

Consumers awareness towards zero waste and sustainable home products in coimbatore city

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Abstract - Waste management refers to the overall concept of waste management that recognizes waste as a resource that occurs in the intermediate stages of the resource consumption process. A zero waste strategy can be applied to businesses, communities, industrial sectors, schools and households as it involves many stakeholders including technical as well as environmental aspects. Sustainability is also strongly supported by additional work in environmental protection, cost reduction, and disposal and return to the industrial cycle. Due to the declining global demand for resources, resource management and product management must be considered. Zero waste management is therefore a holistic picture of sustainable avoidance and management of waste and resources. There are many zero practice and zero waste approaches in the modern world, but zero waste is a very complex system that still needs a lot of work.

keywords - waste management, zero waste product, resource consumption

INTRODUCTION

A customer is someone who buys a product or service. A customer is a word that expresses a person's behavior and personality, such as a cool customer or a tough customer. In general, a customer is an individual or organization that a marketer believes will benefit from the goods and services offered by the marketer's organization. As this definition suggests, a customer is not necessarily someone who is currently buying from a marketer.

Consumer awareness

Consumers are the largest economic group in any country. They are hubs for all economic activity. The ultimate goal of production, storage and distribution is to ensure that goods and services are consumed to the consumer's satisfaction. Consumer awareness refers to various consumer production laws, redress mechanisms and It means recognizing consumer rights. and product standards, the right to choose the best among various products, the right to be represented in the event of complaints or suggestions, the right to appeal against unfair trade practices or unfair exploitation.

STATEMENT OF THE PROBLEM

A problem statement is a clear and concise description of a problem that needs to be addressed by the problem resolution team. It is used early on to keep the team centered and focused, and it is used during the work to keep the team on track and ensure that the work has produced results that solve the problem.

OBJECTIVE OF THE STUDY

1. Determining Consumer Awareness Levels for Zero Waste and Sustainable Household Products
2. Determining Factors Driving Consumers to Market for Zero Waste and Sustainable Household Products

RESEARCH METHODOLOGY

A research methodology is a method of systematically solving a research problem. Research methodology includes various methods and techniques used to conduct research.

Research Design

The researcher creates a design that indicates the conceptual structure in which the study should be conducted, and the study is descriptive in nature. In descriptive studies, researchers describe perceptions of Himalaya among physicians and pharmacists, its demand, efficiency, brand image, and characteristics.

SAMPLING DESIGN

A sampling plan is a specific plan for obtaining a sample from a specific population. It refers to the technique researchers use to select items for a sample. Respondents selected from the entire population form what is technically called a "sample" and the selection process is called "sampling".

SAMPLING TECHNIQUE

In this study the population is infinite; the simple random sampling technique was used for collecting the data.

SAMPLING SIZE

The sample size for this research is 120 respondents, they were analyzed individually which includes all category of

customer and concluded for the results.

PRIMARY DATA

Primary data were collected by asking consumers using questionnaires. Surveys help curb consumer preferences. Limited data is collected from consumers through primary data.

SECONDARY DATA

Secondary data is data that has already been collected by others and for which statistical processing has been suspended. Secondary data is either public data or unpublished data. Secondary data were collected from websites, textbooks, journals, journals, and Internet services.

TOOLS FOR ANALYSIS

Data collected by questionnaires are displayed in master tables. A subtable was created from a table. Simple statistical tools such as percentage analysis are available for data analysis and interpretation.

PERCENTAGE ANALYSIS

The statically tool used in this study is percentage analyses. This is the simplest way to analyses different types of data. In this method we found out the percentage rate of each data with respect to total. Using this percentage rate we analyses data.

No. of Respondents

Percentage of Respondents = * 100

Total no of respondents

SCOPE OF THE STUDY

1. It gives complete information regarding the details of Zero waste and sustainable home product.
2. Prepare the information of customers and suppliers

LIMITATIONS OF THE STUDY

- As this research is primarily based on zero-waste and sustainable household products, there are usually some limitations associated with such research.
- Contains only zero waste and sustainable household products.

