

AWARENESS & WILLINGNESS OF CONSUMERS TO PARTICIPATE IN MOBILE ELECTRONIC WASTE RECYCLING

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Abstract

This article attempts to understand the awareness and willingness of consumers to participate in e-waste (waste from mobile electronic consumer products) recycling program in the context of India. As mobile companies have introduced take back policy in lieu with Indian government's new regulation on e-waste policy (May 2012), importance of making consumer understand this regulation become very important. For this, 30 respondents from Vellore city of Tamil Nadu State in India were interviewed to gauge the awareness level and willingness to participate in e-waste recycling program. For our study, only mobile e-waste recycling was chosen as the core research perspective. The results show that majority respondents are unaware about recycling and they are willing to participate only if some economic benefit is provided. The results are compared with mixed evidence from developed countries and from developing countries like China and Nigeria.

Keywords: Mobile E-Recycle, Willingness to participate, Extended Producer Responsibility, E- Waste

Introduction

All End of Life electronic products discarded by the user such as computers, printers, photocopy machines, television sets, mobile phones, and toys which is made up of metals and plastic is called e-waste. By 2020 e-waste from old computers in India will jump by 500 per cent from 2007 levels and waste from discarded mobile phones would be 18 times higher in India by the same year (UNEP). The discarded electronic goods is expected to rise about 65.4 million tonnes in the year 2017 (Ruediger Kuehr, 2013). E-waste also comprises heavy metals such as Lead, Cadmium, Mercury, Barium, Arsenic, Beryllium, Chromium and Selenium; halogenated compounds such as PBBs and PBDEs; and chlorinated compounds such as PVCs and PCDEs. A study conducted by

Dwivedy and Mittal (2010), the authors' report that the estimated number of obsolete computer inventory in India shall likely may overtake the US inventory by the year 2017 and is poised to double by the year 2022. E-waste when improperly disposed can contaminate soil, groundwater, and may threaten public and environmental health.

E-waste contains hazardous constituents that may negatively impact the environment and affect human health if not properly managed. In developing countries like India there is a lack of adequate infrastructure to manage wastes safely, these wastes are buried, burnt in the open air or dumped into surface water bodies. Crude 'backyard' recycling practices, which are not efficient and are highly polluting are also used in

material recovery activities. Whereas in most of the developed countries electronic manufacturers and importers have established take-back facility based on principle of End-Of-Life so that the discarded electronic wastes are recycled in a proper manner without affecting the environment. For an EPR program to be effective and gain public confidence, government action is likely needed.

Literature Review

The strength of attitude toward recycling moderates the effects of affect and attitude on the two types of recycling behaviours i.e. Waste Recycling Behaviour and Recycling Shopping Behaviour (Abhijit Biswas, Jane W. Licata, Daryl McKee, Chris Up Uig, and Christopher Daughtridge 2000). Global attention is required to tackle E-Waste Problems and Majority of waste from rich countries gets dumped in developing countries where in many people work in a hazardous condition for dismantling it (Ruediger Kuehr,2013).

Despite India generating about 3.5 lakh metric tonnes of e-waste annually, the organised recycling sector is facing a tough competition from the unorganised sector that is also vying for the same material. They do not get enough amount of e-waste to run their recycling unit smoothly. This has been further substantiated by a study conducted by ELCINA which says, "The organised sector is unable to grow to displace the unorganised sector due to lack of availability of e-waste for processing". The unorganised sector has better reach in collection due to the ubiquitous spread of scrap collectors and is also able to offer better prices for the e-waste. The existing system of e-waste processing in India is a very well-networked informal sector (Sinha and Mahesh, 2007) involving key players like the vendors, scrap dealers, dismantlers and the recyclers.

Several studies in the past have outlined the significant factors that influence recycling behaviour and environmental participation. Barr et al., (2003) caution that it is understandably rare that an academic investigation of environmental behaviour can be exactly translated into a practical framework that can have concrete policy implications. The issue of household participation in WEEE recycling schemes in developed nations is widely explored.

