

Platform-Dependent Persuasion: How Peer- and Firm-Generated Cues Shape Refurbished Product Evaluation

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Abstract

Refurbished electronics advance circular-economy goals but often evoke consumer uncertainty due to greater product variability compared to new products. This study investigates how peer-generated cues (customer reviews) and firm-generated cues (refurbishment disclosures) influence purchase intentions across two platform types: Original Equipment Manufacturers (OEMs; e.g., a refurbished iPad on Apple's website) and Third-Party Refurbishers (TPRs; e.g., the same device offered on an independent marketplace). In an experimental study ($N = 585$), customer reviews consistently enhanced purchase intention by signaling higher quality, whereas refurbishment disclosures proved persuasive only on OEM platforms, where the alignment between brand reputation and refurbishment information increased their diagnostic value. The findings extend Cue Utilization Theory by showing that cue effectiveness depends on platform congruence and offer actionable insights for refurbishers, OEMs, and policymakers.

Track: Advertising & Marketing Communications