

***CONSUMER PREFERENCES TOWARDS FABRIC BAGS VS POLYTHENE BAGS**

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ABSTRACT

An efficient and effective service is one which is extended by identifying and understanding the needs of the customers. In today's scenario every individual is looking for comfort by using harmful polythene products, but they are forgetting that this will destroy the future generation. Due to the advent of fabric bags, quality has improved a lot compared to polythene bags. This study focuses on consumer preference towards fabric bags with reference to gender and age. A sample of 100 respondents from Begumpet location is considered for the study through convenience sampling. Chi square analysis is used to analyze if there is a significant influence of gender and age on consumer preference. The analysis has proved that there is no significant influence of gender and age on consumer preference towards fabric bags, indicating that all the consumers are more concentrating on eco friendly bags irrespective of their gender and age.

Keywords: Eco friendly, reusable, durable, washable, highly educated customer, demanding customers,

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1.1 INTRODUCTION

Are we being more environmentally friendly by avoiding plastic bags and are we saving money by doing so Remember when we used strong paper bags to take the grocery shopping home? Then the early environmentalists said we shouldn't cut down trees to make paper products and scientists responded by developing the cheap and convenient plastic bag. They actually used less energy to produce than the paper bags and considerably less water, as well as being stronger, so they were deemed a great environmental alternative. We learned to reuse and recycle them after we got the shopping home but eventually, every plastic shopping bag would end up in landfill. Plastic bags start life as a petrochemical derivative. These are converted to resins which are then heated, extruded, stretched and flattened before being made into plastic bags. The fact that they come from oil initially means that they are made from a non-renewable source which will eventually run out. The use of a non-renewable resource isn't the only environmental issue; plastics of all kinds have a huge negative impact on the planet's natural environment and bags are possibly the worst offenders. Plastic bags never completely break down so they are a major polluter of land and waterways. They strangle birds, animals and fish. In fact, the natural environment has nothing good to say about the plastic bag.

2. REVIEW OF LITERATURE

ELIZABETH HOLMES (2016)¹ The study states that Fabric Bags Are Made up Of Renewable Resources, Renewable Resources Which Can be Re-Produced Like Trees And Water. Reusable: Which Can Be Used More Than Twice Or Thrice, The result of all this due diligence: Shoppers are feeling much more satisfied with their fabric bag purchases.

VALERIE BAUERLEIN and JON KAMP (2013)² The study stated that Plastic Bags Were Invented as an Alternative To Paper Grocery Bags In 1970. Plastic Bags Are By Products of +natural gas extraction and provide an environmental solutions to burn of things during the refining process.

RAFI MOHAMMED (2012)³ study concluded that Fabric Bags are made up of pure natural tree pulp . These are eco-friendly and easily decomposes in to earth. A single fabric bag takes

days to de compose. Polythene Bags Are Made Up of Plastic, polythene bags are non-eco friendly they take several years to decomposes in to earth.

DANIELLA DIMITROVA (2011)⁴ The study concluded that Plastic bags are one of the most common items in everyday life. And they are at the heart of a fight raging in municipalities world-wide. Many cities around the globe have already banned the ubiquitous bags from stores, and activists are pushing for bans elsewhere. They argue that cities must spend vast sums to clean up the bags and the damages caused by them, money that's better spent elsewhere.

CHARLES MOFFAT (2011)⁵ The study states that There are countless reasons why you as an everyday American should start to use reusable shopping fabric bags Other than the fact that Reusethisbag makes the coolest reusable bags around, you are now on the cutting edge of a unique Grassroots movement that is sweeping the nation It is our belief that within five years over 90% of the country will be using a reusable groce

JEFFREY BALL (2010)⁶ The study concluded When that grocery bags were introduced some 30 years ago, they were touted as light, long-lasting and cheap. They caught on so well that hundreds of billions are dispensed each year, creat
ing a modern menace that often winds up nestled in trees, stuck in sewers and drifting in oceans. But Fabric bags have downsides, too. Since the backlash agasint plastic began,

TODD MYERS (2010)⁷ The study stated that Green bags made with 50% of recycled waste or bio-degradable

- Consumer poly bags
 - Customer stock retail bags
 - Customer poly bags
- Consumer reusable bags
Customer trade show bags

These are a alternative for every problem. And the other source is Eco-Fabric bags are coming now

CALMETTA Y. COLEMAN (2010)⁸ The study concluded that Fabric bags are made up of a pure jute pulp, these fabric bags are eco-friendly and causes no pollution. A single fabric bag can

be used from 1 day to 6 months. Cost of a single fabric bag is equal to the cost of 40 polythene bags.

LEO SHAPIRO (2009)⁹ study states that there is a wide range of reusable bag options on the market. Reusable are heavier and more durable bags, constructed to have a longer life.. Each bag has an environmental impact. Consumers opt for reusable bags, assuming that they are being environmental, but the reusable bag must be reused repeatedly if it is to be beneficial to the environment.

JAMES AGRESTI (2009)¹⁰ The study concluded that The United Kingdom's Environment Agency released nine categories of environmental impacts caused by different types of supermarket bags. The study found that paper bags have a worse effect on the environment than plastic bags in all nine impact categories, which include global warming potential, abiotic depletion, acidification, eutrophication, human toxicity, fresh water aquatic ecotoxicity, marine aquatic ecotoxicity, terrestrial ecotoxicity, and photochemical oxidation.

3. RESEARCH METHODOLOGY

3.1 Need for the study: Due to the awareness about the harmful products like plastic, consumers are preferring eco friendly products. There is a need for this study to examine the preferences of consumer to words eco friendly products.

