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DIY Projects as a Way to Improve One's Well-Being during the COVID-19 Pandemic

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Abstract

COVID-19 drastically affected many citizens, not just their physical health but also their mental health. The pandemic's outcome has ushered these individuals to look for different ways to ease their anxieties - one of which is through DIY activities. The purpose of the study is to see how creating DIY projects can better a citizen's well-being in the middle of COVID-19 and after. Using the Self-Determination Theory and Choice Theory, the researchers propose the Overall Wellness Conceptual framework, and a survey of 203 participants was conducted with results being tested through SMART-PLS. The findings show that Autonomy and Choice will significantly influence Overall Well-Being and that Social Stressors moderates the relationship between Choice and Overall Well-Being. The outcomes from the research indicate that DIY activities improve a consumer's overall well-being in that they can choose what types of DIY activities to work on and how they can approach their chosen project.

Keywords: *DIY Projects, Competence, Autonomy, Relatedness, Social Stressors, Overall Well-being*

Introduction

Covid-19 Pandemic

During the COVID 19 epidemic, the immediate focus was on the physical health consequences and the public health initiatives needed to prevent transmission. Based on existing research, pandemics can affect psychological, social, and vocational functions (Wolf et al., 2020).

COVID-19 impacts all parts of family life; major milestone events for young adults, like graduations, were canceled, and 46% of parents reported that their teen's mental health was deteriorating (Mott Poll Report, 2021). Parents were forced to balance work and childcare, which resulted in a rise in mental health issues like sadness and stress (Ackerman, 2021); with relation to an increase in despair and anxiety rates by 53.4% caused by job loss (Panchal, Kamal, et al., 2021).

While there are certain advantages to working full-time from home, there are also downsides. Many find it difficult to mentally detach from work due to blurred work-life boundaries – which leads to an increase in stress and anxiety. Furthermore, full-time work from home (WFH) may lead to mental health concerns, including social isolation and depression, especially for those who live alone (Xiao et al., 2021).

COVID-19 also caused many psychological issues, including panic disorder, anxiety, and despair. In addition to a variety of steps aimed at preventing the spread of the disease and other serious issues, it appears that special attention should be paid to the community's mental health issues (Xiao et al., 2021).

Mental Health

Although the pandemic has primarily harmed frontline healthcare workers' fitness and well-being, concerns about an imminent "second pandemic" of short and long-term mental health disorders arose due to social and employment changes (Evanoff, Strickland, et al., 2020).

The dread of the virus has been heightened by the negative impacts of lockdown, quarantine procedures, unemployment, recession, fake news, WFH settings, homeschooling of children, lack of physical touch with loved ones, and poverty. New research has caused a spike in anxiety and tension amongst patients, health care professionals, students, older folks, people living alone, and the general public (Davies et al., 2015).

It is essential to recognize effective coping methods while the pandemic is still present. Learning something new and aiming for better helped some people keep their minds and bodies occupied while feeling accomplished, progressed, or in charge (Wolf & McQuitty).

The Rise of DIY

The term "DO-IT-YOURSELF" (DIY) first appeared in print in 1912 (Javed et al., 2020). It is often referred to as tasks done by non-professionals in the home renovation and maintenance industry. With this, there are multiple reasons why people do DIY– it may be for the sensation of achievement after completing a well-executed project, or maybe even a sense of self-identity. Either way, DIY aims to stimulate customers (Wolf & McQuitty, 2011).

It is critical to have hobbies that will help people retain excellent mental health during these challenging times, and an example would be Art. Its participation has been shown in clinical trials to help patients recuperate, relax, and reduce stress, anxiety, and depression (Davies et al., 2015). Additionally, DIY is a beneficial approach to unwind from everyday stress. Individuals can access creativity that they were previously unaware of, and a case in point is the handicraft culture, which is growing in popularity and gaining momentum.

Consumer markets for DIY and self-service are gradually expanding (Emilien et al., 2017). In 2020, the DIY industry was worth USD 290 billion, and it's predicted to grow at a 4.5 percent CAGR through 2027. The DIY business grew even more as people spent more time at home and sought ways to distract themselves from negative feelings (Statista, 2020). Furthermore, psychological advantages that enhance social connection, skill development, high adaptability, and practical resource usage would help the industry's growth (Pulidindi & Pandey, 2021).

DIY appears to have tapped into a primal human need to create, improve, and push boundaries with little to no money or extensive resources. Furthermore, an intriguing factor about DIY is how little notice it gets – even as it grows internationally and spreads into new markets. This implies that individuals have many opportunities to get on the DIY trend, and with the industry booming, DIY caters to the excitement of building while encouraging creativity, mutual support, and DIY completion success (Comm, 2021).

DIY as a Global Business

At the start of the DIY industry, big-box retailers had the advantage of selling to consumers. They used tactics like in-store display and demonstrations – to attract customers. With purchasing, the majority would still prefer to see the product in-store, with millennial DIY creators making a purchase soon, as opposed to the general public who orders online ((DIY Home Improvement Market, 2020).

