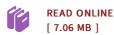




Consumer Attitudes and Understanding of Recycling Labels Towards Recycling in Leicester

By Badar Alzadjali

GRIN Verlag GmbH. Paperback. Book Condition: New. Paperback. 60 pages. Dimensions: 8.3in. x 5.8in. x 0.1in.Essay from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 60, De Montfort University Leicester, course: MSc Marketing Management, language: English, abstract: Green is life; it signifies growth, renewal and health the Circle mean continuity. The two elements form the whole. This report aims to highlight the key aspects of consumer attitudes and awareness of recycling issues in Leicester. The study will focus on consumer attitudes towards as well as to identify the extent of the understanding of recycling labels on the packaging between Leicester residents. There is evidence to suggest that some consumers, interested in green environmental products may be less pressured by brand. Marketers may take this opportunity to identify these consumers and attract them by applying eco friendly messages to product advertising strategies and linking them with their brands. The communication link between consumers and companies is the recycling label on the package this enables consumers to sort their waste and determine whether to send a used packaging item to landfill or to a recycling waste bin. Understanding recycling labels it is becoming more difficult...



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