



A Study On Public Attitude Of Cloth Bags Towards Green Environment

* Dr. R. Haridas ** V. Ramadevi *** L. VIJAY

* Assistant Professor and Head in Department of Business Administration at Government Arts College for Men, Krishnagiri

** Lecturer in School of Management Studies at Karpagam University, Coimbatore

*** Research Scholar, Department of Management Studies at Karpagam University, Coimbatore

ABSTRACT

Retail marketing is emerged as a huge sector in the marketing world. Every customer segments purchase lot of products in their day to day life. Hence the carry bags play a vital role in the consumption of goods. Majority of consumers widely use plastic bags for their purchases on the other side cloth bags usages declining in the modern society. Plastic bags are made from non-renewable petroleum and require the use of toxic resources during production and processing. It takes more than 1000 years to biodegrade. Plastic bags make pollution and decay to the environment largely. Hence the public positive attitude toward cloth bag is necessary and it develops the usage of cloth bags for protecting green environment.

Key word : Cloth Bags, Consumers, Green Environment, Pollution.

Introduction

Many consumers go to market to purchase products. Consumer purchase food items, fruits and vegetables, electric and electronic goods, books, dresses, shoes and so on. After making purchase they need a bag to carry the desired products. Thus bag is an important article apart from packaging. Today normally these carrying bags are made up of plastics. In olden days consumers used cloth bags for carrying product to their place. Cloth bags usage reduced due to the psychological, cultural, technological and economical changes. Most people in india using plastic carrying bags. Now in modern civilization use and throw culture makes consumer to prefer plastic bags and also it cheap prices makes them to prefer too. Now-a-days most of the people not using cloth bags, so the cloth bag industry is in slack. A progress in cloth bag industry will protect environment to some extent. This is achieved only by through consumer strong preference and satisfaction toward cloth bags.

Statement of the problem

The growth of the plastic bag usages in this century is really a remarkable one. Today there are more plastic bag industries in all over india. Plastic bag makes pollution and decay to the environment largely. Thus green environment is necessary in today's world. So finding and understanding public attitude toward cloth bags helps for developing the cloth bag usage in large and to prevent the pollution that caused by plastic bags.

Objectives

1. To know the public attitude toward cloth bags opposed to plastic bags.

2. To search out and provide suggestions toward green environment regarding cloth bags.

Review of literature

1. Robin pointed out in his study that 'plastic takes nearly 1000 years to disintegrate and this means that all the plastic that has been put in the environment is still present for generations to come. As plastic continues to increase, the amount of waste that is being dumped in the environment rises as well.

2. Robin in his study highlighted that 'as consumers become more aware of consequences to the environment brought about by the use of non-biodegradable goods; there is a growing trend to use eco-friendly products from recyclable glass bottles to cloth bags for everyday use.

3. Catherine, difang and fansyang in their study findings clarified that 'most people do not like non-degradable plastic bags and would use bags made of other materials if they were sold at a reasonable price. Also there are niche markets for paper cloth and degradable plastic bags where costs are of a lesser concern in consumer decision.

Research methodology

Research methodology is a way to systematically solve the research problem by applying various research techniques along with the logic behind the problem. The effectively used methodology will prove the validity of the findings and the success of the research depends mostly on methodology accordingly the researcher has used scientific method to arrive at certain conclusions. The research methodology followed for carrying out the study is explained. The method of data collection, sampling procedures, framework of analysis used in the study is explained here.

Research design: descriptive in nature
 Data source: primary data and it was collected through questionnaire
 Sampling method: convenient sampling method
 Sample size: 64
 Sampling area: eachanari (coimbatore district)

Data analysis

Table 1. Table showing the respondents types of bags using

Types of bag using	No. of respondents	% of respondents
Plastic	27	42.18
Cloth	10	15.62
Both	18	28.12
None	0	0
Others	9	14.06
Total	64	100

Table 2. Table showing the respondents often need carry bags for product purchases

Product often need carry bags	No. of respondents	% of respondents
Food & drink items	13	20.31
Fruits & vegetables	21	32.81
Electric & electronic goods	4	6.25
Stationeries	9	14.06
Books	6	9.37
Dresses	8	12.5
Shoes	1	1.56
Grocery items	3	4.68
Home products	7	10.93
Medicines & tonics	2	3.12
Toys	2	3.12
Cosmetics	1	1.56
Flowers	1	1.56
Others	0	0
Total	64	100

Table 3. Table shows the respondents knowing about plastic bag pollution

Know about plastic pollution	No. of respondents	% of respondents
Yes	48	75
No	16	25
Total	64	100

Table 4. Table shows the respondents opinion about cloth bag prices

Opinion about cloth bag prices	No. Of respondents	% of respondents
Very high	11	17.18
High	26	40.62
Medium	18	28.12
Low	6	9.37
Very low	3	4.68
Total	64	100

