

Study of Customer Purchasing Behavior towards Remanufactured Products

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ABSTRACT

Closed-loop supply chain management has been a popular research topic under sustainable supply chain management. Exploring the sales performance of remanufactured products market and customer attitudes towards remanufactured products can help businesses better understand customer needs and improve CLSC performance. Via an empirical study based on transaction data from internet, this paper investigates the factors that influence customer purchasing behavior towards remanufactured products by comparing the new and remanufactured products. Different influential factors are identified which may affect how customers make the purchasing decisions between new and remanufactured product.