

# BizSpark

**In Shop Donation: Should shoppers encourage consumer to reuse or recycle their old product?**  
An investigation from the perspective of consumer

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## 01. Background

- Corporations worldwide are improving their product design and function to attract consumers
- Product and packaging wastes have increased the burden of incinerators and landfills
- Redesign their products and packaging as recyclable or reusable
  - Encourage the consumer to act and reduce environmental damage

## 02. The two main principle concepts

### Reuse

Process of disintegration and reproduction into a new product

### Recycle

Collecting the unwanted product or package and using it again in the same functions or purpose



## 04. Recommendations

### Return Reward System

- Point collection method
- Target amount for customers to notice how many products are required for return to recycle and achieve the reward
- One product item can exchange for one credit → Claim rewards

### Mobile Recycle Truck Campaign

- Promoting environmental sustainability
- Reducing textile waste by collecting recyclable materials from customers



## 03. Result and Possibilities

### Location concern

- Most of the housing estate in Hong Kong has various containers for recycling
- Convenient location send old products to the nearest location to settle them

### Social Norm

- People can be motivated to adopt eco-friendly habits if they observe others doing so around them
- **Social facilitation**  
People with the same value will create community to share their ideas and action already taken

