 2013, 2014b.)

Social media is providing a common platform for online communities where DIY enthusiasts can engage in dialogue, share ideas and information with each other (Williams 2014b). As mentioned previously parts in this thesis Pinterest and YouTube are the most popular social media channels among DIYers. Likewise researchers suggest that blogs are considered an important platform for two reasons: (1) inspirations and tips and (2) sense of belongingness which can be reached through online communities. Many DIY enthusiasts who are active online follow other DIYers' personal blogs and/or document and share their own projects in the online environment. (Nykänen 2014; Williams 2014b; Ansamäki & Saari-nen 2014.)

In addition, the internet enables transactions in online environments. DIYers acquire materials for their DIY projects through online retailers or peer-to-peer e-commerce websites such as Etsy. (Miller 2008; Leonard 2012; Zumbach 2016.)

### **3 CONSUMER BEHAVIOUR**

Consumer behaviour is one of those complex topics that have been studied by numerous researchers and marketers over the past decades. Several theories and models have been presented regarding consumer behaviour, which in one hand increases the understanding of subject but, on the other hand, might result in confusion. Therefore the intention of this chapter is to provide a simple though a comprehensive enough concept of consumer behaviour by utilizing information from multiple sources.

#### **3.1 Definition of Consumer Behaviour**

Defined by Kotler and Keller (2012, 173), consumer behaviour studies the process where “individuals, groups and organizations select, buy, use and dispose goods, services, ideas or experiences”, aiming to “satisfy their needs and wants”. Other studies also support the claim that this field (of consumer behaviour) covers from the process of selecting, purchasing or using of products, services, to achieve their needs and desires (Solomon, Bamossy, Askegaard & Hogg, 2014, 5).

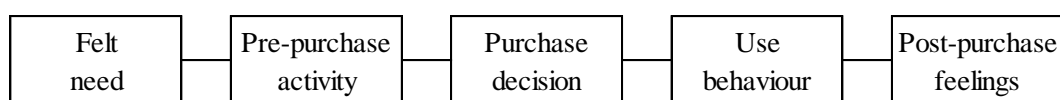
#### **3.2 Consumer Behaviour Models**

The aim of models is to represent a complex real life phenomenon in a theoretical form and, therefore, they are a useful guideline for researchers to tackle marketing problems and strategies. Chisnall (1995) claims that the models aim to clarify relationships “between inputs into the buying situations” and suggest that all models must have three characteristics in order to be deemed useful: (1) Relevance, (2) Comprehensibility; and (3) Validity. Following this concept, Chisnall (1995) also introduces two categories of consumer behaviour models in his research.

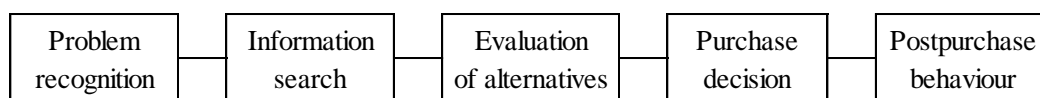
The first models, namely monadic models, were developed based on microeconomic theory in which “perfect competition” exists and the consumers are seen as rational decision makers. In the mid-20<sup>th</sup> century this concept was re-evaluated as new extensive multivariable models were introduced. In these new models the relevance of adapting various behaviour sciences such as psychology, sociology and

cultural anthropology, in order to understand consumer behaviour, was being recognized. (Chisnall 1995, 193-211.)

One of the iconic monadic models is Kotler's buying behaviour model, which consist of five stages in purchasing decision making process (See Figure 1). This model was later devised by the author himself (See Figure 2) as well as other researchers. The model has been used as a backbone in several multi-variable models as observed from previous studies by Engel, Kollatt and Blackwell (1978) and Hawkins, Best and Coney (1992).



**Figure 1.** Buying behaviour model – Kotler (1967).



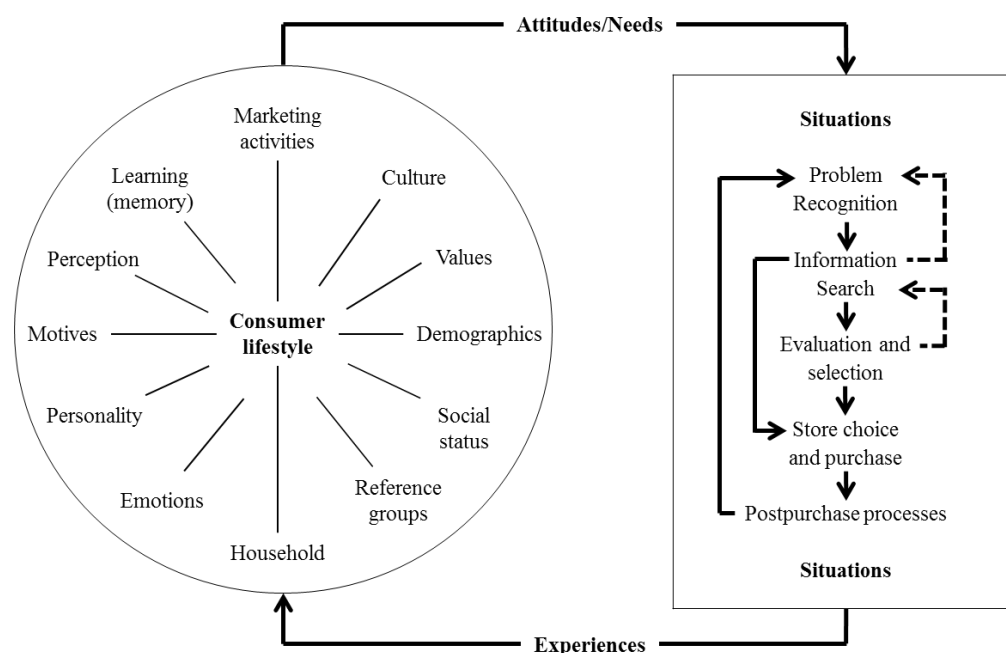
**Figure 2.** Buying behaviour model – Kotler (2012).

The adaptation of behaviour sciences combined with Kotler's buying decision model produces a multi-variable model (See Figure 3). Hawkins et al. (1992) introduces a more realistic model and provides a deeper understanding about consumer behaviour. Figure 3 suggests that consumers as individuals have their unique lifestyles which are formed by internal and external influences. These lifestyles stimulate consumers to adapt different attitudes towards products and services in different situations. This activates the decision making process of consumers' as described by Kotler's model (Figure 2).

### 3.3 Consumer Behaviour Influences

Consumers are consciously or unconsciously motivated by internal, external and situational influences which shape their buying behaviour. Although various studies use different names for these influences, they are eventually referring to the

same theory (See Table 3). As observed, internal influences comprise personal and psychological factors such as lifestyle and motivation whereas external influences are adapted in the frames of specific group, social and cultural context.



**Figure 3.** Consumer behaviour model – Hawkins et al. (1992).

Moreover, Solomon, Marshall, Stuart, Mitchell and Barnes (2013) and Hawkins et al. (1992) suggest a third group of influences, namely situational influences which cover physical surroundings and time related factors. In the limits of this research two to three most important influences from each group are discussed in more detail. These selected influences are marked (\*) in Table 3.

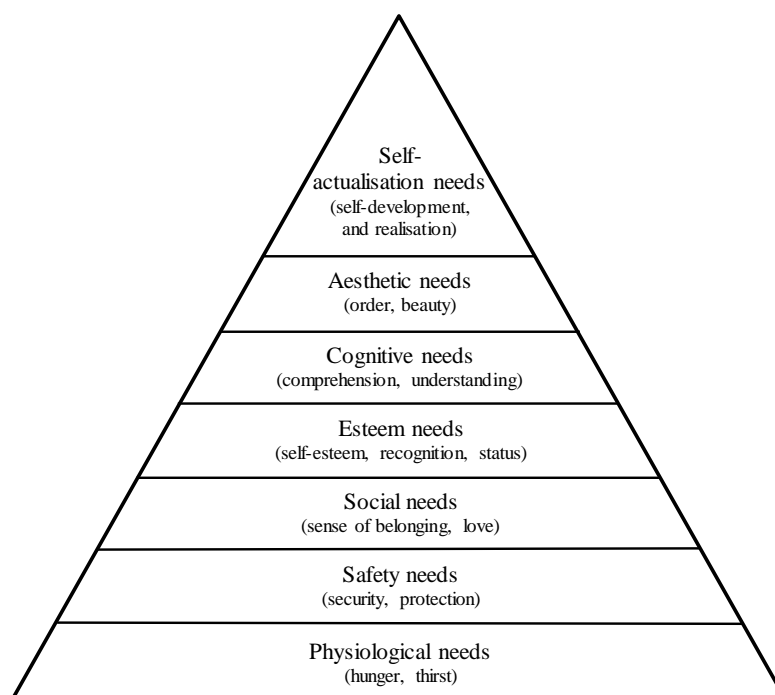
Internal/Personal/Psychological	External/Group/Social/Cultural	Situational
perception learning motivation (*) personality attitude age (*) lifestyle (*)	culture(*) social class/status reference groups (*) subculture roles	physical surrounding/environment (*) temporal perspective/time (*)

**Table 3.** Influences of consumer behaviour.

## Motivation

Chisnall (1995) declares that human needs and motives are strongly connected. Interestingly, a need or want evolves to motive when it surpasses “a sufficient level of intensity” (Chisnall 1995; Kotler et al. 2012; Kotler et al. 2016). Motives, as Chisnall (1995) describes, can be positive in which case they “direct wants towards objects” or negative such as fears that results in “leading wants away from objects”. After all, motives are reasons for human behaviour (Hawkins et al. 1992).

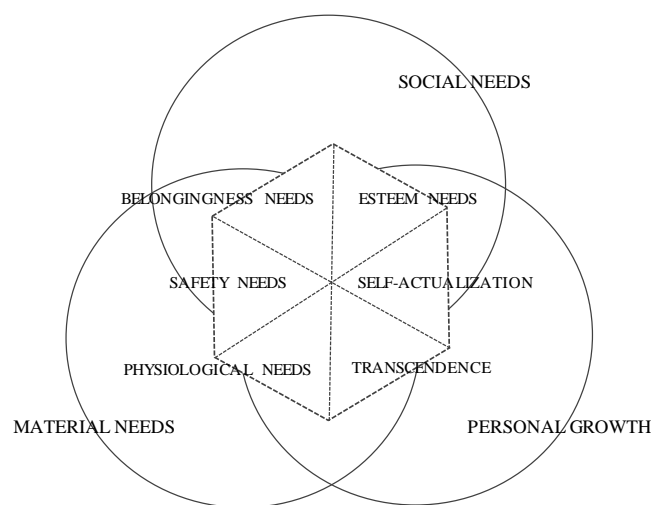
Researchers approve that individuals have biogenic and psychogenic needs. The former derives from biological necessities (such as eating or sleeping) and the latter one refers to psychological desires for fulfillments of recognition, esteem and belonging. Several studies agree on the importance of Maslow’s Hierarchy of needs, Kotler et al. (2016) state that human needs are formed in a hierarchy from “most to least pressing” (See Figure 4). The theory suggests that people aim to satisfy needs from the lower levels of the hierarchy before focusing on the upper ones (Mogensen 2006, 33).



