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PAPER PRESENTATION

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Curbing product obsolescence: how and why reparability information impact product perceived quality and consumers' purchase intentions

Workshop: Consumer behavior issues

Type of paper : Empirical / Conceptual

Abstract:

Who among us has never replaced a printer because it was not repairable or bought a new phone because our current model broke down just after the guarantee expired?

Obsolescence practices have become a central topic of policy debates in relation to sustainable development. Within the marketing field, the question of obsolescence primarily focuses on the relative loss of product value, and on what consumers do with a product perceived as obsolete (e.g., replace, repair, discarded, recycled).

The question of obsolescence from the perspective of consumer choice for more durable, longer lasting or repairable products has been less investigated.

Using a 2 (information) by 2 (price level) by 2 (product luxury vs necessity) between-subject experimental design, we aim to analyze whether consumers are willing to opt for product based on reparability information in addition to traditional choice determinants such as price, brand, and technology. We mobilize the constructs of subjective norms, perceived consumer effectiveness (PCE) and perceived risk to understand consumers' product evaluation and product choice in the specific case of reparability information display.