

IS IT REASONABLE TO BELIEVE THAT THAT CONSUMERS WILL DIY THEIR HOME?

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Introduction:

Today one of the leading causes of material waste is the textile industry. We decided to research ways the textile industry and consumers could be more sustainable. One of the ways to do so is to upcycle. "Upcycling is the process of converting waste materials or useless products into new materials or products of better quality by value addition or refurbishing. Upcycling is necessary as a substitute to producing new things to meet the increasing demands by the consumers" (M.D. Teli et al., 2014, p. 42). With upcycling and DIY projects becoming more popular we ask the question, Is It Reasonable to Believe that a Consumer will DIY Their House instead of Buying Everything New?

Methods:

We created a survey and asked questions regarding do it yourself home decor verses store bought. We showed an easy, medium, and hard DIY and asked how likely they were to try it in their own home. 1 being not likely and 5 being very likely. We had 68 respondents ranging in age 18 to over 55, of which 77% said they would DIY instead of buying new.

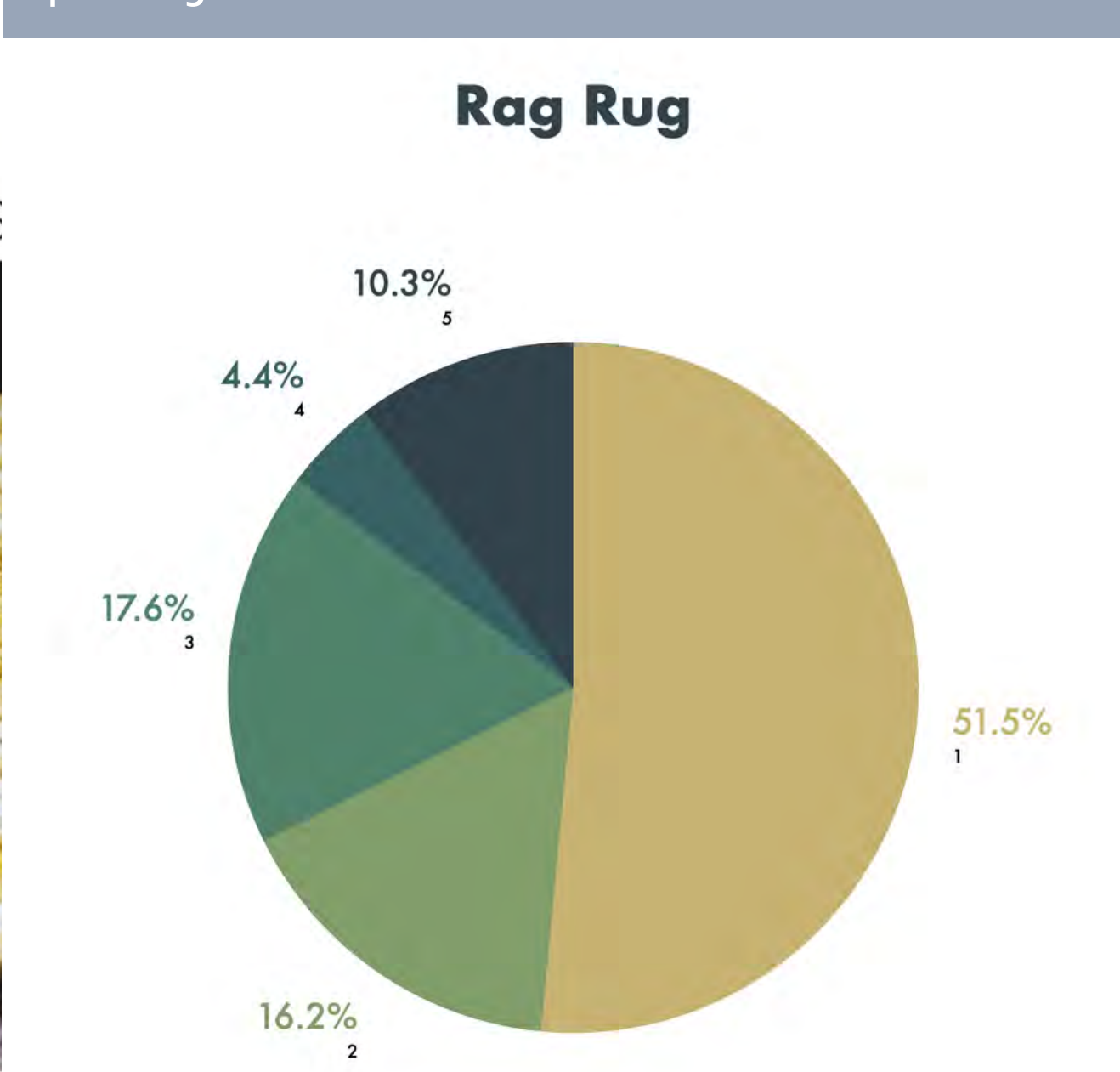


How to make a Rag Rug from old sheets



Level of Difficulty: Medium
Time to Complete: 3 hours

10.3% said they were very likely to complete this project.

