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Factor That Impact the Adoption of Reuse Practices Among Malaysians

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Abstract

Sustainable consumption is important globally, but it is challenging to practice. Many people care about the environment and support sustainability, yet this often does not change what they buy. Consumerism, which focuses on personal enjoyment and status, harms the environment and creates waste. Reusing items essential for sustainable consumption has not been studied much, even though it can help products last longer. This study examines Malaysian consumers' awareness of environmental issues, sustainability knowledge, and willingness to reuse items. The goal is to find out what encourages people to reuse. The study used a detailed survey to collect information from different parts of Malaysia, focusing on Peninsular Malaysia, Sabah, and Sarawak. In Peninsular Malaysia, four regions were studied: Northern (Kedah), Central (Selangor), Eastern (Terengganu), and Southern (Johor). 1,023 participants participated, including 481 from Peninsular Malaysia, 253 from Sabah, and 289 from Sarawak. Participants were randomly chosen from various government organisations to ensure a mix. Results show that most people are aware of environmental issues and want a suitable living environment. While they know some sustainability terms, they could better understand more complex ideas. The analysis shows a strong link between understanding sustainability, being aware of environmental issues, and wanting to reuse and reuse items. The willingness to reuse is the most significant factor affecting reuse habits. By improving understanding of sustainability, raising awareness of environmental issues, and promoting a reuse culture, waste can be reduced and lessen its environmental impact.

Keywords: Sustainable consumption, Reuse. Practices, Consumer, Malaysia.

1.0 Introduction

Sustainable consumption means using resources to protect the environment and meet future generations' needs. It relies on consumers to care for a healthy and safe environment. Sadly, not many people follow this idea. While some are aware of environmental issues, they often do not change their buying habits (Van Lange & Joireman, 2008; Bahena, 2024). Consumerism focuses on buying things mainly

for personal pleasure and social status. Studies show that this leads to adverse effects on the environment and society. This type of consumption creates waste, which can harm local communities and the environment if not managed properly (Belk, 1988; Zaman & Lehman, 2011). To fight against over-consumption, experts suggest reusing and recycling to make products last longer. However, it is worth noting that the concept of reuse has been somewhat overlooked in the literature. Recent studies, such as the work of Lin, Shwen, Chang, and Yang (2022), emphasise that the context in which reusable products are used plays a pivotal role in driving behavioural intentions.

In 2015, countries agreed on the 17 Sustainable Development Goals (SDGs) to help guide global development until 2030. Goal 12 focuses on sustainable consumption and aims for "Zero Waste" by 2030 through waste prevention and recycling (United Nations, 2015 & 2017). The success of this goal depends on whether people in each country choose to adopt sustainable practices. For instance, Malaysia still produces much waste, which could increase by 70% by 2050 without action, reaching 3.4 billion tonnes (Mohd Hassan, 2019). There is also a worrying trend in developing countries where materialistic values are growing, as highlighted by a study by Standard Chartered Bank (2014) in Indonesia, India, Nigeria, Ghana, and Kenya. This shift emphasises the importance of material goods over personal values, which can lead to more waste and environmental damage (Ahmad Hariza, 2018).

While companies try to create eco-friendly products, consumers must change how they behave to help the environment. People should think more about their lifestyles and the impact of their choices. Following the 3Rs - reduce, reuse, and recycle - is essential, mainly focusing on reducing and reusing. Being mindful when shopping and cutting down on waste are critical steps for a more sustainable future.

2.0 Research Objectives

This study aims to assess the level of environmental awareness, sustainability knowledge, and sustainable consumption behaviour of Malaysian consumers, focusing on reuse behaviour. The specific objectives of the research are as follows:

1. To investigate the degree of environmental awareness among Malaysians.

2. To assess the level of knowledge among Malaysians regarding sustainability-related topics.
3. To examine the perceptions of Malaysians regarding reuse practice.
4. To evaluate the willingness of Malaysian consumers to engage in reuse practices within their consumption activities.
5. To identify the factors that predict reuse practices among Malaysian consumers.

