

CONSUMER AWARENESS AND ACCEPTANCE ON UPCYCLED PRODUCTS USING KAP MODEL

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ABSTRACT

Upcycling is a sustainable approach. The process involves discarded items, creating new uses while maintaining their original form and integrity. Upcycling is essentially a practice that helps solve the problem of waste management to have a positive impact on the environment. The KAP model (Knowledge, Attitude, and Practice) is a framework used in research to understand and shape human behavior. It is based on the idea that gaining knowledge helps people form beliefs or attitudes, which then guide their actions or practices. The paper focuses on how the consumers' knowledge towards upcycled products lead to acceptance using the model. A significant study was established to find out the findings. A questionnaire is circulated to collect the data and statistical tools like correlation and T-test are applied. The study is done on a sample size of 120 respondents. The findings are expected to provide useful insights for improving consumer awareness and promoting wider acceptance and adoption of upcycled products.

Keywords: Upcycling, Upcycled products, KAP model, Consumer awareness, Consumer acceptance, Sustainable consumption

I. INTRODUCTION

Consumers nowadays are becoming more conscious about the environmental and social impact of their purchasing decisions. It poses a threat to the environment by increasing the waste being dumped into the land, scarcity of natural resources and extinction of bio diversity. The ever changing pattern of human lifestyle and preferences concentrates more on sustainable ways of production and consumption. This paves the way for sustainable products and responsible consumption practices which have gained considerable importance in the market. One emerging approach that supports healthy sustainable consumption is upcycling.

Upcycling is the process of transforming discarded, unwanted, or waste materials into new products of higher or improved value, functionality, or aesthetic appeal. Upcycling differs from recycling which involves completely breaking down the waste materials before processing and converting them into new products. Upcycling involves reusing or repurposing the waste

materials without completely breaking down. Since the waste materials are seen in all categories, upcycled products are also seen in all categories which includes clothes, accessories, furniture, glasswares, plastics and paper. The main aim of upcycling is to extend the useful life of waste materials. This contributes to waste reduction, resource conservation and development of a circular economy..

The Knowledge-Attitude-Practice (KAP) model plays a very important tool in research to determine the level of consumer knowledge and awareness, the attitude possessed by consumers towards a concept and how these two factors lead to practice and actual behaviour of consumers. It provides a useful framework for understanding consumer behaviour. Knowledge here represents what consumers know and are aware of and their understanding of upcycled products; attitude projects their perceptions, beliefs, and feelings towards upcycled products; and practice shows their actual behaviour, such as purchasing, using, reusing, repurposing and recommending upcycled products. They act as elite partners in spreading positive word of mouth. Considering the dimensions provides valuable insights to assess whether consumer knowledge, awareness and a favourable attitudes be converted into practices and acceptance of upcycled products. There the study examines the factors influencing acceptance and whether demographic characteristics lead to differences in consumers' KAP and acceptance levels.

II. OBJECTIVES OF THE STUDY

1. To find out the level of consumer knowledge and attitude towards upcycled products.
2. To assess the level of consumers' practices and acceptance towards upcycled products.
3. To identify the factors influencing consumers acceptance towards upcycled products.
4. To analyse the influence of demographic factors on KAP and consumer acceptance of upcycled products.

III. RESEARCH GAP

The availability of upcycled products does not necessarily guarantee their acceptance by consumers. Consumer acceptance is particularly important for the successful growth of the upcycled product market. Even when consumers express concern for the environment, a gap may exist between their environmental attitudes and actual purchasing behaviour. Understanding this gap can help businesses, marketers, policymakers, and sustainability practitioners develop appropriate strategies to increase awareness, improve product appeal, address consumer barriers, and encourage sustainable purchasing behaviour.

IV. REVIEW OF LITERATURE

According to Tali Matthew (2025) the researcher found that participants were unfamiliar and had a lack of understanding of upcycled products that was not held equal across all product categories. In particular, most participants appeared to be more unfamiliar with upcycled food products and upcycled skincare products.

According to Oluwatobi Mary Owojori, Ratshalingwa Mulaudzi and Joshua N. Edokpayi (2022), the study was to focus and investigate on KAP factors related to solid waste management to the students at a rural based university. The outcome of the study revealed that knowledge and awareness among the university students is low and the current practices are not consistent with sustainable practices.

According to Muhammad Ashraf Fauzi, Zuria Akmal Saad, Hazlin Hasan and Mohsin Shafi (2026) The study focussed on upcycling behaviour using (KAP) model and incorporates actual behavioural control (ABC) as a moderating variable. The findings revealed another new perspective of upcycling which involves creative application and perceived control over resources. Overall in the study, an improvement was seen in student's knowledge, attitude and practices of upcycling products.

According to Gaurav Soin, Navita Nathani, Silky Vigg Kushwah (2026) the study aims to offer insights into sustainable consumption in Indian context. The focus was among LOHAS consumers highlighting the influence of perceived risks. The outcome of the study provided an enriched understanding of upcycling behaviour among the consumers and provides actionable guidance for marketers and sustainability practitioners.

V. RESEARCH METHODOLOGY

A structured questionnaire was circulated to collect primary data. The questionnaire contained nominal and likert-scale questions based on the objective of the study. Convenient samples of 120 were collected from people from varied demographic factors. Statistical tools like Reliability, T-Test and Correlation were applied to interpret the data.

