Quantitative ABCD Analysis: Consumers' Purchase Intention for Eco-friendly Bags

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ABSTRACT

Purpose: *The study aims to examine customers' purchasing intentions for eco-friendly bags using the ABCD analytical methodology. It uses factor analysis and elementary analysis to evaluate some of the benefits, drawbacks, limitations, and advantages of eco-friendly bags, offering a through grasp of the problems and their possible advantages.*

Design/Methodology/Approach: *This study analyzed published papers using the ABCD analysis framework, using quantitative analysis in focus group interactions to identify key attributes and variables influencing consumers' intentions to purchase eco-friendly bags, thereby providing valuable insights.*

Findings/Result: *The ABCD analytical approach indicates that both organizations and individuals are utilizing sustainable strategies to tackle pressing issues. Consumers' intentions toward buying eco-friendly bags are high, suggesting that eco-friendly bags are a more effective option than single-use plastic bags, as confirmed by focus group discussions.*

Originality/Value: *This study employs the ABCD analysis method to analyze consumers' willingness to purchase eco-friendly bags. The study explores consumer behaviour and factors influencing purchase decisions through determinant issues, key attributes, factor analysis, and elementary analysis.*

Paper Type: *Empirical Analysis*

Keywords: Green product, Eco-friendly bags, Quantitative ABCD Analysis, ABCD Analysis Framework, Elementary analysis, Determinant issues, Key attributes, Consumer perception, Purchase Intention

1. INTRODUCTION :

Human survival is put at risk by global warming and ozone depletion. Every individual, regardless of their financial status, desires a decent, healthy, and active life. Profitability is the primary goal of any business. However, the environmental consequences of global industry are just now becoming clear (Dutta, K. (2012). [1]). Human activities pose significant risks to environmental sustainability, including global warming, pollution, water scarcity, noise, and biodiversity loss (Steg, L., et al. (2005). [2]); (Abrahamse, W. et al (2007). [3]). Plastic, including bags, bottles, and packaging, is the third largest volume of municipal solid waste in South Asia, and addressing this issue requires changing consumption patterns and eliminating waste at its source (Hoornweg, D. et al. (2012). [4]). Plastic pollution is negatively affecting the marine environment. It requires immediate action to reverse this trend (Rios, L. M. et al. (2007). [5]); (Rochman, C. M. et al. (2015). [6]). Global governments, scientists, NGOs, and the public are concerned about marine plastic pollution (Seltenrich, N. (2015). [7]). Plastic garbage frequently causes the deaths of both domestic and wild animals (Yuan, S. Y. et al (2002). [8]). Most plastic bags are typically thrown away as trash after only one use (Yamamoto, T. et al. (2001). [9]). Using eco-friendly reusable bags is one of the ecologically responsible acts that have a low environmental effect (Steg, L. et al. (2009). [10]). Reusable eco bags, such as jute, cloth, paper, cotton, bamboo, canvas, and nylon, are being created as alternative to plastic bags (Agyeman, C. M. et al. (2017). [11]. Eco-friendly bags, also known as reusable bags, are made from durable materials like fabric or recycled materials and can be reused multiple times. They reduce waste, save resources,

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minimize pollution, protect animals, and reduce carbon emissions, promoting sustainable behaviours and a positive environmental impact (Ashwini, V. & Aithal, P. S. (2022). [12]). The growing demand for eco-friendly products, especially in industrialized countries, has led to businesses adopting green marketing strategies to cater to consumers' concerns about health and environment (Jain, S. K., & Kaur, G. (2004). [13]).

The study utilizes the ABCD analysis framework to analyse business proposals and consumer purchasing intentions for eco-friendly bags, emphasizing the importance of beneficial analysis (Aithal, P. S. (2016). [14]). The ABCD analysis approach, a recent addition to the business analysis framework, examines the application of a concept in a specific context, analysing its idea, system, strategy, and resources (Aithal, P. S. (2017). [15]). The ABCD approach assigns scores to quantitative analysis components, with the final score for constructs derived from analysing accepted or rejected scores in empirical research (Agarwal, R. et al. (2009). [16]). The ABCD methodology is a systematic approach to researching business models and concepts that enables managers, entrepreneurs, and analysts to assess existing models and develop new ones. It identifies key characteristics, examines their benefits, drawbacks, limitations, and advantages, considers the model's context, and evaluates its design. This method provides comprehensive knowledge for performance optimization or model development, with the goal of being a simple yet powerful tool (Madhura, K., & Panakaje, N. (2023). [17]).

