DIY vs. DIFM Homeowners: Promoting Florida-Friendly Landscapes™

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2019 Urban Landscape Summit
March 20-21, 2019
DIY vs. DIFM

Do-It-Yourself (DIY)

- Motivation:
  - Uniqueness – product, personal
  - Hedonic / experiential needs
  - Enjoyment of creation
  - Economic / price benefits
  - Quality perceptions

Do-It-For-Me (DIFM)

- Motivation:
  - Time scarcity
  - Inexperience
  - Ease of use
  - Instant gratification

(Franke et al., 2009; Schreier, 2006; Weinswig, 2016; Wicks et al., 2005; Wolf & McQuitty, 2013)
Methods

• In-person Survey
  • Central Florida homeowners
• N=134
• 53 years old
• Household income: $60k-80k
• 2.5 persons/household
• DIY = 58% women
• DIFM = 82.5% women

Participates in the "Do-It-Yourself" (DIY) and “Do-It-For-Me” (DIFM) Landscaping Groups

DIY 31%
DIFM 69%
Perceived Return-on-Investment (ROI)

• 98% = well-maintained landscape increases property value
Effectiveness of Different FFL Promotions

Effectiveness (1 = not effective at all; 7 = very effective)

- Increased availability of FFL plants
- Easier identification of FFL plants in retail settings
- More practical information on benefits associated with FFL
- Tax deductions for installing FFL
- Rebates for installing FFL
- Less expensive to invest in FFL
- More information on the financial benefits of FFL
- More information on the environmental benefits of FFL
- Landscape ordinances limiting irrigation water use
- Landscape ordinances limiting turfgrass area

* Indicates significance between DIY and DIFM at the 5% level.
Key Findings

1. DIFM landscaping is becoming increasingly popular.
2. Homeowners view landscapes as providing value (ROI).
3. DIFM homeowners’ ROI > DIY homeowners’ ROI.
4. Effective (overall) promotions include:
   • Increased FFL plant availability & identification in retail settings.
5. DIY promotions:
   • Increased availability & economic returns (i.e. tax deductions, rebates)
6. DIFM promotions:
   • Practical and environmental benefits information, increased ordinances limiting irrigation and turfgrass
Thank You!

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Funding Source: The Center for Landscape Conservation and Ecology