

A SURVEY OF CONSUMER BEHAVIOUR TOWARDS E- WASTE MANAGEMENT IN THE CITY OF MUMBAI

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ABSTRACT

Humans are fast paced creatures always wanting and needing what they desire as quickly and efficiently as possible. This attitude that our society possesses has created the desire for the human race to always have the latest technologies irrespective of its consequences on the environment. Over the past two decades, the global market of electrical and electronic equipment (EEE) continues to grow exponentially, while the lifespan of those products becomes shorter and shorter. Therefore, business and waste management officials are facing a new challenge, and e-Waste or waste electrical and electronic equipment (WEEE) is receiving considerable amount of attention from policy makers.

This paper titled “*A Survey of Consumer Behaviour towards E- Waste Management in the City of Mumbai*” is an attempt to study consumer attitudes towards e- Waste disposal, e- Waste recycling and e- waste management.

KEYWORDS: Electronic Waste (E- Waste), Waste Electronic And Electrical Equipment (WEEE), Solid Waste Management, Willingness To Pay (WTP), Wheelie Bin