

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**FACTORS INFLUENCING SUSTAINABLE
CONSUMPTION AND DISPOSAL BEHAVIOR OF
SECOND-HAND MOBILE PHONE USERS**

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MBA II – 19

MBA 25TH BATCH

OCTOBER, 2022

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ACADEMIC YEAR (2019-2022)

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A Thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**Factors Influencing Sustainable Consumption and Disposal Behavior of Second-Hand Mobile Phone Users**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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ABSTRACT

The purposes of this study are to analyze the influencing factors on sustainable consumption of second-hand mobile phone users, to examine the influence of sustainable consumption on disposal behavior of second-hand mobile phone users and to investigate the moderating effect of perceived behavior control on relationship between sustainable consumption and disposal behavior of second-hand mobile phone users. The study applies both descriptive and analytical methods to achieve the objectives. Among three influencing factors of sustainable consumption which includes personal norm, social norm and environmental awareness, the survey results point out that social norm has significantly positive effect on sustainable consumption of second-hand mobile phone users. Then, the sustainable consumption has significantly positive effect on disposal behavior of second-hand mobile phone users. The study also found that perceived behavioral control has positive partial moderating effect on relationship between sustainable consumption and disposal behavior of second-hand mobile phone users. Thus, this study suggests that in order to enhance of sustainable consumption, it needs to maintain positive social norm among second-hand mobile phone users. Thus, society should encourage second-hand mobile phone users in consuming second-hand phone and they should also endorse the benefit of using it in order to enhance sustainable consumption. Moreover, in order to raise recycle disposal behavior which include philanthropic disposal behavior and economic disposal behavior, it needs to foster more sustainable consumption and more positive impact of perceived behavioral control among second-hand mobile users.

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CHAPTER 1

INTRODUCTION

In this modern world, things are designed with more innovative technology and become obsolete quickly as new things are produced with more unique features. This makes more pressure on resources like water, energy and other natural resources. And it also creates more wastes from overconsumption consequences. Moreover, some of the things which are discarded as wastes become harmful to environment. Thus, disposal behavior of consumers become critical factor not only for consumers but also for marketer to reduce the harmful effect of the environment. The disposal behavior is the last step in consumers' decision-making process and they will choose alternative in this process such as throwing away, selling, donating or exchanging (Blackwell et al., 2006). Laitala (2014) defined disposal behavior as the behavior of getting rid of something in a way of throwing as a waste or recycling and reusing as a preloved thing.

Although disposing unused things as waste cannot be hazardous for normal wastes, it needs to be discarded in sustainable ways for things like electronic wastes which can harmful to the environment. Thus, it is important to reduce the electronic wastes and to discard in pro-environmental behavior when it need to dispose as a waste. In order to reduce electronic wastes, it need to engage in sustainable consumption behavior. The studies showed that the consumers who engage in sustainable consumption are more likely to engage in pro-environmental disposing behavior.

Since sustainable consumption become critical for marketers and consumers in today's business world, it is also important to find the factors that influence consumers' sustainable consumption. Triandis (1977) asserted that behavioral intention and habits which are primarily formed by emotion and cognitive factors are significant to in a behavior outcome. Hassan et al. (2022) stated that personal norms, social norms and environmental awareness are major influencing factors in which individuals make sustainable consumption. Personal Norm is defined as an individual's desire of strong moral responsibility to engage in altruistic or pro-environmental behavior (Harland et al., 1999). It is noticeable that personal norm is examined for sustainable consumption and pro-environmental behavior. Social norm is defined as a share belief that makes people behave

in a way that is positively perceived or expected by another person or community (Deutsch & Gerard, 1955). The influence of social norm has examined in several empirical studies to analyze the significant impact in sustainable behavior of consumer in consuming products and services. Environmental awareness is defined as a person's emotional concern upon the environment which include interest, dislike and compassion toward environmental problems (Milfont et al., 2006). Environmental awareness can strongly explain the consumer pro-environmental intention and behavior in significant effect. Therefore, the effect of personal norm, social norm and environmental awareness could provide more practical information to develop sustainable consumption.

And consumers who engage in sustainable consumption can reduce unnecessary wastes by lowing producing and consuming large number of products. Thus, many environmental organizations are educating consumers to engage more in sustainable consumption. Sustainable consumption refers to the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emission of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations (Symposium, 1994). Sustainability concerns have increasingly aware by most of the organizations, businesses and consumers throughout the world nowadays. Engaging in sustainable consumption can gain long term economic growth as well as social benefit. It can also limit the negative impacts on environment while reducing resource utilization and environmental degradation. Thus, consumers are being aware of sustainable consumptions and marketers are also considering the importance of sustainable consumption.

While considering the behavior of sustainable consumption, the role of perceived behavioral control is also importance as it can support the behavior of sustainable consumption and sustainable disposal behavior. It can impact the ease or difficult to perform the behavior of sustainable consumption and disposal behavior with a great impact. The studies proved that individuals are more likely to form a behavioral intention when they perceive high control over the particular behavior (Labarbera & Ajzen, 2020). Yang et al. (2004) also proved that the greater individuals' actual control over the behavior, the more likely they will perform their intention. Thus, perceived behavioral control is also importance in studying the behavioral intention and the actual behavior. Therefore, the perceived behavioral control and sustainable consumption of consumers can have a great

impact on pro-environmental disposal behavior which can reduce the negative effect of modern electronic waste.

Among modern electronic waste which is not easily biodegradable, the digital products which include mobile phones are brought to market faster, cheaper and smarter in real time. The new features and update version of mobile phones are launching in market faster than year after year according to disruptive technology. This makes the life cycle of mobile phones shorter than before and consumers are more likely to overconsume the new version of mobile phones. But disposing obsolete mobile phone by recycling can reduce the throwaway culture of electronic waste. It can also encourage consumer to reuse the mobile phones which can lower the amount of producing new phones and reducing unnecessary consumption of mobile phones.

Therefore, the users of second-hand mobile phones are engaging in sustainable consumption with reusing purpose and their consumption pattern is helping to reduce unnecessary consumption and resource utilization. They are also encouraging consumers to recycle obsolete mobile phones instead of discarding as waste that will harm to environment. The second-hand mobile phone consumption is not only fostering sustainable consumption but also supporting effective disposal behavior. And this study will help the marketer to know the factors influencing on sustainable consumption of second-hand mobile phone users and how they dispose their obsolete mobile phones in effective behavior.

1.1 Rationale of the Study

As many consumers are still unaware of sustainable consumption, they are consuming products that are up to date with trend and the products which are quickly obsoleted are discarded. These products are discarded as waste and it became significant problems from environmental perspective. As a result of overconsuming and unreasonable disposal behaviors, there are more resource depletion, air pollutions, climate change, environmental degrading. It also banks up unnecessary wastes in landfill. Studies has shown that 13 tons of hazardous waste is discarded every second in the world and 2.12 billion tons of waste are discarded every year (The World Counts, 2022).

Currently, many people around the world are consuming high technology mobile phones and this make the life of the people easier with the aid of advanced technology. However, fierce competition in technology world makes mobile phone technology to develop faster against competitors. This encourages to launch more and more updated mobile phone version in shorter time than before. Thus, consumers become overconsuming mobile phones and discard old mobile phones faster when the updated mobile phones are launching. This overconsuming create unnecessary electronic waste and make the life cycle of mobile phones shorter and shorter. Besides, the electronic waste from overconsuming of mobile phones can release heavy metals and other toxins which can be harmful for environment. And not all the plastic used in mobile phones are not biodegradable. Thus, overconsuming mobile phones and disposing used phones as electronic waste can result negative impact for both planet and society.

Sustainable consumption can support for future development and resource efficiency. Managing consumers to engage in more sustainable consumption can reduce unnecessary waste, pollution and poverty. Sustainable consumption can beneficial for both society and environment with contributing long lasting resource capacity. It can also engage in socially responsible behavior for planet and humankind. And socially responsible consumer is described as an individual who purchase, use and discard of products based on personal desire of reducing or removing any harmful effect and improving the long-term beneficial impact on society. Over 80% of global consumers asserted that they are favorable to sustainable products and they can exchange their personal benefit for social and environment issues (Townsend,2018).

Sustainable consumer behavior includes “reduce, reuse, recycle” which also known as 3R concept. Purchasing second-hand mobile phone is also include in 3R concept. It results lower purchases of new mobile phones by consumers which in turn can lower production of new mobile phones and lower waste is generated.

The study has also stated that most people especially from developed countries consumed at least once for second hand product for economic, social and environmental benefit. And 60% of people have favorable consideration about purchasing second hand products and 18% of people purchase in second hand store (Narts, 2019).

Thus, consumers are more likely to use second-hand mobile phones not only for economic reasons but also for eco-friendly impact that can bring to planet and society. And they are also more likely to be aware of effective electronic waste disposal behavior than previous years. Moreover, disposing mobile phones in a recycling manner brings more benefit for both society and ecosystem. Thus, this study points out which factors are affected on sustainable consumption of second-hand mobile phone consumers in Myanmar and how they apply their environmental awareness on their disposal behavior.

1.2 Objectives of the Study

This study mainly intends to analyze the factors influencing sustainable consumption and disposal behavior of second-hand mobile phone users. The main objectives of the Study are as follows:

1. To analyze the influencing factors on sustainable consumption of second-hand mobile phone users
2. To examine the influence of sustainable consumption on disposal behavior of second-hand mobile phone users and
3. To investigate the moderating effect of perceived behavior control on relationship between sustainable consumption and disposal behavior of second-hand mobile phone users

1.3 Scope and Method of the Study

This study focuses on the factors influencing sustainable consumption of second-hand mobile phone users and their disposal behavior of second-hand mobile phones. Among many second-hand mobile phone users' groups on Facebook, "Yangon Second-Hand Mobile Market" group is randomly selected and the total population is 33,000 on April, 19. According to Yamane formula, the sample size of the respondents is 395. However, valid respondents are only 200 in this study. The data collection period is three weeks from 19 April to 9 May, 2022. The simple random sampling method is applied to select the respondents. Data are collected to respondents who have been purchased and used second-hand mobile phones from One Kyat Application and it is collected through an online questionnaire. The study uses both primary and secondary data. The primary data is

collected from sample respondents by using structured questionnaire with 5-point Likert scale. The secondary data is collected from text books, previous research papers and internet websites. In this study, descriptive method and analytical method is conducted. To analyze data, multiple linear regression analysis is used to analyze the objectives.

