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| Abstract |
| To tackle the uprising plastic pollution, it is essential for consumers to cut consumption and properly discard plastic waste in their daily lives. However, there is limited literature exploring factors that influence sustainable plastic management behavior (SPMB) in the context of developing countries. Moreover, while individuals’ environmental goals impact habitual pro-environmental behavior, their interaction with other cognitive and non-cognitive factors remains unexplored. This study develops a theoretical model to predict SPMB by integrating individual environmental goals with factors from the Theory of Planned Behavior (TPB), the Norm Activation Model (NAM), and the Theory of Interpersonal Behavior (TIB). The data were gathered by surveying 336 respondents from Dhaka and was examined using the partial least squares structural equation modeling. The outcomes show that individuals’ environmental goals significantly impact their intentions. In addition, moral norms were found to be a strong precursor to intention, influencing the formation of environmental goals. The results also indicate that having strong environmental goals leads to SPMB, irrespective of the availability or paucity of facilities and convenience. This paper theoretically contributes by highlighting how an individual’s environmental goal interplays with other factors, impacting pro-environmental behavior. The findings could be utilized by policymakers to fight plastic pollution. |
| Sustainable Development Goal(s) (SDG) |
| Goal: 12 (Responsible consumption and production) Goal: 13 (Climate Action) |