

Examining the Attitude and Behavior Towards Household Waste in China With the Theory of Planned Behavior and PEST Analysis

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Abstract : With the increased municipal waste of China, household waste management (HWM) has become a key issue for sustainable development. In this study, an online survey questionnaire was conducted with the aim of assessing the current attitudes and behaviors of the households in China towards waste separation and recycling practices. Related influential factors are also determined within the context of the theory of planned behavior and PEST analysis. The survey received a total of 551 valid respondents. Results showed that the sample has an overall positive attitudes and behavior toward participating in HWM, but only 16.3% of them regularly segregate their waste. Society and policy are also found to be the two most impactful factors.

Keywords : household waste management, theory of planned behavior, attitude, behavior

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