

A Study on Consumer Attitude and Perception towards usage of Recycled products in Tamil Nadu

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Abstract: *This study examines the consumer attitude and perception towards the usage of recycled products in Tamil Nadu, India. Through a mixed-methods approach involving surveys and interviews with 150 participants, the research reveals that consumers in Tamil Nadu generally exhibit a positive attitude towards recycled products, perceiving them as environmentally friendly and sustainable. However, concerns about product quality and performance act as potential barriers to adoption. The study emphasizes the importance of consumer education, effective marketing strategies, and clear product labelling to enhance consumer awareness and address quality concerns. The findings have significant implications for policymakers, manufacturers, and marketers, highlighting the need for collaborative efforts to promote sustainable consumption practices and contribute to environmental conservation in Tamil Nadu.*

Keywords: consumer attitude, perception, recycled products, mixed-methods approach, environmental sustainability, product quality.

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