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## A STUDY ON CUSTOMERS PERCEPTION TOWARDS ALTERNATIVE CARRY BAGS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

*Carry bag product has become an integral part of our daily life. Globally its production across 150 million tonnes per year. The utilization of plastic bags accounts for 35 percent of plastic consumption. The cheap, lightweight, and durable bag holds a shopper's items for a short while until the bag is losses into the garbage can without a thought of its' environmental repercussions. The plastic bag has turned into another one of society's easily disposable items. People would begin to use reusable bags as soon as possible because of doing we could be able to cut down the negative impact created by plastic bag. Using reusable bags instead of plastic bags is something that should be done worldwide because the impact that plastic bag has would be reduced. Reusable bags are an alternative for carry bag because they are environmentally friendly and can be used repeatedly to reduce waste.*

### KEYWORDS

garbage, environment, reusable.

### JEL CODES

M30, M31.

### 1. INTRODUCTION

Carry bag product has become an integral part of our daily life. Encouraging its production to cross 150 million tonnes per year globally. With its inception in 1957, the Indian plastic industry has also shown a significant growth and currently employs about 4 million people. It operates more than 30,000 processing units, of which 85 to 90 percent are small and medium enterprises. The utilization of plastic bags accounts for 35 percent of plastic consumption. An exhaustible amount of waste is created for an unjustifiable purpose. Eighty percent of our garbage ends up in dumps, nine percent is burnt, and the rest is either shipped to a different state or even out of the country, recycled, or enter an environment in the form of pollution. Plastic bag contributes to a major part of pollution. The cheap, lightweight, and durable plastic bag holds a shopper's items for a short while until the bag is tossed into the garbage can without a thought of its environmental repercussions. The central government has recently passed a ruling under the provisions of the environment protection act 1986, restricting the sale of some products in plastic carry bags. The ministry of environment, forests and climate change has banned the manufacture and use of plastic carry bags less than 8 inches x 12 inches in size and 40 microns in width. This is focuses on the extent to which people are aware about the alternative carry bags and their effects in the environment.

### 2. LITERATURE REVIEW

**Nitin Joseph, Ashwin Kumar, SumanthMallikArjuna, Ganesh & S. Kumar, Raghavendra BabuYellapurPrahald (2016)** have done a study on "usage carry bags and health hazards. A study to access awareness level and perception about legislation". At Mangalore city with 250 samples using chi-square test with the aim of finding the status of awareness of health hazards associated with usage of plastic bags and it has been found that most of the respondents have awareness on hazards of plastic bags usage and they suggested that there is a need for spreading the awareness to minimise the usage of plastics in the community

**Md. Abdul jalil, Md. nannu main and Muhammad Khalilur Rahman (2013)** have done a study on "usage plastic bags and its damaging impact on environment and agriculture: an alternative proposal". This study focuses on the sustainable agriculture & economic development by finding out alternatives to the plastic bags that are harmful to the environment. Primary data have been collected from 500 respondents. Analysis was done using qualitative research methodology. It has been concluded that plastic bags should not be banned instead tax can be levied on them.

**Legesseadana and Dirilbamuleta (2011)** have done a survey to assess "the usage of plastic bags and their environmental impacts in jimma city of Ethiopia". A semi-structured questionnaire was used to collect data from 230 randomly selected respondents. The results indicated that the larger proportion (176.52%) of the respondents used plastic bags more frequently than any other plastic regardless of their age, occupation, economic and educational status. Usage of plastic bags is increasing from time to time inspite of a good deal of awareness of the residents about wastes. The study is based on random sampling technique and the result indicated that most of the respondents, regardless of their demographic background.

### 3. OBJECTIVES OF THE STUDY

1. To find out the level of awareness regarding the alternative Carry bags.
2. To know satisfaction level experienced by the user in Carry bags.
3. To know about socio Economic status of the respondents.
4. To find out the opinion of the respondents regarding the various problems of alternative Carry bags
5. To give valuable suggestion to improve the awareness about alternative Carry bags.

