

ATHENS 2014

2nd International Conference on Sustainable Solid Waste Management

DETERMINANTS OF PACKAGING RECYCLING BEHAVIOUR BY HOUSEHOLDS IN ATHENS, GREECE

Stogia A., Sardianou E., Lasaridi K. and **K. Abeliotis**

Harokopio University

School of Environment, Geography and Applied Economics

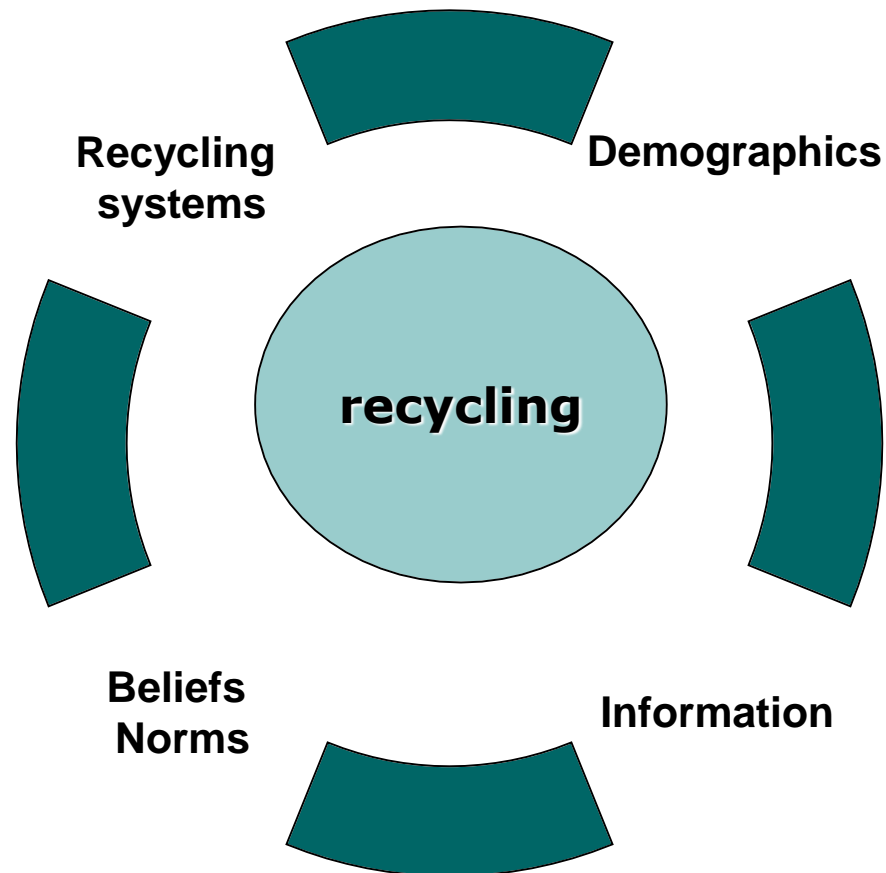
Email: kabeli@hua.gr



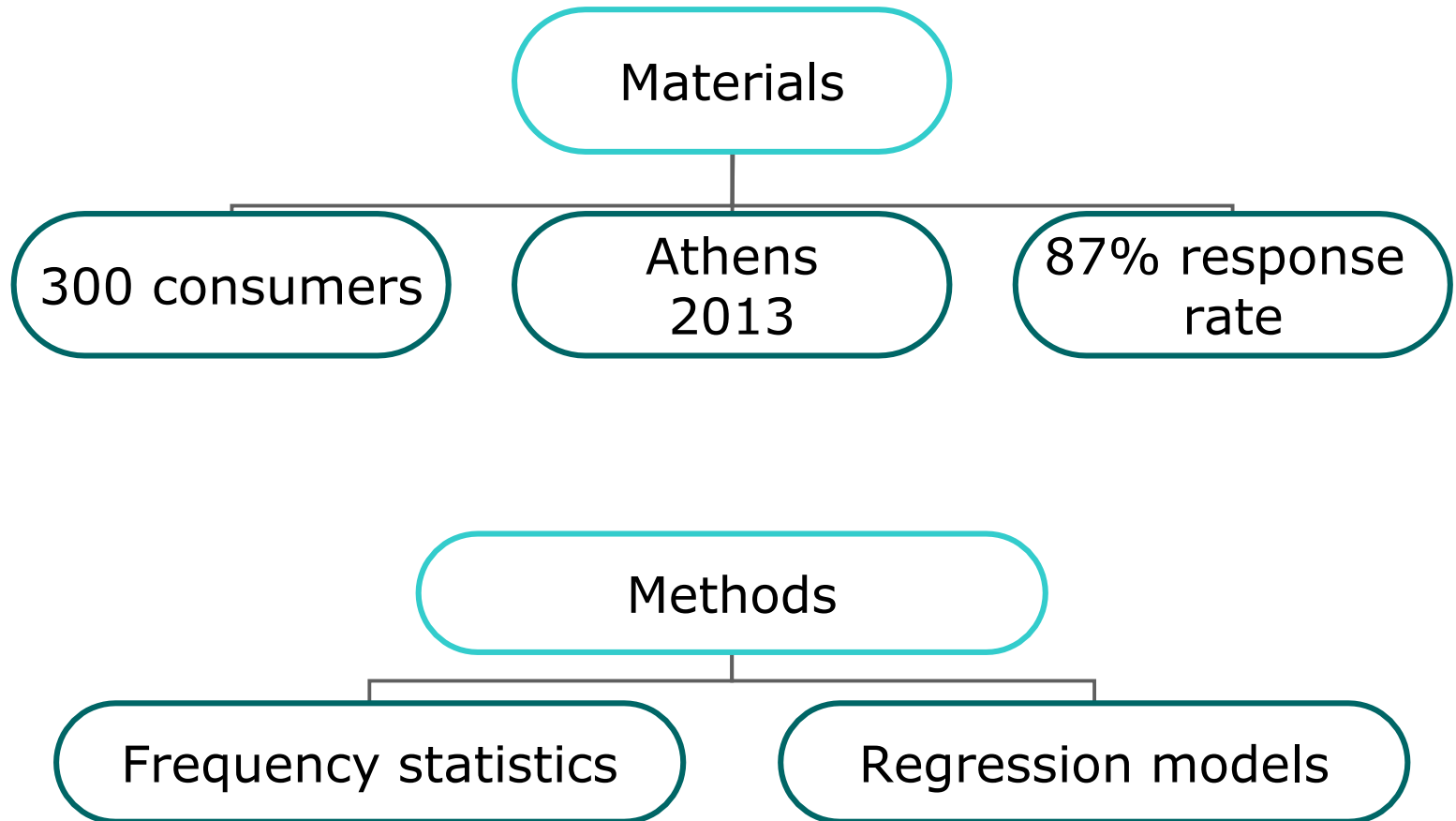
Aim

The present research examines packaging recycling from the consumers' perspective, focusing on their socioeconomic profile.

