

ETSY - A VIABLE CAREER ALTERNATIVE. EMPIRICAL RESEARCH FINDINGS

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Abstract

Digital marketplace platforms for the sale of handmade products, notably regarding users' professional realization and forms of engagement, remain beyond the scope of academic research on platform economy's impact over the labour market. This paper summarises the findings of an empirical sociological study conducted among Bulgarian users of Etsy, the largest online marketplace for selling handmade goods. The findings show (1) a high participation rate among self-employed individuals and a low share of those generating above-average sales revenue, and (2) a strong intention to continue working through Etsy despite poor financial performance and low satisfaction with platform performance among survey participants.

Keywords: platform economy; digital labour; platform work; Etsy;

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