3.0 Literature Review

The concept of sustainable consumption behaviour is often used interchangeably with terms like 'pro-environmental behaviour' (Saari et al., 2021), 'green consumption behaviour' (Biswass, 2017), and 'ethical consumption behaviour' (Ganglmair-Wooliscroft & Wooliscroft, 2019). Various studies have highlighted the significant influence of pro-environmental knowledge on encouraging individuals to engage in green consumption. Meanwhile, others have emphasised that pro-environmental awareness encompasses essential elements, including environmental knowledge, environmental empathy, and personal environmental responsibility (Saari et al., 2021).

The driving force behind adopting ecological consumption practices lies in understanding sustainable development and consumption issues. To foster environmental awareness, a certain level of environmental knowledge is essential. Consumers are more likely to adopt eco-friendly consumption practices when they understand environmental challenges and issues more deeply. Liobikien et al., (2016) demonstrated that consumers are more inclined to embrace green consumption habits with a substantial knowledge base regarding environmentally friendly choices. Stofejova (2020) emphasises that environmental awareness shapes individuals' perspectives and comprehension of their surroundings. Environmental literacy and awareness are interconnected concepts, with environmental literacy being the ability to recognise, comprehend, and take action to improve or restore the environment. Environmentally conscious individuals make decisions that benefit the environment, independently or collectively, contributing to global environmental improvement and the well-being of future generations. Monica et al., (2020) underscores the close connection between our consumption

patterns, resource utilisation, environmental degradation, and the consequences of our actions on a global scale. As people shift from traditional consumption habits to green consumerism, a green society is gradually emerging, promoting environmentally conscious production and lifestyles (Shen & Wang, 2022). However, consumer willingness to engage in sustainable behaviours often does not translate into actual sustainable consumer behaviour due to various factors, including availability, affordability, convenience, product performance, conflicting priorities, scepticism, and habit.

Sustainable consumption encompasses a range of critical factors, including enhancing efficiency, reducing waste, adopting a life cycle perspective, and considering equity, meeting needs, and improving quality of life. The UNEP's publication 'Consumption Opportunities' in 2001 explicitly includes specific aspects under this broad framework, such as efficient consumption (decoupling), alternative consumption (changing infrastructure and choices), conscious consumption (making more deliberate choices), and appropriate consumption (questioning consumption levels and drivers) (EJOLT, 2023). Reuse practices are recognised as valuable in reducing the generation of waste destined for landfills. Reuse and recycling are more readily applicable concepts in everyday life. The National Strategic Plan for Solid Waste Management (2005) emphasises the importance of reducing and reusing in the context of achieving zero waste goals in the future.

Reuse involves extending the lifespan of items that might otherwise be discarded. For example, bottles can be used for decorative purposes in a flower garden or continuously refill soap bottles when they are empty. Reusing can involve employing items for their original purpose, such as refilling soap bottles when they run out (Coral, 2003). Reuse practices are closely linked to notions of care, involving extending the useful life of items, consumer responsibility, continued ownership, and consideration for future generations. Reuse represents a critical strategy for prolonging the utility of items while conserving resources (Gu et al., 2024). Reuse is not only a means to reduce consumption but also a way to exhibit prudence and carefulness. Extending the lifespan of items means less waste is directed to landfills, as these items remain in use for an extended period.

In reuse activities, products or items that are still in good condition and safe to use can extend their life. This contributes to

reducing the volume of waste sent to landfills, either by being used for the same or different purposes (De Young, 1991). The prevailing culture of consumption exerts a potent influence on energy consumption and environmental pollution, with personal consumption choices, particularly among the middle and upper classes, being the driving force behind increased energy usage and transportation demands. This surge in consumption, in turn, contributes to various forms of pollution, including water, land, and atmospheric pollution. These environmental issues can be directly attributed to various products' production and excessive consumption. The roots of this pervasive "culture of consumption" in the United States can be traced back to the late nineteenth century. Economist Thorstein Veblen introduced "conspicuous consumption" to describe flaunting luxury items to enhance self-esteem and signal higher social status (Trigg, 2001). Juliet Schor, an economist in 1988 from Harvard University, offers a modern definition of consumer culture as a social system in which individuals' satisfaction or dissatisfaction depends less on the sheer quantity of possessions and more on socially constructed aspirations and expectations regarding material accumulation.

