

# Factors Responsible for Consumer Behaviour towards Disposal of Plastic Goods

Rohit Tandon<sup>1</sup>, Dr Aparna Goyal<sup>2</sup>

MBA Student, Amity Business School, Amity University Uttar Pradesh, Sector 125, Noida - 201303, Uttar Pradesh, India

Assistant Professor, Department of Marketing, Amity Business School, Amity University Uttar Pradesh  
Sector 125, Noida - 201303, Uttar Pradesh, India

## 1. Introduction

Today in India, the most talented and skilled population exist but on the other hand there are also large number of peoples those are uneducated. the educated peoples are also doing same to the environment as the uneducated peoples. This can be said in the context that the educated peoples are also spoiling the plastic waste in the open environment as the uneducated peoples do. The plastic waste in the environment is causing a big harm to the environment. This harm is more than that we can think. This plastic waste that is spoiled openly in the environment can be a great reason for the most of the diseases. The peoples that are educated are also not taking care of it.

The gathering in danger from the informal transfer of strong waste incorporate – the populace in territories where there is no appropriate waste transfer technique, particularly the pre-school youngsters; squander specialists; and laborers in offices spoiling plastic material. Other high-hazard bunch incorporate populace living near a waste dump and those, whose water supply has turned out to be defiled either because of waste dumping or spillage from landfill destinations. Uncollected strong waste additionally expands danger of damage, and contamination.

In the previous 3-decades, plastic materials have been progressively utilized as a part of sustenance attire, protect, transportation, development, therapeutic, and amusement businesses. Plastics are invaluable as they are solid, light-weighted, and strong. In any case, they are disadvantageous as they are impervious to biodegradation, prompting contamination, destructive to the regular habitat. The fruitful creation and advertising of biodegradable plastics will help ease the issue of natural contamination. In the previous 10 years, a few biodegradable plastics have been brought into the market. In any case, none of them is effectively biodegradable in landfills. Therefore, none of the items has increased across the board utilize (Anonymous 1999). Subsequently, there is a pressing need to create effective microorganisms and their items to tackle this worldwide issue.

Specifically, natural local waste represents a genuine risk, since they age, making conditions positive to the survival and development of microbial pathogens. Coordinate treatment of strong waste can bring about different sorts of irresistible and endless sicknesses with the waste specialists and the cloth pickers being the most helpless.

Introduction to unsafe waste can influence human wellbeing, youngsters being more defenseless against these contaminations. Truth be told, guide introduction can prompt ailments through substance presentation as the arrival of compound waste into the earth prompts synthetic harming. Many investigations have been done in different parts of the world to set up an association amongst wellbeing and unsafe waste.

So, in this study I have studied about the factors responsible for consumer behaviour towards disposal of goods. In this study I have studied about how the different level of peoples behave towards the same waste products. This study helps me to understand that what steps can be taken to save the environment from the hazardous plastic waste. In this study I have compared the different peoples of different ages, location, education, social class that what they do to the same product after using it.

Different techniques for the recycling of the plastic waste is now introduced by the govt. but the population of India not taking the techniques seriously that from which harm these techniques can save us. Like recently the govt. has launched the technique of the different colour disposal bins. In which we can use the blue dustbin for the recyclable waste and the green bin for the other waste. In this technique the MCD workers collect the recyclable waste from the blue bin and get it to the recycling plant.

But most of the peoples still do not know about those bins like in which bins they have to put the recyclable waste and where they have to put the other waste. So, in this research I have studied about the different methods of recycling the plastic waste that can save the environment and also us from the harmful effect of these plastic waste.