A study conducted by Dwivedy and Mittal (2013), the authors' report that Residents in India have historically benefited financially from selling their waste to hawkers, scrap dealers and second-hand market. The thriving repair business and second-hand market are market conditions that are realities in China and India. This relationship naturally evolved over the years in the absence of any formal channel, implying that any future take-back policy implementing EPR will not be successful in isolation so long as competition from these non-formal channels exists. Formal recyclers are liable to comply with pollution control measures and environmental standards, which the informal sector apparently flouts thereby allowing them to buy e-waste at higher prices than what the formal sector can afford.

Darby and Obara (2005) Consumer attitude towards the disposal of small WEEE in the UK. Saphores et al. (2006) identified the significant factors which explain the willingness to recycle e-waste in the state of California. Nixon and Saphores, (2007) identified that on an average most respondents are willing to support a 1% advance recycling fee (ARF) and prefer drop-off recycling to curb side recycling (Nixon et al., 2009). Saphores et al. (2012) argue from their analysis of US households that moral norms followed by recycling convenience, priori-knowledge of toxicity of e-waste, recycling experience, gender and marital status are principal determinants that stimulate willingness to

recycle amongst residents. Additionally, the authors also observed that socio-demographic variables like education, age and ethnicity play a minor role. Interestingly, knowledge of e-waste laws and income are not statistically significant. Song et al. (2012) showed that the Macau respondents' age, education level and income are the significant factors affecting the residents' willingness to participate and pay for e-waste recycling schemes. The prevailing modes of consumer disposal in Macau are reported to be the retailer collection model followed by sale to recyclers. Although there exists a plethora of empirical studies in the past decade to identify the determinants of household participation in WEEE recycling for developed nations, limited research was found in the context of developing countries. From this perspective, both Nnorom et al. (2009) and Wang et al. (2011) concretely address the issue of willingness to participate in recycling.

To contextualize our study on developing countries with focus on India, we borrow extensively from the study on China undertaken by Wang et al. (2011) in modelling the willingness of residents to participate and also from Dwivedy and Mittal (2013) in which the willingness of residents to participate in e-waste recycling. The primary aim of this study is to find consumers awareness and willingness to participate in e waste recycling. Since India introduced a draft rule of e-waste management in May 2012 in which the rules explicitly define the roles and responsibilities of the producer, collection centres, consumer or bulk consumers, dismantlers and recyclers. Through this enactment, manufacturers now have to design their own take-back system.

And electronic mobile manufacturers like Nokia and Samsung have somehow established take back in major cities of India including Vellore. Our study particularly focusses on recycling awareness among consumers and their

willingness to participate small city of Vellore of Tamil Nadu State in India. We adopted qualitative approach to better understand willingness of consumers.

Methodology

As this study aims to understand the awareness and willingness among consumers on e-waste recycling. Since our study was carried in a small upcoming city of Tamil Nadu state called Vellore in India. Since India is still a developing country and our target sample was local consumer's in order to understand more accurate and clear picture of a respondent's position or behavior in-depth interviews with consumers would be most advisable, (Ghauri & Gronhaug, 2002, p.101) and to clarify and calmly elaborate on interesting answers. More precisely, we use an exploratory approach, aimed at developing a grounded understanding of consumers' evaluation of their perceptions of a company's recycling policies during the purchasing process.

Data Collection

The interviews were conducted during point of purchase in local electronic mobile shops in Vellore. At the beginning of the interviews, the study's real purpose was not revealed to participants. The questions were designed from general to more specific inquiries that followed well-established interview procedures (Bernhard, 1988). The realization of the interviews was as follows: First, participants discussed the mobile brand they liked and how many mobiles they have changed so far. Then, they were asked what they do with irreparable mobile and which criteria is most important to them during electronic mobile purchase. Moreover, during the interview when respondents said they weren't aware of companies recycling policy the interviewer explained them what

recycling is then further the interviewer asked questions about their willingness to participate.

A total of 30 individual interviews were conducted. The interviews took place in a small city of Tamil Nadu State in India called Vellore during the period of month from October 2017 to February 2018. The interviews lasted between 20 to 30 minutes. With the participants' permission, each interview was audiotaped and transcribed, resulting in 220 pages of text. Furthermore, interview descriptions and observation notes were taken.

