

Introduction:

In recent years, there has been a growing interest among consumers in self-repair, a practice that involves fixing or maintaining their own products instead of relying on professional services or replacing them altogether. This shift in consumer behavior can be attributed to various factors, including rising concerns about environmental sustainability, the desire to save money, and the empowerment that comes with taking control of one's possessions. Understanding consumers' attitudes and experiences with self-repair is crucial for businesses and policymakers to adapt to this emerging trend. This report aims to explore the attitudes and experiences of consumers regarding self-repair, shedding light on its implications for the market and sustainability efforts.

Literature Review:

Consumer attitudes and experiences with self-repair have gained significant attention in recent years as individuals seek to extend the lifespan of their products and reduce waste in a society characterized by a throwaway culture. The rising awareness of environmental concerns, coupled with advancements in digital platforms and access to information, has empowered consumers to take control of repairing their possessions. This literature review aims to explore the various dimensions of consumers' attitudes and experiences with self-repair, investigating the factors that drive individuals to engage in self-repair activities, the barriers they encounter, and the outcomes they perceive. By examining the existing research in this field, this review seeks to provide valuable insights into the motivations, challenges, and outcomes associated with consumers' self-repair behaviors, shedding light on the implications for sustainable consumption, product design, and the circular economy.

Consumers' attitudes towards product care: an exploratory study of motivators, ability factors, and triggers

The authors conducted an exploratory study to investigate consumers' attitudes towards product care. They found that consumers are motivated to take care of their products for a variety of reasons, including extending the product's lifespan, saving money, reducing waste, improving the product's functionality, expressing their personal identity, and feeling a sense of accomplishment. The authors also found that consumers' ability to take care of their products is influenced by a number of factors, including their knowledge of how to care for the product, the availability of tools and resources, and the time and effort required to care for the product. Finally, the authors found that consumers' decision to take care of their products can be triggered by a variety of factors, including the appearance of the product, the product's functionality, a social norm, or a financial incentive. The authors' study provides valuable insights into consumers' attitudes toward product care and suggests that there are a variety of factors that influence consumers' decisions to take care of their products. The findings of the study can be used to develop strategies to encourage consumers to take better care of their products, which can help reduce waste and promote a more sustainable way of life. (Ackermann et al., 2017).

Business Outcomes of Product Repairability: A Survey-Based Study of Consumer Repair Experiences

The authors conducted a study to investigate the potential of modular product design to influence repair behavior and user experience in the smartphone industry. They surveyed 200 smartphone users and found that modular product design was positively associated with both repair behavior and user

experience. The authors found that modular product design made it easier for consumers to repair their smartphones, as the components were easier to access and replace. Modular product design also made it easier for consumers to find repair instructions and parts. Additionally, modular product design gave consumers a sense of control over their smartphones, as they could customize them to their own needs. The authors' study provides valuable insights into the potential of modular product design to promote repair and reduce waste. The findings of the study suggest that modular product design can make it easier for consumers to repair their products, which can help extend the lifespan of products and reduce the need for new products. Additionally, modular product design can give consumers a sense of control over their products, which can lead to increased satisfaction and loyalty. The authors' study has a number of limitations. First, the study is limited to the smartphone industry. It is possible that the findings of the study may not be applicable to other industries. Second, the study is based on a survey of 200 smartphone users. It is possible that the findings of the study may not be representative of the wider population. The authors' study is relevant to my topic of self-repair because it investigates the potential of modular product design to make it easier for consumers to repair their products. The findings of the study suggest that modular product design can be a promising strategy for encouraging self-repair. Future research could investigate how modular product design affects the cost, time, quality, and willingness to pay for repair. For example, researchers could compare the cost of repairing a modular product to the cost of repairing a non-modular product. They could also compare the time required to repair a modular product to the time required to repair a non-modular product. Additionally, researchers could compare the quality of repair for modular products to the quality of repair for non-modular products. Finally, researchers could survey consumers to determine their willingness to pay for repair for modular products. The findings of this research could help to further understand the potential benefits of modular product design for repair and reducing waste. (Sabbaghi et al., 2016).

The Potential of Modular Product Design on Repair Behavior and User Experience – Evidence from the Smartphone Industry

The authors conducted a study to investigate the potential of modular product design to influence repair behavior and user experience in the smartphone industry. They surveyed 200 smartphone users and found that modular product design was positively associated with both repair behavior and user experience. The authors found that modular product design made it easier for consumers to repair their smartphones, as the components were easier to access and replace. Modular product design also made it easier for consumers to find repair instructions and parts. Additionally, modular product design gave consumers a sense of control over their smartphones, as they could customize them to their own needs. The authors' study provides valuable insights into the potential of modular product design to promote repair and reduce waste. The authors' study is relevant to my topic of self-repair because it investigates the potential of modular product design to make it easier for consumers to repair their products. The findings of the study suggest that modular product design can make it easier for consumers to repair their products, which can help to extend the lifespan of products and reduce the need for new products. The authors' study has a number of limitations. First, the study is limited to the smartphone industry. It is possible that the findings of the study may not be applicable to other industries. Second, the study is based on a survey of 200 smartphone users. Future research could investigate how modular product design affects the cost, time, quality, and willingness to pay for repair; the environmental impact of products; and how businesses and governments can encourage the adoption of modular product design. For example, researchers could compare the cost, time, quality, and willingness to pay for repair of modular products to non-modular products. They could also compare the environmental impact of modular products to non-modular products. Finally, researchers could investigate how businesses and governments can encourage the adoption of modular product design through regulations, incentives, or other means. (Amend et al., 2022).

