

Effect of Communication Media on Solid Waste Disposal Habit of People of National Capital Region in India

Ajay Sharma¹ Dr. Satyapal²

¹Associate Professor, Deptt. Of Management & Commerce, Govt. P.G. College, Narnaul (HR)

²Research Scholar, CMJ University, Shillong, Meghalaya

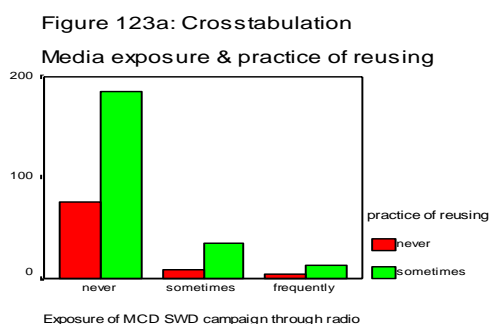
Abstract: *There are some people that an individual keeps in mind when making a purchase. Usually, such people disseminate opinions and other individuals are pressured into following their trend, becoming associated with them and using them as a standard of their purchase decisions. Such people are known as reference groups and they include entertainment figures, sports heroes, political leaders, parents, co-workers, teachers and peers. This paper seeks to contribute to the existing body of the literature on reference group influence. Specifically, it focuses on peer influence among young adults' products purchase decisions. A convenience sample of 101 university students participated in this study. The results of Analysis of Variance and t-tests indicated that there is more normative influence for a public luxury (sunglasses) than for a private luxury (cell phone) and private necessity (toothpaste). Informational influence was also more for a public luxury than a private necessity.*

INTRODUCTION

The association between habit of reuse and place of residence of the respondent is statistically significant at 1% level of significance. Further percentage analysis show that between 90%–94% of the respondent residing in slum, pucca slum or refugee camp area shows high tendencies to reuse, whereas percentage of respondents residing in colony (58%) and flats (72%), practicing reusing, is comparatively lower. It can be said here that reusing habit falls with increases in residence status because in a metropolitan like Delhi life become very fast and dependency on use-and-throw products increases with increase in pressure.

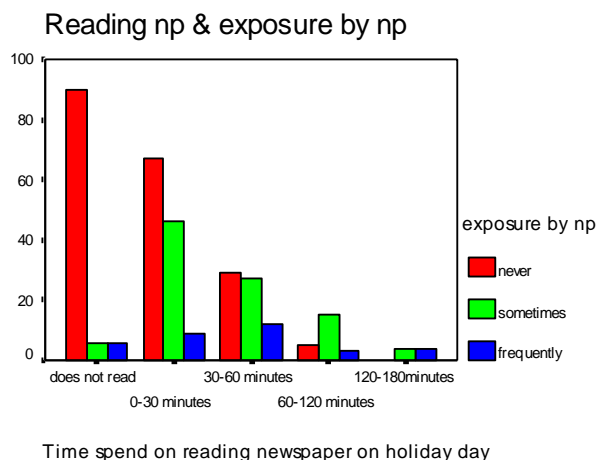
respondent does not listen to radio on a working day. Among 38% (125) of the respondent who listen to radio up to half an hour daily, 72% (90) of the respondent has also never listened to reuse message from radio. This can be due to reason that there is less possibility of message interception when the respondent is tuned to the radio due to low profile campaign on radio. The above association is statistically insignificant.

9 % (21) of the respondents who sometimes practice reusing were exposed to the SWD related information through TV (Figure123b). Cross tabulation between time spend on watching television on a working day and reuse habit reveals that 80.8% (261) of the respondent has never seen reuse message on the television whereas 95% (307) of the respondents watches television at least 0-30 minutes or more on working day. No statistical significant relationship is reflected between the two attributes. The message of reuse is not treated as a separate social issue on the TV rather it may be assumed that people are practicing it already. Another reason can be that due to lack of budget for television campaign, television as a medium had been ignored by MC.



6% of the respondents who practice reusing had received SWD related information from radio (Figure123a). Percentage analysis shows that 43% (139) of the

Figure123: Crosstabulation



5% (17) of the total respondents have frequently received SWD related information through newspaper articles. The association is statistically significant at 1%. Further cross analysis between exposure through newspaper and time spend on reading newspaper on a holiday (figure-123) show that 40.8% (132) of the respondents have received the information through newspaper articles. It can be said here that newspaper articles are providing awareness regarding reuse, and disposal of waste.