Additionally, small businesses have the edge against big companies in terms of customer service and personal selling, and that they have been selling DIY kits before the pandemic (DIY Home Improvement Market, 2020). However, with the COVID-19 locally transmitted and with the urgency of the Philippines ' Inter-Agency Task Force to implement quarantine guidelines, DIY creators have turned their hobbies into a small business – as a way to bring in income.

With the rise of new small businesses, Finance Assistant Secretary, Antonio Joselito Lambino II, encouraged small business owners to register with the Bureau of Internal Revenue. Furthermore, He also encourages these owners to sign up to sector programs like Small Business Wage Subsidy that could help and protect their businesses.

Lastly, The COVID-19 situation has given importance to these specific distribution channels – online selling and e-commerce. These preferred purchasing methods have given buyers more purchasing options, which may lead to a more long-term positive effect for both buyers and sellers (DIY Home Improvement Market, 2020).

Framework

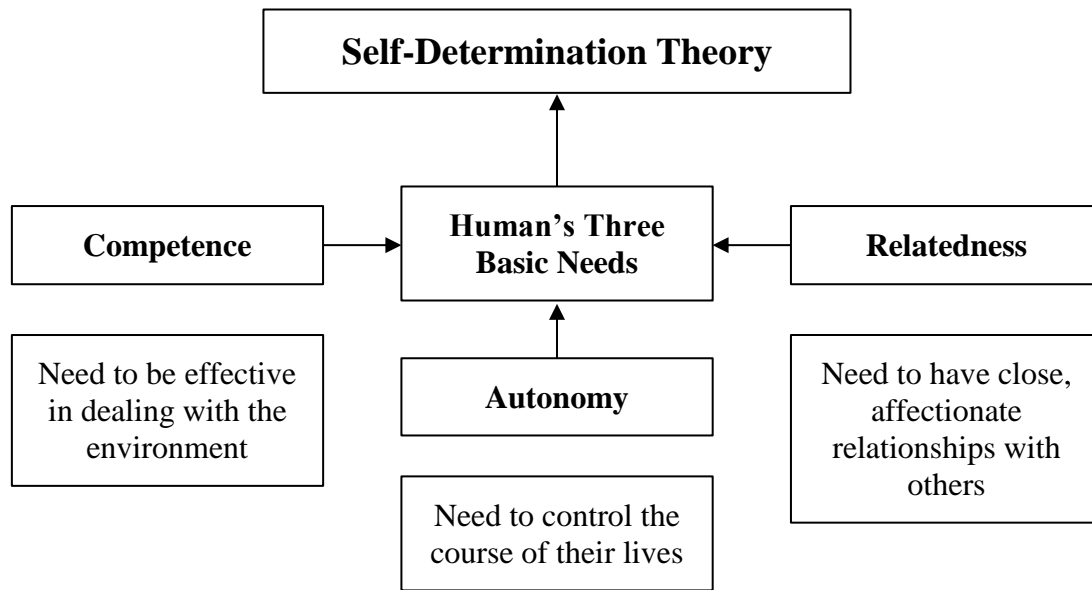
Self-Determination Theory

Figure 1 shows the first theoretical framework to be used: Self-Determination Theory developed by Ryan and Deci (1991) based on Robert White's independent ego, Jean Piaget's perception of organizations, and Sigmund Freud's ego (Klein, 2019). Their research stated that integrity, well-being, and personal growth are the primary nutrients essential for an individual to grow (Reis, Sheldon, et al., 2000).

Furthermore, motivation plays an essential role in the Self-Determination Theory, and that both intrinsic and extrinsic motivation is the power source to build a person's behavior and overall well-being (Ryan & Deci, 2018). In order for individuals to reach a good well-being stage, they must have these three basic needs; Competence, Autonomy, and Relatedness.

First, competence reflects on an individual's achievements, skills, and knowledge on growth as a person feels the need to boost their competence and perfect tasks that they give importance to. For Autonomy, it showcases the needs of an individual to control their lives, and they alone can decide what they want to achieve. Lastly, relatedness discusses how people need connection and relation with others as individuals need each other to thrive (Ackerman, 2021).

Figure 1
Self-Determination Theory by Ryan and Deci (1991)