1.4 Organization of the Study

This study consists of five chapters. Chapter one is introduction chapter that includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two is about theoretical background of the study. The component of theoretical background is theory of interpersonal behavior, factors influencing sustainable consumption, sustainable consumption, perceived behavioral control and disposal behavior and empirical studies and conceptual framework of the study. Chapter three describes profile of second-hand market, demographic profile of the respondents and reliability of data analysis. Chapter four consists of analysis of influencing factors on sustainable consumption, analysis of sustainable consumption on disposal behavior and analysis of moderating effect of perceived behavioral control on relationship between sustainable consumption and disposal behavior of second-hand mobile phone users. The final chapter summarizes conclusion of the study which includes finding and discussions, suggestions and recommendations and need for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter explains the theoretical background of interpersonal behavior, factors influencing sustainable consumption, sustainable consumption, perceived behavioral control and disposal behavior of second-hand mobile phone users. It contains the definition of interpersonal behavior, sustainable consumption and influencing factors on sustainable consumption, perceived behavioral control and implementation of effective disposal behavior by consumers and the conceptual framework of the study.

2.1 Theory of Interpersonal Behavior

Theory of interpersonal behavior is developed by Triandis (1977) as a theoretical alternative to the theory of reasoned action and theory of planned behavior. Triandis (1977) argued that theory of interpersonal behavior overcome weakness of theory of reasoned action and theory of planned behavior. Theory of planned behavior and theory of reasoned action are focus on predicting behavior that are intended to act a given behavior. According to Ajzen (1991) these intentions are based on individual's belief and subjective norms which are related to the behavior. The theory of interpersonal behavior is based on these frameworks and proposes additional factors which are not included in theory of planned behavior and theory of reasoned action. Although it takes account cognitive behavior in theory of planned behavior and theory of reasoned action, theory of interpersonal behavior extended the role of cognitive aspects by taking account emotions involved in eventual behavior. Triandis (1977) argued that individual decision making is affected by not only solely on cognitive aspect of a condition but it also depend their feeling on a situation.

Secondly, theory of interpersonal behavior considers the previous occurrence of the same behavior which is not take account in theory of planned behavior and theory of reasoned action. Theory of planned behavior and theory of reasoned action do not consider whether a behavior perform by an individual is repeated and become automatic to act those behavior. Thus, theory of interpersonal behavior takes consideration of habitual manner of individual upon a behavior that perform without the conscious deliberation. Gagnon et al.

(2003) explained that the behavior will be more significant when the intention and habit are present and that will result an additive interaction effect.

Thirdly, theory of interpersonal behavior extended the concept that the attitudes of individuals are formed based on the beliefs and personal norm of an individual. The belief refers to internally held information that individual hold to be true (Fishbein et al., 1975). Although individual may have several beliefs, the belief that are evaluated as relevant will have significant impact on attitude of a given object. Thus, theory of interpersonal behavior proposed that an attitude of an individual is formed by the relevant belief and norms based on given situation.

Fourthly, the theory of interpersonal behavior gives a more detailed explanation of environmental impact on intention and behavior of an individual. The theory of interpersonal behavior extended the role of social norm and social influences. Similar to theory of planned behavior and theory of reasoned action, social norm is included in theory of interpersonal behavior and it refers to the expectation of others that encourage an individual to engage in a given manner. However, unlike theory of reasoned action and theory of planned behavior, theory of interpersonal behavior stated that social influences come from sources beyond the norms of the group that perform the behavior.

Finally, similar to the theory of planned behavior, theory of interpersonal behavior is explained that the decision to perform a behavior will be affected by the ability of an individual to perform a behavior. It also proposed that the lack of environment or situational constraints may prevent the individual to perform the desire behavior. Thus, the theory of interpersonal proposed that behavioral control will serve as a moderator of the relationship between intention and behavior.

2.2 Factors Influencing Sustainable Consumption

Sustainable behavioral outcome can influence by several factors which include individual knowledge, goal, habitual and environmental limitation and other in a given condition. Hassan et al. (2022) proposed that there are three major motivational factors for sustainable consumption which include personal norm, social norm and environmental awareness. The outcome of the study show that personal norm, social norm and

environmental awareness are key influencing factors for sustainable consumption and these three factors directly affect sustainable consumption. Thus, in this study, personal norm, social norm and environmental awareness will be used as examining factors influencing sustainable consumption.

2.2.1 Personal Norm

Personal norm can be defined as an individual's desire of strong moral responsibility to engage in altruistic or pro-environmental behavior (Harland et al., 1999). An individual's selfless behavior is derived from a moral obligation and an internal value (Schwartz, 1973). Therefore, personal norm is highly correlated to moral obligation. Hwang et al. (2015) found that personal norms had positive and substantial impact on purchase intention of green products such as organic, fair-trade and recycled products. Eriksson and Edwards (2014) stated that consumers' behavioral intentions towards purchasing preloved things are affected mostly by their own attitude towards purchase intention.

Didi et al. (2015) proposed that young consumers' personal norms have shifted from being self-centered to being more society-centered due to the growing concerns about environmental damage and social inequality. Consumers with high personal norm can be motivated by an internal desire to act pro-environmentally. Meanwhile, those with low personal norms may less likely to perform pro-environmental behavior.

Past studies have examined the correlation between personal norms and various pro-environmental behaviors. Nordlund and Garvill (2003) found that personal norm effect the intention to reduce the use of cars as a pro-environmental behavior. Harland et al. (2007) also discovered that personal norm has positive influence to conserve water. Borusiak et al. (2020) revealed that personal norm has positive impact on second-hand buying intention. Thus, personal norm is considered as an important predictor for sustainable consumption of second-hand mobile phones.

2.2.2 Social Norm

Social Norm is stated that the influence of formal or informal norms to individual to engage in a behavior (Ajzen, 1991). It has been also defined as a share belief that makes

people to behave in a way that is positively perceived or expected by another person or community (Deutsch & Gerard, 1955). Ajzen (1991) asserted that consumers perception of peer pressure from community and social and informal group can adhere with behavior. Based on the theory of planned behavior, social influence is the determinant of a behavioral intention (Ajzen, 1991). According to Xu et al. (2014), peer pressure increases consuming intention of second-hand products, and purchasing used products is seen as a socialization process. It is also proposed that peer pressure increases purchasing of sustainable products (Eze & Ndubisi, 2013) while the impact of negative peer pressure decreases purchasing of sustainable products (Connell, 2010).

And previous studies shown that social norm have strong and positive impact on sustainable behaviors (Pristl et al., 2021). Doran and Larsen (2016) found that people were more likely to perform pro-environmental behavior when they get information indicating that community around them are also engaging in same behavior for good purpose. Borusiak et al. (2020) also referred that individual usually feel pressured to engage in a pro-environmental behavior from the people around them. Eriksson and Edwards (2014) found that the effect of subjective norm on secondhand consumption behavior is more intense than effect of customers' attitude. Parsatemijani (2020) found that social norm significantly impacts consumers' intention to buy secondhand household products and social norm positively impact the consumption behavior of secondhand products. It also stated that higher pressure from formal and informal group encourage the purchase intention of secondhand products. Therefore, social norm can be considered as a strong predictor of consuming sustainable preloved products.

2.2.3 Environmental Awareness

Environmental awareness is the pro-environmental attitude (Mat Said et al., 2003). It is also stated that being aware of the natural environment and making the choices that will benefit for environment rather than hurt to it. Milfont et al. (2006) also defined environmental awareness as a person's emotional concern upon the environment which include interest, dislike and compassion toward environmental problems. Therefore, environmental awareness is a key factor for encouraging consumers to change their consumption pattern (Fujii, 2006). The Department for Environment Food and Rural

Affairs (2008) stated that consumers who have environmental awareness are more likely to perform sustainable consumption.

Consumers who want to protect environment and concern about environmental issues have the propensity to engage pro-environmental behavior (Stern, 2000). Pro-environmental behavior includes purchasing products or service that have positive impact on the environment and disposing products in effective behavior. Consumers with high environmental awareness are more consuming pro-environmental products (Wei et al., 2018).

Studies have shown that the concern about environmental issues have been risen since the 1970s, and consumers recycling intention and behavior is higher due to increasing awareness on environmental issues (Anderson & Cunningham, 1972). Studies have shown that consumers environmental awareness can promote policy making in sustainable management of obsolete mobile phones (Yang et al., 2012). Thus, environmental awareness is considered as an important predictor on sustainable consumption of consumers.

2.3 Sustainable Consumption

Sustainability refers to meeting the need of present generation without compromising the ability of future generations to meet their needs (Brundtland, 1987). The economic definition defines sustainability as economy's ability to maintain material production or consumption illimitably. Cambridge Advanced Learner's Dictionary defines the ecological meaning of sustainability as the idea that goods and services should be manufactured in ways that do not use rare resources and that do not harm the environment. It also defines sustainability as the ability to sustain resources at a specified level for a period of time. Oxford English Dictionary defines sustainability as "The property of being environmentally sustainable; designing economic activity or process which do not result environmental degradation while avoiding the long-term depletion of natural resources". Bonem (2018) expanded definition of sustainability as the process of consideration long term changes in existing technology, availability of catalysts, cost and availability of utilities, waste and products disposition and maintainability of process facilities for environmental protection. Liu et al. (2017) defined sustainability as the ability to maintain resource at a specific stable outcome without termination. The sustainable result can predict

and change with systematic practice and process by society in order to maintain a steady state.

