

GRG TRUST RESEARCH PROJECT

TITLE OF THE PROJECT

An Empirical Study on Consumers' Behaviour Towards Disposal of Electronic Waste

PI: Dr.R.S.Kanimozhi

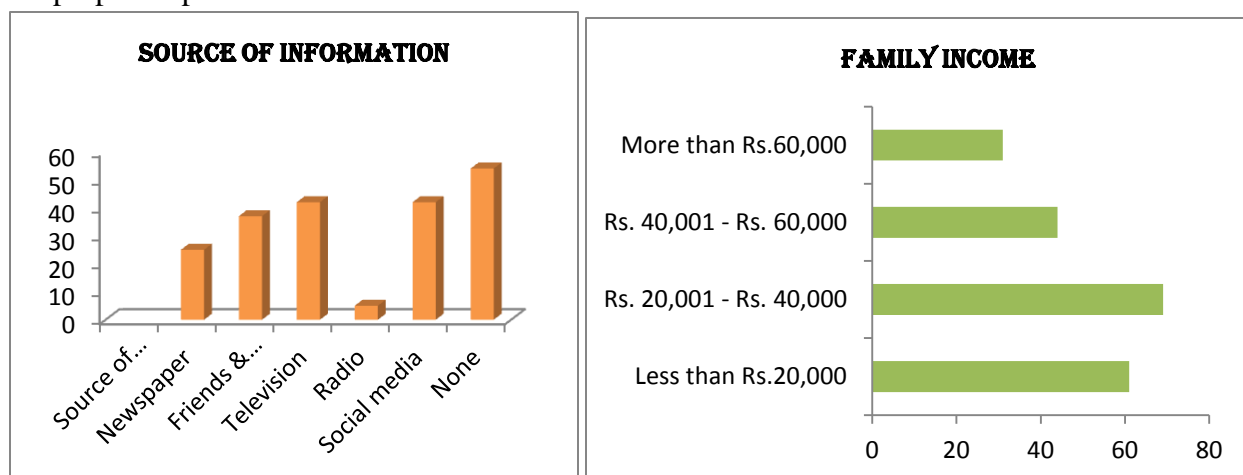
Co PI: Mrs.K.Mahalakshmi

Amount Sanctioned: 17,000

Year: 2019

Project outcomes:

A boom in technological innovation has made the electronics industry to become the largest manufacturing industry in the world. The excessive use of electronic and electrical equipment has created a new but very dangerous stream of waste called Electronic waste. The disposal of electronic waste in India is becoming more complicated. The study has revealed that the most of the respondents have not aware about the proper disposal of electronic waste. The manufacturer of electronic product should provide the detailed assessment regarding the discarded equipment. The consumer exchanges their old electronic products for new technological advancement. The attitude towards the respondents is the proper disposal is a problem in India. There is a lack of support from the government regarding proper disposal of electronic waste. The respondents are facing more number of pollution in the society. Recycle electronic products should be promoted among the manufacturing company to eliminate the environmental pollution in the society. The government has the major responsibility for the proper disposal of electronic waste.





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- ❖ Publications: Consumer awareness towards disposal of electronic waste, Journal of Social Science, JULY 2020, Pg. No.: 248- 254.
 - ❖ Conference/ Seminar/ Workshop: Nil
 - ❖ Books: Nil
 - ❖ Any other achievements: Nil
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