ANALYSING CATALYSING DRIVERS OF RECYCLING INTENT AMONG SMES

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ABSTRACT

This study conducted to explore the various factors that are instrumental in stimulating the recycling intent among SMEs. For instance, recycling inculcates many dimensions to benefit the environment directly or indirectly. The purpose of this study was to examine the causal relationship between the adopted variables in this study. This study proposed a research model that establishes a causal relationship of recycling intent with four independent variables viz environmental awareness, norms & policy, SMEs attitude, and perceived behavioural control. This study inculcates a cross-sectional research design that consists of experimental design, and random sampling procedure was adopted to select 105 respondents to obtain required information from SMEs. Data analysis performed using structural equation modelling. Path coefficients depicted that environmental awareness was most impeccable factor to stimulate recycling intent among SMEs. Furthermore, other variables also contribute a significant portion to motivate entrepreneurs to adopt recycling practices.

Keywords: SMEs, Recycling, Recycling Intent, Environment Awareness, SMEs Attitude, Behavioural Control, Environmental Policy.

INTRODUCTION

With the emergence of existing and potential environment-related dilemmas globally, viz pollution, climate change, global warming, and acid rain become to have a point of concern in worrying orbit of society (Salleh et al., 2016). Most countries envisage their economies and forthcoming policies concerning environmental degradation (Ramayah et al., 2010). The present generation is confronting the environmental deterioration viz landfills, sustainable availability of fossil fuel in the future, and carbon emission rate as the main concerns (Sang and Bekhet, 2015). Agriculture productivity and food security inhibited by climate change (Afroz, 2017; Al-Amin et al., 2010). Roy and Pal (2009) highlighted that

anthropogenic climate change is the product of lifestyle decisions and consumerism phenomenon; thus, the scenario makes environmental issues important not only for the government but also for businesses (Eltayeb et al., 2010).

Many social scientists have demonstrated their view on SMEs' performance based on variegated ways of practice. Take, for instance, cloud services played a crucial role in enabling SMEs' performance in a better way (Sanjay Mohapatra; Rahul Thakurta (2019). Adel Alsharji, Fauzia Jabeen, Syed Zamberi Ahmad (2019) envisaged in one of their study that social media practices among SMEs enable their efforts to reach potential audiences at the optimised cost and time. Furthermore, the author investigated that innovative practices among SMEs considered being a pivotal factor in raising the performance of SMEs; the author found a positive correlation between innovativeness and SMEs' performance (Mariyudi (2019). Besides, Nuno Carvalho, Vitor Raposo, Miguel Torres Preto, Luisa Carvalho (2019) dissected the comparative analysis between innovative and noninnovative practices among SMEs in order to understand objectives and goals. Authors safely argued that business incubators possess essential weightage to enhance the performance of the SMEs (Luisa Margarida Cagica Carvalho; Adriana Noronha; Simone Vasconcelos Galina, 2019). In contrast to the environmental study, the author contended the relationship between green consumerism and green marketing and its impact on business performance (Soumya Pandey, 2019).

The study focused on the textual content contribution in web marketing (Canziani, B. F., Welsh, D. H., Dana, L. P., & Ramadani, V., 2019). The authors examined the contribution of goods, services, and process on SMEs productivity (Saridakis, G., Idris, B., Hansen, J. M., & Dana, L. P., 2019). Research has given the ways of sojourning entrepreneurship employing an integration of primary and secondary data (Gurau, C., Volovelsky, E. K., & Dana, L. P., 2019). The authors propounded the social mechanics that help the entrepreneurial oriented community (Dana, L. P., Gurau, C., Light, I., & Muhammad, N., 2020). The authors investigated the impact of social capital and cultural capital on entrepreneurial productivity (Zelekha, Y., & Dana, L. P.,2019). Authors propounded that grassroots innovation feature the great potential to provide solutions to entrepreneurs (Dana, L. P., Gurau, C., Hoy, F., Ramadani, V., & Alexander, T., 2019). A dearth of culture support hinders the SMEs activities in India (Dana, 2000). A study conducted in 2018 by Dana, L. P. et al. proposed the distinct opportunities and challenges for entrepreneurs.