## 2. Literature Review

[A review of plastic waste biodegradation](#)

[Ying zheng, department of civil and environmental engineering, the university of western Ontario London](#)

This study is about how the plastic waste should be disposed. We can say that With an increasing number of plastics being utilized in human lives and expanding weight being set on limits accessible for plastic waste transfer, the requirement for biodegradable plastics and biodegradation of plastic squanders has expected expanding significance over the most recent couple of years. This survey takes a gander at the mechanical headway made in the advancement of all

the more effectively biodegradable plastics and the biodegradation of traditional plastics by microorganisms. Added substances, for example, master oxidants and starch, are connected in engineered materials to adjust and make plastics biodegradable. Late research has demonstrated that thermoplastics got from polyolefins, customarily thought to be impervious to biodegradation in encompassing condition, are biodegraded following photograph debasement and synthetic corruption. Thermoset plastics, for example, aliphatic polyester and polyester polyurethane, are effectively assaulted by microorganisms specifically in view of the potential hydrolytic cleavage of ester or urethane bonds in their structures. A few microorganisms have been secluded to use polyurethane as a sole wellspring of carbon and nitrogen source. Aliphatic-sweet-smelling copolyesters have dynamic business applications in view of their great mechanical properties and biodegradability. Investigating distributed and continuous examinations on plastic biodegradation, this plastic endeavors to make conclusions on conceivably feasible techniques to diminish effects of plastic waste on the earth.

### **Waste Policy ,Matthew Kirchoffner**

This study is about, Reusing is a hot issue in the present society and one that has progressively picked up force throughout the years as squanders and dangers to nature and human wellbeing have developed. As innovation builds up, the measure of materials that can be reused or reused additionally develops. Given ebb and flow populace patterns and the measure of squanders that will be created, reusing and reuse necessities to take a front seat in our consistently lives. One specific material that interests me is plastic. Plastics are being utilized increasingly nowadays all through each feature of industry. Wherever one may look, plastics are being utilized. Plastics are utilized as a part of bundling, building materials, customer merchandise, hardware, transportation and glues, just to give some examples. Given the measure of merchandise we deliver and expend every year and the way that a decent level of these items are produced using plastics, just escalates the requirement for better reuse and plastic reusing rehearses. Inside this examination plastic I will attempt and answer some well known inquiries concerning the reusing business with respect to plastics. I'll likewise reveal some insight into the employments of plastics, the synthetic materials in plastics and a portion of the transfer strategies utilized for plastics. Notwithstanding these points I'd likewise get a kick out of the chance to discuss a portion of the continuous contentions and contrasts over reusing plastics. At last, I'll additionally give a few insights on the plastic business in connection to utilizations, reusing and transfer.

### **RECYCLING COSTS: A RESEARCH IN THE WASTE PLASTIC INDUSTRY**

Metin Yılmaz Dumlupınar University, Faculty of Economics and Administrative Sciences, Turkey

This study is about ,As the utilization of plastic has been expanding, the issue of sourcing crude material is rising. Accordingly, normal assets are being misused. Reusing of plastic has turned out to be indispensable since the interest for plastic has expanded and common assets are being abused. In this examination, plastic industry is broke down as to reusing and the way toward creating plastic in a reusing

manufacturing plant and corresponding weighted expenses of reusing are exhibited. Subsequently it is expected to help chiefs of waste plastic reusing manufacturing plants to make vital arrangements and furthermore the individuals who will start up new production lines. Study presumes that weight of waste plastic as a crude material inside the expenses of processing plant is 43%.

### **An Emerging City: plastic Waste Generation and Recycling Approach**

Md. AbdurRakib1\*, Md. Atiur Rahman2, Most.Shamema Akter3, Mohammad Ali4, Md. Emadul Huda5, Mohammad A. H. Bhuiyan5 1Department of Disaster Management, Begum Rokeya University, Rangpur, Bangladesh

This study was performed to comprehend strong waste age rate and its successive administration approach utilizing subjective system in the Rangpur city partnership zone of Bangladesh. The city partnership zone of Rangpur is 203.19 km<sup>2</sup> with populace around 1 million. The strong waste age rate is steadily expanded inferable from populace development. From this investigation it was discovered that strong waste age rate is around 23.94 ton d<sup>-1</sup> in the city organization range. Various social segments like wage level, instruction and age constrain indicated noteworthy positive connection with squander isolation and reusing conduct. The casual gatherers and recyclers specifically embraced to nation's welfare through waste cleaning alongside their waste ward job fortify. Unregulated waste age was contrarily affected on natural and human wellbeing. It was observed to be not kidding issue for general medical problems because of absence of poor enactment, uncalled for administration and formative subject. Results likewise demonstrated a topical future pattern of dangers where it might suggests on natural catastrophe.

