

From Linear to Circular – How Circular Product Design Strategies affect Consumer Adoption

Franziska Janz
Saarland University
Slawka Jordanow
Saarland University
Sven Heidenreich
Saarland University

Cite as:

Janz Franziska, Jordanow Slawka, Heidenreich Sven (2024), From Linear to Circular – How Circular Product Design Strategies affect Consumer Adoption. *Proceedings of the European Marketing Academy*, (122564)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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Abstract

The transition to a circular economy (CE) is essential for sustainability, with circular product design playing a central role. This study examines green consumer behavior regarding circular product design strategies (CPDS) and adoption intentions. We formulate a framework for circularity in product development, focusing on product integrity and recycling, and develop corresponding scales to measure consumer perceptions. Results show that both design for product integrity and recycling heighten adoption intention. These findings underscore the importance of applying CPDS and contribute to the consumer-centered CE research. From a practical perspective, managers should integrate both design strategies to enhance adoption intentions.

Subject Areas: *Consumer Behavior; Diffusion of Innovations; New Product Development and Launch*