2. LITERATURE REVIEW ON THE FRAMEWORK OF ABCD ANALYSIS :

The ABCD analysis framework is a tool for business analysis that determines factors under four constructs (advantages, benefits, constraints, and disadvantages) to identify determinant issues through analysis of business concepts, systems, technology, models, and ideas (Aithal, P. S., & Aithal, S. (2019). [18]). The literature review is a vital step in the research process as it enables a comprehensive understanding of a specific topic, identification of knowledge gaps, and enhances comprehension of the subject matter (Sony, M., & Aithal, P. S. (2020). [19]). The ABCD framework is tool for assessing the effectiveness of ideas or tactics, as well as human and system characteristics. It can also assess the utility of resources in society. Qualitative analysis uses the ABCD framework to identify constitutionally important aspects, while qualitative analysis provides appropriate scores and weights based on empirical research. The notion or method is accepted or rejected based on the computed scores for relevant constructs (Aithal, P. S. (2021). [20]). A literature review is crucial for researchers to assess the alignment of their study's findings with existing knowledge (Sony, M., & Aithal, P. S. (2020). [22]). ABCD analysis is crucial for strategic planning, organizational development, and education, aiding in identifying changes and providing insights into changing viewpoints. Its practical application in real-world situations guides future research and aids in informed decision-making, contributing to intellectual discussion and practical decision-making processes.

3. OBJECTIVES :

(1) To investigate the ABCD analysis applicability for analyzing consumers' purchasing intentions for eco-friendly bags.
(2) To enumerate the benefits, advantages, constrains, and drawbacks of consumers' intent to purchase eco-friendly bags.
(3) To identify the determinant issues and their primary attributes within the ABCD analysis framework.
(4) To explore the factors affecting consumers' intent to purchase environmentally friendly bags, considering the specified key attribute.
(5) To analysis the ABCD framework's essential components using elementary analytical techniques.
(6) To assess the critical elements present in each of the ABCD constructs.

4. ABCD LISTIGN FOR QUALITATIVE ANALYSIS OF CONSUMERS PURCHASE INTENTION OF ECO-FRIENDLY BAGS :

The ABCD analysis framework is a dependable instrument for comprehending a company's behavior, structure, and dynamics, as well as assessing the impact of changes. It is vital for ABCD analysis since it gives a qualitative analytical approach for identifying the advantages, benefits, constraints, and downsides of each discovered determinant problem (Aithal, P. S. (2017). [23]). The behaviour, factors, and structure are determined using a standardized procedure. It is determined using a precise approach,

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just as is the efficacy of new alterations (Aithal, P. S., & Aithal, S. (2017). [24]). Following an effort at a qualitative examination of the inventive adjustments, the framework may be used to summarize the important benefits, advantages, limits, and downsides of each known deciding factor (Sharma, M. et al (2022). [25])

4.1 A review of the ABCD framework in recent academic research papers:

Qualitative analysis is a method used to identify the advantages, limitations, and negative outcome of various key subjects after selecting them for investigation (Reshma, P. S. et al (2015). [26]). Aithal, P. S. (2015), proposed the ABCD analysis framework to discover elements influencing determinant issues based on advantages, benefits, limitations, and drawbacks. This framework serves as a guideline for ABCD research, allowing researchers to conduct the most thorough analysis of ideas, plans, and businesses. The study employs focus group interactions to uncover critical constituent aspects of companies, employees, and operational and environmental problems for the work-from-home idea (Rajasekar, D. et al (2022). [27]); (Salins, M., & Aithal, P. S. (2022). [28]). Some research papers contain a table summarizing the advantages, downsides, limitations, and benefits from the researchers' perspective (Prasad, K. K. et al (2016). [29]).

