



Vol. 3, No. 2; Apr – Jun (2023)

Quing: International Journal of Commerce and Management

Available at <https://quingpublications.com/journals/ijcm>



Perception of Jute Bags Usage Among Generation Z in Chennai City



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ARTICLE INFO

Received: 30-03-2023
Received in revised form:
28-04-2023
Accepted: 01-05-2023
Available online:
30-06-2023

Keywords:

Green Alternative;
Generation Z;
Jute Bags;
Social Influence;
Uncontaminated Land.

ABSTRACT

In today's modern world, we are very busy with our daily activities and forget our responsibility to save nature. For a hygienic environment, we need uncontaminated land, pure water, and unpolluted air. We can live healthy by saving our beautiful living nature in various manners. One such initiative which we can take is by using Jute bags in our everyday life. By doing this, we could cut down on non-biodegradable plastic bags and switch to a green alternative. These Jute bags are reusable, bio-degradable, and 100% safe for the environment. The reason of this investigation was to determine the Generation Z's perception about Jute bags usage. A sample size of 100 was taken. What type of Jute bags Generation Z prefers is also analysed through frequency analysis. The relationship between the Age factor and the perception of Jute bags is identified using the Pearson correlation. The analysis between the problems encountered by customers and social influence factors is investigated by Linear Regression. It is concluded that Generation Z prefers buying Grocery or Shopping Jute bags for their usage and there was a strong association between the social influence factors and the Perception towards attempting the Jute bags purchase.

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DOI: <https://doi.org/10.54368/qijcm.3.2.0011>

1.0 INTRODUCTION

Safeguarding our environment is the most expected call from the citizens of our country. People are becoming conscious of the importance of using environment-friendly products. On this note, Jute, popularly known as golden fibre has its origin rooted in India. Jute is considered to be a cost-efficient, reusable, recyclable, and biodegradable product. India takes the leading position in the market in Jute bag consumption. Jute is widely used in the packaging and manufacturing of bags around the world. Apart from the Jute sack bags which contribute a major market share, Jute handbags and shopping bags are also gaining the attention of people due to the government's ban on plastic. Substantially, people are shifting towards the usage of jute bags for their daily needs. This

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calls marketers to come up with great ideas to capture customer's attention for jute bags. This paper will address the perceptions of customers of Generation Z concerning jute bags usage and the reasons they opt for it.

1.1 Review of Literature

Vijayalakshmi and Raman (2021) carried out a study in Chennai with a sample size of 104, and they found that the quality, durability, and diversity of sustainable products had a significant impact on how consumers perceived and acted towards their eco-friendly features.

Dasgupta (2020) used 50 customers as the sample size for investigating consumer perceptions of jute bag items in the Hyderabad area. The study's conclusions showed that the Jute Bags commercial lacked innovation and was not very appealing.

Danasekaran *et al.*, (2020) conducted a cross-sectional study to evaluate how people in rural Tamil Nadu perceived the risks associated with plastic usage and the efficacy of the plastics ban. The findings suggested that even while the community was highly aware of the plastic ban, there was still a market for the items that were banned.

Islam and Xiaoying (2016) looked into how customers felt about purchasing a variety of eco-friendly jute products. They analysed the consumers buying factors and the problems encountered while purchasing the Jute products. The study's findings showed that although consumers had a favourable attitude towards a variety of jute products, additional steps were needed to be taken to ensure their sense of satisfaction.

Mahapatra (2013) investigated how Indian consumers perceived eco-friendly goods. The researcher discovered that many respondents were familiar with the idea of being green, and education campaigns must be created to promote green behaviours and products.

1.2 Research Gap

The existing literature review recognized the purchase intention of Jute products in general. The present study will assess the perception of customers exclusively about Jute bags. The study will focus on the Perception of Jute bags usage with regard to factors like social influence and problems in purchasing jute bags. Further, the study will address the relationship between age and Jute bags usage perception.

1.3 Objectives of the Study

- To know the types of jute bags preferred by customers.
- To find the impact of the problems encountered while purchasing Jute bags on Jute bags usage
- To find the impact of social influence factor on perception towards Jute bags usage.
- To identify the relationship between Age and perception towards Jute bags usage.

2.0 RESEARCH METHODOLOGY

2.1 Fixation of Sample Size

Sample size (N) – 100

Sampling technique – Convenience sampling

2.2 Study Period

The period of study is during October - December 2022.

2.3 Methods of Data Collection

The data was gathered by distributing questionnaires to the target group of college students in Chennai city pursuing undergraduate and graduate degrees.

Primary Data	Secondary Data
The questionnaire method	Research Articles and Journals

2.4 Research Tools

Customers' preferred Jute bag types were ranked using frequency analysis. The relationship between age and perception towards the use of jute bags was investigated using Pearson correlation. The impact between problems in purchasing Jute bags and social influence factors with regard to the perception of Jute bags usage was examined using linear regression.

