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RESEARCH ON THE INFLUENCING FACTORS OF THE WILLINGNESS TO USE INTELLIGENT CLASSIFICATION EQUIPMENT FOR MUNICIPAL WASTE

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Abstract

The emergence of intelligent waste classification and recycling equipment is a new method to improve China's waste classification and recycling. In this paper, the Unified Theory of Acceptance and Use of Technology (UTAUT) was established to deeply analyze the relevant factors affecting users' willingness to use intelligent waste sorting equipment, and corresponding strategies were proposed based on the empirical results. Good performance expectation, effort expectation, social influence and facilitation scenario have a significant positive effect on residents' use of Intelligent classification equipment for municipal waste. In addition, residents' age has a significant negative impact on the willingness to use intelligent waste sorting equipment. However, residents' experience of waste classification will improve their willingness to use intelligent waste classification equipment.

Key words: city municipal waste classification; intelligent waste sorting equipment; UTAUT model

Received: February, 2021; Revised final: July, 2021; Accepted: October, 2021; Published in final edited form: November, 2021

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