Choice Theory

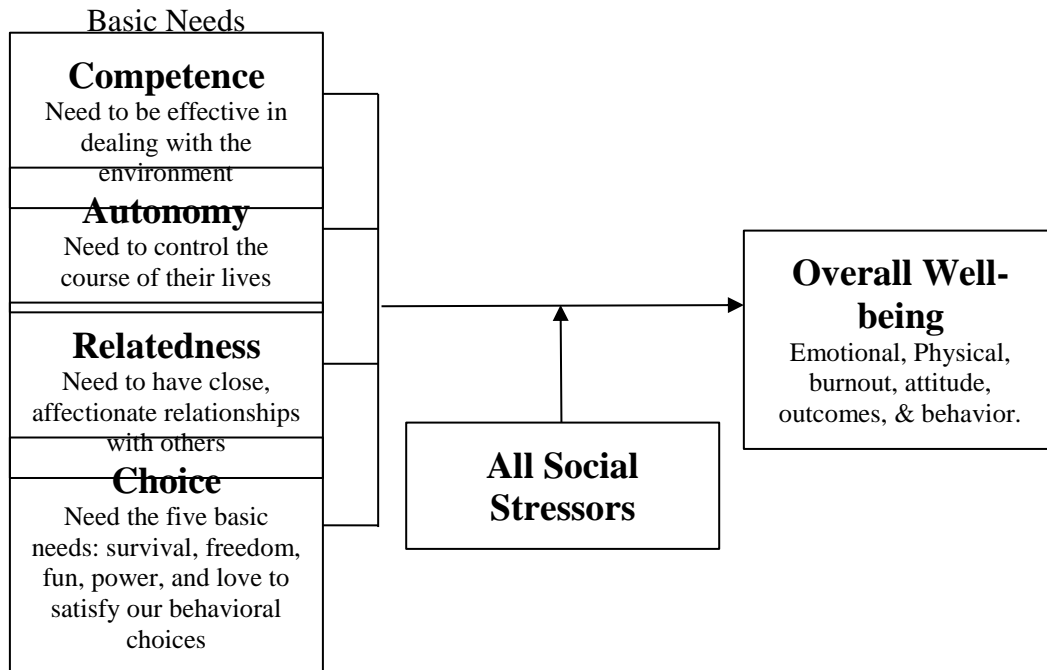
Similarly, Dr. William Glasser’s Choice Theory has some resemblance to the Self-Determination above Theory. He formulated five basic needs humans need: freedom, fun, survival, power, and love or belonging (Choice Theory/Reality Therapy, 2010).

In addition, Choice Theory challenges the conventional way human behavior is being viewed in Psychology. It tackles how individuals connect with others, decipher "mental illness," management views, recognize education, and, importantly, how humans live their lives (Choice Theory, 2020).

Conceptual Framework

After analyzing the presented theories, the researchers developed a conceptual framework based on the **Overall Wellness Conceptual Framework**.

Figure 2
Overall Wellness Conceptual Framework



With the presented frameworks, the following hypotheses were set for the research:

- H1: Competence will significantly influence Overall Well-being
- H2: Autonomy will significantly influence Overall Well-being
- H3: Relatedness will significantly influence Overall Well-being
- H4: Choice will significantly influence Overall Well-being
- H5: Social stressors moderates the relationship between Competence and Overall Well-being
- H6: Social stressors moderates the relationship between Autonomy and Overall Well-being
- H7: Social stressors moderates the relationship between Relatedness and Overall Well-being
- H8: Social stressors moderates the relationship between Choice and Overall Well-being

Methodology

The following hypotheses stated above were created due to the impact of the COVID-19 pandemic on one's well-being. Separation from loved ones, loss of independence, boredom, and uncertainty, according to an analysis published in *The Lancet*, can lead to a decline in an individual's mental health (Brooks et al., 2020). Research shows that art and mental health can have a positive connection – such as doing DIY projects.

This research uses Structural Equation Model (SEM) as the instrument analysis through the Partial Least Square (PLS) in SmartPLS 3 to analyze the influence between independent and dependent variables. The results will show the rationale and dependability of the questionnaire and that the scale's rationality determines the dependability and availability of data collecting.

Sample and Data Collection

Following the Likert 7-grade scale ranging from 1 (Highly Disagree) to 7 (Highly Agree) format for the questionnaire, a pilot survey was conducted with 30 respondents to ensure the questionnaire's validity and reliability. The data was then examined using Jamovi, which validated the robust reliability and validity.

The target group of the online questionnaire survey was the people involved in DIY. A total of 203 respondents were gathered, and 81% of the respondents are female with a bachelor's degree (77%).

Table 1
Demographic part of the survey (n=203)

Questionnaire Questions	
Demographic part	Gender
	Age
	Highest level of education
	Income

Measurement Model Assessment

The researchers used a conceptual framework to support the hypothesis. Measurement quality is checked using convergent validity, discriminant validity, and internal consistency. Convergent validity was determined using the following criteria: each Convergent item's dependability was investigated, and validity needs indicator loadings of 0.6 or above (A., 2020). Although not all indicators had loadings of above 0.6, the remaining item loadings (see Table 2) were retained as part of the investigation.

In the construct reliability portion, the outer model was then tested, as evidenced by the composite reliability and Cronbach alpha values. The test was carried out using the composite reliability value and Cronbach Alpha > 0.7. Table 2 can the results of the value of composite reliability and Cronbach alpha and conclude that the scale in this study was reliable, with Autonomy and Choice showing a loading factor of 0.932 and 0.905, respectively.

Table 2
Construct Reliability and Validity

Construct Items	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
AUTONOMY	0.922	0.933	0.932	0.415
AUTOxWELLBEING	1.000	1.000	1.000	1.000
CHOICE	0.893	0.908	0.905	0.32
CHOICExWELLBEING	1.000	1.000	1.000	1.000
COMPETENCE_	0.888	1.045	0.91	0.719
COMPExWELLBEING_	1.000	1.000	1.000	1.000
RELATEDNESS	0.836	0.923	0.735	0.254
RELATExWELLBEING_	1.000	1.000	1.000	1.000
WELLBEING	0.959	0.962	0.963	0.559

The average of variance extracted (AVE) was also examined for each construct, and values for competence and well-being were substantially high. The forms and indicators that make up the concept of overall well-being were deemed valid and reliable based on the construct validity and reliability investigation findings.