VI. DATA ANALYSIS

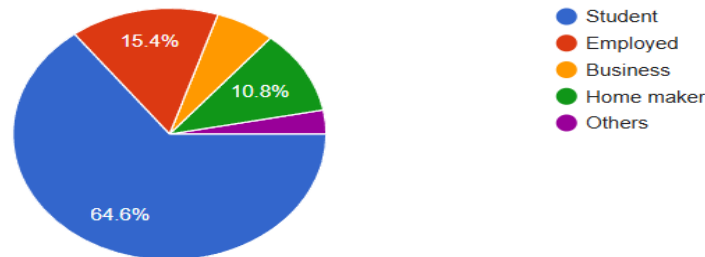
Reliability Testing

Variable	No. of items	Cronbach's Alpha	Reliability
Knowledge	4	0.553	Moderate
Attitude	3	0.604	Moderate
Practice	5	0.807	Good
Factors influencing acceptance	5	0.831	Good
KAP + Acceptance	15	0.828	Good

In reliability testing, Cronbach's alpha test is used to measure the reliability of the survey. Range between 0.5 to 0.89 are considered to be moderate to good. The items were considered to represent an acceptable level of internal consistency. (Nunally, 1978). The result showed that

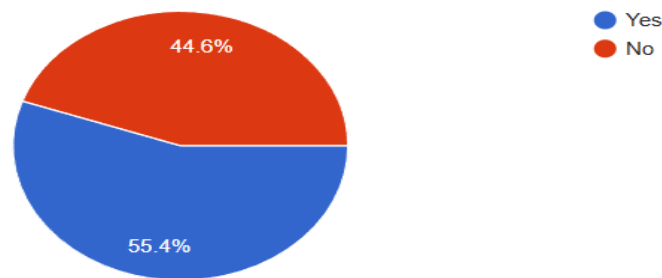
all variables obtained moderate to good level reliabilities of Cronbach's Alpha larger than 0.5 to 0.7. Therefore all measures used in this study were reliable.

Figure 1: Classification based on occupation



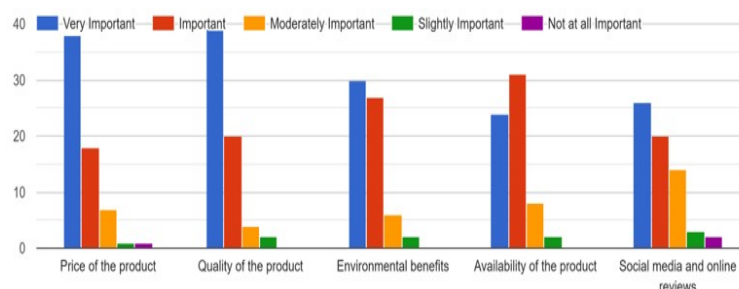
The above chart shows that the majority of the respondents are students category.

Figure 2: Have you ever purchased upcycled products before?



The above chart shows that the majority of the respondents have purchased upcycled products.

Figure 3: Factors influencing consumer acceptance on upcycled products



The above chart shows factors influencing consumer acceptance on upcycled products based on price, quality environmental benefits, availability of the product and social media and online reviews.

VII. HYPOTHESIS TESTING

- **T-Test analysis explains that there is a significant influence between educational qualification and consumer acceptance.**

H_0 : There is no significant influence of educational qualification and consumer acceptance of upcycled products.

Variables	Calculated Value	Table Value	Sig. Level
Educational qualification and consumer acceptance	8.008	0.046	5%

- **Correlation analysis shows that there is a positive significant relationship between KAP and consumer acceptance**

H_0 : There is no significant relationship between KAP and consumer acceptance.

Variables	Correlation	P - Value
Knowledge	0.470	<0.001
Attitude	0.551	<0.001
Practice	0.450	<0.001

- **Correlation analysis between factors and consumer acceptance showed that quality factor has a positive significant relationship compared to other factors.**

H_0 : There is no significant relationship between KAP and consumer acceptance.

Variables	Correlation	P - Value
Quality	0.379	0.003
Environmental benefits	0.276	0.033

- **Comparison mean score analysis revealed 7.93 score out of 12 indicating moderate to high level overall KAP level among respondents.**

KAP Level	Score	Percentage
Low	0-4	10
Moderate	5-8	48.3
High	9-12	41.7
Total		100

VIII. FINDINGS

The demographic analysis revealed that the respondents largely represents young and educated consumers, particularly students. They demonstrated a relatively high level of knowledge and a favourable attitude towards upcycled products. They believed that purchasing upcycled products contributes to environmental sustainability. The study found that actual consumer

practices were comparatively lower than knowledge and attitude. The finding reveals the presence of a gap between consumer awareness, attitude and actual practice. The respondents actual practices such as actively searching for, recommending and regularly purchasing upcycled products, remain comparatively limited.

IX. SUGGESTIONS

The results of the study reveals that a gap exists between awareness, attitude and actual practice. To overcome the above gap,

- Educational institutions can conduct upcycling programmes
- Industries can organize stalls, exhibitions and present product demonstrations
- Marketers can be involved in social media campaigns by highlighting success stories and enhance the visibility and availability of the upcycled products in both physical and online stores.
- The government can educate the consumers about the environmental and economic benefits of upcycling and provide support to companies involved in upcycling by developing certification and standardisation.

X. CONCLUSION

Based on the results of the study there exists a knowledge–attitude–practice gap, where consumers possess awareness and positive attitudes but do not consistently translate them into actual consumption practices. Although environmental sustainability is important to consumers, product quality and value for money remain critical considerations in converting positive attitudes into actual acceptance. The overall level of consumer knowledge, attitude and practice towards upcycled products is moderate to high.

XI. WEB REFERENCES

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