

It's Wasteful: When Talking about Product Disposal Hurts Product Evaluations

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Conceptual Background

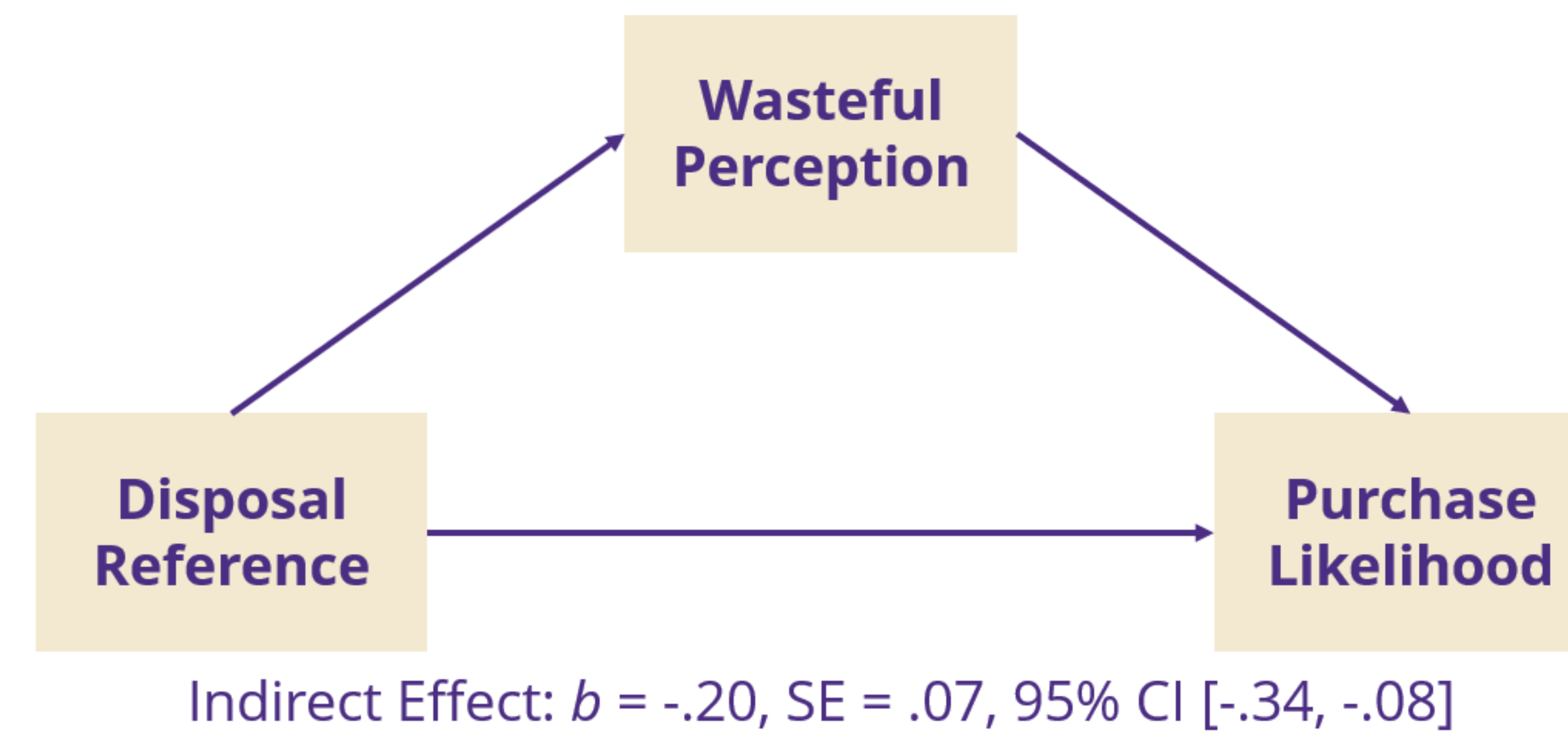
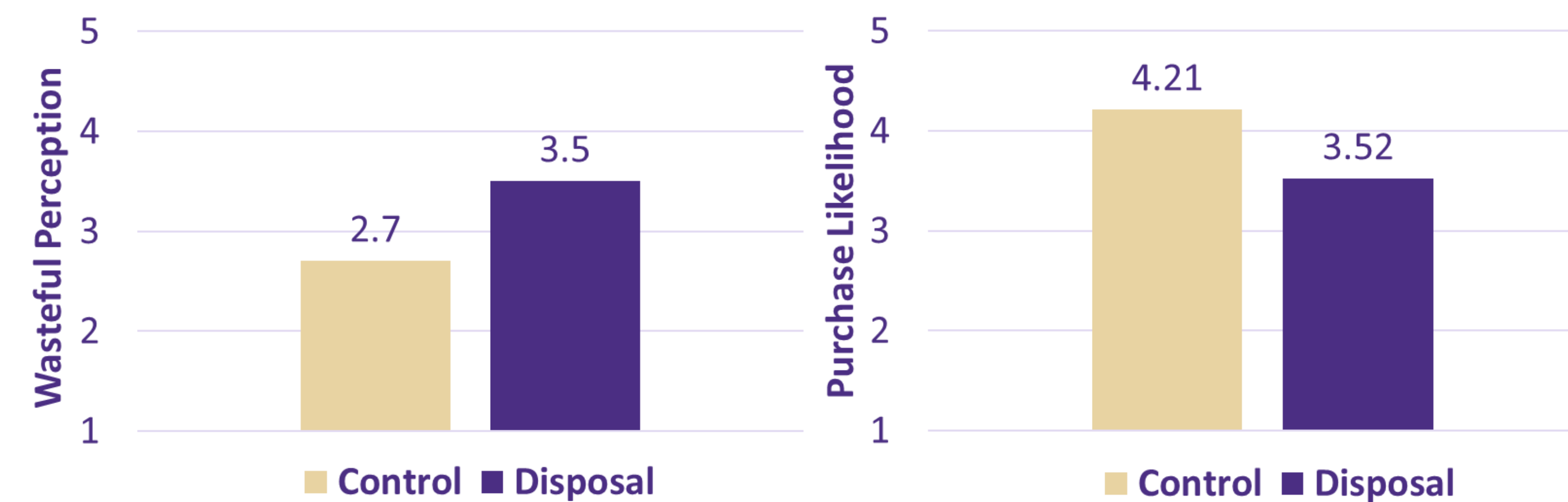
- Research Questions: How, why, and when does referencing disposal as part of product information influence consumers' product evaluations at the time of acquisition?
- Waste-related considerations influence consumers' disposal decisions (Arkes 1996; Bellezza et al. 2017; Brough and Isaac 2010; Okada 2001)
 - Inferences about wastefulness (i.e., whether they got enough value out of a product) impact consumers' decision to throw away a product
- Consumers are waste averse in their purchase decisions (Alba and Bolton 2012; Arkes 1996; Hamilton et al. 2011; Tanner and Carlson 2009)
 - Concern about not getting enough use out of a future purchase impact purchase decisions
 - This leads consumers to forgo options that may be more desirable (e.g., a cheaper bundled option)

