



A STUDY ON CUSTOMER ATTITUDE TOWARDS PAPER BAGS IN MADURAI CITY

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ABSTRACT:

The global shift towards sustainable practices has spurred increased attention on environmentally friendly packaging alternatives. This paper explores the ecological impact of traditional plastic bags and highlights the merits of paper bags as a more sustainable option. The study delves into the life cycle analysis, recyclability, and biodegradability of paper bags, comparing them to conventional plastic bags. Additionally, the paper examines consumer attitudes towards paper bags, shedding light on the growing preference for eco-friendly options. The findings contribute to the ongoing discourse on sustainable packaging solutions, emphasizing the role of paper bags in reducing environmental impact and fostering a more eco-conscious consumer culture. The research aims to guide policymakers, businesses, and consumers towards informed decisions that align with a more sustainable and environmentally responsible future.

KEYWORDS:

CUSTOMER BEHAVIOUR, ENVIRONMENT FRIENDLY, PRODUCT REPLACEMENT, PAPER BAG VARIETIES.

1.1 INTRODUCTION

Paper bags are the only alternative and the government has started encouraging the setting up of paper bags making units. Since there is not demand, paper bag making will be certainly be a provider of self-employment. Paper bags are the oldest types packaging material and are very much prevent in the modern days in various fields. In fact, paper bags is one of the most common and popular form of packaging. The Handmade bags of paper have been a commodity of common of use. However for the manufacturer paper bags the introduction of Machines is of recent origin about the middle of 19th century. Since then the manufacturer of paper bags has become an important industry itself, paper bag is the cheapest form of packaging. Such paper bags have the speciality that they are light weight, free from any contaminants like dust, and are, as well, free from shifting or "puffing" which results in loss of contents. As for the share occupying these paper bags for general use require minimum possible space for storage and shipment, both before and after filling.

1.2 STATEMENT OF THE PROBLEM:

Many persons save their single-use paper bags and they may end up being used a second or third time, but these bags are not intended or designed for long term use and do not offer long term marketing.

1.3 REVIEW OF LITERATURE:

B. Charles (2016) conducted a study entitled consumer attitude towards Paper bags. The main objective of the study is to study on customer attitude on Paper bags and understand the buying pattern. The study involves both

primary and secondary data. The primary data were collected through questionnaire with the sample size of 100 respondents by using simple random convenience sampling method. The outcome of the study reveals that the consumers are satisfied with the product.

P. Priya (2018), A study on consumer Attitude on Paper bags, This study covers the customer attitude towards with special reference.

1.4 OBJECTIVES OF THE STUDY:

- To study the customer attitude towards Paper Bags.
- To know the various Paper Bags availability.
- To identify the reason for selection of Paper Bags.
- To know about varieties of Paper bags.

1.5 RESEARCH DESIGN:

PRIMARY DATA:

Primary data is a kind of data that is collected directly from main sources through interviews, surveys, experiments, etc. The data was collected from the respondents through the questionnaires.

SECONDARY DATA:

Secondary data refers to data that is collected by someone other than the Primary user. Secondary data was collected from the existing data sources, catalogues, internet, magazine, case studies, newspaper, article, etc. the information so collected has been consolidated in a

meaningful manner for the purpose. The data was collected from the help of various directories of various associations, magazines, newspapers, websites, Journals etc.

SAMPLE SIZE:

50 Samples are collected by Google form.

SAMPLING METHOD:

- In this study convenience sampling was used for collecting Primary data.

TOOLS USED FOR THE STUDY:

- Percentage analysis.
- Pie chart.

The data collected were categorized and tabulated. Various aspects of the themes under study and the observations made from the data were discussed in detail.

SIMPLE PERCENTAGE ANALYSIS:

Simple Percentage Analysis is used to indicate more clearly the relative size of two or more numbers. In the present study this analysis was made to determine the percentage of respondents falling under each category and to calculate the usage of various recruitment and selection methods.

No Of respondents

Simple percentage = ----- x100

Total no of respondents

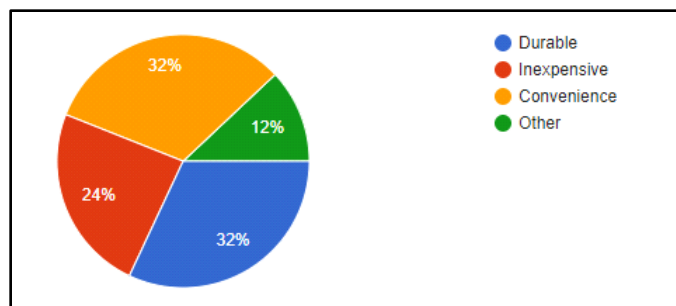
Liker scaling is a widely used technique in survey research to measure attitudes, opinions, and perceptions of respondents. Named after its creator, Rensis liker, who developed it in 1932,

Score values of 5,4,3,2,1 are given to categories scores obtained by the respondents is divided by the maximum possible scores secured and multiplied by 100.