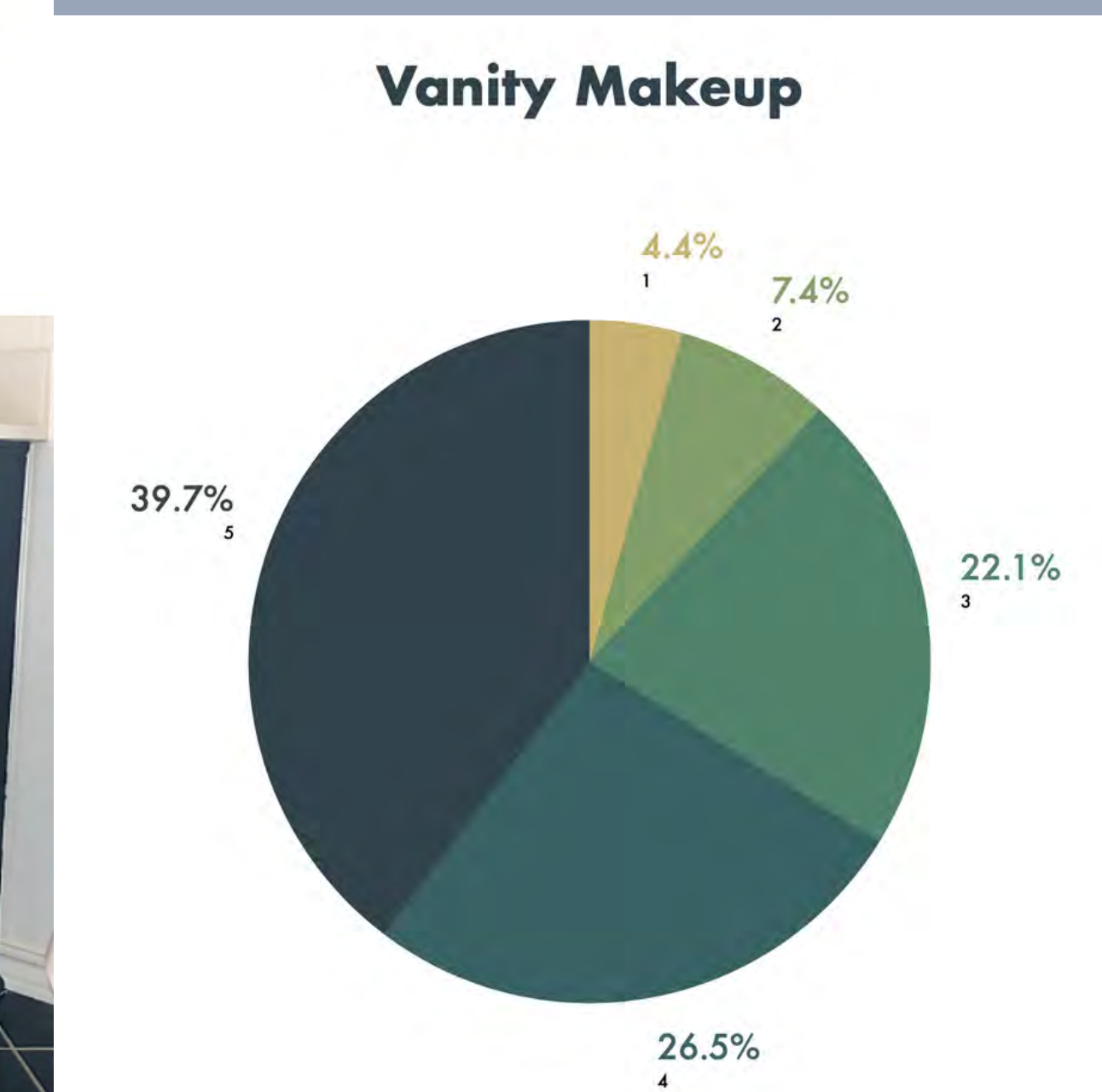


Vanity Makeover with Latex Paint



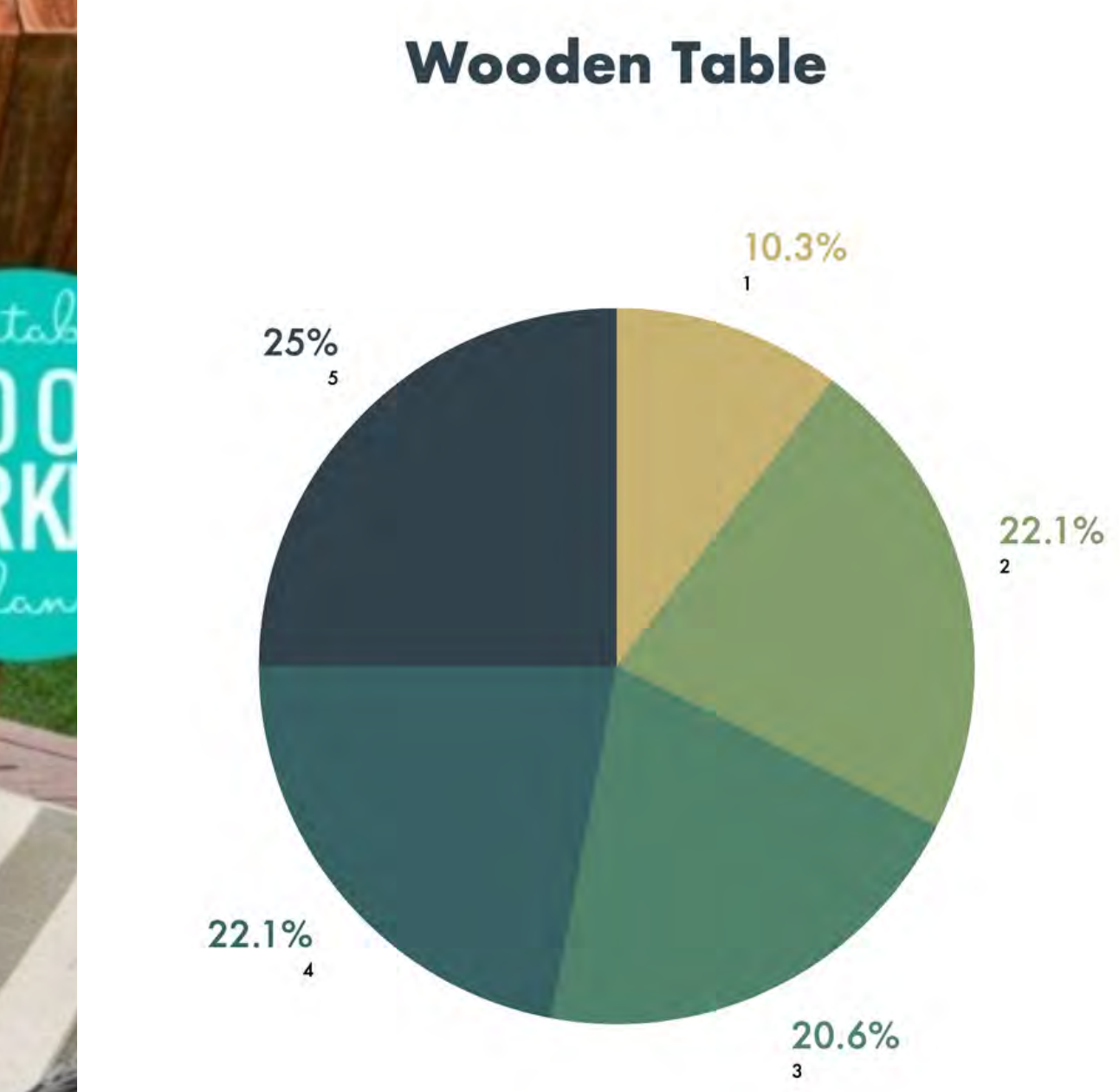
Level of Difficulty: Easy
Time to Complete: 2 Hours

39.7% said they were very likely to complete this project.



Level of Difficulty: Hard
Time to Complete: 5 Hours

25% said they were very likely to complete this project.



Results:

The results indicated that style was a factor when choosing to complete each project. Many consumers chose not to do the rug because it did not match their style.

Conclusion:

Overall we believe that consumers will DIY their homes if the project fits their style and they have the tools to complete it. Companies should focus on creating a variety of DIY offerings both in style and skill level, so that any consumer could DIY their home products if they wanted to.

References:

Teli, M. D., Valia, S. P., Maurya, S. & Shitole, P. (2015). Sustainability based upcycling and value addition of textile apparels. International Journal of Applied and Physical Sciences, 1(3), 41-47.