# Resource Efficient Business Models: Consumer research

Our research shows that there is consumer interest in resource efficient business models which contribute to a circular economy by keeping products in circulation for longer.

Consumers have a strong preference for buying and owning new products. However our research found that there is a strong appetite for **repair** and **rental** services, **trade-in** and **purchasing second-hand** when delivered by **trusted, major retailers**.

The research shows on average **almost two thirds of consumers*** said they would be likely to use the services if they were delivered by DIY retailers, specialist electrical retailers and manufacturers.

**The Report is available on the right hand side under Related Documents.** (You will need to register to download.)

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Contact us if you are interested in exploring **Resource Efficient Business Models (/content/rebus)** . We're already providing businesses and their supply chains with practical support to implement ways of working that keep products in use for longer.

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## Consumer research - key findings

The research explored business models for three types of electrical products:

- Household appliances - fridges, washing machines and vacuum cleaners.

- Consumer electronics - TVs, laptops and tablets.
- DIY & Gardening products - drills, chainsaws and hedge trimmers.

Consumers were particularly attracted to:

**Trade-in for consumer electronics and DIY and gardening products**

- Consumer electronics: between **64% and 74% of consumers** would consider using a trade-in service delivered by a major retailer (depending on the product). **28%** said they have products at home they could trade-in.
- DIY and gardening: **75% of consumers** would consider using a trade-in service delivered by a major retailer. **35%** said they have products at home they could trade-in.

**Fixed-price repair model for household appliances**

- **71% of consumers** said they willing to pay to use this service for washing machines, **67% for fridges** and **56% for vacuum cleaners**.
- Consumers would be most likely to use this this service if it was delivered by a manufacturer. The majority would be likely to use it if it was delivered by a specialist electronics retailer.

**Renting DIY and gardening products**

- Around **1 in 5 consumers** (19%) already rent DIY and gardening of products
- **70%** said they would be likely or very likely to rent a well-known brand
- Consumers said they would be most likely to use this service if it was delivered by a DIY retailer.

Consumer interest in other product-service combinations, key considerations for how the models could operate and suggestions for further consumer research is detailed in the report.

Download the report ››

## (/content/consumer-demand-rebms-

## electrical-products)

*Mean average was 62%. The % of consumers who said they would be likely to use the different services for each product type ranged from 34% to 80%, with 7 of the 9 services having more than 50% of consumers say they would be likely to use them.

### Related pages

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**Developing resource efficient business models (REBus) (/content/rebus)**

### Related sites

**Resource Efficient Business Models (http://www.wrap.org.uk/content/innovative-business-models-0)**

### Related documents

**Consumer demand for REBMs on electrical products (1.75 MB) (/sites/files/wrap/priv_download/WRAP%20Consumer%20REBMs%2022%2010%202013%20FINAL.pdf)**

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