

An Empirical Study on Consumer Behaviour Regarding E Waste Disposal

Jayasimha Reddy Jangamreddy

ABSTRACT

Electronic waste generates toxic substances like heavy minerals and flare, venturous to human and environmental health. However, the consumer behavior for disposal of e-waste is quite different from other waste materials. In e-waste, the electronic waste equipment is kept inside the home rather than reverting them to the manufacturing factories for recycling. This challenging issue is spreading rapidly because of advanced and innovative technology invented every few minutes, which changes the functionality of electronic gadgets, and people are attracted to new products. The motive of the paper is to examine the consumer behavior toward e-waste disposal, whether they like to keep the waste and do not trash or recycle it, whether they criticize or dispose of them. The result reveals the statistical analysis regarding the customer behavior based on the survey conducted on the 102 participants and tries to provide a practical understanding that justified the research's motive by adequately evaluating the nine questionnaires, which helped conclude the research properly. The outcome demonstrates that people are willing to dispose of the e-waste as the questionnaire shows that about 99% of the people wanted to recycle the electronic waste.

I. Introduction

In this fourth industrial revolution, the inter-net and its related sections like IoT, artificial intelligence, and data played a prominent role and acted as an economic booster for any busi-ness or country. All these elements, which are the critical factor of the digital economy, are directly and indirectly connected with elec-tronic equipment, which is the swiffer flour-ishing waste all over the world. Because of cost-effectiveness, affordability, and accessibil-ity of the interne and related technologies in the mass, its demand and

consumption are also rapidly growing globally. In order to provide affordable electronics gadgets in developing and under-developing countries, innovations, and discoveries in electronic gadget technologie very frequently changed, which rapidly replace the old techniques with new and ad-vanced technology.

Electronic waste (E-waste) electronic equip-ment that is either outdated or not in working condition is either thrown or discarded in the garbage is considered electronic waste. Elec-tronic waste is also known as digital rubbish, consisting of computers, television, fax ma-chines, electronic gadgets, electrical appliances, and equipment. The rapid growing technol-ogy updated so frequently leads to introducing enormous e-waste, which is very dangerous as it releases several toxic materials like cad-mium mercury, lead, a. This

School of Business, Woxsen University
Hyderabad- Telngana, India
Corrospoding author E mail ID: jayasimha25@gmail.com