REVIEW OF LITERATURE

Arntz (1993) summarizes the emerging impetus for process innovation in the near future. These trends have been reflected in catalytically significant effects in recent process developments. Zero waste, oxidation reactions, oxidation with hydrogen peroxide, use of renewable raw materials and Tyne chemical synthesis, especially asymmetric synthesis. In the future, zero waste and new raw materials will dominate industrial research. To improve catalytic reactions, we need to better understand the reaction and tune the catalyst through surface science. New synthetic materials with specific properties as catalysts and/or supports can help meet future needs.

Cherubini et al. (2008) This work analyzes selected alternative scenarios with the aim of minimizing the unused fraction of material that is transported to landfills. This approach was applied to the management of Rome's municipal solid waste (MSW), with particular emphasis on energy and material balances, including global and regional emissions to the atmosphere. The results, which are provided in the form of efficiency, effectiveness and environmental impact indicators and indicators, show that landfill activities are the worst global waste management strategy. On the other hand, researched waste treatment through energy and material recovery enables (among other things) significant greenhouse gas emission reduction gains, but is still subject to non-negligible local emissions.

INDUSTRIAL OVER VIEW

Zero Waste & Sustainable Household Products:

Zero Waste focuses on waste prevention and encourages a redesign of the resource lifecycle so that all products can be reused A set of principles. The goal is to keep waste from ending up in landfills, incinerators or the ocean. Today, only 9% of plastic is actually recycled. In a zero-waste system, materials are reused until they are used optimally. Definition of the Zero Waste International Alliance (ZWIA). Zero Waste: Responsible production, consumption, reuse and recycling of all products, packaging and materials without incineration or discharge to land, water or air that endangers the environment or human health. Protect all resources through Zero waste refers to avoiding waste as opposed to managing waste at the end of the pipe. It is a holistic systems approach aimed at radically transforming the flow of materials in society and eliminating waste. Zero waste means more than just avoiding waste through recycling and reuse. It focuses on restructuring production and distribution systems to reduce waste. Zero waste is a goal or an ideal rather than a hard target. Zero Waste provides principles that guide our ongoing work to eliminate waste. Proponents expect government regulation to be necessary to influence industry decisions regarding product and packaging design, manufacturing processes, and material selection. Proponents say eliminating waste reduces pollution and cuts costs by reducing the need for raw materials. Helps reduce the need to create and fill landfills by promoting cycle-free product life

DATA ANALYSIS & INTERPRETATION:

PERCENTAGE ANALYSIS

AGE OF THE RESPONDENTS

AGE	NO.OF.RESPONDENTS	PERCENTAGE%
Below 20 years	30	20%
21-35 years	73	48.7%
36-50 years	30	20%
Above 50 years	17	11.3%
Total	150	100

