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Master Program in Statistics and Information Management

**REMOTE WORK AND REMODELING HOUSE:
IMPACT OF HEDONIC VALUE BEHAVIOUR IN
REMOTE AND HYBRID WORK FORMAT**

Thamiris Pimentel da Silva

Dissertation presented as partial requirement for obtaining
the master's degree in Statistics and Information
Management

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

2022

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by

Thamiris Pimentel da Silva

Dissertation presented as partial requirement for obtaining the Master's degree in
Information Management/ Master's degree in Statistics and Information Management, with
a specialization in Market Research and CRM

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1. DEDICATORY

Just like the changes presented in this research, my life changed during the covid-19 pandemic. I moved from a new country, continent, home, work, university... during the crisis that was plaguing the world. Getting this far is the achievement I'm most proud of.

I thank my parents, who never doubted my potential, even when I doubted. My husband, who supported me throughout the entire process, since it was a remote idea in São Paulo. My dear friend Tamara Queiroz, who shared her experience and motivation with me each new semester. To my professors, who play the extremely important role of teaching and training.

Especially to Professor Diego Costa Pinto, who accompanied the creation process of this thesis, so many times altered by external factors and still believed that it was possible. And Professor Raquel Soares, who, with her fine and demanding gaze, transformed the structure of this article into a quality final work.

“Vou mostrando como sou
E vou sendo como posso
Jogando meu corpo no mundo
Andando por todos os cantos
E pela lei natural dos encontros
Eu deixo e recebo um tanto
E passo aos olhos nus
Ou vestidos de lunetas
Passado, presente
Participo sendo o mistério do planeta (...)”

Os novos baianos.

2. ABSTRACT

Previous literature reveals that the remote work format has grown considerably during the COVID-19 pandemic crisis. And it was also observed that the home remodeling / adaptation market benefited from this movement where it reached relevant levels to be studied. There are studies that show a growth trend in the remote / hybrid work format, which will demand more from the DIY and remodeling market. This research aims to contribute to the literature by understanding how hedonic and utilitarian motivators can be related to the remodeling process to adapt home to remote work.

To achieve this objective, experimental research will be applied, whose main objective in this study is to evaluate the impact of the hedonic (study 1) and utilitarian (study 2) motivator in the home remodeling process to adapt to remote work. The sample was collected through an online survey, mainly for the Portuguese-speaking population, residing in Portugal and Brazil.

The results obtained through this research infer that the utilitarian motivator has a greater influence on workers who adhere to the remote work format.

The importance of this discovery will be relevant to add findings to the literature, which do not directly correlate the topic as discussed here, and for future applications in the marketing market.

Keywords:

Hedonic motivator, utilitarian motivator, remote work, remodeling house, adapting house.

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5. INTRODUCTION

In 2020, remote work turned a forced reality to our situation against Covid-19's pandemic crisis. However, before this period, remote work was not widely practiced and considered as a main option to work (Kossek & Lautsch, 2018). In Europe, around 2% of the employees worked mainly from home in 2015 (*Working Anytime, Anywhere: The Effects on the World of Work*, 2017) and the concept of work remotely wasn't necessarily associated to work from home. It was possible to occur in co-work spaces, digital work hubs and others (Bentley et al., 2016). But, during Covid-19's pandemic, employees must adapt to start work from home. So, at the same time the concept of *home* started to be associated to work as well. During the period of pandemic crisis in 2020, construction, remodeling, and decoration markets observed a huge increase in their sales. In 2020, Leroy Merlin Portugal registered the highest profit since the last 5 years (*TRENDS -The lockdown and after*, 2021) and the biggest impact was observed in the company's e-commerce sales channel. The main products sold were small tools and supplies for small and simple home repairs and adaptation to remote work. According to ADEO, (*TRENDS -The lockdown and after*, 2021) the purchase went through a more mandatory context, since the pandemic crisis forced the place of work to be remote, away from agglomerations and sources of contagion of Covid-19. The purchase made at that time was driven by necessity, since the product must fulfill a lack of needs (Hirschman & Holbrook, 1982). The literature states that it was possible to identify two main reasons for consuming goods and services performed by: hedonic/consummatory/affective gratification and instrumental and utilitarian reasons concerned with "expectations of consequences" (Hirschman & Holbrook, 1982) and hedonic and utilitarian motivations maintain a basic underlying presence across consumption phenomena (Babin, 1996).

The market and global trends indicate that the format will increase and become common and encouraged by companies. Google has announced that they will continue to support remote working even after the pandemic (Google, 2021). Studies indicate that the quantity of remote employees will increase by about 30% in 2023 (Valor Investe & Globo, 2020).

The literature review noted that the previous literature addresses the increase in remote work during the pandemic crisis and its future trend. The DIY market is doing the same thing. However, there are no previous studies or research directly assessing the impact of the hedonic and utilitarian motivator in the process of adapting the home to the remote / hybrid work format.

The research gap that this research intends to contribute is to understand whether there is an impact between the hedonic and utilitarian motivator in the process of adapting from home to remote / hybrid work, which is on the rise for the coming years. The research also aims to highlight the relevance of understanding this gap to the market, both for the marketing departments and for the commercial departments of companies in the field of DIY and remodeling. This understanding, presented here through the conclusions and findings, can help companies adapt their offer to their customers to maximize their earnings.

Considering the maturation after the easing of the 2020 pandemic crisis and the adoption of the remote / hybrid work model as mentioned above, and considering only the work format factor, this research aims to understand how the hedonic and utilitarian motivation has an impact on the consumption of products for home remodeling/adaptation, specifically the adaptation of the home for remote or hybrid work.

The study presented here was structured as causal research, conducted through an experiment, with data collection through an online survey. Literature review and hypothesis exploring the growth of remote work, the definition of motivators, objectives, methodology and descriptive analysis. Studies, findings, and discussions presenting 2 studies and hypothesis and finally general discussion, with theoretical and practical implications and limitations for further research.

6. LITERATURE REVIEW AND HYPOTHESIS

6.1 GROWTH OF REMOTE WORK AND THE IMPACT ON THE NEED FOR REMODELING / ADAPTATION OF THE HOUSE

In 2020, the world experienced the pandemic crisis caused by COVID-19. With the spread of this disease and its form of contagion and increase in infections and deaths, the world was forced to practice social isolation (El-Husseiny, 2021). As a result of this

movement, many companies had to adapt their jobs to remote work, and those that could not, had to reinvent the traditional work format. And not only at work, but also in other activities, social isolation made the house adapt and accommodate all the needs of the individual, whether social or professional. Home spaces have become home, office, gym, family, and social space (IKEA, 2020). This movement had an extremely relevant impact on the DIY and remodeling market. During 2020 and 2021, companies such as Leroy Merlin Portugal (*TRENDS -The lockdown and after*, 2021) saw their sales grow significantly, given the main factor being the need to adapt the home to the context of social isolation, where 2 to every 5 people have remodeled and repaired their homes (IKEA, 2020).