Attaining sustainability and maintaining sustainable development become critical for society and environment. In order to attain sustainability, all segments of society need to follow the principles of sustainable development. The main principle for sustainable development is that to enhance society well-being with maintaining this improvement over a period of time. There are many different ways to express the concept of sustainable development. The World Conservation Strategy (1980) defined sustainable development as it should consider social, economic and ecological factors of living and non-living resources, long-term and short-term benefit and cost of alternative action. Maclaren (1996) stated that sustainable development as the practice by which organization achieved sustainability while it means to obtain particular state or desired conditions which preserve long time. It is also an approach to development which sustain balance among differences and often competing needs while considering the limitation of social, economic and environment. Garcia et al. (2007) redefined the meaning of sustainable development as continuous making sure dignified living conditions with regard to human rights by designing, expanding, enlarging, refining and sustaining the widest possible range of options for freely defining life plans. The concept also stated that principle of equity among present and future generations should be considered in the use of environmental, economic and social resources for sustainable development.

Sustainable consumption refers to consumption of nature resources at a rate that can be naturally replenished and emission of waste at a rate that can be absorbed by nature (Dyllick & Hockerts,2002). World Commission on Environment and Development (1987) defined sustainable consumption as engaging in a consumption pattern in which humans would be able to survive sustainably in a healthy environment without intimidating the need of future generations. Porter and Kramer (2006) stated sustainable consumption that securing long-term economic gain by avoiding short-term socially harmful and environmentally wasteful behavior. It also indicated that in terms of consuming products or services which improve the quality of life while reducing detrimental effect in terms of resource utilizing, emission of waste over the life cycle of product or purchasing goods that support social, economic and environmental-friendly attributes.

There are numerous ways to practice sustainable consumption goal by society which including consuming products or service that are sustainable for environment and society. The global market volume of environmental-friendly products has increased more than 400 % from 2011 and 2015 which increase in value from \$ 209 billion to \$845 billion (Lin et al., 2017). But the problem is that those increased green products consumption over non ecofriendly products cannot still removing overconsumption and reducing exhaustion of resources. The international business practice and price competition, the ease of access, the rapid speed of technology innovation and the fast-moving trends encourage people to purchase products more often (Back, 2017). These growing demand and overconsumption of goods and services and fierce competition forces of global companies create mass production and only attentive on reducing cost of production than ethical behavior and employee benefits (Nieto, 2019). Because of this overconsumption behavior, the extent of natural resources that require to sustain current generation needs exceed what is available (Guillebaud, 2014). On the other hand, this pattern of consumption not only is environmentally unsustainable but also has some negative social consequences. Therefore, it needs to execute a solution that will lead to use current resources efficiently and utilization resources in sustainable manner for future. In Fact, a form of sustainable consumption that will lead less production and more usage of existing products is essential to resolve these issues.

2.4 Perceived Behavioral Control

Perceived behavioral control derived from theory of planned behavior which is developed by Ajzen. Perceived behavioral control is defined as the perceived difficulty or ease of successfully carry out a behavior, which can be based on past experience, supports and potential barriers. It also refers that an individual's belief that a behavior is under his or her control and it is often assess by the ease or difficulty of performing a behavior. Ajzen (1998) proposed perceived behavioral control in theory of planned behavior that as a determinant of behavioral intention and behavior. The main factor in theory of planned behavior is that an individual intention to perform an act can be influence by intensity. Intensity is how hard individual want to try or how much effort individual make to occur a behavior. And if the individual express intensity of behavior, it will lead to control of perception. Thus, perceived behavioral control can strongly influence a behavior.

According to Bagozzi (1992), perceived behavioral control is an individual's perception of their capacity of ease or difficulty to act a particular behavior. These can depend on an individual's confidence or self-efficacy that he or she can do a particular behavior successfully and availability of resources which include time, money and effort to perform an act. Perceived behavioral control can explain information about every action taken by individual. In Theory of planned behavior, attitude and subjective norm are proposed as direct determinants of behavioral intention, perceived behavioral control is not conceptualized as a direct determinant of behavioral intention (Ajzen, 1985).

Eagly and Chaiken (1993) also proved that individuals are unlikely to form an intention to perform a particular behavior merely because their belief of they are capable to perform it. Thus, Perceived behavioral control was designated a moderator of the attitude-intention and subjective norm-intention relations in the original theory (Ajzen, 1985). Labarbera and Ajzen (2020) also proved that individuals are more likely to form a behavioral intention when they perceive high control over the particular behavior. Therefore, the greater individuals' actual control over the behavior, the more likely they will perform their intention (Yang et al., 2004). Thus, many studies used perceived behavioral control as moderating factor to examine the intention and behavior of an individual especially for the sustainable practices.

2.5 Disposal Behavior

Disposal is defined as getting rid or giving away something that is not wanted or no longer in use as waste or reused and recycle purpose. Domina and Koch (1999) stated that consumers disposing ways include donation to charity, give away to friends or family members, resell it and discard as a waste. Among those disposing methods, donating to charity or giving away to friends and family and reselling are the most common disposing methods for sustainable disposing behavior (Birtwistle & Moore , 2007). These methods can save cost in disposal process and can benefit for environment and society. According to Shim (1995), consumers with a pro-environmental sense tend to dispose of their unwanted things in a sustainable way to reduce environmental problems which are arising from ineffective disposal methods.

The World Counts (2022) reported that a mobile phone user replaced their mobile phone with new one once every 18 months in average. This encourages businesses to produce mass number of updated mobile phones in short period and consumers to rapidly discard the outdated mobile phones. The production process from overconsumption behavior increased environmental pollution and worsen climate change (Ritchie & Roser, 2020). When consumers discarded mobile phones, the valuable resources and materials which are used to produce mobile phones are converted into waste. And 85% electronic waste are ended up in landfills and those electronic waste involves 70% of toxic than other type of waste. Those electronic waste are mostly burned and release harmful toxins in air. Most of the workers on electronic waste site are first to inhale toxic air when it is burned (The World Counts, 2022).

In order to prevent those hazardous effects and maintain resources and environment for a long time, European Circular Economy Action Plan set goals for reusing products and resources. Participation and actual practice of new habits by consumers is the major solution for waste management and recycling used products that are still useable can keep resources in consumption cycle (Gurauskiene, 2008). Thus, consumers should consider the effective disposal behavior for both environment and society. In term of mobile phone disposal behavior, it involves reusing, reselling and donating or completely eliminating. But this study will mainly focus on effective disposal behavior from two perspective, philanthropic disposal and economic reasons for disposing which support sustainable consumption.

(a) Philanthropic Disposal Behavior

Philanthropy is an activity that are perform to improve human welfare which is focus on helping people and solving problems over the long-term for humanitarian purpose. Sulek (2010) referred philanthropy as a moral responsibility that fulfill the gap of required demand with supply of personal resource. Studies report that consumers with high environmental awareness, education background and social status are more likely to have philanthropic conscience (Change & Park, 1997). And philanthropic disposal behavior is more depended on their personal desire of contribution those in need than commercial interests (Lee & Shrum, 2012). Environmental awareness also influences disposal behavior of consumers by giving unused products to friends and family members or donating to

charity organization (Handriana & Ambara, 2016). The main reason for donating unused things is to reduce waste, to help others and consider impact for environment (Ha-Brookshire & Hodges, 2009).

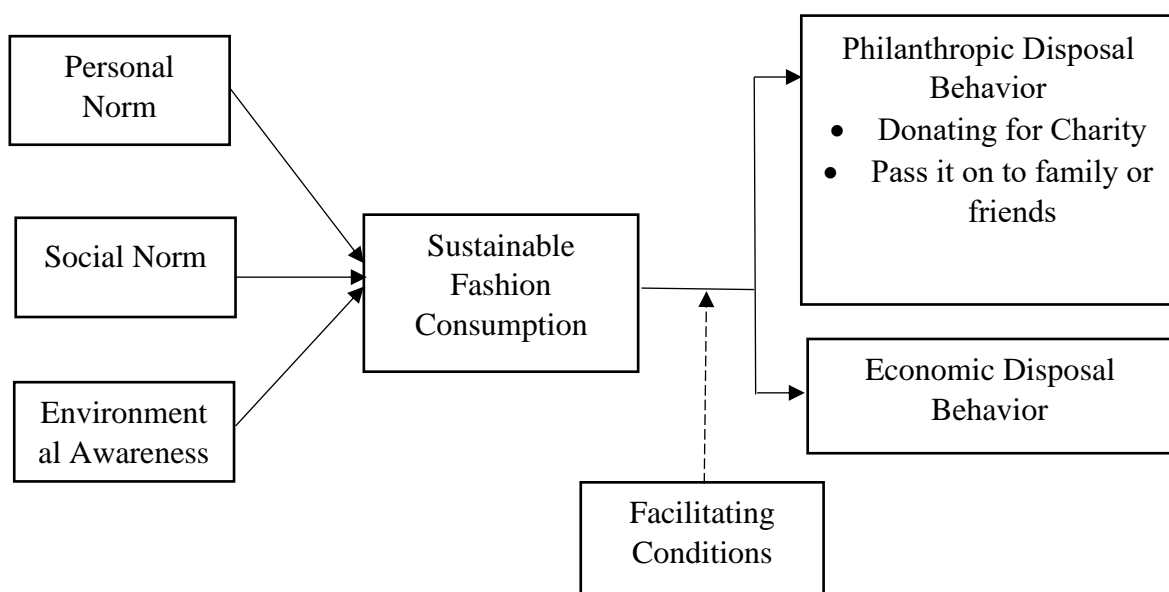
(b) Economic Disposal Behavior

Cuc and Vidovic (2011) agreed that selling obsolete products is one of the recycling disposal behaviors which can gain economic benefit to owner so that owners can acquire other things from those gains. Consumers who want to disposal their unused products economically by recycling purpose prefer to sell those products through different channels which include social media sites and flea market or second-hand stores (Laitala, 2014). The Department for Environment Food and Rural Affairs (2008) also reported economic disposal behavior as reducing the volume of waste from unused products and it support other functional value to some part of the society. Thus, economic disposal behavior can gain monetary value to owner and functional value to others at the same time giving positive effect to environment and society.

