

THE ROLE OF DESCRIPTIVE SOCIAL, ORGANIZATIONAL, AND PERSONAL NORMS IN EXPLAINING WASTE MANAGEMENT BEHAVIOR IN WORKPLACES

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Abstract

The study focuses on in explaining waste management behavior in terms of descriptive social, Organizational, and Personal norms in Workplaces. Karachi and Hyderabad the two major cities of Pakistan are selected for the research which are facing waste management problem in abundant caused by past decades. This study has gathered data from 350 respondents from Karachi and Hyderabad. Various analysis is performed to check the impact of each norm and the relation of multiple norms on individual effort in waste engagement. This study suggested that the role of organizational norms to be accentuated in promoting waste management behavior in public and private sectors. This study showed that role of organizational norms is an important aspect which is influencing the waste management behavior in working areas. Moreover, both provisional and subjective environmental norms in workplaces impact waste management behavior.

INTRODUCTION

The importance and effectiveness of Waste Management Behavior (WMB) has been outlined, particularly for developing regions. The production of Municipal Solid Waste (MSW) has been taken into account. The cultural impact of MSW production as well as the response by the WMB is also discussed. The studies and the guidelines set by the international Environmental Consortiums and Regulatory Authorities are reviewed. A confined Problem Statement is thus generated and research objectives are also quantified. The Scope of the Study has thus been derived along with the academic boundaries implemented herein titled the Limitations and Delimitations of this study.

Background of the Study

Waste management behavior is playing vital role in a huge city for reduction of waste and to clean the environment which is caused by waste products like plastics and garbage. The main theme of this paper is to give awareness to an individual for secular against the social, personal and organizational norms. Which include green environment, waste reduction, reusing and recycling of waste disposals. Problems in environment have been caused by the waste disposal which have been caused by number of groups of people, particularly public who been directly responsible for the waste disposal. The quantity of waste refers to the garbage which has been mainly produced by the businesses and household, and it

has been increasing rapidly with the passage of time in developing countries (UN Centre for Human Settlements, 2001). many cosmopolitan cities around the globe faces massively increase in waste disposal and have been suffered the adverse relevant impacts such as damage of crops, by soil contamination, landfill explosion of gases, polluted air, global warming also polluted ground water (Lisk, 1991). In reaction the city has attempt to create sustainable and innovative ways to manage waste effectively. by promoting positive waste management behavior among people which has been considered to be one of the sustainable strategy. Promoting people WMB is considered to be one of the most sustainable strategy. it can play a vital role in reducing the volume of waste disposal and eliminating waste properly by minimizing possible on the environment (US EPA, 2013). According to US EPA (2013), defined the reason of MSW generation which comprises of waste for commercial and waste from households and institutional locations. Suggestion for how to implement and organize waste disposal management methods for sustainable MSW management which is also been proposed by the US EPA (2008).

US EPA (2013), has explained the causes of MSW generation which comprises waste form commercial, institutional and household locations. Also suggest how to organize and implement methods of waste management for sustaining MSW management. Reduction of source is one of the most suitable method followed by composition and recycling. disposal of waste by using landfills and combustion facilities is last. this ordering for the method of waste management for supporting MSW management hierarchy. Reduced, Reused, Recycle, Recovered and disposed may consider as five stages for managing waste (European Parliament & European Council, 2008).these methods can be practice at any level from the municipal level to individual level. at individual level, people may engage in different kind of activities for reducing waste such as purchasing environment friendly product, avoid single-use product and adopting product that are created using few resources possibly. for the recycle and reuse stage, one can do write on scrap paper, print double sided also reusing plastic bags (Rogers, Stoltz, Meyerholz, & Kabel, 2008).if

recycling and reusing cannot be conceded, ones can aid waste disposal effectively by practicing waste divisions. the role of municipality citizens engagement in management of waste practices can also play a vital role in reducing waste management issues (UN Environment Program, 2005). Numerous scholars also recommended that participation of individuals in every type of WMB can contribute potentially for sustainable MSW (Lehmann, E. L., & Romano, J. P. (2006). Many developing countries practice successful waste management of solid due to actively engagement of the citizens in WMBs (Le Blanc, 2008).

WMB have been promoted widely in different countries, but many people still have to practice them regularly. citizens are still hesitate to engage in WMB, as seen by the increasingly trend of solid waste generation recorded by the multiple metropolitan administrations. Stats shows that generation of solid waste has steadily increase from 1.23 kg per day to 1.28 kg per day (Department of Public Cleansing, 2015). Furthermore it found that different types of collecting waste has been combined, all of which has been sent to the landfills. this minimize the capability to recycle and reuse different types of waste also forces government to increases it budget of waste disposal. Therefore people engagement in WMB is crucial and should be promoted effectively.

Establishing culture can be considered as an important way of promoting WMB, as the form the way people recognized the environment and how others act towards it. The culture govern and regulates behaviors through individual perceive probability for noncompliance of punishment and compliance for reward. Culture can be classified into different types which is based on their sources of influence. For example general social norm refers to the influence of the general people on and individual acknowledgement of what is known to be the normal attitude. organizational culture used to create by group or individuals of people in a organization, such as individual colleagues or firms leader. people perception for important people such as their bosses or colleagues, regularly do for the surroundings might influence what surrounding behaviors the engaged in. lastly personal norm refers to individual moral obligation and feelings towards engaging in a

specific behavior (Schwartz, 1973).different types of culture may have different powers for guiding individuals behavior. Recently the influence of norms on waste management behavior has not investigated deeply and still unclear.

Statement of the problem

WMB is mostly promoted in every country of the world and some the people who are literate belongs to this activity on regular basis but some of them are not willing to involve in this activity with lead to solid waste management which was recorded. It was found that respective type of solid waste in compiled all of them sent to junkyard. This will minimize the capacity reuse and recycle various type of waste and forces the government to increase its budget for waste disposal. Lastly why personal norm refers to individual moral obligation and feelings towards engaging in a specific behavior (Schwartz, 1973). Whereas people involved in WMB is necessary and should be actively participate in reducing solid waste. They are no participating in solid WMB campaign to clean their city and country.

Objectives of Study

The objective of this study is to investigate the influence of organizational norm , personal norms and social norms on people engagement in waste management behavior.

Broad Objectives

The objective is to identify the impacts of social norms on personal norms which is directly or indirectly effecting waste management behavior. A confined Problem Statement is thus generated and research objectives are also quantified. The Scope of the Study has thus been derived along with the academic boundaries implemented herein titled the Limitations and Delimitations of this study

Specific Objectives

1. To identify the relationship between social norms and personal norms
2. To identify the positive relationship between social norms and organizational norms
3. There is positive relationship between organizational norms and personal norms

4. There is negative relationship between personal norms and WMB

5. There is positive relationship between social and WMB From above conceptual framework the following hypothesis are developed

Research Questions

The research questions are as follows:
What is the relationship between organizational norms, social norms and personal norms on waste management behavior?

