



A Study on Consumer Awareness and Attitude towards Recycled Products

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ABSTRACT

Although the level of recycling activities fluctuates over time, the underlying driving forces point to the overall increase of these activities. Recycling is both an economic as well as environmental activity. As an economic activity, recycling represents recovery of residual value from waste product. As an environmental activity, recycling is neither inherently positive nor negative. Life cycle assessment methodology can be applied to the recycling process just like to any other process to assess the overall impact.

1.1 INTRODUCTION

Recycling, or materials salvage, Recovery and reuse of materials from consumed products. The main motives for recycling have been the increasing scarcity and cost of natural resources (including oil, gas, coal, mineral ores, and trees) and the pollution of air (*see* air pollution), water (*see* water pollution), and land by waste materials. There are two types of recycling, internal and external. Internal recycling is the reuse in a manufacturing process of materials that are a waste product of that process, and is common in the metals industry (*see* scrap metal). External recycling is the reclaiming of materials from a product that is worn out or no longer useful; an example is the collection of old newspapers and magazines for the manufacture of newsprint or other paper products. Recycling, recovery and reprocessing of waste materials for use in new products. The basic phases in recycling are the collection of waste materials, their processing or manufacture into new products, and the purchase of those products, which may then themselves be recycled. The materials reused in recycling serve as substitutes for raw materials obtained from such increasingly scarce natural resources as petroleum, natural gas, coal, mineral ores, and trees. Recycling can help reduce the quantities of solid waste deposited in landfills, which have become increasingly expensive. Recycling also reduces the pollution of air, water, and land resulting from waste disposal.

1.2 OBJECTIVES OF THE STUDY

- To analyze the factors influencing consumer's awareness and attitude towards the recycle products
- To study measure the level of awareness and attitude towards the recycle products
- To know satisfaction level of problem faced by the response

1.3 STATEMENT OF PROBLEM

Today the world population is increasing rapidly due to which the natural resource gets exhausted. Due to increase in population, there is rise in demand of all consumer goods. This further results in increase in the quantity of waste being generated in homes, schools, hospitals, hotels and everywhere else. The answer is more recycling containers. The fast depleting natural resources have become an issue of concern. Recycling not only helps in making new products but also decrease the burden on the environment for raw material. The energy that is used for recycling is much less than the energy needed for creating products from the raw materials. A recycling program can not only create awareness about recycling among people but it also makes the surroundings neat and clean as all the waste products are collected in recycling bins and sent for recycling.

1.4 RESEARCH METHODOLOGY

A sample of 100 respondents were taken who was taken on the basis of convenience.

TYPE OF RESEARCH

In present study both **primary data** as well as **secondary data** is used, which helps in identifying the Consumer Perceptions Towards recycle products.

1.5 SCOPE OF THE STUDY

attitude towards the recycled products. So, it gives us a clear idea about the purpose of project. The current scenario appeals for the efforts taken in the concern of environment. This paper aware & helps the customer's as well as the industries that are using packaging for their products. Secondly, it also spread the awareness among people about the environment and the effort of the products on environment. Waste picking is a well- established urban-tactic in India's mega-cities that act as magnets for the poorest, and recycling is flourishing business in the informal sector in India. This research paper is helpful for those company which wants to use recycled products and recycled materials in their production.

STATISTICAL TOOL

Methods are used as a research tool.

- Percentage Analysis.

1.6 LIMITATIONS OF THE STUDY

There are some limitations is the study on consumer awareness and attitude towards recycled products.

- Sample size is 100, so the accurate survey is not enough to generalize the finding of the study.
- The study was conducted within a limited period.
- The study is purely based on primary data. The data collected is from secondary source hence it is not 100% accurate.

2.1 REVIEW OF LITERATURE

1. Elham Rahbar, Nabsiah Abdul Wahid, (2011)-

A survey was carried out on 250 Chinese, Malay, Indian and other races that represent the Penang population. Factor analysis, Cronbach alpha and multiple regression were used to identify factors impact on Penang consumers actual purchase behavior. The result revealed that customer's trust in eco-label and eco-brand and their perception of eco-brand show positive and significant impact on their actual purchase behavior.

2. Tan Booi Chen, Lau Teck Chai (2010)-

This paper is essentially exploratory in nature and has two objectives. The first objective is to compare gender with attitudes towards the Environment and green products. The second objective is to investigate the relationship between attitude towards the environment and green products. Result from the independent sample t-test shows that there were no significant differences between gender in their environmental attitudes and attitudes on green products. The rotated factor matrix validated the underlying dimensions of environmental attitudes into three major dimensions (environmental protection, government's role, and personal norm). Results from the multiple linear regression analysis revealed that consumer attitudes on the government's role and their personal norm towards the environment contributed significantly to their attitude on green product. Further investigation revealed that personal norm was the most important contributor to the attitude towards green product. However, environmental protection did not contribute significantly to consumers' attitudes on green product

3. Leila Hamzaoui Essoussin D. Linton, (2010)

This paper aims to consider the price premium that consumers state they are willing to pay for products with reused or recycled content. It also aims to address the effect of the impact of product category on consumers' willingness to pay premium prices.

