

Consumer attitude towards Plastic Bag Ban Act

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ABSTRACT

This paper examines consumer attitudes towards plastic bag ban. Change in consumer attitude is essential for an effective plastic ban, besides a legislation to ban its production and sale. Environmental consciousness regarding the use of plastic bags, social pressure, and support for the banning of plastic bags is increasing nowadays. This study helps in identifying the consumer attitude towards plastic bag ban, change in their shopping pattern and changes that wish to see in plastic shopping bag ban. In the conclusion of the study, it is identified that consumers who are environmentally conscious and feel under social pressure, tend to accept the plastic bag ban.

1. Introduction

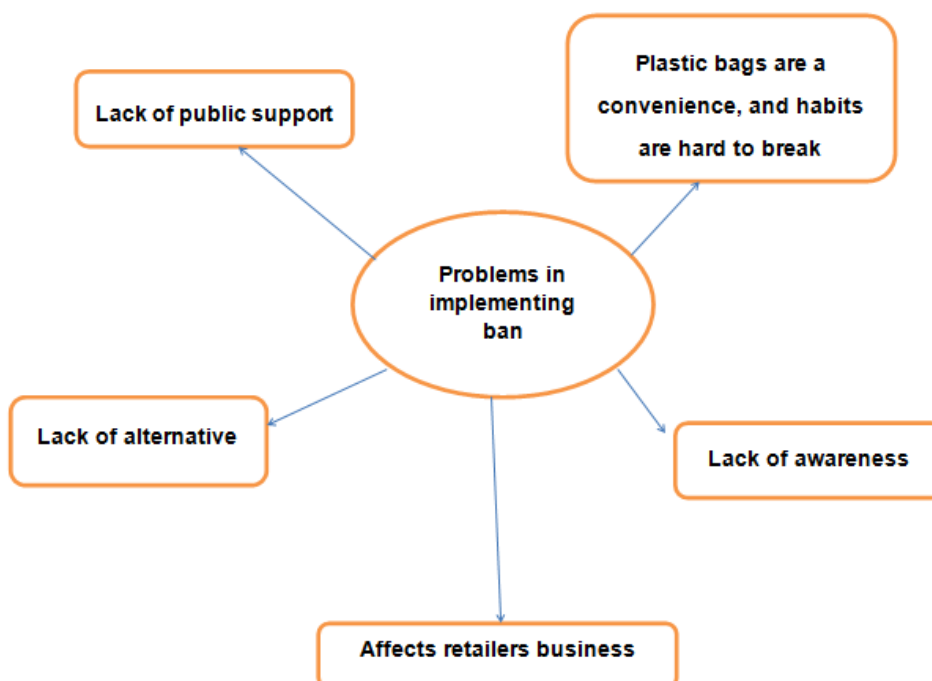
Plastic bags cause land, air as well as water pollution. It is a threat to life on Earth. India generates over 15,000 tonnes of plastic waste per day, around 9,000 tonnes or 60% of which are collected and recycled, while the remaining 6,000 tonnes are uncollected and are dumped in landfills or litter streets and drains, based on the report. Many countries around the globe have either put a ban on plastic bag or levy tax on it in order to restrict its usage. In 2002, India banned the production of plastic bags below 20 µm in thickness to prevent plastic bags from clogging of the municipal drainage systems and to prevent the cows of India ingesting plastic bags as they confuse it for food. Due to poor implementation of this regulation, regional authorities (states and municipal corporations), have had to implement their own regulation.

2. Reasons to ban plastic bags

There are numerous reasons why the government of various countries have come up with strict measures to limit the use of plastic bags. Some of these include:

- Waste plastic bags are polluting the land and water immensely.
- Plastic bags have become a threat to the life of animals living on earth as well as in water.
- Chemicals released by waste plastic bags enter the soil and make it infertile.
- Plastic bags are having negative impact on the human health.
- Plastic bags lead to drainage problem.

