



# Ascent of Social Consumerism towards Sustainable Practices: A Study depicting the Awareness Level & Perception of Consumers Towards Recycled Paper.

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## **Abstract**

The world has witnessed one of the greatest chaos in the history of mankind in the form of COVID-19. The situation has forced people to leave behind their comfort zone and ignorance and understand the importance of sustainable practices in the present scenario. People have become socially more responsible and this is shown in all fields, consumerism being no exception. The information on recycling paper is one such sustainable practice that has a positive impact on purchasing activities and the ones who know the environmental issues are more concerned about buying environmental products. The reason for this effect on the environment can be due to the changes in climate, pollution, global warming, greenhouse effect, etc. therefore, using recycled products by the companies or organizations will not only welcome social consumerism but also pick up a competitive advantage and a solid buyer base while catering to this concept. This study introduces the various concepts of recycled paper, awareness, and perception of consumers regarding recycled paper. Both primary and secondary data were used to collect data within the city of Bangalore and two hundred responses were successfully collected. The paper portrays the current situation in Bangalore, India and investigates the challenges businesses have with recycling paper. Results of regression analysis reveal that generally recycling, awareness about recycled items and practices, and the recognition concerning the reality of promoting companies towards recycling promoting had a positive critical effect on shopper influence to purchase and incline toward recycling paper over customary products. This paper highlights the consumers' recognition and preferences for recycling paper and items with the help of an organized questionnaire.

**Keywords:** *Social Consumerism, Recycled paper, Sustainable Development, Consumer Awareness, and Perception.*

## **INTRODUCTION**

Managing quick industrialization and financial development without causing environmental debasement may be a major challenge toward sustainable development after COVID-19. Recycling paper is a proficient way to decrease natural impacts and lead to sustainability. To increase waste paper collection in the region, local paper recyclers focus on creating suitable collection and segregation facilities. Environmental awareness is critical for encouraging not only recovery but also recycling in nature (environmental pro attitudes). Consumer interest in environmental issues and the resulting proactive approach to legislation leads to more stringent environmental legislation, as well as higher waste and incinerator expenses. A prediction of people's recycling behavior should be quite complicated, covering a wide range of factors. Reusing paper is a necessary portion of any strong squad under the administration plan. It is one of the three Rs recognizably utilized: diminish, reuse, and reuse.

## **IMPACT OF RECYCLING PRODUCTS POST COVID-19**

The pulp and paper industry is one of the biggest divisions in the world. Due to COVID 19, the paper industry has been affected immensely. Due to Covid 19, all industries had to shut down and the education industry played an important role in the paper industry. As there were no schools, colleges, and offices the paper usage was less. Due to this, the recycling of paper was particularly affected. Paper presents, among others, the extraordinary advantage that it can be reused a few times reducing waste since waste paper returns to the fabricating handle. The generation of paper from secondary fibers includes noteworthy vitality and water investment funds compared to forms that include virgin fiber. At long last, reusing paper produces 74% less discuss contamination, and it makes unused employment. Over the past decades, the recovery and utilization of utilized paper have expanded all through the world and this slant will proceed.

Leading recycling companies are creating automated, high-efficiency recycling systems to lower production costs and decrease labour-intensive operations by automating existing processes. Sector drivers, constraints, opportunities, and threats drive this research on the global waste paper recycling market. The study allows newcomers to learn about current players' development techniques. Several trends, including an emphasis on regional subdivisions in the sector, will have an impact on the path of the development of global waste paper recycling.

A prediction of people's recycling behavior should be quite complicated, covering a wide range of factors. As a result, a thorough examination of the personal (environmental attitudes, understanding of the recycling system, demographic variables, personality factors) and situational aspects impacting recycling was conducted (prompting, commitment interventions, social norms, goal-setting, rewards, etc.).

Increased environmental concern is driving the growth of the Global Waste Paper Recycling Market. Furthermore, public regulations have reduced the supply of raw materials for the manufacture of new paper and increased the price of the new paper. The market's development has been pushed.