This buying process took place under a lot of pressure, insecurities, and uncertainties where people sought a safe place in their homes (IKEA, 2020). This search for products that could complete or satisfy the needs of the “new normal” (El-Husseiny, 2021) presented a motivating characteristic of primitive purchase, previously cited in the literature as '*must fulfill a lack of needs*' (Hirschman & Holbrook, 1982). However, it is known through previous literature that the buying process is based on hedonic and utilitarian motivators, which will be addressed in greater depth further in this research. The study opportunity identified in the literature and shown to be relevant for marketing and the market, especially the DIY market, is to understand whether these drivers impact differently on the home remodeling process to adapt to remote / hybrid work. This gap in the literature may become more relevant in the coming years, when remote work is expected to grow (Valor Investe & Globo, 2020). That is, in the first moments of 2020 there was the impact of the pandemic crisis on the growth of the DIY market but considering this expected growth of the remote / hybrid work model, this study aims to assess how companies can adapt their offer and discourse to maintain the pace of growth and follow the movement of the market through hedonic and utilitarian motivators.

6.2 HEDONIC AND UTILITARIAN MOTIVATORS

Initially in the literature, when studies on the motivator of the purchase process began, it was noticed that the decision process started from a predominantly utilitarian

discourse (Hirschman & Holbrook, 1982). For example, the desired product must fulfill a lack of needs. These needs were utilitarian motivators (Hirschman & Holbrook, 1982b). But, in the early 50's observed a movement that "People buy products not only for what they can do, but also for what they mean" (Sidney J. Levy & Gardner, 1999). Further literature describes the consumption process as "buying products to satisfying experiences (Abbott, 1955) . After, Holbrook and Hirschman (1982), identified two main reasons consuming of goods and services performed by consummatory affective (hedonic) gratification and instrumental, utilitarian reasons concerned with "expectations of consequences" (Hirschman & Holbrook, 1982). According to previous literature, the shopping process used to be more related with utilitarian motivation, once been characterized as task-related and rational (Batra & Ahtola, 1990). The literature review did not show a direct link between the motivators and the purchase process for home remodeling/adaptation for remote/hybrid work. Empirical evidence observed in previous studies of the DIY market indicates that the first movement was based on buying to fulfill a need (Hirschman & Holbrook, 1982). However, after time has passed and the market has evolved to deliver solutions that are more adapted to trends (*TRENDS -The lockdown and after*, 2021), how does the hedonic motivator come to influence this buying process? Is there any impact of this motivator during the purchase in recent years? This study intends to further evaluate the participation of the hedonic motivator in the purchase process for remodeling / adapting the home for remote / hybrid work

6.2.1 DEFINING HEDONIC MOTIVATOR

Hedonic motivation used to be related to how pleasant and rewardable this object / service is while utilitarian is related to how useful and beneficial this object can be. This motivator was empirically considered to be more familiar and relevant to purchases associated with home remodeling/renovation (Access Panel, 2020). However, after observing the impact of the covid-19 pandemic crisis, considering most recent literature, there are no investigations that associate the remodeling or adaptation of the home focused on the format of work performed with the degree of hedonic or

utilitarian motivation. This research tends to observe whether there is a greater hedonic impact, considering the future context.

These motivators do not necessarily need to be exclusive and excluding, they can be observed with different intensity in same relationship. Some products and brands can have more positively evaluation in one than another, but also can have both with a small difference of intensity (Hirschman & Holbrook, 1982).

From the perspective of home remodeling/renovation to adapt to remote/hybrid work, hedonic discourse is more related to adapting the home in a playful, pleasurable way. According to a study made by Adeo Services, a hedonic aspect present in the period of remote work during the social isolation caused by the pandemic crisis of COVID-19 in 2020, to occupy the time at home and reinforce the connection with the home, the inhabitants did small DIY works and repairs, as well as being encouraged to create, decorate, and color environments/objects. Given the increase in time within the family environment and within the home, a sense of connection with the home and new interests in it was awakened (*TRENDS -The lockdown and after*, 2021). However, more related to utilitarian, the study presented the utilitarian view in how the inhabitants dedicated time to make major repairs, in an adequate way to occupy their time at home, thus optimizing investments, labor and free time. This is one more reason why this research proposes to understand which of the motivators has greater relevance for the sample, if their interaction with the home during remodeling/renovation due to the hybrid/remote work format takes place in a utilitarian or hedonic way.

6.3 MARKETING APLICATION CONTRIBUTION

The objective of this project is to try to find out which motivator stands out the most in the process of preparing for the home, for samples that adopt different formats of remote work. Since the remodeling market reached sales peaks during the period of greater adherence to the remote work format (*TRENDS -The lockdown and after*, 2021) and the observed trend is for greater adherence by employees to remote work, the

need to remodel the home becomes extremely important in the design of the workspace (*TRENDS -The lockdown and after, 2021*)

Based on this principle of increasing retail remodeling, adapting communication and brand positioning, it becomes a key strategy for the retailer to achieve success in marketing / sales campaigns.

Marketing and sales campaigns since 70's (Kotler & Connor, 1977) presenting a growing interest in the development of quantitative methods for measuring the financial return of marketing actions, especially advertising campaigns. This main indicator is the ROI – Return of Investment. Through this indicator, it is possible to know how much money the company is earning (or losing) with each investment made. ROI is calculated by subtracting the initial cost of the investment from its final value, then dividing this new number by the cost of the investment, and finally, multiplying it by 100 (Investopedia, 2022).

We must understand that an ROI of 1, or 100%, means that you have recovered what you invested in the project. From this number, it is possible to assess whether the investment made in the campaign was effective, achieved the objective or had the expected return in sales. The hedonic and utilitarian motivator plays an important role in building the campaign. Knowing the degree of intensity of each of these motivators for the market and brand can enhance ROI, and consequently have greater success in the campaign. Holbrook defined, for example, that hedonic behavior that reports to the multisensory, fantasy, and emotive aspects of consumption (Dawson et al., 1190), consumer's experience of shopping, emotional attachment, focusing on fun, playfulness, enjoyment, excitement, and the need for surprise (Hirschman & Holbrook, 1982). It means in retailer reality, extra attention to retail attributes (e.g., merchandise displays, in-store promotions, web navigation) (Dawson et al., 1190). Knowing this information related to the market in which it operates can be a game changing for the brand/retailer. This research will be a contribution to the literature about understanding whether the purchase process focused on remodeling / adapting the home for remote / hybrid work is impacted by the hedonic or utilitarian motivator. And from this, maximize the potential of your marketing campaigns as presented here,

by using the speech that is more adjusted to the moment and to the consumer, with the influence of the motivator with the greatest impact on the process.