2.6 Previous Studies

Sustainable consumption and disposal behavior toward clothing is studied by Hassan et al. (2022) to analyze factors influencing sustainable consumption on textile industry with fast fashion trend and how their sustainable consumption effect on clothing disposal behavior which is showed in Figure (2.1). The theoretical basis of the study is formulated by the theory of interpersonal behavior (TIB) which derived from two main theories: Theory of planned behavior (TBP) and Theory of reasoned action (TRA). The quantitative research approach was applied in the empirical section of the study. Sampling frame of the study includes all young adults in Malaysia whose age limit is from 18 to 35 years old. The data was collected to 324 respondents and structured questionnaire is used as input for empirical study.

Figure 2.1 Conceptual Framework of Hassan et al.



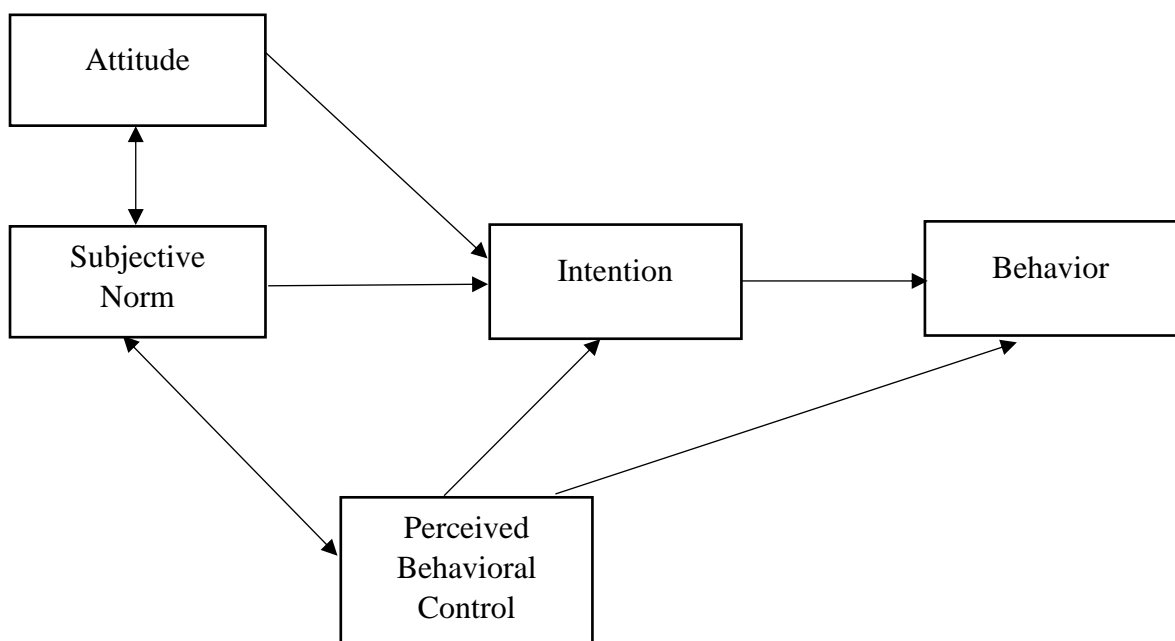
Source: Hassan et al. (2022)

The result of the study indicated that personal norm, social norm and environmental knowledge directly affect sustainable consumption. The study also discovered that there is a positive relationship between sustainable fashion consumption and philanthropic and economic disposal behavior. In other word, the study indicates that the sustainable fashion

consumption of young adults in Malaysia are encouraging their philanthropic and economic disposal behavior of fashion products.

Another review paper is that a meta-analysis of perceived behavioral control moderating effect in the theory of planned behavior which is proposed by Hagger et al. (2022). The objectives of conducting the study was to examine the moderating effect of perceived behavioral control upon health behavior of consumers. on attitude-intention, subjective norm-intention and intention-behavior. The theoretical background of this studies is theory of planned behavior. The conceptual framework of the study is shown in Figure (2.2). The population used in the study included participants from multiple countries and 13,121 respondents are used for this study.

Figure 2.2 Conceptual Framework of Hagger et al.



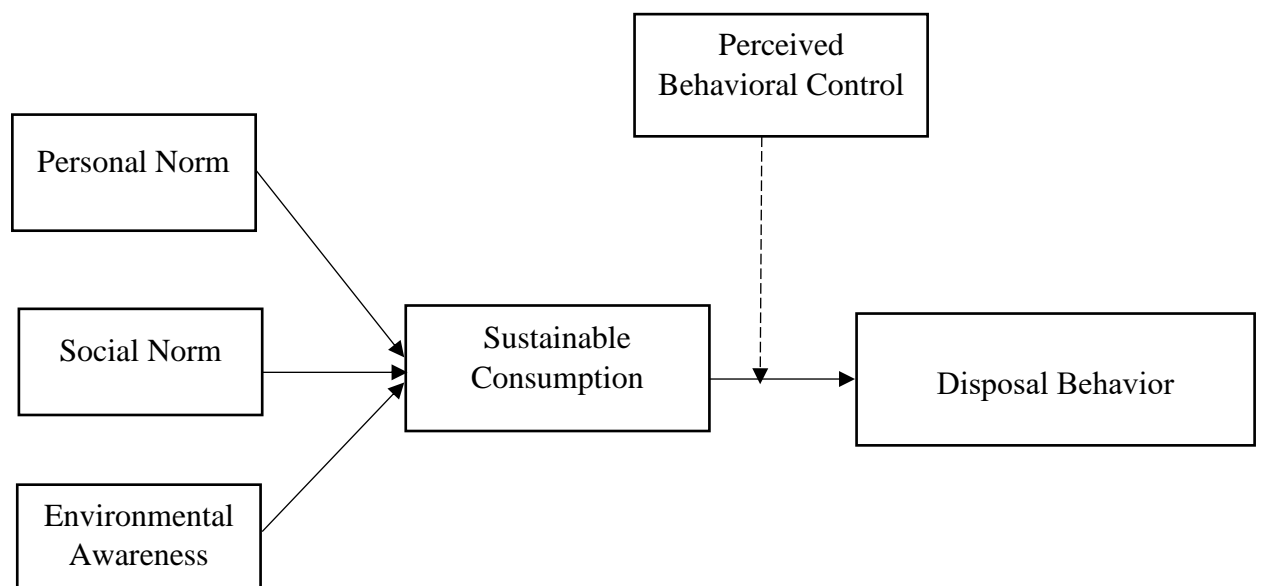
Source: Hagger et al. (2022)

The finding of the study revealed that there is no moderating effect of perceived behavior control on attitude-intention and subjective norm-intention of participants health behavior. The result outlined that perceived behavioral control has significant moderating effect on intention-behavior relation of participants' health behavior. This reported that if there were higher perceived behavior control over a health behavior of individuals, they are more likely to act on their intention to perform a behavior.

2.7 Conceptual Framework of the Study

This conceptual framework of the study is shown in Figure (2.3). It explains the influence of three independent variables on sustainable consumption and the effect of sustainable consumption on disposal behavior of second-hand mobile phone users. It also analyses perceived behavioral control as moderating factor in relation between sustainable consumption and disposal behavior.

Figure 2.3 Conceptual Framework of the Study



Source: Own Complication (2022)

Figure (2.3) demonstrates a study of sustainable consumption on second-hand mobile phone users in Myanmar. It analyses the relationship between influencing factors and sustainable consumption of second-hand mobile phone users. And it explains the effect of sustainable consumption on disposal behavior with moderating effect of perceived behavioral control. The independent variables are influencing factors which are measured by three variables such as personal norm, social norm and environmental awareness. Sustainable consumption is dependent variable and perceived behavioral control analyses the relationship between sustainable consumption and disposal behavior. And all variables are measured by five points-Likert scale.

CHAPTER 3

SECOND-HAND MOBILE PHONE MARKET & PROFILE OF RESPONDENTS

In this chapter, the current market situation of second-hand mobile phones market is presented as first part. Then, demographic profile of respondents is described as the second part of this chapter. Finally, the reliability of the data analysis is described as the last part of the chapter in order to examine consistency and reliability of the survey data.

3.1 Second-Hand Mobile Phone Market

Before 2013, second-hand mobile phones market is not growing well as there was only limited number of consumers can afford to purchase mobile phones and mobile sim cards. But starting from 2013, telecommunication market was booming as the government reform telecommunication sector and open the foreign investors in markets. The mobile phone market was also grower as many people were afford to consume mobile phone and sim card. The second hand mobile-phone market was also popular together with the grower demand of mobile phones markets in Myanmar. Thus, the second-hand mobile phones market existed in Myanmar since 2013. Moreover, the market of second-hand mobile phones was grower years after years.

The number of second-hand mobile phone shops had significantly risen over the past few years. The major reason of this was there were the new mobile phones model with advanced functions were generally launched three times in a month and consumers are pursuing the updated brand-new mobile phones. This encourages the consumers to dispose their old mobile phone with work-well features faster, before ending the product life cycles.

These disposing of these mobile phones as a waste can their mobile phones can have harmful effect for both environment and society as it is not easily biodegradable. Thus, among disposing methods which include discarding as a waste to the waste can, giving it to others and reselling, only the last two methods of reselling or giving it to others can have positive impact for both plant and society. Thus, booming of second-hand mobile phone market creates more opportunities for Myanmar second-hand mobile phone user to dispose

their unused phones in pro-environmental disposing behavior. Moreover, as consumers can purchase famous branded mobile phones and mobile phone with work-well features in lower price, bargain hunters are very fond of purchasing second-hand mobile phones. Consumers get the best deal in second-hand mobile phones market as they can sometimes get updated models which recently launched version in lower price. Hence, they feel value for money by buying second-hand mobile phones. For these facts, the demand of second-hand mobile phones is continuously increasing and the vendors and second-hand mobile shops are grower than past years.

Currently, the market demand of second-hand mobile phone is risen, as the price of new mobile phones are higher than before as the consequence of devaluation of Myanmar currency. In addition, decreasing spending power of Myanmar consumers as the consequence of Covid-19 and economic instability support consumers to gain more attention on second-hand mobile phone markets. The growing market of second-hand mobile phones also give opportunities to get the best deals for consumers and all the people to consume mobile phones with affordable price. And consumers can purchase second-hand mobile phones not only from second-hand mobile phone shops but also from ecommerce channels. As for ecommerce channels, consumers can purchase online second-hand mobile selling groups on Facebook and ecommerce site like One Kyat, Myanmar, Sec Plaza and Shop.com.mm.