1.6 DATA ANALYSIS

1.6.1 REASONS FOR USING PAPER BAGS

PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
DURABILITY	16	33
INEXPENSIVE	12	26
CONVENIENCE	16	32
OTHERS	6	12
TOTAL	50	100

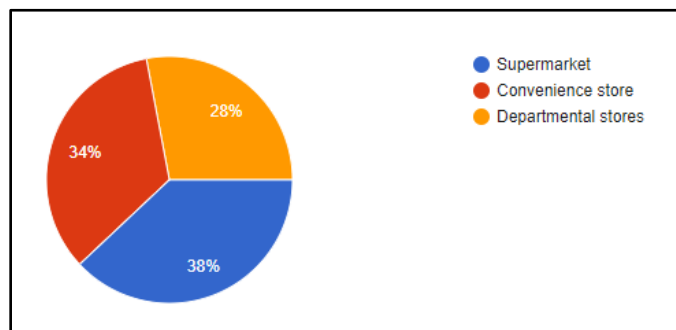


INTERPRETATION

The above table shows that 33% of respondents using paper bags for its durability, 32% of respondents using paper bags for their convenience 26% of respondents responded that paper bags are inexpensive.

1.6.2 FREQUENT USERS OF PAPER BAGS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
SUPER MARKETS	19	38
JEWELLERY & TEXTILES SHOPS	17	34
DEPARMENTAL STORES	14	28
TOTAL	50	100

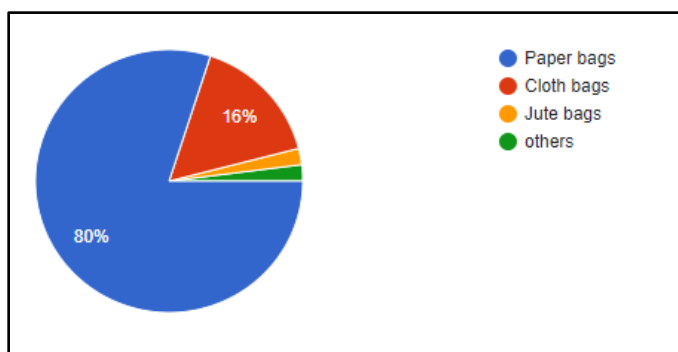


INTERPRETATION

The above analysis shows that 38% of the respondents said that paper bags are used in super markets. 34% of the respondents said that paper bags are used in Jewellery and textiles shops and 28% are in Departmental stores 37% of the respondents are departmental store.

1.6.3 RESPONSE TO BAGS USED WHILE SHOPPING GOODS

TYPE OF BAGS	NO OF RESPONDENTS	PERCENTAGE
PAPER BAGS	40	80
CLOTH BAGS	8	16
JUTE BAGS	1	2
OTHERS	1	2
TOTAL	50	100



INTERPRETATION

The above table shows that Majority (80 %) of the respondents using paper bags for their shopping followed by that 16% have used cloth bags and jute bags for their shopping.

1.7 FINDINGS:

- Majority of the respondents said that due to its convenient usage, and durability they are using paper bags
- Mostly in Super markets and Textiles shops paper bags are used to give the products
- Cloth bags, jute bags and paper bags are used by the respondents while shopping the goods

CONCLUSION:

In conclusion, paper bags offer a sustainable and environmentally friendly alternative to plastic bags, addressing the urgent need to reduce plastic pollution and

mitigate its detrimental impacts on our planet. Throughout this paper, we have explored the various benefits of paper bags, including their biodegradability, renewability, and lower carbon footprint compared to plastic bags. Additionally, paper bags contribute to the conservation of natural resources and support the global transition towards a circular economy. While paper bags present numerous advantages, they are not without challenges. Issues such as increased production costs, limited durability in certain conditions, and potential deforestation concerns need to be carefully considered and addressed through innovation and responsible sourcing practices. Despite these challenges, the widespread adoption of paper bags represents a positive step towards sustainability and a greener future. Governments, businesses, and consumers all play pivotal roles in promoting the use of paper bags and embracing eco-friendly alternatives to single-use plastics. In conclusion, by recognizing the value of paper bags and implementing strategies to overcome existing challenges, we can contribute to the preservation of our planet for future generations while fostering a more sustainable and resilient global community.

REFERENCES

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