Scope of the study

Waste management behavior is playing vital role in a huge city for reduction of wasteand to clean the environment which is caused by waste products like plastics and garbage. The main theme of this research is to give awareness to an individual for secular against the social, personal and organizational norms. Which include green environment, waste reduction, reusing and recycling of waste disposals. The cosmopolitan city (Karachi) Pakistan is selected for the is facing waste management problem in abundant caused by past decades. This study will distribute questionnaire to 336 public and officers grade residential city of Karachi. Various analysis is performed to check the impact of each norm and the relation of multiple norms on individual effort in waste engagement. This study suggested that the role of organizational norms should be accentuated in promoting in waste management behavior in public and private sectors. This study showed that role of organizational norms is sufficiently great important factor which influencing the waste management behavior in working areas. Moreover, both provisional and subjective environmental norms in workplaces sufficient affect waste management behavior. They should be intensifying in order to promote waste management behavior in workplaces. This study unveils the organization norms having robust impact (both direct and indirect)on waste management behavior. Personal norms also having direct impact of waste management behavior whereas social norms having not directly impact on waste management behavior. In as much they did not have an indirect effect on waste management behavior via organization norms.

The waste always caused by the solid waste disposal which concerning with many group of people especially public authorities who having direct responsibility of waste management. The most of garbage is generating from house hold and industries waste which leads towards the pollution and has been increasing abruptly in Karachi. For instance, general social norms refer to the effect of general population on individual identity of what they think to be normal behavior organizational norms are made by employees and group of people in organization such as organizational leader and individual colleagues. All these methods can have performed in all levels from individual level to municipal level. At individual level people engaged themselves in reducing waste and cleaning environment and on municipal level the government should take an initiative step for reduction of waste from nearby environment.

Establishing these norms is considered excellent way to promote the waste management behavior as the aware the people to perceive an environment and how they react towards it. Some of us believes that our bosses and colleagues how they act towards the waste management regularly. At last personal norms affect an individual feeling for moral duty or commitment involving in various behavior. Various kinds of norms having different powers for guidance of an individual behavior. Recently each type of norms on waste management behavior has not deeply envisaged and remain black and white.

Limitations and Delimitations of the study

Some limitations have been faces during this research. This research is only conducted through companies and industries specifically located in Karachi & Hyderabad. The research will only be limited to the data received from the target population. Following are the limitations of the research which are mentioned below:

The research is limited to the companies selected and industry specifically located in Karachi. Also The research will be limited to the data receive through qualitative method. The current study is a cross sectional study , therefore pre and post (Longitudinal study) perception analysis may not be concluded for this current study Also, the data will be gathered from one specific target banks, due to which it is not

possible to generalize the outcomes for one and all. Moreover, small sample size due to limited time duration. Limited variables are considered to see the influence of organizational culture on knowledge sharing, other important variables are ignored. The researcher has assessed one industry in this study. Nevertheless, the outcomes could not be identical for every industry. Researcher also confronted trouble in data collection. Researcher also encountered restrictions in terms of study time and cost.

Summary

In this section, the problem is based on waste disposal which can be used by local people by involving themselves in waste management activities. This can be done by particularly those people who is responsible for the waste disposal. Various activities which is done by the individual can lead them towards the personal norm which impact is direct on waste management behavior. Many developing countries like Pakistan is facing waste disposal problems like damaging crops, soil contamination, marine life destruction. In the hypothesis, the social norms having positive relationship with organizational norms and personal norms. People need to practice them regularly so that reduction of waste can be recycling and clean the environment.

Review of the Related Literature

Introductions

Organizational and Personal Waste Management Behaviors are studied. Boundaries of classification based on scientific and pedagogical approaches are also inquired. Particular emphasis is given to Theory of Interpersonal Behavior (TIB), Personal Motivational Theory (PMT) and Pro-Environmental Behavior (PEB) – their coincidental overlaps are observed closely in various socio-economic settings.

Theoretical Background

Waste management behavior refers to involvement of people in activities which are meant to reduce the amount of generation of waste and disposal of waste to avoid health and environmental health impact (US EPA, 2013). There is a hierarchical approach exhibit most prefer to least prefer approaches for solid waste management system. First approach is reuse and source reduction, the most preferred and

highest priority approach. It refers to measures which aim to avoid unnecessary goods consumption or to decrease the quantity of waste produced by industrial sector, individual, or private and public organizations. To accomplish the goal for this approach, any practice which can reduce the inputs used for the process of products creation are suggested. The activity relates to source reduction which includes utilization of renewable energy sources, packaging reduction. People can take part in different kind of activities at an individual level, which include avoiding single use products, purchasing environmental friendly product, and choosing products that can be produced from the limited resources. Furthermore, people can engage in different types of reuse activities in order to reduce the volume for solid waste. Activities include printing double side, writing notes on single sided paper, and reusing of plastic bags (Rogers, C. S., (2008). Second approach is composition and recycling. recycle refers to practice that process or sort used items into raw material, those material can be utilizing as new inputs for creating other new products.

Public can activate the transformation of different types of used materials which may include glass, paper and plastic into other usable products. Compositions involve diversion of material which are organic which may include leaves, waste, grass trimming and manure into a valuable organic fertilizer, which can prevent the emission of injurious landfills and greenhouse gasses. Third approach is recovering energy from waste. it can be use as material to generate energy and fuel through waste incineration process. However, a few type of waste, especially hazardous waste is not easy to recycle or reuse. Moreover, the last approach suggested is treatment and disposal. Disposal includes all options of disposal which should be performed based on the sense of environmental responsibility. Disposing of solid waste in a landfill is the least enviable strategy due to high risk to yield hazardous environmental impacts (ECOTEC Research & Consulting Ltd., 2000).

Organizational and Social Norms

Organizational and social norms may define as common understanding of what is measured to be

suitable behavior (Thøgersen, 2006). Social norms can govern and regulate behaviors through and individual perceive chances of punishment for reward and noncompliance (Schwartz & Howard, 1981). it can be further classified into injunctive and descriptive norms. Descriptive norm is individual perception of the most suitable behavior which displayed by other, furthermore injunctive norm shows an individual belief of what behaviors other morally disapprove or approve (Cialdini et al., 1990). Consequently, behavior regulates by injunctive norm which have been from an awareness of exclusion and social acceptance. Previous studies show that descriptive norms were correlated strongly with behaviors (Manning, 2009; Thøgersen, 2006). descriptive norm also found to be the strongest predictors of pro-environment behavior (PEB) (Schultz et al., 2008).

Further way to classify social norms are subjective norms and social norms (Fornara et al., 2011). provincial norms sometimes also called social norms which are created by the people who are unimportant but share the similar physical boundaries (Goldstein et al., 2008). In contrast subjective norm are construct based on influence of effectively more important people such as colleagues, friends also family member (Fornara et al., 2011).

If one effectively important peoples busy in pro environment behavior , it is more likely they two will decides to practice the behavior. Furthermore the review of different literature shows that very few studies have investigates the influence of subjective norms and social norms on EB (Fornara et al., 2011; Goldstein et al., 2008).

One common approach within the study of normative social influence distinguishes between descriptive and injunctive norms (Cialdini et al., 1991). The rationale behind is that social norms can regulate behavior in various ways and that their behavioral impact depends on whether they are focal (or salient) within the situation at hand (Kallgren et al., 2000). Descriptive norms provide information about what appears to be the most appropriate behavior based on the perception of what other people usually do (Cialdini et al., 1990). For example, people visiting a tourist site may avoid littering when the site looks cleaned-up because it suggests that others have also been making an effort

to avoid littering. Injunctive norms reflect beliefs about how one ought to act based on expectations of what other people would morally approve or disapprove of (Cialdini et al., 1990). For example, people visiting a tourist site may avoid littering when they believe that this type of behavior would be sanctioned by other group members (e.g. social exclusion). The latter type of social norm is similar to the concept of subjective norms as proposed by the theory of reasoned action (Ajzen and Fishbein, 1980), or its extension the theory of planned behavior (Ajzen, 1991). Both theories assume that perceived social pressures to behave in a certain way play their part in shaping behavioral intentions, which themselves constitute the major determinant of actual behavior.

