

Educational sheet **11**

CHANGING CONSUMERS' HABITS



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Consumers often decide not to repair because it is financially, geographically, informationally, or technically inaccessible.

Behavioural incentives work, but they must be used correctly:

- Repair should be the default option in communication (e.g., service included in the warranty).
- Repair should be made easy and affordable.
- The reparability of a product should be clearly indicated (e.g., DPP).



A **culture of repair** is not only environmentally responsible but also socially beneficial and economically sensible.

To change consumer habits, we need systemic support, visibility, and clear messages.

Initiatives such as coffee shop repair shops demonstrate that repair can be a social, cultural, educational, and inspiring activity. These events are not just about service, but about a **sense of capability, collaboration, and value**.

Prejudice, mistrust, and lack of knowledge about services often deter consumers from seeking repairs.

Lessons and cultural and social events can be enlivened with **role-playing** (consumer, advisor, repair technician).

Each participant describes what motivates, hinders, and convinces them. Together, find **communication solutions** that address real consumer dilemmas.

If we want people to trust repairs, we need to communicate them professionally and with the same level of confidence as new goods. Trust is built over time, through cooperation, transparency, and recognition.

How can we **communicate** repairs as a trustworthy choice?

- Messages should be clear and positive: "A smart choice for you and the planet.,,"
- Emphasize quality, guarantees, and the professionalism of service providers.
- Highlight values (e.g., environmental responsibility, support for local craftsmen).
- Create a simple, local **trust mark** or **service provider certificate**. Let it be developed in dialogue with consumers and label products that meet **ethical, sustainable, and quality standards**.