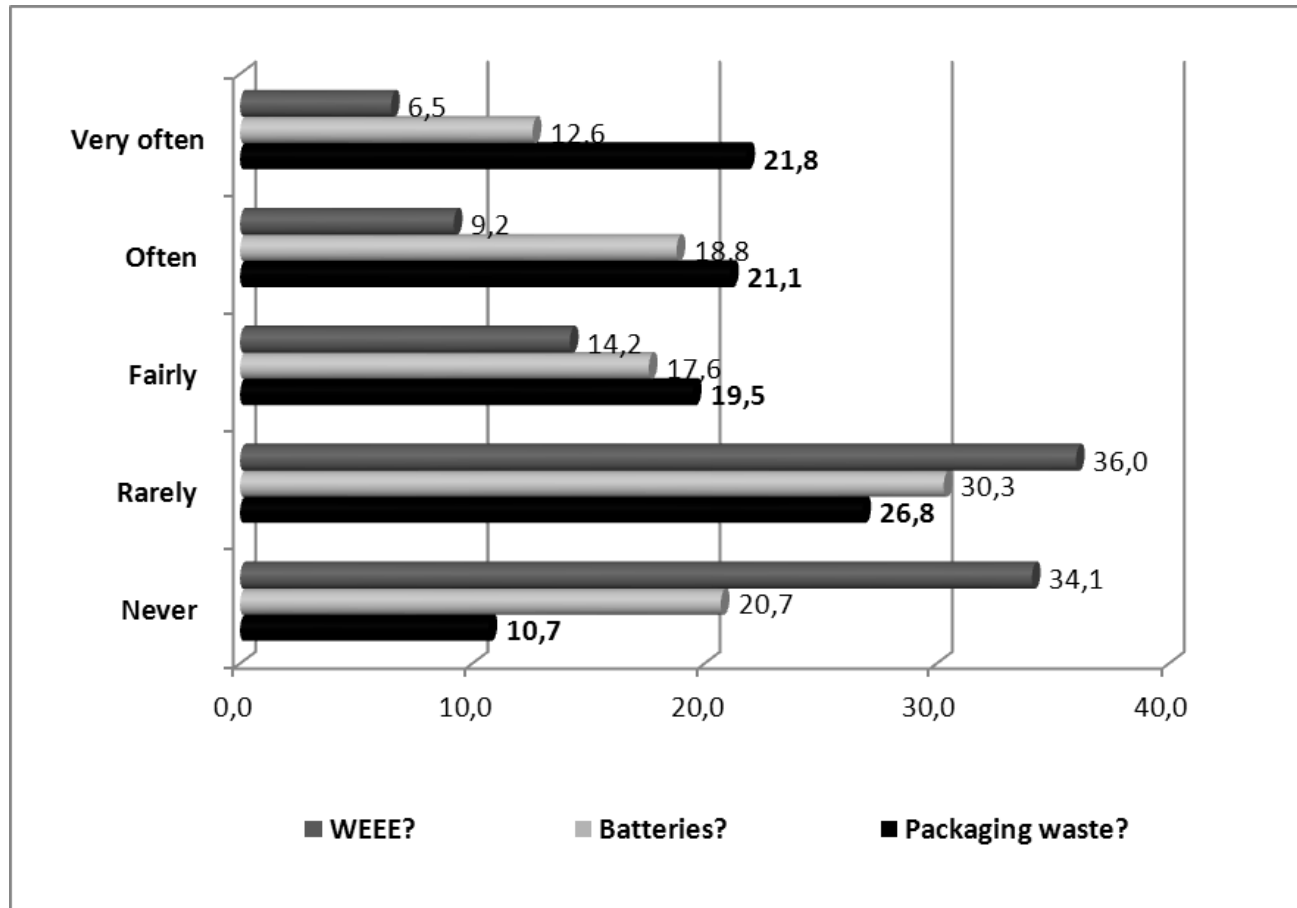
Literature review:



