

The Effect of Inconvenience of Recycling

by Julina Julina

Submission date: 03-May-2023 03:37PM (UTC+0700)

Submission ID: 2082909774

File name: Garcombs_2014_Lusi,_Julina,_Desrir_Miftah.pdf (594.4K)

Word count: 4771

Character count: 27409



International Conference

The Global Advanced Research Conference
on Management and Business Studies
(GARCOMBS 2014)

**“Sustainable Business Practices
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Oral Presentation Agenda

Parallel Session 2 (October 16, 2014: 3.30-5.00 pm)

Time	Seminar Room 3-2. President's Office Building Organizational Behavior and HR Management
Session Chair: Akkapong Kittisarn, Ph.D	
3.30-5.00 pm	Roles of Zakat Distribution for Microenterprises in the Basis of Sustainable Family Empowerment In Indonesia Vita Sarasi and Umi Kaltum
	Leadership Style and Training Development correlated with the Employee Performance of Koja Container Terminal Aswanti Setiawati
	Working Environment, Competence, Motivation, and Organizational Citizenship Behavior in Internal Auditor. Endang Pitaloka

Time	Seminar Room 3-4 President's Office Building Marketing
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3.30-5.00 pm	How to Make Brand Trust to the English Language Institution in Kediri, East Java Indonesia Nur Choirul Afif and Dian Utami Sutiksno
	The Effect of Religiosity, Ethnocentrism, and Corporate Image on Perception of Foreign Product Purchasing Behavior: Experience from Students of University of Suska Riau. Julina, Desrir Miftah, and Lusi Suwandari
	Marketing Strategy of Taxi Leasing Business in Bangkok Katanyu Hiransaomboon and Adilla Pongyeela

Time	Seminar Room 3-5 President's Office Building Operation and Supply Chain Management
Session Chair: Assistant Prof. Charanya Parchareon Ph.D	
3.30-5.00 pm	Air Traffic on Time Performance of PT. Garuda Indonesia Flight Lira Agusinta
	The Effect of Inconvenience of Recycling and the Importance of Recycling toward Recycling Behavior Lusi Suwandari, Julina, Desrir Miftah
	Development Supply Chain Management Model of Horticulture in West Java Umi Kaltum

The Effect of Inconvenience of Recycling and the Importance of Recycling toward Recycling Behavior

Lusi Suwandari
Jendral Soedirman University
lusi.unsoed@gmail.com,

Julina
State Islamic University of Suska Riau
julina22@ymail.com,

Desrir Miftah
State Islamic University of Suska Riau
desrir_miftah@yahoo.com

One way to overcome the garbage problem in the world is through increased recycling behavior in society. This purpose of this paper is to gain an understanding of the effect inconvenience of recycling and the importance of recycling to the recycling behavior. To obtain these data, the questionnaire about inconvenience of recycling, the perception of the importance of recycling and recycling behaviors was distributed to the student of a college in Purwokerto, Central Java. Data is processed descriptively and quantitatively. After examining its validity and reliability, the data were analyzed using multiple regression analysis. Based on data analysis, it is found that the inconvenience of recycling has negative impact while the importance of recycling has positive impact on recycling behavior, but the impact of its independent variables is not significant on the recycling behavior. Lack of awareness of recycling behaviors that exist in society will lead to increasing of the waste generated. Respondents stated that they themselves and society are those responsible for environmental issues. They understand that recycling will reduce pollution, save natural resources, and save the land to accommodate waste. Respondents also stated that they do not feel any inconvenience in recycling their garbage. Extending the use of plastic bags was more easily done by respondent than reusing used paper and separating organic and an organic waste. Good understanding of the importance of recycling is expected to overcome the inconvenience of recycling so as to encourage people to behave more environmentally friendly.

Keywords: Inconvenience of Recycling, Importance of Recycling, Recycling Behavior

INTRODUCTION

Globally, there is an incremental trend in green consumerism and green marketing. Although this trend might be common in the Western countries, Asian countries have just started to receive its appearance (Chen, 2013). This trend appear since there are a lot of problems regarding the damages in the environment. Domestic waste show an increasing trend around the world. For example, emission of domestic waste in the OECD countries increase by 40% in volume between 1980 and 1997. For the period of 2001-2003, Europe domestic waste reaching 580kg per person per year while in France it is doubled in the period of 1960-1995 (Brouillat, 2009). Indonesia was at the second rank for domestic waste producer which its waste is about 5,4 ton per year. Understanding and predicting environmentally friendly behavior has proved to be extremely difficult. Almost everyone has

positive attitude and belief concerning the environment, public opinion polls also showed that they support environmentally friendly program, but the number of waste produced still show a growing trend and only few environmentally friendly products have been particularly successful in the market (Reitman, 1992).

