

**Submitted By:**

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**Submitted to:**

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**Consumer Behaviour**

**Final Term**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

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## **Questions No. 1:**

## **How do Coca-Cola, Pepsi, Unilever, and Johnson & Johnson benefit from their various strategies with regard to plastic disposal? How do you feel about what they are doing?**

**Answer**:

Coca introduced a new bottle with herbs. This bottle is made from 30 percent sugarcane waste and sugarcane products. A bottle is exactly the same as a plastic bottle, but cannot be biodegradable. Therefore, customers must return them in order to keep the environment clean. Certain strategies have been implemented to encourage consumers to recycle plastic bottles, such as the Happiness Recyclable campaign in Singapore. Depending on the circumstances: an empty Coca-Cola bottle was placed in a specially designed bottle recycling machine, and in return the consumer was rewarded with a number of different products, so companies like Coca Cola and Pepsi would certainly benefit from these strategies because they offer a great view. In fact, people think that even multinationals such as Coca Cola are concerned about our environment. I think this is a great strategy because everyone benefits from it. The environment is clean and customers are happy because it is rewarded.

**Question No.2:**

**Why do you think Coca-Cola decided to include rewards and other experiences in their recycling campaign in Singapore? Do you think they were appropriate rewards?**

**Answer:**

The Coca-Cola Company rewards them for recycling. In Singapore, the recycling campaign includes a recycling facility in public places that reimburses the user every time he recycles a plastic bottle of coke and returns various items. These were flowers, a T-shirt and hats made of recycled plastic bottles. A total of 51,827 bottles were recycled in the campaign, and the campaign video uploaded to YouTube received 45,000 views. In my opinion, this is a great way to start a campaign for Coca-Cola in which they reward people for recycling plastic bottles. Because if someone does their job well, and you reward them for it, they will be even more interested in it.

**Question No. 3:**

Suggest other ways to increase recycling in your community (besides those indicated here).

**Answer:**

* To facilitate cycling, we need to buy garbage cans and place them in parks, parking lots, squares and shopping centers. Then people throw all the garbage and bottles into these trash bins.
* We need to get people involved in collecting and programming recycling awareness campaigns and telling them about recycling so that they can do it.
* We will need to place recycling advertisements in newspaper and magazine sections so that people see this and learn about recycling, and then start recycling.
* We need to teach recycling children at school. Because if children can learn to dispose of it at an early stage, then they developed this habit. And they can recycle their whole life.

**Question No. 4:**

As consumer behavior specialist suggests strategies to the government on different ways, they can reward those businesses who show compliance to COVID-19 safety protocols to encourage preventive behaviors in the society.

**Answer**

Corona virus (COVID-19) is an infectious disease caused by a newly discovered corona virus. Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and will recover without special treatment. Most people with basic medical problems such as heart disease, diabetes, chronic respiratory disease and cancer are more likely to develop serious illness. As a user behavioral expert, I would suggest a number of measures to prevent and reduce the rate of infection. Protect yourself and others from infection by washing your hands or using an alcohol-based scrub and without touching your face. The COVID-19 virus is mainly transmitted through saliva droplets or runny nose. When an infected person coughs or sneezes, it is important to follow breathing etiquette. By coughing on the elbow. Currently, there is no specific vaccine or treatment for COVID-19. However, there are many medical studies that diagnose possible treatments. The WHO will continue to provide updates as soon as clinical results are available.

**To prevent infection and rapid transmission in COVID-19, do the following:**

* Wash your hands regularly with soap and water, or clean them with an alcohol-based hand.
* Keep at least 1 meter distance between people who cough and sneeze.
* Avoid touching your face.
* Cover your mouth and nose when you cough or sneeze.
* If you feel healthy, stay at home.
* Avoid other activities that weaken smoking and lungs.
* Avoid unnecessary trips and stay away from large groups of people and take physical distance.