They are also less capable of forming fiber-to-fiber connections. The following are some of the most essential factors: ideas about the convenience of recycling (environmental consciousness), social pressure, economic motives, knowledge of the recycling system, opinion about the recycling services and infrastructure, and so on. The industry's use of recovered paper could be a deciding factor in encouraging additional paper recovery. Apart from minimizing the use of wood as raw material and avoiding landfilling with old paper, paper recycling has other environmental benefits. Paper made from recycled paper uses less water and energy per tonne of output, adding significantly to the sector's long-term sustainability. Waste paper can be recycled 5 or 6 times, however, each time 15 to 20% of the long fibers are lost. In comparison to unrepulped kraft fibers, repulped kraft fibers are less porous on a sub microscopic scale, less flexible, and less apt to swell in water.

## **LITERATURE REVIEW**

**B.P. Naveen (2021)** research paper analyses on presentation of waste management which could be a genuine issue worldwide. With a developing number of individuals and the Data Innovation (IT) zone-making necessities, the local specialists are endeavouring to donate the right solid waste administration structure to a wonderful level. It was seen that radical development within the common waste from 42% in 1999 to 61% in 2013 may well be essential since of increase in people, inappropriate solid waste organization, or green waste collection since reusing works out in Bangalore City, a 16% decay within the paper, cardboard, and leather wastes.

### **C. Vijai, St. Peter's (2020)**

This research paper analyses the customer recognition of the green item and green marketing; the analyst has the researcher has utilized a web Google shape for information collection. Discernment of green products and green marketing items and green eco-labels conjointly highlight shopper awareness of almost green items and green marketing. Promoting awareness on shoppers, and Shoppers are progressively realizing the significance of ensuring the environment. This paper points to An Empirical study on green products.

**R. Dharmalingam, V. Palanisamy (2019)** this paper points to consider the recognition of green products and how it impacts customer buying behavior. This paper gives importance since contaminating the environment is the worst condition day by day, which proceeds to deterioration of human life. Green products are a methodology to illuminate the issues of natural concern in arrange to promote and defend nature to the advantage of firms, consumers, and the environment.

**R. Mayakkannan (2019)** speaks about green marketing and promoting ideas, modern green ventures in India, and an interesting promoting mix. This paper in addition highlighted the fate prospects of green showcasing in India. The future will bring approximately more environmental issues owing to the expanding pace of green marketing within the showtimes isn't just an approach to showcasing with the social and environmental measurement inborn in it.

**Zanda U. OZOLA1, Rudite VESERE, Silvija N. KALNINS, Dagnija BLUMBERGA(2019)** Paper trash is an excellent raw material for a variety of applications. Paper recycling technologies vary, and the expansion of the circular economy has created more potential for new, inventive goods. Waste paper is a reduced source of cellulose Nanocrystalline, especially when ink, paint, and other contaminants are reduced

**M.L. Ashok and Dr. T Aswathnarayana (2018)** have stated about Consumer Awareness & perception of eco-friendly products - an empirical study that a larger part of the respondents was aware of the eco-friendly products existing within the market. The government ought to take more initiative and make approaches to promote eco-friendly items within the market and the 4 marketers and the Government organizations ought to create more awareness among the individuals approximately the requirements and utility of eco-friendly items.

**Isher Judge Ahluwalia Utkarsh Patel (2018)** points out that this research paper looks at the customer perception towards the green item and green showcasing; the analyst has the researcher has utilized an internet Google shape for information collection recognition of green products and green marketing items and green eco-labels conjointly highlight customer awareness of approximately green items and green marketing. Promoting awareness among shoppers, and Buyers are progressively realizing the significance of ensuring the environment.

**Sunil J. Kulkarni (2017)** the majority of paper trash is recycled. It can only be recycled a certain number of times. With better results, paper waste sludge can be used in concrete. Bioenergy generation from waste papers is also discussed. Ceiling board manufacturing, bioelectricity generation, and fuel gas generation are just a few of the cost-effective uses for waste papers.

**K. Jeyajothi (2016)** has stated that it is well known that paper generation (moreover the other brands of industry) has enormous impacts on the environment. From that point until the late 1970s, an impressive sum of work was carried out to recognize the impacts of reusing on mash properties and the cause of these impacts. Finishing prepares as a handle of wrapping up handle the paper which is completely dried is sent in between two rollers at a tall weight so that we get well wrapped up paper within the handle as a result. Thus, the wrapped-up paper is made into paper records, paper sacks, etc.