Source: Primary data

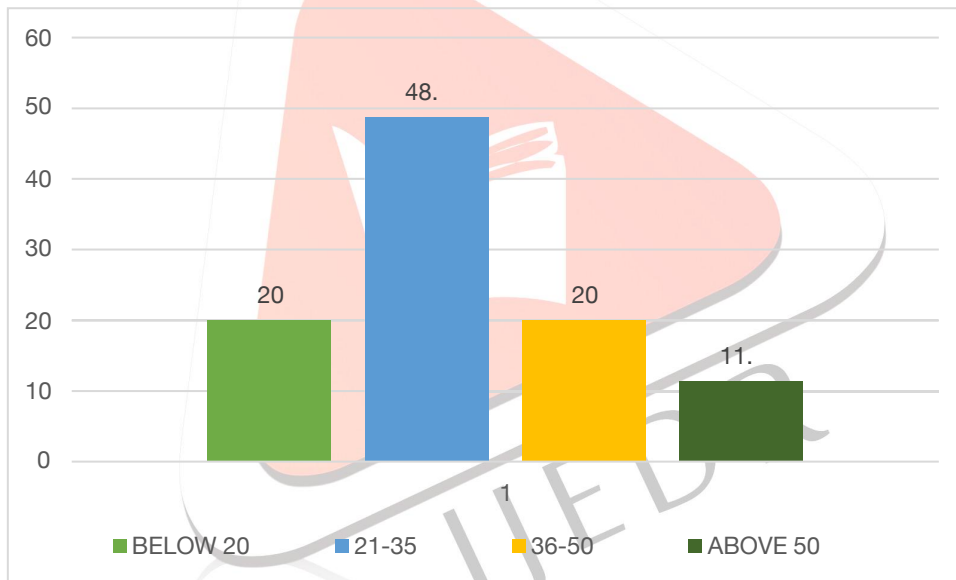
INTERPRETATION

The above tables show Age of respondents.20% of the respondents belongs to below 20 years,48.7% of the respondents belongs to 21-35 years ,20% of the respondents belongsto 36-50 years,11.3% of the respondents belongs to above 50years.

INFERENCE:

Thus the above table shows the result that a majority 48.7% of the respondentsbelongs to 21-35 years.

AGE OF THE RESPONDENTS



HARMFUL TO HEALTH

FACTOR	NO. OF RESPONDENTS	PERCENTAGE%
Yes	49	32.67%
No	101	67.33%
Total	150	100

Source : primary data

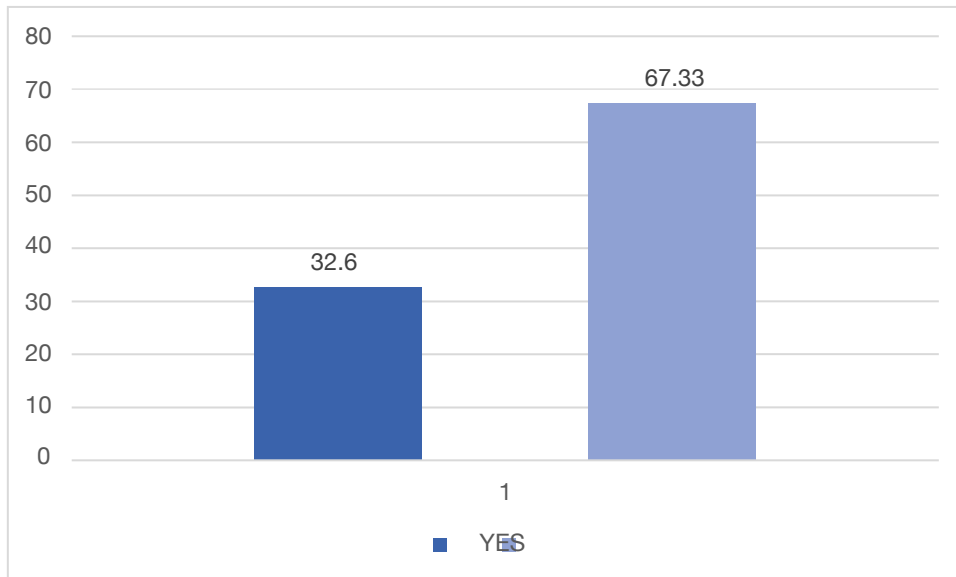
INTERPRETATION

The above table shows the responses of the zero waste and sustainable home products are harmful to health, 32.67% of the respondents belongs to Yes, 67.33% of the respondents belongs to No.

INFERENCE:

Thus the above table shows the result that a majority 67.33% of the respondentsbelongs to No.

HARMFUL TO HEALTH



FINDINGS, SUGGESTION & CONCLUSION

FINDINGS

1. Majority 48.7% of the respondents belongs to age group 21-35 years.
2. Majority 67.33% of the respondents belongs to No that the product is harmful to health.

SUGGESTIONS

1. Most of the respondents suggested that advertisement regarding their new products must be improved.
2. Most of the respondents suggested that availability of home and cleaning products should be increased in Rural areas.

CONCLUSION

The purpose of this survey is to determine customer awareness and satisfaction with Erode City's zero waste and sustainable household products. Overall, data analysis shows that most consumers are more aware of zero-waste and sustainable household products in urban areas than in rural areas. An effective advertising and marketing strategy must attract customers by making them happy on their first visit.