

Exploring Circular Process Knowledge in Driving Consumer Intention: A Signaling Theory Perspective

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Abstract

Circular economy initiatives emphasize the active involvement of consumers as key participants in the supply chain. However, consumers often exhibit reluctance to purchase circular products. This research investigates how sharing information about circular processes and providing product knowledge influence consumers' intentions to purchase circular products. Grounded in signalling theory, we develop a model to explain how knowledge of the circular processes a product undergoes positively impacts consumer behaviour. Notably, we also examine the role of significant others in shaping consumers' purchase intentions. This study contributes to the discourse on the consumer's role in the circular economy by linking circularity-related process information with consumers' purchase intentions. Thus, the suggested propositional framework addresses the information asymmetry between consumers and vendors of circular products, paving the way for more informed and confident consumer decision-making.

Keywords

Circular economy, circular products, purchase intention, circular process knowledge.

Biographies

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Soumya Varma is a Doctoral Research Scholar at the Indian Institute of Management Sirmaur, in the domain of Operations and Supply Chain Management. Before embarking on her current academic journey, she successfully completed her Masters in Business Administration specializing in Operations Management and a Bachelors in Computer Science. Her current research revolves primarily around the realms of circular economy and flexibility within supply chains.

Siddharth Varma

Dr Siddharth Varma is a professor of Operations Management at International Management Institute (IMI) New Delhi. He is a Mechanical Engineer from University of Roorkee (now IIT Roorkee) with an MBA from Asian Institute of Technology Bangkok. He received his M Tech and Ph. D from Indian Institute of Technology New Delhi. Professor Varma worked in the industry for about 13 years, most of which was spent in the oil industry including organizations like Bharat Petroleum Corporation Limited and Tide Water Oil Co. Limited. His experience in the industry covered roles in logistics and project management. He has been into academics since the year 2000. He worked with IMT Ghaziabad and the University of Petroleum Energy Studies before joining IMI New Delhi. He has been Dean (Academics) at IMI New Delhi and was actively involved in accreditation activities at the Institute. His areas of interest are Operations Management, Supply Chain Management and Project Management. Professor Varma has been actively involved in Executive Education also. He has carried out training programs for international participants of the ITEC

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