In contrast to the subject, the authors investigated the factors to contribute to making a supply chain sustainable (Dubey R, Gunasekaran A, Papadopoulos T, Childe SJ, Shibin KT, WAMBA SF 2017). It is evident from the study conducted by Zongwei Luo, Angappa Gunasekaran, Rameshwar Dubey, Stephen J. Childe and Thanos Papadopoulos (2017) management commitment, coercive and mimetic pressure carry mediation effect on enterprises attitude toward carbon emission. The study carried out by the authors Dubey, R., & Gunasekaran, A. (2015) demonstrated that adopting an appropriate training program for the manager in a supply chain may lead to sustainable outcomes.

Authors propounded the impact of supplier relationship management and total quality management on environmental performance (Dubey, R., Gunasekaran, A., & Ali, S. S., 2015). CRM and SRM have become crucial elements for green supply chain Dubey, R., Gunasekaran, A., Papadopoulos, T., & Childe, S. J. (2015). The authors discussed that performance management is positively associated with the coercive pressure and normative pressure (Dubey, R., Gunasekaran, A., Childe, S. J., Papadopoulos, T., Hazen, B., Giannakis, M., & Roubaud, D., 2017).

Authors outlined the relative importance of environmental factors in success of entrepreneurial activities (Nkongolo-Bakenda, J. M., & Chrysostome, E. V., 2020). On contrary, the authors determined the entrepreneurship contribution in nation development and economy growth (Roopchund, R., 2020). Furthermore, the authors investigated the implications of social networking analysis and its contribution in joint investment domain (Beckman, P., & Shahrasbi, N., 2020). It is evident from the study conducted by the authors in their study conveyed the competencies that enable SMEs to adopt innovative practices (Taipale-Erävala, K., Henttonen, K., & Lampela, H., 2019). Alternatively, the authors derived a series critical success factors for social entrepreneurship (Satar, M. S., & John, S., 2019).

Under the right circumstances, recycling is a widely adopted way of waste jettison and denigration, and it optimises the consumption of energy and natural resources (Ramayah et al., 2010; Chan and Bishop, 2013). Muhamad and Osman (2010) recycling is one of the effective ways of fortifying environmental degradation. Chen and Tung (2010) noted that minimizing solid waste is a crucial task; to materialize the waste, solid, recycling is most accessible way, which transforms waste into valuable resources, consequently featuring in social and environmental paybacks. Thereby, across globe governments implement laws and design garbage recycling and reduction curriculum to decline wastages and nurture a resourceful, sustainable environment for upcoming generations.

Public recycling awareness generally exists low (Ramayah et al., 2012). Initiative and cooperation parameters feature as the main blocks of recycling program which require attention from the government as well as residents, specifically, from SMEs that offer to supply useable to the society.

However, small and medium enterprises engage low paid personal and thereby contribute to national development (Al Mamun et al., 2016; Webb et al., 2013). The recyclable rate of the garbage should be in an adequate ratio to the recyclable garbage (Mahmud and Osman, 2010; Ramayah et al., 2010). By the time, recyclable waste tends to grow at a significant pace that will undoubtedly feature like an obstacle for government and SMEs to retain sustainable recycling (Ramayah et al., 2012). The consumption design of the contemporary generation follows the associated counterparts in developed countries (Ropke, 1999, 2009). Subsequently, it will have some impact on the environment and related causes of viz conservation and recycling (Ramayah et al., 2010). Notwithstanding, consumption pattern is the significant parameter of environmental sustainability; this research attempted to examine the recycling intent and behaviour among the SMEs in Jaipur India.

LITERATURE REVIEW

The theory of planned behaviour create a simple way to understand the intention regarding a certain behaviour; furthermore it assists in understanding the criterion of actual behaviour due to the intention. In the present scenario, theory of planned behaviour creates a vibrant dimension to flourish recycling intention among society. Furthermore, theory of planned behaviour stresses on investigating the impact of intention on forecasting pivotal behaviour toward an object, event, and process. In one of the studies, Ajzen (1991) stated that different types of beliefs namely normative, control, and behaviour features by way of measures of intention and action. The theory of planned behaviour creates a route to examine the different variables which have systematically impact on the behavioural choice and leads to the adoption of recycling (Chan, 1998; Shaw, 2008; Begum et al., 2009; Chen and Tung, 2010). Obsoletely, the foregoing discussion provides a platform to envisage over substantial effort required on the part of the individual basis to curl the recycling phenomenon. It is a general thought that recycling choice happens to be intricate due to different factors associated with it (Ramayah et al., 2012).