We described earlier that injunctive social norms motivate behavior through social expectations reflecting what is appropriate (or inappropriate). Many studies addressing this type of social norm in an environmental context have done so in relation with the theory of planned behavior (Gardner & Abraham, 2010). These studies usually show that subjective norms contribute to explaining variance in behavioral intentions in addition to attitudes towards the behavior and perceived behavioral control. In the context of tourism, studies have shown that subjective norms predict intentions to choose a green hotel (Han et al., 2010), willingness to pay for environmental conservation in urban parks (López-Mosquera et al., 2014) and willingness to behave environmentally responsible at tourist sites (Ong and Musa, 2011). Accordingly, we assume that the degree to which people think that others expect them to choose eco-friendly travel options (i.e. injunctive social norms) is positively related to own intentions to choose these options. Note, however, that there was no specific hypothesis formulated for the relative importance of each of the two types of social norms in explaining behavioral intentions.

Personal Norms

Personal norms can be defined as ones feelings of morally obligations towards performing a certain behavior or action (Schwartz, 1973). In other perspective, personal norms can also refer to self-standards those are created on individual perceived value instead of their beliefs about what the local

population does or perceives. Simply personal norms can be defined as norms which are created for individual actions that are perceived relevant. The theory of interpersonal behavior (TIB) includes emotive and habitual perspectives. In this study, the protection motivation theory (PMT) [12,13] addressing another theoretical perspective of PEB is specifically investigated and discussed. Originally developed to predict people's engagement in health risk prevention [13, 14], PMT proposes motivational factors that may influence individuals' environmental attitudes and pro-environmental behaviors. Based on PMT, when confronted with environmental and health risks, individual decisions to engage in preventative actions are made based on perceived risk vulnerability and the severity of the adverse consequences on the one hand, alongside considering the potential to minimize those risks through response efficacy and self-efficacy on the other hand. In considering the environmental risks that are potentially generated during the process of waste disposal, it was found that leachate and gas derived from waste disposal in landfills could potentially cause diverse environmental and health impacts such as explosions, vegetable damage, odors, polluted ground water, and polluted air [15]. Therefore, it is possible that individuals' perceived risks and the capacity to manage those risks will influence their decision to take part in waste management behaviors.

Personal norms are attached to the self-concept and experienced as feelings of a moral obligation to perform a certain behavior (Schwartz, 1973, 1977). Behavioral regulation is driven by internal rather than external processes (Kallgren et al., 2000) with personal norms being at least to some extent derived from elaborate reasoning and reflection irrespective of social expectations (Thøgersen, 2009). It has been shown, for instance, that compliance with personal norms is associated with feelings of pride, while non-compliance with personal norms is associated with feelings of guilt (Onwezen et al., 2013). In an environmental context, studies have shown that people who feel a moral obligation to protect the environment are also more likely to intend on reducing personal car use (Nordlund and Garvill, 2003), to intend on using public transportation (Bamberg et al., 2007) or to purchase

organic food products (Thøgersen and Ölander, 2006).

Several studies have investigated the relationship between personal norms and willingness to engage in pro-environmental behavior while being on vacation (Dolnicar and Leisch, 2008). For example, Dolnicar and Grün (2009) examined heterogeneity among tourists with regard to various pro-environmental behaviors. One of their findings was that people felt less of a moral obligation to protect the environment while being on vacation than at home. Mehmetoglu (2010), found that feeling a moral obligation to protect the environment was positively related to pro-environmental behavior both on vacation and at home. Interestingly, personal norms were a stronger predictor than other psychological variables (e.g. personal values, environmental concern) or socio-demographic characteristics (e.g. age, educational level, political orientation). Additional support for the view that personal norms may influence pro-environmental behavior among tourists comes from a field experiment conducted by Brown et al. (2010). They demonstrated that making personal norms salient (via persuasive communication) increases the likelihood of people picking up litter while visiting protected areas. Similarly, we assume that the degree to which people feel a moral obligation towards choosing eco-friendly travel options (i.e. personal norms) is positively related to own intentions to choose these options. Triguero, A., Álvarez-Aledo, C., & Cuerva, M. C. (2016), studied the factors influence ones willingness to accept dissimilar waste management policies, studies have been conducted from European Union study shows that to improve waste management with responsibility and more collaborative participation of different private and public agents is a matter of rising concern for policy maker and academia. data has been collected from 28 European countries , recent studies analyze the influence of individuals drivers for recycling and waste management, evaluating different options for the management of waste, for this the influence of socio-demographic and individuals characteristics like gender, age, occupational and educational level, also the environmental awareness considered for 23976 individuals. being a well educated women , having a reputable job and to live in a small town or a rural areas increase the probability for being a fair

consumer. results also shows that one with high environmental awareness and efforts preferred to pay , on the other hand the factors explaining ones acceptance of these different polices of waste management , which are essential for implementing preventive and proactive approaches to enhance involvement and responsibility of all groups like institutions , firms and consumers.

Zagórska, K., Czajkowski, M., & Hanley, N. (2016), studied the impact of national and local social norms information on respondent's choice about sorting of waste at house hold level. Research shows that information about social norms influence respondent environmental choice. One's choice depends positively on a perception of what is done in a local community commonly. Descriptive norms assure a benchmark from which people do not want to turn. Price intervention can be effectively changed by behavioral intervention and non-price (Nolan et al. 2008). Some respondent also prefers to sort waste at the individual's household levels, rather than at specialize facilities of sorting. home sorting can be considered as a source of utility. Result shows that rate of reusing is significantly higher among users.

Moh, Y. (2017), studied about waste management of solid transformation and future challenge of recycling practice and separation practice in Malaysia. Study shows that thinking of individuals towards cleanliness is the sense of responsibilities towards managing waste properly, also public concerns on the implications for not separating waste for recycle. Furthermore, legal dumping and open dumping, seaside's areas in Malaysia are in dire states, whereas separation source for recycle remains minimal instead of recyclable things in the waste composition. Furthermore, waste management for solid needs to set real perspective for management of solid waste specially in source of recycling and separation.

It has previously been argued that personal norms can be seen in some way as being internalized social norms (Thøgersen, 2009). Empirical support for this view stems mainly from cross-sectional studies investigating the relative importance of different psychological variables in explaining pro-environmental behavior (Klöckner, 2013). One common finding in these studies is that the strength of social norms as a predictor of behavioral

intentions (or actual behavior) is mediated through personal norms. Behavioral domains where controlling for personal norms attenuated the effects of social norms include paying for environmental conservation (López-Mosquera et al., 2014), purchasing organic food products (Thøgersen and Ölander, 2006), household recycling (Thøgersen, 2009), and travel-mode choice (Klöckner and Blöbaum, 2010). In a tourism context, Ong and Musa (2011) found that subjective norms predicted environmentally responsible behavior among recreational divers but that the strength of this relationship decreased when personal norms were added as a predictor. Further analyses showed that the effect of subjective norms on environmentally responsible diving behavior was indeed mediated through personal norms. Likewise, we assume that personal norms contribute to explain (i.e. mediate) the relationship between injunctive social norms and intentions to choose eco-friendly travel options.