Table 1: Critical review of scholarly literature on the ABCD classification of various domains

S. No.	Area of Research	Contribution	Reference
1	B.COM Approach to Corporate Audit	The higher education system can enhance students' knowledge, skills, and career prospects by adopting beneficial ideals. By completing an undergraduate curriculum in corporate auditing, students can easily take the C.A. test and pursue professional opportunities. This integrated strategy also allows students to obtain a dual degree or certification, preparing them for labor market demands.	Aithal, P. S., & Noronha, S. (2016). [30]
2	Green higher education	The study suggests abandoning traditional educational practices to revolutionize social learning and create a diverse curriculum for equitable problem-solving. The main solution is to provide postgraduates and recent graduates with the necessary knowledge to become green education decision-makers, ensuring equitable participation in problem-solving.	Aithal, P. S., & Rao, P. (2016). [31]
3	Online learning impact	The research delves into the influence of online education on the progress of science and society, its position as the next generation of education, and the diverse techniques of online education and their importance.	Aithal, P. S., & Aithal, S. (2016). [32]
4	Nonlinear organic material utilization	The study investigated the characteristics of the optimal optical limiter and reviewed recent research on its implementation using nonlinear organic materials.	Aithal, S., et al (2016). [33]
5	Navigating 4G: Challenges and chances	The study investigates the advantages, disadvantages, and constraints associated with the adoption of 4G technologies in the Indian market. It discusses backhaul, voice-over LTE, regulatory issues, ecosystem considerations, and return on investment, and chipset compatibility.	Prasad, K. K., et al (2016). [29]
6	Ideal software	The article discusses the concept of perfect	Aithal, P. S., & Pai

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	concept and Manifestation Scenarios	software, a hypothetical software that can be used for system automation and networking, and explores the practicality of developing such software using existing and new technologies, as well as its implications for the IT sector.	T, V. (2016). [34]
7	People and Performance: A Management Analysis	Researchers compared four motivation theories for humans, discussed how hypothesis A could be implemented in a company, and examined the theory's impact on current organizational performance.	Aithal, P. S., (2016). [35]
8	Advanced Library Concept for Future	Technology advancements are leading to the replacement of physical libraries with digital ones in numerous countries, enabling the public and students to access complete and timely information. The Universal Resource Center is a technical breakthrough that facilitates the free exchange of intangible knowledge resources.	Aithal, P. S. (2016). [36]
9	Higher education performance rating	The study utilized the ABCD method, a groundbreaking analytical model, to examine the system for ranking higher education institutions known as the "National Institutional Ranking System, identifying critical components based on four constructs.	Aithal, P. S. et al (2016). [37]
10	Green Agricultural Technology	The study examines the potential and challenges of green technology in various sectors such as agriculture, water, renewable energy, buildings, automobiles, space exploration, education, food production, and health and medicine.	Aithal, P. S., & Aithal, S. (2016). [38]
11	Analyzing Six Thinking Hats	The framework is based on deciding variables, while crucial variables outline their advantages, benefits, limitations, and downsides, and factor and elemental analyses are performed using the CCE methodology and ABCD analytical framework.	Aithal, P. S. (2016). [39]
12	Learning Tactics of Students	The study highlights the significance of pre-university education in career choices and suggests strategies for students to adapt to curriculum changes, including opportunities, challenges and secondary examination strategies.	Aithal, S., & Aithal, P. S. (2016). [40]
13	Green Energy Influence	The research focuses on the use of renewable energy production technologies to mitigate the effects of global warming.	Aithal, P. S. et al (2016). [41]
14	Modern IT Virtualization	The information technology industry is expanding rapidly, with server virtualization becoming a popular choice for companies. This technology eliminates server farms, offering cost savings and adaptability in IT infrastructure. Virtualization is now available on various devices, like cellphones, laptops, and routers, making it more accessible and cost-effective. It could be beneficial use a	Lathika, K. (2016). [42]

