

Thesis Title Factors Influencing on Household's Recycling Behaviors: A Case Study of Selling Recyclables in Pyay City, Pyay District, Bago Region, Myanmar

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ABSTRACT

The purpose of this study is to explore the extent of household's participation in the separation of key saleable materials and the factors that influence on their recycling behaviors in Pyay City, Myanmar. Data were collected through a questionnaire survey with the 348 completed responses to test the components of the Theory of Planned Behavior, namely, attitudes, social norms, and perceived behavioral controls. Overall, this study finds that the extent of source separation in Pyay City, Myanmar was very limited. Households rarely sorted recyclables to sell even if materials like metal cans, plastic bottles, paper boxes, glass bottles and writing paper had a market. Findings from the research study provide an insight that only a few specific components of TPB were influential to household's recycling behavior. The linear combination of attitude (ATT), social norms(SNs), perceived behavioral control(PBC) and revenue per year explained 36.3% of the variance in household's recycling behavior. The revenue per year and perceived behavioral control (the perception about time and space to separate and store the recyclables) are "the most influencing" factors in the model. Based on the findings, recommendations for future

campaigns to promote source separation of recyclables are given including the scope and the requirements of such campaigns that should be introduced at a neighborhood level not require too much time and space from targeted households to practice.

Keywords: Solid Waste Management/Theory of Planned Behavior/Source Separation/Recycling

