

UK household recycling behaviour: can it be increased through community based social marketing



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Aim

The research analysis how community-based social marketing (CBSM) can overcome the barriers of the individual manners in community, and using community networks and tools to encourage long term behaviour change for social benefit.

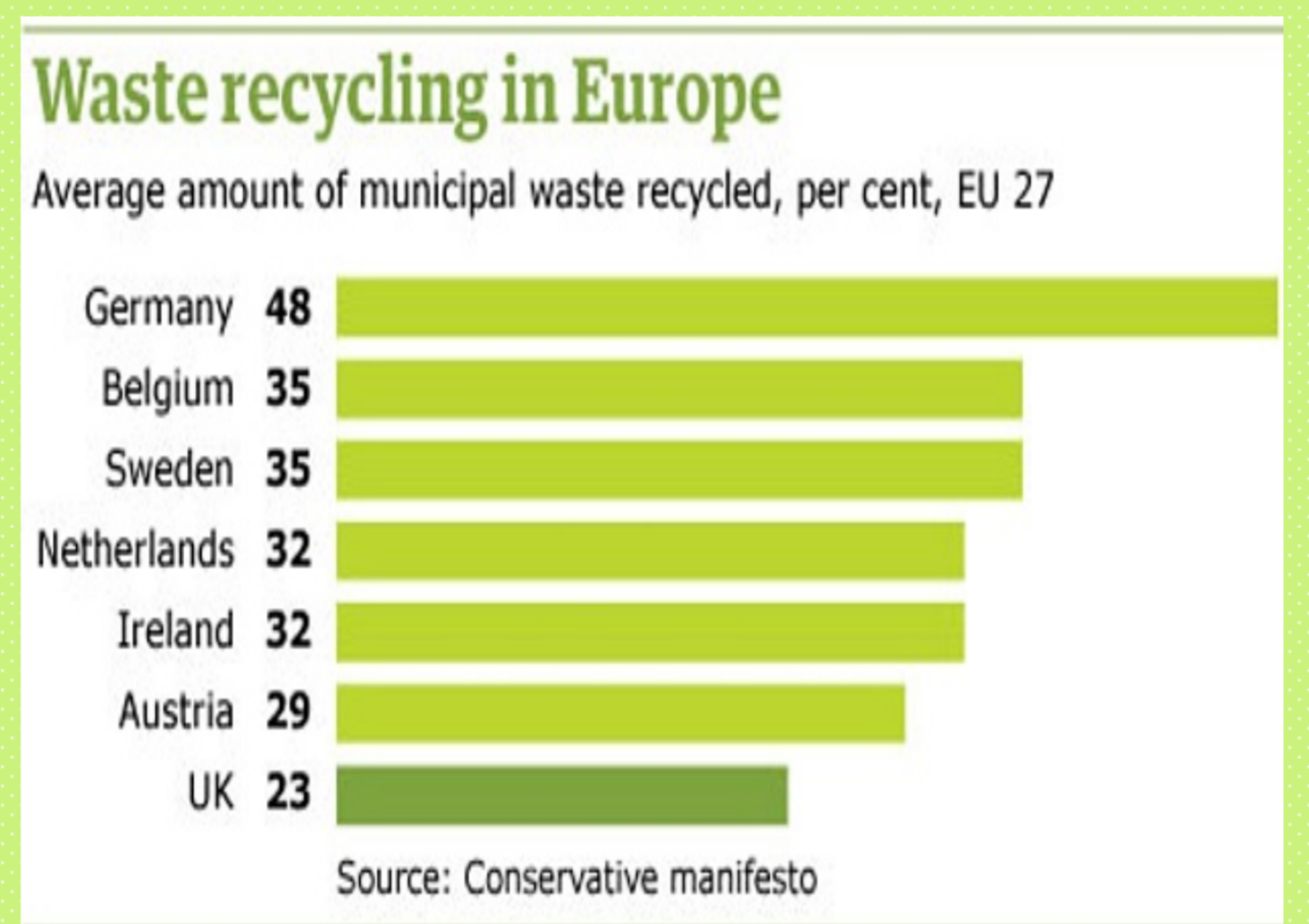
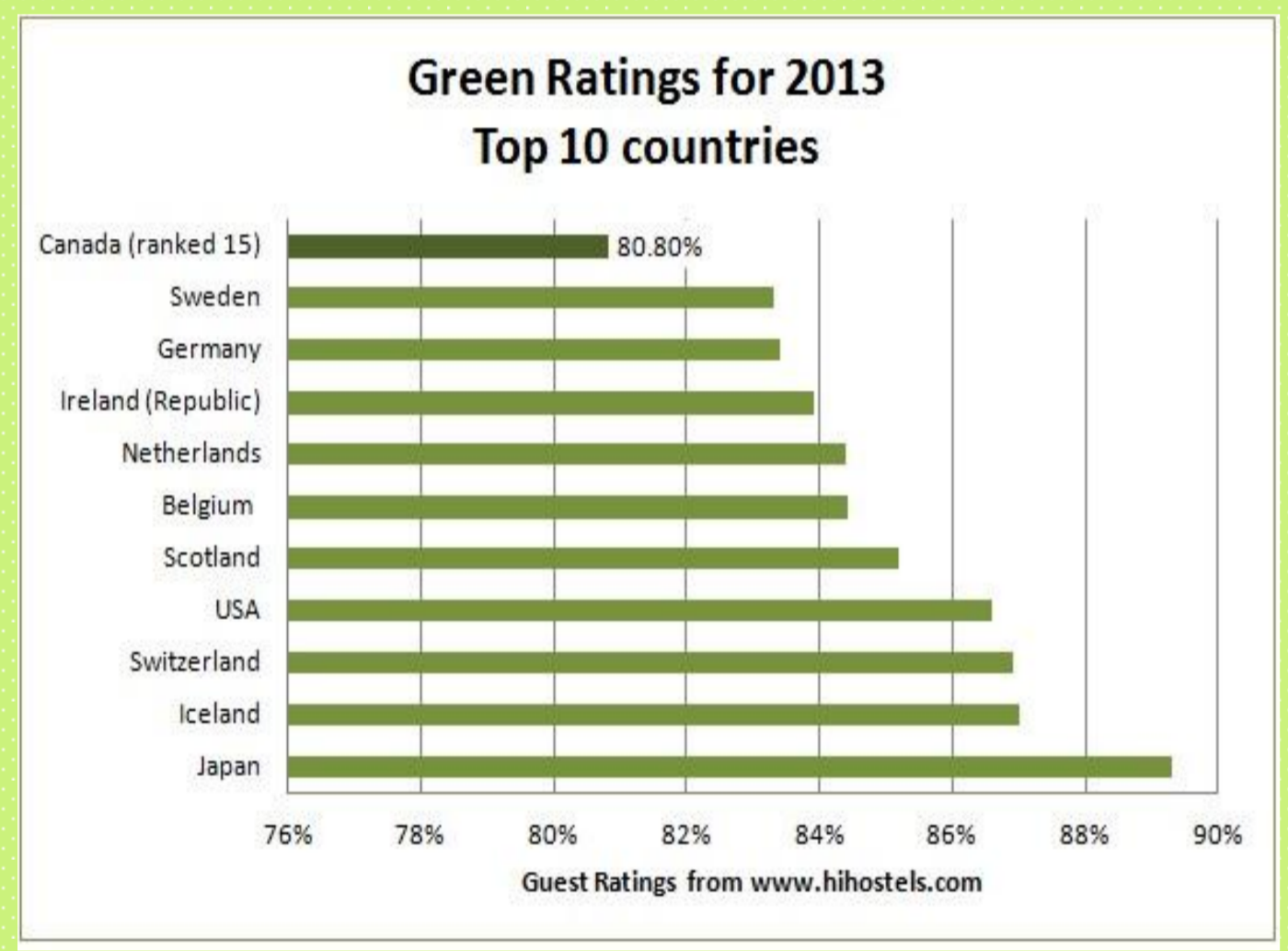
The step of the applying CBSM:

