

# A Systematic Review of Consumer Perception: Factors Affecting Green Shopping Bags

Ashwini V. <sup>1</sup> & P. S. Aithal <sup>2</sup>

<sup>1</sup> Research Scholar, Institute of Management & Commerce, Srinivas University,  
Mangalore, India,

Orcid ID: 0000-0003-1992-7394; E-mail: [ashviraashwini@gmail.com](mailto:ashviraashwini@gmail.com)

<sup>2</sup> Professor, Institute of Management & Commerce, Srinivas University, Mangalore, India,

Orcid ID: 0000-0002-4691-8736; E-mail: [psaithal@gmail.com](mailto:psaithal@gmail.com)

**Subject Area:** Business Management.

**Type of the Paper:** Literature Review.

**Type of Review:** Peer Reviewed as per [C|O|P|E](#) guidance.

**Indexed In:** OpenAIRE.

**DOI:** <https://doi.org/10.5281/zenodo.7915833>

**Google Scholar Citation:** [IJAEML](#)

## How to Cite this Paper:

Ashwini, V., & Aithal, P. S., (2023). A Systematic Review of Consumer Perception: Factors Affecting Green Shopping Bags. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 7(2), 68-90. DOI: <https://doi.org/10.5281/zenodo.7915833>

**International Journal of Applied Engineering and Management Letters (IJAEML)**

A Refereed International Journal of Srinivas University, India.

Crossref DOI: <https://doi.org/10.47992/IJAEML.2581.7000.0175>

Received on: 14/03/2023

Published on: 10/05/2023

© With Authors.



This work is licensed under a [Creative Commons Attribution-Non-Commercial 4.0 International License](#) subject to proper citation to the publication source of the work.

**Disclaimer:** The scholarly papers as reviewed and published by Srinivas Publications (S.P.), India are the views and opinions of their respective authors and are not the views or opinions of the S.P. The S.P. disclaims of any harm or loss caused due to the published content to any party.

## A Systematic Review of Consumer Perception: Factors Affecting Green Shopping Bags

Ashwini V. <sup>1</sup> & P. S. Aithal <sup>2</sup>

<sup>1</sup> Research Scholar, Institute of Management & Commerce, Srinivas University, Mangalore, India,

Orcid ID: 0000-0003-1992-7394; E-mail: [ashviraashwini@gmail.com](mailto:ashviraashwini@gmail.com)

<sup>2</sup> Professor, Institute of Management & Commerce, Srinivas University, Mangalore, India,

Orcid ID: 0000-0002-4691-8736; E-mail: [psaithal@gmail.com](mailto:psaithal@gmail.com)

### ABSTRACT

**Purpose:** *The harmful impacts of plastic pollution on the world's present climate. The vast majority of plastic waste accumulates on land, on beaches, and in the ocean. Green shopping bags are in high demand in the market and are the greatest alternative to plastic carry bags. Eco-friendly bags are long-lasting, plastic-free, reusable, and produced from recycled materials. Eco-friendly shopping bags are immensely popular among both shops and customers due to their low cost, lightweight, and environmental friendliness. The study addresses the factors that influence customer perceptions of eco-friendly shopping bags.*

**Design/Methodology/Approach:** *This study relies on secondary sources gathered from a variety of sources, including case studies, journal articles, magazines, books, and internet searches.*

**Findings/Result:** *The study's main findings show that disposing of plastic bags in landfills causes a variety of environmental risks. Green marketing helps to preserve the environment for future generations. Customers are willing to pay a premium for ecologically friendly stuff. Green handbags are the most ecologically friendly substitute for plastic bags. Eco-friendly shopping bags may help businesses and organizations advertise their brands more effectively. Manufacturers must overcome the disadvantages of eco bags if they wish to increase the usage of green bags. The general public should be educated on the benefits of adopting green shopping bags.*

**Originality/Value:** *The study highlights assist manufacturers, entrepreneurs, and retailers in understanding the effectiveness of employing green shopping bags for long-term environmental benefits and high demand in the present market. Businesses became green and began utilizing green marketing techniques in response to increased demand from customers concerned about their health and the environment. Green shopping bags encourage individuals to adopt sustainable lifestyles and thereby actively help achieve sustainable development goals.*

**Type of Paper:** *Literature Review*

**Keywords:** Green product, Customer perception, Ban on Plastic carry bag, Eco-friendly shopping bag, Environmental concern, Global impact, SWOC analysis.

### 1. INTRODUCTION :

The threats to environmental sustainability include global warming, smog from cities, water scarcity, environmental noise, and biodiversity loss. Many of these issues are caused by human activity [1-2]. Plastic, in the form of bags, bottle, packaging, and so on accounts for the third biggest amount of municipal solid trash in the South Asian region. The best course of action in this case is to change consumption patterns and eliminate waste at its source [3]. The negative effects of plastic pollution on the world's current climate. On land, beaches, and the ocean, 80 percent of the plastic waste has accumulated [4]. Environmental issues have gained prominence in recent decades. Natural resources are extremely important in everyday life since people rely on them to satisfy their needs. Business companies must raise their environmental consciousness in a world where people are growing increasingly concerned about the environment and its preservation [5]. Realizing the environmental

risk caused by single-use plastics, various countries have introduced a range of restrictions to discourage the use of plastic bags, including taxes, fines, rewards for using alternative cloth bags, outreach programs, and a prohibition on bags made of plastic [6]. Global concern about environmental sustainability and climate change is compelling all businesses to include environmental concerns in their business plans and operations [7]. According to a study done in Srinagar City, Indian customers firmly support the benefits of green products. Author implies that their views are related to its environmental advantages [8]. Using eco-friendly reusable bags is one of the environmentally responsible actions, which are those that have a minimal impact on the environment [9]. Several retailers are currently attempting to get customers to use reusable shopping bags to benefit both the environment and their bottom line. Reusable bags are a sort of environmentally friendly packaging that is meant to be used again with minimal environmental impact after disposal [10]. Eighty percent of Indian consumers choose green enterprises, and consumers feel that green products are less polluting [11]. Customers claimed that they preferred sustainable goods over conventional ones even though they thought eco-friendly products were more expensive [12].

### **1.1 Overview of Eco-Friendly Shopping Bags:**

Green bags are long-lasting, plastic-free, reusable, and produced from recycled materials. Due to their low cost, lightweight, and environmental friendliness, eco-friendly shopping bags are extremely well-liked by both retailers and customers [13]. As an alternative to plastic bags, many eco-bags have been created, including jute bags, cloth bags, paper bags, cotton bags, bamboo bags, canvas bags, and nylon reusable bags, among others [14]. Eco-friendly shopping bags are designed to reduce the environmental impact of products at each step of their life cycle [15]. Consumer demand for environmentally friendly products has quickly increased, particularly in developed nations. Business organizations become green and begun using green marketing techniques in response to the rising demand from customers who care about their health and the environment [16]. The best way to ensure long-term economic prosperity in developing cities may be for consumers to adopt the environmental advantages of using eco-friendly shopping bags. Boztepe has also identified a rise in ecologically conscious consumers [17]. It's also important to educate people about the need to switch to reusable or biodegradable bags rather than plastic bags that increase the nation's packaging waste. Additionally, because green products are produced using a procedure that does not harm the environment and does not include animal testing, the change to them will help preserve the prosperity of the ecosystem [18-21]. The degree of effect varies depending on many aspects, including the kind of raw materials used, the usage of renewable or non-renewable materials in their manufacture, the length of the supply chain link involved in the entire manufacturing process, energy needs, demand for various consumables, and, most crucially, the length of life. A variety of factors influence how different grocery bags, such as plastic, paper, nonwoven, and woven bags, impact the environment. The environmental effects of single and reusable shopping bags differ due to differences in the aforementioned factors [22]. Eco-friendly bags made of sustainable materials are preferred over plastic bags in the current scenario. Additionally, they have a greater chance than older individuals do of influencing society to adopt sustainable lifestyles and thus actively work towards sustainable development goals [23]. Shopping bags are designed to be used for more than just functionality; they can also be used for branding, promotion, and as status symbol [24-25].

## **2. OBJECTIVES OF REVIEW PAPER :**

- (1) To review the concept of a green product.
- (2) To identify the factors influencing the customer perception of eco-friendly shopping bags.
- (3) To find out the Research gap of the study.
- (4) To analyze the concept of Eco-friendly shopping bags using the SWOC framework.