Individual consumer behaviours are currently exerting unprecedented pressure on the natural environment. The consequences of this consumption-driven lifestyle are manifold, encompassing environmental degradation, pollution, climate change, rising social inequality, and poverty. The demand for renewable energy sources has also surged as a result. These complex challenges necessitate fundamentally transforming businesses and societies (White et al., 2019). Recent decades have witnessed a surge in consumption that exceeds the Earth's capacity to regenerate natural resources. Consequently, resource availability has dwindled, biodiversity loss has accelerated, and environmental degradation has intensified. This paradigm shift is compelling societies worldwide to embrace models of sustainable consumption and production (White et al., 2019).

Moreover, waste disposal through incineration and landfill sites contributes to environmental problems, including releasing harmful gases like carbon dioxide and methane, major contributors to global warming and the greenhouse effect. In the face of these environmental challenges, individuals are growing aware of the need to alter their purchasing and consumption behaviours (Vergura et al., 2023). This heightened consciousness manifests in both the adoption of

sustainable consumption practices and a heightened demand for eco-friendly products

A common misconception about the circular economy is that it is merely an extension of recycling, which entails recovering and reprocessing waste materials for new products. Past research has mainly focused on reducing and recycling but has largely ignored the reuse of packaging, which can successfully limit the use of virgin material and have a positive environmental impact on waste reduction and resource conservation (Ertz et al., 2017). While recycling is emphasised in approximately 80% of circular economy definitions, underscoring its prominence (King, 2022), it represents only one facet of a broader, more complex framework. Before recycling, other crucial stages in a product's life cycle—such as rethinking designs to reduce reliance on virgin materials and prioritising reuse over disposal—warrant attention. This study focuses on reuse behaviour, addressing a critical yet often overlooked stage before recycling. Unlike recycling, which has been extensively studied, reuse behaviour can play a fundamental role in reducing waste generation, thereby supporting a more sustainable, resource-efficient economy.

Based on the provided information, the theoretical framework for the study is that environmental awareness could lead to increased adoption of reuse practices. The study also assumes that the greater the knowledge of sustainability, the higher the possibility of the individual promoting eco-friendly consumption behaviours. Meanwhile, an enhanced willingness to participate will result in more sustainable practices. This framework demonstrates that these three independent variables collectively influence the adoption of reuse practices, supporting the study's objective to evaluate predictors of reuse among Malaysian consumers, as shown in Figure 1. This aligns with sustainable consumption behaviour principles and their impact on waste reduction goals in Malaysia.

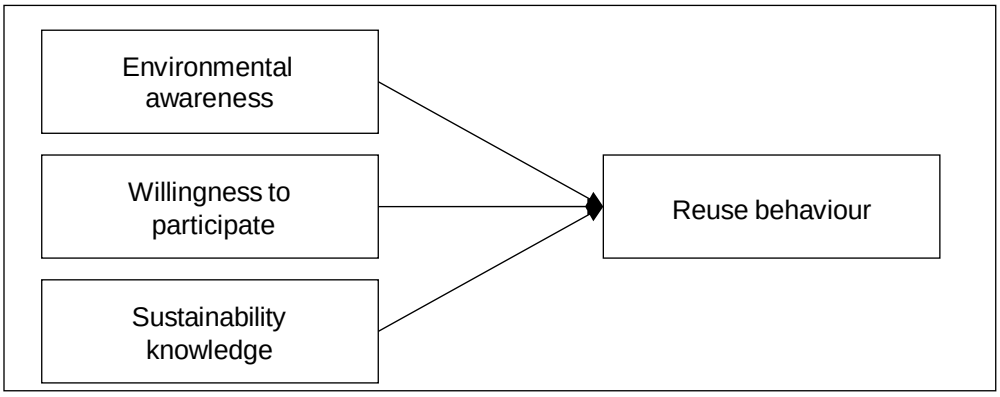

Figure 1 : The Design Framework for Factors That Could Influence Reuse Behaviour

4.0 Research Methodology

4.1 Location and Sampling:

The study adopted a comprehensive quantitative research methodology utilising a structured survey approach across diverse geographical regions of Malaysia. The sampling frame encompassed three major regions: Peninsular Malaysia, Sabah, and Sarawak, ensuring broad geographical representation. Within Peninsular Malaysia, a strategic zonal division was implemented, comprising the Northern (Kedah), Central (Selangor), Eastern (Terengganu), and Southern (Johor) zones. The study successfully engaged 1,023 participants, with a distribution of 481 respondents from Peninsular Malaysia, 253 from Sabah, and 289 from Sarawak. Participants were randomly selected from various government organizations across these regions to ensure diversity in the sample.

