

## Residents' willingness to invest in sanitation: evidence from rural China

Simei Wu<sup>a,\*</sup>, Hanliang Fu<sup>b,c</sup>, Huimi Li<sup>a</sup>, Chao Ding<sup>d</sup>, Mengmeng Wang<sup>c</sup>

<sup>a</sup>*School of Civil Engineering, Xi'an University of Architecture and Technology, Yanta Road 13, Xi'an 710055, China, Tel. +86-029-82202947; Fax: +86-029-82205014; email: SimeiWu@foxmail.com (S. Wu), Tel. +86-029-82205014; email: li\_huimin2005@126.com (H. Li)*

<sup>b</sup>*School of Management, Xi'an University of Architecture and Technology, Yanta Road 13, Xi'an 710055, China, Tel. +86-029-82202947; Fax: +86-029-82205014; email: hfu1234@ilstu.edu (H. Fu)*

<sup>c</sup>*Department of Technology, College of Applied Science and Technology, Illinois State University, Turner 5100, Normal, IL 61790, USA, Tel. +86-029-82202947; email: mwang42@ilstu.edu (M. Wang)*

<sup>d</sup>*School of Civil Engineering, Inner Mongolia University of Science and Technology, Baotou 014010, Tel. +86-029-82202947; email: dckinger@imust.edu.cn (C. Ding)*

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### ABSTRACT

Sanitation is generally poor in the rural areas of China, leading to serious pollution and posing a health hazard to inhabitants. To achieve a level of sanitation that is effective and appropriate, respondents are urged to participate in funding the solution. This study is intended to determine the factors that can affect residents' willingness to pay for upgrading the sanitation facilities in their villages and the main reasons behind their choices. Data were collected in Shaanxi from November 2016 to August 2017. A total of 353 respondents were chosen at random. The results show that sanitation education, water pollution, and dissatisfaction with the current state of sanitation, could increase respondents' willingness to invest in sanitation facilities. Moreover, respondents who organized village activities were more likely to contribute. Females who suffered from health hazards also revealed a positive attitude towards investing in sanitation. Furthermore, results indicated that the government should note the importance of awareness, of dispensing relevant information and the exemplary role played by respondents who organize communal activities in villages.

*Keywords:* Sanitation; Willingness; Attitude; Rural

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\* Corresponding author.