**Figure 4.** Hierarchy of needs – Maslow (1970).



The concept of needs have been inevitably inspiring to scholars since its creation thus multiple variations and enhancements have been presented. CIFS (Copenhagen Institute for Futures Studies) has for instance acknowledged the importance of recognizing and categorizing the needs, however, it has counter-argued against the idea of presenting these needs in a hierarchical manner. According to CIFS, a more realistic approach is to rearrange the needs by dividing them into three spheres of needs namely material needs, social needs and personal growth. As demonstrated in Figure 5, the needs suggested by Maslow are categorized under the three equally dominant spheres. Physiological and safety needs belong to material needs. Esteem and belongingness needs are under social needs and finally personal growth circle consists of self-actualization and transcendence (referring to an activity that a person completes purely for “the need to do something for an ideal or for strangers without getting anything in return except the feeling of having done the right thing”). (Mogensen 2006.)



**Figure 5.** Three spheres of needs – CIFS (2006).

The reason for the model of needs by CIFS to be seen as a more accurate concept is first of all due to the fact that people as well as groups of people share different priorities in terms of satisfying their needs. Some aim to fulfil material needs while others might concentrate on personal growth or social needs. Individuals also tend to re-evaluate their set of needs against situational requirements. Different situations might trigger different needs in the same person. (Mogensen 2006.)

## Age

Kotler et al. (2016) clarify that the needs and wants of consumer' are subject to change with age. One explanation to this is "family life cycle" which modifies the motives of an individual to fit the other members' needs and wants within the family. As an example, families with small children pursue different types of consumer behaviour in comparison to retired elderly couples. Another essential point mentioned by several researchers is a generational factor. A person often feels more connected with people who belong to the same generation as she or he. Solomon et al. (2013) explain the phenomenon via the fact that shared experiences and memories related to major cultural events bring people closer to each other through nostalgia. Products and services that remind consumers of the past can strongly affect their purchasing decision in both negative and positive ways. (Solomon et al. 2013; Kotler et al. 2016.)

The current older age-groups' behaviour will not necessary be adapted by today's younger generations when they mature and reach the same age of the current older age-groups'. Each generation has its own characteristic consumption pattern to which they are attached and, therefore, more probably maintain it throughout their lifetime. Besides, researchers suggest that consumers over 30 tend to perceive themselves to be younger, sometimes even by ten years than they actually are. (Hawkins et al. 1992; Kotler et al. 2016.)

Researchers encourage businesses to explore more the generational elements and differences between age-groups. At the same time, they remind that stereotypes should be avoided when segmenting purely from age perspective (Solomon et al. 2013; Kotler et al. 2016). Moreover, as observed, there is another aspect regarding generations that is vital to discuss in this research, which is cultural differences in a national level. Due to historical and cultural events the categorizing method implemented in the US is not directly applicable in the Finnish context. Therefore, the American scale is being presented along the Finnish system (See Table 4).

Categories of American generations presented in Table 4 are provided by Williams and Page (2011) whereas the Finnish generations are based on the research

findings of Torsti (2012, 65-68). The most significant difference between the two systems is visible at the fourth generation from the top. Based on the American standard the Generation Y is between 1977 and 1994, whereas in Finland the particular Generation (Y) is seen as two separate generations: (1) Generation of the EU and Depression (1975-1984) and (2) Generation of Technology, Globalization and Terrorism (1985-1994).

	AMERICAN		FINNISH
The Depression/Silent Generation	1930-1945	—	1930-1944 Generation of War and Reconstruction
Baby Boomer Generation	1946-1964	—	1945-1958 Generation of Kekkonen, 60s and Moon flights
Generation X	1965-1976	—	1959-1974 Generation of the end of Cold War
Generation Y/Millennials	1977-1994	—	1975-1984 Generation of EU and Depression
		—	1985-1994 Generation of Technology, Globalization and Terrorism
Generation Z	1994-	—	1995- Generation Z

**Table 4.** American and Finnish generations.

Another difference in the Finnish system in comparison to the American's one is the fact that in the original version by Torsti (2012), Generation Z is not included. This is due to the nature of the research conducted by Torsti (2012), which measured the key experiences of Finnish generations. At the time the members of Generation Z were underage, hence excluded. Nevertheless, Generation Z is an important element of this research, and for that reason added on to the Finnish system. According to Mannheim (1952, 300) around the age of 17 a person starts "questioning and reflecting on things" through personal experience. These key experiences often connect the members of the same generation (Torsti 2012, 65-68). Therefore, it is important that the Finnish system is implemented in this research which focuses on Finnish consumers.

### **Lifestyle**

Lifestyle is a combination of AIO: Activities (shopping, hobbies, work), Interests (trends, art, family) and Opinions (social issues, products). These three are internal factors that reveal consumers' preferences in terms of product or service choices. To consumers it is important to obtain products and services through which they can express their passions and support their lifestyles. However, it is essential to notice that consumers' opinions and interests are subject to change,

and their activities conform accordingly. Therefore companies must follow possible changes regarding their customers' opinions, interests and activities in order to meet the expectations. (Engel, Blackwell & Miniard 1995; Solomon et al. 2013; Kotler et al. 2016.)

According to Engel et al. (1995) people in different countries have tendency to form and practice different lifestyles. As an example, cultural influence on people's interests, opinions and activities is inevitably strong. In Finland there are several national activities that have established a solid position in many Finns' lifestyles. Elements such as summer cottages, saunas and even fishing are widely adopted and practiced among Finnish consumers. There are approximately 550,000 summer houses in Finland, most of which are located in the countryside, ideally next to a lake and equipped with a sauna. However, summer houses are in a great extent relatively simple, and often modern utilities, such as television, are not available. Nevertheless, it is not unusual for families to spend several months at the summer cottages during the summertime engaging in various creative activities alongside sauna and fishing, which is a cherished hobby of over two million Finns. (Heinonen & Peltonen 2013.)

## **Culture**

Culture derives from a group of individuals that share beliefs, attitudes, values, behavioral patterns, custom, morals, laws or habits. Culture provides its members with basic values and guidelines that affect their consumer behaviour. Overlooking these cultural factors leads to ineffective results in terms of marketing efforts as Kotler et al. (2016, 129) warn. (Hawkins et al. 1992, 34.)

Each culture is built on values and rituals (Solomon et al. 2013, 172-173), some of which are adapted through religion. In Finland the celebration of Christmas and other holidays related to Christianity are widely practiced in cultural context. Weddings and other family occasions as well as graduation parties have established solid roots in Finns lives. There are certain rituals and customs associated with these events which affect buying behaviour. Customers often prepare for these special occasions long before the actual celebration takes place.

Solomon et al. (2013, 173) suggest that cultural values are elements that differentiate one culture from another because they provide fundamental understanding of what is considered right and wrong ways of living and doing things among a certain group of people. These values and beliefs are divided into two groups: (1) core values and beliefs and (2) secondary values and beliefs. The first category is adopted from parents and other authorities such as government and schools. The secondary values and beliefs, unlike the core values and beliefs, are more likely to change. This commonly happens through media, contemporary popular culture norms and opinion leaders. Especially among younger generations the impact of the above mentioned is significant on their buying behaviour. (Kotler et al. 2016, 91-92.)

Hawkins et al. (1992, 41-42) declare that countries located in Northern Europe highly value environment. This can be observed in the practices of these countries in terms of packaging and other regulations concerning environmental factors. For Finns nature is exceptionally precious and traditionally people have a close relationship with it. As the first country of in the world, Finland nominated a national nature day, celebrated in August. The day is an official flag day, hence nine over ten Finns wished to honor “Finnish nature as part of Finland's centennial jubilee in 2017” (Finnish Environment Institute, 2016).

This connection to nature, however, is not always translated into more environmentally friendly decision making from the Finnish consumers' side as discussed by Heiskanen, Kärnä and Lovio (1995, 11). Environmentally friendly “green” products are often considered more expensive and less effective than “normal” alternatives. Sharing similar thoughts, Hyvönen, Junnto, Laaksonen and Timonen (2000, 118) declare that “green” products with few differences from “normal” alternatives do not attract consumers especially if the price level is higher. Consumers are unwilling to pay for acting ethically usually with an excuse that others are not doing so either. So far, the media and consumer organizations have successfully been able to raise awareness and affect consumers' buying behaviour. (Heiskanen et al. 1995, 11-16; Hyvönen et al. 2000, 118.)

### Reference groups

According to Chisnall (1995, 158) there are two types of reference groups, namely membership groups (“to which a person belongs”) and aspirational groups (“to which a person seeks to belong”). A third category mentioned by Kotler et al. (2012) is dissociative groups, of which “values and behaviour a person rejects”.

Within membership groups there are two levels: (1) primary and (2) secondary. The first one consists of people such as friends and family with whom the member is continuously interacting. The second level covers, for instance unions, professional and religious communities. The groups are classified based on the significance they are placing on members’ buying behaviour. Researchers agree that families are one of the most powerful influential groups, and those skills, preferences, attitudes and knowledge are transmitted from one generation to another. (Raijas 2012, 64; Kotler et al. 2012, 175-176; Kotler et al. 2016, 133.)

Hawkins et al. (1995) identify three depths regarding reference group’s influence. The first degree is *Informational*, in which the member observes and follows other members’ opinions or suggestions. The next degree is *Normative*, which occurs when the member is more cautious and selective of his or her purchasing decisions due to the need to meet the expectations, and to avoid disapproval of the other members’. The last degree which is also the most impactful is called *Identification* degree, in this stage the member’s self-image and identity is shaped in accordance to the group’s opinions, values and preferences. (Hawkins et al. 1995, 131-143.)

Moreover, researchers suggest that the importance and influence of reference groups on consumer’s decision making is particularly significant in cases the acquired products or services are visible to particular groups. This is due to the pressure and/or desire for conformity and acceptance by others. This trend can be observed especially in the *normative* and *identification* influence degrees and they are particularly common among adolescents. (Hawkins et al. 1992, 128-143; Chisnall 1995, 158-161; Kotler et al. 2012, 175-176.)

### **Physical surrounding/Environment**

Physical surroundings, as defined by Hawkins et al. (1992, 419-423), comprise of geographical and institutional location, decor, weather and elements that stimulates human senses in a negative or positive way. Pleasant environment encourages the customer to purchase whereas displeasing surrounding triggers the opposite (Solomon et al. 2013, 170-171). Therefore, it is important that these environments reflect the lifestyles and expectations of targeted segments in order to affect consumer behaviour in the desired manner.

Moreover, it is essential to notice that these environmental factors are not limited to physical, traditional store interior designs, but can be applied for virtual environment such as webstore layout designs, and (temporary) stands at trade shows and fairs. As Solomon et al. (2013, 171) mention displays function as “marketing communication tool” that can attract or repel potential consumers’ attention.

