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NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

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A STUDY ON CUSTOMERS AWARENESS AND PERCEPTIONS TOWARDS GREEN PACKAGING

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ABSTRACT

Marketing is a core function of an organization to satisfy the customer needs, wants and demands of the customer. In the process of marketing products and services, organizations are ignoring the global responsibility towards environment. Many organizations are doing their businesses without any environmental concern. This paper attempted to find out the customers preferences towards green packing and their source of awareness. This paper highlighted the role of Government, NGO's, Customers, marketing intermediaries and other environmental activists in replacing plastic bags with other eco-friendly packaging. This paper also tried to find out customers willingness to spend additional amount for green packing and the extent of additional payment they are ready to pay for greener packs. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. The present study is the modest attempt to stress on pressing need of the hour of green marketing and green packaging in particular. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Sooner or later all the organizations have to shift to the clean and green practices or it should exit from the market.

KEYWORDS

Bio-degradable polymers, Environment-friendly, Eco-friendly, Green Marketing, Green Packaging, Pollution.

INTRODUCTION

 Progress is possible, No one can stop it, but obstacle is there, we have to face it."

-Amartya Sen.

Green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants Occur with minimal detrimental input on the national environment." According to the American Marketing Association, Green marketing is the marketing of products that are presumed to be environmentally safe. In general green marketing is much broader concept, one that can be applied to consumer goods, industrial goods and even services. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Thus "Green Marketing" refers to holistic marketing concept where in the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and Consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

Other similar terms used are Environmental Marketing and Ecological Marketing. Every firm needs to adopt innovative methods to sustain itself in the competitive environment, thus Green marketing becomes an important aspect which every firm will have to implement in near future, so why not start practicing it immediately. The Government in near future is going to adopt rigid policies to enable sustainable development. The marketers should realize this and head on towards Green Marketing. There are similar terms used are environmental marketing and ecological marketing. Every firm needs to adopt innovative methods to sustain itself in the competitive environment, thus green marketing becomes an important aspect which every firm will have to implement to in near future, so why not start practicing it immediately. The government in near future is going to adopt rigid policies to enable sustainable development. The marketers should realize this and head on towards green marketing.

REVIEW OF LITERATURE

Green marketing has been an important academic research topic since it came. (Coddington, 1993; Fuller, 1999; Ottman, 1994). Attention was drawn to the subject in the late 1970's when the American Marketing Association organized the first ever work shop on "Ecological marketing" by Henion and Kinnear in 1976. The definition on "green marketing" accorded to Henion (1976) was "the implementation of marketing programmes directed at the environmentally conscious market segment". Peattie and Crane (2005) claims that despite the early development, it was only in the late 1980's that the idea of Green Marketing actually made an appearance because of the consumers growing interest in green products. As per Fuller (1994); Green Marketing can be defined as a process of planning, implementing and controlling the development, pricing, promotion and distribution of products in a manner that satisfies the three following criteria:

1. Customer needs are met, 2. Organizational goals are attained and 3. The process is compatible with ecosystems

Furthermore, Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. Several books on green marketing began to be published thereafter. According to the Joel Makower (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". The green marketing has evolved over a period of time. According to Peattie (2001), The evolution of green marketing has three phases. First phase was termed as "Ecological green marketing, and during this period all marketing activities were concerned to help environment problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

HISTORY OF GREEN MARKETING

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) Held the first workshop on "Ecological Marketing" in 1975. The proceeding of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". The first wave of Green Marketing occurred in the 1980s. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggles to reach critical mass and to remain in the fore front of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green", according to Joel Makower, a writer on green marketing.