## **3. METHODOLOGY :**

In this qualitative study, secondary sources accounted for the majority of the information. This study is based on a review of the literature, and the information was taken from a variety of books, journals, magazines, websites, and publications or articles that deal with the subject matter. The data required for the study was found using Google Scholar, Research Gate, and SSRN.

**4. REVIEW OF LITERATURE/ RELATED WORKS :**

The primary goal of this research will be to conduct a literature review. It facilitates understanding and analysis of earlier research. Using the keywords "green product," "customer perception," "ban plastic carry bags," "eco-friendly shopping bags," "environmental concern," "global impact," and "SWOC analysis," the following descriptive reviews were chosen for this study.

**4.1 Definitions related to review of literature:**

The following definitions of green marketing, green marketing evolution, sustainable marketing, green product, green marketing techniques, consumer perception, reusable shopping bags, sustainable consumption, and green consumers are provided below:

**Table 1:** Definition used for research studies.

Definition	Author	Term
The process of organizing and carrying out business transactions to satisfy customer needs and desires while having the least possible negative impact on the environment is known as "green marketing," also known as "environmental marketing."	Polonsky, M. J. (1994). [26]	Green marketing
(1) The purpose of ecological marketing is to reduce our dependency on especially dangerous products; (2) The purpose of environmental marketing is to reduce environmental damage by utilizing green customer demand and opportunities for commercial gain; and (3) A more radical approach to markets and marketing, sustainable marketing aims to cover all environmental costs related to production and consumption.	Peattie, K. (2001). [27]	The evolution of green marketing in three stages
"The process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products in a manner that satisfies the following three criteria: (1) Customer needs are satisfied, (2) Organizational goals are attained, and (3) the process is compatible with eco-system".	Fuller, D. A. (1999). [28]	Sustainable Marketing
The term "Green product" refers to "items that will not contaminate the environment or deplete natural resources and may be recycled or conserved".	Shamdasani et al., (1993), [29]	Green Product
A set of marketing tactics and strategies known as the "green marketing mix" "allows a corporation to serve the target market and achieve organizational goals while causing no harm to the natural environment".	Al-Salaymeh & Marwan (2013). [30]	Green market strategy
Sustainable consumption is defined as the use of goods and services that meet basic needs and improve quality of life while using fewer natural resources, toxic materials, waste products, and polluting substances throughout their entire life cycle. This preserves resources for use by future generations.	Dolan & Paddy. (2002). [31]	Sustainable consumption
Vernekar and Wadhwa define a green customer as someone who "adopts environmentally beneficial habits and prefers green items over their usual equivalents."	Vernekar et al., (2011). [32]	Green Consumer
It is described as the process of identifying and interpreting environmental stimuli with the help of a	Statt & David A. (1997). [33]	Customer perception

person’s vision, hearing, taste, smell, and touch senses.		
Reusable bags produced from biomass, such as sugarcane or maize, are becoming increasingly popular since they are completely biodegradable and may be reused, recycled, composted, or burned while emitting little greenhouse gas emissions.	Sushmitha et al., (2016). [34]	Re-usable shopping bags

**4.2 Theories Used:**

Many theories are employed by different researchers to support their ideas, but the theories of reasoned action (Ajzen et al., 1975), the theory of planned behavior (Ajzen & Icek, 1991), the value-belief-norm theory (Sterm et al., 1999), the theory of interpersonal behavior (Traindis & Chralambos, 1997), the social cognitive theory (Bandura, A., 1986;2001), Learning theory (Skinner, B. F.,1965), and the Social influence theory (Rashotte, L., 2007) are among the most significant. This idea paved the way for upcoming research on consumer perception of eco-friendly shopping bags.

**Table 2:** Theories used for customer perception studies.

Theories Used	Explanation of Theory	Authors
Theory of Reasoned Action	The Theory of Reasoned Action (TRA) is a social psychology theory that attempts to predict and interpret specific human behavior.	Ajzen et al., (1975). [35]
Theory of planned behavior	It explains behavior by drawing intricate connections between information, attitudes, norm perceptions, intention, and behavior.	Ajzen & Icek., (1991). [36]
Value-belief-norm theory	The theory was developed primarily to explain the factors that impact public and private pro-environmental conduct. According to the VBN theory, values, environmental views, awareness of the consequences, attribution of responsibility, and personal standards are all elements influencing pro-environmental conduct.	Sterm et al., (1999). [37]
Theory of interpersonal behavior	The theory of interpersonal behavior includes other antecedents of behavioral intentions such as habit, affect, and self-concept. The TIB claims that habits have a significant impact on recurrent behavior explanation.	Traindis & Chralambos, H. (1997). [38]
Social cognitive theory	The relationship between the environment, people’s perception, attitude, and behavioral outcomes are frequently described in terms of social cognitive theory.	Bandura, A (1986,2001). [39-40]
Learning theory	According to learning theory, when actions have positive results, the likelihood that they will be repeated increases, whereas when actions have negative results, the likelihood that they will be repeated decreases.	Skinner, B. F. (1965). [41]
Social influence theory	“Social influence is a change in cognition, emotion, attitude, and behavior as a result of interaction with another person, a group, or society as a whole.”	Rashotte, L. (2007). [42]

**5. DEVELOPMENT OF CONCEPTUAL FRAMEWORK :**

**5.1 Descriptive Focus:**

(1) The purpose of this study, according to the author, was to highlight the significance of responsible production and use in resolving the plastic paradox. The study discovered that there are numerous environmental issues connected to the disposal of SUPBs in landfills. First, it is not advised

to dispose of plastic bags in landfills due to the lengthy time will take from them to decompose 500-1,000 years, according to predictions (Karlaite., 2016) [43].

(2) The article provides a basic overview of single use plastics in several environmental mediums, including soil, rivers, lakes, and seas. SUPs are being phased out due to growing evidence that they are harmful to marine ecosystems, plant growth, soil invertebrates, and other terrestrial species. In addition to some recommendations for reducing SUP waste, regulatory measures and volunteer initiatives to cut down on SUP consumption have been proposed (Chen et al., 2021) [44].

(3) The author aims to investigate microplastics in freshwater systems. Microplastics can physically harm people and other living things through processes like entanglement and ingestion, among others. Microplastics have the ability to transport a wide range of toxins, including persistent pollutants and additives from industrial production processes, through their ability to sorb in water. The health of people could be severely harmed by these poisons. Research has shown that the related toxins and microplastics bio-accumulate and create issues such as intestinal injury and changes in metabolic profiles (Li et al., 2018) [45].

(4) The primary goal of the study is to determine whether plastic waste outpaces efforts to prevent plastic pollution. Plastic pollution is a global threat to all marine and freshwater habitats. As a response, Multilevel mitigation techniques are used; however, there is a lack of qualitative evidence demonstrating how effectively these strategies reduce plastic pollution. According to calculations, between 19 and 23 million metric tons of plastic trash created globally in 2016 ended up in aquatic habitats, accounting for 11% of total plastic waste generated. Based on the strong commitments made thus far, yearly emissions might rise to 53 million metric tons by 2030. To cut emissions to levels far below this prediction, tremendous efforts must be made to reorganize the global plastics sector (Borrelle et al., 2020) [46].

(5) The author's goal was to investigate why businesses are implementing a green marketing strategy, as well as to introduce the terms and ideas associated with it, briefly discussed why going green is important, and examine some of the causes. "Green marketing" or "environmental marketing" refers to any marketing that produces and enables any trade that meets human needs or desires without severely hurting the environment. (Polonsky, M. J., 1994) [47].

(6) The study demonstrates how green marketing strategies and processes contribute to long-term development. The term "green marketing" has garnered a lot of attention in the current marketplace. This concept has made it possible to remarket and repackage existing products that already abide by these guidelines. A further benefit of the development of green marketing is that companies now have the option to co-brand their goods under various product lines, praising some for their eco-friendliness while ignoring others (Singh et al., 2012) [48].

(7) The major purpose of the study is to investigate the impact of green marketing on customer satisfaction and environmental safety. Green marketing aims to conserve the environment for future generations. To survive in the current market, businesses must adopt more environmentally friendly practices. Consumers are prepared to pay a premium for a more environmentally friendly lifestyle and prefer to deal with firms that share their beliefs. As a result, green marketing functions as both a marketing strategy and an environmental preservation instrument (Yazdanifard et al., 2011) [49].