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		smartphone's virtual computer for business.	
15	Development of Company Analysis for Case Studies	A robust business case outlines the problem, outlines possible solutions, and provides sufficient information and uncertainties for decision, fostering student learning and promoting collective learning.	Aithal, P. S. (2017). [43]
16	Cloud computing for ideal system	The research paper suggests a framework for incorporating cloud computing services into the processor aspect of the information and communication technology concept. Additionally, it involves supplying virtual system components with cloud-based hardware and software to establish a suitable computing system model.	Aithal, P. S., & Pai T, V. (2017). [44]
17	Innovative approach to e-campus interviews	The research presents an innovative approach to e-campus interview preparation known as the "Box Framework for E-Campus Interview Training," which allows teachers to create a comprehensive online interview course for students, incorporating various framework box contents for successful training.	Shenoy, V., & Aithal, P. S. (2017). [45]
18	Starting research with company analysis	Researchers looked into how to design company-focused case studies in this publication using a freshly developed company analysis methodology. They also urge beginning researchers to adopt a company analysis-type case study approach as a first step in academic research.	Aithal, P. S. (2017). [46]
19	International Business Analysis Framework	The analysis of global commerce requires considering internal factors like research, innovation, production efficiency, cost reduction, waste minimization, marketing, and after-sales service. Multinational firms use frameworks to examine their operational environment, and the ABCD listing technique is used to evaluate advantages, benefits, limits, and disadvantages for international commercial plans and environmental studies.	Aithal, P. S. (2017). [23]
20	Challenges in Microbial Fuel Cells	A microbial fuel cell is a device that generates bio-electrochemical energy. Power is generated here via natural bacterial interactions. The fundamental concept of generating electricity from MFC paints a clear image of unclean soil or wastewater being prevalent in rural India, where people rely on such soil or water for agricultural purposes. It is possible to generate electricity rather than squandering soil sludge, which is abundant in rural regions, as well as wastewater from cow houses and domestic use. This energy can be utilized in conjunction with other renewable energy sources.	Acharya, S., & Aithal, P. S. (2017). [47]
21	Incorporating Theory A with the ABCD Model for	This paper investigated several current concepts about administrative behavior and proposes Theory A, and the ABCD listing of	Aithal, P. S., & Kumar, P. M. (2017). [48]

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		Theory 'A' is examined.	
	organizational integration		
22	Techniques for Enhancement Fingerprint Images	This study presents a framework for evaluating the effectiveness of the Fingerprint Biometric Attendance System, along with an ABCD listing of its features.	Prasad, K. K., & Aithal, P. S. (2017). [49]
23	E-Campus Recruitment Online at Berger Plaints India Ltd	Online campus recruiting is a popular and sought-after method for selecting university graduates. This study analyzed the recruitment procedure and its impact on students, stakeholders, the e-recruitment sphere, and the broader industry landscape.	Shenoy, V. et al (2018). [50]
24	Realizing the Ideal Drug in Today's Pharmaceutical Science	The study analyses the use of nanotechnology in drug research to improve drug delivery methods and develop perfect medications. It discusses the advantages, limitations, and benefits of nanotechnology in the pharmaceutical industry. The research compares traditional medications and nanotechnology-based pharmaceuticals, focusing on new interpretations futuristic research and knowledge development.	Aithal, A., & Aithal, P. S. (2018). [51]
25	Evaluating the National Education policy 2019 and Implementation Challenges in Higher Education in India	The policies that oversee higher education in India are examined in this study, along with their implications, core components, and the National Education Policy 2019. The higher education sector is the focus of comparisons with past policies.	Aithal, P. S., & Aithal, S. (2019). [52]
26	A fresh perspective on leadership within the context of AB Theory	Researchers proposes that winning leaders' actions are influenced by their organizational behavior, while others believe that leaders' attitudes are determined by their feelings, emotions, beliefs, and environment. The study highlights the various factors that impacts leaders' environments and their distinguishing characteristics.	Aithal, P. S., & Aithal, S. (2019). [53]
27	Examining Operational Challenges within a Private University	Researchers utilized the ABCD technique to investigate the operation of a university, focusing on six critical criteria: governance, leadership, innovation, best practices, organizational components, student's advancement, faculty development, social and stakeholder issues, and concern.	Muduli, A. K. et al (2019). [54]
28	Incorporating STEAM, ESEP, and IPR into B.Tech. for Innovation	A student-integrated engineering development system based on the STEAM-Employability Model is one of the six improvements the study proposes for the B.Tech. "This is aimed at expanding the program's impact, inclusivity, and dynamism by trying out new approaches."	Aithal, P. S., & Aithal, S. (2019). [55]
29	Integrated approach for unorganized lifestyle retailers in India	Unorganized lifestyle retailers in Tier 2 and Tier 3 Cities are facing significant challenges due to the growth of organized lifestyle shopping in India, requiring them to adopt specific tweaks and improvements to maintain	HR, G., & Aithal, P. S. (2020). [56]