3.2. Sample As qualitative research focuses on in-depth exploration, a small but diverse sample is recommended. McCracken (1988) advocates that eight long interviews are a sufficient basis for qualitative research projects. To obtain a diverse and interesting interviewee selection, we employed theoretical sampling. Consumers with different shopping habits were selected, ranging from price-conscious to quality shoppers. Furthermore, we chose consumers with diverse backgrounds with regards to demographic criteria such as age, gender, level of education, occupation, and marital status. All the interviewees selected through convenience sampling.

Data Analysis

The basic steps in the analysis of qualitative data consist of coding the data, combining the codes into broader categories and themes, and interpreting the results (Creswell, 2007; Sinkovics, et al., 2005). The analysis developed gradually during the data collection process (Strauss & Corbin, 1990); early analysis of the first transcript enabled the discussion guidelines to be refined for subsequent interviews. After all the data had been collected, the final analysis was conducted. As recommended by Glaser and Strauss (1967), the data analysis was an iterative process of reading, coding, discussing the coding with colleagues, and starting again

with the reading. Relevant sections of the transcripts were carefully reread and analysed in the search for patterns and themes. This analysis employed various procedures of categorization, abstraction, comparison, dimensionalization, integration, iteration, and refutation (Spiggle, 1994).

Findings

Few of the interviewees who have good education background agreed that e-waste mobile have caused problem to the environment.

"Yes the waste and discarded mobile have caused damage to the environment. So far I have not I have not discarded any mobile but I have donated to my family and friends and I will definitely participate in mobile e-recycling in future if my current mobile gets irreparable" (Male 30-39).

None of the respondents considers eco-friendly nature of product as criteria for purchase.

Majority of them gives priority to Price and brand.

"I always buy branded mobile by keeping price as first criterion, I want good features with low price so price is most important criteria for me" (Male: 30-39)

"For me brand is of most important since Nokia is very user friendly so I always consider brand as my first priority" (Male: 20-29)

Majority of respondents who are educated agrees that mobile e-waste as environment as a problem and also, they will participate in mobile E-waste Recycling only if they are provided with some economic benefit.

"I will participate in mobile e-waste recycling only if I get some economic benefit. I agree that if I discard my electronics waste to scrap they make business of it by burning but I want some benefit back from my invested electronic product" (Male 20-29).

Many of respondents says that they weren't aware of recycling policy but they are willing in recycling in future. None of the respondents who are aware of recycling policy consider green feature of product (i.e. Recyclable Eco-Friendly) as their priority for purchase. Majority of the respondents change their mobile at an average of 6Months-1 year. Respondents *who are educated* and having *good socio-economic background* also do not want to participate in recycling until unless a good economic benefit is provided.

Conclusion

Despite awareness of recycling the consumers do not want to recycle their electronic mobile unless they get some economic benefit. There is a need to create awareness and explain the risk of e-wastes among consumers during a point of purchase. Consumers need to support the companies to successfully recycle e-product by participating in e-recycling. Extended Producer Responsibility can be successfully implemented if consumer show positive attitude towards recycling.

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Appendix 1
Table 1 : Sample Description

Interview #	Gender	Age	Consumer Characteristics
Interview 1	Female	20-29	This interviewee has a under graduate degree and she is employed as a sales-women in a mobile retail shop. She is unmarried and she lives in a Vellore area. Her income level < Rs.9, 000. She has already used 3 mobiles and all 3 old mobiles were sold with some monetary benefit. She is currently using Samsung Mobile. She is aware of recycling and she is willing to participate in e-recycling in future without any economic benefit. Seller had not informed about recycling during her past mobile purchases. She agrees that mobile usage has caused damage to the environment. She considers price as a first priority while purchasing anything.
Interview 2	Male	40-49	This interviewee has a under graduate degree in commerce and he is employed in public sector bank. He is married and He lives in a Vellore area. His income level is more than Rs.40, 000.He has already used 4 mobiles and all old mobiles were sold with some monetary benefit. He has not sold any of his mobiles to scraps dealers. He is currently using Nokia Mobile. He is not aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 3	Male	40-49	This interviewee has a vocational training (fitter) and he is self-employed. He is married and He lives in a Vellore area. His income level ranges from Rs.20.000-30,000. He has already used 3 mobiles and all old mobiles were sold with some monetary benefit. Her unused or irreparable mobile sold any of his mobiles to scraps dealers. He is currently using Micromax Mobile. He is not aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 4	Male	30-39	This interviewee has under graduation in business management self-employed running a small Restaurant. He is married and He lives in a Vellore area. His income level ranges from Rs.20, 000- 30,000. He has already used 5 mobile and in that 3 old mobile was sold with some monetary benefit and other 2 were dumped in house backyard. He has not sold any of his mobile to scraps dealers. He is currently using Samsung Mobile. He is aware of recycling and he is willing to participate in recycling without any economic benefit. He also agrees that electronic mobiles have caused damage to the environment. Seller had not informed about recycling during his past mobile purchases. He considers features as a first priority while purchasing mobile.