(8) This study looks into the potential environmental impact of a Swedish business plan to increase the use of plastic shopping bags. According to the life cycle assessment, also known as the LCA, there are bags that are more dangerous than others and will undoubtedly harm the environment. The use of cotton or plastic bags lowers greenhouse gas emissions, whereas kraft paper has the best environmental impact relative to the energy used (Singh et al., (2017) [50].

(9) This study describes a life cycle impact assessment (LCIA) study of the environmental consequences of paper and plastic bags under three distinct scenarios, including consumption and

disposal criteria with existing reuse behavior and governmental recycling laws. The results of the study suggest that increasing reuse rates might greatly reduce the environmental impact of paper and plastic bags. Consumer attitudes and usage patterns in relation to the laws and recycling programs put in place by their various governments may play a significant role in reducing the environmental impact of plastic and paper shopping bags (Muthu et al., 2012) [51].

(10) In this article, the author examines the effectiveness of recycled eco-friendly paper bags. Most of the paper used to make this kind of paper bag is recycled or kraft paper. A variety of grades are produced from recycled paper, which may be recycled to make paper with recycled fiber at percentage that can approach 100% recycled content, which is then used for packaging, particularly paper bags (Kirwan & Mark L., 2012) [52].

(11) The authors' objective is to find reusable shopping bags with an innovative design that maximizes bag space. The term "environmentally friendly" is used to describe green shopping bags that are biodegradable, compostable, and degradable, but they still pollute the environment just as much as traditional polyethylene bags. The creatively designed bag is created by the way people shop; as an illustration, sections for shopping for fruits and vegetables are designed with funnel-like arrangements at the top to accommodate the item in question to a specific grid section. Cotton or jute bags can also be designed in a similar manner, but they won't be as strong as Nylon and Polyester (Myana, N.V., 2018) [53].

**5.2 Empirical Studies:**

**Table 3:** Contributions of many researchers to the environmental impacts of single-use plastic bags.

S. No.	Area & Focus of the Research	Outcome of the Research	Reference
1	Plastic bag use, disposal, and negative environmental effects in Jimma City, Southwest Ethiopia.	The current study found that, despite residents' high awareness of the detrimental consequences of these items, the usage of plastic bags is a trend that increases and decreases over time. It is recommended that the public be instructed (1) not to use plastic bags and (2) to use eco-friendly alternative materials (bags) made from clothes, natural fibers, and paper to decrease the concerns associated with plastic bag waste. Legislation at the local level is also highly advocated to prevent the free distribution of plastic bags by merchants, as well as their indiscriminate use and disposal.	Adane et al. (2011).[23]
2	The use of plastic bags and the consequences for agriculture and the environment.	The research aims to promote sustainable agricultural and economic growth by discovering alternatives to the use of ever-harmful plastic bags.	Jalil et al., (2013). [54]
3	The goal of this study was to assess public awareness of the health risks associated with the use of plastic bags, as well as how people perceive legislation restricting their use.	The vast majority of respondents were aware of the environmental consequences of using plastic bags. To limit the public's usage of plastics, it is required to improve public knowledge of alternative techniques and enact effective legislation.	Joseph et al., (2016). [55]
4	The reasons of plastic bag use and popular	The majority of the respondents believed that raising awareness of the	Ahsan et al., (2020). [56]

	awareness of its negative environmental impact.	issue can assist in addressing. The government can do this by giving retailers and business owners more power and encouraging them to advise their consumers not to accept plastic bags from them. Shop owners who have the power to prevent customers to refrain from using or taking plastic bags. Raising fees on raw materials used to create public bags and providing manufacturers with incentives. The government must devise innovative strategies to eliminate the production and usage of plastic bags in the Twin Cities.	
5	Factors influencing customers' preferences to avoid purchasing single-use plastic drinking bottles, food goods wrapped in many plastics, and dining utensils.	The structural equation model's findings demonstrate that plastic avoidance is primarily motivated by environmental and health concerns. Instead, the avoidance of plastic by consumers is only indirectly influenced by subjective knowledge and the value placed on third parties' commitment to solving the plastic problem.	Cavaliere et al., (2020). [57]
6	Consumer perceptions of plastic bag use, disposal, and the negative effects on people's health and the environment	The majority of respondents were aware of the extensive usage, harmful impacts, and substantial threat that plastic bags pose to the environment, human and animal health, and solid waste. Moreover, while participants agreed that single-use plastic bags should be prohibited, it was observed that they did not use alternative eco-friendly bags such as paper, jute, or linen. Plastic bag use may be minimized by public awareness campaigns, effective legislation implementation, and the affordable availability of cloth or jute bags.	Aman et al., (2019). [58]
7	Effect of the plastic bag restriction law on companies and individuals, as well as identification of important contributing factors	According to the data, the majority of respondents (95%) reduced their use of plastic bags after implementing the Plastic Bag Restrictions Law (PBRL). The Internet and television/radio were important outlets for respondents to learn about the PBRL policy. The binary regression model's findings indicate that knowledge of plastic bags, environmental concern, policy satisfaction, and demographic variables (gender) were the primary drivers of individual consumers' behavioral changes. The supermarkets have had the biggest drop in plastic bag sales among all businesses. However, several	Xu, Liuji et al., (2022). [59]

		businesses, particularly supermarkets and food stores, claim that the PBRL has negatively impacted their sales.	
8	Indian customers and their plastic bag usage behavior	The study's findings revealed that while customers evaluate the environmental impact of products and services before purchasing them and prefer to shop at environmentally friendly locations, they do not have much trust in the companies that supply these products and services. Consumers prefer green products because of their high quality and dependability, and they are willing to pay a premium for them.	Mohan et al., (2021) [60]

**Table 4:** Contributions given by different scholars on green product and consumer perception towards green product.

S. No.	Area & Focus of the Research	Outcome of the Research	Reference
1	Green products buying practices of consumers.	The research shows a close connection among the factors that impact customers' decisions to buy green goods. Similarly, the factors affecting customers' purchase behavior have a substantial influence on their decisions. As a result, green marketers are better able to analyze, recognize, and develop marketing mix tactics that appeal to the preferences of market segments for green products.	Agyeman, C. M. (2014). [61]
2	The benefits of eco-friendly products and their brand effects.	According to the findings, there is a link between customers' views of the advantages and their preferences, trust, loyalty, and corporate image for green businesses. Additionally, hotel managers may develop strategies for green branding and illustrate how green marketing can bring attention to consumers' environmental concerns.	Bashir et al., (2020). [62]
3	The factors that motivate people to buy green products.	The results stated that respondents are keen to support environmental preservation, are aware of their environmental obligations, and are eager to learn more about green products. Environmental protection, a desire for environmental responsibility, prior experience with green products, the environmental friendliness of firms, and social attractiveness are all highlighted as variables that greatly affect customers' decisions to purchase green products.	Kumar et al., (2015). [63]
4	Impact of environmentally friendly packaging on	The outcomes of the study supported the idea that personal conventions,	Prakash et al., (2017). [64]

	consumer behavior.	attitudes, environmental concerns, and willingness to pay all had a substantial influence on customers' intentions to purchase eco-friendly packaging.	
5	Young people's perceptions and purchasing intentions for green product in India.	This study's findings reveal that customers are extremely driven to buy environmentally friendly items and are worried about the environment. The study's interesting findings demonstrate that, while customers were concerned about the environment and prepared to pay a premium price, they were unsure of what exactly counts as an ecologically friendly product. As a result, marketers must consider the effort required to convert environmental awareness into ecologically beneficial purchase habits.	Kumar et al., (2012). [65]
6	Customers' perceptions of green products influence their desire to purchase green products.	The study discovered that the eco-label and the price of green items had the biggest effect on customers' inclinations to make green purchases. Green packaging and green advertising, on the other hand, had no significant impact on customers' intentions to purchase eco-friendly items.	Kong et al., (2014). [66]
7	Green product perception among consumers.	Businesses are increasingly adopting a variety of techniques to encourage the adoption of green products and services. The lack of consumer adoption of the green marketing idea is attributable to a number of problems, including manufacturers' inefficient promotion, a lack of consistency in legislative standards and rules, and a lack of consumer understanding about eco-friendly products and services.	Hundal et al. (2015). [67]
8	This study's main goal is to investigate how consumer preferences are affected when green labels are used with common product features.	The research shows that consumers have different preferences for eco-labels used on products as part of a company's environmental initiatives. When consumers were given a choice, they found that green retail labels were more effective than others in solving environmental problems.	Kulshreshtha et al. (2019). [68]
9	Consumer green behavior	The study identified environmental concerns, green packaging, green labeling, green advertising, and green branding as variables influencing green customers. Consumers want to buy green items to help protect the environment.	Yamini. P., (2003). [69]