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		their advantage in the market.	
30	Brand building through Social Engagement	The research assesses the present condition of corporate social responsibility (CSR) in India, with a focus on the top companies listed on the Bombay Stock Exchange (BSE) and National Stock Exchange. It also uses the ABCD approach, a qualitative approach, to thoroughly explore the concept of CSR.	Shailashri, V. T., & Kariappa, A. (2020). [57]
31	Opportunities and Challenges of Solar System Batteries	This article explores various battery types and their life expectancy factors, proposing a charging methodology and methods to improve longevity. It uses an ABCD analysis to examine battery-related issues and their impact on society and the economy, highlighted the importance of considering battery-related issues in the new model.	Acharya, S., & Aithal, P. S. (2020). [58]
32	Enhancing Productivity: WIPRO's Embracing Diversity and Inclusivity	Inclusion and diversity are crucial for a company's survival and growth in a diverse workplace.	Krithi, & Ramesh Pai (2020). [59]
33	Indian Engineering 4.0 Industry Readiness Model Creation.	The concept of Industry 4.0 is gaining momentum in developing countries due to large initial investments. The ABCD framework investigates its impact on various industries. The engineering industry has the potential to create smart goods and solutions, contributing to the need for measuring its effects developing nations. Indian engineering industries can benefit strategically by capturing growing markets.	Sony, M., & Aithal, P. S. (2020). [22]
34	Exploring the Growth and Future of Mangalore Airport: A case study	The study investigated the economic impact of Mangalore International Airport on the Indian economy and the aviation industry. It analyzes public-private partnerships in aviation, highlighting their advantages, disadvantages, and potential acquisition will boost AAI income, which can be used to support investments in Tier II and Tier III cities, job creation, and infrastructure upgrades, ultimately contributing to overall economic growth.	Kumari, P., & Aithal, P. S. (2020). [60]
35	Blockchain Services: IBM & Hyperledger Fabric	The article examines the use of Blockchain, including its structures, tools, and services, to create a frictionless network and address basic needs and challenges. It uses the ABCD analytical methodology to study Hyperledger and its applications across various sectors.	Bhuvana, R., & Aithal, P. S. (2020). [61]
36	Digital Evolution in Indian Banking	The study demonstrated the banking industry's use of electronic payment mechanisms like NEET, RTGS, IMPS, and UPI for card payments. It provides an overview of the industry's aims, functions, resource inputs, and outputs, examining its current state and	Vidya, M., & Shailashri, V. T. (2021). [62]