### 4. RESEARCH METHODOLOGY

#### RESEARCH DESIGN

The task of defining the research problem is the preparation of the design of the research project. The research design of the study is descriptive in nature. The term research is also used to describe an entire collection of information about a particular subject using the Alternative Carry bags.

**SAMPLING DESIGN**

Sampling design refers to the technique or procedure, the researcher would adopt in selecting items for the sample. In this research study, convenience sampling technique has been used for selecting the sampling respondents.

**AREA OF STUDY**

The area selected for the research study is Coimbatore city. Coimbatore is well known for its alternative carry bags and has an excellent potential for technology growth. Hence Coimbatore was chosen for this research study to find out the customer perception towards alternative carry bags.

**SOURCE OF DATA**

For the purpose of this research study, both primary data and secondary data has been used. Primary data were collected directly from the respondents who are using alternative carry bags by means of questionnaire. The secondary data was collected from websites, journals, textbooks, newspapers and related studies.

**SAMPLE SIZE**

The sample size used for the study is 150 respondents.

**TOOLS**

Tools used for analysis

- Ranking Analysis
- Anova

**5. DATA ANALYSIS & FINDINGS**

In this section analysis of data were made from the responses collected through a structured questionnaire from 150 respondents. The section contains the demographic profile the respondents, preference, influence, awareness and also about various alternatives for plastic bags.

**RANKING ANALYSIS**

**TABLE 1: TABLE SHOWING RANK ANALYSIS OF FACTORS WHICH INFLUENCE TO USE CARRY BAGS**

Factors	1	2	3	4	5	Total Score	Means score	Rank
Price score (f)	69 345	16 64	25 75	20 40	20 20	150 544	3.6	II
Quality score (f)	46 230	57 228	18 54	12 24	17 17	150 553	3.7	I
Color score (f)	26 130	46 184	11 33	31 62	36 36	150 445	2.9	III
Size score (f)	7 35	24 96	37 111	42 84	40 40	150 366	2.4	IV
Style score (f)	2 10	7 28	59 177	45 90	37 37	150 342	2.2	V

From the above rank analysis table, it is inferred that price given II rank of the respondents and the factor of quality given I rank of the respondents and the factor of the Color given rank III of the respondents and the factor of the size given IV rank of the respondents and style given rank V.

**ANOVA**

**TABLE 2: TABLE SHOWING SIGNIFICANT DIFFERENCE BETWEEN AGE AND PERCEPTION**

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7.053333	1	7.053333	5.952124	0.015283	3.872853
Within Groups	353.1333	298	1.185011			
Total	360.1867	299				

The above table shows the calculated value 5.952 at 5% level of significance at (298, 1) df which is higher than the table value 3.87, the alternative hypothesis is rejected which means there is no significant difference between age and perception.

**TABLE 3: TABLE SHOWING SIGNIFICANT DIFFERENCE BETWEEN GENDER AND COSTLY**

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.763333	1	1.763333	7.201553	0.007691	3.872853
Within Groups	72.96667	298	0.244855			
Total	74.73	299				

The above table shows the calculated value 7.201 at 5% level of significance at (298,1) df which is higher than the table value 3.87, the alternative hypothesis is rejected which means there is no significant difference between gender and costly.

**TABLE 4: TABLE SHOWING SIGNIFICANCE DIFFERENCE BETWEEN OCCUPATION AND COMPANY**

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	75	1	75	34.66836	1.05E-08	3.872853
Within Groups	644.68	298	2.163356			
Total	719.68	299				

The above table shows the calculated value 34.66 at 5% level of significance at (298,1) df which is higher than the table value 3.87, the alternative hypothesis is rejected which means there is no significant difference between Occupation and Company.

