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# Understanding Hispanic Environmental Attitudes and Recycling Behaviors

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## EXECUTIVE SUMMARY

Understanding attitudes and behaviors of different cultural groups is important in a multicultural society like the US. Environmental issues have attracted the attention of researchers in the social sciences and marketing, and researchers have studied recycling issues in an effort at understanding how to impact recycling behavior. We tested (1) how past recycling behavior was impacted by concern for the environment, length of past recycling behaviors, and the inconvenience of recycling; (2) how perception of recycling effort was impacted by concern for the environment, importance of recycling, and inconvenience of recycling; and (3) how recycling behavior was impacted, length of past recycling, recycling effort, and non-availability of recycling bags. A majority of the hypotheses tested was supported; however, the importance of recycling was not a principal driver of recycling behavior. Concern for the environment was a partial driver of such efforts. The key drivers of recycling were convenience, effort, past experience, and availability of bags. This may suggest that the mechanical aspects of recycling are stronger than inherent values. Managerial and public policy implications are highlighted, along with limitations of the research that are presented in the conclusion section of the paper.

Keywords: Hispanic community, Recycling behaviors, Environmental attitudes