Abstract

Title : Factors Influencing City Household Garbage Recycling in China

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This research is in order to find out the important factors which influence Chinese citizen deal with the city household garbage recycling, to research the factors influencing people household garbage treatment. This research is reference to the China Ever-bright International Limited company, to collect information for developing the allocation system which would more effective on the city household garbage recycling. Use theory of planned behavior (TPB); social psychology and attitude- behavior-condition theoretical (A-B-C) as the research theory, to analysis the factors during the processes of household garbage recycle. To research the basic information of respondents (occupation, age, education, gender, income) and their preference and selection (the behavioral intention, situational, economics cost) whether have a relationship with city household garbage recycling. This research aims to find out the important factors influencing on city household garbage recycling.

According to the test hypothesis result, it shows that different recycling knowledge, self-awareness, cost input groups have different attitude toward city household garbage recycling with the significant level less than0.05. The result shows that people have a different attitude toward city household garbage recycling with the significant level at 0.05. Therefore, it means that people with different preference and select to deal with the garbage recycling would have different attitude about recycle system, garbage classification, and recycling behaviors of city household garbage recycling. Recycle logistic system, garbage classification, recycle behavior have a high degree influence on the city household garbage recycling, the research establish model between those factors with city household garbage

recycling, to analysis the relationship between independent factors with dependent factors.