Discussion of Results

Basic Distributions

Prior to the study, the researchers noticed that "DIY" is always a trending topic. The different categories available have a wide range, and there is no type of DIY project that is more known than the other.

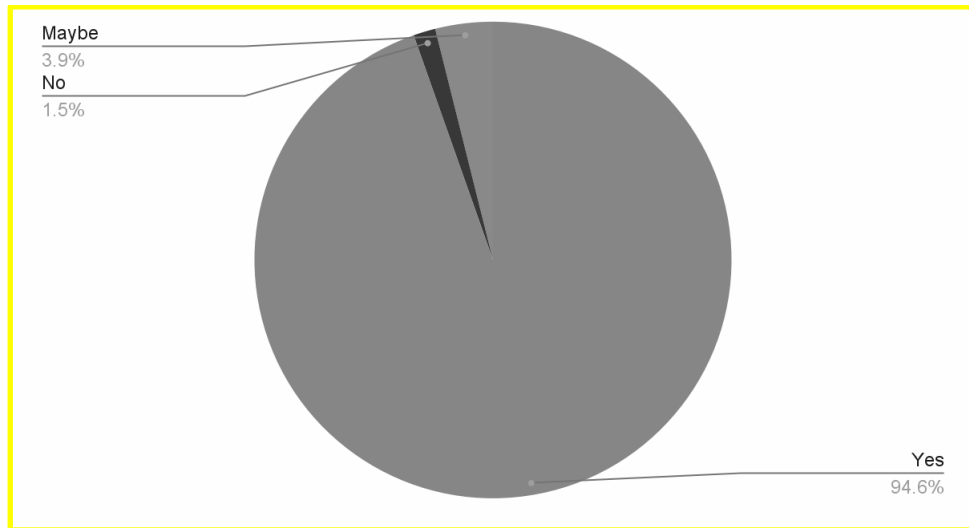
A survey with 203 respondents was conducted with an extensive occupational field consisting of students, sales, designers, IT, doctors, and homemakers; most have a bachelor's degree. The respondents also have the means to purchase DIY project kits; However, the majority choose to purchase kits with a price range of less than P1,000 and can increase their budget up to P3,000.

DIY Projects Familiarity

To understand the DIY projects' concept, the researchers wanted to learn how familiar the respondents were with the topic. Based on figure 3, the majority of the respondents have at least heard about DIY projects, and they have created different kinds of DIY activities.

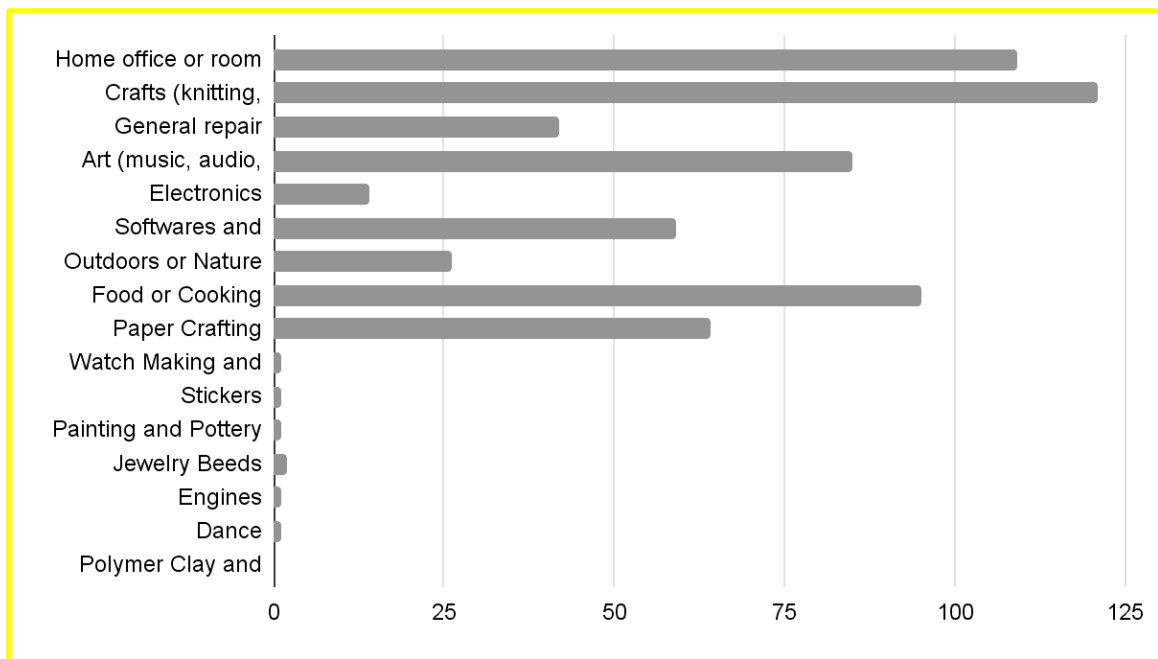
Are you familiar with DIY Projects?

