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

Kate Neale, Southern Cross University  
Peter Vitartas, Southern Cross University



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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.



Sample question: (examining cost-benefit trade-off)

**10. TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING?**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. I cannot see the point of recycling.	1	2	3	4	5
b. Recycling programs are a waste of money.	1	2	3	4	5
c. Recycling is too time consuming.	1	2	3	4	5
d. Separating and storing recycling takes up too much room.	1	2	3	4	5
e. Recycling is too complicated.	1	2	3	4	5
f. The benefits of recycling outweigh the disadvantages.	1	2	3	4	5
g. I am not convinced by the arguments supporting recycling.	1	2	3	4	5
h. Storing recyclables is un-hygienic and unsafe.	1	2	3	4	5



**Results**

207 usable surveys

59% female

58% between 18-28y.o

16% live alone (when not away-from-home)

49% were staying in hostel accommodation and

34% in a unit or multi dwelling complex

75% recycle to some extent at home.

(although only 6% said they recycled '**All or most of the time**')



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### Results

66% showed a strong intention to recycle whilst away from home

There was stronger support for an intention to recycle given facilities to do so (93%)

Significant negative correlation between recycling at home and recycling away-from-home (-.551 p=.000) indicating that, for this group, that they intend to do more recycling when away-from-home.

Reasons may include: more time to recycle,  
perception of this particular location as an eco-location  
Awareness of others around them recycling (and perceived expectations to conform)



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### Results

86% think others **should** recycle when away-from-home

### HOWEVER

only 64% actually expect others to recycle if visiting their home town

77% agree that visitor recycling habits impact upon local recycling programs



### Testing the theories

	TPB (with separated PBC) Standardised Beta	Elements of TPB Standardised Beta	TPB & CB Trade-off and Knowledge Standardised Beta
Personal Norms	.437**	.427**	.187**
Social Norms		-0.021	-0.026
Internal Perceived Behavioural Control	.225**		.045
External Perceived Behavioural Control		0.101	
Internal PBC x External PBC		.270**	.230**
Knowledge of Task			.264**
Cost Benefit trade-off			.230**
Adjusted R <sup>2</sup>		0.294	0.293
			0.397

\*\* Sig p<.000

Confirms that Knowledge of the Task, Cost-benefit Trade-off, Int PBC (Int and Ext PBC) are useful in predicting away-from-home recycling.



### Conclusions from the research

*Social norms were not an important element in increasing intention to recycle.*

*Personal Norms are more significant and influence of others who recycle can be used to advocate the benefits of recycling.*

*Access to facilities in itself is not enough to encourage recycling.*

*Marketing programs should target:*

- Internal PBC*
- Knowledge of the task*
- Ease of the task*
- Benefits of recycling*



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