

Consumer Perception On Eco-Friendly Pens

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ABSTRACT

Eco-friendly means earth-friendly or not harmful to the environment. The term most commonly refers to products that contribute to green living or practices that help conserve resources like water and energy. The B2P, the bottle 2 Pen Ball Point, Pilot has launched the world's first pen made from recycled bottles! In recent years, plastic water bottles have been under close scrutiny for their environmentally unfriendly characteristics. Almost every hour, close to 2.5 million plastic bottles enter landfills and comprise close to 50 percent of all recyclable waste. Made from 86 percent post-consumer recycled plastic bottles, the Pilot B2P features smear-proof ball point ink and a medium 1.0mm point for smooth, effortless writing. Designed to mimic a bottle of water, the body of B2P pen is translucent blue with unique striations like those commonly found on water bottles. Each pen has a comfortable, latex free rubber grip for easy holding and use. Retractable and refillable, the B2P Bottle 2 Pen Ball Point takes Pilot retractable ballpoint refills. Available in blue, black, red, green and purple ink, the writing quality of the B2P meets the same high performance standards found in all Pilot Pen's product. Pilot Pens. Simply write. This study of eco-friendly products is done to create awareness in the society and to share the importance of eco-friendly product usage

Keywords: Bottle to pen, recycle plastic, petball pen, plastic pollution

INTRODUCTION

Plastics are inexpensive, lightweight and durable materials, which can readily be moulded into a number of products that find use in a wide range of applications. As a result, the production of plastics has increased markedly over the last 60 years. However, current levels of their usage and disposal generate many environmental problems. Around 4 percent of world oil and gas production, a non-renewable resource, is used as feedstock for plastics and a further 3–4% is expended to provide energy for their manufacture and further for their production. A major portion of plastic produced each year is used to make disposable items of packaging or other short-lived products that are discarded within a year from the date of manufacture. These two observations alone indicate that our current use of plastics is not sustainable and suitable for our environment. In addition, because of the durability of the polymers involved, substantial quantities of discarded end-of-life plastics are accumulating as debris in landfills as well as in natural habitats worldwide.

Recycling is one of the most significant actions currently available to reduce these impacts and represents one of the most dynamic areas in the plastics industry today. Recycling method provides opportunities to reduce oil usage, carbon dioxide emissions and the quantities of waste requiring disposal. Here, we briefly set recycling method into context against other waste-reduction strategies, namely reduction in material use through downgauging or product reuse, the use of alternative biodegradable materials and energy recovery as fuel.

While plastics have been recycled since the 1970s, the quantities that are recycled vary geographically, depending upon plastic type and application. Recycling of packaging materials has seen rapid expansion over the last decades in a number of countries & in India as well. Advances in technologies and systems for the collection, sorting and reprocessing of recyclable plastics are creating new opportunities for recycling, and with the combined actions of the public, industry and governments it may be possible to divert the majority of plastic waste from landfills to recycling over the next decades/near future.

OBJECTIVES

- To understand consumer's awareness about eco-friendly product.
- To study the Go Green with B2P (Bottle 2 Pen).
- To understand the consumer perception towards Bottle 2 Pen.

- To study the demographic profile of green consumer.
- To study the eco-friendly alternative towards bottle 2 pen.

LITERATURE REVIEW

Global Survey: Almost every hour, nearly 2.5 million plastic bottles are dumped in landfills. Pilot Pen, widely acknowledged as writing instrument innovator's, is transforming an environmental menace into an eco-friendly hero with its Bottle 2 Pen (B2P). Made from 89 percent post-consumer recycled plastic bottles, one plastic water bottle can be used to create two B2P pens. Pilot's B2P Gel features the same vibrant gel ink as in their number one selling gel pen, the G2. The newest member of the B2P family, the B2P Ballpoint pen, is being introduced this year. It is made in the United States from domestically sourced bottles, and contains 83 percent post-consumer recycled plastic bottles. Both B2P pens are retractable and refillable for a lifetime of smooth writing and a clear conscience. B2P turns trash into treasure, reduces landfill waste and encourages recycling! "Plastic bottles make up close to 50 percent of recyclable waste in landfills," said Ariann Langsam, Director, Consumer Marketing and Marketing Research. "As pioneers in the writing instrument industry, Pilot Pen wanted to find a way to recycle plastic water bottles to create a quality pen that is also good for the environment. Also, part of its earth-friendly line, Pilot's Be Green V Board Master Refillable Whiteboard Markers are made from 91 percent recycled content. The long-lasting ink is refillable up to four times, creating ultimate eco-friendliness and value. Vivid, dense ink enables writing to be clearly visible from a distance, and the unique, patented Twin Pipe Feed System provides consistent colour intensity from the first written word to the last. (Jacksonville, fla. April 16, 2012).

Petball Pen: Pilot Corporation published few ecological permanence about its pens in year 2015. The most eco-friendly is the Bottle-2-Pen (B2P) which is made of 90.4% recycled components/products. PET (Polyethylene terephthalate) plastic from bottles are used for much of it, so it is at times nicknamed the 'PetPen' or 'PetBall' (https://en.Wikipedia.org/wiki/Pilot_pen_company, last edited on 25th January 2021).

Common People Response: Guilt can be a powerful motivator, so we assessed the 'spectrum of guilt' among bottled water drinkers. More than half admitted to feeling "incredibly" or "somewhat" guilty. When asked if they ever felt guilty drinking bottled water, over 70% confessed to feeling pangs of remorse. We were shocked to discover that 30% of respondents claim "I don't care about the earth". (News provided by pilot pen April 22, 2015).

