

Disposing of an object: how choosing between redistribution or garbage

Eva Cerio
Université Gustave Eiffel

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Abstract

Based on a 6-months-ethnography research, we study how consumers choose between giving, selling or throwing away. We show that this decision depends on three dimensions: product-related factors, consumers' skills and habits, and practices' goals. These results constitute strong managerial implications for charities, C2C platforms and redistributions' actors.