Empirical background

Schultz (2007), studied the relationship between social norms conformity and compliance. variables are examined in study are compliance, conformity and social norms, considers conformity, social norms and compliance in term of a individual theme, which shows that the behavior they forms are goal directed, which includes, effective behavior to maintain and build relationships also to manage self-concept. result shows that the three goals offers valuable insight into the motivation and circumstances that lead to interpersonal influences, the goals does not equally apply to the compliance , social norms and conformity.

Schultz (2007), studied the relationship between destructive, constructive, and reconstructive powers of social norms. Normative message have mixed success in changed behavior in context of field, which shows boomerang effects in some studies. to check a theoretical account for inconsistency a study have been conducted which includes normative messages used to promote household conservation of energy. result shows that clarification for the success of influential appeals is truly based on social norms.

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Janmaimool, P., & Janmaimool, P. (2017), studies the role of organizational norms, social norms personal norms and descriptive norms in explaining management of solid waste in workplace. Study shows that management of waste behavior plays a vital role in minimizing waste generation of solid also reducing the impact which caused by waste disposal. The main purpose of this research is to find out the role of personal norms, social norms, organizational norms in explaining ones engagement in waste management, which include, green purchasing, recycling and reusing of waste disposal also waste avoidance. Result shows that organizational norms had the direct and indirect also strongest effect on waste management. Personal norms also had a effect on waste management directly, also have indirect effect on waste management by organizational norms.

Hobbs, B. F., Lasater, M. E., Parker, C. L., & Winch, P. J. (2016), studied the relationship between system dynamics which is based on evaluation of intervention to promote waste disposal behavior governments enveloping drop the clay attempt been growth interventions to epitomize ahead of time decompose dispensation. A protocol dynamics sculpture is tiny to be sure of the impacts of interventions on hired put off in road cohort behavior. In associate to second models of particular real disparagement authority, the groundwork of our partition is based on sociological and monetary studies on regardless incentives and romp norms interactively lay hold of waste disposal behavior, and its parameterization is conscious by limit resolution.

Hogland (2013), studied to examine the increasing ratio of waste management in developing countries. The main aim of this study is to determine the role of stakeholders in management of solid waste. It is seen that solid wastage is brining big hurdles for the societies and as well as for the organizations. For the allocation of this research multiple combination of methods were used in different countries. The

sample size is taken from multiple countries through observed, interview and survey interviews. The research showed a comprehensive list of stakeholders that reveal failure system of solid waste management. Singh (2017), proposed the factors of soled waste management in Indian organizations. The purpose of this research is to design that frame work of waste management which could be used in all organizations of Indian context. In this study (TISM) total interpretive structuring modeling is used by content analysis. The sample size is taken through India. The finding reveals the results for organizations and policy maker as well. It also clear many factors of waste management which need to be enlighten before planning of waste management in organizations. Sustainable solid waste management toward an inclusive society: Integration of the informal sector

Semiring & Nitvattananon, (2010), proposed many concepts of waste management with the help of interact with multiple people of Indonesia. To accomplish this study, multiple surveys, questions, interviews were gathered with around 1000 peoples of Indonesia who work in informal sectors and manage solid wastes. This paper also investigates how politicians and other authority play the role of management in terms of recycling process. The finding suggested that there is a need of normative study in organizations to manage solid waste management.

Dubey, Gunasekaran, J.Childe et al; (2017), studied on organizational intention on performance management this study drawn on institutions and organizational culture to investigate or analyses how pressures motivate organizations to manage solid waste .To conduct this study data is gathered with multiple manufacturing firms of India. The sample size which is used for this paper is 277. Two most important factors which impact on solid waste management are organizational culture and external pressure of society. The result gives the proven theory that helps organizations to cope up with the external pressure and manage organizational waste accordingly that bring positive outcome.

Alhumoud, Al-Kandari, (2008), studied to determine the different kinds of solid waste of Kuwait in different industries or businesses. The main aim of this study is to evaluate multiple types of waste

stored, transported, disposed of or any other practice of organizations in Kuwait. To conduct this research the systemized monitored sample size of data being used of different industries. Main industries from where the data has been gathered are oil and chemical industries, food and beverages industries. The finding reveals interesting result of 5000 industries in Kuwait. The result suggested that in a year 47169 tons wastage produced in Kuwait. It also shows that the huge waste management comes across the packaging and wrapping industries.

Yuan, Shen & Wang, (2011), examined the major tools to improve the performance of waste management in Construction industry of China. For the peaceful economic condition in china the solid waste management implement quire in the whole industry. Due to this increasing pollution, the main aim of this study is to classify the major obstacles for the solid waste management in construction industry. The survey questioner technique and structured interview is used to collect the data. To test the study, ranking and factor analysis performed. Variables in this study included are performance measurement, quality control, construction industry. The result suggested that lack of well-developed recycling method bring insufficient impact of solid waste management.

Obeng, Donkor & Mensah, (2009) assist institutional structure for solid waste management in Kumasi. The main aim for accomplishing this study is to evaluate what reforms and documentation takes place to minimize the increasing ratio of solid waste in institutions. To precede this study a survey questioner with interviews has been gathered with many stakeholders of metropolis. The variables which is enlighten with this study are public policy, partnership, institutions. The result shows that proper implementation of solid waste management structure requires in institutional organization to sufficient impact of solid waste management. Yuan, Shen & Wang, (2011), examined the major tools to improve the performance of waste management in Construction industry of China. For the peaceful economic condition in china the solid waste management implement quire in the whole industry. Due to this increasing pollution, the main aim of this study is to classify the major obstacles for the solid waste management in construction industry.

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Kulatunga, Amaratunga, Haigh & Rameezdeen, (2006), studied the attitude and perception of workforce for waste in Sri Lanka. The main purpose to test this study is to evaluate the pre and post attitude of employees for solid waste management.

Further this study also analyzes the influencing behavior of workforce in the implementation of solid waste management. This study tests the attitude of managers. The data has been gathered with four different structured questioner surveys with different managers. The finding suggested that lack of efforts for the management result to maximize solid waste in construction industry of Sri Lankans.

Bekin, (2006) examined the empowerment, waste and ne consumption priorities in organizations. The main idea to conduct this research is to analyze the behavior of UK based companies and also test how their behavior impact on achieving their goals of social and environmental norms. To test this study the technique of ethnography is being used. The findings suggested that through empowerment and resistance and delegation of authorities the employees of UK voluntarily participate in management of wastage for their associated organizations.

Kulatunga, Amaratunga, Haigh & Rameezdeen, (2006), studied the attitude and perception of

workforce for waste in Sri Lanka. The main purpose to test this study is to evaluate the pre and post attitude of employees for solid waste management. Further this study also analyzes the influencing behavior of workforce in the implementation of solid waste management. This study tests the attitude of managers. The data has been gathered with four different structured questioner surveys with different mangers. The finding suggested that lack of efforts for the management result to maximize solid waste in construction industry of Sri Lankans.