**Table 5:** Review of consumers perception regarding the use of eco-friendly shopping bags by the different authors.

S. No.	Area & Focus of the Research	Outcome of the Research	Reference
1	Non-plastic reusable shopping bags	There are several environmental benefits to using reusable, non-plastic shopping bags. According to data, making one reusable shopping bag requires around four and a half times less energy than making a conventional plastic bag. Furthermore, it is projected that reusable shopping bags emit almost three times as little greenhouse gas as single-use plastic bags.	Sharp et al., (2010). [70]
2	Eco-friendly shopping bags: Seamless Jute bags	Jute is 100% biodegradable and may use up to 15 tons of CO <sub>2</sub> while emitting 11 tons of oxygen during its growing season, indicating its environmentally benign character. Each seamless jute bag (with a 63% cover factor) will cost \$0.0683, and each weaving machine will be capable of producing 228 bags per hour.	Ahmed et al., (2014). [71]
3	Shopping bags are widely used by high-status green consumers.	According to the findings, customers of a high-status sustainable supermarket chain use branded shopping bags more frequently than customers of a low-status chain, demonstrating their commitment to sustainable shopping. The study, in addition to validating previous findings, reveals the unsustainable costs of acting sustainably for status reasons: high-status "green" shoppers are more inclined to purchase new bags rather than carry their own.	Van der wal et al., (2016). [72]
4	The use of shopping bags to encourage consumer green purchasing habits.	Green Trust and Green Perceived Value are two related variables that may be used in a model to analyze customers' use of reusable shopping bags while making environmentally conscious purchases. To examine the data, structural equation modeling (SEM) is used. The outcomes of the research and discussion show that green perceived value and green trust have a both positive and substantial influence on customers' decisions to buy green items.	Charviandi, A. (2023). [14]
5	Factors affecting the use of non-plastic reusable shopping bags.	The results demonstrated that intentions to use reusable shopping bags are influenced by "attitudes" and "personal standards," which in turn impact actual behavior. The findings also showed that fostering the establishment of descriptive norms related to its use is important to stimulate the adoption of	Muposhi et al., (2021). [73]

		non-plastic reusable shopping bags among the general community. As a result, this study advises that logical and norm-based tactics be used to encourage the adoption of non-plastic reusable shopping bags.	
6	Using one's bags encourages the purchase of both luxury and environmentally friendly organic foods.	The findings influence decisions about product price, positioning, selection, store design, and the techniques used to encourage the usage of reusable bags.	Karmarkar et al., (2015). [74]
7	Botswana shoppers are ready to pay a levy on plastic bags and are open to accepting eco-friendly substitutes.	The study demonstrated that open burning and dumped plastic waste are more common in Botswana. It also proved that there is a direct link between willingness to pay and level of education. Regarding environmental awareness, there is also a considerable disparity in income and education. It is necessary to strengthen government education campaigns on how to properly dispose of plastic bags and accept eco-friendly shopping bags.	Madigele et al., (2017). [75]
8	Customers' intentions to make environmentally responsible purchases, as well as factors relating to the use of recycled bags.	According to the findings, young Malaysian consumers have good attitudes about environmental issues and the use of recycling bags. "Perceived environmental responsibility," followed by "social influence," is the greatest predictor of green purchasing intention. "Self-image anxiety is the third most important predictor."	Choshaly, S. H. (2017). [76]
9	Consumer preference for using eco-friendly bags.	According to the survey, consumers believe that using green bags has the most favorable environmental benefits. As part of the green marketing strategy, it was determined that customers understand the importance of eco-friendly bags. A later study found that the widespread acceptance of the new marketing strategy has resulted in complete consumer acceptance. Consumers have already indicated their support for businesses' green marketing initiatives by giving them a higher value, so these initiatives must be vigorously implemented and continuously promoted.	Gano-an & J. C. (2018). [77]
10	Consumer attitudes toward environmentally friendly plastic bags.	Green brand positioning and brand knowledge factors have a strong impact on purchase intentions for green products. In contrast, customer perceptions of green brands had no effect on consumers' intentions to purchase green items. Companies and organizations may use green brand	Bursan et al., (2021). [78]

		positioning to increase green brand purchase intents, improve customer knowledge of and attitude towards green brands, and better sell their products.	
11	Consumer purchase intentions of Eco-friendly bags.	The research demonstrated a positive correlation between consumer attitudes, environmental concerns, and environmental knowledge. Consumer attitudes and intentions toward eco-friendly bags are influenced positively by social influence. The green message shared by opinion leaders on social media has the potential to change consumers' attitudes towards plastic bags and the green movement.	Agyeman et al., (2017). [14]
12	Perceptions of eco-friendly shopping bags among young consumers.	Young customers give great value to environment-friendly shopping bags, so they would purchase clothing from retailers that use reusable or recycled bags. According to these results, providing EFSB is essential for boosting favorable attitudes and purchase intentions towards clothing retailers.	Smith et al., (2016). [80]
13	Consumer attitudes toward new types of shopping bags in Dhaka	According to the statistics, 98% of respondents believe that the new bags are ecologically beneficial or biodegradable. Age, income, and occupation has no effect on awareness levels, showing that this is a widespread problem affecting many aspects of society. It was discovered that there was a correlation between awareness of the issues and willingness to change one's behavior.	Synthia et al., (2015). [81]

**Table 6:** Different researcher's contributions factors influencing to consumer purchase eco-friendly shopping bags

S. No.	Area & Focus of the Research	Outcome of the Research	Reference
1	Socio-demographic factors	Age, gender, education level, income, and family size are some sociodemographic characteristics that are commonly used to identify people who value the environment.	Burton & R. J. (2014); Khare & Arpita. (2015). [82-83]
2	Perceived value	Perceived value is defined as the anticipation that customers have when purchasing valuable goods, as well as high expectations when the product is believed to answer the consumer's concerns. In spite of the expensive price, customers still evaluate the products performance in relation to their original expectations. In order to satisfy their desire for products with environmentally friendly features, those	Krisdayani et al (2022). [84]

		who care about the environment rely on perceived value as a key factor in activating a purchase intention.	
3	Social influence	A third party's behavior or thoughts can be influenced by social influence. Social influence has been linked to peer pressure, persuasion, compliance, and other notions. Customers' purchase decisions were always influenced by a variety of factors, such as family, friends, salesmen, and even a random stranger who shared his experience.	Maram et al., (2007). [85]
5	Environmental concerns	The definition of environmental concern is “a person’s belief, attitude, and level of worry for the environment.”	Said et al., (2003). [86]
6	Pro-environmental behavior	“Pro-environmental behavior refers to behavior that causes as little harm to the environment as possible or even improves the environment.”	Steg et al., (2009). [87]
7	Personal values	Personal values may influence a person's assessment of which aspects of an object are important when making decisions about that object.	Koo et al., (2008). [88]
8	Green labels	Consumers may evaluate items side by side using the information on the label to determine which products are the best choice based on their environmental effect. Green labels are essential when it comes to consumer intentions to purchase environmentally friendly products, especially for those who care about the environment.	Chekima et al., (2015). [89]
9	Environmental attitude	Environmental attitude is a psychological disposition expressed by assessing observations and thoughts about the natural environment, including the components influencing its quality, with a degree of favor or disfavor.	Milfont & Taciano L. (2009). [90]
10	Environmental awareness	Environmental awareness is described as being aware of environmental issues and actively engaging in environmental organizations. Regardless, environmental knowledge acts as a motivation for developing a good attitude and engaging in eco-friendly behavior.	Karatekin & Kadir. (2014). [91]
11	Product appearance	Product appearance is based on everything viewed from the product that has the potential to impact perceptions of the product’s features. Consumers' valuation of aesthetically, symbolically, and physically appealing impressions that attract consumers towards certain products based on their image, color, and shape, as well as physical factors	Arifani et al., (2018). [92]

		such as ease of carrying, recycling, or repurposing, determine the operational meaning of product appearance.	
--	--	---	--