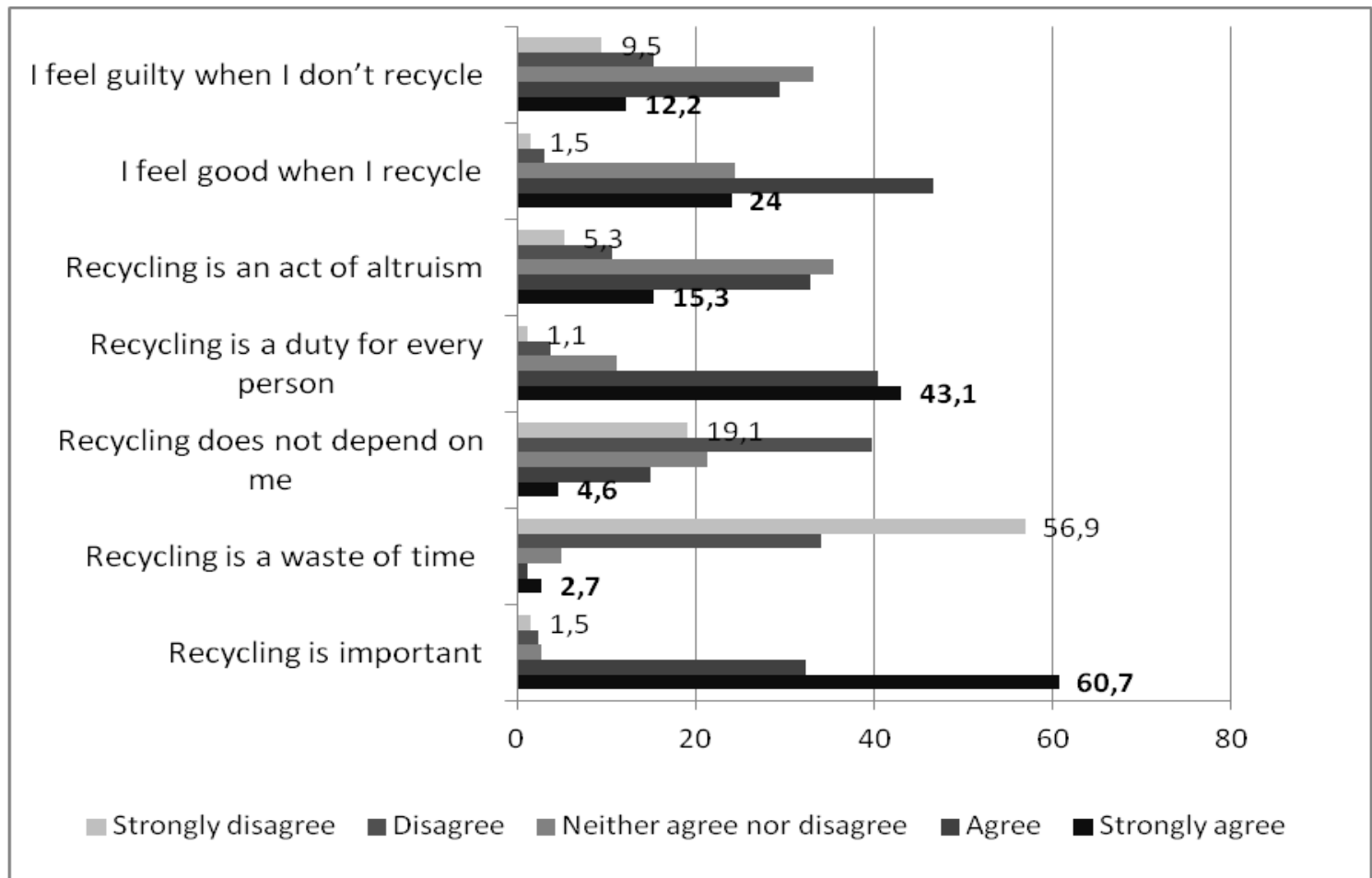
Methodology of research



