

**FACTORS OF SINGLE-USE PLASTIC AVOIDANCE  
BEHAVIOUR IN BATTICALOA DISTRICT**

**SARANIYA SUTHANANTHAN**

**REG.NO: EU/IS/2018/MS/041**

**INDEX NO: MS 2101**



**FCM2935**

**Project Report  
Main Library, Eastern University, Sri Lanka**



A Dissertation submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement of the Degree of Bachelor of Commerce Honors.

**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2024**

## ABSTRACT

The growing environmental concerns associated with single-use plastic consumption have led to increased research on factors influencing plastic avoidance behavior. This study aims to examine the relationship and impact of Attitude, Environmental Awareness, Laws and Regulations, Perceived Behavioral Control, Plastic Avoidance Behavioral Intention, Plastic-Related Environmental Behavioral Concern, and Subjective Norms on Single-Use Plastic Avoidance Behavior among households in the Batticaloa District.

A quantitative research approach was employed, and primary data were collected using a structured questionnaire. The study adopted a simple random sampling technique, selecting 383 households from the Batticaloa District. The questionnaire items were measured using a five-point Likert scale. Data analysis was conducted using Pearson correlation analysis and multiple regression analysis to determine the relationships and impacts of the selected variables.

The findings revealed that Perceived Behavioral Control, Subjective Norms, and Plastic Avoidance Behavioral Intention had strong positive influences on plastic avoidance behavior. Environmental Awareness and Laws and Regulations exhibited weak to moderate relationships, while Attitude and Plastic-Related Environmental Concern also played significant roles in shaping behavior. The results indicate that individuals are more likely to avoid single-use plastics when they perceive control over their actions and receive social encouragement.

This study contributes to the existing literature by providing empirical evidence on the behavioral determinants of single-use plastic avoidance in a Sri Lankan context. The findings highlight the need for public awareness campaigns, regulatory enforcement, and community-driven interventions to promote sustainable plastic consumption behavior. Future research could explore additional moderating factors such as economic constraints and cultural influences to further enhance understanding. The insights from this study can assist policymakers, environmental organizations, and stakeholders in developing effective strategies to reduce single-use plastic consumption and encourage sustainable environmental practices.

Keywords: *Single-use plastic, avoidance Behavioral, Environmental awareness, Sustainable alternatives, Community engagement, Policy interventions*

## TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT</b> .....	<b>i</b>
<b>ABSTRACT</b> .....	<b>ii</b>
<b>TABLE OF CONTENTS</b> .....	<b>iii</b>
<b>LIST OF TABLES</b> .....	<b>viii</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>ABBREVIATIONS</b> .....	<b>xi</b>
<b>CHAPTER ONE</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the study .....	1
1.2 Problem Statement/ Research Gap.....	2
1.3 Research Question .....	4
1.4 Research Objectives.....	5
1.5 Significance of the study.....	5
1.6 Scope of the study .....	7
1.7 Chapter Organization .....	7
1.8. Chapter Summary .....	8
<b>CHAPTER TWO</b> .....	<b>9</b>
<b>LITERATURE REVIEW</b> .....	<b>9</b>
2.1 Introduction.....	9
2.2 Theoretical Framework of the Literature .....	10
2.2.1 Theory of Planned Behavior .....	10
2.3 Empirical Review of the Literature.....	11
2.3.2 Attitude (AT) .....	11
2.3.2. Environmental Awareness .....	12
2.3.3 Laws and Regulations .....	13

2.3.4 Perceived Behavior Control (PBC).....	14
2.3.5 Plastic-Related Environmental Concern (PREC) .....	14
2.3.6 Plastic Avoidance Behavioral Intention (PABI).....	15
2.3.7 Subjective Norms.....	15
2.4. Chapter Summary .....	16
<b>CHAPTER THREE .....</b>	<b>17</b>
<b>CONCEPTUALIZATION AND OPERATIONALIZATION .....</b>	<b>17</b>
3.1 Introduction.....	17
3.2 Conceptual Framework.....	17
3.3 Definitions of Variables.....	19
3.3.1 Attitude (AT) .....	19
3.3.2 Environmental Awareness (EA) .....	19
3.3.3 Laws and Regulation.....	19
3.3.4 Perceived Behavioral Control (PBC).....	19
3.3.5 Plastic Avoidance Behavioral Intention (PABI).....	20
3.3.6 Plastic Related Environmental Behavioral Concern (PREC) .....	20
3.3.7 Subjective Norm (SN).....	20
3.3.8 Single Use Plastic Avoidance Behavior (SPAB).....	20
3.3 Operationalization of the Variables .....	21
3.4 Chapter Summary .....	22
<b>CHAPTER FOUR.....</b>	<b>23</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>23</b>
4.1 Introduction.....	23
4.2 Research Design.....	23
4.2.1 Research Philosophy .....	23
4.2.2 Research Approach.....	24

4.2.3 Research Strategy.....	24
4.2.4 Methodology Choice.....	25
4.2.5 Time Horizon.....	25
4.2.6 Unit of Data Analysis.....	25
4.2.7 Research Site/ Area Section.....	26
4.3 Population and Sampling .....	26
4.3.1 Sampling Technique/Method.....	28
4.3.2 Sample Size and Sampling Framework .....	28
4.4 Method of Data Collection.....	29
4.4.1 Primary Data .....	29
4.4.2 Secondary Data .....	30
4.4.3 Research Instrument.....	30
4.4.4 Source of Measurement .....	31
4.5 Method of Data Analysis .....	33
4.5.1 Pilot Study.....	33
1.6 Method of Data Evaluation.....	35
4.6.1 Univariate Analysis.....	35
4.6.2 Bivariate Analysis.....	35
4.6.3 Multivariate Analysis.....	37
4.7 Testing Hypothesis.....	39
4.8 Data Presentation .....	39
4.8.1 Data Presentation for Personal Information.....	39
4.8.2 Data Presentation for Research Variables.....	39
4.9 Chapter Summary .....	40
<b>CHAPTER FIVE .....</b>	<b>41</b>
<b>DATA PRESENTATION AND ANALYSIS.....</b>	<b>41</b>

5.1 Introduction.....	41
5.2 Data Presentation .....	41
5.2.1 Data Presentation and Analysis for Personal Information.....	41
5.2.2 Data Presentation for Research Information.....	44
5.3 Data Analysis for Research Information.....	45
5.3.1 Data Analysis for First Objective - Univariate Analysis .....	45
5.3.2 Data Analysis for Second Objective - Bivariate Analysis .....	51
5.3.3 Data Analysis for Third Objective - Multivariate Analysis.....	53
5.4 Chapter Summary .....	57
<b>CHAPTER SIX .....</b>	<b>58</b>
<b>DISCUSSIONS.....</b>	<b>58</b>
6.1 Introduction.....	58
6.2 Discussions on Research Findings.....	58
6.2.1 Objective – One .....	58
6.2.2 Objective – Two.....	59
6.2.3 Objective – Three.....	60
6.3 Discussions with Previous Research Findings.....	62
6.4 Chapter Summary .....	64
<b>CHAPTER – 7.....</b>	<b>65</b>
<b>RECOMMENDATIONS AND CONCLUSIONS.....</b>	<b>65</b>
7.1 Introduction.....	65
7.2 Conclusions.....	65
7.3 Contributions.....	66
7.4 Recommendations.....	67
7.5 Limitations of the Study.....	68
7.6 Suggestions for Future Study.....	68

7.7 Chapter Summary .....69

**REFERENCES.....70**

**APPENDIX.....83**