However, it is comprehended that the theory of planned behaviour draws a framework to visualise and examine the aspects that have a systematic impact on the culturing of intention decision. So far, several studies examined the motives of recycling intent and imitated the expediency of this phenomenon. Entirely, social researchers have shared an intent to explore existing as well as include additional factors for the purpose of understanding recycling intention (Davies et al., 2002; Tonglet et al., 2004). One of Ajzen's (1991) studies sustenance the concept that argues regarding the inculcation of additional factors in the theory of planned behaviour, provided additional factors contribute to explaining recycling intention at a positive pace. Thereby, this investigation aligned to explore antecedents to recycling intention that have a relevant effect on building recycling intention among SMEs. In subsequent part factors included in this study will be discussed, followed by research methodology, analysis and results, discussion & implication, conclusion, and scope for further research.

Environmental Awareness

The foregoing pieces of evidence convey that explicit knowledge of environmental sustainability is instrumental in stimulating recycling intent among society (Kelly et al., 2006). Many researchers positively acknowledged the importance of environmental awareness to reduce the environmental hazards, that produces an intent

to sustainable consumption of available resources (Ali and Sinha, 2013). Authors noted that environmental awareness poses a constructive impact on recycling intent (Danish and Naved, 2016). Absolutely, foregone researches revealed that the curriculum facilitates students to develop adequate environmental awareness to understand the potential environmental issues (Aminrad et al., 2013). However, communicating the right information and benefits of recycling stimulate an individual to be engaged in recycling in many forms (Sidique, Lupi, and Joshi., 2010). Essentially, the studies reviewed here provide a platform to envisage a directional association between attitude and environmental awareness in order to measure the recycling intent (Ramayah et al., 2012). Notwithstanding, a number of studies reported that awareness level of one‘s surrounding environment might not motivate individuals to develop conservation intent for the environment (Omran and Gebril, 2011; Said et al., 2007). The distinguished findings urge to a critical investigation of the real matter. The author examined the association between attitude and intention in the presence of subjective standards and perceived behavior (Ajzen, 1991). Chan (1998) in his study, demonstrated attitude as a critical determinant of one‘s behaviour. SMEs' propaganda eventually influenced by attitude and personality traits. (Frank et al., 2007; Sesen, 2013). Authors posited that recycling-oriented concern considered being a better predictor of recycling intent compared to general environmental concern (Ajzen and Fishbein,1977). The author demonstrated that attitude found to be instrumental in the prediction of recycling intention (Nigbur et al., 2010). Furthermore, social scientists investigated that attitude positively entices the recycling intent among society (Ramayah et al. 2012 and Al Mamun et al. 2018). On the ground of the literature reviewed, the current study assumes that environmental consciousness plays as a critical predictor of attitude in order to save the environment. Hence this study enumerates the following hypothesis.

H1: Environmental awareness positively affects the recycling intent among SMEs.

Environmental Policy

Individual or enterprises tend to perform or not perform certain behaviour subject to subjective norms and policies exists in society (Ajzen, 1991). Peer groups, friends, and family are instrumental in developing subjective norms, which ultimately stimulate society to comply with pre-specified norms. Subsequently, normative beliefs are instrumental in establishing underlying antecedents of subjective norms; however underlying beliefs are connected with the uncertainty that a group, individual, or society act with or oppose a specific behaviour (Veciana et al., 2005). The belief of noteworthy people guides society in the direction to perform a specific behaviour (Ajzen, 1991). Keat et al. (2011) demonstrated the association between the intention to initiate entrepreneurship and subjective norms, which provide the direction to understand the role of referent group such as friends, family to stimulate attitude to initiate new ventures. In the recycling parlance, a study conducted by (DoValle et al., 2004; Shaw, 2008), referred that social norms possessed by social groups which are essential to the society, act as an essential stimulus to recycling behaviour. Indeed, study conducted on the existing subject widely acknowledge that social norms are vital instruments to develop recycling intention among society. On the ground of the above literature this study hypotheses the following assumption

H2: Environmental policy positively impact the recycling intent among SMEs.