In these ecommerce channels, consumers can resell their unused mobile phones and in some of these channels they can also exchange their unused mobile phone with others. In MYANMARKT.COM, the user can create account and they can buy and sell their unused phone without giving commission and can also advertise their second-hand phones with free advertising fee. The buyer can directly contact with the seller in this channel. In Sec Plaza.Com, it only sells second-hand electronic products and it need to create account to buy second-hand mobile phones. Although the user cannot contact directly with seller through this channel, it is a reliable channel for second-hand mobile phone buyers as it makes the quality checking before selling on their website and they also guarantee their quality as they described. Thus, the buyer can return if there is some error from Sec Plaza. And in shop.com.mm, the second-hand mobile phone seller can sell their mobile phones by signing vendor account in shop.com.mm. But the buyer cannot directly trade with seller through this channel. And although shop.com.mm is start trading second-hand products in

their ecommerce site, there is only a few availabilities of second-hand mobile phones through this channel.

Among these ecommerce channels, most of the second-hand mobile phone buyers and sellers are using One Kyat application to trade as it is a reliable ecommerce channel to buy and sell second-hand mobile phones. In this ecommerce channel, the second-hand mobile phones users can exchange their mobile which is different from other ecommerce sites.

Table (3.1) Description of One Kyat Application

No of One Kyat Application Users	1,200,000
Business Channel	Consumer to Consumer Market
Available Transaction	Selling, Buying, Exchanging
Available Items	New Items, Pre-loved Items
Product Categories	Car, Mobile Phones, Electronics & Laptop, Housing, Motor Bikes, Bicycles Furniture, Fashion Products, Cosmetics, Sport Products, Food, Pet, Medicine & Health Products, Gifts, Handicrafts, Career Opportunities

Source: <https://www.appbrain.com/dev/Mania+App+Co/>

In One Kyat Application, they have terms and conditions for users which include forbidden to sell counterfeit items or stolen item, not to charge excessive shipping fee and must not alter the price or misrepresent item description and price and so on. As the application has the terms and conditions that prevent buyers, it is safer for people who would like to purchase second-hand mobile phones.

Although there is also selling brand news mobile phone and pre-loved mobile phones on One Kyat Application, most of the mobile phone items are pre-loved items. Thus, One Kyat Application is the best channel for those who want to source the variety of second-hand mobile phones in one place and to resell unused mobile phones. It is also advertised by One Kyat Application that their application is Myanmar's number one best place to buy and sell and to find pre-loved items. Thus, the second-hand mobile phones users can easily buy and sell or exchange mobile phones through One Kyat Application.

3.2 Demographic Profile of the Respondents

In this study, there are five items of demographic characteristics was explored to describe profile of the respondents. The demographic factors include gender, age, education, occupation and monthly income. There are 200 respondents who were surveyed with structured questionnaire to measure sustainable consumption and disposal behavior of second-hand mobile phone users. The result is as shown in Table (3.2).

Table (3.2) Profile of Respondents

Sr No	Particular		No. of Respondents	Percentage
		Total	200	100.0
1.	Gender	Male	142	71.2
		Female	58	28.8
2.	Age	Under 20 years	7	3.4
		21– 25 years	73	36.6
		26 - 30 years	89	44.4
		31-35 years	22	11.2
		Over 36 years	9	4.4
3.	Education	Diploma	25	12.7
		High School	29	14.6
		Bachelor Degree	140	69.8
		Master Degree	6	2.9
4	Occupation	Student	30	15.1
		Self-employee	70	35.1
		Employee	100	49.8
5	Monthly Income	Under 300,000 Ks	58	28.8
		300,000 Ks- 599,999 Ks	122	61.5
		600,000 Ks - 899,999 Ks	16	7.8
		Above 900,000 Ks	4	2

Source: Survey Data (2022)

According to the survey data, with relation to the gender of the respondents, the participation of male is higher than female respondents. As nearly two-third of the respondents are male respondents, the majority of the male respondents are over double figures than female respondents as shown in Table (3.2). For the age group of respondents,

the majority of the respondents were between 26-30 years old and it represents 44.4% of the total respondents. This means the vast majority of the respondents that use second-hand mobile phones are adults who are in 26-30 years old. Regarding to the level of education, the majority of the respondents has high educational background with most of the respondents has bachelor degree with 69.8%. But it was also noted that respondents with master degree account for 2.9 %. This regards that the people with higher educated background are using second-hand mobile phones more than undergraduate, but the respondents with master degree education level have lower figures to use second-hand mobile phones according to the survey data.

According to the finding, 49.8% of the respondents are employee and 35.1% are self-employed. For the monthly income level finding, 61.5% have middle income level which is between 3-6 lakh. But the minority of the respondents has high income level which is above 9 lakhs with only 2%. From the income and occupation background of the respondents, the employees who has middle income level are most likely to consume second-hand mobile phone than others.

3.3 Reliability of Data Analysis

Reliability means the fact that a scale should consistently reflect the construct it is measuring. The reliability of a measuring instrument extended data collection techniques and analysis procedures will expose corresponding finding to previous researched. In this study, each variable which include personal norm, social norm, environmental awareness, sustainable consumption, perceived behavior control, is composed with 5 questions or items and disposal behavior is composed with 10 question or items. Thus, the total 35 items are measured to be consistent with survey questions in each variable.

Table (3.3) Reliability of Question Items

Sr. No.	Variables	No of Items	Cronbach's Alpha	Data Consistency
1	Personal Norm	5	0.725	Good
2	Social Norm	5	0.778	Good
3	Environmental Awareness	5	0.799	Good
4	Sustainable Consumption	5	0.825	Very Good
5	Perceived Behavioral Control	5	0.799	Good
6	Disposal Behavior	10	0.895	Very Good
	TOTAL	35	0.803	

Source: SPSS Output Data (2022)

In this study, internal consistency is measured by a statistical measurement known as Cronbach's Alpha. According to the Cortina (1993), if the value of variable is between 0.8 and 0.9, there is a strong internal consistency of the questions to a variable. If the value of variables is higher than 0.7, there is a good internal consistency and the survey result is reliable. The result of the Cronbach's value that is shown in Table (3.3) indicate that the scales have Cronbach's alpha value above 0.7 and some of the variables have above 0.8, which means there is a good internal consistency and reliability of the scales with this study.

CHAPTER 4

ANALYSIS ON SUSTAINABLE CONSUMPTION AND DISPOSAL BEHAVIOR OF SECOND-HAND MOBILE PHONE USERS

This chapter aims to analyze sustainable consumption and disposal behavior of second-hand mobile phones user. In this chapter, analysis of influencing factors on sustainable consumption, analysis of sustainable consumption on disposal behavior and analysis of moderating effect on relationship between sustainable consumption are presented. It also presented findings from descriptive analysis on influencing factors, sustainable consumption, disposal behavior and perceived behavioral control.

4.1 Analysis of Influencing Factors on Sustainable Consumption

In the analysis of influencing factors on sustainable consumption, regression analysis method is used. In first part of this finding, the descriptive analysis of personal norm, social norm, environmental aware are presented as influencing factors and descriptive analysis of sustainable consumption is also presented. According to Hemmati and Mojarrad (2016), the mean values of five-point Likert scale items are asserted as follow.

The mean score among 1.00-1.80 means strongly disagree.

The mean score among 1.81- 2.60 means disagree.

The mean score among 2.61-3.40 means neither agree nor disagree.

The mean score among 3.41-4.20 means agree.

The mean score among 4.21-5.00 means strongly agree.

Then, the findings from regression analysis of influencing factors on sustainable consumption is presented as the second part.

4.1.1 Influencing Factors

As the first part of the analysis, descriptive analysis of three influencing factors on sustainable consumption which includes personal norm, social norm and environmental awareness are analyzed. The mean values of personal norm, social norm and environmental awareness that result from survey data are discussed in this part.

(a) Personal Norm

In the research study, the question items are used to examine whether sustainable consumption of second-hand mobile phone users is influenced by personal norm or not. The data analysis of respondents agreeable on personal norm of second-hand mobile phones users is described in the following Table (4.1). The mean values give the information on how personal norm of consumers influence on sustainable consumption of second-hand mobile phone.

Table (4.1) Personal Norm

No	Items	Mean	S. D
1	Having Moral obligation to choose second-hand mobile phones	4.38	0.59
2	Choosing second-hand mobile phones consistent with moral principles	4.43	0.56
3	Feeling a better person when purchase second-hand mobile phones	4.40	0.57
4	Encouraging to choose second-hand mobile phones by personal values	4.52	0.61
5	Putting effort into searching second hand mobile phone	4.42	0.60
	Overall Mean Value	4.43	

Source : Survey data (2022)

According to the Table (4.1), most of the respondents have highest mean scores of 4.52 on the fact of choosing a second-hand mobile phone is encouraged by personal value. This means the respondents strongly agreed that their personal value encourage for to use a second-hand mobile phone among other variety of choices. Most of the respondents have the lowest mean score on moral obligation to choose second hand mobile phone if they have to purchase mobile phone and the mean score is 4.38. This means although the personal value of respondents encourages to use second-hand mobile phones, the respondents have lower feeling that they have an obligation and duty to choose a second-hand mobile phone.

According to the analysis of the data, overall mean value is 4.43 and all the mean value are above 4. This point out that most of the respondents strongly agreed that personal norm is important in choosing second-hand mobile phone for sustainable consumption.

(b) Social Norm

In the research study, the question items are used to examined whether sustainable consumption of second-hand mobile phone users is influenced by social norm or not. The data analysis of respondents agreeable on social norm of second-hand mobile phones users is describe in the following Table (4.2). The mean values give the information on how social norm of consumers influence on sustainable consumption of second-hand mobile phone.