6.4 OBJECTIVE OF RESEARCH

After carrying out the research work in the previous literature, it is identified that the answer to this research problem is not directly addressed or referenced, given the recentness and complexity of the theme. This gap becomes relevant to complement the literature through the research presented here. Not only that, but also the positive impact on the marketing market, as the results presented here can be an important tool for strategic use. That is, it becomes important understanding how these motivators are related to determined brand or product can be very useful for marketing and communications team, as well commercial teams that can develop their market strategies to growth according to the consumers used to be more affected, increasing and optimizing investments in advertisement and media. Based on this context, this research aims to contribute to the literature by understanding how hedonic and utilitarian motivators can be related to the remodeling process to adapt home to remote work. A substantial example that this study should observe is purchase motivated by utilitarian *“how ergonomic is the chair to use 5 days a week without being harmful to the spine / backs”*, and the same product can be motivated by hedonic *“how trendy and high technological the chair is to keep you connected to your desk”*.

6.5 METHODOLOGY

6.5.1 CAUSAL RESEARCH AND EXPERIMENT

Considering the fact that this study seeks to understand how the hedonic motivator has an impact on the remodeling/adaptation process of the house for remote/hybrid work, and the previous literature has not yet produced content with much depth on this topic, the study will be conducted in order to make the first validations on the subject in order to open space for new future research. For this reason, this study will

be conducted using the experimental methodology – causal research. Causal research is indicated when you want to verify whether there is a cause-and-effect relationship between two or more variables (Hernandez et al., 2014). For this, the research will manipulate independent variables and observe the result produced on the dependent variable (Hernandez et al., 2014). Considering the nature of the research with a greater presence of psychological variables, the study will be evaluated through nonparametric analyses. The data collection happened during July 2022, through an online survey in Qualtrics platform with 15 question more related to psychological attributes (you can find full questionnaire attached to the appendix) . The respondents were from Brazil and Portugal, Portuguese-speakers, and have worked in hybrid or remote work format is mandatory. If respondent do not be eligible for this conditional, it moves to the end of survey.

6.5.2 RESEARCH MODEL

This research intends to find out if there is an impact of the hedonic motivator in the home remodeling process to adapt to the Hybrid / Remote work model. For this, experimental research will be applied, whose main objective in this study is to evaluate the impact of the hedonic (study 1) and utilitarian (study 2) motivator in the home remodeling process to adapt to remote work.

The research model is composed of 2 dimensions as shown in figure 1:

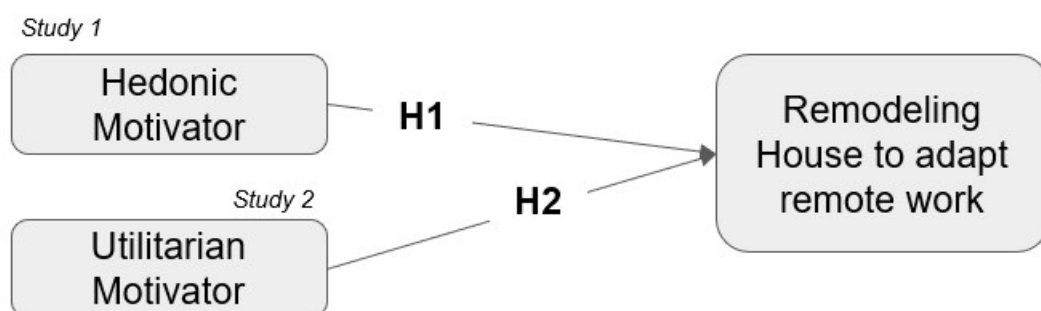


Figure 1 - : Hypothesis by study (developed by author)

During the process of processing the results, it was observed that the data distribution is not normal. Therefore, the Kruskal-Wallis test was a more representative alternative (Berlanga María José Rubio et al., 2012).

6.5.3 DESCRIPTIVE ANALYSIS

Initially, the future implications are more related to the Portuguese market for remodeling/renovation and adapting to the remote/hybrid work model. That said, it is important to observe the entire context of the Portuguese population during the period of 2020 (where there was greater adherence to remote work). According to the 2020 Census (Pordata, 2021) Portugal had a population of 10,347,892 inhabitants. Of these, 53% identified themselves as women and 47% as men. Of the total number of inhabitants shown in the census, 78% were considered economically active.

In the last 5 years, the average number of individuals per family has remained at 2.5 people, the older population has increased, and the birth rate has gradually decreased, as we can see in figure 2 and 3.



Figure 2 - Natality index 2020 – Portugal (Pordata, 2021)



Figure 3 - Old age growth index 2020 – Portugal (Pordata, 2021)

Cetelem classified the portuguese by lifestyle and divided them into 10 large groups (*Intenções de consumo no último trimestre - 2020. A relação do consumidor com a sua casa em tempos de mudança. 2020*). The most senior groups are 35% of the population and have an average income above the average of the other groups. In figure 4 you can see all groups considered in the study.



Figure 4 - Portuguese population by lifestyle – Cetelem 2020

6.5.4 BRICOLAGE AND REMODELING INTEREST

As we saw before, 18% of portuguese people say they would make changes/ adjustments to the home, mainly to equip/re-equip the house (*Access Panel, 2020*) . In order to understand the hedonic and utilitarian motivator in adapting the home to remote work, it is interesting to see how the sample behaves in the face of interest in DIY and remodeling. 56% of the sample identifies with the male gender, and most of these identify themselves as neutral or with little interest in DIY.

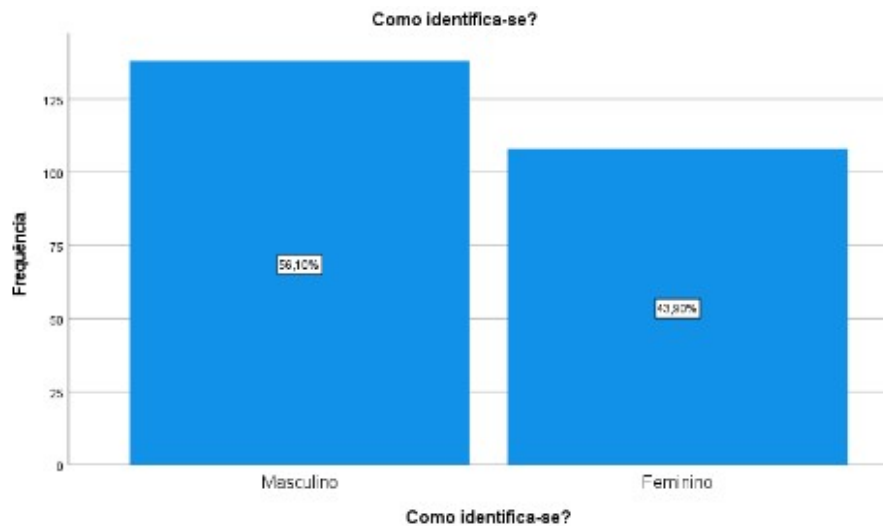


Figure 5 - % sample by gender (survey)

The other 44% who identify with the female gender show greater interest in DIY. In other words, what is expected from the behavior of the sample during the other tests is that the percentage that identifies with the female gender has a greater predisposition to relate to themes of remodeling and DIY.