Sme’s Attitude

Attitude may be understood as an individual‘s perception of a behaviour that encompasses many dimensions viz correct or incorrect, bad or good, pleasant or unpleasant, beneficial or useless, exciting, or boring (Ramayah et al., 2012). Attitude is the key parameter to demonstrates one‘s overall observation of the specific behaviour. However, one‘s behaviour could be evaluated on the level of degree to an extent a person encompasses a constructive or regressive evaluation of the specific conduct. Attitude indicates the perception of individual desirability and inculcates opportunities and beliefs regarding an individual impact generated from a specific behaviour (Krueger et al., 2000). The association of intention and attitude may be understood; theoretically, that refers, attitude in association with norms and apparent behavioural control stimulate intention (Ajzen, 1991). Notwithstanding, empirical study in the parlance also provided evidence which sustenance the belief that an individual‘s attitude considered to be a crucial measure of one‘s behaviour (Chan,

1998). Many studies conducted on the subject demonstrated that attitude brings significant impact as well as a constructive impact on the entrepreneurs‘ intention (Frank et al., 2007; Sesen, 2013). Recycling parlance itself provided many studies that posited that recycling-oriented attitude is expected to predict recycling intention appropriately compared to non-specific environmental attitudes (Ajzen and Fishbein,1977). In particular, one of the studies of Nigbur et al. (2010) demonstrated that attitude has a significant influence on the recycling intention. Apparently, attitude positively associated with the recycling intent (Ramayah et al. 2012 and Al Mamun et al. 2018). Therefore, based on the above literature, this study hypothesises the below preposition

H3: SMEs' attitude toward the environment positively stimulate recycling intent among SMEs.

Perceived Behaviour Control

Ajzen (1991), in his study on perceived behaviour control, demonstrated that perceived inconvenience and convenience of practicing a specific behaviour termed as ―perceived behaviour control.” Perceived behavioural control is considered to be one of the similar aspects of self-efficacy; subsequently, it depicts the perception of a person regarding their strength to show a certain behaviour (Bandura, 1986; Ajzen, 1987). Control belief instrumental to institutes foundation for the acuity of behavioural control, there is a widespread belief that it transacts with the presence or absence of the resources and prospects (Ajzen, 1987). The preceding evidence depicts that intention creates avenues to perform a certain behaviour, whereas perceived control reflects the mere restriction and restraints (Boyd and Vozikis, 1994). It has a craving to do somewhat better or more competent that it has been done beforehand, subsequently from an individual standpoint, if one is confident to have specific opportunities and resources, and reflects ability to forecast uncertainties; hence one‘s perceived control to accelerate the relevant behaviour must be adequate (Ajzen, 1991).

Notwithstanding, the recycling behaviour of an individual may be stimulated subject to the availability of the resources and the convenience associated with them (Ramayah et al., 2012). In one of the studies conducted by the McDonald and Ball (1998) demonstrated the vital stimulus for not adopting recycling in the behaviour, reported as a paucity of required facilities, time scarcity, inopportuneness, logistics, operations, and miles to recycling channels. Furthermore, approaching and convenience to reach recycling sites stressed to be crucial variable recycling behaviour Sidique, Joshi, and Lupi (2010). In addition, the authors described that cost incurred in recycling, appropriateness of performing jobs related to recycling were other factors that stimulate recycling behaviour (Sidique, Lupi and Joshi, 2010). Hence, refereeing to the above studies, this study posits perceived behavioural control is instrumental in determining recycling intention. Thus, this study enumerates the following hypothesis.

H4: Perceived behavioural control positively stimulates the recycling intent among SMFigure 1: Research Model

RESEARCH METHODOLOGY

The vital objective of this learning stayed to examine the variables that influence the recycling intent among the SMEs in Jaipur city. To equip the objective of the research, a descriptive research design was espoused which indoctrinate experimental research due to the trait of causal relationship reflects in this study (Hoyle, Harris, & Judd, 2002). For the purpose of analysing the proposed hypotheses analytically, this study has embraced a multi-item scale. Thereafter, the researcher constructed a self-administered questionnaire with the focused variables in this investigation. In drafting the questionnaire, all the methodological steps were followed to frame such a measurement instrument (Blaikie, 2000; Saunders et al., 2009). The set of constructs entails recycling intent, environmental awareness, environmental policy, SMEs' attitude, and perceived behavioural control. Every variable was measured on a five-point Likert scale (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree). Prior to concluding the questionnaire, 30 SMEs were contacted to perform the pre-testing to examine the viability, time, cost and advancement upon study.