HISTORY OF PLASTIC BAGS

Plastic bags were rarely found during the 60s and 70s but now a day they use of plastic bags has been increased tremendously, since plastic bags became popular during the 80s. Every year around 500 billion plastic bags are used worldwide. Over one million bags are used every minute and these bags are damaging the environment. Research shows that, every man, woman and child in the world use 83 plastic bags every year. That's one bag per person every four and half days. Of these 500 billion bags, 100 billion bags (1/5th of 500 billion) are consumed in the United States. The planet is becoming increasingly contaminated by heavy use of plastic bags. When we observed our surroundings, we find that plastic bags are hanging on the branches of trees, flying in the air on windy season, settled amongst bushes and floating on the rivers. They clog-up gutters and drains causing water and sewage to overflow and become the breeding grounds of germs and bacteria that cause diseases. Animals and sea creatures are hurt and killed every day by discarded plastic bags.

MARKETING MIX OR 4P's OF GREEN MARKETING

Marketing mix or 4P's of green marketing are product, price, place and promotion. A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environment damages. Prices for such products may be a little higher than conventional alternatives. But target groups are willing to pay extra for green products. A distribution logistics is of crucial importance and the main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is more easy to be marked "green" than products imported. A communication with the market should put stress on environmental aspects, for example the company possesses a CP certificates or is ISO 14000 certified. This may be publicized to improve a firm's image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third sponsoring the natural environment is also very important and last but not least, ecological products will probably require special sales promotions. The four C's – customer solution, Customer cost, Communication and convenience are taking the point of view of the customer (not the producer). These solutions go beyond selling physical products and present solutions to customers' problems. They imply knowing customers their needs well and offering products and services that satisfy customer needs and that take into account social as well as environmental aspects. Customer Cost does not only include the financial price buyer has to pay for a product or a service; it also considers the psychological, social and environmental cost of obtaining, using and disposing of a product. Green communication goes beyond promotion, which is a form of persuasion and one-way communication from seller to buyer. Communication is a process of interactive dialogue within which it is essential to build trust and credibility.

PLASTIC BAGS ARE A PROBLEM FOR FOLLOWING AND SEVERAL OTHER REASONS

1. Use of plastic bags has increased dramatically and every year. Worldwide, Around 500 billion plastic bags are used.
2. Planet Ark estimates that plastic bags kill at least 100,000 birds, whales, seals and turtles every year.
3. Plastic bag is considered as a free commodity. However, the cost of plastic bags is added to the price of goods that customers purchase.
4. The production of plastic bags accounts for thousands of tones of plastic polymer derived from non-renewable resources. Though some plastic bags can be recycled, only a tiny proportion of plastic bags is collected and reprocessed.
5. As a single use disposable form of packaging, plastic bags are typically used for a short period of time but take hundreds of years to break down in landfill.

NEED AND IMPORTANCE OF THE STUDY

There is a growing need for green Marketing because now-a-days every person rich or poor is interested in quality life with full of health and strength. But are problems like Global warming and depletion of ozone layer are deterrent to the health of human being. Financial gain and economic profit is the main aim of any corporate business. But it should not be the cost of causing harm to the environment. So green marketing is an opportunity to the organization to achieve its objectives by producing consumer preferred products that do not harm the environment and also the human health. Now a day's most of the customers using plastic for packing and for carrying goods from one place to another place also. They are using plastic bags, but they don't know the effects of using plastic bags in future. Plastic causes pollution to nature. Some educated people knew the effects of using plastics, then also they are using plastic bags because of convenience, availability, cheaper price etc... Some people unknowingly using plastic bags. The main need of this study is to motivate the educated or uneducated people about avoiding the use of plastic bags. The main purpose of this study is to bring awareness in customers about green packaging Bio-degradable products. These plastic bags causes pollution to nature, in the place of plastic bags try to use alternative bags like jute bags, paper bags, leaf packing material or any biodegradable polymers etc.,

OBJECTIVES OF THE STUDY

- To study the nature of problems created by heavy use of plastic packaging.
- To understand the effects of problems created by heavy use of plastic packaging.
- To check the awareness among the educated customers about the use of plastic material.
- To analyze the customers opinions on the use of plastic bags.