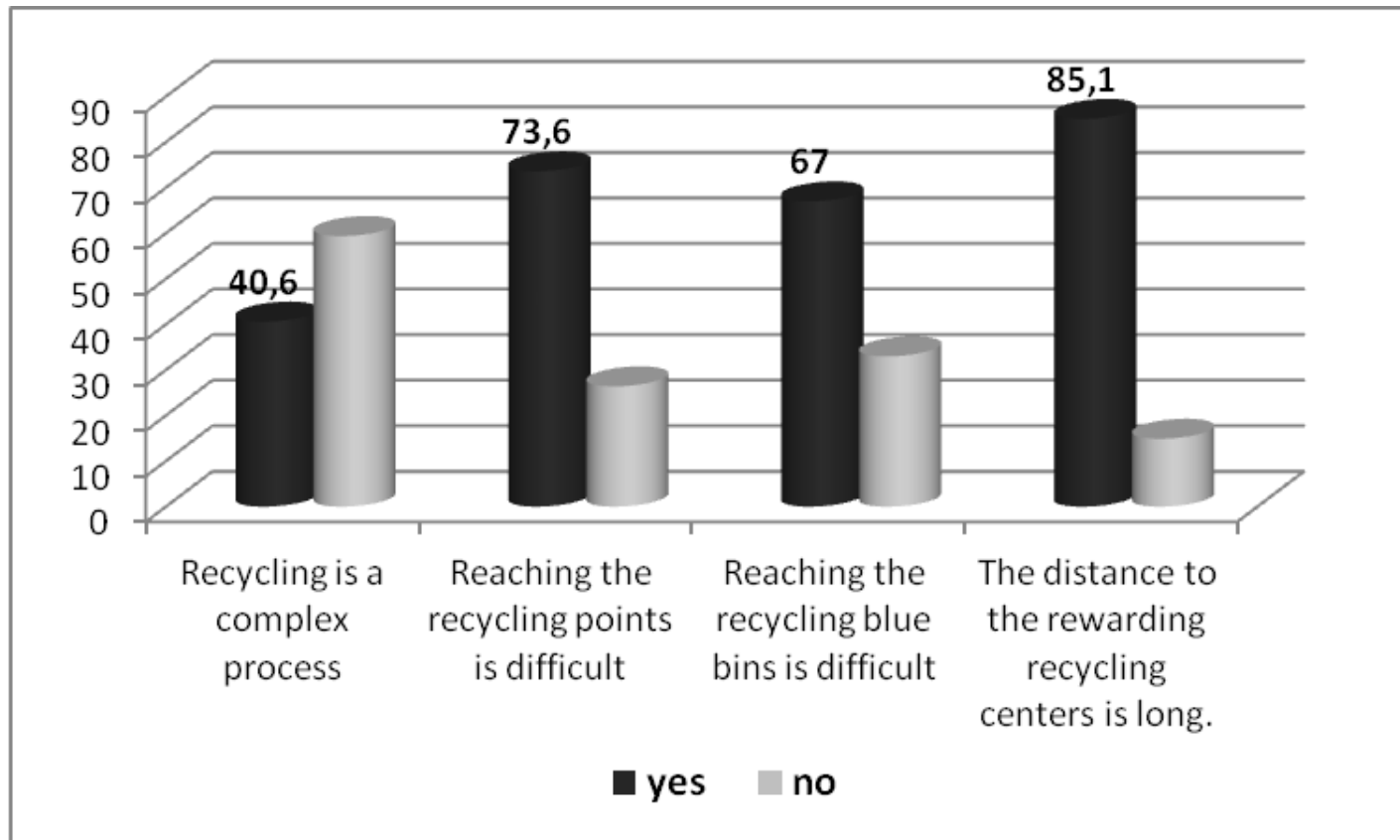
How often do you recycle ...?