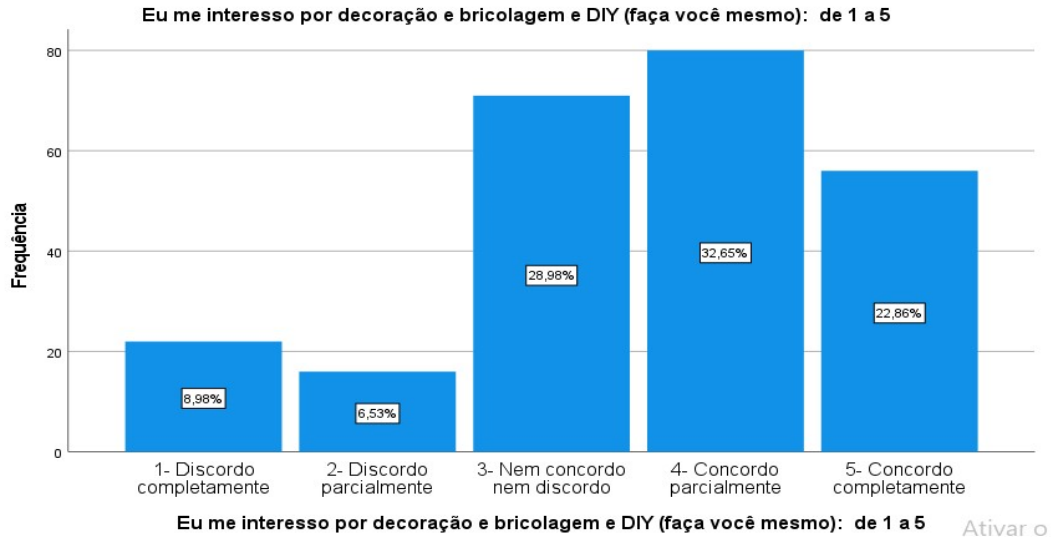


Figure 6 - % sample by DIY interest (survey)

6.5.5 WORK FORMAT

According to Adeo Services study, the most observed trend in the world was the adaptation of home spaces for teleworking and distance learning, which enabled the search for opportunities in the world, and redefined the relationship between “working hours” and the home. The study defined as priority trends: Adherence to remote work and remote teaching with the need to find equipment and space for everyone simultaneously within the family; Adaptation of temporary or permanent spaces for work/study activities; Importance to organize the house / live in the same environment (*TRENDS -The lockdown and after, 2021*). One of the premises that the study intends to analyze is the work format that the respondent was performing at the time of the questionnaire.

For females, most of the sample were working remotely (figure 7).

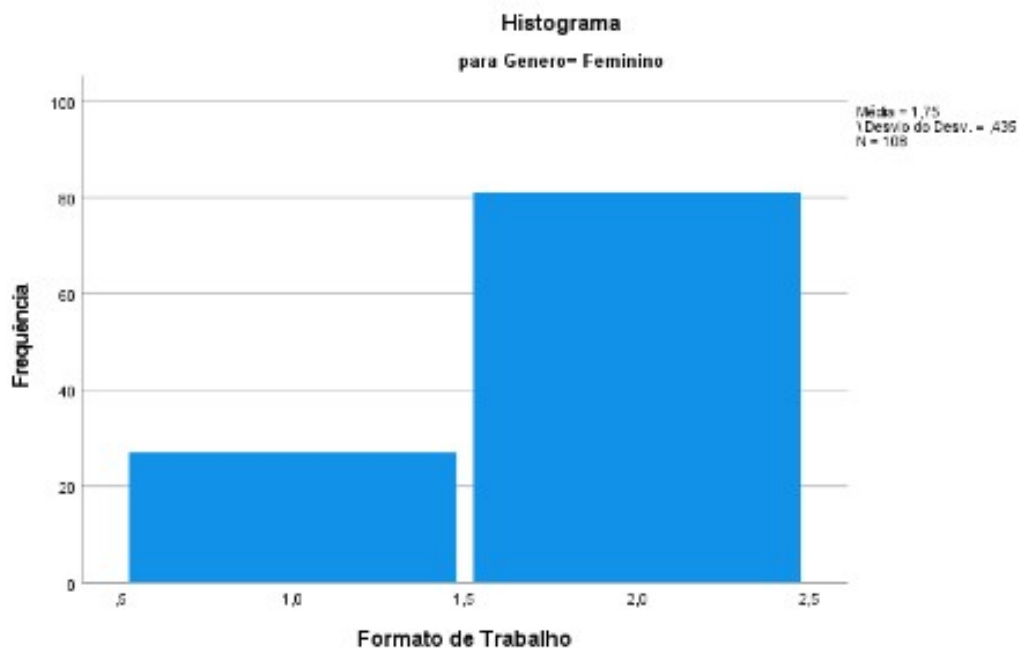


Figure 7 - % sample by gender / work format (survey)

While the male gender was mostly working in person (figure 8).

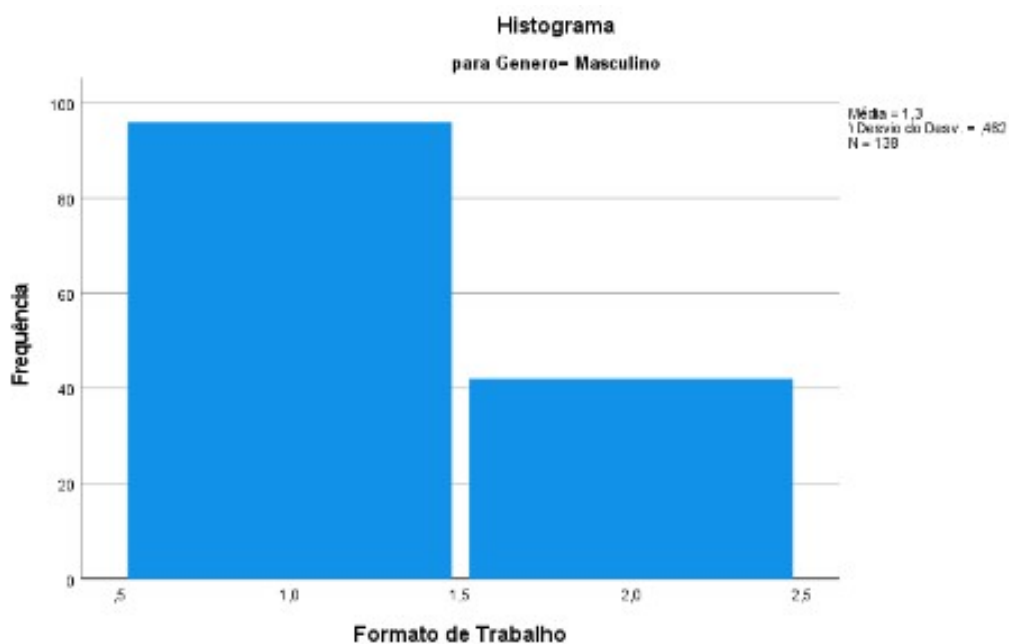


Figure 8 - % sample by gender / work format (survey)

6.5.6 HOME SIZE AND SPACE OCCUPATION.

A previous study states that isolation by the COVID-19 pandemic crisis and remote/hybrid work, people accentuated the need to find equipment and space at home for everyone simultaneously (*TRENDS -The lockdown and after*, 2021).