Environmental issues have attracted the attention of researchers in the social sciences and marketing (Berger, 1997). Sensitivity to environmental issues have shifted consumer behavior towards supporting the growth and diffusion of green marketing and ecologically-conscious consumer behavior. It include the change of consumer preference for greener firms, increase in demand for greener products, greater acceptance of recycled products (Mobley et al., 1995; Tsen et al., 2006). Moreover, concerns about the natural environment in general have trigger companies and consumers to minimize the damages inflicted to the natural environment. Much effort have been done to solve environment problem and save the environment. Some effort considered as traditional waste handling methods are conserving resources, reducing reliance on landfills, and combat environmental problems. Recently, nations have turned to aggressive pursuit of recycling and other waste reduction policies. According to Brouillat (2009), recycling material and extending product life are two powerful strategies when seeking to reduce waste and protect resources.

Recycling is one of a simple practice that can be done to reflects its ecological behavior. Some effort have been done to make people practice it. For example Universiti Kebangsaan Malaysia (UKM), has launched a sustainable program involving the majority of its highly educated community. Since 2010 through its zero waste campus, it has deployed recycling activities effectively using an improved a management recycling system, improving existing facilities and intensifying awareness campaigns. However, the response from the UKM community is low, with an average recycling rate of 1.75% (April 2010 to July 2012) and an average of eight persons/week who sent recyclable items to the UKM Recycling Center (April 2011 to July 2012) (Zain, et al, 2012). Recent research results by Omran (2012) showed that a significant majority (89.5%) of respondents interviewed were not recyclers, while 10.5% only where recyclers. Regarding awareness about recycling, there are 67% the ones who do not know anything about the recycling of solid waste, while only 33% of the sample either heard or know about recycling solid waste. About 85.5% of the respondents have never seen the recycling bins, while 14.5% have already seen it. This data shows that recycling behavior, even considering as simple activity and showing pro-environmental behavior, is only done by very few people. Based on the fenomena, this study try to find out consumer preference in recycling their waste in Purwokerto, Central Java. The importance of recycling and the inconvenience of recycling will be explore to see its impact on consumer recycling behavior.

LITERATURE REVIEW

Attitude and beliefs are psychological constructs that always considered important and often researched antecedents because they are more amenable to influence and thus actionable. A well-known attitude in the ecological literature is the concern for environmental problems and a perception of their severity. Attitudes toward sustainable behavior refer to an individual's responsibility in employing the natural resources while considering it for the next generations (Zain, et al, 2012). Ecologically conscious consumers believe that current environmental conditions are deteriorating and represent serious problems facing the security of the world, whereas consumers who are less sensitive to ecological issues perceive that environmental problems in the long run will resolve themselves (Banerjee and McKeage, 1994).

³ Environmental concerns have a number of bases and are acted-out by consumers in a variety of ways. Consumer altruism is one explanation of recycling participation, resource conservation, and other pro-environmental actions (Essoussi and Linton, 2010). Recycling can be defined as the recovery of waste from products through their reuse, either for their original purpose or for other purposes. There are many different views and studies related to recycling behaviors that aim to understand what people require to participate in recycling (Zain *et al.*, 2012). According to Fritz *et al.*, recycling has, in many ways, become the most popular avenue by which individuals can exhibit environmentally conscious behavior. In recent years, recycling has been conceptualized as the hallmark of an environmentally conscious individual.

Research by Gamba and Oskamp (1994) found that concern about the environment is the most important motivational factor for people to recycle. Their participation in recycling or to recycle frequently really depend on their concern about the state of the environment. When we look at willingness to recycle, especially for electronic waste, factors of age, convenience, experience, and education seemed to have the largest effect. Moreover, gender and living in a rural community also had an effect on recycling behavior (Saphores *et al.*, 2006).