### **Psychological Factors in the Lifetime of a plastic Good, Gerrit Antonides**

Given an imperfection on a decent, rejecting conduct is clarified by the distinction wager ween the utility of repairing and the utility of supplanting it by another. The model has been evaluated on information from a customer overview in regards to clothes washers. Also, a markdown parameter has been evaluated, mirroring the normal subjective reducing of future uses in the specimen. At long last, the behavioral expenses of discovering the idea of an imperfection impact the rejecting choice. The deterioration of a strong decent is identified with the exponential, time subordinate, danger rate. The danger rate is decayed into a disappointment rate and a contingent transfer likelihood. The disappointment rate is clarified from the family estimate (as an intermediary for the utilization recurrence) and the strong's age.

### **A Study to Explore How Disposing Old plastic Goods Factors Influence Consumer's Behavior**

I-Chieh Lin Department of International Business Studies, National Chi Nan University, University Rd., Puli, Nantou 54561, Taiwan

This study suggests that It was a decent decision for arranging the old-merchandise in a worldwide monetary development log jam years. Along these lines, this investigation picked the pre-positive factors that influence transfer of old-products out and afterward examined the

connection between the variables and mental value premium. This investigation wants to enhance the suggestions that merchants should make a manner arrangement in view of these components later on.

Apparatus and method for recycling plastic beverage containers

CHARLES AND RUPPMAN, KURT H. INDIVIDUALLY AND AS PARTNERS OF P.R. MACHINERY

A framework for isolating the names, base mugs and tops from plastic containers for consequent reusing incorporates a perpetual belt mounted for development around a course. The jugs are connected to the interminable belt by methods for transporters for progression between radiators to diminish the glue securing the names and base containers. The base mugs are evacuated with a first combine of pivoting brushes while the names are expelled with a moment match of turning brushes. The tops are evacuated with a turning cutting edge. In a moment encapsulation, the containers are warmed by drenching in a tank of hot fluid.

EFFECTS OF NUMBER AND LOCATION OF BINS ON PLASTIC RECYCLING AT A UNIVERSITY

Ryan T.O’connor, UNIVERSITY OF HOUSTON—CLEAR LAKE Texana Center, Developmental Disabilities Services.

The extent of plastic containers that purchasers put in proper reusing repositories instead of junk receptacles was analyzed crosswise over 3 structures on a college grounds. We stretched out past research on mediations to build reusing by controlling the quantity of reusing repositories crosswise over conditions and by inspecting container area without the utilization of posted signs. Controlling the appearance or number of reusing containers in like manner zones did not expand reusing. Purchasers reused considerably more plastic containers when the reusing receptacles were situated in classrooms.

Feedstock Recycling and Pyrolysis of Waste Plastics: Converting Waste Plastics into Diesel and Other Fuels

John Scheirs, Walter Kaminsky

Pyrolysis is a recycling procedure changing over plastic waste into powers, monomers, or other profitable materials by warm and synergist splitting procedures. It permits the treatment of blended, unwashed plastic squanders. For a long time examine has been completed on thermally changing over waste plastics into valuable hydrocarbons fluids, for example, unrefined petroleum and diesel fuel. As of late the innovation has developed to the point where business plants are presently accessible. Pyrolysis reusing of blended waste plastics into generator and transportation powers is viewed as the response for recouping an incentive from unwashed, blended plastics and accomplishing their coveted redirection from landfill.

**3. Research Methodology**

Research Methodology	
Research approach	Quantitative
Research design	Descriptive
Research instrument	Survey, Interview (non-directive) and observation(non- participant)
Scaling	Nominal & Ordinal

Sampling	Non-probability sampling (convenience sampling)
Data collection	Primary and Secondary
Research tool	SPSS (pie charts, bar-graphs)

**Research design**

A **descriptive research design** is used in this study to describe the status of the different variable. Data was being collected for the research, analysis and synthesis of which provides the systematic information about the situation.