Table (4.2) Social Norm

No	Items	Mean	S.D
1	Encouraging engagement in pro-environmental behavior by family members	4.36	0.6
2	Supporting in purchasing second-hand mobile phone by family members	4.38	0.58
3	Supporting in purchasing second-hand mobile phone by friends	4.35	0.57
4	Endorsing engagement in purchasing second-hand mobile phone by people	4.38	0.58
5	Encouraging in purchasing a second-hand mobile phone by important persons	4.39	0.56
	Overall Mean Value	4.37	

Source; Survey Data (2022)

According to the Table (4.2), the respondents strongly agreed on the fact of social norm effect on consumption of second-hand mobile phones with overall mean score of 4.37. In social norm, the respondents have highest mean score of 4.39 on the fact that the opinion of important people encourage to purchase a second-hand mobile phone. This explains that the respondents strongly agreed that when the important person of respondents support to purchase a second-hand mobile phone, they are more likely to choose a second-hand mobile phone. The respondents have lowest mean score on fact that close friends of respondents support engagement on second-hand mobile phone and the mean score is 4.35. This may because of many people still think that purchasing second-hand products is not a great thing to show off. Although in some other countries, purchasing second-hand items and engaging in pro-environmental behavior is a good thing and many people are encouraging in second-hand consumption activities.

(c) Environmental Awareness

In the research study, the question items are used to examined whether sustainable consumption of second-hand mobile phone users is influenced by environmental awareness

or not. The data analysis of respondents agreeable on environmental awareness of second-hand mobile phones users is describe in the following Table (4.3). The mean values give the information on how environmental awareness of consumers influence on sustainable consumption of second-hand mobile phone.

Table (4.3) Environmental Awareness

No	Items	Mean	S. D
1	Purchasing second-hand mobile phone can reduce exhaustion of natural resource	4.39	0.60
2	Purchasing second-hand mobile phone can reduce electronic waste	4.39	0.58
3	Upsetting the harm being done to environment by electronic waste	4.41	0.61
4	Purchasing second-hand mobile phone minimize environmental degradations	4.42	0.63
5	Having willingness to reduce consumption of mobile phone to protect the environment	4.37	0.58
	Overall Mean Value	4.40	

Source ; Survey Data (2022)

According to the Table (4.3), respondents have highest mean score of 4.42 on the fact of supporting in purchase of second-hand mobile phone can help to minimize environmental degradation. This explains that respondents are strongly agreed on reusing second-hand phones and it can help to reduce the depletion of resources and harmful effect to the environment. The respondents have lowest mean scores on the fact of willingness to reduce consumption of mobile phone to protect the environment with the mean score of 4.37. This explains that although the respondents aware that using second-hand mobile phone can lower the harmful effect on environment, their main reason for consuming the second-hand mobile is not to protect environment. This can be because of there is still lower knowledge sharing upon protection of the environment with consumption of eco-friendly products and most of the consumers do not have a strong desire to protect the environment.

According to the analysis of the data, overall mean value for environmental awareness is 4.4. This can conclude that most of the respondents strongly agreed on having environmental awareness on using second-hand mobile and most of them are strongly agreed that consuming second-hand mobile phone have positive impact for the environment.

4.1.2 Sustainable Consumption

In the research study, the question items are used to examined whether disposal behavior of second-hand mobile phone users is influenced by sustainable consumption or not. The data analysis of respondents agreeable on sustainable consumption of second-hand mobile phones users is describe in the following Table (4.4). The mean values give the information on how sustainable consumption of consumers influence on disposal behavior of second-hand mobile phone users.

Table (4.4) Sustainable Consumption

No	Items	Mean	S. D
1	Considering resource conservation when purchase mobile phone	4.43	0.59
2	Minimizing to buy new mobile phones for sustainable resources	4.43	0.58
3	Purchasing second-hand mobile phone for environmental protection purposes	4.26	0.55
4	Purchasing a second-hand mobile phone for consuming mobile phones	4.34	0.59
5	Having willingness to purchase a second-hand mobile phone in the future	4.43	0.58
	Overall Mean Value	4.38	

Source ; Survey Data (2022)

According to the Table (4.4), respondents have highest mean score on the fact of considering resource conservation when purchase mobile phone, minimizing the purchase of new mobile phones for sustainable resources and willingness to purchase a second-hand mobile phone in future. This can conclude that the respondents strongly agreed that they have willingness to consider resource conservation and would like to choose a second-hand mobile than new mobile phone for next consumption. The respondents have lowest mean score on the fact that persist in purchasing second-hand mobile phone for environmental protection purposes with the mean score of 4.26. This can conclude that their engagement in sustainable consumption have lower effect on the purpose of protecting environment. Thus, their main reason for consuming second-hand mobile phones has other reasons than the purpose of protecting the environment.

According to the analysis of the data, overall mean score for sustainable consumption is 4.38. This can conclude that most of the second-hand mobile phone users are strongly agreed on sustainable consumption of mobile phones and have desire to use more second-hand mobile phones to sustain the resources.

4.1.3 Analysis of Influencing Factors on Sustainable Consumption

As the second part of the analysis, the effect of personal norm, social norm and environmental awareness on sustainable consumption are presented. To analyze the influencing factors on sustainable consumption, the mean value of sustainable consumption is regressed with the mean value of personal norm, social norm and environmental awareness. The results of analysis are described in Table (4.5).

According to the results of Table (4.5), the value of R square is 0.358 and adjusted R square is 0.348. This means that this model can explain well the variation of sustainable consumption which is predicted by the measures of personal norms, social norms and environmental awareness factors. As the adjusted R square value is 0.348, it indicates that there is a 34.8% variation between independent variable (influencing factors) and dependent variable (sustainable consumption). Based on the F value of the analysis, the overall significance of the model is highly significant at 1% level. Thus, it can conclude that the model is valid.

The Durbin-Watson value is 1.711 and it is within acceptable range (1.5 to 2.5). Therefore, it means that there is no autocorrelation in sample. For the VIF (variance inflation factor) of predictor variables are less than 10. Therefore, it explains that there is no problem of multicollinearity.

Table (4.5) The Effect of Influencing Factors on Sustainable Consumption

Variable	Unstandardized Coefficient		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.378	0.303	0.000	4.549	0.000		
Personal Norms	0.139	0.090	0.127	1.540	0.125	0.484	2.065
Social Norms	0.385***	0.103	0.367	3.741	0.000	0.341	2.934
Environmental Awareness	0.160	0.111	0.162	1.441	0.151	0.261	3.835
R	0.598						
R Square	0.358						
Adjusted R Square	0.348						
F Value	36.456***						
Durbin-Watson	1.711						

Source: Survey data (2022)

***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Based on the result, two of the antecedent factors, personal norm and environmental awareness have no significant effect and no evidence of relationship with sustainable consumption. However, social norm has positive and significant effect on sustainable consumption with 1 percent significant level. Thus, social norm has positive contribution on effect of sustainable consumption on second-hand mobile phones users. Whenever 1 unit increases in social norm, the sustainable consumption will increase 0.385 unit.

Therefore, social norm has significant effect on sustainable consumption of second-hand mobile phone users. It means that the encouragement of family members, friends and public to consume second-hand mobile phones have a strong influence on sustainable consumption of second-hand mobile phones. The more family members, friends and public are encouraging to consume second-hand mobile phones, the greater impact for sustainable consumption of mobile phones. But the other influencing factors which include personal norm and environmental awareness have no significant effect on sustainable consumption of second-hand mobile phones users. It means that respondents have lower moral obligation to consume second-hand mobile phone and lower willingness to reduce the mobile phone consumption to protect the environment. This may be because of there is still lower awareness among Myanmar consumer to value second-hand mobile phone for sustainable consumption and environmental protection purpose.

Therefore, in order to raise the sustainable consumption of second-hand mobile phones users, it needs to be encouraged by society. It also needs to educate people that consumption and recycling mobile phones can get rid of overconsumption, resource depletion and disposing unnecessary electronic waste. Finally, it also needs to share the knowledge of using second-hand mobile phone which can engage in sustainable consumption and save the environment. If society are having more positive opinion on second-hand mobile phones consumption and support those who consume second-hand mobile phones, the sustainable consumption of mobile phones will certainly increase.

4.2 Analysis of Sustainable Consumption on Disposal Behavior

In the analysis of sustainable consumption on disposal behavior, regression analysis method is used. In first part of this finding, the descriptive analysis of disposal behavior is presented. Then, the findings from regression analysis of sustainable consumption on disposal behavior is presented as the second part of this analysis.

4.2.1 Disposal Behavior

In the research study, the question items are used to examine disposal behavior of second-hand mobile phone users. The data analysis of respondents agreeable on disposal behavior of second-hand mobile phones users is described in the following Table (4.6). The mean values give the information to predict disposal behavior of second-hand mobile phone users.

Table (4.6) Disposal Behavior

No	Items	Mean	S. D
1	Giving unwanted mobile phone to family members/ friends	4.43	0.58
2	Exchanging unwanted mobile phone with family members and friends	4.34	0.55
3	Giving old mobile phone to needy people is importance	4.51	0.62
4	Feeling good when giving old mobile phone	4.58	0.55
5	Giving quality mobile phone for charity	4.27	0.53
6	Reselling unwanted mobile phone to reduce the garbage disposal problem	4.43	0.58
7	Reselling old mobile phone for environmental reasons	4.34	0.55
8	Reselling old mobile phone for economic reasons	4.34	0.55
9	Reselling mobile phones for eco-friendly purpose	4.51	0.62
10	Reselling mobile phone for recycle purpose	4.58	0.55
	Overall Mean Value	4.44	

Source ; Survey Data (2022)

According to the Table (4.6), respondents have highest mean value of 4.58 on the facts of disposal behavior that the respondents feel good when they give their old mobile phones to the needy people and reselling the mobile phones that are in good condition to

recycle purpose. This means that the respondents strongly agreed that when they abandon old mobile phone, they are more likely to engage in charity behavior as they feel delighted for giving it for who require it. And the respondents are strongly agreed on the fact of reselling mobile phones for recycling motive. The respondents have lowest mean score on the fact of only give quality mobile phones for charity with the mean score of 4.27. This means that when the respondents give unused mobile phones to other people, they are not only giving quality the mobile phones. They are also giving mobile phones with some defect to other people.