Social Pressure is another motivational factor for recycling. Here, ⁵ people are motivated to recycle by actual pressure they receive from family ⁵ and friends to do so – or from the phenomenon of seeing their neighbors participating. Furthermore, simply knowing that family, friends and neighbors recycle increases our likelihood of recycling (Oskamp *et al.*, 1991; Gamba and Oskamp, 1994). While there are diverse opinions regarding other motivational factors, there seems to be a general agreement between researchers on the Financial Motive for recycling, although short-term monetary incentives, such as lotteries that reward a random recycler for his or her efforts, do not produce lasting behavioral changes (Gamba and Oskamp, 1994). Community recycling rates tend to return to their prior levels when the incentive is no longer available. There is, however, substantial literature that documents the effectiveness of ongoing pay-as-you-throw (PAYT) programs in increasing recycling rates (Morris, 2000; McKenzie-Mohr and Smith, 1999) and a study recently indicated that two-thirds of people favor financial rewards as a motivational factor for the increase in recycling (Churchard, 2007).

Alfroz, Hanaki, Tuddin and Ayup (2010) ¹ in their study regarding factors that influence the attitudes and behaviors towards recycling found that environmental awareness, storage space and age (25-35 years) are the factors that ¹ influence engaging in recycling behavior. The other research by Timlett and Williams (2011), identified three main factors that contribute to effective recycling programs: infrastructure, services and behaviors (ISB). From this research, they produced an ISB model that can be used by waste management practitioners to better understand the conditions and behaviors needed to maximize recycling.

Environmental attitudes are conceptualized as abstract orientations and it is argued that recycling behaviors are influenced by more specific psychological constructs such as beliefs related to recycling. ² Laroche, *et al.*, (2001), found that the two beliefs that are most consistently related to recycling are a general attitude or belief about the importance of recycling, and a specific belief about the inconvenience of recycling.

The Importance of Recycling

⁶ Importance, with respect to the environment, can be defined as the degree ² to which one relates recycling to being environmentally conscious. This construct also relates to the benefits of engaging in behaviors that could have possible long-term outcomes such as reduction in number of landfills (Banerjee and McKeage, 1994).

A research by Omran *et al.* (2012) found that four factors influencing recyclers to recycle. 'Keeping the environment clean and promoting good health' was the most important reason for recycling followed by 'conserving resources for future generation'. Other respondents ranked 'saving space in landfills' as the third important factor to increase recycling in Gaza City. While the fourth factor was 'create jobs in the community. While these reason could increase people motivation to recycle, some others factors could decrease people motivation to recycling their waste. Several reasons given by the respondents who are currently recyclers which demotivate/discourage them from recycling are they never really thought about it, not used to it, not enough materials to recycle, too much effort needed, and insufficient information.

Nigbur *et al.*, (2004), stated that the perceived effectiveness of recycling is considered one of the highest motivations for people to recycle. The more they see recycling as effective, the more likely they are to participate, or to participate more fully. Other studies have also highlighted the importance of this factor; some of these include (Oskamp *et al.*, 1991; Harland *et al.*, 2007) who in separate studies explored the link between observed recycling behavior and individuals' "belief in/knowledge of the benefits of recycling". The researchers concluded that, residents who believed more strongly in the benefits of recycling were more likely to be participants in the recycling programs.

A research by Biswas *et al* (2000) discovered that attitude toward recycling has a significant effect on waste recycling and recycling shopping behavior. Moreover, affect, past behavior, and subjective norms enlightens significant incremental variance in the two types of recycling behaviors. Moderator analyses show that for waste recycling behavior affect plays a lesser role when the strength of attitude toward recycling is strong, and *vice-versa*. Finally, significant correlation between waste recycling behavior and recycling shopping behavior is found in this research. Importance of recycling has direct effect on recycling behavior. Moreover, importance of recycling also has direct effect on the belief of inconvenience in recycling, which in turn predicts recycling behavior. The following research hypotheses were developed based on the above discussion

H1: beliefs about the importance of recycling has positive significant impact on recycling behavior.