RESEARCH METHODOLOGY

The following methodology is adopted for the study of titled "A Study on Green Marketing with reference to Green packaging". Primary as well as secondary data is used for the purpose of data collection. The research tool for the study is survey method. The research instrument used to collect the data is questionnaire. The tools and techniques used for data analysis are tables, percentages and graphs. The sample size for the study is 100. The sample design used for the study is convenient sample. The sample is selected from Hyderabad and Secunderabad. Sample of 100 customers is relatively less and the time taken for the study is only 3 months duration, which is very less.

DATA ANALYSIS

TABLE 1: SHOWING AGE OF THE RESPONDENTS

Age	No. of respondents	Percentage
15-20 Years	25	25%
21-25 Years	55	55%
26-30 Years	15	15%
Above 30	5	5%
Total	100	100%

From the above analysis, it is observed that out of 100 persons interviewed, 25% belong to age group of 15-20 years, 55% belong to age group of 21-25 years, 15% belong to age group of 26-30 years, and 5% belong to age group of above 30.

TABLE 2: SHOWING GENDER OF THE RESPONDENTS

Gender	No. of respondents	Percentage
Male	72	72%
Female	28	28%
Total	100	100%

From the above table and graph, it can be observed that out of 100 Respondents interviewed, 72% belongs to Male Group and 28% belong to Female Group.

TABLE 3: SHOWING OCCUPATION OF THE RESPONDENTS

Occupation	No. of respondents	Percentage
Student	81	81%
Business	2	2%
Employee	15	15%
Others	2	2%
Total	100	100%

From the above Table, it is analyzed that 81% are from student's category, 2% are from Business category, 15% are from employee category and 2% are from others.

TABLE 4: TABLE SHOWING INCOME OF THE RESPONDENTS

Income	No. of the respondents	Percentage
Below 10000	60	60%
10000 - 20000	25	25%
20000 - 30000	4	4%
30000 - 40000	2	2%
Above 40000	9	9%
Total	100	100%

From the above analysis, it can be interpreted that out of 100 respondents, 60% respondent's income is below Rs. 10,000, 25% respondent's income is between 10,000 to 20,000, 4% respondents income is between Rs. 20,000 to 30,000, 2% respondent's income is between Rs. 30,000 to 40,000, and 9% respondents income is above 40,000.

TABLE 5: SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education	No. of respondents	Percentage
SSC	3	3%
Intermediate	10	10%
Graduate	51	51%
Post Graduate	31	31%
Others	5	5%
Total	100	100%

From the above table and graph, it is understood that out of 100 respondents all were literate of which 3% were S.S.C., 10% were Intermediate, 51% are Graduates, 31% are Post Graduate and others 5%.

TABLE 6: TABLE SHOWING CUSTOMER PREFERENCES TOWARDS TYPES OF PACKING

Customer preference about types of packing	No. of respondents	Percentage
Plastic packing	5	5%
Green packing	21	21%
Own bags	68	68%
Others	6	6%
Total	100	100%

From the above analysis, it is observed that out of 100 respondents interviewed, 5% prefer Plastic Packaging, 21% prefer Green Packaging, 68% prefer own bags and 6% prefer other packaging.

TABLE 7: SHOWING RESPONDENTS AWARENESS OF PLASTIC BAGS FOR PACKING AND CARRYING THE GOODS

Respondent awareness about most of the customers use plastic bags	No. of respondents	Percentage
Yes	83	83%
No	17	17%
Total	100	100%

Above table and graphs shows that majority of people i.e., 83% of the people aware about most of the customers using plastic bags, and remaining 17% are not aware.

TABLE 8: TABLE SHOWING REASONS FOR USING PLASTIC BAGS / PACKING MATERIAL

Reasons for using of plastic bags	No. of respondents	Percentage
Less price	19	19%
Convenience	25	25%
Availability	32	32%
Water proof	7	7%
Easy to dispose	3	3%
No, I don't use	14	14%
Total	100	100%

From the above analysis, it is understood that out of 100 persons interviewed, 19% were using plastic bags because of its less price, 25% for its convenience, 32% for the availability, 7% as its water proof, 3% as it's easy to dispose and 14% were not using plastic bags.

