

A STUDY ON USAGE OF ECOFRIENDLY JUTE CARRY BAGS AND ITS EXPORT POTENTIAL

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The world looks on for natural options to save the environment. The time has come for natural fibers to take over with the ideal solutions for the modern world. However, the versatility is only coming to light now after the environmental consciousness among people. The study compares perception of different people with respect to different types of carry bags. Looking to the importance of eco friendly carry bags and future prospects of jute, export potentiality of jute is also analyzed. Trend analysis, Percentage Analysis and ANOVA are applied for analysis of data.

KEYWORDS: Carry bags, Export potentiality, Jute carry bags, Environmental consciousness.

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INTRODUCTION

There is interconnection between sustainable products and global warming Munna (2011) expressed that global consumer demand for eco-friendly products has increased in both developed markets such as Western Europe, the United States and Australia as well as new markets with emerging opportunities such as the Middle East mainly because of heightened awareness of the ill effects of environmental pollution and global warming. According to Gilbert (2006), Global warming is by its very nature a threat, but it is a deadly threat only because it fails to trigger the brain's alarm, it leaves us sleeping in a burning bed. Graham (2012) states that we need to know that customers are more inclined into purchasing from a company that cares not only about their own financial well-being, but also the welfare of the environment. Therefore, these issues divert our attention towards different types of carry bags. Jute is one of the cash crop of India. According to National Jute Policy (2005), Ministry of Textile, Government of India has taken initiative for many jute carry bag exporter. India did not export raw jute, but it exported jute products, which essentially showed that only value added jute products were being exported.

LITERATURE REVIEW

According to Afrin Tania (2011), world today is facing problem due to global warming if we can ensure environmental protection for sustainable development, it will play vital role for reducing global warming. This has transformed consumer's behaviour towards many products which has led many manufacturers and sellers to bring new and innovative product in the market. Mr. Bhuendra singh (2013) opinioned that during the present time when the issue of environment and climate change have become major global concern more and more government and cities are putting restriction on non eco friendly products, eco friendly products like jute, paper and cloth are becoming the most viable alternative. Similarly, Khaled (2011) proposes that, if the environmental impact is considered, jute and jute products have always been able to prove their superiority from the perspective of practical use.

According to the secretary of JMDC, Bhattacharya (2009), jute industry in India, with a turnover of Rs 5,500 crore, is seeing growing international interest for diversified lifestyle jute products, of the Rs 1,200-crore jute exports lifestyle products. In cities where the government is serious about eco-friendliness, like in Delhi, they sold about half a million bags in the last 2-3 months. These are the areas which have huge opportunity. Munna (2011) in his study founded that the wide range of jute diversified products, especially jute shopping bags, can bring in much needed foreign exchange particularly at this point of time when the reserve is fast depleting as India produces 1.597 million (15.97 lakh) tones of jute goods of which 1.372 million (13.72 lakh) tones of jute goods are internally used. Continued growth in jute the global context has made a multi-billion dollar global shopping bag market, opening up a huge opportunity for the country's golden Fiber where India exports more than 50 million pieces per year (Akter, 2012).UK, Belgium, Germany, Netherlands and a number of other EU countries have good demand for jute products in their home market (Khaled, 2011). The Indian government is giving up to 30% incentives to the jute shopping bag exporters to encourage the industry. Therefore, they are being able to capitalize on the opportunities to be taken. The global market of jute shopping bags should be exploited more strongly as it can easily reach billion dollars in yearly export value (Maeen Md. Khairul Akter, 2012).

According to Agyeman (2014), the desire of consumers to purchase eco-friendly products and services is rising and many are more aware of environmental issues and consequently choose products that do not damage the environment over less environmentally friendly products, even if they cost more.

OBJECTIVES

- To compare the perceptions of consumers towards usage of different types of carry bags.
- To study the awareness of users regarding eco friendly carry bags.
- To analyze export potential of jute carry bags.

HYPOTHESES

H₀₁ : There is no significant difference in the perception of consumers towards attributes of different types of carry bags.

RESEARCH METHODOLOGY

The Study: The study is exploratory in nature and focuses on a comparative analysis of carry bags of different materials with respect to different characteristics.