Inconvenience of Recycling

Current research has indicated that four key factors beyond environmental attitude play a major role in determining whether or not a person will recycle. These factors include convenience, habit, emotion and social norms. Our previous studies suggest that convenience may be the most influential barrier to recycling behavior. Inconvenience refers to how inconvenient it is perceived by the individual to behave in an ecologically compatible fashion. For example, one may think that recycling is important, but one does not recycle because it takes too much time or requires extra space. Inconvenience of recycling relates to costs or the difficulty associated with performing environmental behaviors. Included are perceptions of how easy or hard it is to perform the recycling behavior (Mukherji, 2005).

As noted by McCarty and Shrum (2001), convenience is a predictor of recycling behavior. Their research are based on research by Berger (1997). They found that when comparing between importance and convenience in recycling, there are three dimension associated to specific beliefs and behavior. The importance of recycling correlates to the benefit of engaging the behavior, long-term consideration, more abstract and general in nature while inconvenience focus on cost generating, short-term, and more concrete and specific.

Collecting and separating waste is considered inconvenience because it is not only requires extra time and effort, but also depends on recycling technology and waste disposal methods. Then, ease of implementation such as intelligibility of rules, ease of task, and ready access to environmental programs, has a large influence on consumer's behavior and attitude. According to Nishio (2002), the most important accelerative factor of environmental behavior, not only recycling, but also all other ecological behaviors, is acceptability of the environmental rules/programs and cooperation/participation at one's own pace. In this research, rule acceptability is the direct influencer of household waste reduction attitude. Understanding the reason of people for not recycling is important to increase participation in the recycling behavior. Perrin and Barton (2001) noted that the key party in increasing recycling rates is the householder.

Ludwig, *et. al.*, (1998) examine the influence of convenience on recycling behavior at Appalachian State University. The results show that the ease and convenience of recycling behavior plays a critical role in determining whether or not it will occur. The study divided an experimental period into three temporal sections. These sections included a baseline period in which recycling bins were placed in a hallway, an intervention period in which recycling bins were moved into a classroom, and a return to the baseline. The findings showed an increase in recycling behavior when bins were moved inside the classroom and a return to original recycling frequency when bins returned to the hallway. It can be assumed that carrying recyclables to a classroom bin was more convenient than carrying them out to a hallway bin, indicating that convenience is a significant factor in determining recycling behavior.

Another study, which employed semi-structured interviews as opposed to an experimental design, also showed that convenience heavily influenced recycling. Participants in these interviews indicated a number of barriers to recycling. These included inconvenience associated with recycling, lack of information, existing household habits, and feelings that recycling did not have a meaningful impact. Furthermore, almost all of the interviewed participants characterized themselves as being lazy and suggested this as a reason for not recycling (Ojala, 2008). Such evidence indicates that recycling is associated with some work **1** hassle and that to participate in recycling behaviors requires effort. Furthermore, research by Zhang, Williams, Kemp and Smith (2011) stated that convenience is incorporates into two features: the distance to the collection spot where recyclables are carried to and the time spent on recycling activities. Fritz *et al* state that current research has indicated that four key factors beyond environmental attitude play a major role in determining whether or not a person will recycle. These factors include convenience, habit, emotion and social norms. Our previous studies suggest that convenience may be the most influential barrier to recycling behavior. Therefore, the following research hypotheses were developed based on the above discussion. *H2: beliefs about the inconvenience of recycling has negative significant impact on recycling behavior.*

METHOD

A total 200 questioners were distributed and 159 were returned by the respondent. **2** A total of 10 respondents were excluded from the analyses because they had missing data on one or more measures used in this research. The researchers adopted a Likert scale of 1 (strongly disagree) to 5 (strongly agree) to determine the perception for every individual respondent's response to questions about the important of recycling, the inconvenience of recycling, and recycling behavior. The study focused on the student of college in Purwokerto, Central Java. A convenience sampling technique was adopted. Analysis of the collected data was carried out using SPSS software (version 19). Cronbach Alpha is used to test the reliabilty and Pearson Correlation is used to test the validity. The impact of the important of

recycling and the inconvenience of recycling toward recycling behavior is tested by multiple regression analysis.

RESULT

Demographic characteristic of the sample are provided in Tabel 1. Majority respondent is under 20 years old and male.

Table 1: Demographical Characteristics of Respondent

Insert Table 1 Here

Table 2 shows the validity and reliability test for instrument used in this research. Result show that the overall question is valid and reliable.