4.2 Instrument

The research instrument consisted of a carefully structured questionnaire to capture comprehensive data aligned with the study's objectives. The questionnaire was systematically organized into five distinct sections to facilitate thorough data collection. The first section focused on demographic profiling, gathering essential information about respondents' characteristics, including age, gender, residential location, ethnicity, educational attainment, marital status, occupational background, and monthly household income levels.

The second section evaluated respondents' environmental awareness through statements measuring their concern for environmental and community well-being. Participants indicated their level of agreement or disagreement with various environmental statements, providing insights into their environmental consciousness. The third section assessed participants' understanding of sustainability concepts through 15 key terms, including biodiversity, zero waste, climate change, green technology, environmental friendliness, and the 3Rs (reuse, reduce, recycle). Respondents indicated their familiarity with these terms using a three-tier response system: complete understanding, awareness without comprehension, or complete unfamiliarity.

The fourth section employed a 5-point Likert scale ranging from "never" (1) to "always" (5) to measure actual reuse behaviours. This section evaluated participants' engagement in various reuse practices through carefully crafted statements. The fifth section examined respondents' willingness to incorporate reuse practices into their consumption patterns, utilizing a 5-point Likert scale from "very willing" (1) to "very reluctant" (5).

4.3 Data Analysis

The data analysis framework primarily utilized descriptive statistical techniques to synthesize and interpret the collected data. This analytical approach effectively summarized respondents' demographic profiles while providing detailed insights into their levels of environmental awareness, sustainability understanding, current reuse practices, and willingness to engage in sustainable consumption behaviours. The analysis strategy was designed to comprehensively understand the relationships between these variables and their influence on sustainable consumption practices.

This enhanced methodology provides a robust framework for investigating the factors influencing reuse practices among Malaysian consumers while maintaining scientific rigour and ensuring comprehensive data collection and analysis. The structured approach provides meaningful insights into sustainable consumption behaviours and their determinants in the Malaysian context.

5.0 Findings

5.1 Background of Respondents

The socio-demographic profile of the respondents is presented in Table 4.1.1. The age distribution of the participants ranged from 31 to 43 years, with the largest group comprising 37.7 per cent of the total. Additionally, 31.4 per cent fell into the age categories of below 30 years, and 26.5 per cent were in the 44 to 56 age range. In terms of gender, the majority of respondents (59.2%) were female, with the highest representation in Sarawak (28.7%), followed by Sabah (25.1%) and Kedah (12.5%).

The ethnic composition of the respondents showed that a significant majority were Malays (67.6%), while residents of Sabah and Sarawak constituted 27.8%, followed by Chinese (3.5%) and Indians (1.1%). A large proportion (76.6%) of respondents resided in urban areas. Only a very small percentage (0.4%) of respondents, primarily those with the highest level of education, reported having no formal education. In contrast, nearly one-third (33.8%) of respondents had completed secondary education (SPM/MCE).

Regarding marital status, most respondents (74.2%) were married, while 22.9% were unmarried. Regarding monthly household income, approximately 45.2% fell into the RM1001 to RM3000 range, while 35.2% reported monthly household incomes between RM3001 and RM5000.