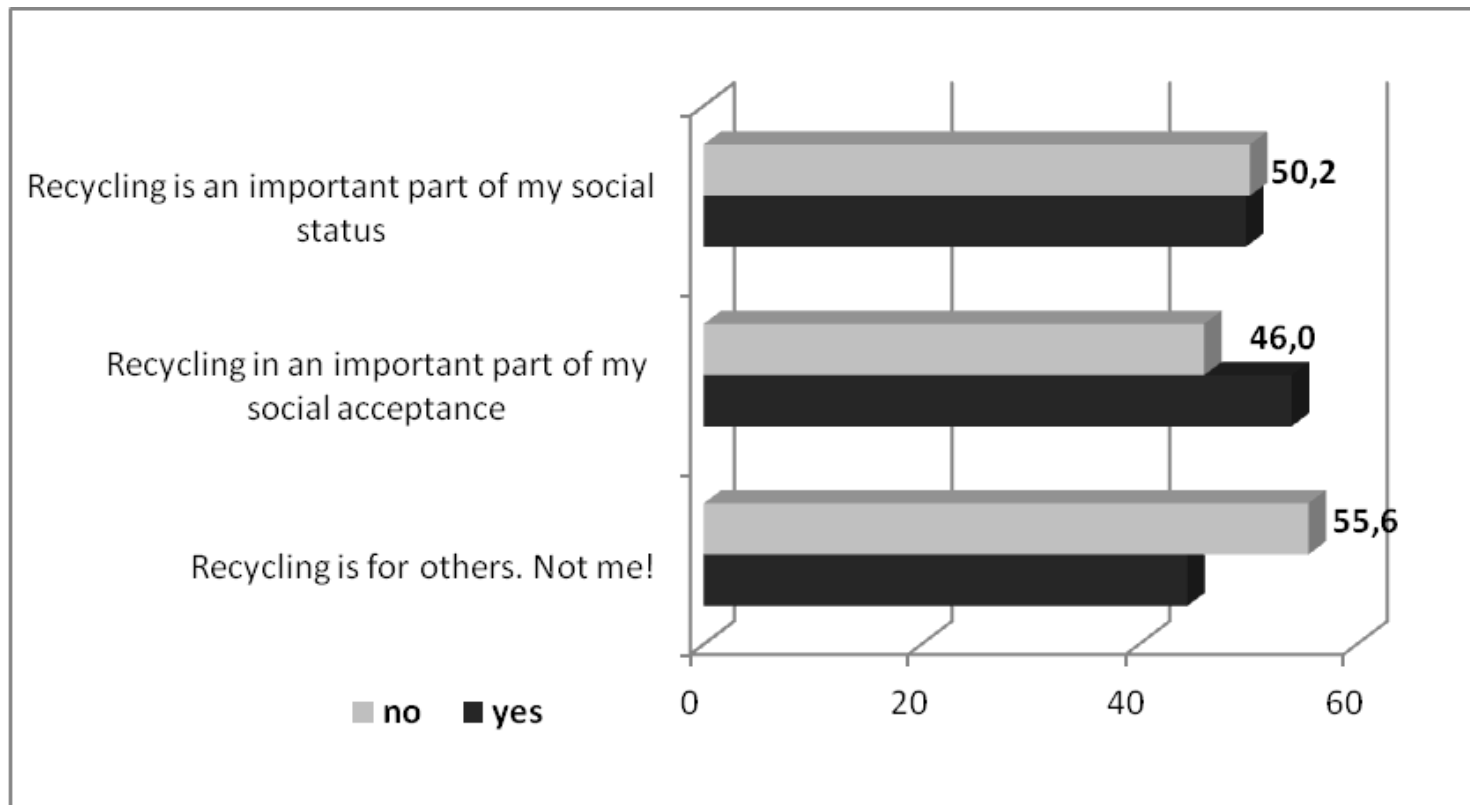
Which of the following statements are representing you?