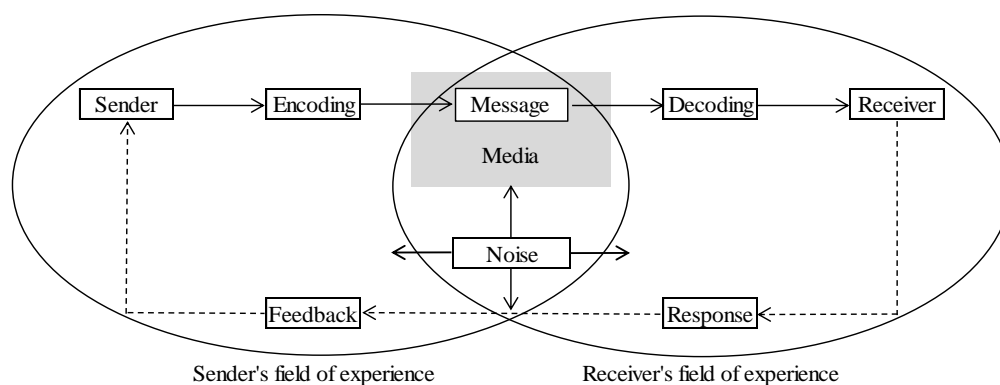
### **Temporal perspective/Time**

Hawkins et al. (1992, 425-433) introduce temporal perspective as an influence that measures “units ranging from time of day to seasons of the year”. Time as an influential factor shortens the buying behaviour process (See Figure 2) as it cuts possibility to seek for information and evaluate different options. Similarly, in the event of sales or trade fairs, the same concept is applied as there is a limited amount of stock and the competition over the same products gets tighter.

In the same manner, time pressure affects consumers’ choice of store as time draws short. Those businesses that are able to meet customers’ time related expectations in today’s hectic environment by providing faster service, for instance, are often picked over other companies by customers. Online stores in this field are fairly competitive as they can enable their products to be on display and to be purchased regardless of the closing times which naturally bind physical stores. Moreover, researchers have observed that “time poverty” caused by lack of time is usually leading consumers towards preferring national brands and easy-to-prepare products. (Hawkins et al. 1992, 425-433; Solomon et al. 2013, 172.)

### 3.4 Communication and Consumer Behaviour

Kotler et al. (2016) suggest that companies have the possibility to influence consumers' behaviour through effective communication tactics. In order to do so, it is essential to fully understand the elements of communication (See Figure 6).



**Figure 6.** Elements in the communication process – Kotler et al. (2016).

The process starts when a company (*sender*) forms an advertisement (*message*) which it delivers to the consumers (*receivers*) through carefully selected media that can reach the target consumers. The message is being recognized and understood (*decoding*) successfully when the consumers remember the advertisement, like it and/or make a purchasing decision based on it (*response*). At this point, it is crucial that the company encourages consumers to give feedback in order to adjust accordingly (if necessary). (Kotler et al. 2016.)

Today, there are several media channels such as television, the internet, newspaper, magazines, radio, etc. Kotler et al. (2016) remind that each medium has a specific purpose, and therefore companies tend to use a combination of several media channels instead of focusing merely on one medium. Puusa, Reijonen, Juuti and Laukkanen (2014) declare that it is essential for companies to detect which type of media channels their target consumers prefer. In Finland a large number of the population still favors traditional media such as newspapers, magazines, television and radio. At the same time, the internet has spread and established solid foundation especially among the younger generations who barely recall the time without the new technology. Yet, companies targeting older generations and plan-



ning to operate or advertising online, must consider the fact that one-third of the Finns are unsure about surviving in online environment. (Ekström 2010, 603; TNS 2013.)

Nevertheless, it is inevitable that the internet as a powerful virtual platform, continuously expanding and able to reach consumers all around the world. Social media is for instance the fastest growing channel of the 21st century. These online channels represent both as challenges and opportunities to companies. Consumers are presented with methods to research, evaluate, and option to choose alternate products in a global scale, hence, more competition to the companies. On the other hand, online media also provides a common platform for both companies and consumers: Online social networks. These networks include blogs, social networking websites (Facebook, LinkedIn, Pinterest etc.) and specialized sites. This enables two-way interactions between companies and consumers, allowing consumers' *feedback* to be transformed into better, more relevant *messages* in the future (See Figure 6). Companies can participate in social network discussions where consumers share their thoughts, ideas and comments – and if they refuse, they risk being casted outside the dialogue. (Kotler et al. 2016.)

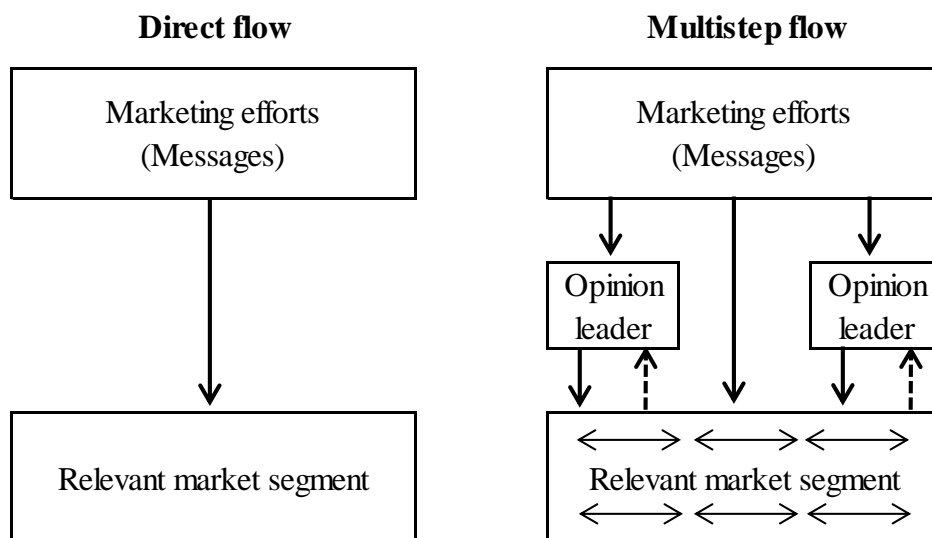
Another important media for Finns is trade fairs. According to TNS (2015) trade fairs are the seventh most significant media in Finland. These events enable face-to-face interaction between consumers and companies which attracts many in this heavy digitalized society. This does not mean that the visitors of the trade fairs would not be active online, in fact, many of them are. However, trade fairs can provide experiences, communality, business and exchange of knowledge and skills, which keep attracting people year after year. This is a strong indicator that human-interaction is a basic need that cannot easily be replaced purely by digitalization. (TNS 2015.)

### **Opinion leaders in communication process**

Chisnall (1995, 162-164) also mentions an important characteristic of reference group (See Table 3) that places significant impacts on consumer buying behaviour: Opinion Leadership. Opinion leaders are those individuals that are able to

influence other group members' attitudes or purchasing decisions. They are trusted advocates due to their expanded knowledge of specific products and/or services. (Solomon et al. 2013, 176.)

A concept introduced by Hawkins et al. (1992, 151) discuss the importance of *messages* passing from companies to consumers. These *messages* are frequently received first by opinion leaders who then interpret, filter and provide their understanding to other individuals. Chisnall (1995, 162-164) calls these opinion leaders intermediaries between companies and their market segments. The existence of opinion leaders introduces a new communication flow, known as Multistep flow. Figure 7 represents the differences between the original *Direct flow* and *Multistep flow* of mass communications. In the Multistep flow, *messages* received by consumers are affected by both the companies and opinion leaders who place their social influence on other group members. (Hawkins 1992, 151; Chisnall 1995, 162-164; Kotler et al. 2016.)



**Figure 7.** Communication information flow – Hawkins et al. (1992).

## 4 RESEARCH METHODOLOGY

Research methodology aims to clarify the processes applied to solve the research problem and objectives. This chapter covers three basic elements: (1) research method, (2) data collection and (3) questionnaire design that are all essential parts of explaining how this research has been planned and executed.

### 4.1 Research Method

Researchers suggest that there are two fundamental research methods: (1) quantitative and (2) qualitative. These two can be used in various ways both independently or combined. In this research, both quantitative and qualitative methods are utilized in a form of mixed model. This refers to a technique where one of the methods is in a primary position and the other one is applied as a supportive element. In this research the primary method is quantitative, and the supportive element is qualitative method. (Saunders, Lewis and Thornhill 2012b, 159-166; Malhotra, Birks and Wills 2012, 187.)

This research is descripto-explanatory in nature, which means that it aims both describe and explain, in certain extent, *what motivates Finnish DIY enthusiasts and what influences their consumer behaviour*. Therefore, in order to gather sufficient data, both qualitative and quantitative methods are utilized in this research. The first method enables collection of data that can be presented in a numeric form to describe and explain phenomenon. The second method, on the other hand, provides information in a nonnumerical form to discover the “underlying meanings” that are difficult to measure using quantitative method. (Babbie 2010, 394, 422; Saunders et al. 2012b, 171, 669.)

### 4.2 Data Collection

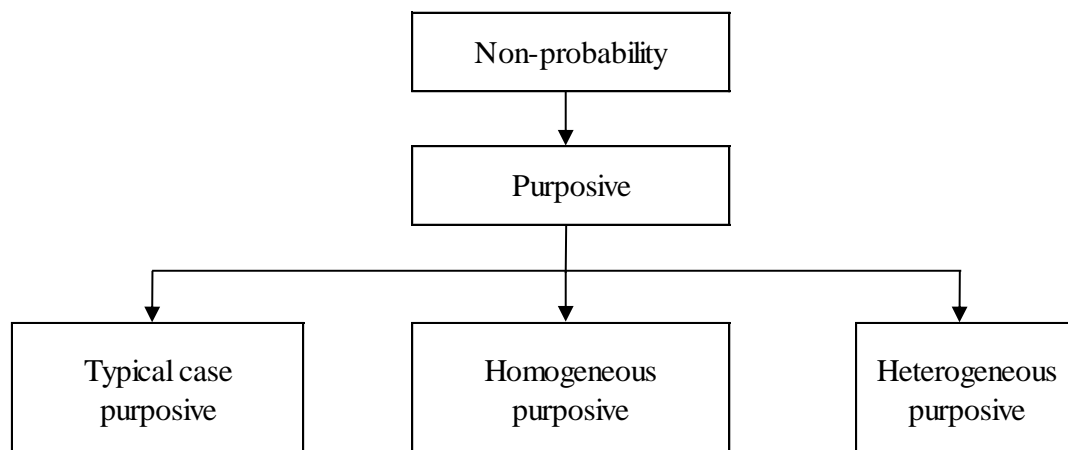
This research collects data with the help of a questionnaire, which is one of the most common survey approaches. Bell (1993, 75-76) suggests that questionnaires enable gathering information from people in a relatively quick and affordable manner. Moreover, Saunders and Lewis (2012a, 115-116) remind that question-

naires aim to answer the following type of questions: “who? what? where? how much? and how many?”. Therefore, questionnaire is one of the most suitable methods to obtain information on Finnish DIY segment and describe Finnish DIYers. (Bell 1993, 75-76; Saunders & Lewis 2012a, 115-116.)

Nevertheless, defining Finnish DIY segment appears to be challenging. As a pioneering research on the subject, certain assumptions have to be done regarding the population. Consequently, sampling and distribution of the questionnaire become more difficult to decide on. After considering the alternatives the most suitable option seems to conduct the survey would be Finland Craft & Design 2016 fair. According to Tampere Trade Fairs (2016) the annually hold Craft & Design trade fair in November is “the largest handicraft and applied arts industry fair in Europe” attracting over 40000 visitors during the weekend (Friday, Saturday and Sunday).