TABLE 9: TABLE SHOWING AWARENESS OF THE PLASTIC CAUSING POLLUTION TO NATURE

Awareness about the plastic causes pollution to nature	No. of respondents	Percentage
Yes	97	97%
No	3	3%
Total	100	100%

Above analysis shows that majority of the people i.e. 97% aware about the plastic causes to pollution to the nature and remaining 3% were not aware.

TABLE 10: TABLE SHOWING TYPES OF POLLUTION MAY BE CAUSED BY USING PLASTIC BAGS

Types of pollution may be caused by using plastic bags	No. of respondents	Percentage
Air pollution	7	7%
Water pollution	9	9%
Land or soil pollution	32	32%
All the above	48	48%
Others	4	4%
Total	100	100%

From the above analysis, it is understood that out of 100 Respondents interviewed, 7% feel it causes Air pollution, 9% feels water pollution, 32% feels land/soil pollution, 48% feels all the pollutions above and remaining 4% feel no pollution is caused by usage of plastic bags.

TABLE 11: SHOWING HOW POLLUTION MAY CAUSE PROBLEMS TO THE GENERAL PUBLIC

Pollutions may cause problems to the general public	No. of respondents	Percentage
Health problems	31	31%
No greenery, no rains	12	12%
Environment pollution	54	54%
Others	3	3%
Total	100	100%

From the above table & graph, it can be opined that out of 100 Respondents interviewed, 31% feel it causes health problems, 12% feel lack of greenery/ rains, 54% feel Environment pollution and 3% feel other problems.

TABLE 12: SHOWING IN PRESENT SITUATION, RESPONDENT'S DECISION WHETHER PLASTIC BAGS ARE IDEAL

Decision about plastic bags are ideal	No. of respondents	Percentage
Accept	16	16%
Reject	84	84%
Total	100	100%

From the above analysis, it is understood that out of 100 Respondents interviewed, most of the respondents that is 84% feel that plastic bags are not ideal and remaining 16% of respondents accept that plastic bags are ideal.

TABLE 13: TABLE SHOWING CUSTOMERS, WHO ARE AWARE ABOUT THE GREEN OR ECO-FRIENDLY PACKING

Consumers awareness about green packing	No. of respondents	Percentage
Yes	72	72%
No	28	28%
Total	100	100%

From the above, it is understood that out of 100 customers interviewed, 72% were aware and remaining 28% were not aware about the green or Eco-friendly packing.

TABLE 14: TABLE SHOWING SOURCE OF KNOWLEDGE ABOUT THE GREEN PACKING

Source of knowledge about green packing	No. of respondents	Percentage
Media	60	60%
Friends & Families	23	23%
Shopkeepers	12	12%
Neighbors	5	5%
Total	100	100%

From the above Table and graph, it is observed that out of 100 persons interviewed, 60% knew about it through media, 23% through friends and families, 12% through shopkeepers and 5% through neighbors about source of knowledge of green packing.

TABLE 15: TABLE SHOWING PERSONS WHO BELIEVE THAT PLASTIC IS A MAJOR SOURCE OF POLLUTION

Plastic is a major source of pollution	No. of respondents	Percentage
Strongly agree	16	16%
Agree	16	16%
Neutral	19	19%
Disagree	23	23%
Strongly disagree	26	26%
Total	100	100%

From the above analysis, it is understood that out of 100 customers interviewed, 16% strongly agree the statement, 16% agree, 19% are natural, 23% disagree and remaining 26% strongly disagree that plastic is a major source of pollution.