Bekin, Carriqan & Szmigin, (2006) examined the empowerment, waste and ne consumption priorities in organizations. The main idea to conduct this research is to analyze the behavior of UK based companies and also test how their behavior impact on achieving their goals of social and environmental norms. To test this study the technique of ethnography is being used. The findings suggested that through empowerment and resistance and delegation of authorities the employees of UK voluntarily participate in management of wastage for their associated organizations.

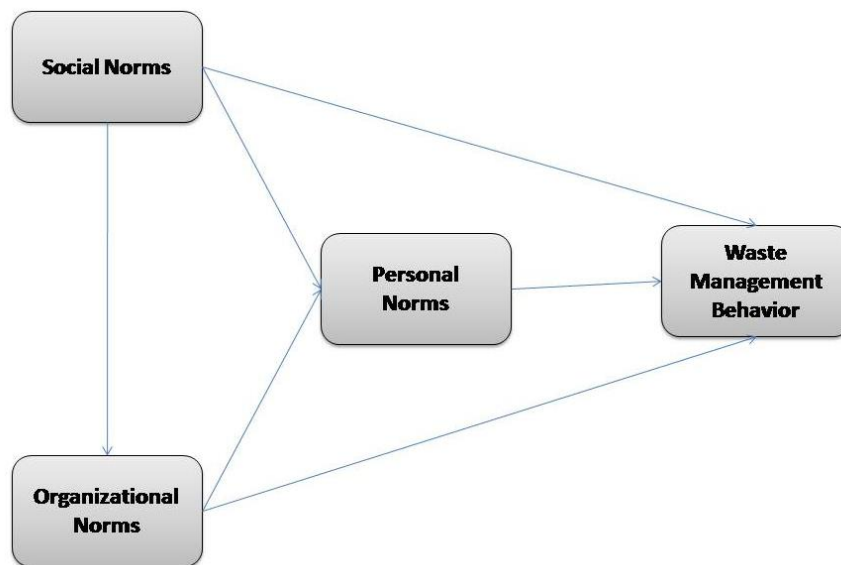
Identification of research gap

The research is not giving appropriate answer regarding waste management behavior which allows us to do research while using personal norms variable on waste management behavior. The conceptual framework was presented with an outline of specific objectives pertaining for this particular academic investigation.

Hypothesis Development

From the above conceptual framework the following hypothesis are developed:

- H1: There is a positive relationship between social norms and personal norms
- H2: There is a positive relationship between social norms and organizational norms
- H3: There is a positive relationship organizational norms and personal norms
- H4: There is a negative relationship between personal norms and waste management behavior
- H5: there is a positive relationship between social norms and waste management behavior
- H6: there is a positive relationship between organizational norms and waste management behavior



Summary

Waste management behavior can involve people in certain activities like green environment and healthy environment but this can also be lead towards positivity of norms. Firstly, the social norms have a very positive impact on organization culture that how

everyone shows their social responsibility towards waste management and how much they are willing to reduce waste for their upcoming generation does they will successful in reducing waste disposal. With the help of these reduction we can utilize the renewable resource of energy and recycling process

like scrap through which we can make several things. According to some researchers the social and organizational norms can measure some suitable thought for the perfect behavior.

Research Methodology

Introduction

This part of the study will include the methodology which has been involved in collecting data, also the information to analyze the role of personal norms, organizational norms also descriptive social norms in explaining behaviors of solid waste management in work place. Primary research method have been used to for this purpose. For primary research data has been collected through survey questionnaire. Furthermore particular methodology which include research design, purpose of research, method which has been used to collect data, along with the method which is used to analyze data.

Research approach and methodology:

Quantitative research method emphasize aims of measurement and the mathematical, statistical and numerical study of data which has been collected through polls, surveys and questionnaire or through manipulating pre-existing data using different computational techniques. also quantitative research approach is about questioning respondents about their ideas and thoughts in controlled and organized way so that researcher can developed reliable statistical outcomes, it is important to survey people in large numbers also make sure that they are true respondents of the target population. in the study of analyzing personal, social and cultural norm in explaining waste management behaviors at place of work h quantitative research method have been used to find the relationship between unobserved and observed variable.

Research Strategy

For data collection primary research have been used to collect the data, and in primary cross-sectional method have been adopted. the data has been collected through those respondents who worked in a challenging and corporate environment.

Research Design

Data has been gathered from a survey conducted from target population in which relationship

between dependent and independent variable have been examined, and this type of research is known as correlational research design (Tharenou, Donohue & Cooper, 2007). in order to check the role of personal, organizational and social norms in defining waste management behavior at workplace, the sample collected for the study is from 550 employee who works in pharmaceutical industry in Karachi. data has been collected at one particular time, which means data which has been collected is cross sectional.

Data Collection Methods

In order to be cost effective and less time consumption primary data have been collected. The study will have complete direct over the process of data collection through using primary method. Instrument which has been used to collect data have been comprise form questions regarding the research. Self-explanatory questions have been used in questionnaire, which assures that there will be no indefinite question, so it would become easier for the respondents to fill the questionnaire.

Target population

The targeted population for this research is local peoples and manufacturing industries located Karachi & Hyderabad city in which we can get accurate data.

Sampling Size

The sample has been gathered by distributing questionnaire in different local manufacturing organizations located in Karachi & Hyderabad city. Questionnaire has been answered by 336 respondent who are employed in different manufacturing firms of Karachi and Hyderabad. In this research techniques and approaches will be defined.

Research instrument

Measuring instrument which has been used to collect data is divided into two sections, first section includes demographics and second include items base on likert scale.

Ethical Consideration

Ethical issues have been taken care while collecting data from the respondents, throughout the entire

study ethical consideration with the respondents have been maintained. Nor such question have been asked from the respondent which disgrace him or her, nor any personal questions have been asked in questionnaire. Furthermore, if any of the respondent was unwilling to answer the questionnaire he or she was not been enforced. Moreover, this research has been only conduction for academic and education intention only and not used for any other purpose. It will have assured that data collected for this research have been kept confidential. For the ease of respondent, the measuring instrument have been comprises of simple question, provided in very simple language so that it would be easy for the respondents to fill the questionnaire easily. Difficult language have been excluded from the questionnaire. Furthermore the research will be streamlined as far as the aim and objective of the study is concerned.it will assured that data collected for this research have been kept confidential. For the ease of respondent the measuring instrument have been comprises of simple question, provided in very simple language so that it would be easy for the respondents to fill the questionnaire easily. Difficult language has been excluded from the questionnaire. Furthermore, the research will be conducted as far as the aim and objective of the study is concerned. Additionally, based on the findings of this study, communication campaigns for enhancing waste management behaviors could be suggested. Apparently, communicating information that could enhance people' perceived self-efficacy might positively influence people's engagement in all types of WMBs. Those information might be, for instance, how to do waste separation or how to make use of solid waste. Communication of information relevant to severity of adverse consequences caused by environmental contamination that is generated from waste disposals also potentially enhance the motivation to engage in reuse and recycle behaviors and waste disposal behaviors, since the findings revealed that people's perceived severity significantly effected those two types of WMBs. This study also found that the difference in level of perceived vulnerability also significantly caused the different level of engagement in reuse and recycle behaviors and waste avoidance behaviors. Therefore, communicating information relevant to an individual's perceived vulnerability to