Trade show attracts visitors who are interested in handicrafts, design and are most possibly performing DIY activities. Obviously, a large number of visitors cannot be included in the research, and therefore sampling is carried out. According to Saunders et al. (2012b, 261-262) there are two types of sampling techniques: (1) probability and (2) non-probability. In this research the only option to use is non-probability sampling, which is applied when the whole population is not identified, in this case Finnish DIY segment. Non-probability sampling can be divided into four subcategories, of which purposive sampling is used in this research. Saunders et al. (2012b, 287-289) explains that purposive sampling is applied when the sample is formed based on the judgement of the researcher. Saunders et al. (2012a, 138-139) declares that purposive sampling can also be divided into six subcategories. Among these six sampling methods one or more can be used concurrently. In this research three of them are applied: (1) typical case, (2) homogeneous and (3) heterogeneous. All three layers of non-probability sampling technique used in this research are visualized in Figure 8.

The number of responses is predetermined to be maximum 150. The distribution of the questionnaire takes place at the sponsoring company’s stand at Finland



**Figure 8.** Layers of non-probability sampling technique.

Craft & Design 2016 fair. In order to ensure that the response rate is high enough, a small reward is handed out for each respondent after filling out the questionnaire. The rewards are sponsored by the company at which stand the questionnaire is executed. As mentioned previously, the collection of the data is based on the judgement of the researcher which is in accordance with the three purposive sampling methods mentioned in Figure 8. Typical case refers to DIY enthusiasts. The purpose is to ensure that all the respondents are engaging in DIY activities. Homogenous refers to the visitors of Finland Craft & Design 2016 fair. This means that only those DIY enthusiasts who attend the trade show in Tampere during the weekend have the possibility to participate in this research. Heterogeneous refers to the characteristics of the DIYers participating in the research. The aim is to cover both genders and all age groups attending the trade show.

### 4.3 Questionnaire Design

Before implementing the survey questionnaire, certain elements of it are considered: (1) the language is Finnish, (2) the total length is maximum one page with two sides with no more than fifteen questions and (3) the overall layout is neat and attractive. After the basic layout is completed, the questionnaire is pilot tested as suggested by Saunders et al. (2012b, 451-452). This is a vital step as possible

error can be corrected before distributing the questionnaire to the final respondents.

After pilot testing, the total number of questions is fourteen. Questions corresponding to the set research problem and the objectives, which is the aim of the questionnaire. Different types of questions are included in the questionnaire to make the appearance visually more interesting for the respondents, and allow flexibility when analysing the results. Researchers mention seven types of questions for questionnaires: (1) quantity or information, (2) category, (3) list or multiple choice, (4) scale, (5) ranking, (6) complex grid or table and (7) open-ended. Out of these, five types of questions are included in this survey questionnaire (See Table 5). Additionally, the open-ended questions are added as sub-questions to gather additional information in a nonnumerical form. (Blaxter, Hughes & Tight 2010, 203; Saunders et al. 2012a, 143-144.)

<b>Types of Questions</b>	<b>Question Number/s</b>
<b>Quantity or information</b>	2
<b>Category</b>	1, 4, 10
<b>List or multiple choice</b>	3, 5, 7, 8, 11, 12
<b>Complex grid or table</b>	6, 9
<b>Open-ended</b>	8, 10, 13, 14

**Table 5.** Five types of questions in questionnaire.

Moreover, Saunders et al. (2012b, 446-448) recommend adding a title and a clear explanation in the beginning of the questionnaire to introduce the researched topic to the respondents (See Appendix 3). In addition, at the end of the questionnaire it is suggested to thank the respondents for filling out the questionnaire. In this research both of the above mentioned recommendations are included. (Saunders et al. 2012b, 446-451.)

## 5 RESULTS OF THE RESEARCH

This chapter covers the most significant findings of the Finnish DIY consumer – research. The results are divided into five separate sections based on and in accordance with research objectives. The questionnaire, as a whole, can be found in Appendix 1 (in Finnish) and in Appendix 2 (in English). And, the survey introduction texts in Finnish and English can be found in Appendix 3.

### 5.1 Dominating DIY Activities in Finland

The first objective is to investigate the dominating DIY activities in Finland. As presented in Table 6, the most common activities among eighteen options are crafting, knitting/crocheting, home decoration, cooking/baking and sewing. Each of these five activities is practiced by at least half of the respondents. Otherwise, the popularity of different activities is relatively evenly distributed. Only a few of the provided options are practiced by less than ten DIY enthusiasts. This indicates that DIY enthusiasts in Finland are most likely to engage in various DIY activities rather than focusing on only one.

	Responses		Percent of Cases
	N	Percent	
<b>Crafting</b>	<b>121</b>	<b>15,3%</b>	<b>81,8%</b>
<b>Knitting</b>	<b>97</b>	<b>12,3%</b>	<b>65,5%</b>
<b>Home decor.</b>	<b>90</b>	<b>11,4%</b>	<b>60,8%</b>
<b>Cooking</b>	<b>75</b>	<b>9,5%</b>	<b>50,7%</b>
<b>Sewing</b>	<b>74</b>	<b>9,4%</b>	<b>50,0%</b>
Weaving	64	8,1%	43,2%
Gardening	53	6,7%	35,8%
Jewelry	53	6,7%	35,8%
Clothes	42	5,3%	28,4%
Painting	38	4,8%	25,7%

**Table 6.** Dominating DIY activities in Finland.

The results are also supported by previous researches. Nykänen (2014) suggests that knitting, crocheting and textile sewing are the most commonly practiced activities among handicraft activities in Finland. Moreover, TNS (2013) declares that the interest towards creative and small scaled activities such as crafting, cooking and baking are gaining popularity among all age-groups in Finland. In the same report by TNS (2013) it is mentioned that homing is an increasing trend in Finland since 2010. The term refers not only to spending time at home engaging in activities such as cooking and baking, but also investing in the appearance of the house and interior decoration (Luottonen 2014).

There is a growing need to customize the living space and homing is considered to be a new mean to reflect one's identity. Previously, it has been limited to enhancing personal appearance with clothes and makeup, but today homes are perceived as extensions of self-expression that can be adjusted to the residents' identities. This can be observed in the research findings as home decoration is more popular DIY activity among the respondents than for instance those related to wellness or beauty. (TNS 2013; Luottonen 2014.)

The contemporary homing trend in Finland also affecting the supply and demand of certain types of TV programs on Finnish television channels. According to Nelonen Media programs related to home, home decoration and renovation are extremely popular among Finns. YLE, on the other hand, mentions garden, home, food, health and fashion to be subjects that interest Finnish media consumers the most these years. (Luottonen 2014.)

However, it is important to note that these research findings are prone to biasness due to the imbalance between male and female respondents. It is safe to assume that if there are more male respondents, the ranking of the dominating DIY activities in Finland be significantly different from the current results. Males are less likely engaging in crafting, knitting and sewing than females. They prefer renovating/building, car and electronics related projects.

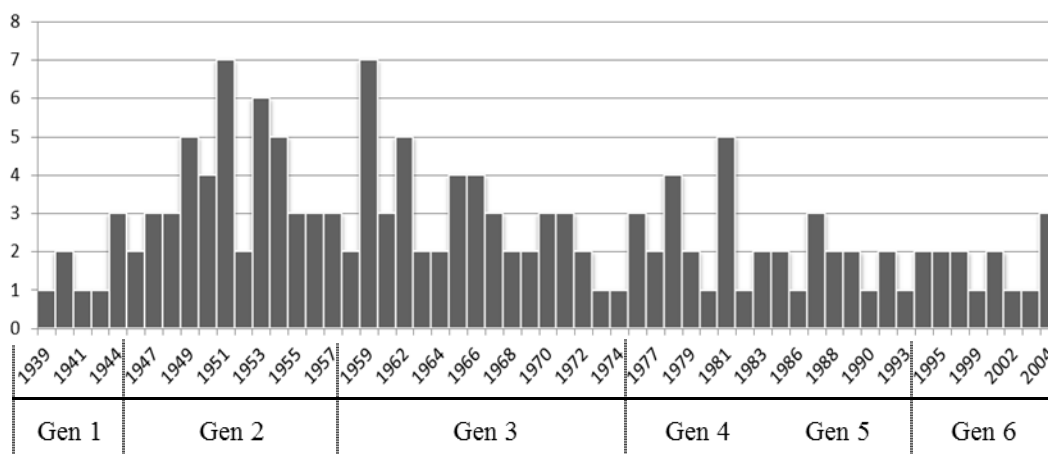


## 5.2 Characteristics of Finnish DIY Enthusiasts'

The characteristics of Finnish DIY enthusiasts are investigated from three aspects: (1) demographics, (2) sources of inspiration and (3) places of purchase. The key finding of these three are presented below.

### Demographics

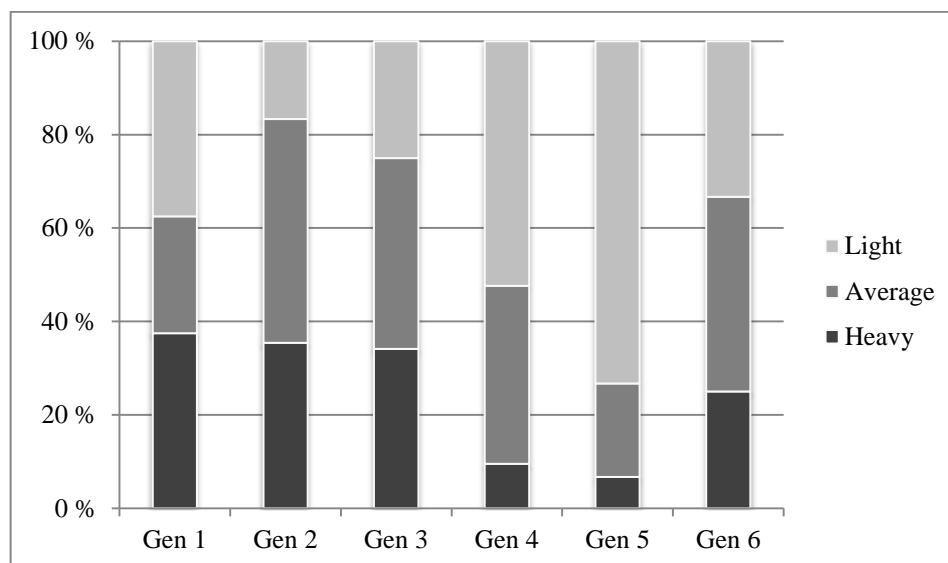
The first characteristics to discover are the basic demographical features of Finnish DIYers such as age, gender and the amount of time they spend on engaging in DIY projects. In Figure 9, the frequency distribution of the age of respondents is relatively wide in scale. Most respondents as demonstrated in Figure 8 belong to the second and third generations which are called *Generation of Kekkonen, 60s and Moon flights* and *Generation of the end of Cold War* (See Table 4). In comparison to American and British DIY segments, Finnish DIY enthusiasts are around the same age with the British ones. Most American DIYers, on the other hand, are slightly younger, and belong to *Generation X and Y*.



