

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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