

**PURCHASE INTENSION OF REMANUFACTURED PRODUCTS IN MEXICO: A
SCALE DEVELOPMENT**

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Abstract

The adoption of a circular economy requires the change of some systemic characteristics in the society. One specific change is the regular purchase of remanufactured products that allows a longer lifespan of the materials extracted from nature and therefore a lower exploitation of them. Therefore, it is necessary to evaluate the current conditions to determine how prepared consumers are to adopt this behavior in different contexts. Therefore, the aim of this research is to develop a scale that could help in future studies to determine the purchase intention rate of remanufactured products in the Mexican context. Based on previous literature, we use the next variables in the scale development: switching intention, a push variable (price), two pull variables (government incentives and environmental benefits), and two mooring variables (attitude and green purchase behavior). After a process of four stages of field tests, a 24-item scale was obtained. Reliability and validity indicators are acceptable for almost all measurements.

Keywords

Circular Economy, Purchase Intention, Remanufactured Products, Consumer Behavior, Push–Pull–Mooring (PPM) Theory; Switching Intention.