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		potential future expansion.	
37	Investor Risk Determinants	The study examines the personalized nature of risk perception by investors, utilizing ABCD and SWOT managerial frameworks to identify research gaps and identify areas for future study.	Rangi, P. K., & Aithal, P. S. (2021). [63]
38	Green CSR Activities in Banking Services	This research article aims to social responsibility and brand value goals by highlighting current research gaps and priorities for using CSR funding in green banking methods, thereby enhancing customer retention and attractiveness.	Prabhu, G. N., & Aithal, P. S. (2021). [64]
39	Identifying Sustainable Practices in Corporate Reports	The ABCD highlights the significance of higher education institutions publishing educational information in business sustainability reports for the educational system and its benefits to stakeholders.	Nayak, P., & Kayarkatte, N. (2021). [65]
40	Six thinking hats method for software development challenges	Individual decisions are less efficient than collective ones. The six thinking hats technique, combined with ABCD analysis, can be a crucial part of the organizational problem-solving process for managers or terms. Their method helps management handle problems effectively and ensures continuous pursuit of the best solution to organizational issues. Adopting and executing this method ensures effective decision-making.	Rathnayaka, B. M. T. N. et al (2021). [66]
41	Best Practices: CSE Model at Srinivas University	The purpose of this research is to showcase a revolutionary higher education system that promotes holistic growth by assessing existing university models and identifying two innovative models that offer superior instruction and service to students at the university level.	Pradeep, M. D., & Aithal, P. S. (2022). [67]
42	Higher Education: CSR practice	This research uses the ABCD analytical technique to examine corporate sustainability disclosure education in higher education institutions (HEIs). Despite previous studies, this article expands the field of corporate sustainability disclosure education by identifying its essential components and emphasizing its importance in the modern educational system.	Nayak, P., & Kayarkatte, N. (2022). [68]
43	Online Food Delivery	The study aims to comprehend the ABCD framework's design for analyzing online meal delivery services, identify key stakeholders' influencing variables, and analyze the deciding features of these elements.	Frederick, D. P., & Bhat, G. (2022). [69]
45	Green Financing Imperative in Nepal	The study demonstrated green borrowing, a unique financial concept that is crucial for achieving financial wellness and sustainable growth, emphasizing its importance in preserving the environment.	Mishra, K., & Aithal, P. S. (2022). [70]
46	Assessing Models in Higher	The study examines a current university model as a best practice, aiming to create a unique	Aithal, P. S. et al (2022). [71]

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	Education	university-level training system for holistic student growth. It involves verifying, assessing, and deconstructing two effective models to make it more student-centered.	
47	MUDRA's role in rural-urban SMEs, MSMEs, and Agriculture	The framework aims to enhance Self-Help Groups (SHGs) and agriculture operations by enhancing knowledge about MUDRA loans for agricultural undertakings and clinics, and clarifying MUDRA and NABARD's responsibilities in bank refinancing programs.	Kadaba, D. M. K. et al (2022). [72]
48	Examining Indian Pharma with ABCD Framework	The ABCD model provides a comprehensive view of the Indian pharmaceutical industry, highlighting its advantages, particularly its low manufacturing costs, but its significant disadvantage is its environmental impact.	Shenoy, S. S. et al (2022). [73]
49	Customer perception of In-store Furniture	Purchasing from a store is a social activity involving many individuals. Traditional or digital marketing strategies, using the ABCD structure, aim to attract customers by revealing multiple variables and influencing their positive and negative feelings.	Amin, V. S., & Kumar, A. (2022). [74]
50	Analyzing VK sofa makers' customization case	Sustainable business methods enable businesses to expand into new product categories while retaining their current personnel and equipment, in addition to exporting their goods.	Amin, V. S., & Kumar, A. (2022). [75]
51	Students' perception of industrial internship	Industrial internship program enhances students' learning experiences, but its perception is influenced by various factors. A study uses the ABCD analytic framework to assess students' perceptions and experiences with pre-placement operations, student internship units, and host companies. Results show students benefit from the program, but improvements in pre-placement protocols could improve the overall internship experience.	Frederick, D. P., & VT, S. (2022). [76]
52	Innovation D2C via Livestream in COVID-19	COVID-19 forced businesses to find new ways to engage with consumers, leading to the raise of livestreaming as a tool for attracting partners and internal staff. This increased customer access to merchants, and analysts recognized that involvement should extend beyond buyers. Live broadcasting is now considered the future of retail and e-commerce, as it can lock in business partners and staff members.	Rajasekar, D., & Aithal, P. S. (2022). [27]
53	Dabur India Ltd.'s Profitability Ratio Analysis	The study evaluates Dabur India Company's performance using profitability ratios and CSR efforts. IT examines how CSR activities can boost sales and profit. The ABCD analysis is used to assess Dabur's concern for the public through CSR efforts. The drug to its immune-enhancing benefits. Dabur is more concerned about its social standing and invests heavily in CSR projects. Despite being an Ayurveda	S Chandra, B., & Mayya, S. (2022). [77]

