

Shop owners approach towards the usage of plastic carry bags with special reference to chinnavedampatti in Coimbatore city– An empirical study

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ABSTRACT

In recent years worldwide the people use plastic bags frequently in their day to day life. The plastic bags are produced with the help of synthetic and semi synthetic materials. It is cheaper to manufacture than the other materials, so the production cost is very low and the selling cost also very cheap. Plastic bags are a type of containers made of thin and flexible plastic. The plastic bags are used to carry goods like foods, grocery things, stationaries etc. But in nature the plastic bags are non-biodegradable and it creates a harmful effect to the environment, human health and animal's life. The important sources of supply of plastic carry bags to the public are Grocery shop, Meat shop, Medical shop, Fancy store, Foot wear, Clothing store, Bakery, Hotel, Restaurant. So the study focus to analysis the shop owners approach towards the usage of plastic bags in chinnavedampatti and given the useful suggestion to reduce the usage of plastic bags.

1. Introduction

Polythene bags are normally called as plastic bags. plastic is derived from a Greek word "plastikos" it means capable of being shaped or molded. The modern light weight shopping bags are introduced by the Swedish engineer StenGustafThulin in 1970s. From the mid period of 1980s onwards, the plastic bags become very popular to carry goods in day to day life, and they are available in huge numbers and varieties all over the world. In 2007 to 2012 the world wide population grew roughly 7% but the plastic market increased 165% during the same period. The disintegration of plastic bags is taken about 10-1000 of years, so the plastic bags creates littering in the landscape it will affect the environment, human health and animal's life.

2. Review of Literature

Sheg-Hsiungchang, Ching -Hsienchou, "Consumer intention towards Bringing your own shopping bags in Taiwan" (2018). In this paper they analyzing the technological evaluations which has a positive influence on attitude, subjective norm perceived behavioral control, consumer attitudes towards the BYOB, and they concluding that the technological evaluation has a positive attitude and the positive direct effect on behavioral control but it not supported on attitude and subject norms ,both the attitude and behavioral control are the positive effects on BYOB intention and the result suggest that the technological evaluation is not a major factor in consumer BOYB direction making process . Because the Taiwan consumers to follow the chine tradition on money making so they do not have interest on BOYB, they are mostly money minded, they do not have enough time to cook food for themselves so we purchase foods from restaurant. Then the Taiwan consumers were considering high power distance oriented the Taiwan may not feel comfortable to express their true opinion regarding BOYB due to high power distance between the government and individual.

P.S.Valarmathy, "Eradication of plastic carry bags: The shop owner's perception" (2014). In this study there are three objectives examined by the researcher they are Awareness of shop owners about the hazard of plastic carry bags, find out the reason for wide spread distribution of plastic carry bags to customer by shop owners, the perception of shop owners about eradication of polythene bags. The above study concluded with 35.5% of retailers are not aware about microns and 23.5% are used less than 40 microns 93% of the retailers are not charging the amount from the customer. So the government focus more and more effectiveness to strictly ban the plastic bags.

3. Objectives of the study

- To investigate the awareness on effects of plastic carry bags by shop owners.
- To analysis the attitude of shop owner on plastic carry bags.

4. Hypothesis

H₀₁ There is no relationship between the profit and plastic carry bags distributed per day.

H₀₂ There is no relationship between the turnover and the alternative carry bags issued to the customer.

5. Methodology of the study

The required primary information for the current study is collected from the sample respondents throughout the year 2017-2018. The study supported the first information and secondary information. The primary information collected from various respondent through questionnaire and secondary information is collected from various books, journals, magazines, and internet sites. The study was conducted in chinnavedampatti village solely. Census methodology is employed to choosing the samples. The dimensions of the sample for the study is 164 respondents from chinnavedampatti. The following statistical tools are used to

analyze and interpret the data, Simple Percentage, Chi-square.