Interview #	Gender	Age	Consumer Characteristics
Interview 5	Female	30-39	This interviewee has a post graduate degree in biology and she is employed as a teacher in a private school. She is married and she lives in a Vellore area. Her income level is from Rs.9, 000- 20,000. She has already used 2 mobiles and all the old unused mobiles were dumped in household backyard. Seller had not informed about recycling during her past mobile purchases. She is currently using Samsung Mobile. She is aware of recycling but she will participate in e recycling if she gets some economic benefit. She agrees that electronic mobiles have caused damage to the environments. She considers price as a first priority while purchasing mobile.
Interview 6	Female	30-39	This interviewee has passed 10th and a housewife. She is married and she lives in a Vellore area. She has already used 1 mobile and the old mobile was sold with some monetary benefit. She is currently using Nokia mobile. She is not aware of recycling but she will participate if she gets some economic benefit. Seller had not informed about recycling during her past mobile purchases. She considers brand as first priority.
Interview 7	Male	50-59	This interviewee is self-employed running a small departmental store. He is married and He lives in a Vellore area. His income level < Rs.9.000. He has already used 1 mobile and that old mobile was sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Nokia Mobile. He is not aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 8	Male	30-39	This interviewee is self-employed running a small Jewel shop. He is married and He lives in a Vellore area. His income level ranges from Rs.9.000-20,000. He has already used 1 mobile and that old mobile was sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Nokia Mobile. Seller had not informed about recycling during his past mobile purchases. He is not aware of recycling and he will participate in recycling if he gets some economic benefit. He considers price as a first priority while purchasing mobile.

Interview #	Gender	Age	Consumer Characteristics
Interview 9	Female	30-39	This interviewee has a under graduate degree and she is employed in a shoe manufacturing company. She is married and she lives in a Vellore area. Her income level ranges Rs.9, 000-20,000. She has already used 2 mobiles, 1 old mobile was sold with some monetary benefit and her unused or irreparable mobile was sold to scraps dealers. She is currently using Nokia Mobile. She is aware of recycling but she is willing to participate in recycling if she gets some economic benefit. She also agrees that electronic mobiles have caused damage to the environment. Seller had not informed about recycling during her past mobile purchases. He considers price as a first priority while purchasing a mobile.
Interview 10	Female	20-29	This interviewee has a under graduate degree and she is employed as nurse. She is unmarried and she lives in a Vellore area. Her income level Rs.9, 000-20,000. She has already used 2 mobiles and 1 old mobile was sold with some monetary benefit and the other mobile was gifted to her brother. Her unused or irreparable mobile was sold to scraps dealers. She is currently using Nokia Mobile. She is aware of recycling but she will participate in recycling if she gets some economic benefit. Seller had not informed about recycling during her past mobile purchases. She considers price as a first priority while purchasing mobile.
Interview 11	Female	30-39	This interviewee has a Doctorate degree and she is employed as professor in a Private University. She is married and she lives in a Vellore area. Her income level is > Rs.40, 000. She has already used 2 mobiles and 2 old mobiles were sold with some monetary benefit. None of her mobile was sold to scraps dealers. She is currently using Samsung Mobile. She is aware of recycling and she is willing to participate in recycling. She agrees that improper disposal of electronic mobiles have caused damage to the environment. Seller had not informed about recycling during her past mobile purchases. She considers brand as a first priority while purchasing Mobile.

