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IDENTIFICATION OF KEY ASPECTS OF CITIZENS' USE OF RE-USE CENTRES/POINTS, INCLUDING THE POTENTIAL AND EXPECTATIONS OF THIS FORM OF WASTE REUSE

Abstract:

The transition to a circular economy requires coordinated efforts across various spheres, including government policies, business practices, social norms, and consumer behaviour (Ellen MacArthur Foundation, 2015; Hazen et al., 2017). Re-use centres and re-use points play a crucial role in this transition by extending the life cycle of products and materials, benefiting both the environment and the economy. These centres not only promote sustainable consumption but also contribute to social entrepreneurship through community education initiatives. For these centres to be effective, they must be embraced by citizens and consumers who recognize their social and economic value. To achieve this, re-use centres and other locations dedicated to repurposing goods must utilize verified research findings on the suitability of their products and the purchasing potential of different demographic groups.

This exploratory study assesses the suitability of repurposed products, focusing on identifying demographic groups with the highest and lowest purchasing potential for selected used products. Covering 8 products and 25 variables across target groups, the study provides a detailed description of the relationships between specific products and specific target groups. These findings form the basis for exploring connections between these groups and the behavioural motivations underlying consumer behaviour, as outlined in the theory of behavioural economics. The research was conducted in June 2024 via a questionnaire survey of a representative sample of 1,300 respondents, selected by quota sampling to match the distribution of the Czech Republic's population.

The study reveals significant gaps between perceived suitability for sale and actual purchase, particularly in categories like art, automobiles, and books. The findings underscore the importance of tailored communication strategies that address specific product categories and consumer motivations. This research contributes to the sustainable development of the Czech economy, enhances the understanding of environmental economics at the microeconomic level, and provides a knowledge base for operators of re-use centres and re-use points.

Keywords:

Consumer, Consumer Economics Empirical Analysis, Marketing, Micro-Based Behavioural Economics, Recycling, Retail, Reuse Centre, Reuse Point, Social Entrepreneurship, Sustainability Economics.

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