Table 1 : Respondents Background Information

Variables	n (%)
Age	
≤30	307 (31.4%)
31-43	369 (37.7%)
44-56	259 (26.5%)
≥57	44 (4.5%)
Gender	
male	406 (40.8%)
female	590 (59.2%)
Location	
city	721 (76.6%)
rural	220 (23.4%)

Variables	n (%)
Ethnicity	
Malay	677 (67.6%)
Chinese	35 (3.5%)
India	11 (1.1%)
Sabah and Sarawak	279 (27.8%)
Highest level of education	
No formal education	4 (0.4%)
UPSR	6 (0.6%)
PMR	41(4.1%)
SPM/MCE	338
STPM	66
Certificate	86
Diploma	239
Bachelor	187
Master	34
Marital status	
Single	231 (22.9%)
Married	749 (74.2%)
Divorcee/widowed	29 (2.9%)
Estimated monthly household income	
≤RM1000	44 (4.7%)
<RM1001-RM3000	426 (45.2%)
<RM3001-RM5000	332 (35.2%)
<RM5001-RM7000	68 (7.2%)
≥RM7001	72 (7.6%)

They were also asked about their membership in any consumer or environmental organizations. A significant portion, 72.3%, reported that they were not members, while 27.6% indicated that they were members. Membership in consumer or environmental organizations can expose individuals to sustainability issues and the significance of incorporating reuse practices into their consumption habits.

6.0 Environmental Awareness

The table indicates that most respondents exhibit a high level of environmental awareness. For instance, 96.7% of respondents emphasise the importance of having a quality living environment, and 94.2% express concern for the well-being of their community. Additionally, 94.3% recognise the significance of environmental

protection and 84.5% exhibit community consciousness regarding environmental matters. In summary, the respondents demonstrate a high level of environmental awareness, with approximately 95.7% indicating such awareness.

Table 2 : Awareness on the Environment

Awareness of the Environment	Strongly Disagreed	Disagreed	Not Sure	Agreed	Strongly Agreed
I am concerned with maintaining the environment as a good place to live	0.5%	1.2%	1.7%	35.5%	61.2%
I have an interest in the well-being of the community in which I live	0.4%	0.4%	5.0%	50.4%	43.8%
In general, I am very concerned about the environmental issue	0.3%	0.5%	5.0%	51.1%	43.2%
I need to be a part of an environmentally conscious community.	0.4%	0.9%	14.8%	50.5%	33.5%

Table 3 below presents the respondents' comprehension of various terms related to sustainability. It is evident that respondents are more acquainted with terms that are less technical and often encountered in their daily lives, such as open burning, which they have experienced through haze (93.0%). Additionally, many respondents are familiar with terms like "environmentally friendly" and the three R's: reduce, reuse, and recycle. On the other hand, some of the more technical terms are less understood, even though respondents may have heard of them. These terms include biodiversity, local agenda 21, waste hierarchy, sustainable development, and sustainable consumption. Overall, in terms of their level of understanding, a substantial proportion, 88.5%, demonstrates a high level of understanding of these terms.

Table 3 : Understanding of Sustainability Terms

Terms	Have Not Heard	I Have Heard but Do Not Know the Meaning	Know The Meaning
Biodiversity	12.3%	45.3%	42.4%
Climate change	0.5%	12.4%	87.1%
Waste reduction	1.2%	17.3%	81.5%
Global warming	1.2%	20.5%	78.3%
Local Agenda 21	48.0%	38.2%	13.8%
Waste Hierarchy	38.6%	42.5%	18.8%
Sustainable Development	16.7%	44.5%	38.7%
Zero waste	15.6%	37.5%	47.0%
Green Technology	2.5%	24.1%	73.5%
Sustainable consumption	15.2%	47.7%	37.1%
Open burning	0.9%	6.4%	92.7%
Environmental friendly	0.3%	8.6%	91.1%
Reduce	2.2%	14.0%	83.8%
Reuse	1.0%	9.4%	89.6%
Recycle	0.3%	5.7%	94.0%

The study highlighted the potential for waste reduction through behavioural changes and personal planning, particularly in reuse and refurbishment. The findings indicated that the respondents' current behaviours leaned towards sustainability. This is evident in the fact that a significant portion of the respondents engage in practices such as reusing glass bottles, containers, and plastic items, repairing damaged objects, saving leftovers, and donating or selling unused items as part of their daily routines. In rural Mexican communities, for instance, households often reuse discarded materials such as cans, cardboard, glass, and wood. In urban areas, empty bottles may be reused as vases or containers for grains and other food items. Families in Mexico also engage in reuse practices for automobile components, bicycles, furniture, and paper (Coral, 1996).