According to the analysis of the data, overall mean value of disposal behavior is 4.44. This can conclude that the respondents strongly agreed that when they dispose their mobile phones, they disposed with environmental-friendly behavior.

4.2.2 Analysis of Sustainable Consumption on Disposal Behavior

As the second part of the analysis, the regression analysis of sustainable consumption on disposal behavior is measured. To analyze the model, the mean value of sustainable consumption is regressed with the mean value of disposal behavior. The results of analysis are described in Table (4.7).

According to the results of Table (4.7), the value of R square is 0.351. This means that this model can explain well the variation of disposal behavior which is predicted by the measure of sustainable consumption. As the R square value is 0.351, it indicates that there is a 35.1% variation between independent variable (sustainable consumption) and dependent variable (disposal behavior). Based on the F value of the analysis, the overall significance of the model is highly significant at 1% level. Thus, it can conclude that the model is valid.

The Durbin-Watson value is 1.775 and it is within acceptable range which is from 1.5 to 2.5. Therefore, it means that there is no autocorrelation in sample. The VIF (variance inflation factor) of predictor variable is less than 10. Therefore, it explains that there is no problem of multicollinearity.

Table (4.7) The Effect of Sustainable Consumption on Disposal Behavior

Variable	Unstandardized Coefficient		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.039	0.232	0.000	8.784	0.000		
Sustainable Consumption	0.546***	0.053	0.593	10.357	0.000	1.000	1.000
R	0.593						
R Square	0.351						
F Value	107.258***						
Durbin-Watson	1.775						

Source: Survey data (2022)

***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Based on the data analysis of Table (4.7), sustainable consumption of second-hand mobile phones users has a significantly positive effect on disposal behavior at 1 percent significant level. Therefore, a unit increase in sustainable consumption will lead to 0.546 unit increase in disposal behavior.

Thus, the sustainable consumption has significant effect on disposal behavior of second-hand mobile phone users. It means that considering resource conservation, minimizing buying new mobile phones and willingness and the actual purchasing of second-hand mobile phones have the positive effect on disposal behavior. The more second-hand mobile phone users are considering resource conservation, minimizing the purchase of new mobile phones and considering to purchase second-hand mobile phones, it can positively and strongly effect on disposal behavior.

In sum, the disposal behavior of second-hand mobile phone users is highly influence by sustainable consumption. The second-hand mobile phones users who engage in sustainable consumption are more likely to participate in pro-environmental disposal behavior than those who do not engage in sustainable consumption. This means that the

second-hand mobile phone user who engage in sustainable consumption will more likely to perform pro-environmental disposal behavior when they want to dispose it.

4.3 Analysis of Moderating Effect of Perceived Behavioral Control on Relationship Between Sustainable Consumption and Disposal Behavior

In the analysis of moderating effect of perceived behavioral control on relationship between sustainable consumption and disposal behavior, regression analysis method is used. In first part of this finding, the descriptive analysis of perceived behavioral control is measured. Then, the findings from regression analysis of moderating effect of perceived behavioral control on relationship between sustainable consumption and disposal behavior is presented as the second part of this analysis.

4.3.1 Perceived Behavioral Control

In the research study, the question items are used to examined perceived behavioral control of second-hand mobile phone users. The data analysis of respondents agreeable on perceived behavioral control of second-hand mobile phones users is described in the following Table (4.8). The mean values give the information to predict perceived behavioral control of second-hand mobile phone users.

Table (4.8) Perceived Behavioral Control

No	Items	Mean	S. D
1	Knowing the place to buy second-hand mobile phone	4.37	0.56
2	Having capability to buy second-hand mobile phone	4.40	0.63
3	Having time to choose a second-hand mobile phone	4.40	0.63
4	Having opportunities to purchase second-hand mobile phone	4.51	0.57
5	Having ability to purchase second-hand mobile phone immediately if necessary	4.26	0.56
	Overall Mean Value	4.39	

Source ; Survey Data (2022)

According to the Table (4.8), respondents have highest mean score of 4.51 on the fact of having plenty of opportunities to purchase a second-hand mobile phone with the mean score of 4.51. This means that the respondents strongly agreed that they can easily find the information about second-hand mobile phone and opportunities to choose variety of second-hand mobile phones from many vendors. The respondents have lowest mean score of 4.26 on the fact of having confidence to purchase a second-hand mobile phone when they necessary. This means that although the respondents have easy access on product information and where to purchase, they may have other constraint like money, time and payment term to purchase a second-hand mobile phone immediately.

According to the analysis of the data, overall mean score for perceived behavioral control is 4.39. This can conclude that the respondents strongly agreed that they perceived behavioral control for purchasing second-hand mobile phones and most of them have easy access to purchase a second-hand mobile phone.

4.3.2 Analysis of Moderating Effect of Perceived Behavioral Control on Relationship Between Sustainable Consumption and Disposal Behavior

In the second part of the analysis, the moderating effect of perceived behavioral control on relationship between sustainable consumption and disposal behavior is measured. To analyze the model, the mean value of sustainable consumption, perceived behavioral control, sustainable consumption*perceived behavioral control is regressed with the mean value of disposal behavior. The results of regression analysis are described in Table (4.9).

According to the result of Table (4.9), the value of R square is 0.504 and adjusted R square is 0.496. This means that this model can explain well the variation of sustainable consumption and disposal behavior which is predicted by the moderation effect of perceived behavioral control. As the adjusted R square value is 0.496, it indicates that there is a 49.6% variation between independent and dependent variable. Based on the F value of the analysis, the overall significance of the model is significant at 1% level. Thus, it can conclude that the model is valid. The Durbin-Watson value is 2.019 and it is within acceptable range which is from 1.5 to 2.5. Therefore, it means that there is no autocorrelation in sample.

Table (4.9) The Moderating Effect of Perceived Behavioral Control on Disposal Behavior

Variable	Unstandardized Coefficient			t	Sig	Unstandardized Coefficient			t	Sig
	B	SE	Beta			B	SE	Beta		
(Constant)	1.172	0.237		4.957	0.000	1.262	0.239		5.288	0.000
Sustainable Consumption	0.331***	0.055	0.359	6.003	0.000	0.315***	0.055	0.342	5.719	0.000
Perceived Behavioral Control	0.413***	0.056	0.443	7.420	0.000	0.310***	0.074	0.333	4.170	0.000
Sustainable Consumption * Perceived Behavioral Control						0.022**	0.011	0.158	2.051	0.042
R	0.702				0.710					
R Square	0.493				0.504					
Adjusted R Square	0.488				0.496					
F	95.799***				66.306***					
Durbin Watson	2.019									
R Square Change	0.011									

Source: Survey data (2022)

***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

From regression analysis result, perceived behavioral control has the partial moderating effect on the relationship between sustainable consumption and disposal behavior with 5% significant level. The moderating effect is positive effect. The original effect of sustainable consumption on disposal behavior is also positive effect. This shows

that although sustainable consumption has significant effect on disposal behavior, the moderating effect of perceived behavioral control strengthens the relationship between sustainable consumption and disposal behavior. Thus, the perceived behavioral control will increase the degree of effect from sustainable consumption on disposal behavior. The addition of perceived behavioral control resulted in change of delta R square value of 0.011 which means 1 % influential moderating effect. Thus, whenever the second-hand users have more control on perceived behavior, they will more likely to consume sustainably and dispose in recycle ways.

Thus, the perceived behavior control has partial moderating effect on relationship between sustainable consumption and disposal behavior. It means that knowing the place to purchase, having opportunities, ability and capacity to purchase second-hand mobile phone have positive effect on relationship between sustainable consumption and disposal behavior. The more second-hand mobile phone users have control over purchasing second-hand mobile phones, the greater contribution on sustainable consumption and disposal behavior.

Therefore, second-hand mobile phone users who has more perceived behavioral control over buying and disposing are more engage in sustainable consumption and disposal behavior. Thus, the perceived behavioral control helps the second-hand mobile phones users to engage more in sustainable consumption and disposal behavior.

CHAPTER 5

CONCLUSION

This chapter describes the findings and discussion of the study and the suggestion and recommendations of finding from the impact of influencing factor on sustainable consumption, sustainable consumption and moderation effect of perceived behavioral control on sustainable consumption and disposal behavior towards second-hand mobile phone users.

5.1 Findings and Discussions

The study was focused on the second-hand mobile phone users on One Kyat Application. Among second-hand mobile phones users from second-hand mobile market, this study is only conducted by collecting primary data from selected 200 respondents who has been purchased second-hand mobile phones at least one time and above. The structured questionnaires were sent out to the respondents through online.

The study analyzes the influencing factors on sustainable consumption of second-hand mobile phones users, which includes mainly three factors, personal norm, social norm and environmental awareness. In this study, it also explores the effect of sustainable consumption on disposal behavior. To achieve the third objective of the study, it also analyzes the moderating effect of perceived behavioral control on relationship between sustainable consumption and disposal behavior.

In this study, the individual factor analysis includes demographic profile of the respondents. According to the survey data, the vast majority of the respondents are male in demographic profile. Then, most of the respondents who are mostly consume second-hand mobile phones are adults who are in age group of between 26 to 30 years. Most of the respondents are educated people with education level of Bachelor Degree. The occupation of the respondents who mostly consume second-hand mobile phones are employees and most of the respondents have medium income level which has a range between 300,000MMK to 599,999MMK. Thus, the result outline that most of the second-hand users are educated male adults and employees who has medium income.

After analyzing demographic profile of the respondents, the influencing factors which include personal norm, social norm and environmental awareness on sustainable consumption are analyzed to achieve the first objective of the study. As the result of the analysis, it was found that social norm has positive significant effect on sustainable consumption of second-hand mobile phones. Thus, it can conclude that the support from society for consuming second-hand mobile phones can help to raise sustainable consumption of second-hand mobile phones.