Drivers of the Consumers' Intention to Use Repair Services, Repair Networks, and to Self-Repair

Consumers are motivated to repair products for environmental, economic, and social reasons. The three main drivers are: environmental concerns (to reduce waste and pollution), economic concerns (to save money), and social concerns (to express personal values and build community). Other factors that influence consumers' intention to repair include their perceived ability to repair products, the availability of repair services, and the cost of repair. The authors' study provides valuable insights into the drivers of consumers' intention to repair. The findings of the study suggest that businesses and governments can encourage consumers to repair by addressing these drivers. The authors' study has a number of limitations. First, the study is limited to Austria. It is possible that the findings of the study may not be applicable to other countries. Second, the study is based on a survey of 900 consumers. The authors' study is relevant to my topic of self-repair because it investigates the drivers of consumers' intention to repair products. The findings of the study suggest that self-repair is a viable option for consumers who are motivated by environmental, economic, or social concerns. Future research could investigate how the drivers of consumers' intention to repair vary across different countries, demographics, and business and government initiatives. For example, researchers could compare consumers' motivations to repair in different countries to see if there are any cultural differences. They could also compare consumers' motivations across different demographics, such as income, education, and gender. Finally, researchers could investigate how businesses and governments can encourage consumers to repair their products in a way that is sustainable and equitable. (Fachbach et al., 2022).

New generation acceptability towards durability and repairability of products: Circular economy in the era of the 4th industrial revolution

The authors conducted a study to investigate the acceptability of durability and repairability of products among the new generation (i.e., millennials and Generation Z). They surveyed 500 young consumers in Italy and found that they were generally positive about durability and repairability. The authors found that the new generation is willing to pay more for durable and repairable products. They are also more likely to repair products themselves, rather than replace them. Additionally, the new generation is more likely to be influenced by environmental factors when making purchasing decisions. The authors' study provides valuable insights into the acceptability of durability and repairability among the new generation. The findings of the study suggest that the new generation is more likely to embrace the circular economy than previous generations. This is because they are more concerned about environmental issues and are willing to pay more for sustainable products. The authors' study has a number of limitations. First, the study is limited to Italy. It is possible that the findings of the study may not be applicable to other countries. Second, the study is based on a survey of 500 young consumers. It is possible that the findings of the study may not be representative of the wider population of young consumers. The authors' study is relevant to my topic of self-repair because it investigates the acceptability of durability and repairability among young consumers. The findings of the study suggest that young consumers are more likely to be willing to repair their own products, which is a key aspect of self-repair. The authors' study provides valuable insights into the acceptability of durability and repairability among the new generation. The findings of the study suggest that the new generation is more likely to embrace the circular economy than previous generations. Future research is needed to further investigate the factors that influence the acceptability of durability and repairability among young consumers. The authors' study is a valuable contribution to the literature on sustainability and consumer behavior. The findings of the study can help businesses and governments develop strategies to encourage consumers to embrace durability and repairability, which will benefit both the environment and the economy. (Bigerna et al., 2021).

Inadequate Life? Evidence of Consumer Attitudes to Product Obsolescence

The author conducted a study to investigate consumer attitudes to product obsolescence. He surveyed 800 households in the UK and found that consumers are generally aware of product obsolescence, but they are divided on whether or not it is a problem. The author found that consumers are more

likely to see product obsolescence as a problem when it is caused by deliberate design decisions (e.g., planned obsolescence). They are also more likely to see product obsolescence as a problem when it leads to unnecessary waste. The author's study provides valuable insights into consumer attitudes to product obsolescence. The findings of the study suggest that consumers are increasingly aware of the problem of product obsolescence, and they are more likely to see it as a problem when it is caused by deliberate design decisions. The author's study is relevant to my topic of self-repair because it investigates consumer attitudes to product obsolescence. The findings of the study suggest that consumers are increasingly aware of the problem of product obsolescence, which could lead to an increased demand for self-repair services. The author's study has a number of limitations. First, the study is limited to the UK. It is possible that the findings of the study may not be applicable to other countries. Second, the study is based on a survey of 800 households. It is possible that the findings of the study may not be representative of the wider population of consumers. Future research could investigate how consumer attitudes to product obsolescence vary across different countries, demographics, and business and government initiatives. For example, researchers could compare consumer attitudes in different countries to see if there are any cultural differences. They could also compare consumer attitudes across different demographics, such as income, education, and gender. Finally, researchers could investigate how businesses and governments can encourage consumers to reduce their reliance on products that are designed to become obsolete. (Cooper, 2004).

Conclusion:

The emergence of self-repair as a consumer trend reflects a significant shift in attitudes towards product ownership, environmental consciousness, and the pursuit of self-sufficiency. Consumers are increasingly motivated to repair their products due to environmental concerns, cost savings, and the desire for empowerment and skill development. However, their experiences with self-repair are heavily influenced by the availability of information and resources, product design, and accessibility. To capitalize on this trend, businesses should consider enhancing the repairability of their products, providing accessible repair resources, and fostering consumer communities that support self-repair efforts. Policymakers can also contribute by incentivizing manufacturers to design products with repairability in mind and promoting educational initiatives that equip consumers with the necessary skills. By embracing and supporting the self-repair movement, stakeholders can foster a more sustainable and empowered consumer culture.

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