

gender, age, educational level, occupation, and monthly income. In total, 400 questionnaires were distributed to respondents. The cover letter attached to the questionnaires assured participants of their anonymity. Finally, 324 valid questionnaires were used in this research, resulting in an 81% usable response rate. The collected questionnaires were numbered and classified to use the number to retrieve the original questionnaire for reconciliation correction.

Reliability and Validity Analysis

Two tests were carried out by R. The first test was Bartlett's Test of Sphericity (BTS), which was used to evaluate the significance of the data matrix and the second test was Kaiser-Meyer-Olkin (KMO) which measured the correlation between factors [24].

According to Jomeen and Martin, Cronbach's alpha coefficient of 0.6 was considered as the minimum acceptable criterion for the internal reliability of the instrument [22]. Cronbach's alpha coefficient of the survey is 0.713. Therefore, it can be considered that the information obtained through the design of the questionnaire has high reliability and can be used to evaluate RDWC in Hangzhou. The KMO value of the survey was 0.745, greater than 0.7, and the significance value was 0.00, less than 0.05, indicating that the survey results were in agreement with the facts and can be used for the following data analysis.

Results and Discussion

Demographics of Respondents

It is universally accepted that demographic structure and education level will affect the RDWC [8, 25-27]. Table 1 shows the gender, age, education, and occupation distribution in the investigated districts. For analysis, all respondents are categorized into six categories in terms of age: <19, 19 to 29, 30 to 39, 40 to 49, 50 to 59, and ≥ 60 years old. The distributions of respondents in all categories are 3.09%, 56.17%, 10.19%, 19.75%, 6.79%, and 4.01%, respectively. The result showed that the main RDWC role of each household was mainly concentrated in the young and middle-aged people. Therefore, the young and middle-aged were the major contributors to RDWC. In contrast, their education levels were relatively low compared to residents living in urban areas. Thus, more than half of the respondents' monthly salary was below 2000CNY. Among the respondents, the scope of occupational distribution was relatively wide. Among them, students accounted for 42.59%, housewives accounted for 12.65%, workers (including migrant workers) accounted for 10.8%, retirement or laid-off accounted for 6.17%, self-employed accounted for 6.17%, and public officials (including civil servants and public institutions) accounted for 6.17%. The above

Table 1. Descriptive statistics of the demographics of the 324 respondents.

Group	Variable	Percentage (%)
Gender	Male	34.57
	Female	65.43
Age	<19	3.09
	19-29	56.17
	30-39	10.19
	40-49	19.75
	50-59	6.79
	≥ 60	4.01
Education	Elementary school	6.79
	Junior high school	20.68
	Senior high school	11.73
	College/diploma program	60.49
	University-undergraduate program	0.31
Occupation	Officials	6.17
	Self-employed	6.17
	Business manager	4.32
	Professional	2.78
	Farmer	3.40
	Retiree	6.17
	Worker	10.80
	Student	42.59
	Housewife	12.65
	Other	4.94
Monthly income	0-1999 CNY	54.63
	2000-3999 CNY	25.62
	4000-7999 CNY	11.73
	8000-11999 CNY	2.47
	12000-19999 CNY	0.93
	>20000 CNY	4.63

analysis of distribution of age and education level, occupations at all levels of society showed that the sample was representative.

Descriptive Statistics and Correlation Analysis

Table 2 presents the constructs, means, and standard deviations for all variables in this study. The mean of public awareness is 3.67 between neutral and agreement. To investigate the level of public

Table 2. Descriptive statistics of all variables.

Variables		Constructs	Mean	Standard Deviation
Dependent variable	Awareness	Have you ever paid attention to RDWC?	3.67	0.71
	Behavior	Waste classification accuracy score.	25.51	12.06
Subject perception	Attitude	What's your opinion on implementing waste management?	2.79	0.59
	RDWC satisfaction	Are you satisfied with the situation of RDWC in your village?	3.07	0.90
Object factors	Waste room	What is the cleanliness of waste rooms?	2.82	0.70
	Environment	What do you think of the environment in your village?	2.81	0.58
	Supervision	Are you subject to human supervision when handling domestic waste?	0.27	0.44

knowledge of RDWC, two questions were set up in the questionnaire to distinguish hazardous waste and recyclable waste. The data showed that the positive response rates for the two questions are 5.25% and 18.21%, respectively. We assigned points to the options: 10 points for correct answers and -5 points for wrong answers. Then we added the two question scores and standardize the total scores to get the Behavior variable. But the mean of behavior is relatively low compared to the awareness, indicating that public RDWC behaviors are not consistent with their RDWC awareness.

Subject perception reflected the perception of respondents at a village level. Concerning implementing RDWC, respondents didn't hold a supportive attitude toward it, which had mean values 2.79 below the midpoint. However, for the satisfaction of RDWC, respondents held a fair attitude toward it, which had mean values around 3.0.

Objective factors reflected the situation of RDWC in the respondents' village. According to the survey, only 2.69% of respondents thought the environment of their living areas was poor, while 71.38% of them thought it needed improvement. Respondents felt satisfied with the environment and waste room, both of which had mean values around 2.8. For the supervision of RDWC, most of the villagers didn't have human supervision, which had a mean value of only 0.27.

As is shown in Table 3, the result of correlation analysis indicated that awareness of environmental issues is positively associated with the cleanliness of waste rooms ($r = 0.16; p < 0.01$) and human supervision when handling domestic waste ($r = 0.13; p < 0.05$). Waste classification behavior is positively associated with attitude to implementing waste management ($r = 0.25; p < 0.01$), RDWC satisfaction ($r = 0.17; p < 0.01$) and the environment in respondents' village ($r = 0.21; p < 0.01$).

Public Awareness and Behavior of RDWC

To investigate the impact factors of public awareness and behavior of RDWC, this study adopted hierarchical regression analysis. The demographic variables, which were gender, age, education, and income, in the regression model were controlled for rural residents' awareness and behavior. Each regression analysis performed the same process, differing only in the dependent variable. So the model is set as follows:

Dependent variable_i

$$= \text{constant value} + b_1 \text{Gender}_i + b_2 \text{Age}_i + b_3 \text{Education}_i \\ + b_4 \text{Monthly income}_i + b_5 \text{Attitude}_i + b_6 \text{RDWC Satisfaction}_i \\ + b_7 \text{Waste room}_i + b_8 \text{Environment}_i + b_9 \text{Supervision}_i + \varepsilon_i$$

Table 3. Correlations among the related variables.

	1	2	3	4	5	6	7
Awareness	1						
Behavior	0.05	1					
Attitude	0.08	0.25***	1				
RDWC Satisfaction	0.08	0.17***	-0.02	1			
Waste room	0.16***	0.07	-0.01	0.22***	1		
Environment	-0.10*	0.21***	0.00	0.17***	0.03	1	
Supervision	0.13**	-0.02	0.00	0.32***	0.15***	0.08	1

Note: *significant at 0.1 level, **significant at 0.05 level, ***significant at 0.01 level.

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