

PP - (20881) - MEASURING THE DIGITAL REWARD FOR THE RECYCLING OF PLASTIC BOTTLES IN THE PERSPECTIVE OF THE PROTECTION MOTIVATION THEORY

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Research or practical problem and objectives

A plastic bottle lost in nature is a source of serious pollution. As such, it is a major threat to the environment.

At the same time, a plastic bottle can be valued as a high-performing container with its own high potential for the creation of economic value if it is effectively recycled through bottle-to-bottle circular industrial processes.

One option to ensure consistent and effective recycling of plastic bottles by customers is to reward them each time they effectively recycle their empty plastic bottles into selective bins.

By doing so, they can make the most of the value of the plastic bottles they use while better mastering their consumption through conscious decisions.

Thanks to digital technologies, customers can now adopt this new practice of digitalized recycling, a “phygital” recycling pro-environmental behavior combining physical recycling and digital.

It also creates a potential path for new post-consumption marketing practices promoting sustainable products manufactured through new patterns of bottle-to-bottle production, consumption, and recycling in circular economies.

The objective of the on-going research is to measure the impact of digital adaptive reward (hedonicity, practicality, ..) for plastic bottles recycling based on the Protection Motivation Theory which captures the decision-making process of consumers (Oakley, Himmelweit, Leinster, Rivas Casado, 2020).

Methods and process (for empirical research)

Based on a quantitative research design, a research model has been developed. A scale of measurement of the digital reward of plastic bottles recycling is currently being designed and tested.

Main results preview and importance (or main arguments in the case of critical reviews)

From a theory and methodology standpoint, the design and validation of a scale to measure the effect of digital reward on plastic bottle recycling will contribute to research curriculum development at the intersection of Environmental Psychology, Information-Communication Technology and Marketing Science.

From a managerial standpoint, this research will contribute to the exploration of new recycling practices, their consistency, and their effectiveness in a sustainable perspective.

Palavras-chave : Plastic bottles; Recycling; Intention; Behavior; Pro-environmental behavior; Digital Reward; Protection Motivation Theory (PMT); Mobile App; Scale of Measurement; Customer Engagement