3.2 Objectives of the study

- To study the Consumer preferences towards fabric bags
- To Analyse the mindset of consumers switching towards fabric bags

3.3 Hypothesis

- H₁ :There is significant influence of gender on customer's preferences towards fabric bags. According gender
- H₂:There is a significant impact of using fabric bags of customers who are ecofriendly

3.4 Scope of study:

The scope of the study is confined to Begumpet area Hyderabad. Using Random sampling method with 100 respondents.

3.5 Data collection: Primary Data details are collected from the respondent by through questionnaire. And Secondary Data from Companies website, etc

Statistical Tools & Techniques used for the Study

For analyzing the primary data, the statistical tool that has been used in the study is Chi square test. The SPSS software package 17 version has been used for the purpose of analysis.

3.6 Limitation of the study

1. Time given for the completion of the project is 45 days(limited).
2. The primary data was collected from very few respondents.

4. ANALYSIS & INTERPRETATION**DEMOGRAPHIC DETAILS OF RESPONDENTS**

Gender	
Male	40
Female	60
Total	100

Age	
20-30yrs.	46
30-40 yrs.	38
40 and above	16
Total	100

Table No:1

Alternatives	Value	Df	Asymp value.sig	Significant/Non significant
Environmental friendly	1.843 ^a	2	.398	Non-significant
High cost	4.593 ^a	2	.101	Non-significant
Fabric bags are reusable	3.928 ^a	3	.269	Non-significant
Fabric bags are more durable than polythene bags	2.328 ^a	3	.507	Non-significant
Fabric bags are more durable than polythene bags	.671 ^a	2	.715	Non-significant
It is not so easy to tear	7.341 ^a	3	.062	Non-significant
Can wash if it is dirty	4.135 ^a	4	.388	Non-significant
Jute bag can carry 25-28 kg.	1.088 ^a	4	.896	Non-significant
Due to Ban on polythene	11.370 ^a	4	.023	Non-significant

Table no:1 shows that there is no significant influence of gender on customer's preference towards fabric bags . For this purpose 9 alternatives were designed. 40 males and 60 females opinions on each alternative was obtained with the help of the questionnaire. The respondents were asked to rate each alternative on 5 point Likert scale as 1. Strongly disagree 2. Disagree 3.Neutral 4. Agree 5. Strongly agree

Table No:2

Alternatives	Value	Df	Asymp value.sig	Significant/Non significant
Environmental friendly	9.660 ^a	8	.290	Non-significant
High cost	9.327 ^a	8	.315	Non-significant
Fabric bags are reusable	17.441 ^a	12	.134	Non-significant
Fabric bags are more durable than polythene bags	10.188 ^a	12	.599	Non-significant
Fabric bags are more durable	6.933 ^a	8	.544	Non-significant

than polythene bags				
It is not so easy to tear	13.462 ^a	12	.336	Non-significant
Can wash if it is dirty	17.679 ^a	16	.343	Non-significant
Jute bag can carry 25-28 kg.	33.580 ^a	16	.006	Non-significant
Due to Ban on polythene bags	27.496 ^a	16	.036	Non-significant

Table no: 2 shows that there is no significant influence of age on customer's preference towards fabric bags. For this purpose 9 alternatives were designed and among 40 males and 60 females their opinion on each alternative was obtained with the help of the questionnaire. The respondents were asked to rate each alternative on 5 point Likert scale as 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Observation of the study: The chi square values of 9 alternatives of cost, reusable, durable, washable, etc on age shows that the values are greater than (0.05) level of significance. Hence null hypothesis is accepted. There is no significant influence of age on all the Efficiency of web design, Reliability, Quality service, Assurance and Information provision towards customer's perception on service quality of internet banking. Among them one alternative of 'Quality service' P value is <0.05(level of significance

5.1 FINDINGS

1. Influence of gender on customer's preference towards fabric bags has been studied .The chi square value of 9 alternatives of five variables cost, eco i.e., eco friendly, reusable, durable, washable, etc, Assurance and Information provision on gender shows that the values are greater than (0.05) level of significance and only one alternative of 'Quality service' "It is quick to complete a transaction through the bank website" P value is <0.05(level of significance) -Hence null hypothesis is accepted.

2. Influence of Age on customer's preference towards fabric bags has been studied The chi square values of 9 alternatives of Efficiency cost, eco friendly, reusable, durable, washable, etc, of

provision on age shows that the values are greater than (0.05) level of significance. Hence null hypothesis is accepted.

- 40% of respondents belong to the male category, 60% of the respondents belong to the female category
- 46% of the respondents belong to the 20 years to 30 years are highly satisfied by the internet services.
- 38% of the respondents belong to the 31 years to 40 years are satisfied moreover because there is no such influence of age or gender on the respondents.
- 16% of the respondents belong to 40 years & above.
- Consumers are preferring more of fabric bags due to environmental conditions and their awareness and learning towards plastic.

5.2 SUGGESTIONS

- The usage of fabric bags can be improved by motivating the people, generating awareness and conducting campaigning at schools, colleges and at various public places i.e malls etc., regarding the benefits and Government can pass compulsory rules to use only fabric bags and take preventive measures to ban polythene bags.

5.3 CONCLUSION

In today's scenario every individual is looking for comfort by using harmful polythene products, but they are forgetting that this will destroy the future generation. This study has helped in confirming that gender and age does not influence the preference for fabric bags. Usage of fabric bags can be improved through various awareness and promotional activities and also by educating the customers.

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