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		company, Dabur appears profitable.	
54	Analyzing Famous Transgender Personalities	The study discovered that there is a scarcity of research on famous transgender people from India; consequently, a paper detailing the triumphs or successes of such a suppressed gender minority in India is critical for teaching the public about their achievements.	Nair, H. R. (2023). [78]
55	Impact of Grit and Sef-Efficacy on Growth Mindset	The study found people with a growth mindset have stronger self-efficacy and higher school involvement. People with a fixed mentality feel their intrinsic intelligence is restricted, which leads to a dismal attitude and a dread of failure. Individuals with a growth mindset have control over their ideas, beliefs, and they believe in their own genius.	Buvana, R., & Talwar, P. (2023). [79]
56	Internal Quality Assurance in Private University	This study explores the redefining of the internal quality assurance system in private universities, highlighting its impact on various aspects of the system and its potential to foster pleasure, joy, and excellence and serve as a foundation for NAAC Quality Initiatives.	PS, Nethravathi., & Aithal, P. S. (2023). [80]
57	Conceptual Model: Consumer purchase intention of Eco-friendly bag	This analysis discovered that factors driving customers' intentions to buy eco-friendly bags, focusing on environmental consciousness, societal influence, product features, desire to spend, and perceived environmental benefits. This provides insights into consumer preferences for sustainable items.	Ashwini, V., & Aithal, P. S. (2023). [81]

Table 2: Variations in authors' exploration of focus areas and determinant issues using ABCD framework in different research fields.

S. No.	Focus Area	Determinant Issues Identified by Different Authors	Reference
1	Exploring Business Models and Concepts	Engaging with technology, social aspects, environmental concerns, employee-employer issues, operational and organizational dynamics.	Aithal, P. S. et al (2015). [82]
2	E-Business Aspect of Working from Home	Consumer, Environmental, and Social Standpoints, Stakeholder Engagement, Organizational Aspects	Reshma, P. S. et al (2015). [26]
3	Impact Of Working from Home On Future Education Administration	Administration, Organizational Targets, Academic Viewpoint, and Stakeholder Aspects.	Reshma, P. S. et al (2015). [83]
4	Assessing Higher Education's Stage Model through ABCD	Challenges in academics, student issues, faculty matters, and organizational problems.	Aithal, P. S., Shailashree, V. et al (2016). [84]
5	Analyzing ABCD technique in business modes	Various potential impact factors, comparing ABCD analysis with other models, enhanced ABCD framework.	Aithal, P. S. (2016). [14]
6	Assessing NAAC Accreditation: ABCD analysis	Curriculum-related components, Student assistance, learning resources, administration, and exemplary practices	Aithal, P. S., Shailashree, V., et al (2016). [85]
7	ABCD Evaluation	Challenges in commercialization and	Aithal, S., &

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	of Dye-Infused Polymers in Photonics	materials, application concerns, perspectives from customers/students, and environmental and social consideration	Aithal, P. S. (2016). [86]
8	Analyzing new research indices: An ABCD perspective	Scholarly publications, contributions to research, citation repositories, and institutional standings	Aithal, P. S. (2017). [87]
9	ABCD analysis of the IEDRA placement model	Enterprise systems, students placement processes, scheduling framework, student-centric approach, on-campus interviews	Shenoy, V., & Aithal, P. S. (2017). [88]
10	ABCD Analysis: Task shifting as optimal healthcare workforce solution	Issues in alternative acceptors, donor physicians, patient and relative concerns, country-specific challenges, and Nursing professional efficiency	Aithal, A., & Aithal, P. S. (2017). [89]
11	Digital transformation in India: Impact on the BOP sector	Financial gains, innovative market approaches, and product directives.	Raj, Keerthan & Aithal, P. S. (2018). [90]
12	ABCD analysis of Nanotechnology as green technology	Nanotechnology, market dynamics, growth, societal impact, IT and eco-friendly technology	Aithal, P. S., & Aithal, S. (2018). [91]
13	Wealth generation at the base: ABCD analysis	Concerns of stakeholders, international corporations, societal progress, and business decision-making	Raj, K., & Aithal, P. S. (2018). [92]
14	Risk decision making in academic institutions: six thinking hats analysis	Organizational challenges, conceptual concerns, operational and managerial issues, societal and stakeholders. considerations	Rangi, P. K., & Aithal, P. S. (2020). [93]
15	Coping with stress: ABCD analysis	Unpredictable work hours, social seclusion, workplace challenges, stress among cabin crew	Kumari, P., & Aithal, P. S. (2022). [94]
16	Impact of organic food on purchase intentions	Ecosystem, consciousness, perspective, challenges faced by farmers, concerns of consumers, corporate challenges, and societal concerns	Sujaya, H., & Aithal, P. S. (2022). [95]
17	ABCD analysis of online shopping trends	Seller challenges, concerns with centralized financial institutions, customer matters, and logistical issues	Frederick, D. P., & Salins, M. (2022). [96]
18	ABCD framework of food delivery	Food delivery innovation, dining establishments, clientele, delivery services, and commerce	Frederick, D. P., & Bhat, G. (2022). [71]