**Figure 9.** Frequency distribution of the age of respondents.

Accurate gender-wise comparison among the countries cannot be done due to the lack of male respondents (6%) against female respondents (94%). Nykänen (2014) witnesses similar significant imbalance between the genders in her research on Finnish people engaging in craft activities as leisure. This, however, does not prove that there are less Finnish males than females who engage in DIY.

Question 3 in the questionnaire measures the different levels of commitment (H-A-L) among the respondents in terms of practicing DIY. The first level, *Heavy*, include those respondents who engage in DIY 2-3 times per day. The second level, *Average*, refers to those respondents who practice DIY 2-3 times per week. And those respondents who carry out DIY projects 2-3 per month or less belong to the third level, *Light*.

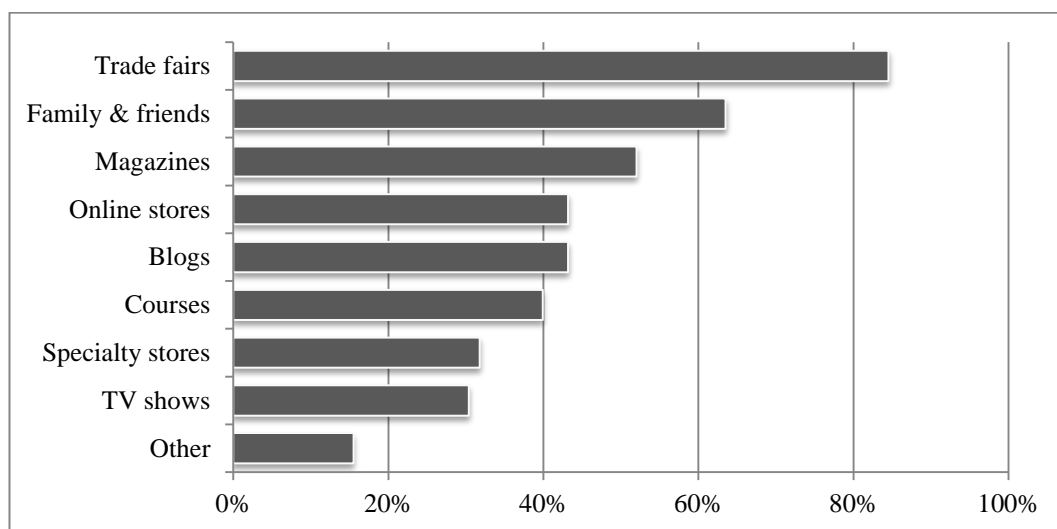


**Figure 10.** Frequency distribution of H-A-L doers among the generations.

The frequency distribution of the three levels (H-A-L) among the generations is presented in Figure 10. Most *Heavy* DIYers are members of the first three generations. Over one-third of the respondents in these three generations carry DIY out projects 2-3 times per day. Nevertheless, a radical change can be witnessed starting from the fourth generation where the majority of respondents from 50 to 70 percent are *Light* DIYer. The severe decline can be considered to originating from change in family life cycles. Members of generations 4 and 5 are at the age when they are most likely having children, working fulltime and/or studying. Those who belong to age-groups older than them are retired and/or have their children grown-up and moved from home, and hence have more time to engage in DIY activities. The youngest generation has more than 40 percent of *Average* DIYers. They are also studying at school, however, they possibly have more leisure time than the older generations, which can explain this tendency.

### Sources of Inspiration

In question 7 (See Appendix 2) the aim is to identify the most common sources of inspiration. The respondents can freely choose as many alternatives among nine as they want. According to the findings, the distribution among the options is relatively balanced (See Table 7). The three most popular sources are, however, trade fairs, family & friends and magazines. These are mentioned by over half of Finnish DIYers. This indicates that elements such as opinion leadership and human interaction is highly valued among all age-groups, and that among traditional media channels such as magazines are still highly appreciated sources of inspirations and ideas.



**Table 7.** Sources of inspiration.

The next most important sources are online stores and blogs (both 43%). Together with magazines, these two share a particular feature. Information is delivered in forms of text and pictures. Magazines and blogs tend to contain descriptions of processes and/or pictures of before and after DIY projects. This can encourage and inspire readers to carry out similar DIY projects. Venveo (2015) suggests that online stores can similarly provide professional advice and informative content through product descriptions, how-to videos, before and after footage, etc. Although these explanations shall not be considered to reflect the absolute truth, these findings are supported by theories hence can provide some insight.

### Places of Purchase

In Finland the most important places of purchase to DIYers are: (1) trade fairs/shows, (2) specialty retail stores and (3) domestic online stores as presented in Table 7. Based on theories, physical places of purchase (e.g. trade fairs, specialty retail stores), are popular among DIYers, because they can see and feel the items before making purchasing decisions. Also, the personnel can at these places provide advice and assistance when needed. The research findings support the theory as those respondents who prefer buying at only physical stores and locations explain that buying materials and items at these places can satisfy two vital needs of theirs: (1) seeing and touching the materials before making purchasing decisions and (2) receiving valuable advice from professionals.

Three Most Important Places of Purchase	Percent of Cases
<b>Trade fairs/shows</b>	<b>83,1%</b>
<b>Specialty Retail Stores</b>	<b>55,4%</b>
<b>Domestic Online Stores</b>	<b>52,7%</b>

**Table 8.** Places of purchase.

Other respondents, who choose trade fairs and domestic online stores while disregarding specialty retail stores as an option, explain their choice by effortless access to items and competitive price levels. Respondents living in rural areas with limited access to specialty stores near, appreciate the possibility to order materials online. Moreover, various respondents deem that online stores tend to have a wider range of selection, which serves their purposes better.

Some respondents mention all three alternatives listed in Table 8. The reasons affecting their choices regarding places of purchase are fundamentally the same as mentioned above by the other groups of respondents. Firstly, the most important reasons are related to price, ease of accessibility and secondly, to seeing/touching the material on spot while having access to face-to-face assistance and advice.

In question 9 the aim is to understand the main reasons behind the buying decision of all the respondents, and not only those who prefer trade fairs, specialty retail stores and domestic online stores as places of purchase. Table 9 presents the results in form of mean and ranking. The results suggest that all six alternatives fall between the options: strongly agree and somewhat agree. Nevertheless, certain level of frequency between the alternatives, whether the mean is closer to 1 or 2 (strongly agree or somewhat agree), can be identified. This indicates that all the listed alternatives have an impact on Finnish DIYers' buying behaviour but there is a rank to be observed.

My buying decision is affected by..	Mean	Ranking
<b>..affordable price</b>	<b>1,3784</b>	<b>1</b>
<b>..high quality</b>	<b>1,4932</b>	<b>3</b>
..country of origin (Finnish)	1,9189	5
..environmental friendliness	1,9932	6
<b>..easy accessibility</b>	<b>1,4122</b>	<b>2</b>
..fast accessibility	1,5541	4

**Table 9.** Mean and ranking of reasons behind buying decision.

The results suggest, as demonstrated in Table 9 that the most influential factor on buying decision is related to price. This means that over 95 percent of the respondents strongly agree or somewhat agree on this matter. The next two most impactful drivers of buying decision are: (1) easy accessibility, which refers to effortlessness and (2) high quality of materials. Moreover, the least important factor, among the six alternatives, is environmental friendliness. 25 percent of the respondents strongly agree or somewhat agree that environmental friendliness affects their buying decision. This indicates that environmental friendliness is deemed important, but only after the five other factors (See Table 9) are fulfilled.

### 5.3 Categories of DIY in Finland

The purpose of investigating the categories of DIY in Finland is to identify the main reasons of DIY enthusiasts engaging in DIY activities. Understanding these motives help to clarify the whole essence behind the phenomenon in Finland, e.g. whether engaging in DIY activities is based on necessity or personal preference.

Based on the first type of classification introduced in the theory, Finnish DIY is mainly influenced by lifestyle choice (Lifestyle DIY) but with a slight indication of economic necessity drive (Essential DIY). Moreover, based on the second type of classification, Finnish DIY Identity Enhancement motives are more dominant in relation to Marketplace Evaluation motives. These dominating motives of Identity Enhancement in Finnish DIY culture are: (1) need for uniqueness, (2) empowerment and (3) personal achievement also known as fulfillment of craftsmanship. From Marketplace Evaluation perspective, the most influential motive is economic benefit, which is mainly referring to affordability of materials or items, and sparing money by performing DIY.

I do/make myself because..	Mean	Ranking
<b>..I enjoy doing things myself, it is relaxing</b>	<b>1,1081</b>	<b>1</b>
<b>..through making I experience self-actualization</b>	<b>1,1824</b>	<b>2</b>
<b>..it is more affordable than buying ready-made</b>	<b>1,8108</b>	<b>3</b>
..I may sell the products I make	2,7027	6
..the products I want cannot be found anywhere	2,1419	4
..it is part of socializing with my friends	2,1486	5

**Table 10.** Mean and ranking of reasons behind engaging in DIY.

The ranking in Table 10 shows that the foremost motivation for practising DIY is enjoyment, pleasure and relaxation, which DIYers may gain from doing/making

things by themselves. Pöllänen (2012) suggests that craft has a therapeutic dimension which increases well-being and quality of life. Various respondents support this viewpoint by mentioning that engaging in DIY relieves stress and increases happiness. This is a strong indication to Lifestyle DIY and Identity Enhancement.

The second most important reason is related to self-actualization and creativity. TNS (2013) suggests that self-actualization is one of the most dominating attitudes among Finns. One of the methods to achieve self-actualization is through DIY which enables creativity, personal input and control over the processes. These motives are influenced by Identity Enhancement and refer to Lifestyle DIY.

The third factor, unlike the others, roots from economic necessity, which is a motive categorized under Marketplace Evaluation. Only 17 percent of the respondents somewhat disagree or strongly disagree that they perform DIY because it is more affordable to DIY than buy ready-made. This might be due to the low consumer confidence in Finland during the past few years (Nordlund 2017). However, there is no certainty whether this tendency is going to change as the economic conditions improve in Finland.

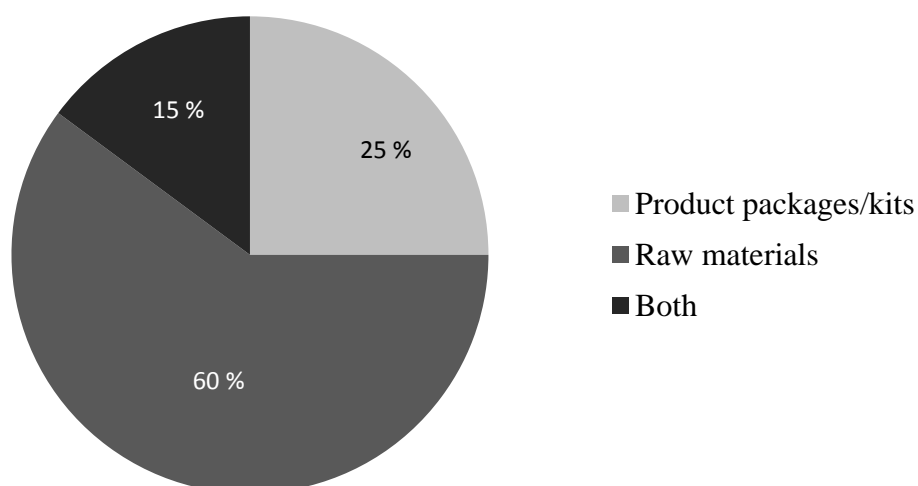
### **Proactive & Reactive**

The two levels of creative inputs in DIY activity are Proactive DIY and Reactive DIY. The purpose of question10 in the questionnaire is to investigate whether Finnish DIY enthusiasts prefer proactive or reactive DIY, and the possible reasons behind the choices.