**Instruments used in this research**

1. Survey
2. Interviews
3. Observations

**Data collection**

**1) Primary data**

In this report primary data is collected by:-

- Structured questionnaire.
- Observation.
- Non- directive interview while interacting with the residents of the societies.

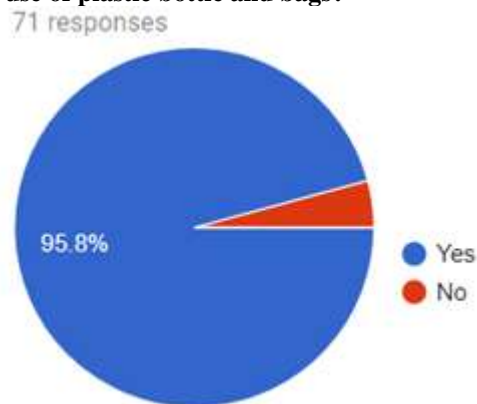
**2) Secondary data:**

In this report secondary data is collected by:-

- Through internet and research papers.

**Data analysis and interpretation**

**Do you use of plastic bottle and bags?**



**Use of plastic bags and bottles**

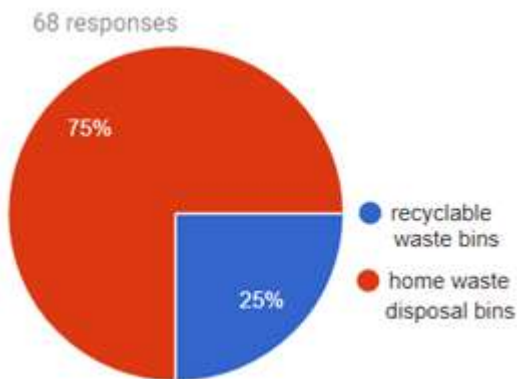
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	95.8	95.8	95.8
	No	4	4.2	4.2	100.0
	Total	69	100.0	100.0	

**Interpretation**

According to the research I have conducted, I can say that

- Out of the population I have conducted research with, 95.8% of the peoples use the plastic bags and the bottles.
- Only 4.2% of the peoples do not use the plastic bags and bottles

**If yes, where do you throw these bottles and bags after use?**



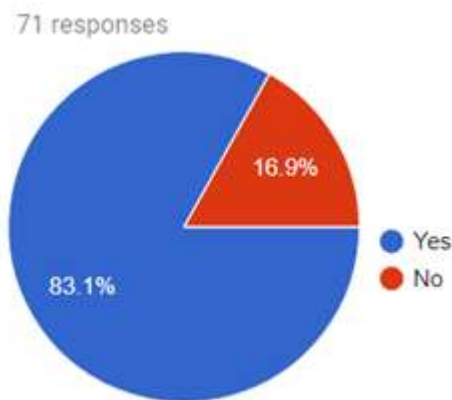
**If yes, where do you throw these bottles and bags after use?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	recyclable waste bins	16	23.5	24.6	24.6
	home waste disposal bins	49	72.1	75.4	100.0
	Total	65	95.6	100.0	
Missing	System	3	4.4		
Total		68	100.0		

**Interpretation**

- Out of the population there are only 25% of the peoples that uses recycle bins
- Other peoples know about the recycle bins but they not use them
- 75% of the population uses home waste bins to throw the waste in the bins.

**Do you know about green disposal bins and blue disposal bins ?**



**Do you know about green disposal bins and blue disposal bins ?**

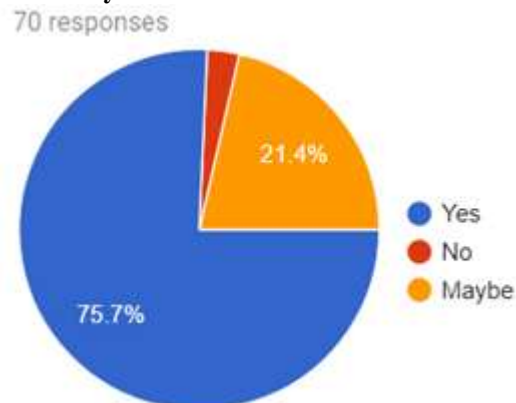
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	82.4	82.4	82.4
	No	13	17.6	17.6	100.0
	Total	69	100.0	100.0	

**Interpretation**

- As we can see through the stats 83.1% of the population know about the recycle bins.