## 6. CURRENT STATUS :

India is the fifth-largest producer of plastic waste worldwide. Every year, between 150 and 300 million plastic bags are used globally, or 500 billion to 1 trillion bags for every person. 10% of plastic bags produced annually, or 50-100 billion bags per year, end up in the oceans. The United States alone contributes between 100 and 300 billion plastic bags to the ocean each year. 100 billion plastic bags need 12 million barrels of oil. Per plastic bag, an average of 12 to 15 minutes is spent. A single plastic bag has an average lifespan of 20–1000 years. [93]. Everyone on the planet can help reduce the amount of plastic garbage that ends up in landfills and the ocean. Even little changes can have a significant impact, especially when millions of individuals start doing so. We still have a long way to go, but pushing for legislation at all levels to compel ethical manufacturing practices and eco-friendly alternatives can make a significant difference. As a result, the demand for reusable and environmentally friendly bags is rising. Paper bags are the market leader as they satisfy nearly 45% of India's demand. Jute and cotton bag demand respectively increase by 22% and 78% [94]. Eco-friendly shopping bags have grown in popularity recently among several bag kinds. Reusable suggest there are several benefits to utilizing these bags, including enhanced convenience, decreased waste, and many others.

### 6.1 Improvements Required:

India previously banned the use of plastic carry bags smaller than 75 microns two years ago, though a different type of them was still widely used at neighborhood supermarkets. The use of plastic bags causes climate change, which has an indirect impact on wildlife. These are serious environmental problems caused by this continuous use that must be resolved. The Break Free from Plastic Pollution Act of 2021 offers practical solutions for cutting down on plastic pollution and creating a healthy, sustainable, and fair future. The issue of a plastic-free India will require some time to resolve [95]. Reusable bags are an effective, environmentally friendly bag solution that also aids businesses in reducing costs and adding value. Creating a world free of plastic is our only hope. Only systemic reform along the entire plastics value chain, focusing on prevention rather than a cure, will be able to achieve this.

To achieve Zero Plastic Waste, the government will gradually enact a strict regulation banning plastic bags, launch an enforcement campaign, and close down companies that manufacture, distribute, stock, or market these products. According to the aforementioned research analysis, green shopping bags are the best alternative to plastic bags. Eco-shopping bags can help businesses and organizations showcase their brands more effectively. Green products should be promoted to the general public through education. When customers become more aware of the benefits of using eco-friendly shopping bags, it benefits both the environment and humans.

## 7. RESEARCH GAP :

The research gap refers to a potential discrepancy between the current and desired state of eco-friendly shopping. The following are a few research topics to close the gap:

- (1) The study concentrates on buying considerations, psychographic and demographic variables, and factors that influence consumers' intentions to buy eco bags based on environmental responsibility.
- (2) Most of the studies have used respondents who fall into the demographic age range of students. But haven't shown much studies considering all age groups regarding the consumption of eco-shopping bags.
- (3) Several studies have found that educating customers about eco-bags is important. Yet, research hasn't revealed which techniques can be used to educate customers.
- (4) Awareness on eco-shopping bags may be done in schools by applying various ways or techniques for creating eco-shopping bags out of recycled things, which will create understanding and influence the community to use them in their daily lives.
- (5) Social media, digital platforms and other media coverage help to promote the green shopping

- bags. However, there hasn't been any study found on how to promote green shopping bags.
- (6) Eco-friendly shopping bags may also be used as attractive handbags and wallets. Customers may purchase green shopping bags if they like the style and design of the bags.
  - (7) The study precisely doesn't concentrate on ecological design of eco-friendly bags but it concentrates on the sustainability of the eco-friendly bags if ecological design showcased in it.
  - (8) In these instances of unintentional purchases, eco-friendly shopping bags are crucial to customers' satisfaction. Consumers will have an extreme impulse to buy eco-friendly bags during emergencies.

#### 8. RESEARCH AGENDAS BASED ON RESEARCH GAP :

- (1) How do personal or demographic factors influence customers' perceptions of environmentally friendly shopping bags?
- (2) How do psychological factors influence customers' perceptions of eco-friendly shopping bags?
- (3) Do subjective norms influence consumers' perceptions of eco-friendly shopping bag purchasing behavior?
- (4) What effect do style and design have on customer perceptions of eco-friendly shopping bag purchasing behavior?
- (5) What suggestions do you have for improving green shopping bags?

#### 9. ANALYSIS OF RESEARCH AGENDAS :

(1) **Personal factors influencing consumers' perception to purchase eco-friendly shopping bags:** The characteristics of an individual may also affect their purchasing decisions. They may be influenced by the life cycle while making purchases. Evidently, people's views about the goods and services they choose to purchase change over time. Marketers consider factors such as age, education level, income level, economic condition, occupation, lifestyle, and personality to create products that are appropriate for each stage [96].

(2) **Psychological elements influencing consumers' perceptions of buying eco-friendly shopping bags:** A person's mindset and how it influences their actions when seeking fulfillment are among the psychological components. All marketers can use specific elements to better understand their customers, which will enable them to target them with greater success. Superego, ego, and attitude (behavioral, cognitive, and emotional) are what make up an individual [97].

(3) **Subjective norms affect the customer's perception of buying eco-friendly shopping bags:** Significant groups or people's perceptions about family, friends, relatives, and peers are essential determinants determining activity intention. These feelings may influence how a task is completed. In 1967, the concept of subjective standards was developed by Martin Fishbein and Icek Ajzen based on their Theory of Reasoned Action paradigm [98]. Subjective norms are ideas that a major individual or group will endorse a certain behavior. Subjective norms are influenced by a person's desire to live up to the expectations of others, as well as their perception of social pressure from those individuals to act in a certain way. Previous research found that attitude had a greater influence on intention development than subjective standards [99].

(4) **Consumer perceptions about buying eco-friendly shopping bags are influenced by style and design:** The appearance of new products was immediately acknowledged in the literature on product design as a crucial topic, particularly in regard to how well new designs will be received by the market. Also, a fundamental contribution of design has long been acknowledged in the management literature as the abilities involved in creating a style for a brand [100].

#### 10. FINAL RESEARCH PROPOSAL/PROBLEM IN CHOSEN TOPIC :

Based on a thorough analysis and review of the relevant literature, this article advises investigating the factors influencing customers' perceptions of eco-friendly shopping bags.

(a) **Proposed title:** Consumer Perceptions of the Growing Trend of Eco-Friendly Shopping Bags and their Impact on Purchasing Intentions in the Shivamogga District.

(b) **Geographical area of study:** Shivamogga District, Karnataka.

(c) **The study's target respondents are:** Consumers (Age group of 18-50 years).

**11. SWOC ANALYSIS OF ECO-FRIENDLY SHOPPING BAGS :**

The evaluation of strengths, weaknesses, opportunities, and challenges (SWOC) is a framework for determining how well an organization should function and for extending corporate tactics. It's extremely helpful to understand whether you're starting a new business, creating a new product, improving an existing product, or taking the company as a whole into consideration [101]. By assessing the operational environment of the company and incorporating it into its decision-making process, it helps to foresee or predict new trends [102]. SWOT analysis assesses current and prospective opportunities, as well as both internal and external issues [103].

