

# Promoting sustainable consumption behavior of mobile phones: evidence from an exploratory study in Denmark

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Cite as:

Yang Yingkui, Jensen Jan (2024), Promoting sustainable consumption behavior of mobile phones: evidence from an exploratory study in Denmark. *Proceedings of the European Marketing Academy*, 53rd, (118095)

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



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## **Abstract**

The proper disposal and recycling of mobiles are critical in addressing the UN sustainability goals, such as promoting sustainable consumption, reducing e-waste to mitigate the environmental impact, and minimizing environmental damage caused by improper disposal methods. This study provides a holistic perspective on promoting sustainable consumption of mobile phones, covering aspects of consideration, purchasing, and disposition in the consumption journey. The results indicate that the inconvenience of channels and fear of data have a negative impact on the propensity for sustainable consumption of mobile phones. Product-related attributes, specifically the obsolescence of the current (or refurbished) software and technology, significantly impact consumers' considerations and purchase decisions. Consumers' environmental concern influences consumers' consideration as well as sustainable disposal. The strength of desire for new phones enlarges the likelihood of purchasing a new one. While economic recycling incentives are significant, simply increasing compensation does not necessarily raise the probability of sustainable recycling.

**Subject Areas:** *Consumer Behaviour, Intention-Behavior Link, Marketing Strategy*

**Track:** Consumer Behaviour