Data Collection and Analysis

Thirty participants were included in the pilot survey who were accustomed to the recycling contribution to saving the nature. This exercise was performed for the purpose of scale evaluation. Some amendments got to fused, referring to the comment originated from the pre-test data. Before concluding the data collection tool, few professors having expertise in the subject parlance were

concerned to evaluate the questionnaire, and few social entrepreneurs were contacted to verify the content of the subject used in the questionnaire. Afterward, the required corrections were incorporated based on their recommendations. Consequently, few modifications were implemented based on their endorsements and concluded the questionnaire for further steps.

The respondents of the research include a minimum of four years old enterprises in the Jaipur, Rajasthan. Referring to earlier work in this subject sphere, the response rate of respondents was recorded 12% (Orhei, L.E., Nandram, S.S. and Vinke, J.,2015). A total of 173 social entrepreneurs were contacted to participate in the face to face interview. Stratified sampling procedure was adopted to collect the required information from the SMEs. Due to the cautious behaviour of entrepreneurs to be involved in the interview, 105 entrepreneurs' responses were successfully recovered and considered suitable for analysis, which represents 60.69% of the response rate.

Anderson and Gerbing in 1998 discovered a two-step methodology viz measurement model and structural model were executed to process information collected from the respondents. Each item on the itemized scale analysed to test scale evaluation, particularly: internal consistency reliability, discriminant validity, and convergent validity. Thereafter, to check the validity of the research model, structural equation modelling executed.

ANALYSIS AND RESULT

This research is conducted in Jaipur on 105 entrepreneurs/SME respondents. Male respondents observed in the majority part (76.19%) during the study. A series of corroborated techniques and process viz. reliability test, measurement model, and the structural model adopted to analyse the dataset.

Reliability Test

Cronbach alpha (α), a measure to evaluate the internal consistency of the scale (Cronbach, 1951). The lowest beginning statistic of this measure established .70 (Nunnally, 1978). Each construct measured separately for coefficient α. Subsequently, Cronbach's α for construct recycling intent was estimated 0.813, environmental awareness 0.772, environmental policy 0.754, SMEs attitude 0.751, and perceived behavioural control 0.731. It seems from data evaluation that every construct falls above the minimum threshold value of Cronbach's α 0.70 (Table 2), reliability test findings convey that items had acceptable response consistency.

Measurement Model

Discriminant validity ―a measure should not correlate with other constructs from which it is expected to differ" (Fornell and Larcker, 1981) was analysed using the ―Average Variance Extracted (AVE)" procedure. For instance, observed statistics of ―square root of AVE" (Table 4) for each variable viz. recycle intent observed 0.855, environmental awareness 0.863, environmental policy 0.842, SMEs attitude 0.842, perceived environmental behaviour 0.843, which were observed to be more than the correlation between each variable (Table 3) which fulfill the prerequisite of discriminant validity of the scale.

Furthermore, AVE for every research variable viz. recycling intent 0.732, environmental awareness 0.745, environmental policy 0.710, SMEs attitude 0.709, and perceived behavioural control 0.712, was observed to be more than 0.5, which fulfills the prerequisite of convergent validity of the scale (Table 4).

Structural Model

Table 5 demonstrates the observed statistics of the structural model which present all parameters of the structural model fortify suitability of the proposed research framework. All parameters viz. ―χ2/df estimated less than 3, Goodness of fie index 0.93, Comparative fit index 0.92, estimated greater than 0.9 a measure called AGFI evaluated 0.82 greater than 0.8, RMSR estimated 0.06 less than 0.1 and RMSEA 0.04 less than 0.06" these measures support to establish an ethical fit framework.

MODEL ESTIMATION AND RESULT

For instance, for the purpose of evaluation of the enumerated research framework, SEM was performed that consents ―modelling of relationship with the specified number of respondents." Table 6 presents the path coefficients which computed for the purpose of evaluation of the appropriateness of the research model.

The author contended that the first hypothesis was enumerated to produce a constructive influence of environmental awareness on recycling intent

among the SMEs. This hypothesis was estimated at a 5 percent significance level, as of regression coefficient was estimated .77 along with test value 10.542. Therefore, the foregoing evidence explicitly recommended that environmental awareness positively influence the recycling intent among the SMEs.