Savvy People Response: In addition to evaluating what recycled pens are made with, savvy shoppers also think about such facets as quantity, durability, packaging, and disposal. Their saying is purchase only what you need. "Do you really need the 10-pack of pens or will one or two pens be enough?". (Patti Roth May 20, 2020)

Indian Survey: It is submitted that 91 per cent of the plastic waste so generated is not recycled and 1600 to 2400 million pieces are brought to the market every year. (The petition was filed by Avani Mishra in India)

RESEARCH METHODOLOGY

The research method adopted in the study was descriptive in nature because the study aims at describing the situation as it exists at present. It shows consumer awareness and perception about the eco-friendly products and in particular pens.

Sampling method: The study involves area sampling method which means selecting a probability sample of geographic area and selecting individuals/shops within the selected area for the sample.

Source of data collection: The data was collected from both primary sources and secondary sources.

Primary source for data collection: Data was collected through google forms which had questions and answers with options.

Secondary source for data collection: Internet, Newspapers, Magazines, Books

Limitations of the Study: The area covered for the research purpose is mainly parts of Navi Mumbai and Rajasthan. A sample size of minimum 30-35 people is considered for the research.

Mode of Survey: Due to pandemic, field survey was not conducted. Google forms were used to conduct the survey. The answers for the questionnaire are evaluated as follows:

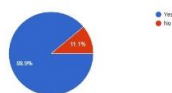
QUESTIONNAIRES

- Name:
- Age:
- Gender:

a) Male b) Female

1) Are you aware about green products?

a) Yes b) No



Interpretation:

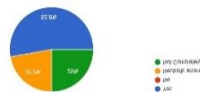
In the above pie chart, it can be seen that, 88.9% people are aware about green product and 11.1% people aren't aware about green products.

2) Are people around you aware of the concept ecofriendly products?

- a) Yes
b) Neutrally aware

c) Not Completely

d) No

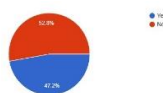


Interpretation:

From the above pie chart, it can be seen that, 52.8% peoples are aware about ecofriendly products and 22.2% people are neutrally aware and 25% peoples are not completely aware about ecofriendly products.

3) Have you bought any green product recently?

a) Yes b) No



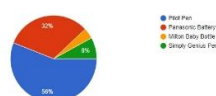
Interpretation:

In the above pie chart, it is shown that, 47.2% people are recently bought green product and 52.8% people aren't buy any green product recently.

4) If yes, which product are you aware of?

- a) Pilot Pen
b) Panasonic Battery
c) Milton Baby Bottle

d) Simply Genius Pens

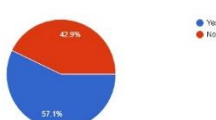


Interpretation:

From the above pie chat it can be seen that; 56% people are aware about Pilot Pen and 32% peoples are aware about Panasonic Battery and 8% people are aware about Simply Genius Pens and 4% people are aware about Milton Baby Bottle.

5) Do you know about eco-friendly pens?

a) Yes b) No

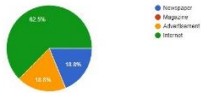


Interpretation:

In the above pie chart, it is shown that, 57.1% respondents are aware about eco-friendly pen and 42.9% respondents aren't aware about eco-friendly pens.

6) What is the source from which you have become aware about eco-friendly pens?

- a) Newspaper
- b) Magazine
- c) Advertisement
- d) Internet

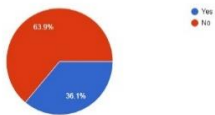


Interpretation:

From the above pie chart, it can be seen that, 62.5% respondents are aware about eco-friendly pens from Internet and 18.8% respondent from Advertisement and 18.8% respondents from Newspapers.

7) Have you ever used an eco-friendly pen?

- a) Yes b) No



Interpretation:

In the above pie chart shown that, 36.1% respondents are used eco-friendly pen and 63.9% respondents aren't used eco-friendly pen.

8) Would you like to use an eco-friendly pen?

- a) Yes b) No



Interpretation:

From the above pie chart shows that, 97.2% respondents are like to use eco-friendly pen and remaining are not.

9) Would you like to recommend your friends/relatives using eco-friendly pens in future?

- a) Yes b) No

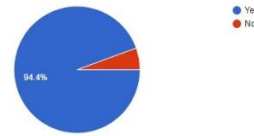


Interpretation:

From the above pie chart, it can be seen that, 100% respondents are like to recommend their friends and relatives to use eco-friendly pens in future.

10) In coming years ecofriendly startups will boom in India?

- a) Yes b) No

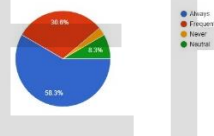


Interpretation:

In the above pie chart, it is shown that, 94.4% respondent are said Yes that in coming years eco-friendly startups will boom in India and remaining are said No.

11) Do you spread awareness for using ecofriendly products to save the world?

- a) Always
- b) Frequently
- c) Never
- d) Neutral

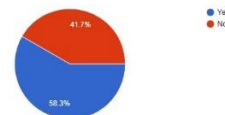


Interpretation:

From the above pie chart, it is shown that, 58.3% respondents were always, 30.6% respondents were frequently, 8.3% respondents were neutral.

12) Do you think ecofriendly products are expensive?

- a) Yes b) No



Interpretation:

In the above pie chart, it is shown that, 58.3% respondents said Yes and 41.7% respondents said no.

CONCLUSION

According to the responses received through the questionnaire which was conducted by us, it is clear that the awareness about eco-friendly pens and products is lacking and change in perception of peoples mind who have the awareness towards these products is positive with respect to the future usage of

these products. It was noticed that people are willing to buy eco-friendly products in the near future and as more and more people become aware about it, the market for eco-friendly pens and products is going to rise

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