

Workshop Proposal

Reframing circular economy as a marketing priority: Emphasising the role of consumers

Different stakeholders in policy, business and academic circles have been promoting circular economy (CE) as a response to many of the current societal grand challenges and believe that it can contribute to achieving UN's Sustainable Development goals. The current pandemic has accelerated efforts to nudge consumers into more sustainable consumption, presenting 'a rare opportunity to build a resilient and low-carbon economic recovery where CE can be a tangible way of achieving this' (EMF, 2020; Wijayasundara, 2020). Alternative CE consumption models extending the lifespan of products through reuse and repair, thus not requiring virgin materials and reducing waste, have increased in popularity in recent years with online platforms like Rent the Runway, Preloved, Depop, Tool & Toy Libraries.

Extant literature on the CE focused on its conceptualisation, relationship with sustainable development, business models, design and supply chain management implications, metrics and standards, benefits and limitations (Khitous *et al.*, 2020; Luis & Celma, 2020). However, little research has been carried out to examine consumers' attitudes and behaviours (Elzinga *et al.*, 2020; Ferasso *et al.*, 2020). Overall, the understanding of users in the CE and their willingness to engage with CE practices is limited to date (Lehtokunnas *et al.*, 2020; Schöggl *et al.*, 2020), which can undermine the uptake and scaling up of new circular business models (Elzinga *et al.*, 2020). This research gap needs to be addressed as the decision to engage in these alternative consumption models (e.g., repair, renting, buying second-hand consumer goods as an alternative to buying these brand-new) rests on users' willingness to adopt these (Schöggl *et al.*, 2020; Selvefors *et al.*, 2019).

Our proposed workshop brings together established and emerging scholars working on understanding the role of consumers in the CE. The session is envisioned to provide a platform for a) consolidating the dialogues of reframing consumption in CE theoretically, and b) encouraging networking and collaboration among marketing scholars with research interests in this field.

We would like to invite papers that will stimulate discussions on the theoretical foundations for examining consumers and their participation in the CE. Submissions can be a statement of Research Interest or a precis of actual work in progress. Papers on the following topics are welcomed but not limited to:

- Attitudes towards renting/leasing; repair and buying second-hand via online platforms.
- Motivations and barriers of participation in alternative CE consumption models.
- Theoretical frameworks taking into account values, beliefs, norms, emotions, psychological ownership; implicit attitudes, consumer expectations.
- Message framing to encourage uptake of these alternative consumption models.
- Financial incentives for participation in CE.