

Using the theory of planned behaviour to determine the intention to participate to deposit system for multiple use containers in France and Quebec: integration of nostalgia and environmental concern

Roxane Favier

Université Savoie Mont Blanc

Lucie Loustaunau

Toulouse 1 Capitole University / TSM Research

Cite as:

Favier Roxane, Loustaunau Lucie (2020), Using the theory of planned behaviour to determine the intention to participate to deposit system for multiple use containers in France and Quebec: integration of nostalgia and environmental concern. *Proceedings of the European Marketing Academy*, 49th, (64103)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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Abstract

This research studies young people's intention toward the deposit system currently being discussed in the context of French circular economy law. More specifically, this study focuses on the deposit system for multiple use bottles made of glass. Based on the theory of planned behaviour, this research proposes an extension of the original model to include an emotional dimension (nostalgia), moral dimension (moral norms) and environmental dimension. Data were collected from 144 individuals in France and Quebec, where the deposit system for multiple use bottles made of glass became marginal and declining. The results reveal that moral and subjective norms and perceived behavioural control influence the individuals' intentions to use the deposit system. The results show that there is no effect of nostalgia and that environmental concern has both a direct and indirect effect on intention. These implications could suggest managerial recommendations for economic and political actors.

Keywords: *deposit system; theory of planned behaviour; nostalgia*

Track: Social Responsibility & Ethics