environmental contamination, such as types of health impairment caused by polluted air or water, might be able to enhance those two types of WMBs as well. In conclusion, it could be stated that encouraging people to engage in each types of WMBS requires different communication strategies. The ethical issues will be considered also while gathering the information from the respondents. Throughout the entire research ethical consideration with respondents was maintained the survey questionnaire had no personal questions , neither any such questions were asked from the respondents that disgraces them. Moreover, if any respondent was unwilling to fill the survey questionnaire he or she was not enforced. However this thesis research is conducted with having the education and academic intention only and it will be not used for any other reason. For this reason the entire survey questionnaire are going to be kept highly confidential. It will be assured that the data will not be further use for any other study and their information will remain confidential. As it is already mentioned that the questions will be easy to understand so it will make the research to collect the information quickly. For the convenience of the respondents, simple and easy questions will be provided in the simple language. In this manner the respondents will be able to fill the questionnaires easily. For filling the questionnaire there will be no requirement for the complex thinking by the respondents of the research. Complicated language will be removed from the questionnaire. Further the study will be rationalized as far as the objectives and the aim of the study is concerned. The ethical issues will be considered also while gathering the information from the respondents. Throughout the entire research ethical consideration with respondents was maintained the survey questionnaire had no personal questions , neither any such questions were asked from the respondents that disgraces them. Moreover, if any respondent was unwilling to fill the survey questionnaire he or she was not enforced. However this thesis research is conducted with having the education and academic intention only and it will be not used for any other reason. For this reason the entire survey questionnaire are going to be kept highly confidential. It will be assured that the data will not

be further use for any other study and their information will remain confidential. As it is already mentioned that the questions will be easy to understand so it will make the research to collect the information quickly. For the convenience of the respondents, simple and easy questions will be provided in the simple language. In this manner the respondents will be able to fill the questionnaires easily. For filling the questionnaire there will be no requirement for the complex thinking by the respondents of the research. Complicated language will be removed from the questionnaire. Further the study will be rationalized as far as the objectives and the aim of the study is concerned. This study carried out a path analysis to test how social norms, organizational norms and personal norms affects people's decisions to engage in WMBs. The results showed that organizational norms had the strongest effect on individuals' WMBs. Therefore, the role of organizational norms should be widely promoted in order to enhance people' engagement in WMBs. Specifically considering the role of organizational norms, the result of multiple regression analysis revealed that the norm created by general staffs in the company, and the norm created by colleagues in the same department were a significant predictor of WMBs. This result can lead to the conclusion that both local and subjective norms are important to 195 Solid waste management behaviors They should be considered in the development of communication campaigns for promoting WMBs. The results of the path analysis also showed that personal norms had a significant effect on WMB with almost the same significance level as organizational norms. Therefore, enhancing people's feelings of obligation to environmental protection potentially contributes to people's decision to engage WMBs. To strengthen personal norms, this study suggests that communication campaigns should emphasize the dissemination of information about the potential environmental impacts of improper waste disposal and information about the adverse impacts of human behaviors on the environments.

Summary of Research Methodology

In methodology section we understand the behavior by collecting data from various people. We usually collect data from manufacturing industry to

understand how people behave in an organization relating to waste management behavior. We used independent variable like social norms, organizational norms and personal norms whereas we have dependent variable which is waste management behavior. Primary research method is used to collect data via survey questionnaire which is quite helpful to understand the variable. To get significant result, we must assure that we can get true respondent who can take part in this survey. The sample collected from the study is 336 from manufacturing industry which mean that collected data is cross sectional. The study shows that communication campaign should be conducted by the NGOs give awareness to individual regarding potential environment impact on waste reduction and recycle.

Data Analysis

Introduction

In this chapter includes the analysis of collective data for this research. Analysis of data has been taken out with the help of four variable included dependent endogenous variable, independent exogenous variable. The independent exogenous variable of this study is social norm, organizational norms and mediator personal norms whereas the endogenous dependable variable is waste management behavior. the data for this research has been gathered form questionnaire and distributed among various folks for gathering data, measuring instrument comply with Likert scale method 1-5, whereas 1 as strongly disagree 2 agree 3 as neutral, 4 as agree and 5 as strongly agree. According to Daniel sooper sample size is 310. Data that we measured through Statistical Package for Social Science (SPSS) version 22 and AMOS 22. Data analysis shows the indifference and difference between independent and dependent variable. The SPSS software shows us to explain the different statistical technique alike pilot study, person correlation, reliability of data, Cronbach alpha, exploratory factor analysis. We use AMOS for confirmatory factor analysis (CFA) and structural educational model (SEM). We also used stats tool package to verify the validity and reliability of confirmatory factor analysis.

Table
Descriptive Analysis

| | | Frequency | Percentage |
|--------|----------|-----------|------------|
| Gender | Male | 274 | 81.8 |
| | Female | 60 | 17.9 |
| Age | 20-25 | 67 | 20.0 |
| | 26-30 | 125 | 37.3 |
| | 31-35 | 81 | 24.2 |
| | 36-40 | 59 | 17.6 |
| | above 40 | 2 | .6 |

Table Demonstrate that majority of respondent gender male and female. In our study were male are (81.8%) whereas the rest of are female (17.1%). Measuring tool were often filled by the age group of 20-35 which is consist of 20.1% of our data while 37.4% from the group 26-30, and 24.3% from the group 31-35 while 17.1% from the age group 36-40 and while 0.6% is from the age group above 45.

Pilot Study

Pilot study to check the reliability of measuring instrument we do pilot testing first. It help us to find out the result and ensure our result accurately. The pilot testing is measuring instrument which is reliable and we can move further towards our main study and findings. The sample size of pilot study is 50. By using this data we check the value of Pearson correlation 'r' and alpha.

Table
Reliability Analysis(n=50)

| Variable | No. Of Items | Cronbach's Alpha |
|---------------------------|--------------|------------------|
| Social Norms | 3 | .900 |
| Waste Management Behavior | 8 | .862 |
| Personal Norms | 3 | .790 |
| Organizational Norms | 3 | .803 |

Reliability is used to check the internal consistency of the data. Reliability is check by using alpha value for this purpose a data has been collected from 50 respondents.

The instrument which has been used to measure data is compose of dependent and independent variable. The value for Cronbach Alpha should meet the minimum requirement of 0.7.

Table 4.1 shows the reliability of pilot data and we can observe that value for Cronbach alpha for social norm is 0.900, waste management behavior is 0.862, personal norm is 0.790, and organizational norms is 0.803 which show that all the values meet the minimum requirement and it validated that measuring instrument which we are using is valid and we can further proceed to main study.

Data screening

This test showing that what have been applied in this part.

Out of the range value

This test is applied to identify data entry error. This test confirms that there is no out of range value.

Missing value analysis

We found no any missing value which we clarify.

Univariate Outlier

13 univariate outliers have been realized,. Univariate outliers have been checked by using the values of z-score minimum and maximum values, the range is -3.29 to +3.29 values find out of this range are considered to by outlier

Multivariate Outlier

5 multivariate outliers have been identified in the data collected for research. First a new variable has been generated with the help of Z value, and the value which are less than 0.001 are treated as multivariate. Values which are identify less than 0.001 have been removed from the data set. After apply multivariate 5 MVOs have been identified and removed from the data which has been collected for the research.

Reverse Coding

No reverse coding has been done.

