



Asian Research Consortium

Asian Journal of Research in Social Sciences and
Humanities

Vol. 11, No. 6, June 2021, pp. 28-47.

ISSN 2249-7315

A Journal Indexed in Indian Citation Index

DOI NUMBER: 10.5958/2249-7315.2021.00017.4

Asian Journal
of Research in
Social Sciences
and
Humanities

www.ajrsh.com

ONE TIME PLASTICS AND ECO FRIENDLY ALTERNATIVES: A STUDY OF CONSUMER BEHAVIOUR

Dr. Preeti Rajpal Singh*; Abhimanyu Gupta**; Raghav Verma***;
Shivam Satija****; UjjwalAlok*****

*Associate Professor,
Shaheed Sukhdev College of Business Studies,
University of Delhi, Delhi, INDIA
Email id: preetirsingh@sscbsdu.ac.in

**Student,
Shaheed Sukhdev College of Business Studies,
University of Delhi, Delhi, INDIA
Email id: abhimnayu.18006@sscbs.du.ac.in

***Student,
Shaheed Sukhdev College of Business Studies,
University of Delhi, Delhi, INDIA
Email id: raghav.18114@sscbs.du.ac.in

****Student
Shaheed Sukhdev College of Business Studies,
University of Delhi, Delhi, INDIA
Email id: shivam.18158@sscbs.du.ac.in

*****Student,
Shaheed Sukhdev College of Business Studies,
University of Delhi, Delhi, INDIA
Email id: ujjwal.18177@sscbs.du.ac.in

ABSTRACT

Plastic industry is one of the fastest growing industries across the globe. Owing to its varied applications, the demand for plastics is estimated to grow at a CAGR of 4% during the forecast period 2019-2025 [1]. However, excessive use of plastics generates tremendous amounts of plastics waste. Plastic recycling and use of



biodegradable alternatives could be a few solutions to plastic pollution caused by plastic wastes. However, the implementation of these alternatives is still at a very nascent stage because of their inherent limitations. This study is undertaken to understand the consumer perception and behavior towards one-time use plastics (OTPs) and their eco-friendly alternatives (EFAs). Factor Analysis is used to understand the coexisting consumer perception towards OTPs and EFAs which revealed three different attitudes of consumers – consciousness towards EFAs, support towards EFA usage and reliance on OTP usage. Cluster Analysis is carried out to respectively gauge the non-coexisting consumer perception and behavior towards OTPs and EFAs based on their qualitative attributes. The analysis resulted in identification of specific consumer groups while consolidating consumer perceptions and the qualitative attributes of OTPs and EFAs separately.

KEYWORDS: *Plastics, One-Time Use Plastics, Eco-Friendly Alternatives, Perception, Behavior.*

1. REFERENCES

Industry Arc Research, Plastics Market - Industry Analysis, Market Size, Share, Trends, Application Analysis, Growth And Forecast 2019- 2025 [Online]

Available at: <https://www.industryarc.com/Research/Plastics-Market-Research-503136#:~:text=Plastics%20Market%20Overview%3A&text=This%20resonates%20with%20the%20growing,the%20forecast%20period%202019%2D2025>

Jaganmohan M (2016) Plastic consumption in India FY 2019 by type[Online]

Available at: <https://www.statista.com/statistics/1154447/common-plastic-consumed-india-by-type/>

Business Today (2019) Paper industry to capture 25% market share of Rs 80,000 crore single-use plastics by 2025 [Online]

Available at: <https://www.businesstoday.in/top-story/paper-industry-to-capture-25-market-share-of-rs-80000-crore-single-use-plastics-by-2025/story/391695.html>

Central Pollution Control Board (2019) Annual Report for the year 2018-19 on Implementation of Plastic Waste Management Rules [Online]

Available at: https://cpcb.nic.in/uploads/plasticwaste/Annual_Report_2018-19_PWM.pdf

De, L..(2020). Single Use Plastics- Its Impact and Sustainability. 2. 428-431.

Melissa L. Van Rensburg, S'phumelele L. Nkomo, Timothy Dube. The 'plastic waste era'; social perceptions towards single-use plastic consumption and impacts on the marine environment in Durban, South Africa Applied Geography, (2020),.



Volume 114 102132, (ISSN 0143-6228)<https://doi.org/10.1016/j.apgeog.2019.102132>.

Pereira, Sabrina, "PLASTIC PERCEPTIONS: SURVEYING PUBLIC OPINION OF PLASTIC POLLUTION IN RHODE ISLAND" (2019). Open Access Master's Theses. Paper 1480.<https://digitalcommons.uri.edu/theses/1480>

Joshua O'Brien, GladmanThondhlana, Plastic bag use in South Africa: Perceptions, practices and potential intervention strategies *Waste Management*, Volume 84, 2019, Pages 320-328, ISSN 0956-053X, <https://doi.org/10.1016/j.wasman.2018.11.051>.

Walker, Tony R., McGuinty, Eamonn, Charlebois, Sylvain and Music, Janet, (2021), Single-use plastic packaging in the Canadian food industry: consumer behavior and perceptions, *Palgrave Communications*, 8, issue 1, p. 1-11, https://EconPapers.repec.org/RePEc:pal:palcom:v:8:y:2021:i:1:d:10.1057_s41599-021-00747-4.

Starovoytova, Diana. (2016). Consumer-Perception on Polyethylene-Shopping-Bags.

Do, Hoai&Linh, Do & Thai, Cam & Do, Thi&Hai, Chi &Luong, Thi&Bich, Ngoc & Hoang, Phuong & Hoang, Phuong &Nguyen,. (2019). FACTORS INFLUENCING CONSUMERS' BEHAVIORAL INTENTIONS TO REDUCE PLASTIC WASTE: EMPIRICAL RESEARCH WITH THE CASE OF VIETNAM.

Hoai, A.N. (2017). Consumer's Buying Behaviour Towards Green Packaging in Finland.

City of Lawrence, Sustainability Advisory Board, Single-Use Plastics Study and Policy Recommendations, (2019)[Online]

Available at: <https://lawrenceks.org/wp-content/uploads/2016/09/Lawrence-SAB-Single-Use-Plastics-Policy-Research-and-Recommendations-2019-06-12-1.pdf>