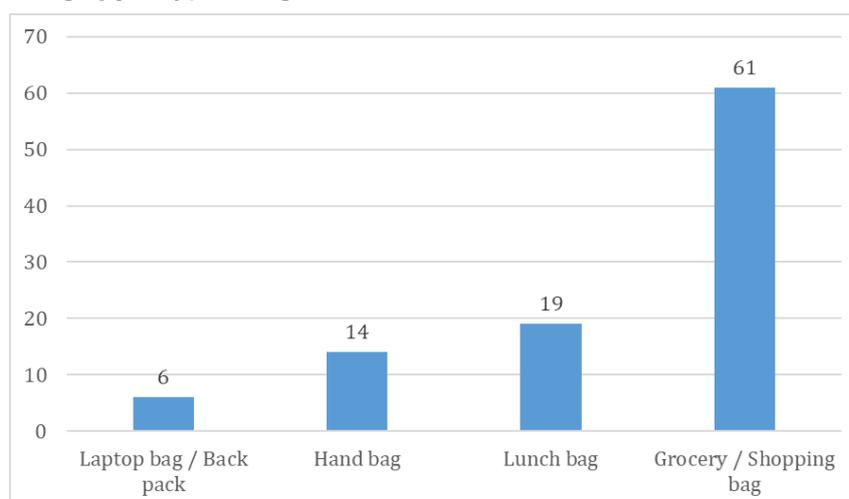
2.5 Hypotheses

- **H₁:** There is no significant relationship between age and the perception towards Jute bags usage.
- **H₂:** There is no association between problems encountered while purchasing Jute bags and the social influence factor regarding perception towards Jute bags usage.
- **H₃:** There is no association between the perception of Jute bags usage and the Social influence factor

3.0 ANALYSIS AND INTERPRETATION

Figure 1

Mean Rank Regarding Types of Jute Bags Used



Source: Primary data

According to Figure 1, 61% responders prefer Groceries or Shopping bags whenever they are indulging in the purchase, followed by Jute lunch bags and Jute handbags. The durability and reusability of grocery or shopping bags are the reasons for their increased use.

Table 1

Pearson Correlation to find the Relationship Between Age and Perception of Jute Bags Usage

S.No	Hypothesis (H1)	Data Analysis Technique	p-Value	Result
1	There is no significant relationship between age and the perception of Jute bags usage	Pearson Correlation	*0.171	$p = 0.171 > 0.01$ (H ₁ is accepted)

Source: Primary data

* Significant at 1%

Table 1 illustrates the results of Pearson correlation that examined the relationship between age and perception towards Jute bags usage. From the results, we can say that there is a negative association between Age and the perception of Jute bags usage. The Age factor doesn't play a significant role when people are buying Jute bags.

Table 2

Impact of Problems in Purchasing Jute Bags and Social Influence Factor on Perception towards Jute Bags Usage

S.No	Hypothesis	Data Analysis Technique	p-Value	Result
1	There is no association between the perception towards Jute bags usage and the problems in purchasing Jute bags	Linear Regression	*0.397	$p = 0.397 > 0.05$ (H ₂ is accepted)
2	There is no association between the perception of Jute bags usage and the Social influence factor	Linear Regression	*0.027	$p = 0.027 < 0.05$ (H ₃ is rejected)

Source: Primary data

* Significant at 5%

The impact of problems in purchasing jute bags and social influence factors towards the perception of Jute bags usage by results of linear regression analysis are shown in Table 2. It can be observed that problems in purchasing Jute bags have no association with the perception towards Jute bags usage since the P-value is more than 0.05. The Null hypothesis (H₂) is accepted. However, social influence factors have a substantial impact with perceptions of the use of jute bags because the P-value is below 0.05. The Null hypothesis (H₃) is rejected. These values are obtained at a 5% significance level.

Table 3

Mean and Standard Deviation of Perception towards Jute Bags Usage

S.No	Statements	Mean	SD
1	Jute bags are bio-degradable	4.02	1.197
2	Jute bags are fashionable (eye-catching)	3.54	0.979
3	Jute bags are Durable (carries heavy weight easily)	3.86	1.054
4	Jute bags have attractive design	3.54	0.937

Source: Primary data

From Table 3, it can be inferred that the weighted mean score for statement 1 is above 4, indicating that the respondents have agreed to the statement that they would buy Jute bags because they are bio-degradable. Followed by statement 3, which states that customers are involved in the purchase of Jute bags because it is durable (3.86) when they are carrying even heavy load. For statements 2 & 4, the respondents moderately agreed (3.54) that they would buy Jute bags since they are fashionable and have an attractive design.

4.0 FINDINGS OF THE STUDY

1. Most responders were under the age of 17, and 16% belong to the age group of 20-22.
2. Based on the study, 56% respondents were aware of Jute bags through social media, 32% of them got awareness from their Friends/peers and 12% of respondents became aware by their neighbours.
3. It was analysed that 36% of the respondents buy Jute bags only once a year, 32% of them purchase Jute bags more than 3 times a year, 21% of them go for monthly purchases and only 11% of respondents said they were first-time Jute bag users.

5.0 LIMITATIONS OF THE STUDY

1. A convenience sample of only college students was considered.
2. The sample size was limited only to 100 respondents.
3. Using the questionnaire method, it was difficult to rule out respondent bias.

6.0 SCOPE FOR FURTHER RESEARCH

The results of this study suggest that companies and brands could market Jute bags, as respondents are carrying it whenever they are going for purchasing groceries and shopping needs. Respondents are also very much interested in using Jute bags as they are biodegradable. Also, respondents stated that the price of Jute bags is relatively higher than other bags. Jute bags price should be made affordable so that every class of society could make use of them for their daily activities. However, this research was confined only to females belonging to Generation Z in Chennai city. Future research could be conducted in other parts of the country and with other set of customers.

7.0 CONCLUSION

Jute bags serve as replacements of plastic bags, which have been practically outlawed in many nations due to their dangerous contents. The best substitute for it seems to be jute. The study found that most of the respondents are showing interest only because Jute bags are bio-degradable. Also, the social influencing factors like friends, peers, media, and press are playing a significant role towards purchasing Jute bags. The respondents were not paying much attention to Jute bags because they are not much attractive and fashionable.

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