

# **The effect of color on the attitude towards using the paper-recycling bin**

Efthymia M. MYLONOPOULOU, Kiriaki M. KERAMITSOGLU, Konstantinos P. TSAGARAKIS

Department of Environmental Engineering, School of Engineering, Democritus University of Thrace, Xanthi 67100, Greece

**Abstract:** The aim of this study was to investigate if public have a preference on the color of the paper recycling bin. For this purpose, five colored bins were placed in three different locations in Xanthi and Komotini, typical cities in North Greece. Paperweight, numbers and weight of contaminants have been monitored for a period of 9 months. After each sampling, the position of bins was anti-clockwise changed. The results revealed the public preference to Green bin for recycling paper to Black, White, Red and Yellow ones. Moreover, the first bin and secondly the last one were found to be the most convenient for the people to recycle paper but also to thrown out trash.

**Key words:** Color effect; environmental behavior; public acceptance; recycling attitude; recycling receptacles.