For the second objective, the effect of sustainable consumption on disposal behavior is analyzed. As the result of the analysis, it is found that sustainable consumption has positive significant effect on disposal behavior. Thus, it can point out that the positive influence of sustainable consumption can enhance the pro-environmental disposal behavior of second-hand mobile phone users.

For the final objective, the moderating effect of perceived behavioral control on relationship between sustainable consumption and disposal behavior is analyzed. The result is found that the moderating effect of perceived behavioral control has positive partial moderating effect on relationship between sustainable consumption and disposal behavior. This finding points out that perceived behavioral control has strong and positive effect on relationship between sustainable consumption and disposal behavior and depend on its influence there will be more sustainable consumption and pro-environmental disposing behavior.

5.2 Suggestions and Recommendations

Based on the finding of this study, social norm has the significant effect on sustainable consumption of second-hand mobile phones users. Thus, in order to increase sustainable consumption, the society should support more on consuming second-hand mobile phones. They should also encourage more on those would like to reuse second-hand mobile phones. Although social norm strongly influences on sustainable consumption, other factors which including personal norm and environmental awareness have lower effect on sustainable consumption. Thus, it needs to educate second-hand mobile phone users that to value more on consuming second-hand mobile phones as it can reduce electronic wastes and decrease over-consumption behavior. And it also needs to educate

consumers that to be aware of environmental factor while consuming mobile phones. It needs to be shared the fact that overconsumption of electronic waste can seriously harm to the environment and disposing electronic waste can release toxins to environment. Thus, consumers should have more awareness on consuming recycle mobile phones when it has come to consuming mobile phones. And other people should also encourage on personal norm and environmental awareness of second-hand mobile phones users in order to increase sustainable consumption.

According to the finding, sustainable consumption has significant effect on disposal behavior. Thus, the consumers should maintain sustainable consumption of mobile phones in order to reduce overconsuming of mobile phones. In this way, it can also encourage recycling of mobile phones and can reduce throwaway disposing behavior. Based on analysis result, moderating effect of perceived behavioral control has positive and partial moderating effect on relationship between sustainable consumption and disposal behavior. Thus, the effect of perceived behavior control can also enhance sustainable consumption and disposal behavior in great contribution. This means that it is also important to maintain positive effect of perceived behavior control on consuming and disposing second-hand mobile phones.

5.3 Needs for Further Research

This study only focuses to analyze the influencing factors on sustainable consumption and disposal behavior of second-hand mobile phones users based on theory of interpersonal behavior theory. The limitation on this study is that in second-hand mobile phones market, there can have many other factors that influencing on sustainable consumption and disposal behavior. Thus, it should also analyze other influencing factors on sustainable consumption and disposal behavior of second-hand mobile phones users in further studies. Then, as for the moderating effect, only the effect of perceived behavioral control is analyzed in this study. Thus, it should study other moderating effect on sustainable consumption and disposal behavior on further studies.

In this study, data has been conducted with quantitative approach. In order to represent more comprehensiveness, other methods like a qualitative or mixed methods should study in further studies. Then, the sample size of this study is only conducted 200

respondents of second-hand mobile phone users. Thus, further study should use larger sample size of second-hand mobile phones users and the whole second-hand mobile phones users' market in Myanmar should study to better understanding of second-hand mobile phone market in Myanmar and consumer behavior in second-hand mobile market.

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APPENDIX A

April 2022

Questionnaire

I am MBA student from Yangon University of Economics and I am conducting this survey as part of the academic requirement to achieve degree of Master of Business Administration. The purpose of my study is to analyse the influencing factors on sustainable consumption and disposal behavior of second-hand mobile phone users.

I really appreciate your time and effort to fill out this questionnaire. Your answer will be confidential and only used for academic study purpose. Thank you in advance for your time and kind support.

SECTION A: Demographic Factors

Have you consumed second-hand mobile phones from One Kyat Application at least one time and above.

Yes No

If your answer is “Yes”, please continued to complete the survey.

If your answer is “No”, please stop the survey.

Please tick your response for each question.

1. Gender

Male Female

2. Age

- 20 and under 20 years
- 21 – 25 years
- 26 – 30 years
- 31 – 45 years
- 46 years and above

3. Education Level

- Diploma
- High School
- Bachelor Degree
- Master Degree

4. Occupation

- Student
- Employee
- Self-employed

5. Estimated Monthly Income

- Under 300,000 Ks
- 300,000Ks- 599,999 Ks
- 600,000Ks- 899,999 Ks
- 900,000 Ks and above

Section B: Influencing Factors

Please rate your agreement level of the following statements.

(1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

Personal Norm						
No	Description	1	2	3	4	5
1	I believe I have a moral obligation to choose a second-hand mobile phone when I have to buy mobile phone					
2	Choosing a second-hand mobile phone is consistent with my moral principles					
3	I would be a better person if I purchased second-hand mobile phone					
4	My personal values encourage me to choose a second-hand mobile phone when I have to buy mobile phone					
5	I am willing to put extra effort into searching second hand mobile phone on a regular basic					

Social Norms						
No	Description	1	2	3	4	5
1	Family members whose opinion I value would approve of my engagement in pro-environmental behavior					
2	Family member whose opinion I value would approve of my engagement in purchasing second-hand mobile phone					
3	Close friends who are important to me support my engagement in purchasing second-hand mobile phone					

4	Public would endorse my engagement in purchasing second-hand mobile phone					
5	Most people who are important to me think that I should buy a second-hand mobile phone when I have to buy mobile phone					
Environmental awareness						
No	Description	1	2	3	4	5
1	I believe that purchasing second-hand mobile phone can slow down the tempo of exhaustion of natural resource					
2	I believe that purchasing second-hand mobile phone can reduce electronic waste					
3	I become upset when I think about the harm being done to environment by electronic waste					
4	I think that purchasing second-hand mobile phone helps minimize environmental degradations					
5	I am willing to reduce my consumption of mobile phone to help to protect the environment					

Section C: Sustainable Consumption and Disposal Behavior

Please rate your agreement level of the following statements.

(1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

Sustainable Consumption						
No	Description	1	2	3	4	5
1	People should consider resource conservation when they buy mobile phone					
2	I minimize buying new mobile phones because they are not sustainable for resources					
3	I do not mind giving up certain second-hand mobile phone for environmental protection purposes					
4	Certainly, I will buy a second-hand mobile phone					
5	It is very likely that I will buy a second-hand mobile phone in the future					
Perceived Behavioral Control						
No	Description	1	2	3	4	5
1	I know where I can buy second-hand mobile phone					
2	I am capable of buying second-hand mobile phone					
3	I have enough time to choose a second-hand mobile phone when I have to buy mobile phone					
4	There are likely to be plenty of opportunities to purchase second-hand mobile phone					
5	I am confident that if I want, I can purchase second-hand mobile phone					

	Disposal Behavior					
No	Description	1	2	3	4	5
1	I often give unwanted mobile phone to family members/ friends					
2	I often swap unwanted mobile phone with family members and friends					
3	It's important to give old mobile phone to charity for needy people					
4	I feel good when I give old mobile phone to charity for needy people					
5	I often give quality mobile phone for charity					
6	I sell unwanted mobile phone to reduce the garbage disposal problem					
7	I sell old mobile phone for environmental reasons					
8	I sell old mobile phone for economic reasons					
9	I resell mobile phone that are in good condition for eco-friendly purpose					
10	I resell mobile phone that are in good condition for recycling purpose					

APPENDIX B

Regression Analysis Result for Influencing Factors on Sustainable Consumption

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.598 ^a	.358	.348	.35762	.358	36.456	3	196	.000	1.711

a. Predictors: (Constant), EAM, PNM, SNM

b. Dependent Variable: SCM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.987	3	4.662	36.456	.000 ^b
	Residual	25.067	196	.128		
	Total	39.054	199			

a. Dependent Variable: SCM

b. Predictors: (Constant), EAM, PNM, SNM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.378	.303		4.549	.000		
	PNM	.139	.090	.127	1.540	.125	.484	2.065
	SNM	.385	.103	.367	3.741	.000	.341	2.934
	EAM	.160	.111	.162	1.441	.151	.261	3.835

a. Dependent Variable: SCM

Regression Analysis Result for Sustainable Consumption on Disposal Behavior

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.593 ^a	.351	.348	.330	.351	107.258	1	198	.000	1.775

a. Predictors: (Constant), SCM

b. Dependent Variable: DBM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.658	1	11.658	107.258	.000 ^b
	Residual	21.522	198	.109		
	Total	33.180	199			

a. Dependent Variable: DBM

b. Predictors: (Constant), SCM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.039	.232		8.784	.000		
	SCM	.546	.053	.593	10.357	.000	1.000	1.000

a. Dependent Variable: DBM

Regression Analysis Result for Moderating Effect of Perceived Behavioral Control on Relationship between Sustainable Consumption and Disposal Behavior

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change	Durbin-Watson
					R Square Change	F Change	df1	df2		
1	.702 ^a	.493	.488	.292	.493	95.799	2	197	.000	
2	.710 ^b	.504	.496	.290	.011	4.204	1	196	.042	2.019

a. Predictors: (Constant), PBCM, SCM

b. Predictors: (Constant), PBCM, SCM, SCPBC

c. Dependent Variable: DBM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.359	2	8.180	95.799	.000 ^b
	Residual	16.821	197	.085		
	Total	33.180	199			
2	Regression	16.713	3	5.571	66.306	.000 ^c
	Residual	16.467	196	.084		
	Total	33.180	199			

a. Dependent Variable: DBM

b. Predictors: (Constant), PBCM, SCM

c. Predictors: (Constant), PBCM, SCM, SCPBC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.172	.237		4.957	.000		
	SCM	.331	.055	.359	6.003	.000	.721	1.387
	PBCM	.413	.056	.443	7.420	.000	.721	1.387
2	(Constant)	1.262	.239		5.288	.000		
	SCM	.315	.055	.342	5.719	.000	.708	1.413
	PBCM	.310	.074	.333	4.170	.000	.396	2.523
	SCPBC	.022	.011	.158	2.050	.042	.427	2.343

a. Dependent Variable: DBM

