

Consumer Behavior Towards Consumption, Disposal, and Awareness of Household E-waste: A Study in Portugal

Giulia Molinari

Department of Business and Management

Luiss University

giuliamolinari1609@gmail.com

Abstract

To increase the Portuguese e-waste household collection rate, more excellent knowledge of how consumers manage their end-of-life electronic equipment is necessary. This study aims to understand Portuguese citizens' current consumption trends, how they dispose of their e-electronic appliances, and how much they know about e-waste and its implication on the environment. This analysis was carried out in two steps: first, a questionnaire was administered in Portugal, and the findings were analyzed. Secondly, a statistical analysis was conducted to find an association between consumer behavior and sociodemographic characteristics. The outputs show that age, education, employment, family size, employment, and income are significantly associated with consumption, disposal, and awareness. Large appliances hold the highest percentage of household equipment, followed by small appliances and IT and Telecommunication equipment, and the average substitution time is four years. A slight but non-indifferent tendency shows consumers are willing to buy second-handed equipment. Moreover, regarding disposal, there is still the tendency to abandon large equipment on the street and store small items for sentimental or future-usage reasons. Incentives are appreciated, such as cash-back and discounts on new-green items. Other than the practices already in existence in Portugal, the government, policymakers, municipalities, and PRO must raise awareness in different ways among the sociodemographic classes studied to correct bad habits and increase recycling properly.

Keywords

Consumer Behavior, Household E-waste, Consumption, Awareness, Disposal.

Biography / Biographies

Giulia Molinari holds a bachelor's degree in politics, Philosophy, and Economics (PPE), at LUISS Guido Carli. In her bachelor studies, she completes an Erasmus at University of Edinburgh (Scotland), becoming passionate about sustainability and environmental studies. Indeed, she wrote her bachelor thesis on the impact of social environmental movements on mass, and she won the LUISS award for best research focused on environmental studies. She followed her master's studies at LUISS, in Management, obtaining a position for the Double Degree with NOVA SBE. Indeed, she become passionate about the topic of circular economy and waste management, following a class at NOVA, and she decided to investigate the topic in Portugal.