**Table 7:** The SWOC Analysis of Eco-friendly shopping bags.

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>➤ Eco-friendly natural product</li> <li>➤ Green bags that are well-designed and inexpensive</li> <li>➤ Emerging fashionable trend</li> <li>➤ The bag is used for multipurpose</li> <li>➤ Reusability</li> <li>➤ Protecting the environment</li> <li>➤ Preserving natural resources</li> <li>➤ A strong tool for promoting brands</li> <li>➤ Lower cost of raw materials</li> </ul>	<p><b>Weakness:</b></p> <ul style="list-style-type: none"> <li>➤ Non-waterproof product</li> <li>➤ Chances of bacterial contamination</li> <li>➤ Shrinkage can occur after washing</li> <li>➤ Required to clean frequently</li> <li>➤ Lack of advertisement</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>➤ Raise public awareness about the dangers of plastic</li> <li>➤ Bags are available everywhere</li> <li>➤ Something that never ends package</li> <li>➤ Green bags of using fewer resources and emitting less pollution</li> <li>➤ Natural products are becoming more popular on the market</li> <li>➤ New trends in consumer behavior</li> <li>➤ Rising consumer demand for biodegradable products</li> </ul>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>➤ Government enacts new laws and regulations</li> <li>➤ Offer a new product that is similar to plastic bags</li> <li>➤ Only a few cities have banned or taxed plastic bags.</li> <li>➤ Climate change has a significant influence on raw material availability</li> </ul>

**12. SUGGESTIONS :**

- (1) The government should adopt strong legislation to encourage the use of green shopping bags and prohibit the use of plastic bags. By using green shopping bags, educate the public about their use and their beneficial impact on the environment. Media coverage might indicate how government policies affect consumers, but it can also help form the connection and act as a new moderator in future research.
- (2) The use of environmentally friendly shopping bags is an individual's environmental obligation to protect the environment. Sustainable shopping bag public awareness campaigns can assist lead the public to better product selections for that purpose.
- (3) Green shopping bags are becoming increasingly popular these days. Eco-friendly shopping bags can be used to make fashionable handbags and wallets.
- (4) Green shopping bags can be used to promote Companies' brand. These reusable bags are well-designed, durable, and easy to use. Customers can repurchase green shopping bags.
- (5) The solution to plastic pollution is to raise public awareness about the dangers of plastic and its environmental consequences. Green shopping bags are an excellent alternative to plastic bags. Green bags benefit society in the long run because they consume fewer resources and emit fewer pollutants.
- (6) To achieve Zero Plastic Waste, the government will progressively establish rigorous legislation prohibiting the use of plastic bags, begin an enforcement campaign, and close down enterprises that produce, distribute, store, or promote these items. And also, to educate customers about eco-friendly shopping bags.

### 13. LIMITATIONS :

- (1) The research analysis only focuses on customers in the urban region.
- (2) Plastic bags were banned in India two years ago; individuals in rural and urban areas, including customers, retailers, and street markets, continue to use them.
- (3) The downsides of eco-friendly shopping bags include non-waterproof products. Possibilities of bacterial contamination Washing can cause shrinkage. There is a problem with the cloth. Cleaning is required on a regular basis, which might be inconvenient at sometimes.
- (4) One of the threats to green shopping bags is the introduction of a new product that is identical to plastic bags.

### 14. CONCLUSION :

Plastic pollution's damaging impact on the world's present climate. The different environmental risks involved with the disposal of SUPBs in landfills. The growing worldwide concern about environmental sustainability and climate change necessitates that all firms include environmental concerns in their company strategy and operations. Every individual on the planet has the ability to help reduce plastic trash that ends up in landfills and the ocean. The purpose of the study Eco-friendly shopping bags is increasingly popular among both businesses and customers. The factors affecting how consumers view environmentally friendly shopping bags. The study discovered that disposing of single-use plastic bags in landfills causes several environmental problems. Green marketing helps environmental conservation for future generations. Buyers are willing to pay a higher price for environmentally friendly products. Green shopping bags are the most environmentally friendly alternative to plastic bags. Eco-friendly shopping bags may help businesses and organizations advertise their brands more effectively. Manufacturers must overcome the disadvantages of eco bags if they wish to increase the usage of green bags. The general people should be educated on the benefits of adopting green shopping bags.

### REFERENCES :

- [1] Steg, L., Gardner, G. T., & Stern, P. C. (2005). Environmental problems and human behavior. *Journal of Environmental Psychology*, 25(1), 120-123. [Google Scholar](#)
- [2] Abrahamse, W., Steg, L., Vlek, C., & Rothengatter, T. (2007). The effect of tailored information, goal setting, and tailored feedback on household energy use, energy-related behaviors, and behavioral antecedents. *Journal of environmental psychology*, 27(4), 265-276. [Google Scholar](#)
- [3] Daniel, H., & Perinaz, B. T. (2012). What a waste: a global review of solid waste management. *World Bank*, 1(1), 1-116. [Google Scholar](#)
- [4] Wabnitz, C., & Nichols, W. J. (2010). Plastic pollution: An ocean emergency. *Marine TurtleNewsletter*, 129 (1), 1-4. [Google Scholar](#)
- [5] Thompson, R. C., Moore, C. J., Vom Saal, F. S., & Swan, S. H. (2009). Plastics, the environment and human health: current consensus and future trends. *Philosophical transactions of the royal society B: biological sciences*, 364(1526), 2153-2166. [Google Scholar](#)
- [6] Rayne, S. (2008). The need for reducing plastic shopping bag use and disposal in Africa. *African Journal of Environmental Science and Technology*, 2(3), 1-3. [Google Scholar](#)
- [7] Nidumolu, R., Prahalad, C. K., & Rangaswami, M. R. (2009). Why sustainability is now the key driver of innovation. *Harvard business review*, 87(9), 56-64. [Crossref](#)
- [8] Altaf, N. (2013). Consumers Awareness towards Green Marketing-A Study of Srinagar City. *Asian Journal of Managerial Science*, 2(2), 37-43. [Google Scholar](#)
- [9] Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. *Journal of environmental psychology*, 29(3), 309-317. [Google Scholar](#)
- [10] Xanthos, D., & Walker, T. R. (2017). International policies to reduce plastic marine pollution from single use plastics (plastic bags and microbeads): A review. *Marine pollution bulletin*, 118(1-2), 17-26. [Google Scholar](#)

- [11] Maheshwari, S. P. (2014). Awareness of green marketing and its influence on buying behavior of consumers: Special reference to Madhya Pradesh, India. *AIMA Journal of Management & Research*, 8(1/4), 0974-497. [Google Scholar](#)
- [12] Bhatia, M., & Jain, A. (2013). Green marketing: A study of consumer perception and preferences in India. *Electronic Green Journal*, 1(36). [Google Scholar](#)
- [13] Ashwini, V. & Aithal, P. S. (2022). An Analysis of the Implementation of Eco-Friendly Shopping Bags in the Retail Sector. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 6(2), 744-754. [Google Scholar](#)
- [14] Agyeman, C. M., & Badugu, D. (2017). Purchasing intentions of eco-friendly bags; An examination into consumers' susceptibility to social influences as a mediating variable. *International Journal in Management & Social Science*, 5(1), 359-373. [Google Scholar](#)
- [15] Charviandi, A. (2023). Application of Shopping Bag to Consumer Green Purchase Behavior Through Green Trust, and Green Perceived Value. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 1(2), 19-24. [Google Scholar](#)
- [16] Jain, S. K., & Kaur, G. (2004). Green marketing: An attitudinal and behavioural analysis of Indian consumers. *Global Business Review*, 5(2), 187-205. [Google Scholar](#)
- [17] Boztepe, A. (2012). Green marketing and its impact on consumer buying behavior. *European Journal of Economic & Political Studies*, 5(1). [Google Scholar](#)
- [18] Nazareth, M. C., Marques, M. R., Pinheiro, L. M., & Castro, Í. B. (2022). Key issues for bio-based, biodegradable and compostable plastics governance. *Journal of Environmental Management*, 322, 116074. [Google Scholar](#)
- [19] Mohamed, N. A. (2015). Promoting of Environment Friendly Packaging Utilizing in the Egyptian Market "Study on Grocery Bags by Carrefour Egypt.". *Civil and Environmental Research*, 7(4), 54-61. [Google Scholar](#)
- [20] Muthu, S. S., & Li, Y. (2016). *Assessment of environmental impact by grocery shopping bags*. Springer Verlag, Singapor. [Google Scholar](#)
- [21] Yamane, T., & Kaneko, S. (2021). Is the younger generation a driving force toward achieving the sustainable development goals? Survey experiments. *Journal of Cleaner Production*, 292(1), 1-14. [Google Scholar](#)
- [22] Sayles, J. (1996). 'Introduction', Shopping Bag Design 2. Rockport publishers, OH, distributed by North Light Books. [Google Scholar](#)
- [23] Prendergast, G., Wai Ng, S., & Lee Leung, L. (2001). Consumer perceptions of shopping bags. *Marketing Intelligence & Planning*, 19(7), 475-482. [Google Scholar](#)
- [24] Adane, L., & Muleta, D. (2011). Survey on the usage of plastic bags, their disposal and adverse impacts on environment: A case study in Jimma City, Southwestern Ethiopia. *Journal of Toxicology and Environmental Health Sciences*, 3(8), 234-248. [Google Scholar](#)
- [25] Lajeunesse, S. (2004). Plastic bags. *Chemical & engineering news*, 82(38), 51-51. [Crossref](#)
- [26] Polonsky, M. J. (1994). An introduction to green marketing. *Electronic green journal*, 1(2), 1-11. [Google Scholar](#)
- [27] Peattie, K. (2001). Towards sustainability: The third age of green marketing. *The marketing review*, 2(2), 129-146. [Google Scholar](#)
- [28] Fuller, D. A. (1999). *Sustainable marketing: Managerial-ecological issues*. Sage Publications. [Google Scholar](#)
- [29] Shamdasani, P., Chon-Lin, G. O., & Richmond, D. (1993). Exploring green consumers in an oriental culture: Role of personal and marketing mix factors. *ACR North American Advances*. [Google Scholar](#)

