

Understanding Waste Separation Behavior through the Application of an Extended Form of the Theory of Planned Behavior (TPB)

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Propositions accompanying the thesis

**Understanding Waste Separation Behavior
through the Application of an Extended Form of
the Theory of Planned Behavior (TPB)**

Alessandro Concari

1. Nowadays waste management is a topical issue and human behavior is a key to the success of waste management procedures (Chapter 1)
2. The role of motivation and goals in recycling behavior is often underestimated or omitted in the most diffused socio-psychological theoretical frameworks (Theory of Reasoned Action, Theory of Planned Behavior (TPB), Norm Activation Model, Value Belief Norm model). A correct analysis of waste separation behavior cannot exclude the investigation of the role of motivation, goals and habits (Chapter 1, 4, 5, 6)
3. When the TPB framework is applied to waste separation behavior, it benefits the addition of the constructs of habits and environmental motivation (Chapter 4)
4. Waste separation behavior is goal-driven and the Theory of Reasoned Goal Pursuit (TRGP, Ajzen and Kruglanski, 2019) is a valid framework to analyze waste separation intention. Active procurement goals and motivation influence separation intention (Chapter 5)
5. Some theories represent a break with the past and offer a novel framework to analyze human behavior
6. Behavioral theories need to be tested in different fields to confirm their validity
7. Human behavior requires greater attention at all levels: governmental, educational, industrial, service providers, supply chain, decision-makers, family, school, etc.
8. To increase the efficacy of (recycling) campaigns, interventionists have to activate final users' pro-environmental goals and tailor their interventions depending on socio-demographic characteristics of final users
9. Extending an existing theoretical framework is not simply a matter of adding new constructs to it. It requires a deep and prior understanding of the principles underlying the theory.
10. When we propose new or extended models, we should strive for the right balance between their applicability to a wide range of contexts and their capability to exactly analyze specific situations
11. PhD is just the initial part of a long journey which daily stimulates the researcher. This journey is made of challenges, academic rigor, debates, cooperation and sharing of new ideas