

Sri Lankan Consumers Perception towards Disposal of Plastic Beverage Bottles in Colombo District

***Indrachapa¹, G. and Hasanka², P.**

¹Hotel Management, University of Vocational Technology, Sri Lanka

²Zerotrash, Ratmalana, Sri Lanka

*Corresponding email: indrachapag@hotmail.com

Waste management is a burning problem, mostly in urban areas. Waste could be categorized into different types based on their characteristics. The major problem in garbage is lack of proper disposal. Authors have identified this problem as hands on experience with Zerotrash initiative. This leads to signify the essentiality of such research on consumer perception on waste disposal. This study was focused mainly on to Colombo district due to time limitation. The major objective of the research is to identify the perception of consumers on disposal of plastic bottles. The specific objectives of the study are to; identify the consumer awareness level on different types of plastic, identify the consumer readiness level to go for extra mile in separating plastic bottles based on the type and to provide recommendations to enhance the proper disposal of plastic wastes in Sri Lanka. The data were collected via a questionnaire survey, first person observation and semi structured interviews with experts. Questionnaire survey data were quantitatively analyzed in Likert scale. The convenient sampling method used for questionnaire survey with sample size of 260 covering each DS division. 09 experts were reached based on snowball sampling for the structured interview. The majority of the respondents do not have a proper channel to dispose garbage since lack of availability and contacts of recyclers. Urban Councils reject some types of garbage resting households to burn them. Lack of awareness on type of plastic is one major reason for improper dumping of garbage, resulting recyclers to add additional cost for plastic separation based on the category. Less awareness on proper steps to follow in plastic disposal is also one of the major reasons which create hard time for recyclers and handlers. The finding leads to three conclusions as; community awareness on plastic disposal methods should be enhances through more education programmes, the gap between recycler and households is yet to be filled, community does not have clear idea about their role in plastic recycling. The recommendations were made in three areas, consumer education, public relation and community empowerment and, technology application.

Keywords: Consumer perception, Plastic waste, Segregation, Waste disposal