

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

In my opinion, this paper explores consumers' attitudes toward product care. Through qualitative interviews and surveys, the study identifies motivators, ability factors, and triggers influencing consumer engagement in product care. Findings highlight the significance of perceived product value, personal values, knowledge and skills, convenience, and situational triggers. The paper provides valuable insights into consumers' motivations, abilities, and triggers related to product care. It emphasizes the importance of perceived product value and personal values as motivators, highlights the role of knowledge and skills in performing product care, and briefly discusses situational triggers. Future research should consider exploring barriers and evaluating interventions to promote sustainable product care practices (Ackermann et al., 2017).

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

I think the author examines the business outcomes associated with product repairability. The study explores consumer repair experiences and their impact on customer satisfaction, trust, brand perception, and repurchase intentions through surveys. The findings highlight repairability's positive influence on these factors, emphasizing its potential to enhance business performance and contribute to sustainable consumption practices. While the paper effectively discusses the benefits of repairability, it could have provided more details on the methodology and addressed potential challenges associated with the cost-effectiveness and accessibility of spare parts. Future research should focus on overcoming barriers to implementing repairability initiatives (Sabbaghi et al., 2016).

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

On my point of view, the paper titled "The Potential of Modular Product Design on Repair Behavior and User Experience – Evidence from the Smartphone Industry" explores the impact of modular product design on repair behavior and user experience in the smartphone industry. Through empirical research, the study highlights the positive influence of modular design features on repairability, user experience, and perceived product quality. The findings underscore the potential of modular design to enhance sustainability efforts, consumer satisfaction, and the circular economy within the smartphone industry. While the paper effectively examines the benefits of modular design and its implications for sustainability, more methodological details could have been provided. Future research should expand the scope and provide a broader perspective on the potential of modular design beyond smartphones (Amend et al., 2022).

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

I think the authors explore the factors influencing consumers' intentions to use repair services, repair networks, and engage in self-repair. The study investigates the role of various factors, including environmental concerns, economic factors, trust, and convenience, in shaping consumers' repair behaviors. Through empirical research and data analysis, the paper identifies the key drivers that influence consumers' intentions to utilize different repair options. The findings provide insights into the motivations and preferences of consumers regarding repair services and self-repair, contributing to a better understanding of repair behaviors in consumer markets (Fachbach et al., 2022).

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

From my perspective, the paper examines the attitudes and acceptability of the new generation towards product durability and repairability in the context of the circular economy and the 4th industrial revolution. The study explores the preferences and behaviors of young consumers regarding the lifespan and repairability of products, shedding light on their willingness to engage in sustainable consumption practices. The findings provide insights into the role of the new generation in driving the transition towards a more circular and sustainable economy (Bigerna et al., 2021).

Inadequate Life? Evidence of Consumer Attitudes to Product Obsolescence

The paper titled "Inadequate Life? Evidence of Consumer Attitudes to Product Obsolescence" by Tim Cooper explores consumer attitudes towards product obsolescence. The study provides evidence on consumers' perceptions and experiences regarding the lifespan and obsolescence of products. Through surveys and interviews, the paper examines consumer beliefs, emotions, and behaviors related to premature product obsolescence. The findings highlight the negative impact of obsolescence on consumer satisfaction, environmental concerns, and economic implications. The paper contributes to understanding the complexities surrounding product obsolescence and emphasizes the need for strategies that promote longer product lifespans, sustainable consumption, and consumer empowerment in addressing the issue of inadequate product life (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.

Reference List:

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