

ANTECEDENTS OF “TRASH TO CASH” PLASTIC WASTE RECYCLING INTENTION: REFERENCE TO THE COLOMBO DISTRICT, SRI LANKA

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1. Introduction

Recycling is a viable solution to mitigate the amount of waste generated and the environmental hazards. Recycling initiatives are limited, and alternative disposal procedures are employed in Sri Lanka. The “Trash to Cash” concept encourages Sri Lankans to embrace sustainable recycling practices. Though recycling has been a long-studied phenomenon in recent decades, due to the novelty of the “Trash to Cash” concept, only a handful of scholars have paid attention to this concept, including the factors that determine involvement in this recycling. Thus, this study investigates the antecedents towards “Trash to Cash” plastic waste recycling intention in the Colombo district, Sri Lanka.

2. Research Methodology

This study followed the quantitative research design under the deductive research approach. A total of 306 usable responses were obtained from the residents of the Colombo district using filtering questions through a self-administered questionnaire through a purposive sampling method. Data were analyzed by using multiple regression analysis.

3. Findings and Discussion

Findings elaborated that perceived behavioural control, moral norms, awareness of consequences and convenience significantly impact “Trash to Cash” plastic waste recycling intention. Surprisingly, attitude and subjective norms have not depicted any impact on “Trash to Cash” plastic waste recycling intention.

4. Conclusion and Implications

This encourages practitioners to enhance individuals' knowledge and understanding of “Trash to Cash” while increasing awareness of the consequences of plastic waste. Accordingly, this contributes to ecological behaviour literature related to “Trash to Cash” plastic waste recycling, a novel and interesting area.

Keywords: Extended Theory of Planned Behaviour, Plastic waste, Recycling intention, “Trash to Cash”.