



## Predicting greywater reuse for potable and nonpotable purposes in a developing country – a theory of planned behaviour approach

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### ABSTRACT

This study was aimed at predicting greywater reuse in a municipality of a developing country using the theory of planned behaviour (TPB). It sought to identify the beliefs that influence people's intentions to reuse greywater for potable and nonpotable purposes. Residents within the municipality completed a questionnaire designed with the TPB constructs and other demographic data. Results revealed an excellent fit for potable reuse intention and a mediocre fit for nonpotable reuse intentions. Attitudes and behavioural control were the constructs that significantly influenced intentions to reuse greywater for both potable and nonpotable purposes. Location of the source of water to the respondents and level of education were introduced as background factors. Location of the source of water had no significant direct or indirect influence on intentions to reuse greywater for potable or nonpotable purposes. Level of education had a nonsignificant indirect and direct effect on intentions to reuse greywater for potable purpose but is mediated through attitudes and perceived behavioural control for nonpotable reuse intentions. Strategies aimed at promoting greywater reuse should be targeted at a specific reuse option and not a wholesale intervention that is expected to address all reuse interventions.

*Keywords:* Greywater; Reuse; Theory of planned behaviour; Potable; Nonpotability

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