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**The role of Perceived Behavioural Control
in away-from-home recycling**
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Parameters of the research

Define recycling:
Separation of recyclables from general waste for the purposes of sending to recycling facility.

Define away-from-home recycling behaviour:
Recycling behaviour performed in away-from-home accommodation



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Parameters of Research

Theories adopted from consumer behaviour literature that have been used to explain recycling behaviour.

- Theory of Reasoned Action
- Theory of Planned Behaviour
- Internal and external control
- Cost-benefit trade-off
- Knowledge of the task

Other factors may influence behaviour i.e., hedonistic behaviour, literature on why people change their behaviour however this research didn't focus on these.



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Parameters of Research


Most (if not all) existing research looks at recycling within the home.

I want to know...

Can these theories be used to explain away-from-home recycling?

Why?

Whilst most recycling programs encourage permanent residents to recycle, the waste produced by visitors directly impacts the overall success of an environmental recycling program.




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Sample question: (examining belief-based measure of PBC)

7 . WHAT IS YOUR KNOWLEDGE OF RECYCLING?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. I understand how to dispose of my recyclables.	1	2	3	4	5
b. I am informed as to what can and can't be recycled.	1	2	3	4	5
c. I am aware that different councils allow different materials to be recycled.	1	2	3	4	5
d. I am aware of what this local council will recycle.	1	2	3	4	5
e. I can easily locate recycling bins or stations where I'm staying.	1	2	3	4	5



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Results

99 usable surveys, 64% female, 63% between 18-38y.o, 26% in hostel accommodation

75% recycle to some extent at home.

Significant correlation between intention to recycle away from home and at home
 Although at home recyclers had a lower intention to recycle than non recyclers (hedonistic behaviour or self-lifting effect?)

Six variables were tested, four were found to be significant.

These were: cost-benefit, knowledge of the task; ability to perform (internal PBC) and motivation. Personal and social norms were not significant