Perceived functional risk is an important determinant of the price that consumers are willing to pay for products that have recycled or reused content. It was also found that consumers will switch from a recycled product to a new product within a smaller range of price for products with high functional risk

4. Jennifer Acevedo (May/Jun 2009)

This paper show how many brand owners spend a commendable amount of time analyzing the environmental footprint of their packaging and specifying materials that are easily accepted into the recycling stream. But what becomes of what's collected, and what about the less recycling-stream-friendly materials? They founded Recyclinewith an innovative and unique vision. They identified the gap between the amount of materials being recycled and the number of products created with those materials and created the Preserve brand to explore fresh ways to reuse and recycle everyday items that were frequently thrown away

5. Terrance L. Pohlen, M. Theodore Farris(1993):-

This paper on recycling has experienced rapid growth as a technique to reduce the solid waste stream volume. Despite the public appeal and acceptance of recycling, the reverse logistics channels used in recycling have received minimal attention. However, the reverse channels' membership and capabilities have a significant impact on the efficiency of processing recyclable material for remanufacture into recycled products. Differing product characteristics, extensive handling, and low density shipments pose considerable obstacles to establishing an efficient reverse channel for recyclable commodities. A framework, based on interviews and current literature, describes the reverse logistics channel structure, membership and functions, and provides a

foundation for identifying the issues affecting efficiency and marketability, and possible future directions for improving efficiency within the reverse channel structure.

4.1 DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

Total No. of Respondents

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
GENDER		
MALE	55	55%
FEMALE	45	45%
AGE		
18-20	24	24%
21-25	56	56%
26-30	19	19%
30 & ABOVE	1	1%
PROFESSION		
STUDENT	62	62%
BUSINESS	19	18%
GOVERNMENT EMPLOYEE	5	5%
OTHERS	16	15%
BARRIERS OF RECYCLED PRODUCTS		
AVAILABILITY	11	11%
HIGHER COST	32	32%
LIMITED SELECTION	43	43%
LACK OF INFORMATION	14	14%
HAVE YOU PURCHASED RECYCLED PRODUCTS		
YES	87	87%
NO	13	13%
HOW WILL YOU DISPOSE THE PRODUCT'S		
RECYCLE THEM	20	20%
THROW THEM	48	48%
COMPOST THEM	32	32%
WHICH TYPE OF RECYCLE ARE USING		
PAPER PRODUCTS	20	30%
PLASTIC	45	45%
METAL	35	35%

ARE YOU RECYCLING AT HOME		
EVERY DAY	8	8%
ONCE A WEEK	34	34%
RARELY	31	31%
NEVER	27	27%
WILL YOU SUPPORT RECYCLED PRODUCTS		
YES	57	57%
NO	13	13%
MAY BE	30	30%
WILL YOU TRY THIS CHALLENGE		
YES	97	97%
NO	3	3%
DID YOU PARTICIPATE IN SCHOOL		
YES	58	58%
No	42	42%

5. FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- Majority 55% of the respondents are male.
- Majority 56% of the respondents are 21-25 years.
- Majority 62% of the respondents are the students.
- Majority 43% of the respondents are selected limited selection in barriers of recycled products.
- Majority 87% of the respondents have purchased recycled products
- Majority 48% of the respondents are disposed by thrown
- Majority 45% of the respondents are using plastic type
- Majority 43% of the respondents are recycling once in a week at home
- Majority 57% of the respondents are supporting recycled products
- Majority 97% of the respondents are trying this challenge
- Majority 58% of the respondents are participated at school

5.2 SUGGESTIONS

- Look for notebooks, journals, stationery, and printer paper made from recycled materials. These products help reduce the number of trees cut down for paper production.
- Many companies now produce items like bags, water bottles, and packaging materials from recycled plastic. These products help reduce the amount of plastic waste in landfills and oceans.
- Look for clothing made from recycled materials like plastic bottles, discarded fishing nets, and old textiles. Some companies also make shoes and accessories from recycled materials
- Instead of buying disposable items like plastic bags and straws, invest in reusable alternatives made from recycled materials. For example, you can find reusable shopping bags made from recycled plastic bottle

5.3 CONCLUSION

The use of recycled products has numerous environmental benefits, including the reduction of Waste in landfills, conservation of natural resources, and lower energy consumption during the Manufacturing process. Additionally, using recycled products can also help to create a circular Economy, where waste is seen as a valuable resource that can be reused again and again. However, there are some limitations to the use of recycled products, including potential quality Issues, the need for efficient collection and sorting systems, and the lack of consumer awareness And demand for recycled products. Therefore, it is important to address these challenges and promote the use of recycled products to achieve a more sustainable future.

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