In contrast, Hypothesis2 was developed to test the effect of environmental policy on the recycling intent among SMEs. The path coefficient of this relationship observed at a 5 percent significance level, so far regression coefficient was computed .72 along with the test value 8.741. Consequently, research findings conveyed that environmental policy do not contribute significantly to a substantial fraction in developing and executing the recycling intent among SMEs.

In particular, Hypothesis3 was constructed to examine the impact of SMEs' attitude on recycling intent among SMEs. The path coefficient of this relationship estimated .65 with the test statistic 6.921, at a 5 percent significance level. Thereby, it is noted on the ground of data evidence that SMEs‘ attitude is crucial to stimulate recycling intent among SMEs.

Underneath, Hypothesis4 was formulated to investigate the causal relationship between perceived behavioural control and recycling intent among the SMEs. The path coefficient of this relationship observed to be .67 along with the test value 7.17. Thus, the findings of the path coefficient recommend that perceived behavioural control positively influences recycling intent among SMEs.

DISCUSSION, IMPLICATION AND POLICY MAKING

The term recycling intent has been well disseminated in literature. Moreover, innovation is the need of the time to develop this parlance as a theoretical area of the research, that may arise with the advancement in its conceptualisation. However, it may be noted a sense of underscoring the mix of terminologies for this concept, that requires a systematic effort to develop itself (Del Brio and Junquera, 2003; Wagner, 2007; Ming-Ji and Ching-Hsun, 2009; Yu-Shan, 2008; Hillestad et al., 2010). Recycling among SMEs is enterprise implementation and transformation directing the environmental innovation along with the consequences to the enterprises‘ offerings, process, and marketing with a distinct degree of uniqueness. The concept can incrementally contribute to improvements to merely intensify the performance of SMEs.

Furthermore, it also refers to understand the radical concept that promotes unprecedented dimensions of the environmental innovation mix. Subsequently, recycling intent among SMEs contributes to reducing the enterprise‘s impact on the environment. In contrast, recycling intent has a consensual connection with variegated environmental fortification programs adopted by the SMEs.

Notwithstanding, it was observed during interacting with the entrepreneurs, they confronted many obstacles to environmental innovations. Take, for instance, inappropriate communication design, paucity of the environmental training schedule, managerial constraints to derive the relevance of environmental issues, obstacles to cement the bridge between suppliers and enterprise, unskilled research and development team.

Interestingly, it was found that low economic perception of environmental innovations techniques like recycling was one of the hurdles to developing recycling intent among the SMEs. From a financial standpoint, managing financial resources and investment with long term returns observed to be factors that deteriorate the intent to adopt recycling procedures among SMEs.

This study was set to develop a recycling intent among SMEs. Corresponding to any other theoretical study, it becomes essential to integrate proposed concepts in the study and move forward with the enterprise‘s practices.

This study recommends that environmental awareness positively stimulates the recycling intent among SMEs in Jaipur, India. This research finding show resemblance with the study conducted by the Ramayah et al. (2012), which align SMEs operations may affect the environment, which stimulates cultivate a genuine recycling intent among SMEs. Environmental awareness contributes to a significant part and enables SMEs to manage significant challenges. Prior studies in the parlance demonstrated that SMEs are marginally less involved in environmental fortification than their big counterparts. Hence, this study strives to fill this gap by developing SMEs recycling intent and adoption of this concept into

their practices. Subsequently, Environmental awareness programs conducted by the government bodies, NGOs, and the society itself enable SMEs to envisage and adopt practices for environment conservation.

This study reveals that despite the constructive effect observed among respondents, environmental policy did not appear to reflect the statistically significant effect on the development of the recycling intent among the SMEs. This outcome has no resemblance to the study conducted by Ramyan et al. (2012). Notwithstanding, this research provides an insight that reflects in collective society the effect of norm and policy on recycling intent of SMEs stands secondary, whereas other factors such as attitude, perceived behavioural control, and environmental awareness is overwhelming.

It is evident from the research findings that SMEs' attitudes toward the environment demonstrated to have a constructive and significant influence on the development of recycling intent among SMEs. This outcome of the research showed resemblance with one of the studies conducted by the Chan (1998), enumerated that entrepreneurs‘ attitude toward the environment considered to be instrumental in the architect of the recycling intent.