6. Analysis and Discussion

AWARENESS ON EFFECTS OF PLASTIC CARRY BAGS BY SHOP OWNERS

Factors	Aware		Not Aware		Total	
	F	%	F	%	F	%
Littering of plastic carry bags blocks sewage line	153	93	11	07	164	100
Littering of plastic carry bags reduce rain water percolation	118	72	46	28	164	100
Littering of plastic carry bags deteriorates soil fertility	100	61	64	39	164	100
Littering of plastic carry bags increases mortality of animals	56	34	108	66	164	100
Burning of plastic carry bags releases carcinogens in the air	131	80	33	20	164	100
Consumption of plastic bags eventually leads to the death of animals	118	72	46	28	164	100
We put plastic bags in soil that are not bio degradable	132	81	32	19	164	100
Pollutes drinking water when it falls in to water pumps	108	66	56	34	164	100

The above table explains the shop owners awareness about different hazards of plastic carry bags,93% of the shop owners aware about the plastic carry bags blocks sewage line and 7% are not aware.72% of the respondent aware about plastic bags are reducing the rain water percolation and 28% are not aware 61% of the shop owners aware about the plastic carry bags deteriorates soil fertility and 39% are not aware. Only 34% of the respondent aware about plastic bags increases the mortality of animals and 66% are not aware the factor.

80% of the shop owners aware about the burning of plastic carry bags releases carcinogens in the air and 20% are not aware.72% of the respondent aware about consumption of plastic bags eventually leads to the death of animals and 28% are not aware the above factor.81% of the shop owners aware about the plastic carry bags are not bio-degradable and 19% are not aware about that.66% of the respondent aware about plastic bags are polluting the drinking water when it falls in to the water pumps and 34% are not aware

H₀₁There is no relationship between the profit and plastic carry bags distributed per day.

PROFIT AND PLASTIC CARRY BAGS DISTRIBUTED PER DAY: CHI-SQUARE

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.970 ^a	9	.001
Likelihood Ratio	31.741	9	.000
Linear-by-Linear Association	21.219	1	.000
N of Valid Cases	164		

Source: primary data

The above table reveals the association between profit and plastic carry bags distributed per day in shops applying Pearson chi square methods. It is evident from the table that the value is .001(Pearson chi square value) which is lower than

the 5% (0.05) level of significant. Hence the hypothesis is rejected and found that there is a relationship between the profit and the plastic bags distributed per day

H₀₂There is no relationship between the turnover and the alternative carry bags issued to the customer.

TURNOVER AND ALTERNATIVE CARRY BAGS ISSUED TO THEIR CUSTOMERS: CHI-SQUARE

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.008 ^a	12	.785
Likelihood Ratio	10.791	12	.547
Linear-by-Linear Association	.621	1	.431
N of Valid Cases	164		

Source: Primary data

The above table reveals the association between average sales/income and alternative bags distributed by the shops applying Pearson chi square methods. It is evident from the table that the value is .785(Pearson chi square value) which is higher than the 5% (0.05) level of significant. Hence the hypothesis is accepted and found that there is no relationship

between the turnover and the alternative bags distributed by the shops to their customer.

7. Suggestion

- Government must take steps to create awareness about the non usage of plastic bags and the benefits that it brings there fourth.

- Government implementing strict rules and regulation to reduce the usage of Plastic carry bags.
- Effective policies must be farmed to make use of alternative bags to plastic carry bags.

8. Conclusion

In the recent year shop owners are play a vital role in distribution of plastic carry bags , so the study focuses the shop owners approach to usage of plastic carry bags, in the busy world the public are buy more things to fulfill their basic needs with the help of use and through plastic bags because of this the shop owners are distributing more plastic carry bags for each and every minute it will affect the environment they do

not follow the plastic waste management rules, First the shop owners to read the public waste management rules and to follow the instruction compulsorily most of the shop owners are aware about the plastic bags impact but they are continuously using the non-biodegradable plastic bags because they get the bags in low cost bakery, grocery, hotels are frequently using more plastic carry bags for each and every day ,Hence the government has to focus more on them, and ensure strict implementation of the rules and regulations to stop the plastic bags usage it will help to healthy and clear ,plastic free green environment for their future generations.

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