The Sample: The sample of study constitute of 101 respondents who are either purchase managers or consumer. The respondents are selected through non-probability convenience sampling. Sample of the survey was selected from the city of Indore.

Tools for data collection: A self structured questionnaire is utilized for data collection from the respondent. The questionnaire adopted in this study is divided into 3 parts. Part A contains general profile of the respondent and part B contains questions related to awareness of eco friendly carry bags while part C contains 20 questions related to features of a carry bag. All items were measured by responses on an interval scale, ranging from 1= extremely satisfied to 5= extremely dissatisfied for all the different types of carry bags. The secondary data was collected from www.comtrade.un.org/data/. The export values of jute shopping bags from India and Bangladesh to other countries from year 2006 to year 2017 was taken for analysis.

Tools for data analysis: When a scale is developed for a particular situation and no other standardized instrument is available, the reliability index based on reliability coefficient can be taken as equivalent to validity of the scale. The reliability of the scale was determined by Cronbach's alpha method on the data collected. The reliability coefficient alpha (α) was found to be 0.911 showing high reliability of the scale, hence the questionnaire was considered as appropriate for the study. One way ANOVA and percentage analysis were done on the primary data collected through self structured questionnaire. Trend analysis was done on secondary data gathered from various sources.

RESULTS AND DISCUSSION

Result in Table.1 shows that the p value is 0.000 thus null hypotheses H01 is rejected which means that there is a significant difference between the perception of consumer towards different types of carry bags. The result showed that respondent did identify much difference between the attribute of different types of carry bags. Afrin (2011) mentioned that a plastic carry bag is considered hazardous for the environment, because it takes too long for the bag to mix with nature and the bag will not deplete in the soil. Also, the study by Suominen (2010) and Mattila et al.(2009) shows that cotton bag is not considered good as before because its production requires substantial amount of energy and irrigation water and the resulting greenhouse gas emissions.

The fig.1 depicts awareness of people regarding ban on plastic carry bag which shows that 94% of people are aware regarding banned on plastic bags in many countries while only 6% of population is not having awareness. The fig.2 depicts usage of plastic carry bags despite of its effects on environment which shows that 70% of people are against usage of plastic carry bag due to its harmful impact on environment but 26% of people agree with the usage of plastic carry bag regardless of their harmful effects on environment. The findings were supported by the study by Tania Afrin (2011) which shows that respondents do not completely agree with the researcher that the substitution of a poly bag by a jute bag is a good business idea, although nearly half of them partially agreed. Respondents are willing to use the jute bag. The fig.3 depicts best substitute for plastic carry bag which shows the choice of people for the best substitute for plastic in which 56% population would like to go for jute, 23% with paper and 18% with cloth and 3% people find any other carry bag as the best substitute for it.

India is one of the largest producers of jute as compared to other countries which compel us to think upon economical use of jute in the form of special, usable and safe product. We should utilize the opportunity already existing with us. Jute Fiber can be used as a raw material for making different byproducts like jute promotional bag, jute shopping bag etc. The study compared the export potential of India with Bangladesh as Bangladesh is among the top jute

producing country and tough competitor. It can be seen from trend line (refer fig. 4) that India's export was quite less till 2012 as compared to Bangladesh. There was a time when jute carry bag export from India was declined in 2009 due to Recession period but the sector has recovered and is on booming stage now as demonstrated in fig. 4. Indian exports of jute carry bag have to overcome Bangladesh to become leading country for jute carry bags in the international market. Indian Jute carry bags have good scope in the international market and are growing globally.

CONCLUSION

Many people are aware regarding eco-friendly carry bag as the study shows majority of people would like to substitute plastic carry bag by eco-friendly carry bag which is positive result for various carry bag trader dealing in eco-friendly carry bags. A comparative analysis was done with different types of carry bags and the result shows that there is a significant difference between different types of carry bags. Trend analysis was done to study the export potentiality of jute carry bag. The result shows that Indian jute carry bag market is growing globally at fast pace and have many opportunities. But, Export of jute carry bag's from India is lesser than Bangladesh therefore; India has quiet tough competition which has to be overcome in the near future. Being the largest producer of jute, still India is behind Bangladesh in export of jute carry bags. There is no specific export scheme for jute products at present and hence to operate an effective scheme, there is a need of proper schemes in near time.

