

Sustainability and DIY as emerging factors for online service offers

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Purpose – The paper showcases possible future online service offers in the context of DIY (Do-it-yourself) and sustainability. It explores the relationship between DIY practises and sustainability as well as how sustainable DIY approaches can reach a mainstream audience.

Design/Methodology/approach – Given the prognosis on global consumption of natural resources, sustainability has become a significant concern in almost all sectors of human life. This is not a hindrance to the growth of various business models.

On the contrary: The necessary dispersion of sustainable approaches can be a substantial economic stimulus. An example is the DIY-trend (Do-It-Yourself) on media platforms. It illustrates the space and potential for new platforms and business models. It also integrates the mega trend of individualization.

The paper, therefore, analyses Sustainability and DIY as emerging factors for online services in three steps:

1. It starts by reviewing existing examples of online platforms and business models that are already established, in the context of DIY and sustainability.
2. It identifies areas of the field which are not yet or are only partially covered by service offers, but clearly, show demand for them.
3. Based on these examples, potential future developments and limits of future approaches are outlined.

As for the methodological approach, the paper uses a case study based on qualitative content analysis, media and references to scientists in the field. The upsurge of sustainable concepts in the private sectors covers many areas which will appeal toward a mainstream consumer base.

Findings – In conclusion, the paper summarizes key features in possible online service offers, which foster more sustainable consumer behaviour through DIY projects. It gives an overview, of the parameters of which could be altered, to adjust the offers to different target groups.

Therefore, a blueprint for future service offers in the field of sustainability through DIY projects, is created.

Practical implications (if applicable) – The paper delivers analysis that could be useful for developing new online business models.

Originality/value – The paper focusses on possible online service offers for DIY consumers who want to create a sustainable impact.

Key words (max 5) Do-it-yourself (DIY), Consumer behaviour, Sustainability, Online Service Offers, Maker culture

Paper type – Research paper