- Identify the barriers behaviours of targeted
- Overcoming the barriers through behaviour change tools (e.g. individual commitment, social norm and incentive)
- piloting the changing tool using empirical study and focus group
- Assessing the cost and impact of tools
- Measuring the effectiveness of CBSM and comparing to the traditional promotion campaign (e.g. distributing promotion material)

Introduction

-The UK households recycling rate continuously improve and the speed of exhausted landfill capacity is reduce but the target still is not achieved and seems to lag behind.

-Comparing to other developed countries :



Framework

Japan

Personal commitment
 -Residents receive booklets and colour-coded calendar which about how to sort at least 12 categories and the specific collection date.

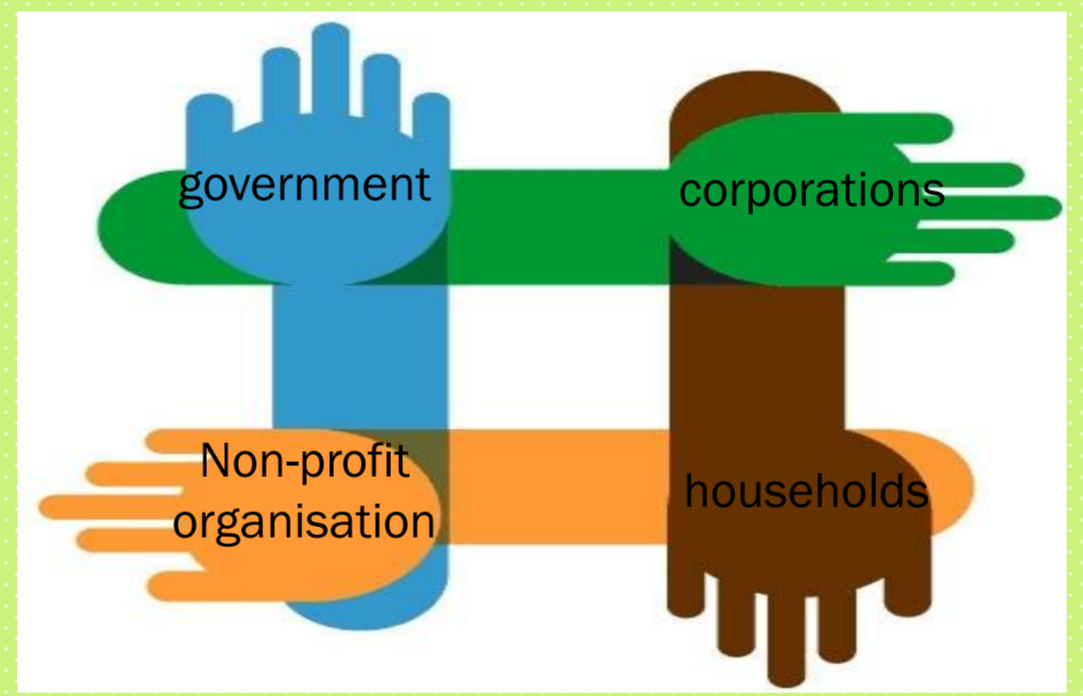
-The size of recycling bins are relatively small in Japanese household due to limited living space.

-In kerbside collection service, Japanese residents throw their trash daily. The owner name is tagged on garbage and monitor by their neighbors thus people may lose face if they sort improperly. It can boost their self-efficacy of recycling attitude.

Societal norm

-“Trash ladies” who are local volunteers help to maintain the discipline of event and categorize household waste correctly.

- Based on the block Leader Study, the role of leader can explain how residents can contributes in waste issue and achieve participant commitment for long-term behaviour changing.



Germany

-Recycling ethic of German criticizes are conducted since they were in kindergarten. They are taught to identify and sort waste into different categories. .

-Municipal government distributes the trash magazines to households which is about how to recycling, place and date of collection and answer of confusions sorting (e.g. milk carton is paper or plastic).

-Many manufacturers paid to be members of non-profit organisation (Dual System Germany, DSD). They can print a trademark of the Green Dot on their products and guarantee to comply with the law of packaging ordinance in Germany.

-DSD arranges different colour recycling bins (Yellow bin – plastic, blue bin - paper and green bin – glass) on street and courtyards to increase its accessibility.

Incentive

-Retailers and supermarkets may offer discounts to customers who bring their own bags or give them reusable bags. Consumer can obtain certain deposit as a financial incentive when they return bottles to groceries.

Methodology

Qualitative research (a focus group 3 male.3 female)

- The habit of recycling
- Identifying obstacles of residual recycling in UK

Literature review (empirical study)

- How changing tool may influence the recycling behaviour
- Japan and Germany households recycling behaviours

Finding

Three main barriers for household recycling

- **Knowledge gap of recycling material** : uncertain about whether or not the aerosols are collected by local council. The incorrect garbage classification may contaminate recycling bins.
- **The ambiguous information of recycling scheme**: Respondents claim that they are unawareness of the recycling programmes or usually forget the date and location of collection.

-**The 'value-action gap'**: Resident know the importance of recycling but no incentive to do. They believe that is more convenient to throw all wastes into the general bin.

Discussion & Conclusion

Information-based advertising can provide a basic awareness of social issue however it is insufficient to motivate the collective behavioral change. CBSM can encourage individual to actively alter their behaviour.

The cost and effective analysis of CBSM

-Individual commitment can establish a greater requirement as people usually prefer to be perceived as acting coherence rather than inconsistent. Personal and clear communication is a fundamental tool to explain the cost of non-recycling and reach recycling promises.

-Positive and immediate stimulus can enhance 54% recycling rate compare to only given information leaflets. Inducement can remind people to contribute in recycling programmes. Incentive, however, is insufficiently change their initial attitude on recycling.

-Social norm such as providing normative information can generate stress to personal behaviours assessment and comply with standard criteria. The degree of change depends on the level of effort involvement and value return (feedback and thankful). The higher cost and time are required. Their self-interest may damage the social agreement.

The combination packages

-Regulation can add a sense of authority and direction. For example, Japanese introduces Home Appliances -Recycling Law that consumers pay for how much they throw . The monetary fund can limit the amount and frequency of dumping households waste.

References

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