- [30] Al-Salaymeh, M. (2013). The application of the concept of green marketing in the productive companies from the perspective of workers. *Interdisciplinary journal of contemporary research in business*, 4(12), 634-641. [Google Scholar](#)
- [31] Dolan, P. (2002). The sustainability of “sustainable consumption”. *Journal of Macromarketing*, 22(2), 170-181. [Google Scholar](#)
- [32] Vernekar, S. S., & Wadhwa, P. (2011). Green consumption: an empirical study of consumers attitudes and perception regarding eco-friendly FMCG products, with special reference to Delhi and NCR region. *Opinion*, 1(1), 64-74. [Google Scholar](#)
- [33] Statt, D. A. (1997). *Understanding the consumer: a psychological approach*. London: Macmillan. [Google Scholar](#)
- [34] Sushmitha, B. S., Vanitha, K. P., & Rangaswamy, B. E. (2016). Bioplastics—a review. *International Journal of Modern Trends in Engineering and Research*, 3(4), 411-413. [Google Scholar](#)
- [35] Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological bulletin*, 82(2), 261. [Google Scholar](#)
- [36] Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. [Google Scholar](#)
- [37] Stern, P. C., Dietz, T., Abel, T., Guagnano, G. A., & Kalof, L. (1999). A value-belief-norm theory of support for social movements: The case of environmentalism. *Human ecology review*, 81-97. [Google Scholar](#)
- [38] Triandis, H. C. (1977). *Interpersonal behavior*. Brooks/Cole Publishing Company. [Google Scholar](#)
- [39] Bandura, A. (1986). The explanatory and predictive scope of self-efficacy theory. *Journal of social and clinical psychology*, 4(3), 359-373. [Google Scholar](#)
- [40] Bandura, A. (2001). Social cognitive theory: An agentic perspective. *Annual review of psychology*, 52(1), 1-26. [Google Scholar](#)
- [41] Skinner, B. F. (1965). *Science and human behavior* (No. 92904). Simon and Schuster. [Google Scholar](#)
- [42] Rashotte, L. (2007). Social influence. *The Blackwell encyclopedia of sociology*, 1(1), 1-3. [Google Scholar](#)
- [43] Karlaitè, D. (2016). The importance of responsible production and consumption to overcome the plastic paradox. *Social transformations in contemporary society*, 151-164. [Google Scholar](#)
- [44] Chen, Y., Awasthi, A. K., Wei, F., Tan, Q., & Li, J. (2021). Single-use plastics: Production, usage, disposal, and adverse impacts. *Science of the total environment*, 752, 1-15. [Google Scholar](#)
- [45] Li, J., Liu, H., & Chen, J. P. (2018). Microplastics in freshwater systems: A review on occurrence, environmental effects, and methods for microplastics detection. *Water research*, 137, 362-374. [Google Scholar](#)
- [46] Borrelle, S. B., Ringma, J., Law, K. L., Monnahan, C. C., Lebreton, L., McGivern, A., ... & Rochman, C. M. (2020). Predicted growth in plastic waste exceeds efforts to mitigate plastic pollution. *Science*, 369(6510), 1515-1518. [Google Scholar](#)
- [47] Polonsky, M. J. (1994). Green Marketing Regulation in USA and Australia: The Australian Checklist. *Greener Management International*, 1(1), 44-52. [Google Scholar](#)
- [48] Singh, P. B., & Pandey, K. K. (2012). Green marketing: policies and practices for sustainable development. *Integral Review*, 5(1), 22-30. [Google Scholar](#)
- [49] Yazdanifard, R., & Mercy, I. E. (2011, June). The impact of green marketing on customer satisfaction and environmental safety. In *International conference on computer communication*

- and management (Vol. 5, No. 1, pp. 637-641). IACSIT Press. [Google Scholar](#)
- [50] Singh, J., & Cooper, T. (2017). Towards a sustainable business model for plastic shopping bag management in Sweden. *Procedia CIRP*, 61, 679-684. [Google Scholar](#)
- [51] Muthu, S. S., Li, Y., Hu, J. Y., Mok, P. Y., & Ding, X. (2012). Eco-impact of plastic and paper shopping bags. *Journal of engineered fibers and fabrics*, 7(1), 1-12. [Google Scholar](#)
- [52] Kirwan, M. J. (Ed.). (2012). *Handbook of paper and paperboard packaging technology*. John Wiley & Sons. [Google Scholar](#)
- [53] Myana, N. V. (2018). An Innovation design for reusable shopping bags to optimize bag space. *International Research Journal of Engineering and Technology*, 5(5), 4200-4203. [Google Scholar](#)
- [54] Jalil, M. A., Mian, M. N., & Rahman, M. K. (2013). Using plastic bags and its damaging impact on environment and agriculture: An alternative proposal. *International Journal of Learning & Development*, 3(4), 1-14. [Google Scholar](#)
- [55] Joseph, N., Kumar, A., Majgi, S. M., Kumar, G. S., & Prahalad, R. B. Y. (2016). Usage of plastic bags and health hazards: A study to assess awareness level and perception about legislation among a small population of Mangalore city. *Journal of clinical and diagnostic research: JCDR*, 10(4), 1-4. [Google Scholar](#)
- [56] Ahsan, M. U., Nasir, M., & Abbas, J. (2020). Examining the causes of plastic bags usages and public perception about its effects on the natural environment. *International Journal of Academic Research in Business and Social Sciences*, 10(10), 80-96. [Google Scholar](#)
- [57] Cavaliere, A., Pigliafreddo, S., De Marchi, E., & Banterle, A. (2020). Do consumers really want to reduce plastic usage? Exploring the determinants of plastic avoidance in food-related consumption decisions. *Sustainability*, 12(22), 1-15. [Google Scholar](#)
- [58] Aman, T., Abid, S., Abrar, S., Awan, B., Khan, A., Tahir, H., ... & Khan, S. A. (2019). Consumer reflections on the usage of plastic bags, their disposal and adverse effects on human health and environment. *Kjms*, 12(1), 48-51. [Google Scholar](#)
- [59] Xu, L., Zhong, Y., He, X., Shi, X., & Song, Q. (2022). Perception and Behavioural Changes of Residents and Enterprises under the Plastic Bag Restricting Law. *Sustainability*, 14(13), 1-15. [Google Scholar](#)
- [60] Mohan, G. M., Prabhu, M., & Abdullah, N. N. (2021). A study on greenish pattern of Indian consumers with special reference to their plastic bag usage behavior. *Business: Theory and Practice*, 22(2), 444-452. [Google Scholar](#)
- [61] Agyeman, C. M. (2014). Consumers' buying behavior towards green products: An exploratory study. *International journal of management research and business strategy*, 3(1), 188-197. [Google Scholar](#)
- [62] Bashir, S., Khwaja, M. G., Rashid, Y., Turi, J. A., & Waheed, T. (2020). Green brand benefits and brand outcomes: The mediating role of green brand image. *Sage Open*, 10(3), 1-11. [Google Scholar](#)
- [63] Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*, 33(3), 330-347. [Google Scholar](#)
- [64] Prakash, G., & Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation. *Journal of cleaner production*, 141, 385-393. [Google Scholar](#)
- [65] Kumar, S., Garg, R., & Makkar, A. (2012). Consumer awareness and perception towards green products: A study of youngsters in India. *International Journal of Marketing & Business Communication*, 1(4), 35-43. [Google Scholar](#)
- [66] Kong, W., Harun, A., Sulong, R. S., & Lily, J. (2014). The influence of consumers perception of