Notably, 37.8% of respondents mentioned washing and reusing towels for cleaning purposes, reducing the need for disposable tissues and reducing waste. Additionally, regarding repair and refurbishment behaviours, most respondents (44.8%) tended to attempt to fix broken items before considering a new purchase. This approach saves

resources and keeps products in good condition for extended periods. Furthermore, 41.9% of respondents indicated that they typically save leftover food for future consumption rather than discarding it, illustrating a positive inclination towards waste reduction through personal practices.

Moreover, 38.6% of respondents acknowledged giving away or selling items they no longer required, fostering a culture of reuse and recycling. This trend suggests the presence of a thriving market for second-hand goods, promoting recycling efforts within the community. However, it is worth noting that a minor majority of respondents (29.5% and 30.5%) engaged in behaviours such as recycling plastic bags, bringing reusable bags from home when shopping, and reusing gift wrapping or other paper. These results suggest that despite campaigns promoting reusable bags, respondents have not widely embraced this practice.

Overall, the respondents displayed a readiness for sustainable actions, as indicated by the substantial percentages of "very willing" and "ready" responses, particularly in the context of reuse behaviours. For example, 57.3% expressed readiness to reuse glass bottles, jars, and plastic containers for food storage, while 34.8% were willing to reuse towels for cleaning. These findings underscore the respondents' belief in the effectiveness of reuse practices in minimising waste generation and mitigating the adverse environmental impacts of waste.

Table 4 : Willingness to Practice Reuse

Statement	**Very Unwilling %**	**Unwilling %**	**Neither %**	**Willing %**	**Very Willing %**
I am ___to look for packaging that can be easily reused.	6	3.5	13.6	65.8	16.5
I am ___to refills for some products I use	1	3.9	12.9	56.7	25.5
I am __ to buy produts that be used again and again and avoid disposable ones	1.9	3.9	13.2	56.2	24.7
I am _____to buy and use rechargeable batteries	1.1	4.4	16.6	55.1	22.8

Statement	Very Unwilling %	Unwilling %	Neither %	Willing %	Very Willing %
I am_to reuse plastic or use my durable bags when shopping.	1.5	5.3	13.7	53.3	26.3
I am _____to reuse papers/and/or wrapping paper from gifts	2.2	5.6	18.6	53.5	20.1
I am __ to reuse glass bottles and jars and/or plastic containers	1.6	3.5	12.8	52.8	24.4
I am_____to wash and reuse dishcloths for cleaning purposes	0.7	1.8	10.7	51.8	35

Table 5 : Practice of Reuse

Statement	Never (%)	Rarely (%)	Sometimes (%)	Usually (%)	Always (%)
When I buy food, I look for packaging that can be easily reused	5.7	14.3	38.1	28.2	13.7
I buy refills for some products I use	4.1	11.2	28.7	34.0	22.0
I buy products that can be used again and again and avoid disposable ones	2.5	9.5	29.3	39.4	19.3
I buy and use rechargeable batteries	7.6	17.1	29.4	31.4	14.5
I reuse plastic bags or use my durable bags when going shopping.	8.7	14.1	29.7	27.7	19.9
I reuse papers/and/or wrapping paper from gifts	8.7	20.5	30.9	26.6	13.4
I reuse glass bottles and jars and/or plastic containers	3.7	10.3	26.6	35.8	23.7
I wash and reuse dishclothsfor cleaning purposes	0.8	4.2	14.5	42.4	38

Table 6 : Level of Environmental Awareness, Understanding of Sustainability, Willingness and Practice of Reuse

Level	Understanding of sustainability related terms	Environmental awareness	Willingness to reuse	Practicing reuse
Low	11.2%	1.2%	1.9%	6.7%
Medium	47.5%	35.6%	27.4%	59.8%
High	41.3%	63.25	70.8%	33.5%