Proactive DIY, which requires higher level of skills and creativity input than Reactive DIY, is selected by 60 percent of the respondents (See Figure 11). Most of the respondents prefer using raw-materials in their DIY projects over packages/kits for the following reasons: (1) freedom to choose the patterns and materials, (2) more control over the processes and (3) strong need for personalization and creativity. A few respondents also consider acquiring only raw-materials to be cheaper than buying packages/kits. Based on this it can be assumed that majority

of Finnish DIY enthusiasts obtain high level of skills, and have a strong sense of need for expressing themselves in a creative manner through their DIY projects.

Reactive DIY is preferred by a fourth of the respondents (25%). The dominating reason behind the choice is ease of implementation. The packages/kits that provide materials and instructions are considered to be easier and faster to make. According to theory by Atkinson (2006) Reactive DIY requires less skills and creativity input. This explains the popularity of DIY packages/kits among DIYers who are being introduced to a new DIY activity. In addition, the results of this research suggest that DIYers who belong to generation 5 and generation 6 (See Figure 9) are more likely engaging in Reactive DIY.



**Figure 11.** Distribution of Proactive and Reactive DIY.

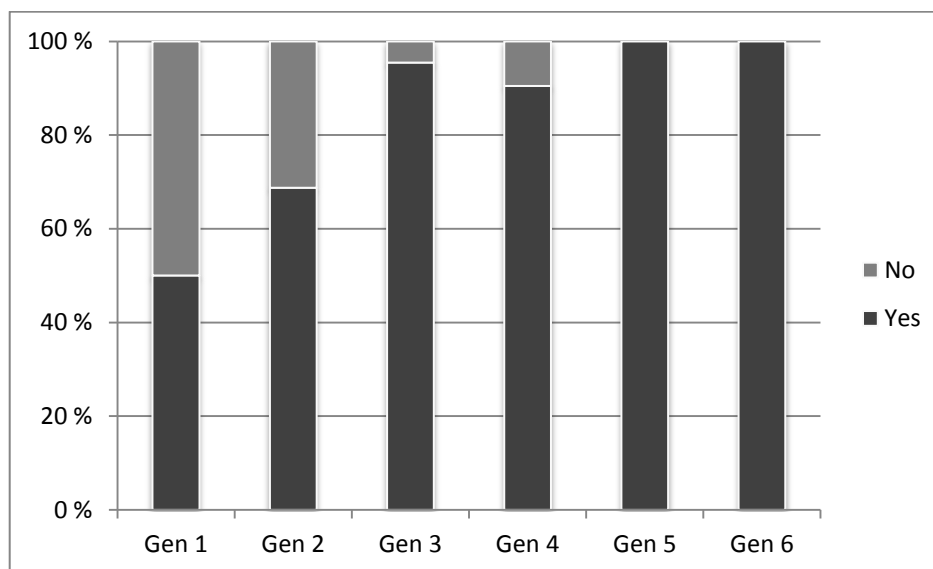
Some of the respondents (15%) marked both options, which is going against the original intention to categorize DIY either Proactive or Reactive. Nevertheless, it is understandable that it might be challenging to choose between the two alternatives. Especially for those DIYers that engage in various different types of DIY activities that provide both raw-materials and packages/kits. The most common explanations provided by those DIY enthusiasts who selected both choices are: (1) need for variation and (2) equal attraction towards both alternatives.



## 5.4 The Roles of Internet in Finnish DIY Culture

In DIY culture, the internet has three functions: (1) platform for e-commerce, (2) source of inspiration and information and (3) platform for social interaction. In this section, the aim is to investigate how significant these roles of the internet are to Finnish DIY enthusiasts.

Most Finnish DIYers use the internet (84%), however, approximately 16 percent of the respondents do not. As presented in Figure 12, the majority of non-users belong to older age-groups: (1) Generation of War and Construction and (2) Generation of Kekkonen, 60s and Moon flights. The main reason for not using the internet is explained by the respondents as they have no access to the internet.



**Figure 12.** Distribution of the internet usage among generations.

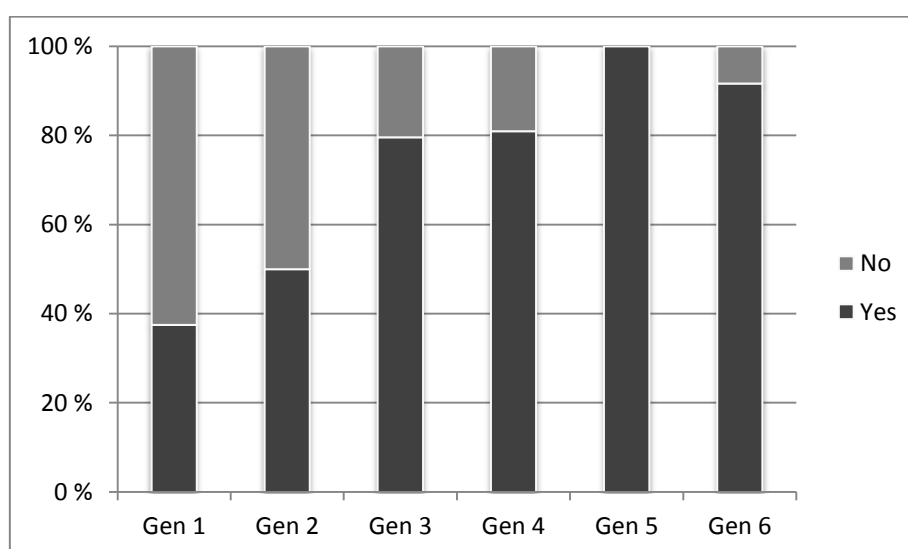
### Platform for e-commerce

The results of question 11 (See Appendix 2) suggest that over 60 percent of Finnish DIYers who are active online purchase materials and items through the internet. Almost 53 percent of Finnish DIYers purchase materials for their projects from domestic online stores, and nearly 21 percent from foreign online stores. The younger generations are more likely to buy materials for their DIY projects from foreign online stores while older generations prefer domestic online stores.

Based on these findings and explanation provided by the respondents, it can be assumed that purchasing through domestic online stores is an easy and safe choice for many. Foreign online stores, on the other hand, tend to be equipped with a more diverse range of selection, which attracts DIYers who are looking for specific types of materials and items for their projects. Moreover, the respondents who prefer foreign online stores mention price related motives. Accordingly, it appears to be more affordable to acquire materials and items from abroad than from Finland.

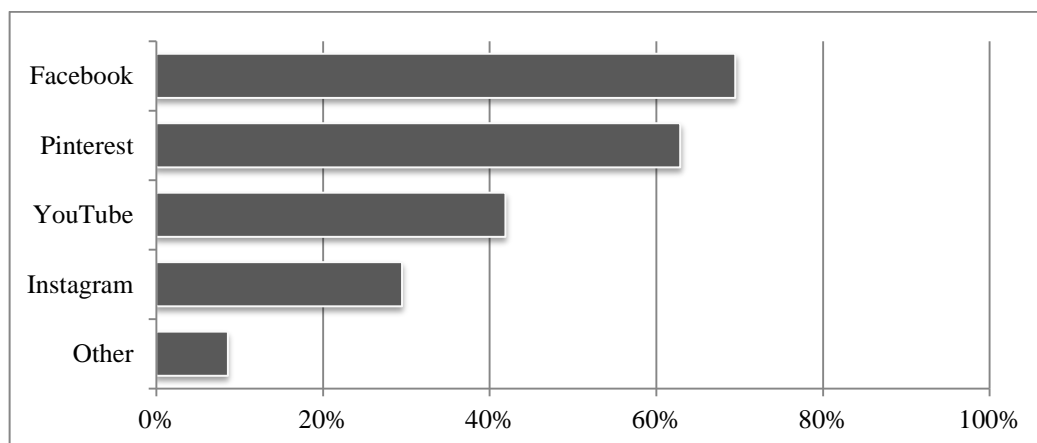
### Source of inspiration and information

Among Finnish DIYers, the most dominant online activity is searching for ideas (95%). Information and ideas can be obtained from various online sources, but the most significant source is social media (used by over 70 percent). The distribution of social media usage among generations can be observed in Figure 13. The pattern is similar to that of Figure 12, however it is not identical. DIYers who use internet are not automatically active in social media. The only generation that remains the same, in terms of both internet and social media usage, is Generation of Technology, Globalization and Terrorism, which is marked as Gen 5 in Figure 13. All the other generations have fewer users of social media than the users of the internet.



**Figure 13.** Distribution of social media usage among generations.

In the related theoretical study DIYers are mentioned to prefer YouTube and Pinterest over all the other social media channels. The aim of question 12 is, therefore, to investigate which social media channels Finnish DIYers use and which one they consider the most important for themselves. The results suggest (See Figure 14) that the favorite social media channels in Finland among DIY enthusiasts are Facebook (70%) and Pinterest (63%).



**Figure 14.** Usage distribution of social media channels.

Additionally, to investigate further the reasons behind the choices, question 13 asks the respondents to name their favorite social media channel, and provide an explanation for their choice. As per observation, results remain the same. Facebook and Pinterest are still the most popular and important social media channels when studying the whole population including all the generations. However, the reasons behind the choices differ in a great extent from one generation to another. This is demonstrated in Table 11.

	<b>Favourite social media channel</b>	<b>Reason</b>
<b>Gen 1</b>	Facebook	Easy to use, Only one for many
<b>Gen 2</b>	Pinterest	Variety of ideas
<b>Gen 3</b>	Facebook	Easy to use, Only one for many
<b>Gen 4</b>	Facebook	Communities
<b>Gen 5</b>	Pinterest	More and faster
<b>Gen 6</b>	YouTube	Ideas and Instructions

**Table 11.** The favourite social media channels among generations.

The first (1930-1944) and third (1959-1974) generations have similar reasons for selecting Facebook as their favourite social media channel. The respondents belonging to these generations explain that Facebook is easy to use, and for many of them it is the only social media channel that they use. Therefore, the choice is obviously limited to only Facebook. However, the fourth generation (1975-1984), who also prefers Facebook over other social media channels, shares different reasons for choosing Facebook. The most essential motive for the respondents, belonging to this generation, is Facebook groups and communities.

The majority of the second (1945-1958) and fifth (1985-1994) generations choose Pinterest as the most important social media channel for themselves. The reasons are partially similar for both generations. Pinterest has enormous amounts of ideas and the scale of diversity is found highly inspiring. The younger generation is also attracted to Pinterest as they can obtain more information and ideas in a faster method than through any other social media channels.