Study 2

- Objective: to demonstrate that disposal reference increases product wasteful perception and demonstrate the downstream consequence of wastefulness perception on purchase likelihood

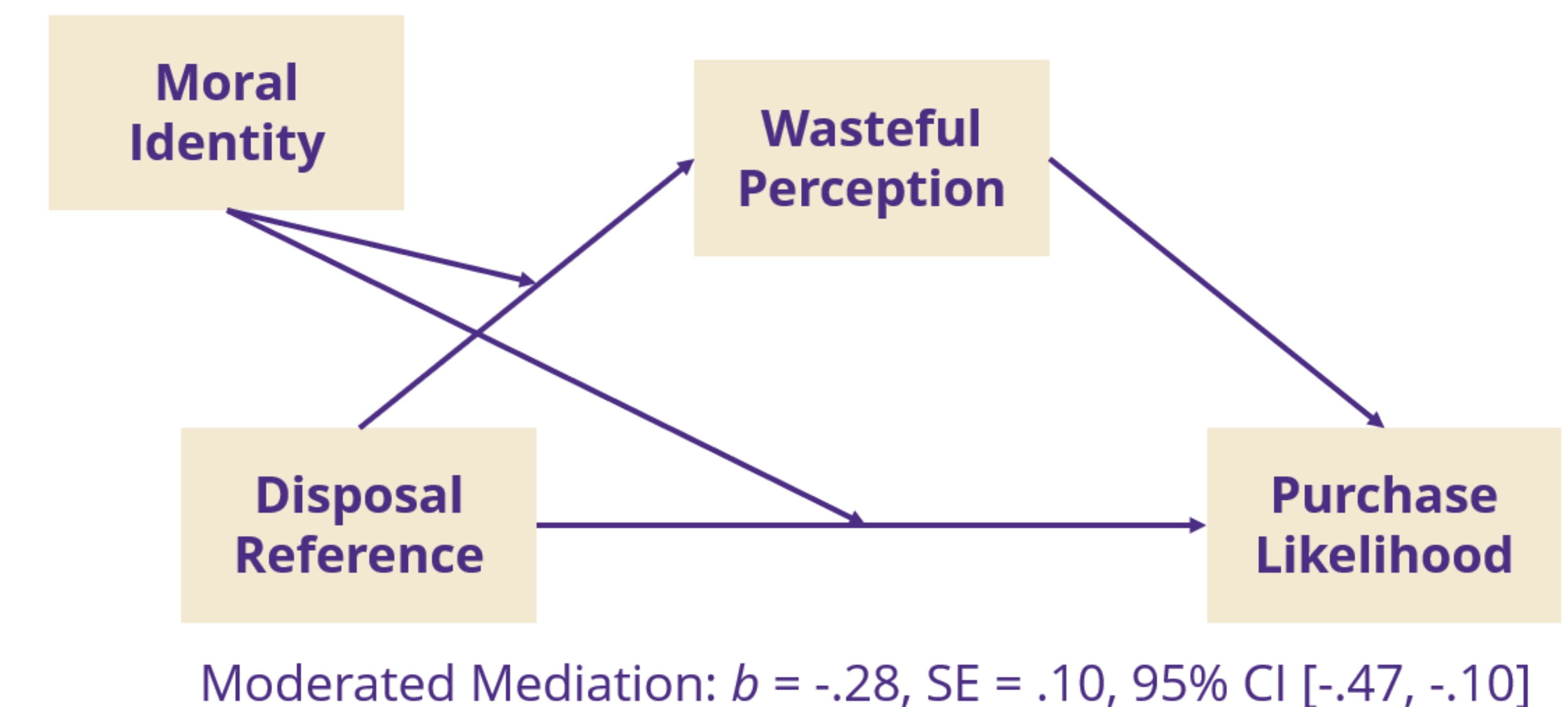
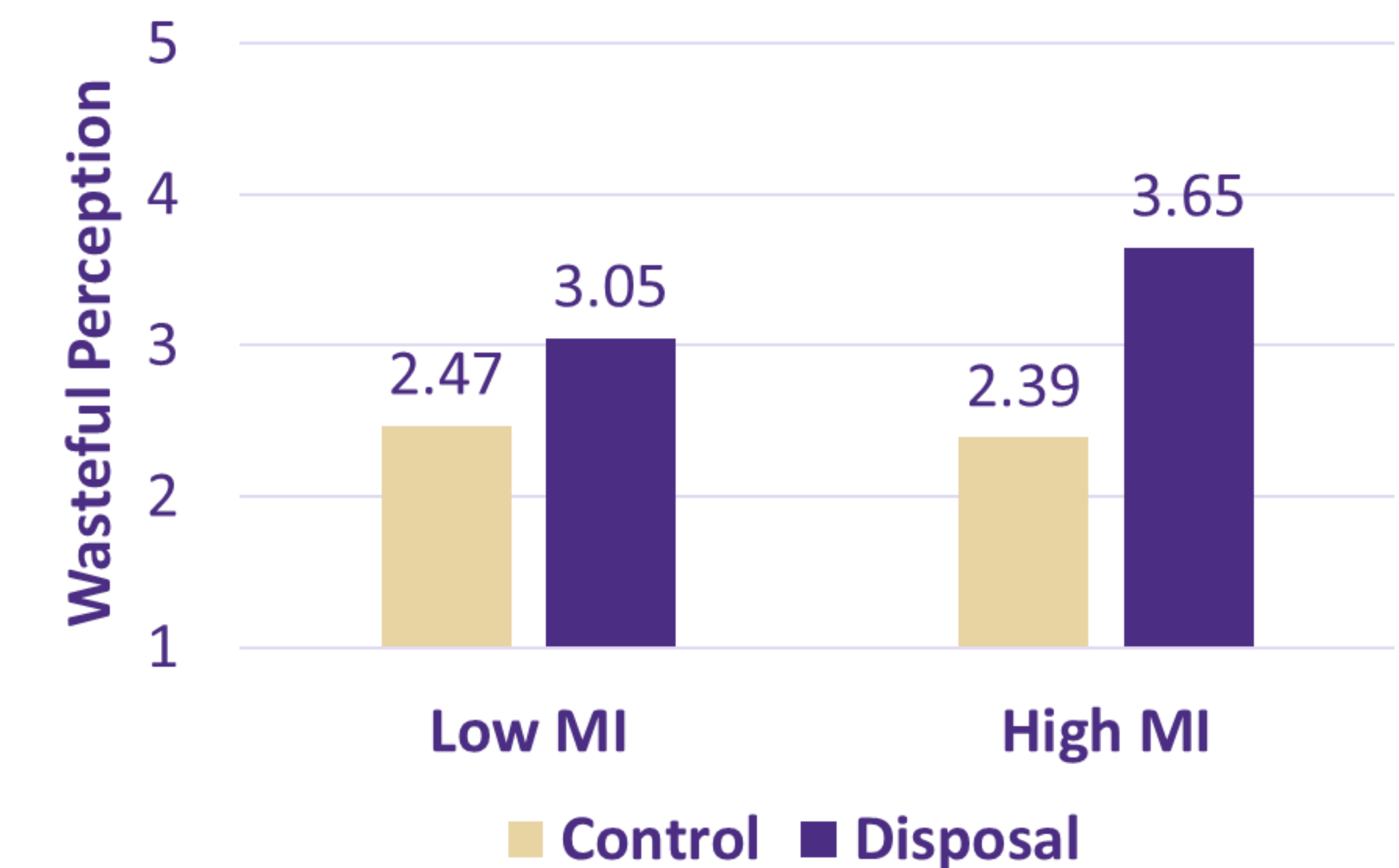


