

Consumer reaction to products with reused materials: examining different routes of contamination

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Abstract

We explore consumers' acceptance of products made with reused materials. Using the law of contagion, we analyze how contamination affects consumers' acceptance of these products. First, we confirm a boundary condition of contamination: the difference in products with high (vs. low) degree of physical contact. Results show that consumers perceive products with high degree of physical contact as more contaminated than products with low degree. Also, we explore how contamination influences product acceptance by two different routes: one cognitive (quality), and an emotive (disgust). Results show that the effect of contamination on product acceptance is mediated by these two routes.