

# Séminaire

## DE RECHERCHE

This study investigates consumer preferences for smartphones with circular attributes through a discrete choice experiment focusing on repairability, recycled content, and reliability. Results from the random parameters logit (RPL) model indicate that while consumers value these attributes positively, their willingness to pay a premium is highest for reliability, followed by repairability and recycled content. These findings highlight the market potential for circular labels, particularly concerning recycled content in electronic devices, which is currently under-regulated. (...)



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Measuring Individuals'  
Preferences for Circular  
Smartphones:  
A Choice Experiment

07 novembre 2024

12h15 - Salle 103 - IAE SMB Annecy

Zoom / Calendrier