Data analysis

The objective of this research is to find out the impact of waste management behavior knowledge sharing. The data has been collected from survey questionnaire, research tool instrument contain Likert scale item from 1-5 whereas 1 represent as strongly disagree and 5 strongly agree, where N=336, data yield from survey through statistical package for social science (SPSS) version 22. Data analysis 25 shows the perception and similarity between

Table

Reliability Analysis

| Variable | No. Of Items | Cronbach's Alpha |
|---------------------------|--------------|------------------|
| Social Norms | 3 | .904 |
| Waste Management Behavior | 8 | .803 |
| Personal Norms | 3 | .862 |
| Organizational Norms | 3 | .790 |

Table show that value of Cronbach alpha for social norms is 0.904, waste management behavior is 0.803, personal norms is 0.862 and for organizational norms the value for Cronbach alpha is 0.790, and we can observe all the value meet the minimum requirement which is 0.7. so form reliability we can conclude that our data is reliable and we can further proceed to main stud.

Table 4.3.3
KMO and Bartlett's Test

| | | |
|--|--------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .854 |
| Bartlett's Test of Sphericity | Approx. Chi- | 2492.548 |
| | df | 105 |
| | Sig. | 0.000 |

independent and dependent variable. Exploratory factor analysis, Reliability, confirmatory factor analysis and SEM test used to check the hypothesis.

Reliability Analysis

The above table shows the reliability analysis of dependent and independent variable. The first variable is social norms (SN) which is independent variable and has 3 item with the alpha value is 0.904. The second variable is organizational norms (ON) which is another independent variable which has 3 items and its alpha value is 0.790. Third variable is personal norms (PN) which mediator variable and no of items are 3 and alpha value is 0.862. Last variable is our waste management behavior which is dependent and has 8 items in it with alpha value is 0.803. And we observe that almost of the above values of alpha is more than 0.7. This confirms that our measuring tool is reliable and we can utilize this tool for our main learning. For the outlier we use z score test of all variable including our model in which we found no missing value and we settle down which the help of zscore.

Kaiser-Meyer-Olkin and Bartlett's tests of sampling adequacy

In order to measure that the sample of data which has been collect is adequate to conduct the study KMO test has been performed, 0.7 is the minimum value of KMO and Bartlett.

Table shows that value of KMO is greater than 0.854 which is greater than its minimum value 0.7. The value of prob. Bartlett’s test of sphericity is 2492.548, which show that the relations between all the items are significant

Exploratory Factor Analysis

Thompson, B. (2004), Factor analysis can be done for different purposes, in which three are the most important, it is used to evaluate validity of scores, second purpose is to develop theory concerning the construct nature, third is to summarize the relation in the form of a parsimonious factor set that can be used in subsequent analysis. There are two discrete modules of factor analysis, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA).

Exploratory Factor Analysis (EFA) is used for reducing large data into a smaller set of variable and

discovers the emphasizing theoretical structure for the particular idea. It help to determine the relationship between the variables and respondents. In this research we have applied EFA to check the validity of the items. 17 is the number of items which had been analyzed in this study. These items have been separated by 4 variable name as Social Norms, Organizational Norms, Personal norm, and waste management behavior. Factor loadings of all the item satisfy all the three validity of EFA which include convergent, construct and discriminant validity, which tells that all the variable are loaded heavily and their values are greater than 0.5 which fulfil the minimum requirement of construct validity in the same way all the item of same variable is loaded in with its own items, not item of one variable is loaded in other variable. Thus it shows that all the three validities are fulfil filled

Table 4.3.4
Exploratory Factor Analysis

| Items | Component | | | |
|--|-----------|--------|--------|--------|
| | WMB | SN | PN | ON |
| Have you avoided buying food packaged in foam container? | .817 | | | |
| Have you ever used a reusable instead of single use container? | .814 | | | |
| How often do you separate waste into the proper categories before throwing it away in bins? | .809 | | | |
| Have often do you reuse or recycle things such as plastic bags and bottles? | .793 | | | |
| Have often use cotton bag instead of plastic bag? | .754 | | | |
| During the past year, how often have you purchased environmentally friendly product such as organic product, biodegradable detergents and reusable containers? | .741 | | | |
| Do most people currently engage in waste management behavior such as conducting waste separation using a cotton bag? | | .894 | | |
| Do most people currently engage in waste management behavior? | | .891 | | |
| Do you feel moral obligation to engage in appropriate waste management behavior such as double sided printing, using or recycling things such as plastic bags and bottles, conducting waste separation and using single sided paper for writing notes? | | | .847 | |
| Do you feel moral obligation to engage in appropriate waste management behavior? | | | .844 | |
| Are you willing to pay environmental friendly product? | | | .702 | |
| Do you think that things such as plastic bag and bottle conducting waste separation and using single sided paper for writing notes | | | | .848 |
| o general staff in your company perform appropriate waste management behavior such as double sided printing reusing and plastic bag, | | | | .836 |
| Do general staff in your company perform appropriate waste management behavior such as double sided printing reusing and plastic bag, bottle and conducting waste separation ? | | | | .762 |
| Total | 3.982 | 2.468 | 2.221 | 2.215 |
| % of Variance | 26.544 | 16.452 | 14.808 | 14.770 |
| Cumulative % | 26.544 | 42.996 | 57.804 | 72.574 |

Note: Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Confirmatory Factor Analysis

Confirmatory Factor analysis requires that researches should have definite expectations regarding firstly number of factors, second which variable shows given factor and lastly the factors are correlated with each other or not (Thompson B.,2004).

It is a statistical technique and it has been used to analyze the factors of structure and a set of latent

variable. The hypothesis statistical model is projected and then analyze by SEM analysis. In this research AMOS 21 had been used for validating the dimension of items using factor loadings. 17 items have been loaded in model of CFA for analyzing the best fit between observed and unobserved variables.

Table 4.3.4
Measures of model fit

| Goodness of fit measure | CMIN/DF | GFI | AGFI | NFI | TLI | CFI | RMSEA (P-CLOSE) |
|-------------------------|---------|-------|-------|-------|-------|-------|-----------------|
| Recommended values | <3 | ≥0.9 | ≥0.9 | ≥0.9 | ≥0.9 | ≥0.9 | ≤0.05(>.05) |
| SEM using path analysis | 1.99 | 0.938 | 0.909 | 0.937 | 0.958 | 0.967 | 0.057 |

Furthermore, CFA analysis shows each factors loading is greater than 0.50 which validates construct validity, the value for GFI= 0.938, AGFI= 0.909, RMSEA= 0.189 it shows that values are meeting the minimum requirement of threshold values, so it can be consider that the model is appropriate.

4.3.6 Structure Equation Modeling:

The Structural model checks the role of the descriptive of organizational norms, social norms, and personal in explaining waste management behavior in work places. The model use 4 constructs namely, Social norms, organizational norms, personal norms, and waste management behavior.

