Consumer Purchasing and Recycling Behaviour







So, what influences recycling behavior in Norway and South Africa?

Factors that increase recycling behavior

- Knowledge of the environmental benefits
- Availability of recycling facilities
- Personal values

Factors that decrease recycling behavior

- **Inconvenient** location
- Lack of access to recycling facilities
- Lack of information on recycling



Norwegians are also influenced by economic incentives

Have at least some say over plastic bottle purchases

96%

84%



Average weekly number of plastic bottles purchased

16.5



Average percentage of plastic bottles recycled

81%

41%

93%

of Norwegians and South Africans agree that recycling plastic bottles is important for the environment.

Have access to a bottle deposit/recycling facility

98%

19%

Make an effort to recycle even if it is not convenient

91%

35%

Feel guilty when they do not recycle

81%

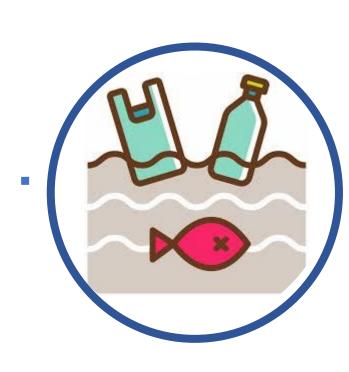
48%



Aware of plastic bottle pollution in the local area

76%

85%



Aware of plastic bottle recycling campaigns

74%

43%





Mausund, NO



Motherwell, SA

Conclusion:

Both South Africans and Norwegians have a positive attitude towards recycling. South Africans appear to face more practical challenges, such as more limited access to recycling facilities, which may contribute to the lower recycling rates than in Norway.