Figure 3
DIY projects familiarity



Analyzing the different categories, figure 4 shows that crafting like knitting, sewing, and crocheting are the main go-to DIY projects, followed by interior improvements like homes, offices, and other rooms.

Figure 4
Categories of DIY Projects



Competence

The majority of the gathered respondents have at least tried out one to two DIY projects and are confident to say that they can complete the activity, be it an easy or hard one. Furthermore, they are not disappointed with their final output despite the mistakes they may have made during the DIY activity; they want to explore new activities, DIY projects in

particular, in order for them to learn and experience new skills (Khademi-Vidra, A., & Bujdosó, Z. 2020).

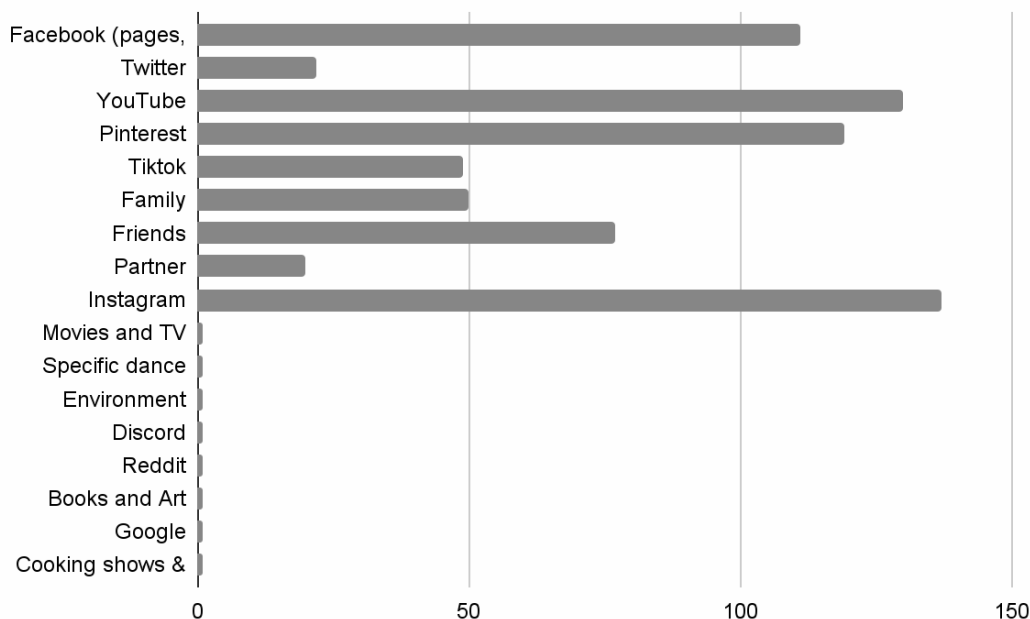
However, the researchers' data refutes Khademi-Vidra and Bujdosó study. Data gathered from the respondents show that they feel insecure with their abilities to create a DIY project, which causes them to have mixed feelings if they can do well while having good outcomes. These findings are also backed up by previous research conducted by Wolf and McQuitty (2011) on "understanding the DIY Consumer." Their research mentioned that their interviewees expressed a lack of experience and skills in creating projects – which affected their decision to start or even continue with their DIY activities. Moreover, DIY projects have more materials and need intense innovation skills, knowledge, design, and time (Wolf & McQuitty, 2011). Thus, the results for the competence variable contrasts with the researchers' *first hypothesis (H1) – Competence does not significantly influence Overall Well-being.*

Autonomy

On Autonomy, the researchers analyze whether the respondent's yearning for control would affect their decision when getting into the DIY project hype. Data from the survey was collected, and the results came out positive for the autonomy variable – *hypothesis 2 (H2) confirms that Autonomy will significantly influence Overall well-being.*

The participants' decision to start a DIY project comes primarily from trying something new, both before and during the pandemic. This curiosity stemmed from seeing DIY creations posted on Instagram, Youtube, and Pinterest – which subsequently became a hub for seeking other creative DIY outputs. Additionally, books and TV shows are also used by DIY starters when seeking DIY project planning (Wolf & McQuitty, 2011). Researchers suggest using these channels to promote further the importance of integrating DIY projects on their marketing plans and business proposals.

Figure 5
DIY Projects Inspirations



Finding a new hobby is another reason for beginner DIY respondents to give DIY activities a shot while also choosing their type of DIY project. The respondents were driven to save on time and funds when the DIY projects were for utility use. This was backed up by Wolf and McQuitty’s research on lack of services – primarily on the home improvement category. Individuals who have the skillset to get the home renovation done independently would prefer to do it themselves (2011). However, compared to the researchers' data and Wolf and McQuitty’s, budget-saving is not a motivation to, but rather – time. The majority of the participants would like to get the DIY project job done faster, and with service crew coordination, planning, and repairing, the project would consume more time. Thus, an experienced DIY creator would prefer to do it themselves.

