

# Downstream Consequences of Product Repair – Why Repairing Increases Product Value

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## **Abstract**

Despite often favoring purchasing new items over repairing them, repair is experiencing a renaissance. We investigate the impact of repairing broken products on product value, measured as disposal intention and willingness to accept. We present empirical evidence for the positive impact of repair on product value. In an initial study participants repair their own possessions. Results show that repair can effectively mitigate disposal and reduce new product acquisition intentions. A second study replicates these findings, demonstrating that participants repairing a cotton bag reported higher willingness-to-accept values compared to those receiving new bags, challenging concerns about potential devaluation of repaired products. Repair is a transformative process that restores functionality and influences consumers' perceptions and values. This provides valuable insights for fostering a sustainable consumer culture that values repair and contributes to a circular economy.

**Keywords:** Sustainable Consumer Behavior, Product Repair, Circular Economy

**Track:** Consumer Behavior