**TABLE 5: TABLE SHOWING SIGNIFICANCE DIFFERENCE BETWEEN INCOME AND COSTLY**

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	142.83	1	142.83	153.0578	1.19E-28	3.872853
Within Groups	278.0867	298	0.933177			
Total	420.9167	299				

The above table shows the calculated value 153.05 at 5% level of significance at (298,1) df which is higher than the table value 3.87, the alternative hypothesis is rejected which means there is no significant difference between Income and Costly.

TABLE 6: TABLE SHOWING SIGNIFICANCE DIFFERENCE BETWEEN AGE AND USE OR BUY PER WEEK

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	10.08333	1	10.08333	10.37748	0.001417	3.872853
Within Groups	289.5533	298	0.971655			
Total	299.6367	299				

The above table shows the calculated value 10.377 at 5% level of significance at (298,1) df which is higher than the table value 3.87, the alternative hypothesis is rejected which means there is no significant difference between Age and buy. Hence, it is concluded that the Age and buy are not same among between the groups.

## 6. FINDINGS

### RANKING ANALYSIS

- The respondents have ranked quality as first among factors which influence to use carry bags.
- The respondents have ranked price as second among factors which influence to use carry bags.
- The respondents have ranked colour as third among factors which influence to use carry bags.
- The respondents have ranked size as fourth among factors which influence to use carry bags.
- The respondents have ranked style as fifth among factors which influence to use carry bags.

### ANOVA

- The ANOVAs between age and perception are not same among between the groups. Hence it is rejected.
- The ANOVAs between gender and costly are not same among between the groups. Hence it is rejected.
- The ANOVAs between occupation and company are not same among between the groups. Hence it is rejected.
- The ANOVAs between n Income and Costly are not same among between the groups. Hence it is rejected.
- The ANOVAs between Age and buy are not same among between the groups. Hence it is rejected.

## 7. SUGGESTIONS

Environmental and human costs are related because they both negatively impact as in many ways. "For the last 10 years we have produced more plastic than whole of the last century". This piece of evidence is important because it has couples of meanings. The first meaning is related to the environmental impact, we are using the resources which is being using for something that isn't necessary. What I mean by this is that we are using up oil to make this plastic bag which really isn't something we "need". The human impact is that we are polluting our environment because we dispose of the plastic bag incorrectly.

Banning plastic bags reduces employment; provides an unfair advantage to retailers in one geographic area over another; leads to the theft of store shopping carts and shopping baskets; results in customers using more plastic produce bags (thus undercutting the effect of the ban); increases prices for consumers; decreases profit for producers; and decreases economic activity in the area. Plus, an impartial cost-benefit analysis would be unlikely to justify banning plastic bags. There are also no environmental benefits to banning plastic bags, but there is potential harm [9]. When compared to cloth bags, plastic bags require less energy to produce and less energy to recycle and produce less municipal waste. Plastic bags generate fewer greenhouse gas emissions and require less water to produce than paper bags. Cloth bags need to be used 104 times before there is any environmental advantage over plastic bags. But most cloth bags are used half that amount. Reusing cloth bags can also lead to cross-contamination and disease. Plastic bags may be an easy target for politicians. However, they are better for the environment than either paper or cloth bags, or many consumers prefer them.

## 8. CONCLUSION

To make thing better we would use an alternative for carry bags, which in the case is using a reusable bag. People would begin to use reusable bags as soon as possible because doing so we could be able to cut down on the negative e impact created by plastic bag. Using reusable bags instead of plastic bags is something that should be done worldwide because the impact that plastic bag has would be reduced. An alternative for plastic bags would be using reusable bags made of other fabrics instead of using plastic. Using reusable bags would reduce the effect of plastic bags because we would lower amount of plastic being produced and disposed by simply using a reusable bag. Reusable bags are an alternative for carry bag because they are environmentally friendly and can be used repeatedly to reduce waste". Something to keep in mind is that plastic bag are not only beneficial to the environment, but they also benefit us because we would too able to reuse them over and over again.

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