3. Problems In Implementing Ban



4. Review of Literature

Riyad.Moharam, Maher Ali.Ai.Maqtari (2014) in the research study on “The impact of plastic bags on the environment : A field survey of the city of Sana’a and the surrounding areas, Yemen” states that thousand of plastic factories are producing tones of plastic bags which are very popularly used by the people for shopping purpose because of its ease , cheapness and convenience of use but their very hazardous negative serious toxic. In this article, the researchers have exhibited the decomposite of plastic in public places and have shown how they disrupt the environment of less city of Sana’a and the surrounding areas in Yemen.

5. Statement of Problem

The plastic bags problem is much serious than it appears. Researchers claim that plastic bags are a major cause of water pollution; they are also responsible for making our agricultural lands infertile and a cause for number of other serious problems. Many countries have banned the use of plastic bags in order to ensure a cleaner and greener environment. India is also among one of these countries.The ban is a high profile issue in the ACT and it is important to fully understand consumer attitudes and reactions to the ban.

6. Objective of the study

- To study the consumer attitude towards plastic bag ban

7. Research Methodology

The present study is based on both primary and secondary data. Primary data was collected through questionnaire using convenience sampling method in

Coimbatore. Secondary data have been collected from various journals, articles and relevant websites.

Statistical tools used for the study

- Simple percentage method
- Average score method

8. Analysis and Interpretation

Demographic Profile

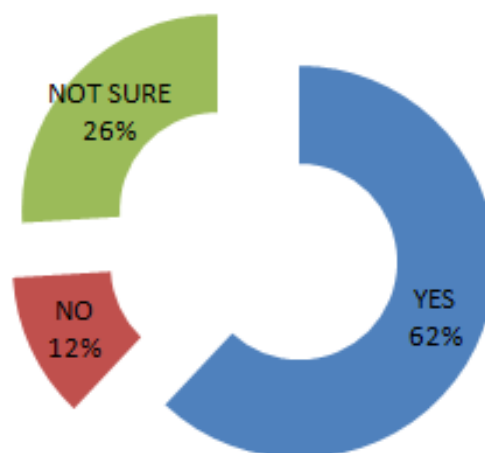
	PROFILE	PERCENTAGE
GENDER OF THE RESPONDENTS	MALE	30
	FEMALE	70
AGE OF THE RESPONDENTS	15-25	5
	26-35	43
	36-45	38
	ABOVE 45	14
EDUCATION QUALIFACTION OF RESPONDENTS	IILETRACY	9
	MATRICULATION/HIGHER SECONDARY	13
	GRADUATE	49
	POST GRADUATE	13
	PROFESSIONAL	10
INCOME OF THE RESPONDENTS	OTHERS	6
	BELOW 10,000	25
	11,000 – 20,000	35
	21,000 – 30,000	20
	31,000 – 40,000	12
	ABOVE 40,000	8

Interpretation

The information of the table shows that majority of respondents 70% were female, 43% were aged (26-35 years), 49% were graduate, 35% were income group between 11,000-20,000.

