

How To Design Retail Communication For Effective Circular Strategies: Empirical Evidence From Take-Back Programs

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Abstract:

In response to millions of tons of textiles thrown away each year, many retailers are adopting circular strategies (i.e., take-back programs). The limited consumer participation in take-back programs reduces their efficacy. In this ongoing study, we focus on the design of communicating these initiatives to foster their efficacy. Through a series of online experiments and field data, we test how consumers react to different retailer's communication stimuli. Preliminary results show that consumers' willingness to participate in take-back programs is lower when the purpose of the program is resale, compared to recycling, donations, or when a generic purpose is provided. This effect is mediated by perceived warmth. This mechanism is mitigated when retailers offer a convenient channel for take-back (i.e., a digital channel). This study contributes to retailer circular strategies and offers practical guidance to retailers who want to design communication for take-back programs effectively.

Keywords: take-back, circularity, retail communication

Track: Retailing and Omnichannel Management