goods which are low in price and quality, the
Japanese, being discerning shoppers, tend not to
impulsively buy "bargains". However, the quality
of goods from Southeast Asia is expected to
improve. This is expected to introduce greater
marketing competition in the Japanese market.
Manufacturers of similar products will likely
only successfully compete if they have already
defined and established market niches for
specific products and established buyers market
connections.

- In Japan large cities are built on a concentric
ring pattern. In the inner rings, strict fire
codes severely limit the use of wooden materials
for residential construction. However, outside
these locations, and especially in the new Timber
Frame Construction (TFC) developments in the
suburbs, wood is popular and is being used more
generously.

- Japanese consumers demand high quality and
appreciate innovative and distinctive products.
The DIY Survey notes that the Japanese consumer
tends to attach a greater amount of importance to
the rare and handmade craft as opposed to the
mass-produced/uniform manufactured products. The
Survey continues in its description by splitting
Japanese consumers into two categories. There is
the consumer who does DIY out of necessity, and
who is therefore more interested in product
function and more discriminating about cost. The
other is the consumer hobbyist who, although
interested in the function, is more impressed by
the colour, shape, and design of the product.
This consumer tends to buy upgraded and brand
name goods. As a result, price is of secondary
importance.

- Foreign manufactured products must be designed
for their specific needs. Many North American
DIY products currently being marketed in Japan
have had to be modified for Japanese use. For
example, the hand-saw technology in Japan is
significantly different from that of North
America. Hammers and screw drivers are
noticeably smaller. Electrical requirements are
different. Products and product demands (because
of more compact living space) are smaller. Also,