

Framing Repairs with Nostalgia: How to Design Repair Strategies to Promote Circular Economy Adoption

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Abstract

The transition toward a circular economy is central for companies, yet consumer participation in product repair remains low. Many people still prefer replacement, resulting in economic and environmental inefficiencies. Research exploring consumers' repair behavior is still in its early stages. This ongoing project examines how the design of repair initiatives can effectively encourage consumers' intentions to repair. Based on Construal Level Theory, we conduct experiments on communication framing and program design. We expect repair intentions to rise when messages evoke personal rather than collective nostalgia, mediated by self-product connection. This effect is stronger for hedonic products (e.g., fashion) than for utilitarian products (e.g., electronics), and particularly when repair services are integrated within the company's supply chain. The study advances circular consumption research by revealing how emotional mechanisms drive repair participation.

Track: Retailing & Omni-Channel Management