LIMITATIONS

The study was limited to Indore city only having 101 respondents in total. The study could become more effective if more respondent would have been approached. Besides, the research could have become better if more data could be collected from different places in India. The export potential was compared to Bangladesh only, the comparison with other countries may provide different outlook.

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ANNEXURES

Table 1 : Table showing the perception of users regarding different type of carry Bags

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25525.394	3	8508.465	58.326	.000
Within Groups	58351.584	400	145.879		
Total	83876.978	403			

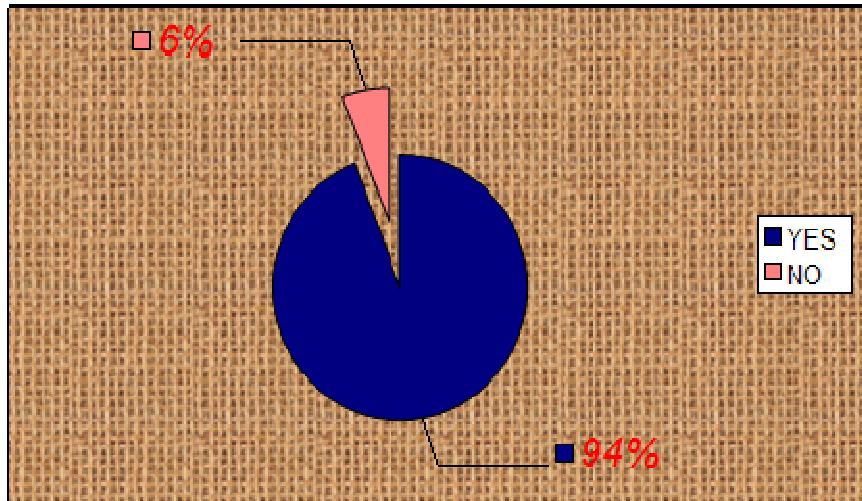


Fig. 1 Figure demonstrating awareness of buyers regarding ban of plastic

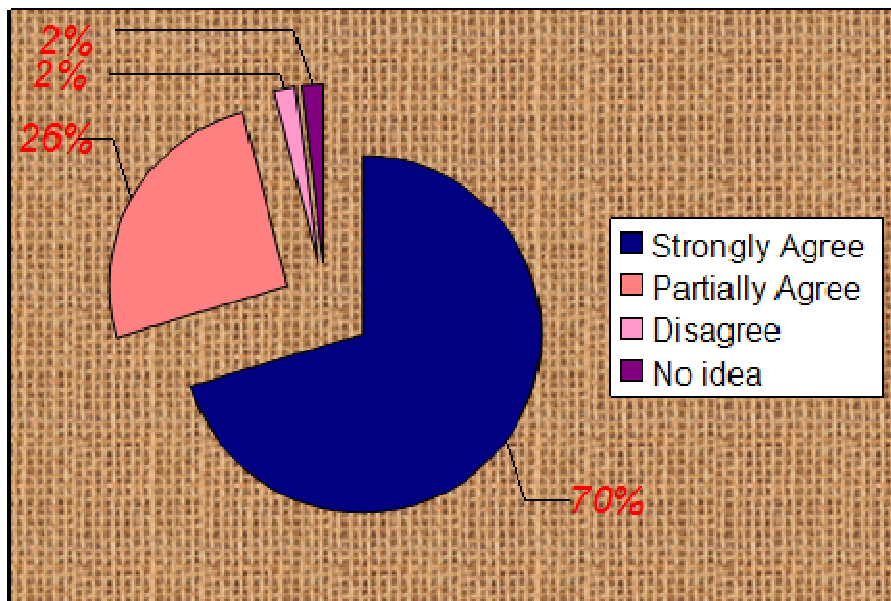


Fig: 2 Figure showing buyer's perception regarding use of plastic bag inspite of its impact on environment