An essential factor both new and current DIY consumers want to get out from DIY projects is distressed. They want to create DIY projects as a means to take their mind off anxieties brought about by the COVID-19 pandemic, but also to take a break in general. Having high levels of stress does affect the health, behavior, and attitudes of an individual, and if not treated, it can be detrimental (Hershcovis & Barling, 2009). With the presented information, entrepreneurs and marketers can use distressing as one of the main selling points of current and soon-to-be DIY kit sets.

The motivation from enjoying the activity and the success that comes after it is what the participants look forward to. In Wolf and McQuitty’s analysis – the direct benefits of completing a DIY project are not just the satisfaction respondents get; finishing a DIY activity also comes with the sense of accomplishment, enjoyment, and control that would influence to create more projects in the future (2011). In addition, respondents also feel a sense of Choice and freedom when creating these activities and that the decisions they make reflect on what they are personally aiming for - which is to express themselves. The researchers' findings are also aligned with Khademi-Vidra and Bujdosó’s research – the essential characteristics DIY consumers can get from these activities are self-realization and showcasing one’s identity

through numerous creative ways (2020), which also leads to self-empowerment (Wolf and McQuitty, 2011).

Relatedness

Respondents often put much effort into getting their loved ones' approval, as they want to please them. It is human nature to yearn for that sense of belonging and that once an individual feels they have someone, they believe they have achieved overall well-being. A part of Wolf and McQuitty’s research found that the DIY creators often use DIY retail shops as a gathering area to share their similar likes and ideas (2011). This accidental community became a hub for consumers to share their own experiences, debate about best ideas and practices, and become a bonding get-together with each other. From this outcome, the researchers' wanted to fully confirm that participants use their DIY creations as a means to feel connected with the people they love. Opposing this statement, the survey findings showed that relatedness and sense of belonging do not affect overall well-being. Thus, ***H3: Relatedness did not significantly influence Overall Well-being.***

Table 2

What defers you from sharing your work with DIY communities? (n=203)

Statement	Strongly Agree	Mostly Agree	Agree	Neutral	Disagree	Mostly Disagree	Strongly Disagree
My projects are not interesting	4.40%	8.40%	14.80%	20.70%	16.70%	21.70%	13.30%
My projects are not novel or creative	4.90%	11.30%	13.80%	20.20%	13.80%	20.20%	15.80%
My projects are too easy or simple	7.40%	11.80%	15.30%	16.30%	15.80%	17.20%	16.30%
I don't have enough time	18.20%	17.70%	19.70%	10.80%	10.30%	14.30%	8.90%
I don't have the equipment to document my projects	6.90%	13.80%	19.20%	8.90%	13.80%	15.30%	22.20%
I don't have the skills to create and share my projects	2%	7.40%	16.30%	14.30%	15.80%	16.70%	27.60%
I don't want other people to "steal" my ideas	4.40%	8.40%	9.90%	11.30%	12.80%	13.80%	39.40%
I don't want my work to be critiqued	3.90%	5.90%	16.70%	13.80%	10.80%	17.20%	31.50%
My projects are too advanced	0.50%	3.90%	3%	8.90%	16.30%	21.20%	46.30%
I prefer to share my work with my closed group specially those whom I know are struggling with their current mental state due to uncertainties brought by the pandemic	14.80%	20.70%	12.80%	13.8%	11.80%	12.30%	13.80%

Looking at table 2, it is interpreted that the respondents' perspectives towards the DIY projects are good enough in their standards. Mixed views come from the participants' perspective on how engaging the DIY activities are. Surprisingly, many of the respondents can share their creations with DIY communities as most of them have the skills to create the DIY tasks, even though some believe that the projects they engage with are too advanced. Additionally, they also welcome criticism towards their work as they want to hone their skills further, which was also conclusive with Autonomy findings. However, concerning competence, it is not that they lack the skills to share with the community but rather - they do not have the time and recording equipment to do so. With how preoccupied they are with their current surroundings and how long their DIY projects take to create, they would instead share and recommend their self-approved DIY activities with their family and friends, especially those whose mental health is not stable. In addition, the pandemic also mandates us to have less contact with each other; this protocol contributes to having fewer gatherings, and that cancels out ide idea sharing, finding new connections, and widening DIY creators' knowledge on the genre they want to focus on - which is in contrast with Wolf and McQuitty’s findings.

The outcome supports how relatedness would not contribute to an individual's overall well-being with DIY projects as the channel.

Choice

With the Choice variable, the researchers deciphered more on the “why” the respondents are getting into DIY creation and indicating factors in choosing a specific project to work on. As the data was tested, Choice is very conclusive and has similar findings with Autonomy, which leads to *Choice having a significant impact on Overall Well-being (H4)*.

Based on Wolf and McQuitty’s research, their participants enjoyed creating DIY activities, which aligns with the researcher's study, regardless of the problems they may encounter while doing the project. Moreover, their findings mentioned that they displayed high emotions that brought passion and excitement as they accomplished the project. Regarding the actual usability of the finished product, it comes second after they feel joy and a sense of achievement (2011). Part of the reasons for the respondents' outcomes was that they chose challenging and fun projects that would teach them new skills, despite having doubts about whether they could accomplish the DIY activity.