Support towards the act of plastic bag ban

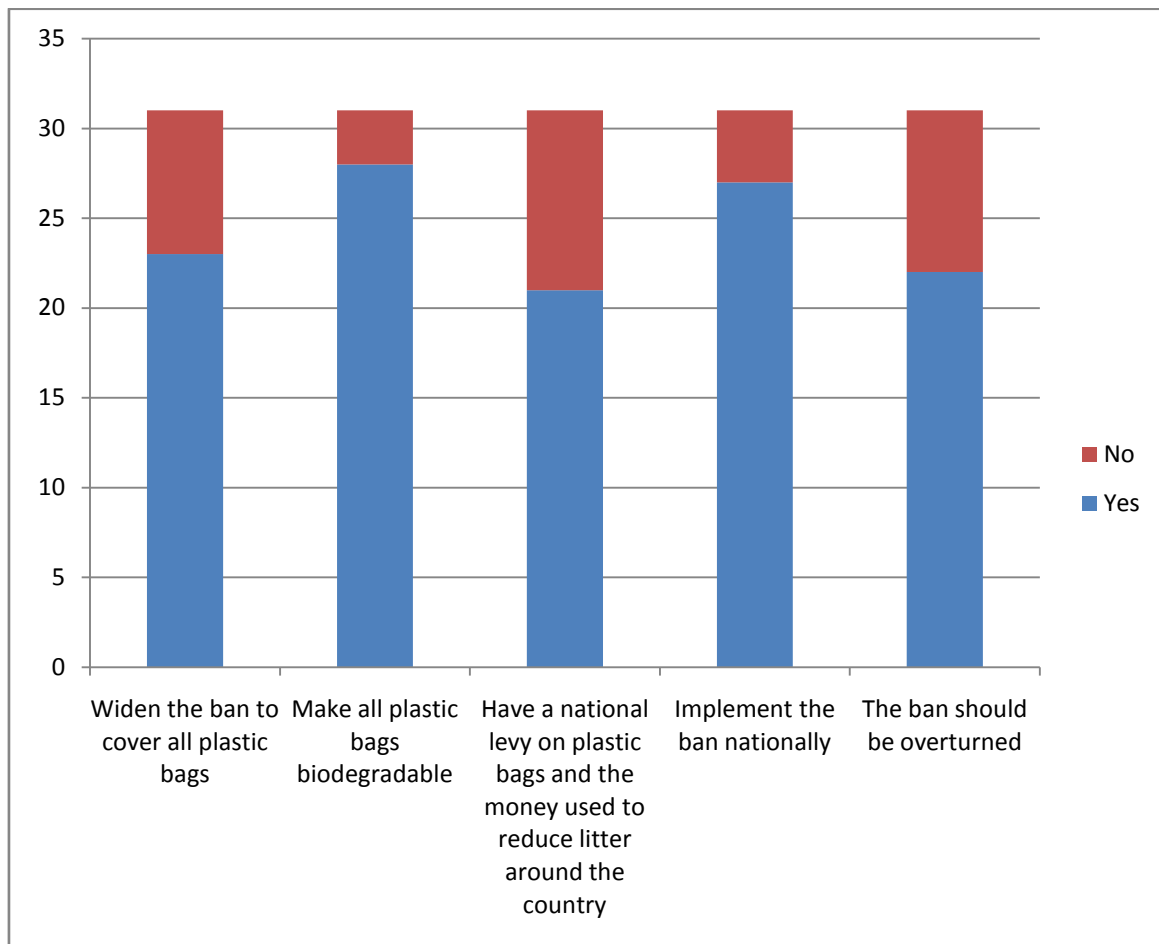
SUPPORT OF PLASTIC BAG BAN



The information shows that majority 62% of respondents support plastic bag ban followed by 26% of respondents are

not sure about their support and following 12% of respondents are not ready to support the ban.

Expected Changes in Plastic Ban Act



Interpretation

The majority of the respondents feels that following changes has to made to plastic bag ban to make it more effective for the people.

Change in consumer attitude towards shopping bag after the implementation of ban

S.NO	STATEMENTS	RANK
1	As a result of the bag ban, I now take my own bags more frequently	1
2	As a result of the bag ban, I now plan my shopping trips	4
3	I was already mostly using my own shopping bags before the bag ban	3
4	Even with the bag ban, I mostly don't use re-useable bags and I buy shopping bags as necessary	2

Interpretation

The information shows that first rank is being given to own bag preference and least rank is given to the preference of shopping plan.

9. Suggestions and Conclusion

From the research finding and data analysis, the results can be concluded that "Plastic Bag Ban" has a very low

awareness and not quite successful. Consumers are not too much concerned about the environment but as they have become more sophisticated, they require clear information about how choosing one product over another will benefit the environment. Consumer education results in their empowerment. Empowered consumers towards demerit of using plastic bag and merits of plastic bag ban.

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