TABLE 16: TABLE SHOWING CUSTOMERS PREFERENCE TOWARDS ALTERNATIVES TO PLASTIC PACKING

Alternatives to plastic packing material	No. of respondents	Percentage
Paper	37	37%
Jute bags	22	22%
Leaf packing material	12	12%
Biodegradable polymers	29	29%
Total	100	100%

From the above, it is observed that out of 100 persons interviewed, 37% feel paper can be alternative source for plastic packing material, 22% feel jute bags, 12% leaf packing material and 29% biodegradable polymers.

TABLE 17: SHOWING CUSTOMERS WHO ARE READY TO PAY HIGHER PRICE FOR GREEN PACKING

Customers who are ready to pay higher price for green packing	No. of Respondents	Percentage
Yes	36	36%
No	20	20%
May be	44	44%
Total	100	100%

Above analysis shows that out of 100 respondents interviewed 36% were ready to pay higher price for green packing, 20% were not ready to pay highest price and remaining 44% were not sure.

TABLE 18: SHOWING RESPONDENT'S EXTENT OF ADDITIONAL AMOUNT READY TO PAY FOR GREEN PACKING THAN PLASTIC PACKING

Customers are ready to pay higher price for green packing	No. of respondents	Percentage
Up to 5%	51	51%
Between 5%-10%	22	22%
than 10%	8	8%
price	19	19%
Total	100	100%

From the above Table & graph, it can be opined that out of 100 respondents, 51% are ready to pay up to 5% extra, 22% up to 5%-10%, 8% were ready to pay more than 10% and 19% were ready to pay any price for green packing.

TABLE 19: TABLE SHOWING ROLE OF VARIOUS ORGANIZATIONS IN REDUCING THE USE OF PLASTIC PACKING

Proactive in reducing use of plastic packing	No. of Respondents	percentage
Government	32	32%
Retailers	25	25%
FMCG manufactures	9	9%
NGO's	2	2%
Consumers	32	32%
Total	100	100%

From the above, it is understood that out of 100 respondents interviewed about who should be more pro active in reducing use of plastic packing, 32% said it is Governments responsibility, 25% were retailers, 9% FMCG manufactures, 2% were NGO's and 32% were consumers.

TABLE 20: CUSTOMERS ACCEPTANCE ABOUT GREEN PACKING AS THE BEST FORM OF PACKING

Customers acceptance about green packing is the major importance for packing	No. of Respondents	Percentage
Yes	94	94%
No	6	6%
Total	100	100%

From the above Table & Graph, it is observed that majority of the people that is 94% of the people feel green packing is the best form of packing and remaining 6% of the people deny it.

TABLE 21: SHOWING THE REASONS TO SELECT GREEN PACKING

Reason to select green packing	No. of Respondents	Percentage
Eco-friendly	62	62%
Biodegradable	25	25%
Any other	13	13%
Total	100	100%

From the above analysis, it can be interpreted that out of 100 persons interviewed about reasons to select green packing, 62% feel it is Eco-friendly, 25% feel its biodegradable and remaining 13% feel others.

SUGGESTIONS BY CUSTOMERS

This was open question and most of the respondents hesitated to answer this due to lack of time availability with them. However, few customers offered their suggestions, which are relevant and useful for this analysis. Therefore, I have summarized their suggestions as under:

1. Alternative Bags: Retailers must provide alternatives so that customers have a choice. Present rules in India do not allow supply of single use polyethylene carry bags of less than 35 microns.
2. Degradable bags: Some degradable bags are made partly or wholly of polyethylene. Only compostable biodegradable bags should be excluded from the suggested ban.
3. Ban on plastic bags: Lightweight plastic bags made of polyethylene polymer with a thickness of less than 35 microns (a micron is 1000th of a millimeter) should be banned. Supermarkets and take-away food outlets generally use these bags.
4. Government's pro-active role in reducing plastic bags: Indian government has already introduced environment protection act in 1986 and environment audit in 1992, the marketers have to realize that with increasing amount of global warming and environmental harm caused due to industrialization and economic development, the government is going to be even more strict with regards to the development which will cause a severe threat to the environment. The environmental harm which is mainly due to green house gas emissions has caused a severe threat to the climatic conditions and results of which can be seen in the form of droughts, scarcity of drinking water, floods ruining the agricultural produce etc. The Indian government has ratified the Kyoto protocol in august 2002 and will compel companies to account for the environmental damage caused due to business operations, and take stringent action against those organizations which cause harm to the environment.