- Out of the 83.1% known peoples , the peoples using the recycle bin is very less.
- The number of peoples using the recycle bins is only 16 that is 25% of the population.

**Do you think these bins are useful?**



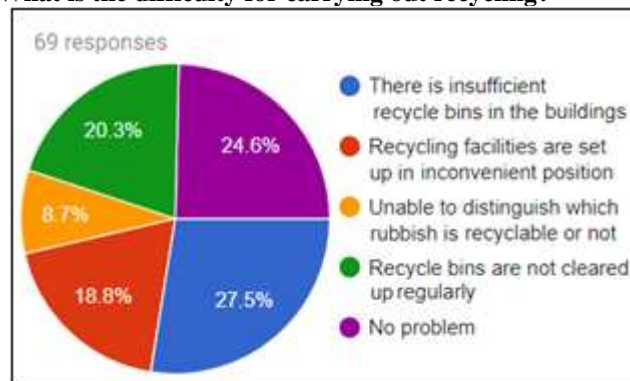
**Do you think these bins are useful ?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	75.0	76.1	76.1
	No	2	2.9	3.0	79.1
	3	14	20.6	20.9	100.0
	Total	67	98.5	100.0	
Missing	System	1	1.5		
Total		68	100.0		

**Interpretation**

- Out of the population, 51 % of the peoples thinks that these bins are useful
- 21.4% of the population thinks that these bins are not useful.
- We can say that 75% of the peoples think that these bins are useful but still most of them are not using these bins.

**What is the difficulty for carrying out recycling?**



**What is the difficulty for carrying out recycling?**

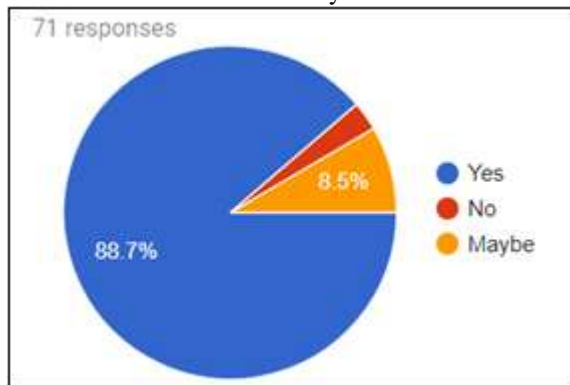
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	There is insufficient recycle bins in the buildings	17	25.0	25.8	25.8

	Recycling facilities are set up in inconvenient position	13	19.1	19.7	45.5
	Unable to distinguish which rubbish is recyclable or not	5	7.4	7.6	53.0
	Recycle bins are not cleared up regularly	14	20.6	21.2	74.2
	No problem	17	25.0	25.8	100.0
	Total	66	97.1	100.0	
Missing	System	2	2.9		
	Total	68	100.0		

**Interpretation**

- Most of the peoples are not using the bins because of these reasons.
- 25% of the peoples thinks that there is insufficient recycle bins in the buildings.
- 25% of the peoples think that there is no problem in the recycling but the number of the peoples uses recycle bins are lesser than the peoples having no problem.

Do you believe people need to be more educated on the subject of recycling and know where items go after they have been recycled?