The sixth (1995-2004) generation differs from the previous ones. The most important social media channel is YouTube tightly followed by Pinterest. The respondents explain that YouTube does not only provide a wide range of ideas but also instructions that help carrying out DIY projects. Pinterest, on the other hand, gains popularity among the youngest generation for similar reasons as it does at the older generations.

### **Platform for social interaction**

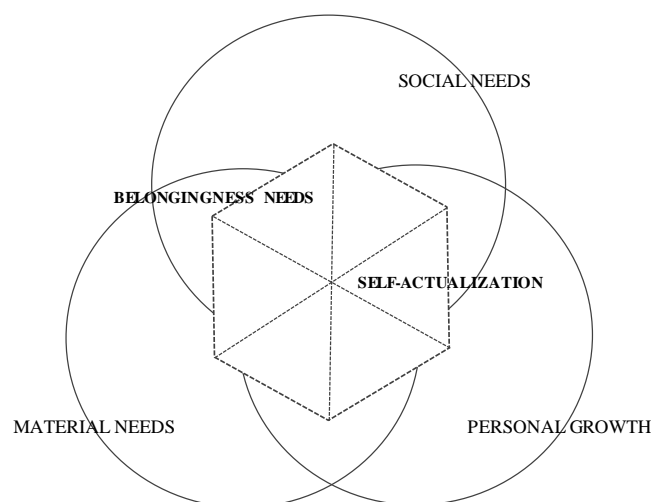
Most of the social interaction in online environment happens through social media platforms. As previously mentioned, Facebook is the most important social media channel to Finnish DIY enthusiasts. One of the major reasons for the popularity of Facebook is groups and communities. These do not only enable sharing ideas and tips among the members, but also creates a sense of belongingness, which is one of the basic human needs (See Figure 4 and 5).

## 5.5 Influences of Finnish DIYers' Consumer Behaviour

This section of the analysis covers the topic of consumer behaviour influences from Finnish DIY segment perspective. These influences are categorized under three separate sections: (1) internal, (2) external and (3) situational. From each section, one motive is discussed more in detail.

### Internal Influence - Motivation

In terms of motivation, which is a powerful internal influence, Finnish DIYers are driven by social needs and personal growth rather than material needs (See Figure 15). From consumer behaviour perspective there is a significant difference whether the buying decision is driven by material need, social need or personal growth. For example, as a DIY activity, cooking might be performed to satisfy hunger (material need), create a new recipe (personal growth), or it might be part of social interaction with other people at a party (social need). In each case, the processes of searching for information and evaluating alternatives (e.g. raw-materials) are greatly affected by the underlying reasons behind acquisition of materials. For this particular reason, materials and items that can provide satisfaction in terms of social needs and/or personal growth are more likely to be purchased by Finnish DIYers.

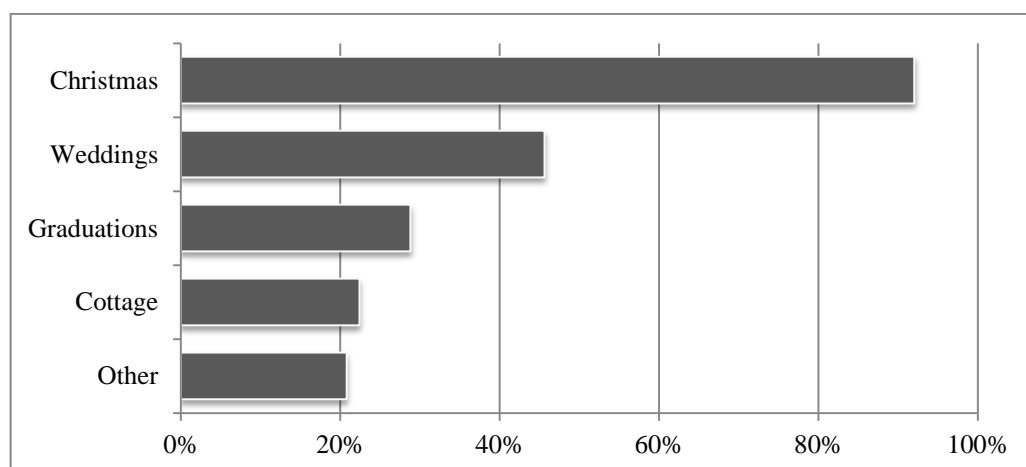


**Figure 15.** Main needs of Finnish DIYers.

### External Influence – Culture

Cultural values and beliefs affect buying behaviour significantly through various stages of buying decision making (See Figures 1 and 2). For instance, problem recognition might arise from a particular nationally celebrated occasion such as Christmas that has long traditions in the Finnish culture. Values and beliefs related to Christmas celebration are primarily obtained from family and secondarily from media or opinion leaders. Inspiration, information and evaluation of alternatives are hence highly influenced by these groups. As an example, family members might prefer making Christmas food, decorations or gifts by themselves. Similarly, famous blog writers might recommend certain DIY ideas, materials or stores, which readers might consider to follow when preparing for Christmas.

Among Finnish DIYers, Christmas and other holidays have significant impact on their DIY activities. Table 12 illustrates that over 90 percent of the respondents agree that Christmas and other holidays influence their DIY projects. The preparations (e.g. information search and evaluating alternatives) are often started months before the actual celebration (Rantanen 2016). Ideas for DIY gifts are often obtained from online environments. Social media channels such as Facebook, Pinterest and YouTube provide massive amounts of ideas shared by other DIYers. These channels are actively used by Finnish DIY enthusiast as mentioned in earlier parts of this analysis.



**Table 12.** Influence of special occasions on DIY activities.

Another highly valued resource in Finland is nature and environment. Most of the Finnish summer houses are surrounded by nature, which allows carrying out various DIY activities such as picking berries, fishing, gardening, outdoor cooking, building and renovating (The Association for Finnish Work 2016). Table 12 suggest that slightly more than 20 percent of the respondents consider summer cottage season to influence their DIY activities. The result could be significantly higher if there were more male respondents, because generally males are more likely to engage in renovation and building than females at summer houses (The Association for Finnish Work 2016).

### **Situational - Time**

More than 80 percent of the respondents declare that special occasions and seasons have an impact on their DIY accomplishments. The rest explain that they practice DIY throughout the whole year regardless of any specific seasons or occasions. From buying behaviour perspective this is significant because DIYers tend to search for information and ideas, evaluate alternatives and even make the purchasing decision long before an actual important event (e.g. birthday, wedding, graduation).

Trade fairs, which are considered the most important source of inspiration and place of purchase, provide a unique opportunity to reduce time spent on buying decision making process (See Figures 1 and 2). At trade fairs DIY consumers have the possibility to visit the stands of hundreds of companies. Various ideas, inspirations, materials and items can be obtained during a relatively short period of time. From buying behaviour perspective, this means that DIYers have more alternatives to choose from but less time to evaluate and purchase them.

## 6 CONCLUSION AND DISCUSSION

This chapter concludes the thesis with a brief overview of the research findings in a form of summary. Additionally, three other subjects are included, which are: (1) limitations of the study, (2) further research suggestions and (3) research validity and reliability.

### 6.1 Summary of Research Findings

Finnish DIY enthusiasts cover a wide range of demographics, and they tend to engage in various types of DIY activities. The most common ones accounted for over 50 percent of the survey respondents are: crafting, knitting/crocheting, home decoration, cooking/baking and sewing. Most of the Heavy DIYers are from older age-groups, who are less likely to suffer from “time poverty” as younger generations do. This might also be one of the reasons why younger generations are more attached to DIY packages/kits that can be completed quickly, than the older generations who prefer acquiring raw-materials.

The Finnish culture and celebrations have a significant impact on DIYers’ activities. Christmas, holidays, wedding, graduations and even the summer cottage season are positively affecting the DIY activities of enthusiasts’. Among these special occasions, Christmas is especially important for DIYers. Many start preparing Christmas gifts and decorations in DIY spirit long before the season. Although there is a slight indication to economic necessity that DIYer perform activities by themselves instead of acquiring professional help or ready-made items, lifestyle choice is a dominant motive to carry out DIY activities.

Ideas and inspirations are obtained from both offline and online environments. The most popular offline sources of inspiration are: trade fairs, family & friends and magazines. Majority of Finnish DIYers (84%) are active online. The most common online activities include searching for and sharing ideas and information through various social media channels, as well as buying materials for DIY projects. The most common places of purchase in the online environment are domestic online stores, and in offline environment trade fairs and specialty retail stores.



The purchasing decisions of Finnish DIYers are most commonly affected by three aspects: price, accessibility and quality of the materials and items acquired for DIY projects. Over 90 percent of the respondents strongly agree or somewhat agree that each of the above mentioned affect their buying decision. Moreover, country of origin and environmental friendliness aspects are also to be considered when making purchasing decision. Nevertheless, it is noted through observing that these two remain less significant motives in comparison to price, accessibility and quality.

## **6.2 Limitations of the Study**

In this thesis there are certain limitations that should be remarked. Firstly, it covers DIY phenomenon from consumer perspective while disregards business point of view. Including both aspects would have resulted in a workload that exceeds the scope of a bachelor's thesis and additional resources would have been required. However, having covered both perspectives would result in better information and potentially shed light in possible new connections between DIY and related corporate business.

Secondly, the questionnaire distribution took place at craft and design fair which attracts mostly female audience. Consequently, female respondents cover more than 90 per cent causing an imbalance between female dominant and male dominant DIY activities. The research results, therefore, shall not be generalized to cover the whole Finnish DIY segment.

Moreover, there is a possibility that the questionnaire distribution location had a significant impact on the responses. As observed through the data analysis, in cases of questions 7 and 8 (See Appendix 2) where trade fair was one of the alternatives, it was the most popular choice as well. Therefore, it is reasonable to assume that if the questionnaire was conducted at another type of location, the rating of trade fairs would be less significant in relation to other alternatives.

### 6.3 Research Reliability and Validity

In this research data is collected with a survey questionnaire approach. According to Saunders et al. (2012b, 428-430) three elements have a high impact on reliability and validity of collected data: (1) design of questions, (2) structure of questionnaire and (3) accurate pilot testing. In this section reliability and validity are investigated through these three components.

#### Reliability

*“The extent to which data collection technique/s will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from raw data”*

Saunders et al. (2012b, 680)

The content of the questionnaire questions are designed in accordance to theories and prior studies conducted on the subject. Data analysis shows that the results are relatively well supported by prior researches, which increases the reliability of this research. Additionally, results that are not in accordance with previous findings are explained by utilizing other sources or applicable theories. Respondents of this research, consist of Finnish DIYers from various age-groups, which provide sufficient information on Finnish DIY segment in a wide range. The results can thus, be considered to provide reliable information on Finnish DIY segment in most extent. Nevertheless, certain observations, which are mentioned in the limitations, require critical evaluation from the reader. These particular findings challenge the reliability of this research.