**Prahasan P, Punith Kumar G, Hema R, Arti Arya (2016)** have pointed about the things that are tossed absent and are pointless to the human creatures are by and large alluded to as waste. This sort of preparation is utilized for mechanical and residential purposes, such that waste is overseen proficiently to deliver fuels. The unit has gotten almost 1.15 lakhs tons of waste in 2014 of which 50,000 tons were handled and composed utilizing natural waste converter and other waste administration techniques, the remaining 65,000 waste remained as in landfills.



## **STATEMENT OF PROBLEM**

Recycling paper is an important aspect and it is a concern for all these years and it is important to safeguard for the future. The consumers are not aware of recycling paper and the companies are not taking appropriate steps to reuse paper which is affecting the environmental sustainability. According to reports, across the world, around 14% of deforestation takes place only because we use paper. For a healthy environment, at least 33% of forest cover is needed. And in India, there is even less than 25% of forest cover now left. This is a major concern. This simply means the need to reduce deforestation. To reduce deforestation, our first step towards it is by avoiding white paper. The solution is instead of using white paper use of this half-white paper will have a huge impact on the environment. Normally there can be refrain from using recycled or half-white paper. But removing this stigma from our heads that these papers are made by recycling old papers. Through this there can reduction in deforestation and save plenty of water that is required for India and creating awareness will help the consumers and have a competitive advantage for companies. Therefore, it is essential to know the purchasing behaviors of consumers towards the recycled paper.

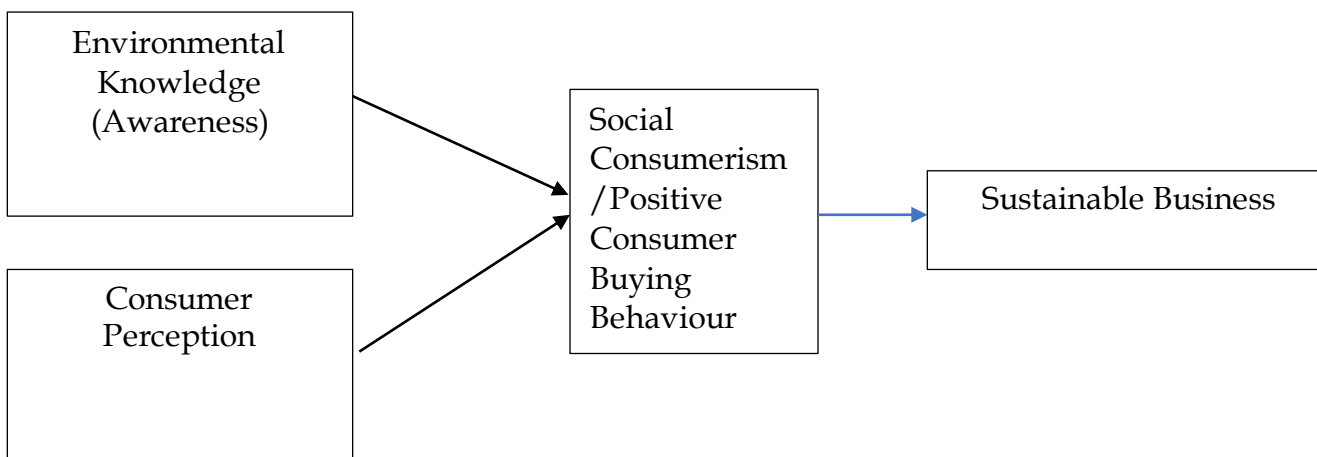
## **NEED AND IMPORTANCE OF THE STUDY**

Reusing is unimaginably important to society nowadays and it is more important than ever to save the environment. To adjust to the changes within the environment, people must change many behaviors and propensities. In today's society, it is a problem to maintain a strategic distance from signs of reusing; waste cans are gradually swapped with green reusing containers, and endless businesses and corporations are endeavouring to offer green-related items and/or administrations. Even though this has not always been the case, the buzz of reusing proceeds to immerse our society. A few researchers have proceeded to release data examining what must be done, or not done by the typical citizen. Whether these analysts protect or attack recycling, each will agree that knowledge of the subject is important, because it influences the world both naturally and socially. And this study will show how many consumers are using recycling paper and how many are aware of recycling paper.