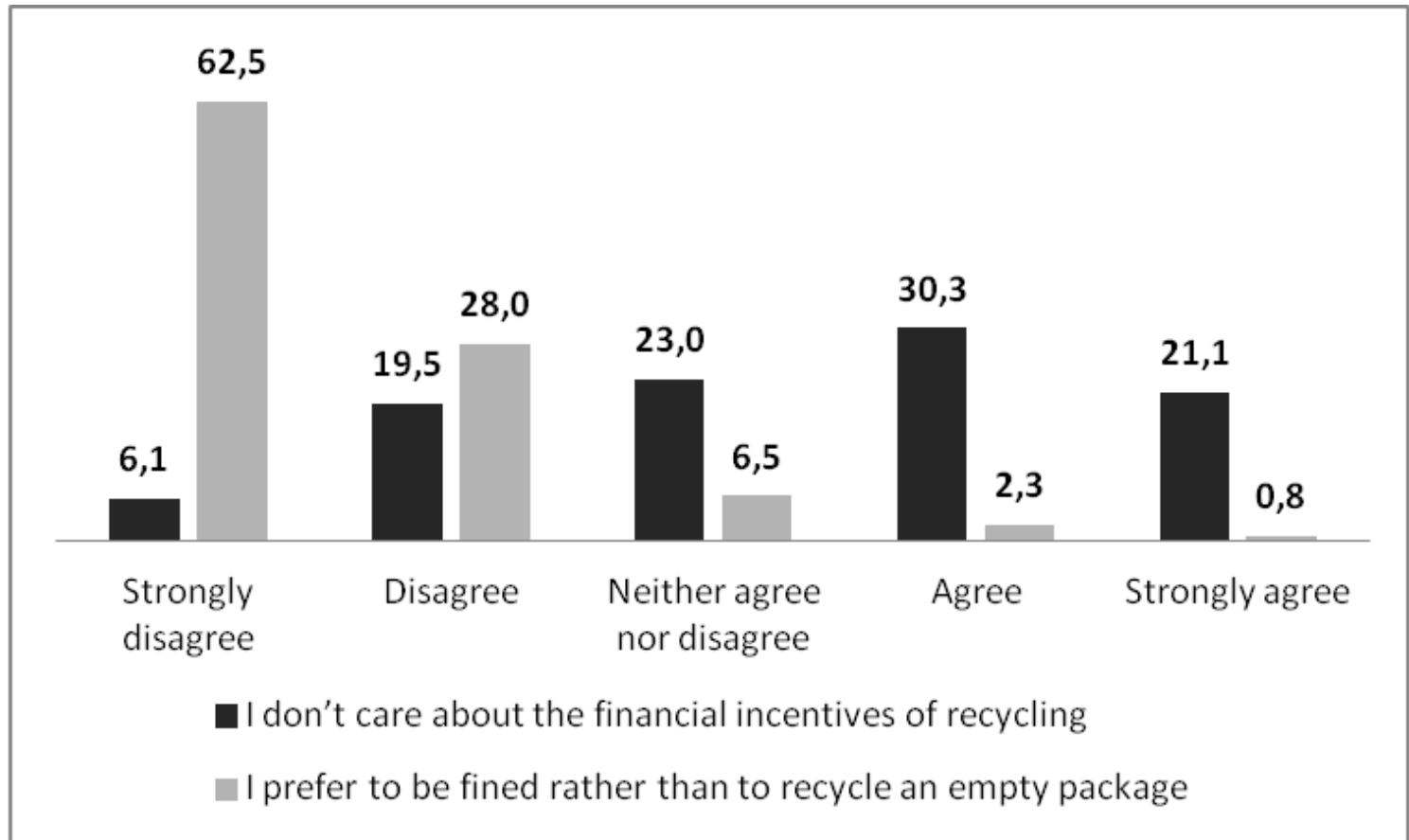
Perceived barriers to recycling



The effect of social norms on recycling



Financial parameters towards recycling



Results of regression models regarding....

- **How often do you recycle packaging waste?** (Answers: Never, Rarely, Fairly, Often, Very often)
- **Recycling is important**
- **Recycling is a waste of time**
- **Do you care about the financial incentives for recycling?** (Answers: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree)

Results of regression models regarding....

| | How often do you recycle packaging waste? | | Recycling is important | | Recycling is a waste of time | | I care about the financial incentives for recycling | |
|-----------|--|------|-------------------------------|------|-------------------------------------|------|--|------|
| age | - | 4.3 | - | 2.6 | + | 3 | + | 3.4 |
| gender | + | 16.1 | + | 24.7 | - | 52.9 | n.s | |
| education | - | 16 | + | 82.2 | - | 39.8 | + | 62.1 |
| income | n.s | | + | 39.5 | n.s | | n.s | |

Results of regression models regarding....

- Reaching the recycling points is difficult and this is a barrier to recycling.
- Recycling is an important part of my social status.
- Recycling is for others. Not for me!

(Answers: Yes or No)

Results of regression models regarding....

| | Reaching the recycling points is difficult and this is a barrier to recycling | | Recycling is an important part of my social status. | | Recycling is for others. Not for me! | |
|------------------|--|-------------|--|-------------|---|-------------|
| age | + | 2.3 | - | | n.s. | |
| gender | n.s. | | n.s. | | n.s. | |
| education | n.s. | | - | 57.5 | - | 56.1 |
| income | + | 29.7 | + | 37.7 | - | 5.5 |

Conclusions

- Younger people and women are more likely to be packaging recyclers
- People with higher education recycle more frequently
- They recognize their personal responsibility for recycling
- They don't relate recycling with their social status
- They don't need financial incentives to recycle