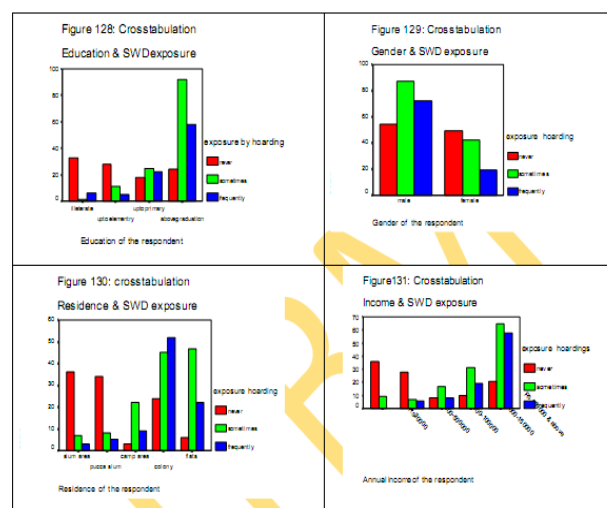
88% (275) of the respondents who practice reusing have never been exposed to SWD message through magazines. The association is statistically significant at 1% with Df at 2.19 % (45) of the respondents who sometimes practice reuse had frequently received SWD related information through wall writing. The association is significant at 5% level of significance. Further cross tabulation between SWD related messages exposure through wall writing, and education, gender, place of residence, and income reveals the following:

Males are more exposed to SWD related messages than females (figure124).

13% of the respondents residing in the flats are frequently exposed to SWD related message through wall writings.

16% of the respondents earning Rs 1.5 lakhs or above were frequently exposed to SWD related message through wall writings (figure-127).

37% (85) of the respondents who practice reuse, has never been exposed to solid waste related message through hoardings. On the other hand, 45.82% (148) respondents who are exposed to solid waste disposal related message through hoardings, at least sometime, also practice to reuse items purchased by them. The above observations are statistically significant at 1% level of significant. Further cross tabulation between exposure through hoarding and income, education gender and place of residence reveals the followings:

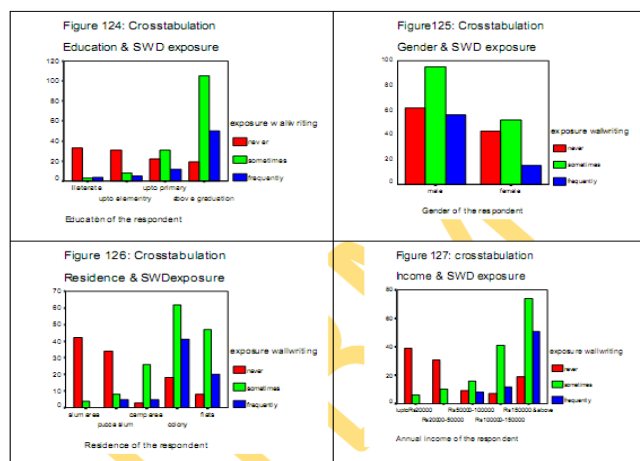


Exposure to SWD related messages through hoarding increases with increases in income and education (figure-128&131).

Exposure to SWD related messages through hoarding increases with increases in income and education (figure-128&131).

Exposure of males to SWD messages through hoarding is more than females (figure-129).16% of the respondents residing in colony were frequently exposed to SWD related information through hoardings (figure-130).12% and 16% of the respondents who practice reusing have frequently receive SWD information through bus panels and bus stops respectively, whereas 15% of the respondents who also practice reusing had received SWD related information through traffic signboards.

The association between the reuse habit of the respondents and exposure of SWD related messages



Exposure increases with increase in education (figure-124).

through street plays, MC office, films show and workshop has no statistical association. Among this group 80% to 90% of the respondents have not received the message exposure through the above mention channels. Therefore it can be said that these medium of messages has not yielded the desired result.

Habit of reusing has statistical significant association with the following messages exposure at 1% level of significant.

- a. Use less plastic 30%(94)
- b. Avoid the use of polythene 42%(137)
- c. Clean Delhi green Delhi 40 %(128)
- d. Bhagidari 41 %(132)

BIBLIOGRAPHY

1. Booth, M. 2000. Care With the waste. Proceedings. [http://www. Science and Society conference.com](http://www.Science and Society conference.com)
2. Case study. 2003. Study of the Attitude and Perception of Community towards Solid Waste Management. Case Study of Thiruvanthapuram city-PHASEII by Centre for Environment and Development, India.
3. Hardoy, J.E. Mitlin, D. and Satterthwaite, D. 1992. Environmental problem in third world cities. London. Earthscan.
4. Management of Municipal Solid Waste, Waste Handling Rules. 1999. Central Pollution Control Board Publications. Delhi.
5. Menon, S. 1999 Drowning in Trash. Article. India Today. Special Issue. January, India.
6. Nair, C. 1993. Solid Waste Management In Emerging Industrialized Countries. [www. eco.web.com/index/html](http://www.eco.web.com/index/html).
7. White paper on Pollution in Delhi with an Action Plan. Policy document. Govt. of India. 2000
8. Tiwary, A.K. 2005. One-year-old garbage dustbin in a sorry state Article. Times of India Aug. 27. East Delhi plus edition.