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A SURVEY ON THE BUYERS’ ECO-RESPONSIBILITY AND THE URBAN WHITE POLLUTION

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Abstract

White pollution is a form of environmental pollution which has taken unprecedented dimensions in many cities of Europe over the last two decades. It is estimated that by 2020, European Union citizens will reduce the consumption of plastic shopping bags by 80% in ways that will be identified and implemented by each member state. Starting from these two main dimensions, necessity and opportunity, we have conducted a survey on the eco-responsible behavior of consumers in Bucharest. The main aims of the survey were to understand the buyers’ behavior and profile and to find out what might lead buyers in Bucharest to increase their eco-responsibility towards the urban environment. For these purposes we used questionnaires, direct observation and interviews for data collection and the Microsoft Office Excel 2007 and SPSS for data analysis and subsequent correlations. The sample was representative for Bucharest, and the results are useful for revising urban environmental policies. Through this survey we have identified means of increasing the buyers’ eco-responsibility and decreasing white pollution in Bucharest and in many other Romanian cities.

Key words: consumers, eco-responsibility, environment, policies, white pollution

Received: May, 2014; Revised final: August, 2014; Accepted: October, 2014