Interview #	Gender	Age	Consumer Characteristics
Interview 12	Male	30-39	This interviewee is school dropout and he is self-employed running a small gift shop. He is married and He lives in a Vellore area. His income level ranges Rs.9, 000-20,000. He has already used 1 mobile and that old mobile was sold with some monetary benefit. He has not sold any of his mobile to scraps dealers. He is currently using Samsung Mobile. He is not aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 13	Male	30-39	This interviewee has passed 10th and self-employed running a small footwear shop. He is married and He lives in a Vellore area. His income level ranges from Rs.9, 000-20,000. He has already used 4 mobile, in that 3 old mobile was sold with some monetary benefit and the other one was gifted to his sister. He has not sold any of his mobile to scraps dealers. He is currently using Nokia Mobile. He is not aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 14	Male	30-39	This interviewee has under graduation in commerce and he is self-employed running a small medical shop. He is married and He lives in a Vellore area. His income level ranges from Rs.9, 000- 20,000. He has already used 1 mobile and that old mobile was sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Samsung Mobile. He is aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.

Interview #	Gender	Age	Consumer Characteristics
Interview 15	Male	20-29	This interviewee has post-graduation in business management and he is working as a sales executive in bank. He is unmarried and He lives in a Vellore area. His income level from Rs.9, 000- 20,000. He has already used 1 mobile and that old mobile was sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Nokia Mobile. He is aware of recycling and he is willing to participate in recycling without any economic benefit. He also agrees that improper disposal of electronic mobile has caused damage to the environment. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 16	Male	50-59	This interviewee has under graduation in arts and he is retired LIC officer. He is unmarried and He lives in a Vellore area. His income level from Rs.9, 000- 20,000. He has already used 2 mobile and that old mobile was sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Nokia Mobile. He is not aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 17	Male	20-29	This interviewee has post-graduation in business management and he is employed as HR Assistant. He is unmarried and He lives in a Vellore area. His income level ranges from Rs.20, 000-30,000. He has already used 1 mobile and that old mobile was sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Samsung Mobile. He is aware of recycling and he will participate in recycling if he gets some economic benefit. He also agrees that improper disposal of electronic mobile have caused environmental problems. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.

Interview #	Gender	Age	Consumer Characteristics
Interview 18	Male	20-29	This interviewee has post-graduation in business management and he is employed as Assistant Manager in a private Bank. He is unmarried and He lives in a Vellore area. His income level ranges from Rs. 20,000-30,000. He has already used 1 mobile and that old mobile was sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Samsung Mobile. He is aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers Brand as a first priority while purchasing mobile.
Interview 19	Male	20-29	This interviewee has vocational training in mechanics and he is employed as technical assistant in Marti Service centre Vellore. He is unmarried and He lives in a Vellore area. His income level ranges from Rs. 9,000-20,000. He has already used 3 mobile and all that old mobiles were sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Samsung Mobile. He is aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 20	Male	30-39	This interviewee has under graduation and he is employed as senior sales at Hyundai showroom Vellore. He is married and He lives in a Vellore area. His income level ranges from Rs. 20,000-30,000. He has already used 2 mobile and all that old mobiles were sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Samsung Mobile. He is aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers brand as a first priority while purchasing mobile.
Interview 21	Female	30-39	This interviewee has a Post Graduate degree in physics and she is employed as teacher in a Private School. She is married and she lives in a Vellore area. Her income level ranges from Rs.20, 000 -30,000. She has already used 2 mobiles, 1 old mobile was sold with some monetary benefit and the other one was gifted to her brother. One of her mobile was sold to scraps dealers. She is currently using Samsung Mobile. She is aware of recycling but she will not participate until unless she gets some economic benefit. She also agrees that improper disposal of electronic mobile have caused damage to the environment. Seller had not informed about recycling during her past mobile purchases. She considers price as a first priority while purchasing Mobile.