#### Validity

*“(1) The extent to which data collection method/s accurately measure what they are intended to measure. (2) The extent to which research findings are really about what they profess to be about”*

Saunders et al. (2012b, 684)

The aim of this research is to solve the research question and objectives. This is achieved through conducting a survey questionnaire, which covers all the needed and relevant information. After completing the structure and questions of the questionnaire, a pilot test was implemented. This is a vital procedure, as the occurred errors can be corrected before distributing the final questionnaire. Pilot testing also provides a chance to assess the validity of the research.

A significant feature of this research that increases the validity of it, is implementing open-ended questions that provide nonnumerical data. Respondents are able to describe and explain their choices more in depth, which aid in analysing the results and discover “underlying meanings”. Another important element of questionnaire is using simple terminology that is easy to understand in order to avoid misunderstandings.

### **6.1 Further Research Suggestions**

There are several aspects of DIY in Finland that could be further explored. In this section a few of them are presented. Firstly, as previously mentioned, this research has a limited number of male respondents, which results in lack of sufficient information on male perspective regarding DIY phenomenon in Finland. Thus, it is suggested that in the future Finnish male DIY enthusiasts would be reached and their perspective studied further.

Secondly, this research reached fewer members of the two latest generations (See Table 4) than those from older generations. As a result, the research findings are in general emphasizing on the older generations’ opinions and buying behaviour. Therefore, it could be an interesting subject to explore the preferences and motivations of the younger age groups in the context of DIY consumer behaviour.

Thirdly, this thesis concentrated merely on DIY culture from consumer aspect excluding business perspective. Therefore, another prospect of gaining a better understanding of DIY culture in Finland could be through interviewing company representatives or experts in this field.

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**APPENDIX 1: Finnish DIY consumer survey questions (Finnish)****1. Sukupuoli**

- nainen
- mies

**2. Syntymävuosi:\_\_\_\_\_****3. Valmistan/teen itse (esineitä/tuotteita/projekteja) liittyen seuraaviin aiheisiin**

- |  |   |
|--|---|
| <input type="radio"/> puutarha                               | <input type="radio"/> entisöinti (esim. huonekalut)           |
| <input type="radio"/> askartelu                              | <input type="radio"/> rakentaminen ja/tai remontointi         |
| <input type="radio"/> sisustus                               | <input type="radio"/> maalaaminen ja/tai piirtäminen          |
| <input type="radio"/> ruoanlaitto ja/tai leipominen          | <input type="radio"/> kuvanveisto                             |
| <input type="radio"/> neulominen ja/tai virkkaaminen         | <input type="radio"/> korujen valmistus                       |
| <input type="radio"/> kutominen                              | <input type="radio"/> vaatteet (esim. muoti, tuunaus)         |
| <input type="radio"/> ompeleminen                            | <input type="radio"/> kauneus (esim. voiteet, meikki, kynnet) |
| <input type="radio"/> autot ja/tai muut kulkuvälineet        | <input type="radio"/> hyvinvointi (esim. saippuat, kynttilät) |
| <input type="radio"/> elektroniikka (esim. tietokone, radio) | <input type="radio"/> muu, mikä?_____                         |

**4. Valmistan/teen itse (esineitä/tuotteita/projekteja)**

- |  |  |
|--|--|
| <input type="radio"/> 2-3 kertaa päivässä    | <input type="radio"/> 2-3 kertaa vuodessa                |
| <input type="radio"/> 2-3 kertaa viikossa    | <input type="radio"/> harvemmin kuin 2-3 kertaa vuodessa |
| <input type="radio"/> 2-3 kertaa kuukaudessa | <input type="radio"/> en koskaan                         |

**5. Itse tekemiseen vaikuttavat seuraavat (sesongit/kaudet/päivät)**

- |   |                                       |
|---|---------------------------------------|
| <input type="radio"/> joulujuhlat ja/tai muut juhlapäivät | <input type="radio"/> mökkikausi      |
| <input type="radio"/> häät ja/tai muut perhejuhlat        | <input type="radio"/> eivät vaikuta   |
| <input type="radio"/> ylioppilasjuhlat/valmistujaiset     | <input type="radio"/> muu, mikä?_____ |

**6. Valmistan/teen itse, koska.. Laita rasti (x) sopivan vaihtoehdon kohdalle taulukkoon**

	Täysin samaa mieltä	Jokseenkin samaa mieltä	Jokseenkin eri mieltä	Täysin eri mieltä
- nautin itse tekemisestä, se on rentouttavaa				
- tekemällä saan toteutettua itseäni				
- on edullisempaa tehdä itse kuin ostaa valmiina				
- voin myydä valmiit tuotteet				
- haluamiani tuotteita ei saa mistään				
- se on osa ystäväni kanssa vietettyä aikaa				

**7. Saan ideoita ja inspiraatiota**

- |  |   |
|--|---|
| <input type="radio"/> kursseilta             | <input type="radio"/> blogeista           |
| <input type="radio"/> messuilta              | <input type="radio"/> alan liikkeistä     |
| <input type="radio"/> lähipiiriltä (ystävät) | <input type="radio"/> alan verkkosivuilta |
| <input type="radio"/> television-ohjelmista  | <input type="radio"/> alan lehdistä       |
| <input type="radio"/> muualta, mistä?_____   |   |

**8. Ostan/hankin materiaalia töihini VALITSE 3 tärkeintä, MIKSI?**

- alan kivijalkamyymälästä
- muusta kivijalkamyymälästä/marketista
- messuilta
- kotimaisesta verkkokaupasta
- ulkomaalaisesta verkkokaupasta
- luonnosta
- muualta, mistä? \_\_\_\_\_

**Perustelut edelliseen kysymykseen:****9. Ostopäätökseeni vaikuttaa.. Laita rasti (x) sopivan vaihtoehdon kohdalle taulukkoon**

	Täysin samaa mieltä	Jokseenkin samaa mieltä	Jokseenkin eri mieltä	Täysin eri mieltä
- edullinen hinta				
- korkea laatu				
- kotimaisuus				
- ympäristöystävällisyys				
- helppo saatavuus				
- nopea saatavuus				
- muu, mikä? _____				

**10. Ostan/hankin mieluiten**

- tuotepaketteja (esim. tarvikkeet ja ohjeet sisältyvät pakettiin)
- raaka-aineita/materiaaleja (esim. ostetaan/hankitaan pelkästään raaka-aine/materiaali)

**Syystä, että** \_\_\_\_\_

**11. Käytän internettiä VALITSE 3 tärkeintä**

- materiaalien ja tuotteiden ostoon
- myyn itse tekemiäni tuotteita
- ideoiden etsimiseen
- muiden ideoiden jakamiseen (mm. youtube, facebook, blogi)
- omien ideoiden jakamiseen (mm. youtube, facebook, blogi)
- en käytä internettiä, koska (perustelu) \_\_\_\_\_

**12. Käytän seuraavia sosiaalisen median kanavia osana projektejani (esim. inspiraation haku)**

- youtube
- instagram
- pinterest
- facebook
- muu, mikä? \_\_\_\_\_
- en käytä sosiaalista media

**13. Itselleni tärkein kanava yllä mainituista on** \_\_\_\_\_

**Syystä, että** \_\_\_\_\_

**14. Mikäli haluat kommentoida jotain aiheeseen liittyen tai lähettää terveisiä kyselyn laatijalle, ole hyvä!**


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**APPENDIX 2: Finnish DIY consumer survey questions (English)**

**1. Gender**

- female
- male

**2. Birth year:\_\_\_\_\_**

**3. I do/make myself (items/products/projects) regarding the following subjects**

- garden
- craft
- interior decoration
- cooking and/or baking
- knitting and/or crocheting
- weaving
- sewing
- automobiles and/or other vehicles
- electronics (e.g. computer, radio)
- restoration (e.g. furniture)
- building and/or renovation
- painting and/or drawing
- sculpture
- jewelry making
- clothes (e.g. fashion, tuning)
- beauty (e.g. lotions, make-up, nails)
- wellness (e.g. soaps, candles)
- other, what?\_\_\_\_\_

**4. I do/make myself (items/products/projects)**

- 2-3 times per day
- 2-3 times per week
- 2-3 times per month
- 2-3 times per year
- less than 2-3 times per year
- never

**5. The following (seasons/days) have an impact on my do-it-yourself activities**

- Christmas and/or other holidays
- wedding and/or other family occasions
- graduation
- summer cottage season
- no particular season/day
- other, what?\_\_\_\_\_

**6. I do/make myself, because.. Please rate your level of agreement with (X) in the table below**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
- I enjoy doing things myself, it is relaxing				
- through making I experience self-actualization				
- it is more affordable than buying ready-made				
- I may sell the products I make				
- the products I want cannot be found anywhere				
- it is part of socializing with my friends				

**7. I get ideas and inspirations from**

- courses
- trade fairs/shows
- family and friends
- television shows
- somewhere else, where?\_\_\_\_\_
- blogs
- specialty retail stores
- websites
- magazines

**8. I purchase materials for my projects CHOOSE 3 most important, WHY?**

- specialty retail store
- other retail store/market
- trade fairs/shows
- domestic online store
- foreign online store
- nature
- other, from where? \_\_\_\_\_

**Explanation for the above mentioned:**

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**9. My buying decision is affected by.. Please rate your level of agreement with (X) in the table**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
- affordable price				
- high quality				
- country of origin (Finnish)				
- environmental friendliness				
- easy accessibility				
- fast accessibility				
- other, what? _____				

**10. I prefer purchasing**

- product packages/kits (e.g. materials and instructions are included in the packages/kits)
- raw-materials (e.g. only raw-materials are acquired)

**For the following reason** \_\_\_\_\_

**11. I use Internet for CHOOSE 3 most important**

- purchasing materials and items
- selling products I made myself
- searching for ideas
- sharing others' ideas (e.g. youtube, facebook, blog)
- sharing my own ideas (e.g. youtube, facebook, blog)
- I do not use Internet, because (please explain) \_\_\_\_\_

**12. I use the following social media channels in my projects (e.g. for inspiration)**

- youtube
- instagram
- pinterest
- facebook
- other, what? \_\_\_\_\_
- I do not use social media

**13. The most essential channel for me from the above mentioned is** \_\_\_\_\_

**For the following reason** \_\_\_\_\_

**14. If you would like to comment something regarding the topic or you would like to send your regards to the person conducting the survey, please write on the lines below!**

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**APPENDIX 3: Survey introduction (Finnish and English)****ITSE TEKEMISEN ILMIÖ SUOMESSA – KYSELY**

*Kysely toteutetaan osana Vaasan Ammattikorkeakoulun opinnäytetyötä. Kyselyn laatii International Business –linjan opiskelija Noémi Tisza. Kyselyn tietoja käytetään vain tilastollisiin tarkasteluihin, jolloin kenenkään yksittäisen vastaajan antamat vastaukset eivät tule missään vaiheessa julki. Kaikki kyselyyn osallistujat palkitaan pienellä lahjalla kyselylomakkeen palautuksen yhteydessä.*

**DO-IT-YOURSELF PHENOMENON IN FINLAND – QUESTIONNAIRE**

*This questionnaire is implemented as part of bachelor thesis at the Vaasan University of Applied Science. The survey is being conducted by Noémi Tisza who is studying in International Business program. The collected data is be used for statistical purposes only, and individual responses will not be published. All respondents are rewarded with a small gift when the questionnaire forms are filled and returned.*