Departing from that, we also consider important to understand that there must be space available for any type of adaptation / remodeling. The sample has a higher concentration in properties with 2 bedrooms (figure 9 and 10):



Figure 9 - % sample by house size in rooms (survey)

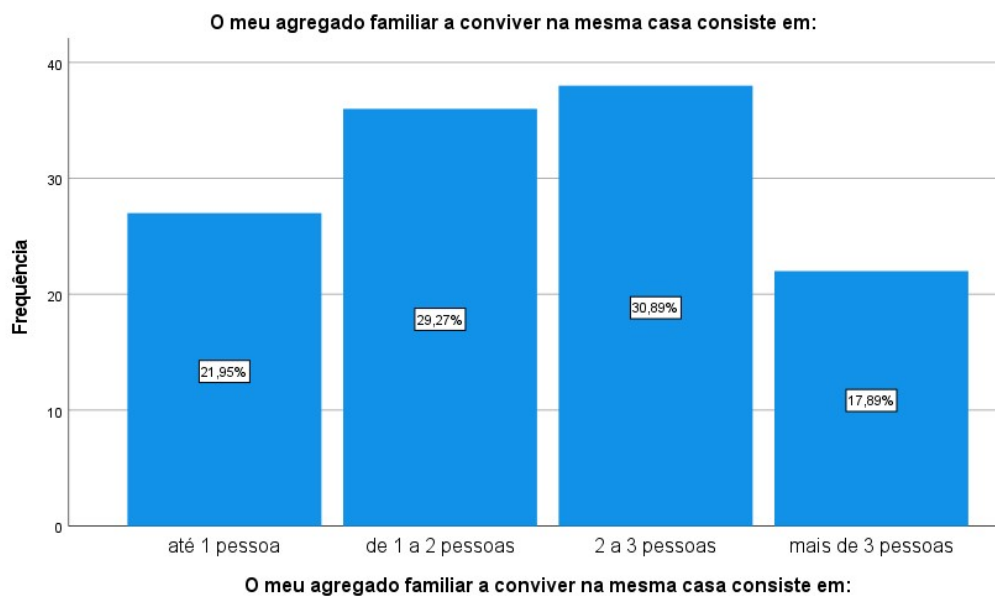


Figure 10 - % sample by family size (survey)

And even if there is space, we need to observe the amount of people occupying these spaces in the household. 49% of the sample lives with up to 2 people in their household. That is, we can infer that there is room for remodeling in the observed sample.

And to complement, 84% of the sample agree to some degree that they consider it important to have a space dedicated to work at home.

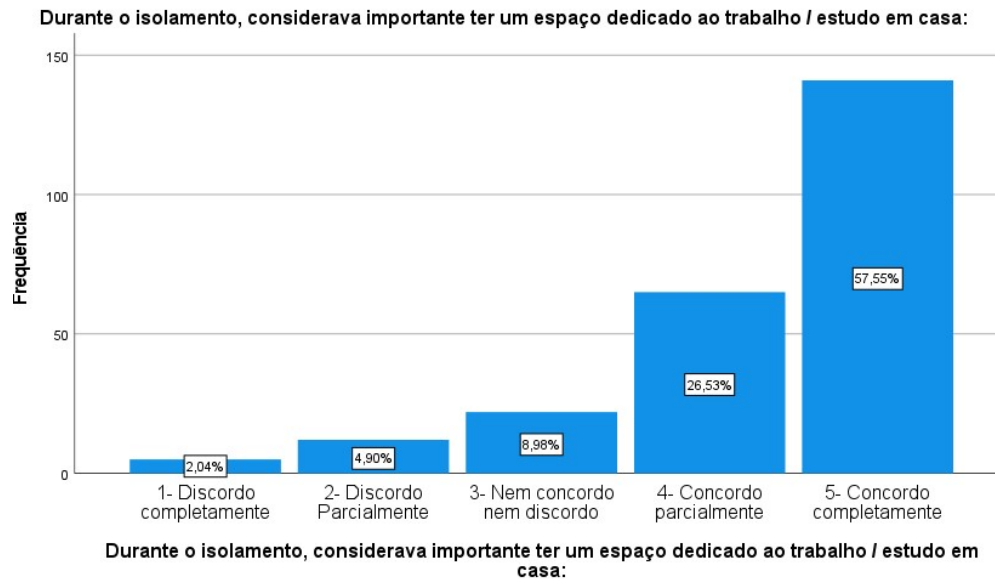


Figure 11 - % Descriptive Analytics (survey)

7. STUDIES AND FINDINGS

So far based on descriptive analysis, we know that the percentage of the sample that identifies as a woman is most interested in DIY and is also the largest share of individuals joining remote work. And that, in the majority, the families of this sample have up to 2 individuals, in a house with more than 2 bedrooms. We can infer that the descriptive characteristics of the sample indicate that there are more women with an interest in DIY working remotely, in houses with 2 bedrooms or more.

For this study, we defined some characteristics based on previous literature to represent the hedonic and utilitarian motivator. For hedonic we consider willing to invest money in remodeling; external influences impact to adapt their home; seek for decoration and remodeling influences. For utilitarian, we consider: Work indoor increase productivity; make small home repairs to adapt space; Based on this classification, we separated the hypotheses into 2 studies: one focused on the hedonic motivator and the other focused on the utilitarian motivator. In table 1 below presented, we can see the questions and motivators that is associated.

TABLE 1: Questions classified by motivator

Question	N	Type	Motivator	Study Hypotesis
I am willing to invest in remodeling to adapt to the home office / remote work	245	Ordinal	hedonic	1 1a
I felt inspired by others to remodel/adapt my home for remote work	245	Ordinal	hedonic	1 1b
I looked for references and decoration inspirations from others for my remote work environmen	245	Ordinal	hedonic	1 1c
I prefer to work indoors (bedroom, living room) to outdoors (sunroom, balcony, co-works, cafes)	245	Ordinal	utilitarian	2 2a
I made small home repairs to adapt to remote work	245	Ordinal	utilitarian	2 2b

Table 1 - Question classified by motivator

7.1 STUDY 1: HEDONIC IMPACT ON HOME ADAPTATION / REMODELING UNDER THE WORK FORMAT

One characteristic of the hedonic motivator that we observed in the previously cited literature is the greater predisposition of monetary investment in the purchase process related to the multisensory, fantasy, and emotive aspects of consumption (Hirschman & Holbrook, 1982). Based on this, we developed the following hypothesis.