Interview #	Gender	Age	Consumer Characteristics
Interview 22	Female	40-49	This interviewee has an Under Graduate Degree in commerce and she is employed as Assistant Manager in Government Arts College. She is married and she lives in a Vellore area. Her income level ranges from Rs.30, 000 - 40,000. She has already used 3 mobiles all old mobiles were sold with some monetary benefit. One of her mobile was sold to scraps dealers. She is currently using Nokia Mobile. She is not aware of recycling but she will not participate until unless she gets some economic benefit. Seller had not informed about recycling during her past mobile purchases. She considers price as a first priority while purchasing Mobile.
Interview 23	Male	50-59	This interviewee has passed 12th and he is retired Post Man. He is married and He lives in a Vellore area. His income level ranges from Rs.9, 000 to 20,000. He has already used 2 mobile and all that old mobiles were sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Samsung Mobile. He is not aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.
Interview 24	Female	30-39	This interviewee has a under graduation in commerce and she is employed as Assistant Accountant in a Private Leather Industry. She is married and she lives in a Vellore area. Her income level ranges from Rs.9, 000 -20,000. She has already used 5 mobiles, 3 old mobiles were sold with some monetary benefit and the other 2 was gifted to her members. One of her mobile was sold to scraps dealers. She is currently using Nokia Mobile. She is not aware of recycling but she will not participate until unless she gets some economic benefit. Seller had not informed about recycling during her past mobile purchases. She considers price as a first priority while purchasing Mobile.
Interview 25	Male	40-49	This interviewee has completed Post Graduation in Law and working as a Lawyer. He is married and He lives in a Vellore area. His income level ranges from Rs.20, 000-30,000. He has already used 4 mobile and all that old mobiles were sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Nokia Mobile. He is aware of recycling and he will participate in recycling if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.

Interview #	Gender	Age	Consumer Characteristics
Interview 26	Male	30-39	<p>This interviewee has completed Under graduation in Chemistry and working as a lab assistant. He is married and He lives in a Vellore area. His income level is < 9,000. He has already used 4 mobile and all that old mobiles were sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Nokia Mobile. He is aware of recycling and he is willing to participate in recycling without any economic benefit. He also agrees that improper disposal of electronic mobile have caused damage to the environment. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.</p>
Interview 27	Female	30-39	<p>This interviewee has a under graduation in arts and she is employed as Peon. She is married and she lives in a Vellore area. Her income level < Rs. 9,000. She has already used 3 mobiles and all of her old mobiles were sold to scraps dealers. She is currently using Nokia Mobile. She is not aware of recycling but she will participate in recycling if she gets some economic benefit. Seller had not informed about recycling during her past mobile purchases. She considers price as a first priority while purchasing Mobile.</p>
Interview 28	Female	30-39	<p>This interviewee has a Post-Graduation in Mathematics and she is working as teacher in private school. She is married and she lives in a Vellore area. Her income level ranges from Rs 9,000- 20,000. She has already used 4 mobiles, 2 of her old mobiles were sold with some monetary benefit and the other two was dumped in her house backyard. None of her mobile was sold to scraps dealers. She is currently using Nokia Mobile. She is not aware of recycling and also, she does not want to participate in any recycling activity. Seller had not informed about recycling during her past mobile purchases. She considers price as a first priority while purchasing Mobile.</p>

Interview #	Gender	Age	Consumer Characteristics
Interview 29	Male	40-39	<p>This interviewee has completed Doctorate in Mechatronics and working as a professor in a private university. He is married and He lives in a Vellore area. His income level is > 40,000. He has already used 4 mobile and all that old mobiles were sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Samsung Mobile. He is aware of recycling and he will participate in recycling if he gets some economic benefit. He also agrees that improper disposal of mobiles have caused damage to the environment. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.</p>
Interview 30	Male	20-29	<p>This interviewee has completed Post Graduation in Business Management and working as an assistant logistic manager. He is married and He lives in a Vellore area. His income level ranges from Rs.9, 000- 20,000. He has already used 3 mobile and all that old mobiles were sold with some monetary benefit. He has not sold his mobile to scraps dealers. He is currently using Samsung Mobile. He is aware of recycling and he will participate in recycling only if he gets some economic benefit. Seller had not informed about recycling during his past mobile purchases. He considers price as a first priority while purchasing mobile.</p>