In this research, the assignment researcher is set to demonstrate the influence of perceived behavioural control on the construction and implementation of recycling intent among SMEs. Here, research findings are evident and shed light on the effect of perceived behavioural control on the recycling intent. This finding showed resemblance with Sidique, Joshi, and Lupi (2010) and Sidique, Lupi and Joshi (2010) who propounded the availability of essential resources, set-up, and convenience contribute as a significant factor to construct and enhance the recycling intent among the SMEs.

Encouragingly, in the current study, a substantial proportion of the SMEs found to be involved to a great extent in environmental initiatives and programs that stimulate entrepreneurs and society to inculcate environmentally friendly activities in their routine. To a great extent, SMEs may be engaged in environmental fortification with various approaches that can be attributed to the level of motivation and comprehension of the environmental benefits associated with the recycling practices. Among all SMEs included in this study, environmental awareness observed to be a key driver of recycling intent, whereas environmental policy were observed to be a significant driver to enhance the recycling intent among SMEs.

Despite the researcher's observation that recycling intent among SMEs is stimulated by strategic intent, the current research findings also demonstrate that environmental awareness, SME's attitude toward the environment, and perceived control behaviour observed to be a key driver to enable SMEs to envisage over perceived benefits of recycling to protect the environment.

However, SMEs acknowledge that recycling practice may provide cost-reducing benefits in operations along with environmental benefits. Furthermore, SMEs do not tend to perceive recycling practices to raise market share and penetrate the market. However, it gives the advantage to build a green brand image in society. Findings originated from this study provide a clear understanding that has significant implications associated with SMEs regarding social and environmental responsibilities. Due to the significantly different nature of activities and practices exercised in SMEs, that in turn bring a reflective influence on corporate social responsibility as well as an environmental fortification. Hence, this study recommends that social scientists may strive to explore the rationale of the heterogeneous nature of SMEs in terms of their environmental fortification activities. Furthermore, this study helps to comprehend and enable SMEs to forecast benefits associated with environmental management practices.

Recycling management among SMEs is clearly observed to be in its nascent stage. Therefore, SMEs' strategic intent associated with environmental management may not be limited to the resource constraints; somewhat, this may be limited to comprehending the benefits related to investment and identifying environmental benefits. However, now SMEs are therefore clearly enabled to recognise the significant contribution of recycling management. Since environmental awareness, SMEs' attitude, and perceived value control are the crucial elements of developing recycling intent among SMEs. Furthermore, this has turned in apprehending the environmental fortification.

Wherewith, conversely, some constraints dilute the environmental intent among SMEs, viz lack of

financial resources, the dearth of environmental knowledge among SMEs are likely key constraints to reactive and compliance setups to environmental degradation. Therefore, SMEs confront significant challenges which render adoption of practices associated with the environmental conservation, this has resemblance with one of the studies conducted by tinny (1999), who demonstrated that economic constraints and lack of commerce support observed to be few constraints that may prevent SMEs to adopt environment-friendly practices.

In the presence of such constraints, government and bureaucrats must adopt a proactive and adaptive approach to reassure environmental conservation practices among SMEs. Revell and Rutherfoord (2003) envisaged that environmental conservation intent among SMEs encouraged on an individual basis; however, such intent must be rewarded and complemented with appropriate policy systems to promote SMEs association with the environment.

CONCLUSION

Today, the environment is confronting the many worldwide environmental deterioration, reducing the level of environmental deterioration to an extent; recycling in builds the phenomenon of reducing industrial waste and optimising the consumption of environmental resources (Chan and Bishop, 2013). As a part of the study, in a growing, developing economy accompanying low recycling practices (Mahmud and Osman, 2010), it requires to motivate entrepreneurs and society as well to adopt recycling practices. Under such circumstances, this study conducted to examine the factors affecting recycling intent among entrepreneurship in Jaipur city, India.

Underneath, the results of this study upgrade the existing literature in many forms. The author argued that this study confirms the utility of recycling to save the environment. This study propounded the factors affecting the recycling intent among the entrepreneurs using a research model. In particular, this study examines the effect of environmental awareness on the recycling intent among entrepreneurs under the limited constraints. In contrast to the subject, this study further investigates the effect of SMEs' attitude, perceived behavioural control, and environmental policy on recycling intend which was found to be a positive stimulus to affect the recycling intent.