Table 3

Agreeing: Your reasons why you are into DIY projects. (n=203)

Agreeing	
89.60%	To learn a new skill
58%	Work and spend time with my family or friends
60.10%	Save Money
71.40%	To survive the quarantine at home and refrain from going out
89.70%	To reduce stress and take a break
86.20%	Helps relieve and reduce anxiety caused by the pandemic
88.10%	Creative work is my source of happiness
89.20%	Challenge myself
92.10%	Express myself/be creative
81.80%	Personalize my things or for my loved ones
59.50%	Recycle or refurbish materials

Additional findings support the positive results of H4, and like Autonomy, respondents chose DIY activities to spend more time with their family and friends. Since the pandemic has limited human exposure, they use this opportunity as a bonding session to catch up on what their loved ones are up to, share ideas for both DIY and non-related DIY topics, create personalized things for both them or their loved ones, and check up on how well they are doing. This quality time lets the participants gauge how well their family and friends are doing – which makes them decide if DIY projects would also be able to help them cope with the current situation.

Lastly, the respondents chose DIY projects as an outlet to calm their anxieties that arose from COVID-19 uncertainties. Furthermore, they use DIY activities to heal their overall well-

being, and the results prove that choosing DIY as a hobby or as a chore does reap positive results – one of which is exuding happiness. To further support the statement, the researchers saw that happiness and how creating and accomplishing a DIY project release endorphins, which affect our mental, emotional, and physical health. It also allows the respondents to exhibit who they are through DIY projects and gives them the confidence and strength to achieve any task they put their minds into, which contributes to satisfying their well-being.

Social stressors affecting Choice and Overall Well-being

Before the pandemic, individuals already have stress on their plates - from work, workmates, family, and friends (Gerhardt et al., 2021). Moreover, with COVID-19 rising, it amplified and gave everyone new worries, which became social stressors. The term, social stressors, is defined as having weak social interactions with colleagues, family, and friends, reflecting on other aspects happening in an individual's life (Hershcovis & Barling, 2009). These, in turn, influences the overall well-being may it be a positive or negative outcome.

H5: Social stressors moderates the relationship between competence and overall well-being

Based on hypothesis 1, competence does not affect one's overall well-being. The results also show that social stressors do not change the relationship with the Competence variable to the overall well-being.

H6: Social stressors moderates the relationship between Autonomy and Overall Well-being

While Autonomy does affect the participants' overall well-being, findings indicate that the respondents will still have control over how they will approach their DIY projects and the outcome. Thus, social stressors also do not impact the connection between Autonomy and overall well-being.

H7: Social stressors moderates the relationship between Relatedness and Overall Well-being

According to Gerhardt et al.'s research, social stressors affect commitment in one's relationship (2021). Additionally, they found that social stressors build either negative behaviors or positive outcomes towards the people around their test sample. However, the researchers of this paper negate Gerhardt et al.'s findings as they found incoherent results when the survey was tested. Therefore, they found that social stressors do not significantly influence relatedness and overall well-being, which disapproves of the hypothesis.

H8: Social stressors moderates the relationship between Choice and Overall Well-being.

Results show that Choice does significantly affect overall well-being and that the choices made by the respondents in building their DIY projects have resulted in extreme happiness, a sense of accomplishment, and yearning to create more. Creating DIY projects gives the respondents a sense of protection from stressful and unpredictable workdays. They would also love to work on their DIY projects with their family and close friends as they, themselves, want to create the same caring atmosphere for their loved ones, especially during the pandemic. The data presented is supported by Gerhardt et al., as mentioned before, that social stress does come from the work environment and that having an outline – in this case, DIY creating – can ease the stress an individual is feeling (2021).

Another outcome also shows that respondents agree that creating DIY projects can produce a higher quality lifestyle around them and that 83.2% know that taking care of their well-being is a top priority as having DIY activities as an outlet helps them balance both good and bad social stress brought about by the COVID-19 situation. Additionally, DIY activities help them disengage from troublesome worries, vent out negative feelings, and cleanse out these heavy emotions. Instead, DIY activities give a sense of solace. The respondents were able to reflect on their emotions which were able to assist in calming the participants' minds and thus, make participants feel stronger about themselves. Hence, the researchers find that H8 is a proven success and that social stress does help the link between Choice and overall well-being.

Conclusion

The respondents were driven to try out new hobbies and explore something new based on the data. They got inspiration from social media as to what hobbies they could try on and, with their own decision, chose to venture into DIY projects.

The current results also confirm that DIY projects are already trendy amongst the respondents and that they have at least tried out a DIY project or two. Furthermore, choosing a DIY activity depends on how challenging and time-consuming it would be. Also, they can purchase a more comprehensive price range of DIY projects, but the respondents opt to buy the affordable and accessible ones instead. Notably, the respondents focus on how well a DIY project can help destress them, creatively express themselves, and communicate their views with their DIY outcomes.

During the DIY process, the respondents value how well they put in the effort and no easy DIY activity. Moreover, they get to contemplate current life events as they understand more of their feelings while setting their positive and negative feelings into place. They can also focus more on the project by pushing away negative thoughts – which leads them to find a sense of assurance and comfort. Furthermore, most respondents hesitate to build their DIY projects as they lack the skill; they do not fear failure as they believe that making mistakes is part of the learning experience.