- green products on green purchase intention. *International Journal of Asian Social Science*, 4(8), 924-939. [Google Scholar](#)
- [67] Hundal, B. S., & Kumar, V. (2015). Consumer perception towards green products: A factor analytic approach. *Pacific Business Review International*, 7(10), 1-7. [Google Scholar](#)
- [68] Kulshreshtha, K., Bajpai, N., Tripathi, V., & Sharma, G. (2019). Consumer preference for eco-friendly appliances in trade-off: a conjoint analysis approach. *International Journal of Product Development*, 23(2-3), 212-243. [Google Scholar](#)
- [69] Yamini Prasadbabu (2013). Green Consumer Behaviour. *Journal of management & Entrepreneurship*, 15(7),41-47. [Crossref](#)
- [70] Sharp, A., Høj, S., & Wheeler, M. (2010). Proscription and its impact on anti-consumption behaviour and attitudes: the case of plastic bags. *Journal of Consumer Behaviour*, 9(6), 470-484. [Google Scholar](#)
- [71] Ahmed, T., & Kader, S. (2014). Seamless Jute Bag: a novelty in eco-friendly Packaging. *International Conference on Mechanical, Industrial and Energy Engineering*, 1(1), 1-6. [Google Scholar](#)
- [72] Van der Wal, A. J., van Horen, F., & Grinstein, A. (2016). The paradox of 'green to be seen': Green high-status shoppers excessively use (branded) shopping bags. *International Journal of Research in Marketing*, 33(1), 216-219. [Google Scholar](#)
- [73] Muposhi, A., Mpinganjira, M., & Wait, M. (2021). Factors influencing the use of non-plastic reusable shopping bags: A cognitive-normative-habitual approach. *Australian Journal of Environmental Education*, 37(3), 306-325. [Google Scholar](#)
- [74] Karmarkar, U. R., & Bollinger, B. (2015). BYOB: How bringing your own shopping bags leads to treating yourself and the environment. *Journal of Marketing*, 79(4), 1-15. [Google Scholar](#)
- [75] Madigele, P. K., Mogomotsi, G. E. J., & Kolobe, M. (2017). Consumer willingness to pay for plastic bags levy and willingness to accept eco-friendly alternatives in Botswana. *Chinese Journal of Population Resources and Environment*, 15(3), 255-26. [Google Scholar](#)
- [76] Choshaly, S. H. (2017). Consumer perception of green issues and intention to purchase green products. *International Journal of Management, Accounting and Economics*, 4(1), 66-79. [Google Scholar](#)
- [77] Gano-an, J. C. (2018). Consumers' preferences on the use of eco-friendly bags: a green marketing perspective. *Journal of Economics, Business & Accountancy Ventura*, 20(3), 357-362. [Google Scholar](#)
- [78] Bursan, R., Listiana, I., Ardeno, R., Bangsawan, S., Jimad, H., & Mutolib, A. (2021, April). Consumer attitude toward using eco-friendly plastic bags: A green marketing approach. In *IOP Conference Series: Earth and Environmental Science*, 739(1), 1-10. [Google Scholar](#)
- [79] Smith, M., Cho, E., & Smith, K. R. (2016). The effects of young consumers' perceptions of environment-friendly shopping bags and environmental consciousness on attitudes and purchase intentions. *The Research Journal of the Costume Culture*, 24(5), 687-696. [Google Scholar](#)
- [80] Synthia, I. J., & Kabir, S. (2015). An investigation of consumer attitudes towards new varieties of shopping bags: exploring eco-awareness and the possibility of behavior change. *The Journal of Developing Areas*, 49(5), 183-196. [Google Scholar](#)
- [81] Burton, R. J. (2014). The influence of farmer demographic characteristics on environmental behaviour: A review. *Journal of environmental management*, 135(1), 19-26. [Google Scholar](#)
- [82] Khare, A. (2015). Antecedents to green buying behaviour: a study on consumers in an emerging economy. *Marketing Intelligence & Planning*, 33(3), 309-329. [Google Scholar](#)
- [83] Krisdayanti, K., & Widodo, A. (2022). Green marketing and purchase intention of green product: The role of environmental awareness. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 5(2), 205-

216. [Google Scholar](#)
- [84] Maram, H. K., & Kongsompong, K. (2007). The power of social influence: East-West comparison on purchasing behavior. [Google Scholar](#)
- [85] Said, A. M., Paim, L. H., & Masud, J. (2003). Environmental concerns, knowledge and practices gap among Malaysian teachers. *International Journal of Sustainability in higher education*, 4(4), 305-313. [Google Scholar](#)
- [86] Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. *Journal of environmental psychology*, 29(3), 309-317. [Google Scholar](#)
- [87] Koo, D. M., Kim, J. J., & Lee, S. H. (2008). Personal values as underlying motives of shopping online. *Asia Pacific Journal of Marketing and Logistics*, 20(2), 156-173. [Google Scholar](#)
- [88] Chekima, B., Wafa, S. A. W. S. K., Igau, O. A., & Chekima, S. (2015). Determinant factors of consumers' green purchase intention: The moderating role of environmental advertising. *Asian Social Science*, 11(10), 318-329. [Google Scholar](#)
- [89] Milfont, T. L. (2009). A functional approach to the study of environmental attitudes. *Medio ambiente y comportamiento humano*, 10(3), 235-252. [Google Scholar](#)
- [90] Karatekin, K. (2014). Social studies pre-service teachers' awareness of solid waste and recycling. *Procedia-Social and Behavioral Sciences*, 116, 1797-1801. [Google Scholar](#)
- [91] Arifani, V. M., & Haryanto, H. (2018, November). Purchase intention: implementation theory of planned behavior (Study on reusable shopping bags in Solo City, Indonesia). In *IOP Conference Series: Earth and Environmental Science*, 200(1), 1-6. [Google Scholar](#)
- [92] <https://www.hepper.com/marine-ocean-plastic-pollution-statistics/> Retrieved on 26/01/2023
- [93] <https://www.passionateinmarketing.com/demand-for-eco-friendly-bags-rises-by-63-after-a-month-of-single-use-plastic-ban-just-dial-consumer-insights/> Retrieved on 24/08/2022
- [94] <https://inlandoceancoalition.org/break-free-from-plastic-pollution-act/> Retrieved on 24/03/2023
- [95] Gajjar, N. B. (2013). Factors affecting consumer behavior. *International Journal of Research in Humanities and Social Sciences*, 1(2), 10-15. [Google Scholar](#)
- [96] Tyagi, A. (2018). A Study on Factors Affecting Consumer Buying Behaviour. *International Journal of Business & Engineering Research*, 11(1), 1-7. [Google Scholar](#)
- [97] Brown, I. T. (2002). Individual and technological factors affecting perceived ease of use of webbased learning technologies in a developing country. *The Electronic Journal of Information Systems in Developing Countries*, 9(1), 1-15. [Google Scholar](#)
- [98] Krueger Jr, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of business venturing*, 15(5-6), 411-432. [Google Scholar](#)
- [99] Person, O., & Snelders, D. (2010). Brand styles in commercial design. *Design Issues*, 26(1), 82-94. [Google Scholar](#)
- [100] Salins, M., Mendon, S., & Aithal, P. S. (2019). A Comprehensive Analysis of Top Indian Cosmetic Company: LAKME. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 3(2), 79-90. [Google Scholar](#)
- [101] Aithal, P. S., & Kumar, P. M. (2015). Applying SWOC analysis to an institution of higher education. *International Journal of Management, IT and Engineering*, 5(7), 231-247. [Google Scholar](#)
- [102] Aithal, P. S., & Aithal, S. (2019). New Directions in Scholarly Research—Some Fearless Innovations & Predictions for 21st Century Research. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 4(1), 1-19. [Google Scholar](#)

\*\*\*\*\*