Besides, the findings of this research contribute to guiding the entrepreneurial organisation as well as the government to construct relevant and required environmental policy, and program with reference to recycling intent.

The findings of this study recommend that collaborative efforts of the public, as well as private organisations, are required to inform, persuade, and adopt recycling practices to nurture a sustainable environment. This study also suggests that government and private entities must collaborate to inform and remind society regarding the benefits associated with recycling to fortify the environment. It can be persuaded by means of appropriate advertising campaigns and events. Notwithstanding, appropriate facilities such as required infrastructure, resources, and rewards must be provided by the respective authorities to motivate society and individuals to inculcate recycling intent among all.

FUTURE RESEARCH DIRECTIONS

It is acknowledged from this study that the current study could adopt a few of the antecedents of the variable that had an impact on the recycling intent among the entrepreneurs in Jaipur city. There may be other variables that may have a potential effect on recycling intent. However, the current study obtained information from SMEs in Jaipur that may restrict the external generalisability of the study. Further, a social scientist may refer this study to better comprehend the other determinants of the recycling intent, specifically among SMEs, hence researchers may attempt to develop existing study and incorporate this study in other economic segments and investigate a depth and further widespread intake of inculcating practices associated to recycling.

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APPENDIX:

Table 1: Demographic Profile

Gender	**N**	**%**
Male	80	76.2
Female	25	23.8
Total	105	
Age		
20-29	26	24.8
30-39	35	33.3
40-49	24	22.9
50-59	14	13.3
60 or above	06	5.7
Total	105	
Education/ Highest degree		
SSC/HSC	15	14.1
Diploma	23	21.9
Graduation	41	39.0
Masters	21	20.0
Others	05	5.0
Total	105	
Marital Status		
Single	24	22.8
Married	78	74.4
Divorced	03	2.8
Total	105	
SMEs Age in years		
4-10	41	39.0
11-14	31	29.5
15-19	19	18.0
20-24	08	7.6
25 and above	06	5.7
Total	105	

Source: Primary data

Table 2: Reliability Test

S.No.	Construct	Item	Cronbach's α
1	Recycling Intent	7	.813
2	Environment Awareness	7	.772
3	Environmental Policy	7	.754
4	SMEs Attitude	7	.751
5	Perceived Behavioural Control	7	.731

Source: Primary data

Table 3: Correlation Table

Construct	Recycling Intent	Environmental Awareness	Environmental Policy	SMEs Attitude	Perceived Behavioural Control
Recycling Intent	—				
Environmental Awareness	.71	—			
Environmental Policy	.58	.56	—		
SMEs Attitude	.68	.68	.59	—	
Perceived Behavioural Control	.64	.59	.61	.63	—

Source: Primary data

Table 4: Validity Test

Construct	Item	Item's Loading	AVE	Square Root of AVE
Recycling Intent	4	.772	0.732	0.855
	6	.761		
	1	.746		
	7	.731		
	5	.729		
	2	.707		
	3	.681		
Environmental Awareness	3	.781	0.745	0.863
	5	.779		
	2	.747		
	7	.758		
	6	.737		
	4	.714		
	1	.701		
Environmental Policy	2	.751	0.710	0.842
	4	.749		
	3	.735		
	6	.713		
	1	.691		
	7	.678		
	5	.653		
SMEs Attitude	3	.759	0.709	0.842
	1	.742		
	2	.731		
	5	.713		
	6	.689		
	4	.672		
	7	.658		
Perceived Behavioural Control	1	.757	0.712	0.843
	4	.741		
	2	.737		
	3	.715		
	7	.691		
	5	.678		
	6	.670		

Source: Primary data

Table 5: SEM Statistics

Fit Index	Recommended Value*	Observed Value
Chi-square/Degrees of Freedom	≤3.0	2.21
GFI	≥.90	.93
AGFI	≥.80	.82
NNFI	≥.90	.94
CFI	≥.90	.92
RMSR	≤.10	.06
RMSEA	≤.06	.04

Source*: Schumacker and Lomax (2004)

Table 6: Path Coefficient Table

Hypotheses	Standardized Path Coefficient	t-value	p-value	Outcome
H1	.77	10.542*	.036	Accepted
H2	.72	8.741*	.029	Accepted
H3	.65	6.921*	.041	Accepted
H4	.67	7.417*	.038	Accepted

Source: Primary data significance level 5%