## **OBJECTIVES OF THE STUDY**

- To study the awareness level of consumers towards sustainable practices in Bangalore city, India.
- To understand the perception of consumers towards the recycled paper in Bangalore city, India.
- To identify the level of social consumerism in Bangalore city, India

## CONCEPTUAL MODEL



## SCOPE OF THE STUDY

This research will be important and valuable to businesses in terms of understanding the recycling paper possibilities, particularly the market for green consumers.

- i. Assisting businesses in a greater understanding of the environmental market's potential.
- ii. Assisting businesses in completely understanding the recycled paper purchase (green purchasing trend).
- iii. Providing aid to businesses and marketers in understanding recycled paper consumer purchasing habits and help them promote and raise awareness of recycled paper.

## RESEARCH METHODOLOGY

The research is descriptive in nature based on both quantitative and qualitative data. This study mainly focuses on what impacts consumer buying behavior.

This study mainly uses primary data and it is further supported by secondary data. Primary data were collected by preparing a questionnaire and sending it across the same sample size, asking them to fill questionnaire specially designed to fulfill the purpose. The sample size consisted of two hundred respondents from the city of Bangalore, India.

## LIMITATIONS OF THE STUDY

- The time to conduct the study was limited.
- The area was restricted to Bangalore, India.

**ANALYSIS AND INTERPRETATION**• **Analysis of variance test**

			<b>N</b>	<b>M</b>	<b>SD</b>	<b>F-TEST</b>
<b>Age of the respondent</b>	<b>Awareness of recycled paper</b>	<b>15-24</b>	91	1.33	.473	1.268
		<b>25-34</b>	15	1.27	.458	
		<b>35-44</b>	13	1.23	.439	
		<b>45-54</b>	8	1.00	.000	
		<b>55&amp; Above</b>	2	1.00	.000	
		<b>Total</b>	<b>129</b>	1.29	.454	
	<b>Perception of recycled paper</b>	<b>15-24</b>	91	3.66	.703	.908
		<b>25-34</b>	15	3.8	.414	
		<b>35-44</b>	13	3.85	.376	
		<b>45-54</b>	8	4.00	.000	
		<b>55&amp; Above</b>	2	4.00	.000	
		<b>Total</b>	<b>129</b>	3.72	.625	
<b>Occupation</b>	<b>Awareness of recycled paper</b>	<b>Student</b>	70	1.40	.493	3.187
		<b>Employed</b>	37	1.22	.417	
		<b>Self employed</b>	12	1.00	.000	
		<b>House maker</b>	7	1.14	.378	
		<b>Other</b>	3	1.00	.000	
		<b>total</b>	<b>129</b>	1.29	.454	
	<b>Perception of recycled paper</b>	<b>Student</b>	70	3.59	.771	1.964
		<b>Employed</b>	37	3.86	.347	
		<b>Self-employed</b>	12	3.83	.389	
		<b>House maker</b>	7	4.00	.000	
		<b>Other</b>	3	4.00	.000	
		<b>total</b>	<b>129</b>	3.72	.625	

(N= No. of respondents, M= Mean, SD= standard deviation)\*

- Analysis of Variance test was made with an objective to discover whether difference of opinion exists among the respondents relating to awareness and perception of recycling paper based on demographic

factors specifically age, and occupation. It was depicted that respondents with a different group do not have any difference of opinion on awareness of recycling paper, but difference of opinion was noted relating to Perception of recycled paper. Respondents within the age group from 50 & above (M = 4.00, SD = .000) had the highest mean score followed by respondents within the age group of 45-54 (M = 4.00, SD = .000), 35-44 (M = 3.85, SD = .376), 25 –34 years (M= 3.85, SD = .414) and 15-24 (M=3.66, SD=.703). Further, no difference of opinion was noted among the respondents with different Age and occupation on awareness and perception of respondents on reused paper.

## 9.0 REGRESSION ANALYSIS

Descriptive Statistics			
	Mean	Std. Deviation	N
How important do you feel recycling paper is required	3.721	.6247	129
According to you how often do you feel recycling paper is necessary	4.171	1.1397	129
How often do you use half white paper	1.876	.6615	129

**TABLE: 9.1: Descriptive statistics showing the overall importance of recycling paper by consumers.**

- The above table shows the descriptive statistics of both dependent and independent variables.
- Since 3.71 lies in extremely important it is concluded that all the respondents consider their feeling towards recycling is very much needed and important.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics		
					R Change	Square Change	F Change
1	.421 <sup>a</sup>	.177	.164	.5712	.177	13.549	2

**Table 9.2: Model summary showing overall importance of recycling paper by consumers.**

- Since  $R^2$  value is .177 the dependent variable has been explained by the independent variable to the extent of 17% therefore it is not a good fit model.



