

Circular Economy from a Consumer Perspective: Malaysia Versus Pakistan

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Abstract

The industrial revolution has fuelled excessive production and consumption of products to the extent that is decimating the environment. To mitigate this issue, the newly discovered procedure of ‘The Circular Economy’ is entrenched. This concept encourages new and innovative systems of production, consumption and disposal with less to no adverse effects on the environment. The topic of circular economy, however, has been hardly researched by marketing scholars. The present research, therefore, attempts to consider the consumer stance in the circular economy, while reflecting on 757 consumers in two developing circular nations. Analysis was performed to test the proposed model and the hypotheses. Results evince that circular economy accelerates resource regeneration for both nations such that individual social norms, attitude and concern for the ecosystem are more relatively important than appropriacy and the right to control how consumer perceived their intention which aligned with sustainability and circular economy initiatives.

Keywords

Circular economy, consumer purchase intention, sustainability, structural equation modelling, TPB

1. Introduction

Post-modern society is facing tremendous global issues and challenges coming from human and social activities on the environment (Ogiewwonyi et al., 2022). There has been a call for re-examining the plan for the economy and how humans

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