**Consumer Behavior Paper**

**Jalal Mehmood**

**BBA (6th Semester)**

**ID 13871**

**Q 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?**

In my opinion Coca-Cola holding its crown as “Highest Plastic Producing Company” having concerns about their sales to not get weaken, they are keeping up with plastic bottles as they have said that consumers are fans of plastic-packaged drinks because they’re able to reseal their bubbles in lightweight packaging. That is why big companies like Coca-Cola and other big beverages giants have started Plastic recycling programs across the world so they can take part in Environment safety concerns. Such programs are worth appreciation and giving awareness to people how dangerous environment pollution could be.

Coca-Cola giving interview to BBC, saying that they will change their bottling infrastructure, move into new recycling and innovate but such statement do not make sense to environmental activists who want the super-polluting soft drink firm to do more than commit to making its packaging 100 percent recyclable [by 2025](https://www.coca-colacompany.com/sustainable-business/packaging-sustainability) and to make bottles with an average of 50 percent recycled material [by 2030](https://www.coca-colacompany.com/news/progress-against-a-world-without-waste).

I believe plastic disposal should be compulsory for every firm that produces plastics bottles so the consumers are encourage through rewards and awareness for betterment of environment for both human and wildlife. We have a very good example of a country “NORWAY” has found a way to recycle 97 percent of its plastic bottles through its bottle deposit program, where consumers are charged a fee of [less than 50 cents](http://www.climateaction.org/news/97-of-plastic-bottles-are-recycled-in-norway). Consumers have to return the bottles to designated stores with machines that can issue a coupon. They can also receive store and gas credit.

**Q 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?**

Coca cola concerns about clean environment and their high amount of plastic production let them decided about rewards and other experiences in their recycling campaign in Singapore because in Singapore over 467 million PET bottles are used in Singapore each year. That’s the size of 94 Olympic-sized swimming pools.

Consumption is still high as most drinking water is available in PET plastic packaging. According to SEC’s study on plastic consumption in Singapore, only up to 37% of the sample population are actively recycling PET bottles. Most clear bottles have this symbol https://sec.org.sg/wp-content/uploads/2019/10/2000px-Plastic-recyc-01.svg_-150x150.png which indicates that it is made of polyethylene terephthalate (PET) material.

Starting such recycling programs by Coca-cola are worth appreciation because country like Singapore where a high amount of plastic is produce surely needs alternative for bottle wastage that is harmful not only for human but for wild life as well. Starting such campaigns people of Singapore are being encourage through rewards so they could dispose every bottle they use. These campaigns are not only needed in Singapore but around the world so there is less plastic wastage. This is not only up to plastic producer firms, every individual should take responsibility and play part in keeping environment clean and tidy around us anywhere.

**Q 3**

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

Following are the suggestion for recycling bottles

1. Create Recycled Plastic Bottle Supply Cups.

2. Reuse Coffee Creamer Containers for Snack Storage.

3. Make a DIY Plastic Bottle Planter.

4. Up cycle Laundry Detergent Bottles Into a Watering Can.

5. Turn a Milk Carton Into a Garden Scooper.

6. Start an Herb Garden With Empty 2-Liter Bottles.

7. Create a Piggy Bank Made From a Reused Plastic Bottle.

8. Up cycle a Lotion Bottle Into a Charging Dock.

9. Reuse Honey Bear Bottles by Making a Lamp.

10. Make a Beach Bucket From Laundry Detergent Containers.

11. Recycle Empty 2-Liter Bottles Into DIY Water Filters.

### 12. Turn Plastic Bottle Trash Into a Trash Can.

### 13. Build an Outdoor Broom From Recycled Plastic Bottles.

### 14. Craft a Lamp From Your Plastic Bottle Caps.

**Q 4**

**As consumer behavior specialist suggest 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.**

The following are my suggestion to government to opt

**Closures of educational institutes:** as for now government should instruct educational institution on online education so we prevent physical interaction.

**Ban on transport:** government should put ban on unnecessary public transport except for emergencies.

**Shutdown workplaces:** some of the works that employee could do online should be done through homes.

**Shopping centres:** government should shutdown shopping centres and be encouraged for online selling.

**Closures of restaurants:** ban on restaurant and food shops and stat online food deliveries.

**Using china experiences:** government should follow up chines procedures how they faced they situation and tries to decreased Covid19 numbers.

**Seeking help from WHO:** government should seek help from world health organization and should follow up their instruction.

**Separate hospital:** government should build up separate hospitals for Covid19 patients so others cannot be affected.

**Strong controls over airports:** government should strictly check on passengers who are flying nationally or internationally.

**Active Security forces:** police forces should strict on lockdown and penalty should be given who goes out unnecessarily.

**Health precautions:** public should be given awareness about health precautions to be saved from Covid19.

Following up these suggestions, we can surely decrease the Covid19 numbers INN SHA ALLAH Once we enter a recovery phase, there will be a range of longer term health priorities for us people. We can expect mental health needs to be very significant as people start to rebuild lives and cope with the impact of the disease on their communities and livelihoods. It will be essential to resume reliable management of chronic diseases, such as tuberculosis, diabetes and cancer. Many people have struggled to access treatment and medicines over the last 4 months, and managing this will be a burning priority. In a recovery phase, it will also be important for the public to better understand some of the risk factors that seem to be linked to COVID-19 severity, such as tobacco use and hypertension. Promoting healthy behaviors and living should become a collective public health priority in Pakistan.