When disposing this backpack, please make sure to empty the pockets and compartments before throwing it away.



Study 4

- Objective: to demonstrate that disposal reference impacts product evaluations more for individuals high on moral identity (i.e., those who find being moral important to sense of self; Aquino and Reed 2002)



Hypotheses

- **H1:** Referencing disposal as part of product information will lead to heightened wastefulness perception
- **H2:** Heightened wastefulness perception results in lower purchase likelihood of the product
- **H3:** Individuals high on moral identity are more impacted by disposal reference
- **H4:** Referencing an environmentally friendly disposal method will mitigate the effect of disposal reference

Overview of Studies

Study	Product	Study Design	Key Finding
1A	Computer mouse	Disposal Reference vs. Control	Effect of disposal reference on wastefulness perception
1B	Backpack	Disposal Reference vs. Control	Effect of disposal reference on wastefulness perception
2	Backpack	Disposal Reference vs. Control	Effect of disposal reference on purchase likelihood
3	Backpack	Disposal Reference vs. Control	Moderation by Moral Identity
4	Computer mouse	Disposal Reference vs. Control vs. Recycle Reference	Mitigating wastefulness perception

Key Findings & Contributions

- When disposal is mentioned in describing a product, consumers perceive the product as more wasteful and are less likely to purchase the product even though the disposal reference is irrelevant to the actual wastefulness of the product

Contributions

- Extend the disposal literature in showing how disposal influence consumer decisions at the time of acquisition
- Enrich work on sustainable consumption in identifying disposal reference an antecedent of wastefulness perception