Table 5. Table showing respondent' reason for not using cloth bags

Why do you not using cloth bags	No. of respondent	% of respondent
High price	9	14.06
Feeling shame	19	29.68
No use & throw facility	7	10.93
Modern culture	9	14.06
No free bags provided	10	15.62
Not available	10	15.62
Others	0	0
Total	64	100

Chi-square analysis

Chi-square test is an important test among the several test of significance. Chi-square symbolically written as χ^2 (pronounced as ki square) is a statistical measure used in the context of sampling analysis for comparing a variance to theoretical variance. Chi-square test enables to explain whether or not two attributes are associated. chi-square is calculated as follows

$$\chi^2 = \sum \frac{(o_{ij} - e_{ij})^2}{e_{ij}}$$

O_{ij} =observed frequency of the cell in the i th row and j th column

E_{ij} =expected frequency of the all in the i th row and j th column

As a non-parametric test it can be used to determine a categorical data. It is used to make comparison between

theoretical population and actual data. degree of freedom plays an important part in using the chi-square distribution and tests are based on it. The degree of freedom is worked out as follows

$$d.f = (c-1)(r-1)$$

Where 'c' means number of columns and 'r' means number of rows

Hypothesis

H_0 : there is no significant relationship between gender and opinion of respondents towards price of cloth bags

H_1 : there is significant relationship between gender and opinion of respondents towards price of cloth bags

O	E	(o-e)	(o-e) ²
5	6.70	-1.7	2.89
11	15.84	-4.84	23.4256
15	10.96	4.04	16.3216
6	3.65	2.35	5.5225
2	1.82	0.18	0.0324
6	4.29	1.71	2.9241
15	10.15	4.85	23.5225
3	5.85	-2.85	8.1225
0	2.34	-2.34	5.4756
1	1.17	-0.17	0.0289
			88.2657

Gender	Very high	High	Medium	Low	Very low	Total
Male	5	11	15	6	2	39
Female	6	15	3	0	1	25
Total	11	26	18	6	3	64

Degree of freedom: @5% level of significance

$$= (r-1)(c-1)$$

$$= (2-1)(5-1)$$

$$= 1*4$$

$$= 4$$

Table value at 5% level of significance is 9.488

Calculated value is 88.2657

Since the calculated value is higher than the table value the hypothesis is rejected

Inference:

There is significant relationship between gender and opinion of respondents towards price of cloth bags.

Findings

- 60.93% and 39.06% of respondents are male and female respectively.
- 81.25% of respondents are having the habit of using carry bags.
- 42.18% and 15.62% of respondents are using plastic bags and cloth bags respectively.
- 32.81% of respondent uses carry bags for fruits and vegetable purchases and 20.31% of respondents use carry bags for food and drink items and the minimum 1.56% of respondents use carry bags for cosmetics and flower purchases.
- 75% of respondents know about the plastic bags pollution towards environment.
- The maximum 40.62% of respondent opinion about cloth bag prices are show 'high' and 28.12% of respondents answered as 'medium' and 9.37% of respondents answered as 'low'.
- 23.43% and 20.31% of respondents answered 'new design' and 'advertising' as ideas and suggestions respectively to develop and increase cloth bag sales.

Suggestions

1. Government can undertake cloth bag industries or make arrangement to provide cloth bag at fair and concession prices.
2. Government must ban plastic bags or take measures to gradually decreasing plastic bags usage.
3. Government must create awareness toward anti-plastic bags.
4. The seller or retailer must provide only products and goods; they should not provide any carry bags. This will create a habit to consumers to bring bags whenever they make purchase.
5. Manufacturer must provide cloth bags in new design and modern look and in different sizes with low and fair prices.

Conclusion

The study reveals in total how the public where reacted toward cloth bags. And it has been found with the help of

statistical tools the relationship among attributes of the product and feeling of respondents. Most of the respondent opinion about the price was 'high'.

This study had attempted as it best to reveal more about that which will ultimately helpful to the manufacturer, customers and readers to know more about the preference and feelings of the users toward cloth bags, as a result the market of cloth bags can be widened.

Because of plastic bags growth in the market, cloth bags industries should come up with new marketing strategy. They should opt for product development to sustain in the global market.

Green environment is an emergency need for all over the world to protect the environment and human life. Particularly in india a huge populated country must strive hard toward green environment. The major responsibility lies in the consumer's hand. Every consumer must take pledge that not to use plastic bags.

REFERENCES

Catherine& difang& fansyang (2009)'trade off between shopping bags; made of non degradable plastics and other materials.-www.ctahr.hawaii.edu | Robin (2010)'the cloth bag'-www.theexperts.co.uk