On project completion, they accomplish and gain more confidence in their chosen DIY category. The achievement widens their perspective that DIY activities improve their lifestyle and serve as a great outlet from pandemic worries – which results in consumers feeling joy, a sense of purpose, and self-empowerment.

Since creating DIY projects benefited the respondents, they felt the connection between their family, friends, and fellow DIY project creators. Sadly, they lack time to share with the DIY community their outputs. However, they have the energy to exchange their DIY experiences with their closest friends and family, especially with those whose mental health is not stable, as they recognize that taking care of oneself is the top priority during the COVID-19 situation.

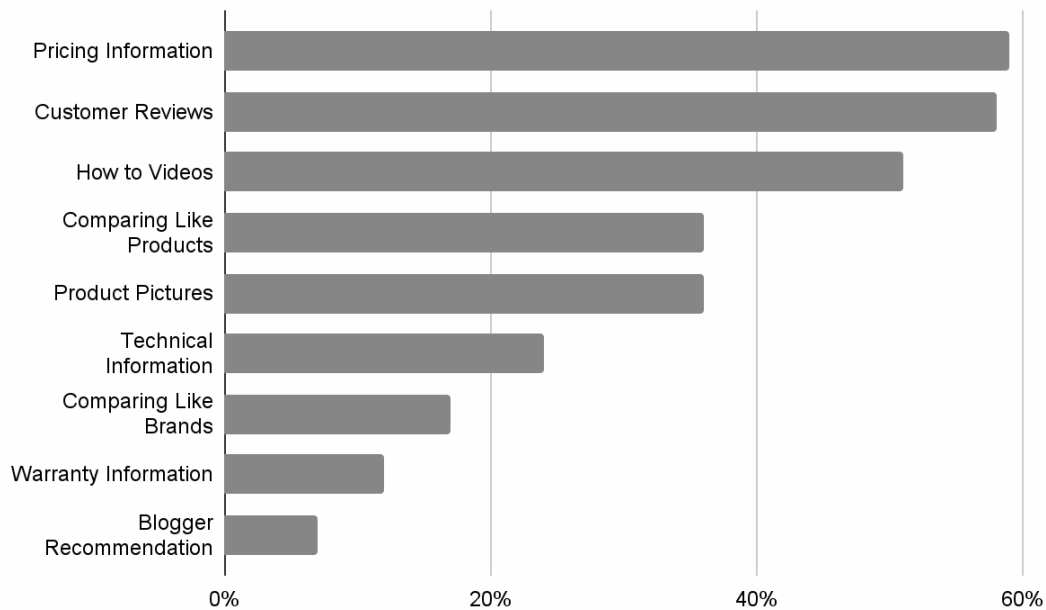
The DIY Global Business and Its Future

In totality, DIY sellers are marketing sales promotions, price-point strategies, and affordable deals to get sales – which plays an advantage towards DIY consumers. DIY buyers

consider qualities such as durability, reliability, and features and functions when choosing a DIY project (William, 2020).

Before buying a DIY kit, before consumers decide on a particular project, they consider price details, customer reviews, and how-to videos as the most helpful knowledge. Then, the researchers can see that quality and customer review is their main deciding factor; without one of these, the less likely a buyer would continue their checkout for a particular DIY kit.

Figure 6
Most helpful information customers look for in a DIY project.



With the demands buyers look for, Facebook groups like "Home Buddies" bloomed during the quarantine and have attracted buyers on a budget and DIY creators. With over 2.8 million followers, the community consists of budget-friendly purchases, easy-to-do hacks, and DIY set-up user-generated posts from which Facebook members can get recommendations. Having this Facebook community gives buyers the advantage of choosing the best possible DIY purchase and sellers the opportunity to market their products on a bigger platform.

Marketing Application

If marketing managers would strategize targeting DIY communities for the brands they work with, it can be seen that Autonomy, Choice, and Choice mixed with Well-being would be their main touchpoints as their p values were all significant and have a higher chance of success.

With the data provided, the researchers propose that marketing managers hone on how DIY projects can help benefit an individual's overall well-being during COVID-19 and after. Additionally, leveraging the reasons to get into DIY projects will give a bigger chance of a successful marketing campaign. Examples of marketing initiatives would be running DIY contests, DIY kit giveaways, and tutorial content videos.

Limitations and Recommendations for Future Research

The current study has limitations and areas for improvement. Future researchers may address this to find out more about the effect of DIY in improving one's well-being and relate it to the behavior of the consumers.

Firstly, researchers could explore concentrating on a single DIY project to understand better consumer motivations and the impact of DIY on maintaining good well-being.

Second, the influence of segmentation features on purchasing patterns, such as consumer engagement in DIY activities, demographic and psychographic, and personal values, might be examined to help comprehend the underlying elements that drive DIYers to engage in this type of activity regularly.

Another option is to examine DIY behavior trends, such as whether the DIY industry grows during economic downturns - during the pandemic.

Lastly, data were collected only through online surveys, not specifically within a DIY community. For future researchers, an improvement on the sample and sample size is beneficial to get a pulse of a bigger consumer market.

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