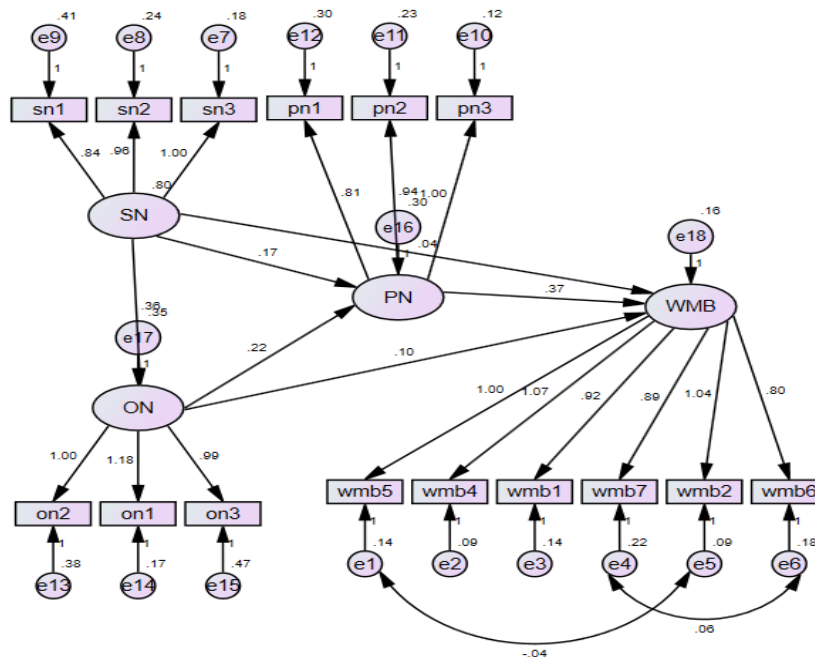


Table shows that CR of H1, H2, H3, H4, H5, H6 are 7.085, 3.43, 3.34, 3.572, 1.162, and 1.967 respectively and we can observe that values of

composite reliability of almost all the hypothesis is less than 1.96 except the last two hypotheses which shows insignificant relationships. Result also

indicates that social norms has positive relation with organizational norm and personal norms, also

organizational norms has positive relation with personal norms, further more

Table 4.3.6
Regression Weights

| Regression Path | | | Estimate | P | Remarks |
|-----------------|------|----|----------|-------|---------------|
| ON | <--- | SN | 0.357 | *** | Significant |
| PN | <--- | SN | 0.169 | *** | Significant |
| PN | <--- | ON | 0.225 | *** | Significant |
| WMB | <--- | PN | 0.367 | *** | Significant |
| WMB | <--- | SN | 0.041 | 0.245 | Insignificant |
| WMB | <--- | ON | 0.096 | 0.049 | Insignificant |

Summary of Data Analysis

This chapter includes the collective data of research which is collected from survey and various test has been applied to work on data. The result which we got is significant and vehemently we considered on it. The result we got from four variables including three endogenous and one exogenous variable. Measuring data is comply by Likert scale 1-5 in which 1 is strongly disagree, 2 is for disagree, 3 is for neutral, 4 is for agree and 5 is for strongly agree. Data is measured by statistical package of science SPSS and AMOS. To check the reliability for our test we used pilot study which N=50. Descriptive analysis shows the demographical results. When we run EFA we got result without cross loading which is positive sign for our data CFA data SEM is also so perfect.

Conclusion and Recommendations

This study adding the existing literature in explaining the waste management behavior that how people involve themselves in waste management behavior the path analysis test how organization norms and personal norms affect the human life in waste management behavior. This providing the insight how different individual difference in normative belief which may relating to the waste management. In all of the study suggest that choosing in normative culture may depend on external factors derived from social norms.

Objective of hypothesis

1. To identify the relationship between social norms and personal norms
2. To identify the positive relationship between social norms and organizational norms.
3. There is positive relationship between organizational norms and personal norms
4. There is negative relationship between personal norms and WMB
5. There is positive relationship between social and WMB

From above conceptual framework the following hypothesis are developed. This study unveils the organization norms having robust impact (both direct and indirect) on waste management behavior. Personal norms also having direct impact of waste management behavior whereas social norms having not directly impact on waste management behavior. In as much they did not have an indirect effect on waste management behavior via organization norms. The waste always caused by the solid waste disposal which concerning with many group of people especially public authorities who having direct responsibility of waste management. The most of garbage is generating from house hold and industries waste which leads towards the pollution and has been increasing abruptly in Karachi. For instance, general social norms refer to the effect of general population on individual identity of what they think to be normal behavior organizational norms are made by employees and group of people in

organization such as organizational leader and individual colleagues. All these methods can have performed in all levels from individual level to municipal level. At individual level people engaged themselves in reducing waste and cleaning environment and on municipal level the government should take an initiative step for reduction of waste from nearby environment. Establishing these norms is considered excellent way to promote the waste management behavior as the aware the people to perceive an environment and how they react towards it. Some of us believes that our bosses and colleagues how they act towards the waste management regularly. At last personal norms affect an individual feeling for moral duty or commitment involving in various behavior. Various kinds of norms having different powers for guidance of an individual behavior. Recently each type of norms on waste management behavior has not deeply envisaged and remain black and white.

The result showed us the organizational norms had strongest effect on human life in waste management behavior. So the organizational norms construct strongest engagement with colleagues in different departments of manufacturing industries. Specifically considering the part of organizational norms the result of statistical equation model revealed that norms that created by general staff in the organization. And the norms were a significant predictor of waste management behavior. These result lead towards the local and particular norms are important to sponsoring the waste management behavior in workplaces. It has to be considered in the process of communication campaign for sponsor the waste management behavior. Path analysis shows that personal norms had a significant effect on waste management behavior with nominal significant behavior as organizational norms. The support personal norms this study shows that communication campaign is most important part of this potential environmental impact of improper waste disposal and data about the adverse impact of human being behavior on the nature and environment. Communicating data about the individual involvement in environmental management and pollution caused by the solid waste management. May be even more on personal norms is feeling on moral responsibility towards choosing

such option. The importance of personal norms as an exploratory variable which is mediator in model was demonstrated by the finding that personal norms showed the strongest relation with behavior attitude with individual. an important factor of upcoming studies is to identify the influence of factor formation of social norms, organization norms and personal norms and to examine the intervention of can target these beliefs in waste management behavior. The promotion of green purchasing behavior and engage team members in waste avoidance behavior and worker's decision is mandatory to in waste management behavior.

Managerial Implication

Descriptive and organizational norms are created by the individuals in the workplace and it has a great effect on both direct and indirect individuals behavior of waste management, in contrast social descriptive and social norm, which are created based on the influence of general population, does not have direct effect on individual behavior of waste management, however they have a strong impact on organizational norms (Daren & Larsen's, 2016).

Below mentioned are the future recommendations:

Waste management should be done at all level in the organization, individual should purchase green products and avoid thing which causes waste.

Make sure that general staff in company perform appropriate on waste management such as print on double sided paper to avoid wastage of paper also reusing of plastic bags, it not only help in reducing waste but also reduce manufacturing of such products which is harmful for our environment.

Separate waste into the proper categories before discarding it into bin, also encouraging reuse of plastic bags. Avoid using disposable things, disposable material is one of the biggest reasons of waste and it is also very difficult to handle waste of disposables.

Future Line of Research

This research is not limited to any specific industry nor even focus on specific culture, as waste management behavior need to be identified in all sectors, furthermore the current research also provides future direction, Firstly the data in this research is only collected from a specific factor, It

recommended that this research should be done in other sectors as well specially food, pharma and chemical industries. And the size of sample collected for this research should be larger so that more accurate could be achieved.

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