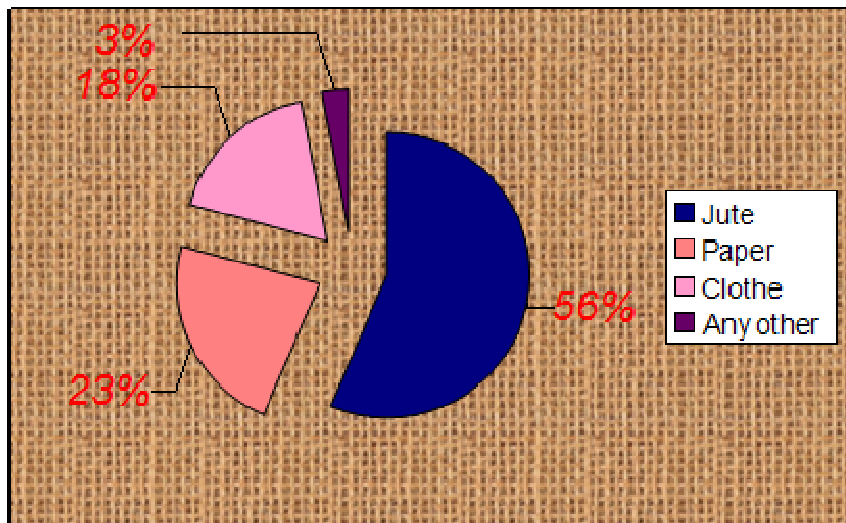


Fig: 3 Figure demonstrating buyers perception regarding best substitute for plastic carry bag

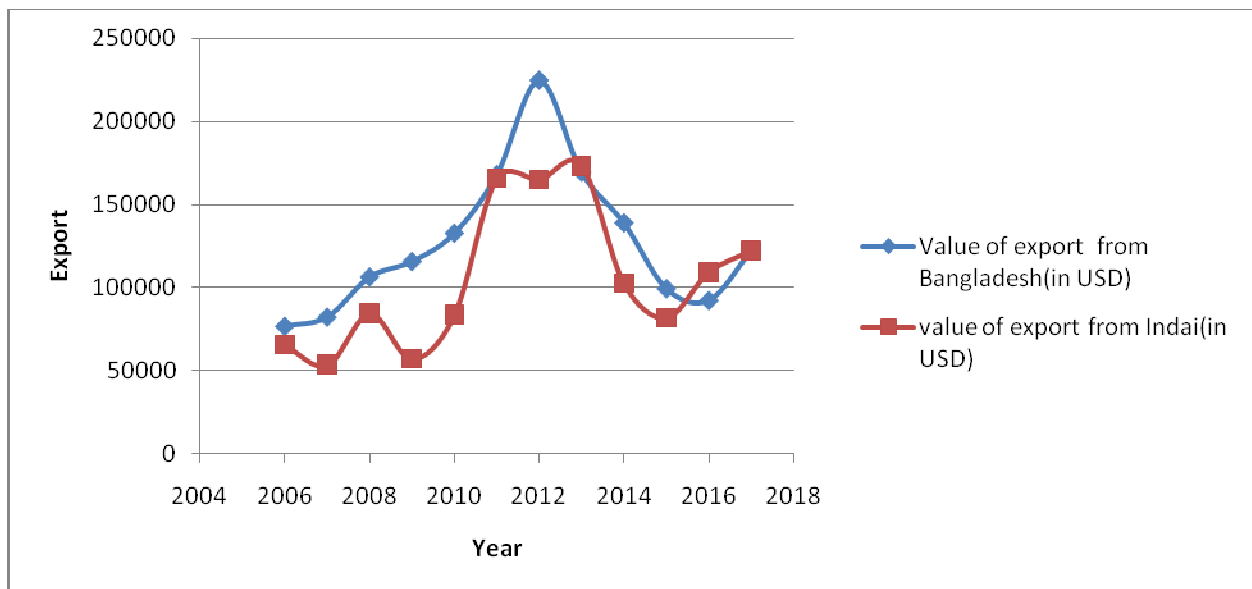


Fig:4 Export Potential of jute carry bag