**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.842	2	4.421	13.549	.000 <sup>b</sup>
	Residual	41.112	126	.326		
	Total	49.953	128			

- **Null hypothesis - H<sub>0</sub>**- there is no association in the mean value of independent variable on dependent variable
- **Alternative hypothesis - H<sub>1</sub>**- there is an association in the mean value of independent variable on dependent variable
- Since the P- value is .000 which is less than .050. There is significant impact of mean value of independent variable on dependent variable therefore there is sufficient evidence to reject the null hypothesis.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.637	.225		11.720	.000
	According to you how often do you feel recycling paper is necessary	.215	.045	.393	4.808	.000
	How often do you use half white paper	.100	.077	.106	1.292	.199

- $Y = a + B_1(X_1) + B_2(X_2) + B_3(X_3) + \dots + B_N(X_N)$
- Importance of recycling paper = 2.637+.215 (recycling frequency is needed or number of frequency needed) +.100 (frequency of usage of half white paper).
- **Null hypothesis - H<sub>0</sub>**- there is no association in the mean value of independent variable on dependent variable
- **Alternative hypothesis - H<sub>1</sub>**- there is an association in the mean value of independent variable on dependent variable.

**MAJOR FINDINGS OF THE STUDY**

- 43.4% of the respondents were males and 56.6% of the respondents were females.
- Majority of the respondents were of the age group of 15-24 years
- Majority (54.3%) of the respondents were students.
- Majority (28.7%) of the respondents were employees
- Majority (56%) of the respondents came to know approximately the eco-friendly items through promotions in media and family individuals and relatives
- There is not much difference in awareness and perception towards recycled paper between the different age group respondents.
- The study finds that the respondent is aware of recycled paper.
- It was indicated that consumers' buying behaviour towards recycling paper was found to be the same in age, occupation which indicates that there is little or not much awareness among the consumer regarding the recycled product
- The simple linear regression analysis and chi-square test accepts the null hypothesis and reject the null hypothesis resulting that there is a significant influence on the buying behavior of consumer towards purchasing recycled paper.
- The research analyses the information, satisfaction, thought process, and awareness are the variables that impact the buying behaviour of the customer
- This study finds that most recycled products fulfill the requirements of the buyers.
- Based on the study it is obvious that the major awareness among the consumer is made through families and friends.

**SUGGESTIONS:**

- Government must take more initiative and make arrangements to advance recycling paper and products within the market and the marketers and the Government organizations ought to make more awareness among the individuals about require and utility of recycling paper and products. Along with that client should moreover create their self-interest to utilize the recycling paper in their day-to-day life.
- Awareness of recycling paper strategy must be made in an overall view for all the households to be aware of such recycled paper and the service provided.
- A reduction in the price of recycled paper shall attract the consumer more toward the recycled product.
- Proper knowledge of recycled paper must be generated on television or broadcaster to the public about such products, and usage of the product.
- Business sector should come up with attractive and easy marketing strategies to market eco-friendly paper with a positive impact on consumers or customer

**CONCLUSION:**

The majority of the respondents were aware of the recycling paper existing within the market. Government should take more activity and make arrangements to promote recycling paper within the market and the marketers and the Government organizations should make more awareness among the individuals about requirements and utility of recycling paper.

From the findings of the study, it can be concluded that people of all the strata of society are interested in obtaining recycled products to control the expanding environmental pollution. The producers ought to keep up the great quality of the items included in the recycled paper and make such items apparent to the buyers through a different packaging to be effectively distinguished by the buyers.

Thus, with proper activity by the Government and the marketers, recycled paper should be produced and marketed for the advantage of the long-term generation of the country.

Besides, the respondents did not get it that buying recycled paper too contributes to environmental protection. The study too appears that individuals in common have part of concern and a strong desire to do something for the environment but they did not know how they can contribute. Subsequently, marketers and the Government cannot be independently held dependable but natural protection organizations, and media, must make awareness of almost green items as a means to save the environment. Advertisers ought to take activity keeping in mind that customers are concerned and willing to do their bit towards environmental security.

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