7.1.1 Hypothesis 1a: The home office work format is more willing to invest money in remodeling and adapting the house for remote work

Question	N	Type	Motivator	Study Hypotesis
I am willing to invest in remodeling to adapt to the home office / remote work	245	Ordinal	hedonic	1 1a

Table 2 - descriptive for hypothesis 1a

To understand if there are differences in the predisposition in the working model, we ran the Kruskal-Wallis test, since the sample did not meet the prerequisites of parametric tests. The result was that the distribution of the group willing to invest money for the remodeling and adaptation of the house is the same in the work format category. The result: **(Investimentinremodelation(workformat)= $X^2(1)= 0,758$; $p>0,05$).**

7.1.2 Hypothesis 1b: The home office work format is more available in individuals who have suffered external influences to adapt their home for remote work.

Question	N	Type	Motivator	Study Hypotesis
I felt inspired by others to remodel/adapt my home for remote work	245	Ordinal	hedonic	1 1b

Table 3 - descriptive for hypothesis 1b

Once we observed the indifference between the work format in the investment (hypothesis 1a), we decided to test one more hedonic variable that describes the motivation of the remodeling by external influences. This hypothesis is directly linked to the aspect previously mentioned in the literature that observed that the consumer need for surprise and seek for other’s validation (Hirschman & Holbrook, 1982). We ran the Kruskal-Wallis test, since the sample did not meet the prerequisites for parametric tests. The result was that the distribution of the group I felt inspired by others to remodel/adapt my home is the same in the work format category. The result: **(ExternalInfluence(workformat)= $X^2(1)= 0,098$; $p>0,05$).**

7.1.3 Hypothesis 1c: The home office work format is more available in individuals who sought decoration and remodeling influences to adapt the home for remote work.

Question	N	Type	Motivator	Study Hypothesis
I looked for references and decoration inspirations from others for my remote work environmen	245	Ordinal	hedonic	1 1c

Table 4 - descriptive for hypothesis 1c

Finally, we tested the influence of the work format on those who were predisposed to seek decoration and remodeling references to adapt the house for remote work. As observed in previous literature consumers making hedonic purchases tend to utilize social media and product page views on the target retailer’s website more extensively than people engaging in utilitarian purchases (Li et al., 2020).

We ran the Kruskal-Wallis test, since the sample did not meet the prerequisites for parametric tests. The result was that the distribution of the group I looked for decoration and remodeling references to adapt the house for remote work is the same in the work format category. The result: **(lookforInfluence(workformat)= $X^2(1)= 0.333$; $p>0.05$).**

7.2 STUDY 2: UTILITARIAN IMPACT IN ADAPTING / REMODELING THE HOME UNDER THE WORK FORMAT.

As we saw in study 1, the hedonic impact variables had no significant difference between the work format classification groups. As it is possible to have different levels of hedonic and utilitarian motivation (Hirschman & Holbrook, 1982b), we followed our

investigation with study 2 that brings variables of utilitarian level. In this aspect, the utilitarian motivator is more focused on productivity, and the purchases are rational and goal-driven (Novak, 2003) while the hedonic motivator is more related to working in outdoor environments, with greater relaxation and provision of a “lifestyle” exploring customer’s cognitive, affective, emotional, social, and physical responses (Lemon & Verhoef, 2016).

7.2.1 HYPOTHESIS 2a: Working indoors (house, bedroom) rather than outdoors (marquise, porch, cafe, co-work) increases my productivity.

Question	N	Type	Motivator	Study Hypotesis
I prefer to work indoors (bedroom, living room) to outdoors (marquise, porch, co-works, cafes)	245	Ordinal	utilitarian	2 2a

Table 5 - descriptive for hypothesis 2a

We ran the Kruskal-Wallis test, since the sample did not meet the prerequisites for parametric tests. The result was that the distribution of the Working group in an internal environment (house, bedroom) instead of an external environment (marquise, balcony, cafe, co-work) increases my productivity is different in the work format category. **(Investmentinremodelation(workformat)= $\chi^2(1)= 3.934$; $p<0.05$)**. That is, we reject the null hypothesis, and we check the distribution of the test samples to understand which of the work format groups most values the specific work environment for increasing the productivity (figure 12).

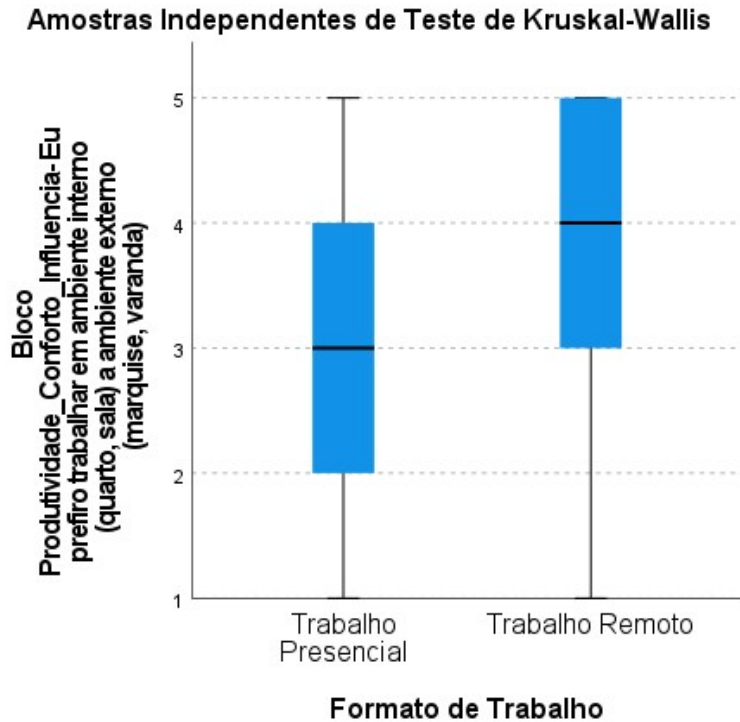


Figure 12 - Results

The independent sample that performs the remote work format prefers to be in a dedicated environment that has characteristics adapted to the work to have greater productivity. We can infer that the utilitarian aspect of the space being useful and fulfilling its functions (being a workspace exclusively) is more representative of the hedonic aspect (lifestyle) of working in marquees, balconies, cafes and co-work spaces.

7.2.2 Hypothesis 2b: I made small home repairs to adapt space to remote work.

Question	N	Type	Motivator	Study	Hypothesis
I made small home repairs to adapt to remote work	245	Ordinal	utilitarian	2	2b

Table 6 - descriptive for hypothesis 2b

The variable that represents home repairs, to have a dedicated, useful and prepared workspace for the home office is linked to utilitarian motivation (Hirschman & Holbrook, 1982). And for this test, we also ran the Kruskal-Wallis test, since the sample did not meet the prerequisites of parametric tests. The result was that the distribution of the group I made minor home repairs to adapt to remote work is different in the work format category. That is, we once again reject the null hypothesis, and check the distribution of the test samples to understand which of the work format groups made minor home repairs to adapt to remote work. As expected, the remote work format

presented a result more related to the variable of carrying out small repairs to adapt the home to telework (figure 13).