In terms of the respondents' levels, there is a notable high level of willingness to engage in reuse activities, with 70.8% expressing readiness, and a similarly high level of awareness regarding environmental concerns, with 63.2% exhibiting heightened awareness. However, there is a medium level of understanding related to sustainability-related terms, at 47.5%, and a moderate level of actual reuse practices among respondents, standing at 59.8%. It is apparent that there is room for improvement in fostering a stronger inclination towards practice. Quite a similar findings was shown from a study done in the Europe on willingness for consumer to engage in circular economics (European Commission, 2018). The finding conclude that consumers were generally wiling to consider the durability and reparability of products when purchasing new products and are motivated to do so because of their care for the environment. However, this willingness findings need to be interpreted carefully because they might not be doing what they wanted to do due to many circumstances such as the availability of products and also the price of the products. As emphasized by Stern (2000), the role of an individual's predisposition to act in a certain way can vary strongly depending on the context, the behavior and the actor. Consumers today actively seek out green products that not only resonate with their values but also contribute to a more sustainable and responsible lifestyle (Kaur, Chaudry, Manoj and Tyagi, 2024).

From these observations, it becomes evident that there is a need for concerted efforts to promote changes in willingness and behavior among consumers. Enhancing understanding among consumers is a crucial step, as improved comprehension can lead to heightened awareness, subsequently influencing willingness and practical adoption. Table 7, provided below, presents the correlation between all the variables. It indicates a strong and statistically significant relationship between these variables at $p<0.0001$. This

implies that a higher level of understanding regarding sustainability, increased environmental awareness, and a greater willingness to practice reuse all contribute significantly to adopting reuse practices. This is in line with the study by Szulc-Obloza and Zurek (2024), where they found that consumers with a positive attitude towards sustainable behaviours acquire, use, and dispose of products sustainably. The results also align with those of previous studies (Ahamad & Ariffin, 2018; Razzaq et al., 2018).

Table 7 : Correlation Table

Variable	n	1	2	3	4
Reuse practice	1009	-			
Reuse willingness	1008	0.621**	-		
Understanding	1010	0.266**	0.292**	-	
Environmental awareness	1007	0.275**	0.311**	0.213**	0.349**

The hypothesis proposed that reuse practices can be forecasted based on three independent variables: willingness to engage in reuse, environmental awareness, and understanding of sustainability terms among the respondents. A multiple regression analysis was conducted to scrutinize this hypothesis. The results reveal a significant impact on reuse practices ($F(3,1002) = 88.38$, $p < 0.001$), with an R-squared value of 0.39. This indicates that these three factors can predict 39% of the variability in reuse practices.

The formula for predicting reuse practices is as follows: Predicted Reuse Practices = 2.18 + 0.14 (Understanding) + 0.66 (Willingness) + 0.20 (Environmental Awareness) for each one-unit increase in these factors. All three factors display a positive influence on predicting reuse practices. However, it was found that willingness to engage in reuse emerged as the most influential predictor for reuse practices ($p < 0.0001$), followed by environmental awareness ($p < 0.001$), and understanding of sustainability terms ($p < 0.003$).

Table 8 : Multiple Regression Table

Predictor Variable	Beta value	P value
Willingness to reuse	0.66	0.000***
Understanding Sustainability	0.14	0.001**
Environmental Awareness	0.20	0.003**

R^2=0.39, F (3,1002). *** p<0.001, ** p<0.01, p<0.05

7.0 Conclusion

The results indicate that although respondents have a positive attitude towards the environment and a willingness to engage in reuse, the actual practice of reuse is not at large. Many respondents are prepared to reuse glass bottles, jars, and plastic containers, but fewer reuse these items. This difference points to a situation where the intention and willingness to reuse any items is not the only issue. However, it is greatly affected by several factors such as availability, cost and ease of use of the alternatives to reusing. The correlation analysis conducted in this study also verifies that intention, environmental concern, and knowledge of the terms of social sustainability are key drivers for engagement in reuse practices. Of these, the intention to reuse is most important, followed by environmental concern and knowledge of sustainability terms. This observation corresponds with studies conducted previously in that although, in principle, consumers are ready to practice sustainability, there are concerns that this may add challenges to implementing their willingness.

A combined and holistic approach, including all three strategies, seems to work perfectly in terms of educational, availability, and affordability strategies. Promoting partnerships between the government, organizations, and local communities will go a long way in bridging the disparity between consumer intent and actual use practice. Governments need to address the consumers' internal drive (through education and information campaigns) and their external needs (infrastructure provision and financial resources) so that a culture of reuse can be established in society.

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