

Understanding the factors that drive sustainable consumer behavior in recycling: The role of SHIFT framework and UTAUT2 theory in green technology adoption

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Abstract

This study explores how the SHIFT framework and UTAUT2 theory can be used to encourage sustainable consumer behavior in the adoption and use of green technology, specifically focusing on the Cycled smart bin for plastic bottle recycling. The research involves a case study with a sample of 246 participants and utilizes regression analysis to examine the effect of the SHIFT framework on consumers' recycling intention and the relationship between recycling intention and adoption intention of the smart bin. The study finds that habit formation is the most influential factor in promoting recycling behavior, and improving knowledge about the benefits of recycling can persuade people to engage in recycling. Additionally, the results suggest that the relationship between recycling intention and adoption intention is mediated by growth mindset. Overall, this study highlights the importance of understanding the factors that influence sustainable consumer behavior and suggests that a combination of the SHIFT framework and UTAUT2 theory can be a useful tool for promoting sustainable behavior in the adoption and use of green technology.

Keywords: *Sustainable consumer behavior, Green technology adoption, Recycling intention*