FINDINGS

Following are the findings from the study made:

- Most of the respondents who filled the questionnaire are from 21-25 years.
- It is observed that most of the respondents who filled questionnaire are from male group.
- Most of the respondents who filled questionnaire are students.
- The respondents use plastic bags for convenience and easy availability. For this reason most of the customers having income below Rs.10000 are using plastic bags for their convenience.
- Almost all the consumers are educated; they know the effects of using plastic bags.
- It is observed that, for carrying the goods most of the customers prefer their own bags.
- It is understood that most of the customers accept that they are using plastic bags for packing and carrying the goods.
- Customers are using plastic bags because of its less price, Convenience, Availability, Water proof, Easy to dispose quality etc.
- It is observed that, most of the customers are aware that plastic causes pollution to nature.
- Most of the respondents accept that by using plastic bags different type of pollutions are caused. Like Air pollution, Water pollution, Land or Soil pollution etc.
- Customers accept that problems like, Health problems, No greenery/ Rains, Environmental pollution etc. are caused due to plastic use.
- Most of the Respondents feel plastics are ideal.

- It is observed that most of the respondents are aware about green packing.
- Customers specify their source of awareness about green packing through Media, Shopkeepers, Friends and families, Neighbors etc. But most of the customers through media only.
- It is observed that most of the customer disagrees about plastic packing as a major source of application.
- Most of the customers select different type of alternative in place of plastic packing material they are like paper bags, jute bags, packing material and Biodegradable plowman etc., finally paper bags are accepting by more customers.
- Most of the customers are ready to pay higher price for green packing because they feel that plastic causes pollution to nature.
- customers accept that green packing is best form of packing and carrying goods.

SUGGESTIONS

The researcher has made following findings for creating awareness and adopting various alternatives to discourage the customers from using plastic bags.

- Marketing should not neglect the economic aspect of marketing.
- Marketers need to understand the implications of green marketing.
- Customers are concerned about environmental issues and will pay a premium for products that are more eco-friendly. The marketers should enhance eco-friendly products performance and create awareness about it.
- To reduce use of plastic consumers, one should take initiative and should not depend on anybody else.

CONCLUSIONS

The popularity of green marketing has been increasing day by day in India as every person rich or poor is interested in quality of life.

Most of the educated customers know about green marketing and other marketing. Some people are interested in green marketing and other people are interested in other marketing. For example plastic bags, we know very well about plastic causes pollution to nature.

The study states that most of the customer knows that heavy plastic bags create problems, then also they are using plastic bags because of several reason like less price, convenience, availability water proof and easy to dispose. For plastic bags there are many alternative like paper bags, Jute bags, leaf packing material and Biodegradable polymer. But these alternatives are not available in time, there are not water proof and charge more price than plastic bags. Another things most of the educated customers understand the effects of problem created by heavy use of plastic packing, the effects of problem like different type of pollution, Health problem, No greenery/Rains etc., and another most important thing is it create problems like Global warming and depletion of ozone layer etc. Another thing is awareness among the educated customers about the use of plastic material. Most of the educated customers are aware but they are using plastic bags because of less price, availability etc. The customers opinion on the use of plastic bags for packing and carrying the goods was indifferent due to lack of time and interest to fill the questionnaire. However, few customers offered their suggestion, which are relevant and useful for analysis. The customer says that Ban of plastic bags is better to reduce pollution and problems related to it. Other customers suggested to use alternative bags like single use polyethylene carry bags of less than 35 microns, degradable bags.

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