

Exploring sustainable consumer behaviour in purchasing and disposing of mobile phones: the role of perceived green self-identity and extended self

Jan Jensen

University of Southern Denmark

Yingkui Yang

University of Southern Denmark

Cite as:

Jensen Jan, Yang Yingkui (2024), Exploring sustainable consumer behaviour in purchasing and disposing of mobile phones: the role of perceived green self-identity and extended self. *Proceedings of the European Marketing Academy*, 53rd, (118094)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



Exploring sustainable consumer behaviour in purchasing and disposing of mobile phones: the role of perceived green self-identity and extended self

Abstract

This study investigates sustainable consumer behaviour in purchasing and disposing of mobile phones. It is of special interest to test the influence of green self-identity and extended self. We suggest an extended version of the theory of planned behaviour and propose seven hypotheses. To test the model, data from 988 Danish consumers was collected through a convenience sample. Our results show that attitude, subjective norm, perceived green self-identity and extended self are significant predictors of intentions to act sustainably when buying or disposing of mobile phones. Attitude to act was found to be the strongest predictor for intentions to act in a sustainable way. The results of this study can be used to understand better sustainable mobile phone consumption and provide useful information to marketers and policy makers dealing with sustainability within the mobile phone market.

Subject Areas: *Attitude, Consumer Behaviour, Hedonic Products*

Track: Social Responsibility & Ethics