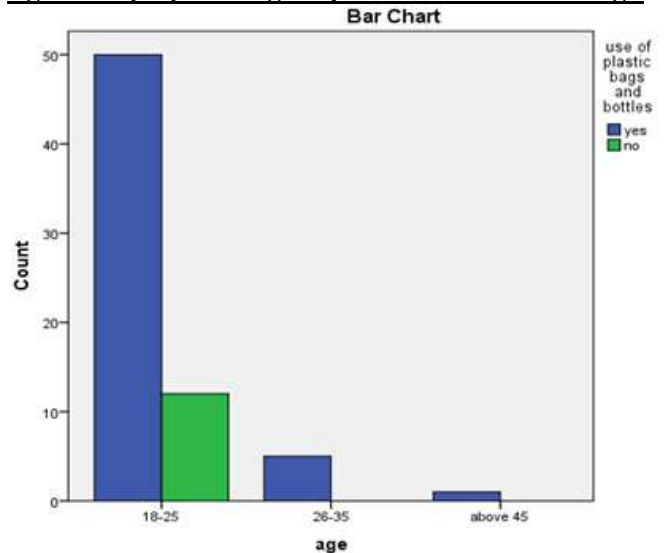
Do you believe people need to be more educated on the subject of recycling and know where items go after they have been recycled?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	89.7	89.7	89.7
	No	2	2.9	2.9	92.6
	Maybe	5	7.4	7.4	100.0
	Total	68	100.0	100.0	

**Interpretation**

- Out of the population people thinking that education must be given to the peoples about the recycling of the plastic waste.
- so, a proper education must be given to the peoples of india about the recycling of the plastic waste . so that, the population of the India should be able to recycle the plastic waste.

**Age of the peoples using the plastic bottles and the bags.**



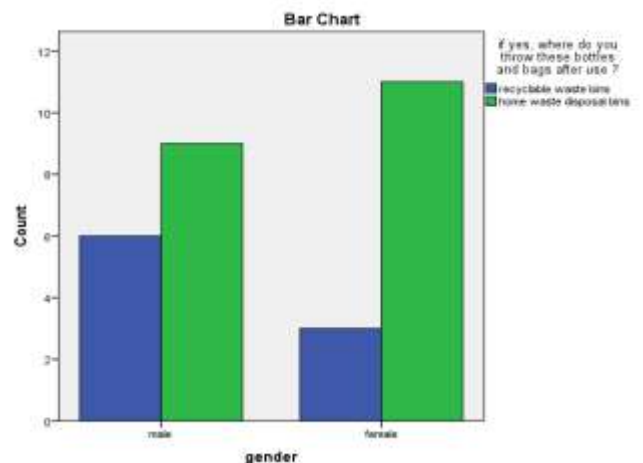
age \* use of plastic bags and bottles Crosstabulation Count

		use of plastic bags and bottles		Total
		yes	no	
age	18-25	50	12	62
	26-35	5	0	5
	above 45	1	0	1
Total		56	12	68

**Interpretation**

- Most of the peoples using the plastic bags and the bottles are of the age 18-25.
- Most of the youth are the peoples using the plastic bags and bottles.
- Number of youth not using the plastic bags are 12.
- The youth not using the plastic bags and bottles are aware about the harmful affects of the plastic to the environment.

**Gender of the population as a factor of throwing the waste.**



**Gender \* if yes, where do you throw these bottles and bags after use? Cross tabulation**

		Count		Total
		recyclable waste bins	home waste disposal bins	
Gender	Male	6	9	15
	Female	3	11	14
Total		9	20	29

**Interpretation**

- We can see here that males are the population that are using the recyclable bins most
- The percent of males using the recyclable bins are 40% but on the other hand only 20% of the females use the recyclable bins.
- So here, we can say that the gender is also responsible for the disposition of the plastic waste. As the more males are working than females that can be responsible for the use of recycle bins.

**4. Results and Findings**

- The problem of the plastic waste affecting the environment is increasing day by day as the number of the peoples using the plastic bottles and the bags are also increasing. Out of every 100 peoples 95 peoples are using the plastic bags and the plastic bottles. They are aware of the harmful affect of the plastic waste to them but they are still using it.
- As the peoples are aware about the harm of the plastic waste to the environment, they are still using the plastic bags and bottles because for their convenience. None of them really contribute to the environment that the plastic bags does not harm to the environment.
- If the number of the peoples using the plastic bags are greater so, they have to use the recycling methods exist to recycle the plastic waste .but since they are using the plastic waste they are not using the recycling methods exist in the area.
- We now have the green bins and the blue bins that are for the recycling of the plastic wastes. The workers pick the waste from the recycle bins and deliver them to the waste recycling houses. The number of peoples aware about these bins are also more that is 82% of the population but the number of the population using the recycle bins are only 25% of the population. This is a very small number of the peoples using the bins.
- Gender is also responsible for the use of the recycle bins. As the number of the males working are more than the females .so, here females are not able to use the recycle bins because most of the females not go out of the house as they are home makers. When they go out of the home, they only go for the work of the home.
- As most of the sample population of mine is youth peoples that is of the age 18-25. I got to know from this research that most of the youth are using the recycling bins and they are not using the plastic bags and bottles and if they use them they recycle them because they are aware about the harm of the waste to the environment.