Table 2: Cronbachs' Alpha and Pearson Correlation

Insert Table 2 Here

The multiple regression analysis can be seen in Table 3. The purpose of this research is to investigate the effect of the important of recycling and the inconvenience of recycling toward recycling behavior.

Table 3: Regression Analysis

Insert Table 3 Here

Based on data analysis in Table 3, it is found that the inconvenience of recycling has negative impact on recycling behavior, but the impact is not significant. Another finding is the importance of recycling has positive impact on recycling behavior, but the impact also not significant. The result of this study does not support previous research that found significant impact between the importance of recycling and the inconvenience of recycling on recycling behavior. As noted before, there are many reasons why people did not want recycle their waste. According to McCarthy (1996) the value orientation held by particular people relates to recycling behavior. For American culture, environmentalism has become an important part and performing certain pro-environmental behaviors is a form of cultural praxis or ritual forms of participation in civic life. The level of people's perception about the importance of recycling and the inconvenience of the recycling can be changed. As consumer began to understand the importance of recycling to the next generation and the environment, this should encourage their perceptions about the inconvenience of engaging in recycling behavior. Recycling not only good for the environment, several studies state that recycling also presents opportunities for job creation and for better social behavior (Ewadinger and Mouw, 2005; Farrell Tucker, 2006; Weeks, 2006)

Even result found in this research is not statistically significant, descriptive analysis found that respondent do not feel any inconvenience in recycling their garbage. They understand that recycling will reduce pollution, save natural resources, and save the land to

accommodate waste. Lack of awareness of recycling behaviors that exist in society will lead to increasing of the waste generated. Respondents stated that they themselves and society are those responsible for environmental issues. Good understanding of the importance of recycling is expected to overcome the inconvenience of recycling so as to encourage people to behave more environmentally friendly.

One way to encourage people to recycle their waste is by giving compensation to them. One major finding from research by Kipperberg (2007) is that a disposal fee provides a significant economic incentive to Norwegian households, whereas its effectiveness in the United States is still up for debate. Providing households with convenient recycling options, such as curbside and drop-off recycling, appears generally effective, but less so in Norway than in the United States. Socioeconomic characteristics are less important predictors of behavior in Norway than in the United States

CONCLUSION

Based on data analysis, it is found that both the importance of recycling and the inconvenience of recycling does not have significant impact on recycling behavior. The result of this study does not give any support to previous research that found significant impact between the importance of recycling and the inconvenience of recycling on recycling behavior. Previous research noted that there are many reasons why people did not want recycle their waste. Some people recycle to keep the environment clean and promoting good health, conserve resources for future generation, save space in landfills, create jobs in the community. The other resource stated that there are four key factors beyond the major role of environmental attitude in determining whether or not a person will recycle. These factors include convenience, habit, emotion and social norms. As the opposite, some others factors could decrease people motivation to recycling their waste are they never really thought about it, not used to it, not enough materials to recycle, too much effort needed, and insufficient information. The future research then should include these variables to better understand consumer recycling behavior. Understanding consumer behavior could become consideration to specific policy options, in the form of evaluating the performance of current policies and designing future policies.

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TABLES

Table 1. Demographical Characteristics of Respondent

Characteristic	Frequency	Percentage
Age		
Under 20	78	52%
20-23	68	46%
More than 23	3	2%
Gender		
Male	98	66%
Female	51	34%

Table 2: Cronbachs' Alpha and Pearson Correlation

Variables (items)	Pearson Correlation	Cronbachs' Alpha
Importance of Recycling		0.784
Recycling will reduce pollution	0.859	
Recycling is important to save natural resources	0.847	
Recycling will save land that would be use as dump sites	0.812	
Inconvenience in Recycling		0.769
Recycling cans, bottle, newspaper is inconvenient	0.849	
I hate having to wash out bottles for recycling	0.848	
Memisahkan sampah organik dan non organik sangat merepotkan bagi saya	0.785	
Recycling Behavior		0.640
I recycle paper used at home	0.767	
I recycle plastic bag at home	0.793	
I recycle glass jars/bottles at home	0.729	

Table 3. Regression Analysis

Model	B	t	Sig.
Constant	10.458	6.392	.000
Important in Recycling	.125	1.194	.234
Inconvenience in Recycling	-.090	-1.383	.169

The Effect of Inconvenience of Recycling

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