

## Understanding Consumer Recycling Behavior: A Literature Review of Motivational and Behavioral Aspects

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**Abstract :** Recycling is an important aspect of a sustainable society and depends to a large extent on consumers' willingness to provide the voluntary work needed to take the first critical step in many return logistics systems. Based on a systematic review of articles on recycling behavior, this paper presents and discusses the findings in relation to Fogg's Behavioral Model (FBM). Through the analysis of a corpus of 72 articles, the most important research contributions on recycling behavior are summarized and discussed. The choice of using FBM as a framework provides a new way of viewing previous research findings, and aids in identifying knowledge gaps. Based on the review, this work identifies and discusses four areas of potential interest for future research.

**Keywords :** recycling, reverse logistics, solid waste management, sustainability

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