**5. Conclusion**

I will conclude from the study that

- As the number of the peoples know about the recycle bins are more but the peoples using them are less because they think that these bins are not useful.
- The proper education about the recycling of the plastic waste must be given to the peoples that how the recycling procedure happens .
- Education about how the recycling is helpful for the environment must be given to the peoples so that they must be aware about the recycling that how recycling is helpful from getting the relief from the harm of the plastic waste to the environment.
- The recycle bins must be made more visible to the peoples so that they can easily spot them and use them for recycling of the plastic waste.
- The recycle bins must be directed in a way that the peoples that wants to reach the bins can easily reach them.
- New techniques other from the recycle bins must be introduced to the peoples so that they will find recycling more easy than now.
- The old age peoples have the requirements of understanding more about the recycling.
- The students In the schools must be given proper education about the recycling of the plastic waste so that they start recycling the products at the earlier stage and they would then have a habit of recycling the products.
- Gender is also responsible for the use of the recycle bins. As the number of the males working are more than the females .so, here females are not able to use the recycle bins because most of the females not go out of the house as they are home makers. When they go out of the home, they only go for the work of the home.
- As most of the sample population of mine is youth peoples that is of the age 18-25. I got to know from this research that most of the youth are using the recycling bins and they are not using the plastic bags and bottles and if they use them they recycle them because they are aware about the harm of the waste to the environment.

**6. Declaration**

This is author’s own work presented for assessment in Independent Study & Research, that it has not previously been presented for another assessment and that debts (for words, data, arguments and ideas) have been appropriately acknowledged. The work conforms to the guidelines for presentation and style set out in the relevant documentation.

**7. Acknowledgement**

At the very outset, author would like to express sincere gratitude and heartiest thanks to guide DR APARNA GOYAL, Assistant Professor, Amity University, Noida, Uttar Pradesh, India. This research paper would not have been possible without her guidance, co-operation and encouragement. Under her supervision, I have learnt a lot and his keen interest in the subject led to successful completion of the project.

Author would like to thank Dr. Sanjeev Bansal, Dean ABS, Amity University for giving us an opportunity to get exposure from the industry. Also extend gratitude to all of our friends and family members for their constant encouragements and motivation.

Above all thankful to the almighty for his blessings which became the strengths to undertake the challenges positively.

## References

- [1] A review of plastic waste biodegradation, Ying zheng, department of civil and environmental engineering , the university of western Ontario London.
- [2] Waste Policy , Matthew Kirchoffner
- [3] RECYCLING COSTS: A RESEARCH IN THE WASTE PLASTIC INDUSTRY , Metin Yılmaz Dumlupınar University, Faculty of Economics and Administrative Sciences, Turkey
- [4] An Emerging City: plastic Waste Generation and Recycling Approach ,Md. Abdur Rakib<sup>1\*</sup>, Md. Atiur Rahman<sup>2</sup>, Most. Shamema Akter<sup>3</sup>, Mohammad Ali<sup>4</sup>, Md. Emadul Huda<sup>5</sup>, Mohammad A. H. Bhuiyan<sup>5</sup>  
<sup>1</sup>Department of Disaster Management, Begum Rokeya University, Rangpur, Bangladesh
- [5] Psychological Factors in the Lifetime of a plastic Good, Gerrit Antonides
- [6] A Study to Explore How Disposing Old plastic Goods Factors Influence Consumer's Behavior , I-Chieh Lin Department of International Business Studies, National Chi Nan University, University Rd., Puli, Nantou 54561, Taiwan