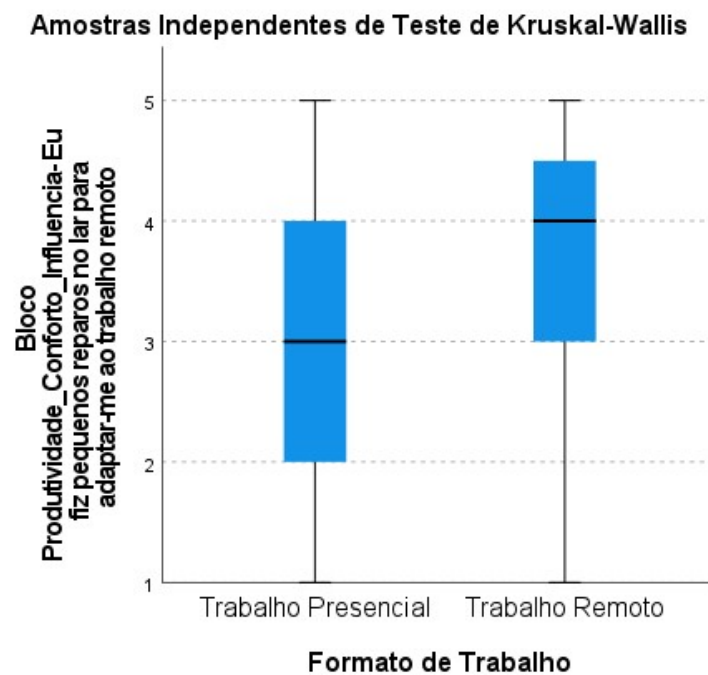


Figure 13 - Results

8. GENERAL DISCUSSION

8.1 THEORETICAL IMPLICATIONS

The migration process from the face-to-face work format to the possibility of being hybrid or remote had its steps accelerated, as we saw in the previous literature. And this migration was more pronounced in the context of being mandatory in the context of the Covid-19 pandemic crisis. (Wang et al., 2021). In this context, the main question that the study aimed to answer was whether, during this migration process, hedonic and utilitarian motivators had an impact on the process of adapting the home to this new reality of adherence to the work format. What was expected to be understood was how linked to the motivators was this specific consumption behavior. In the previous literature, there was no specifically directed content for this purpose, so this study became an aggregator to the previous literature in this sense.

The context of migration of the work format can still be considered in its early years, not yet considered stabilized for the product of its impact. That is, the study presented here is

being analyzed under the lack of maturity of the implementation of the work format and its results must be observed from this perspective.

The study presented a set of variables that represented the impact of the hedonic and utilitarian motivator (Table 1). Specifically in the home remodeling and adaptation market, for our research, we classified hedonic as: willing to invest money in remodeling; external influences impact to adapt their home; seek for decoration and remodeling influences. And utilities like work indoor increase productivity; make small home repairs to adapt space.

In the first study, that consider the hedonic motivator, we did not observe the impact of this motivator on the remodeling / adaptation process for hybrid / remote work. This may be due to the context in which this adoption of the work format happened more “taskrelated” than “satisfaction-related” (Batra & Ahtola, 1990). That is, in that first observed moment, the hedonic motivator had no significant influence for the sample observed in this study. For this reason, the study continued its evaluation to consider the available data and then proceeded to assess whether there is an impact of the utilitarian motivator in this same remodeling/adaptation process for hybrid/remote work.

By applying the analysis methodology previously selected for the study, we can observe in study 2 those psychological variables with the appeal of the utilitarian motivator had an impact on the remodeling process. Given the utilitarian aspect in “Working indoors (house, bedroom) rather than outdoors (sunroom, bakeries, cafe, co-work) increases my productivity”, relates directly to the statement that reinforces the need to find equipment and space at home for everyone simultaneously (TRENDS -The lockdown and after, 2021). It is more related to the fact that home adaptation is task-oriented, rather than multisensory (working on outdoors). And, in the utilitarian aspect “I made small home repairs to adapt space to remote work”. In the figure below, we can compare easily the motivator’s approach that guided the main structure of the study.

	Hedonic IS	Utilitarian IS
purpose	pleasure-oriented	productivity-oriented
value provided	self-fulfilling	instrumental
reason for use	system itself	external goals
design objective	prolonged use	productive use

Figure 14 - Hedonic x Utilitarian approaches (Benedikt Berger & Thomas Hess, 2018)

There is, in fact, a set of information more related to the utilitarian aspect presented in the previous literature, as the Adeo Services study presents, even in times of crisis, DIY projects are seen as a relatively safe investment for homeowners: the “house as capital” . It is more related to the fact that home adaptation is task-oriented, rather than multisensory (Batra & Ahtola, 1990; Hirschman & Holbrook, 1982). Therefore, the study can add to the literature the fact that there is still no significant hedonic influence in the remodeling / adaptation process for hybrid / remote work, but utilitarian. The study also can infer that professionals who adhere to remote work tend to adapt and remodel their homes to have a dedicated workspace, where the attributes are more linked to the utilitarian motivator, considering that motivator behavior cited in this research previously Utilitarian purchases are rational and goal-driven, with the objective of making the best purchasing decision (Novak, 2003).

8.2 PRACTICAL IMPLICATIONS FOR MARKET

As previously noted in the literature, there is not too much research linking the hedonic and utilitarian motivator to the home adaptation process for remote work. As we saw earlier, the remote work format is growing more every day, with greater trends to increase for the next few years. To that end, DIY, home decor and remodeling retailers can use our research findings to build and guide the communication tone to use in their marketing campaigns. Once the utilitarian discourse is used, the chance of being successful and, consequently, of increasing the sales of its products, is high, as we observed in study 2 that the utilitarian motivator tends to be more appealing to the group of people who adhere to the remote work formats.

8.2.1 BRICOLAGE / REMODELING MARKET

As presented in the literature review, the world market suffered the impacts caused by the COVID-19 pandemic crisis. Which meant having most of the population under lockdown. At a given moment, work functions were reestablished and adherence to the remote/hybrid work format started to have an expressive result both for companies and for employees.

In 2020, during the crisis, only 2% of the population intended to move house (*Access Panel*, 2020). And the main reason for this movement is directly the cost reduction, in response to the unstable and unpredictable economic situation. In addition, 18% of the Portuguese say they would make changes / adjustments to the home, mainly to equip/re-equip the house (*Access Panel*, 2020). This movement has a major impact on how retailers will position themselves and engage with consumers through campaigns and communications. Through our research, we can have as a guide for the creation of the appealing model of campaigns, the utilitarian discourse. The utilitarian motivator results in rational and goal-driven purchases, with the objective of making the best purchasing decision (Novak, 2003)

8.2.2 MARKETING AND MEDIA

In addition to discourse, certain channels could be more effective for utilitarian purchases. Search engines (Google, Yahoo, etc) promote efficiency-oriented shopping by allowing customers to find products easily and quickly through specifying attributes of interest via search queries (Chiang & Dholakia, 2003; Ghose & Yang, 2009). Other channels can be more efficient like third-party reviews, deal sites, and product page views on the competing retailer's website more frequently than those engaging in hedonic purchases (Li et al., 2020)

Within the retailer's media mix, the applications discovered in this research can be attributed in different ways and in different intensity to attract utilitarian purchases. Each of the circles features a media campaign segment within the media mix. Using a speech more aligned with what the customer is looking for tends to boost results, as well as create greater empathy and customer relationship with the brand and understanding how to best allocate resources across various touchpoints necessitates a “360-degree view” of how customers interact with and leverage multiple information channels throughout the customer journey (Kannan, 2017).

