

Closing the Loop may require both sides of the market: Purchase intentions for refurbished
and resale intentions for used smartphones

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Abstract

Refurbishment is a key circular economy strategy to curb e waste. Yet research on consumers' purchase intentions for refurbished smartphones and resale intentions for used devices remains isolated. We integrate both perspectives within a Theory of Planned Behavior framework and test them with survey data (N = 1,995) using a within subjects design that allows within person comparisons. Results show asymmetric roles of beliefs. Purchasing is an evaluation decision led by attitude and norms, whereas reselling is an execution decision led by perceived behavioral control. Performance and price matter more for purchase, while handover related contamination concerns are more salient for resale. Environmental benefit remains stable across contexts, and privacy concerns and convenience act as hygiene factors. These insights suggest emphasizing functional credibility and value for purchase and building process capability and confidence for resale.

Track: Retailing & Omni-Channel Management