

## **Abstract**

In my paper I measured attitudes towards waste handling by implementing the theory of Campbell's paradigm. This theory is mostly implemented by authors in the field of environmental psychology, who focus on research of environmentally friendly behaviour. Campbell's paradigm looks at the concept of attitude as a behavioural predisposition, which is equivalently observable from three attitudinal reactions (evaluative, affective and behavioural attitudes). I decided to measure attitudes towards waste handling in households through self-assessment of people's own behaviour connected to waste handling at home.

For the purpose of my paper I created a tool, which is capable of measuring attitudes towards waste handling and at the same time determines whether suggested attitudes have a real impact on people's behaviour. By using Rasch model of measurement I estimated difficulties of particular behavioural expressions and also levels of attitudes of my study's participants. Subsequently I used specific examples to illustrate the usage of these two variables for estimation of specific behaviour. Simultaneously, I confirmed that with increasing level of attitudes in connection with waste handling (that means more environmentally conscious attitude with regards to this issue) the probability of choosing consumer products with a smaller packaging impact increases as well (f.e. they choose a product packed in paper instead of plastic).

**Key words:** attitude, waste handling, Campbell paradigm