8.3 LIMITATIONS AND FUTURE RESEARCH

As observed throughout this study, the adoption of remote work is still in its early years and very much based on the context of satisfying a latent need. The consumption behavior linked to this tends to evolve as the remote / hybrid work format also evolves, that is, this research is directly related to the period of the Covid-19 pandemic crisis and the period immediately after the crisis easing. For what the study proposed, the answers were reached according to the available conditions. For future research related to this topic, it may be important to consider the different maturity periods between the sample and the adoption of remote / hybrid work. This is because at that moment our sample was having, for the most part, the first contact with the work format as it was imposed because of the pandemic crisis. The results may differ depending on the sample's level of maturity / adaptation to remote / hybrid work, with different needs and, consequently, consumption behavior related to the hedonic and utilitarian motivator.

The sample used here is also limited to Portuguese and Brazilian markets, which are two markets with different characteristics regarding the adoption of work formats and the motivation for consumption behavior, whether hedonic or utilitarian. For future research, it is also important to understand if approaching a sample that is related to a single market, with less disparities, may have different results. That is, the change of country and / or continent may have some influence on how the motivators are related to the process of remodeling / adapting it to remote / hybrid work: wages, workload, house size, family size etc.

Regarding the methodology process, given the more psychological characteristic of the construction of variables related to hedonic and utilitarian motivators (Hirschman & Holbrook, 1982), complementary research more focused on in-depth research, panels, can bring results with a greater degree deep. A specialized mediator, after being aware of the results presented here, may be able to guide a more efficient data collection and focused on answering in greater depth questions related to hedonic and utilitarian motivators. Even, in a second moment, directly approaching brands / market subsegments that offer alternatives closer to a hedonic or utilitarian discourse to compare whether this remodeling / adaptation process has any changes due to these factors.

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10. APPENDIX

SURVEY

Remodeling Houses during COVID-19 Pandemic

Start of the block: Demographic

Q1 During the pandemic, did you live in Portugal?

Yes (1) No (2)

Q2 Age group

18-25 (1)

26-35 (2)

36-45 (3)

46+ (4)

Q3 How do you identify?

Male (1)

Female (2)

No - Binary (3)

I prefer not to say (4)

Start of the block: Socioeconomic

Q4 During the COVID-19 pandemic between 2020-2021, I...

I was working on a contract of employment (1) I was working on my own

(2) Not working (3)

Q5 During the COVID-19 pandemic between 2020-2021, I...

I was in face-to-face work, even with social isolation (1)

- I've been in telework / remote work with social isolation (2) I've been working hybrid, alternating with social isolation (3)

Moving forward to: End of block If During the COVID-19 pandemic between 2020-2021, I... = I have been in faceto-face work, even with social isolation

Q6 My household living in the same house consists of:

- up to 1 person (1) from 1 to 2 people (2)
- 2 to 3 people (3)
- more than 3 people (4)
-

Q7 The typology of my home/ housing is:

- T0 (1) T1 (2) T2 (3) T3 (4) T4+ (5)
-

Q8 I am willing to invest in remodeling to adapt to home office / remote work:

- Up to 25% of my monthly salary (1) From 25% to 50% of my monthly salary (2) From 50% to 75% of my monthly salary (3)

From 75% to 100% of my monthly salary (4) More than 100% of my

monthly salary (5)

Block Start: Identification

Q9 Before isolation, I considered it important to have a space dedicated to work / study at home:

- 1- I completely disagree (1)
- 2- Partially Disagree (2)
- 3- Neither agree nor disagree (3)
- 4- Partially agree (4)
- 5- I completely agree (5)

Q10 During isolation, i considered it important to have a space dedicated to work / study at home:

- 1- I completely disagree (1)
- 2- Partially Disagree (2)
- 3- Neither agree nor disagree (3)
- 4- Partially agree (4)

5- I completely agree (5)

Q11 During insulation, I felt the need to remodel/adapt the house for remote work:

Yes (1) No (2)

Q12 I am interested in decoration and diy and DIY (do it yourself): from 1 to 5

1- I completely disagree (1)

2- Partially disagree (2)

3- Neither agree nor disagree (3)

4- Partially agree (4)

5- I completely agree (5)

Start of the block: Productivity / Comfort / Influence

Q13 Mark the grade from 1 to 5 according to the agreement with the sentence (where 1 is totally disagree and 5 totally agree):

	1-Totally disagree (1)	2-Partially disagree (2)	3-Neither agree nor disagree (3)	4-Partially agree (4)	5-Totally agree (5)
Working in a dedicated environment increases my professional performance (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a desk (desk) exclusive to work increases my productivity (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to work indoors (bedroom, living room) to external environment (marquee, balcony, coffee, cowork spaces) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I adapt to the environment whenever necessary to work remotely (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The noise and interruptions of external environments (coffee shops, bakeries) do not interfere with my productivity. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I feel like I'm more productive when I'm in a work-ready environment. (6)

Q14 Mark the grade from 1 to 5 according to the agreement with the sentence (where 1 is totally disagree and 5 totally agree):

1-Totally disagree (1) 2-Partially disagree (2) 3-Neither agree nor disagree (3) 4-Partially agree (4) 5-Totally agree (5)

I made minor repairs in the home to adapt to remote work (1)

If necessary, I spend money to adapt the environment to what I consider comfortable (2)

I can work for hours from the sofa or the dining chair without bothering me (3)

I felt difficulty separating the comfort of the home with what was necessary to work during isolation (4)

I find it comfortable to work together with the family environment. (5)

Q15 Mark the grade from 1 to 5 according to the agreement with the sentence (where 1 is totally disagree and 5 totally agree):

	1-Totally disagree (1)	2-Partially disagree (2)	3-Neither agree nor disagree (3)	4-Partially agree (4)	5-Totally agree (5)
I felt inspired by others in remodeling/adapting my home to remote work (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I searched for references and inspirations of decoration of others for my remote work environment (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

My friends inspired me to remodel/adapt my home to remote work (3)

My co-workers inspired me to remodel/adapt my home to remote work (4)

I felt encouraged and inspired by others to perform minor renovations/adaptations in my home on their own to adapt to remote work. (5)

End of block: Productivity / Comfort / Influence