Table 3: A critical review of scholarly literature on the Quantitative ABCD analysis of various domains

S. NO.	Area of Research	Contribution	Reference
1	IEDRA Placement Model	The study identified 101 key components of the IEDRA model, demonstrating its high satisfaction levels and its usefulness for job-seeking students on campus, highlighting its importance in their educational journey	Shenoy, V., & Aithal, P. S. (2017). [88]
2	Coping with stress: ABCD analysis	The study identified 48 key points, emphasizing the importance of workplace stress coping strategies, as they offer numerous benefits and advantages that outweigh the	Kumari, P., & Aithal, P. S. (2022). [94]

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		drawbacks, thus enchasing employee productivity.	
3	ABCD Evaluation in Higher Education Stage Model	The study analyzed 52 key factors, with the advantages being the most significant, followed by benefits, limits, and drawbacks. The findings suggest that higher educational institutions' approach to corporate sustainability disclosures is highly beneficial to stakeholders.	Nayak, P., & Kayarkatte, N. (2022). [68]
4	ABCD Analysis Of Organic Food Impact On Purchase	The ABCD analytical framework identified 98 key factors influencing the efficacy and purchase intention of organic food items. The highest satisfaction level was achieved for benefits, followed by advantages and drawbacks with neutral weightage, and restrictions with no satisfactory level. The study's findings highlights the importance of these factors in organic food products	Sujaya, H., & Aithal, P. S. (2022). [95]
5	ABCD analysis of online shopping	The study analyzed 60 important constituent parts to establish the most affecting features of online purchasing, and the results suggest that the advantages factor, followed by benefits, has the largest impact on the country's performance.	Frederick, D. P., & Salins, M. (2022). [96]
6	Consumer Intention: Mitigating Food Waste in Restaurants	The ABCD research highlights the elements that influence consumers' intentions to decreased food waste in restaurants. The highest mean score was 155 for benefits, followed by restrictions and drawbacks. Research on this topic is critical as businesses and individuals implement sustainable techniques for short-term relief. Focus group discussions support the benefits of this technique.	Salins, M., & Aithal, P. S. (2022). [28]
7	Green banking practices: ABCD analysis of product impact	The ABCD framework evaluated the efficacy of green banking products and identified 72 critical factors. This was followed by an assessment of the factors' advantages, benefits, limitations, and drawbacks. The study's findings revealed that the advantages, benefits, limitations, and drawbacks. The study's findings revealed that the advantages offered by green banking services had a significant impact on their success.	Prabhu, N., & Aithal, P. S. (2023). [97]
8	ABCD analysis of agricultural stakeholders	The ABCD framework evaluates a concept's main components, including advantages, benefits, restrictions and downsides. A study found 100 key criteria that agriculture stakeholders support, indicating its applicability to all stakeholders. The quantitative assessment showed a high weighting for advantages to stakeholders, followed by benefits gained through focus group participation.	Kambali, U. et al (2023). [98]
9	Corporate social	The ABCD analyses are used to assess the	VA, N. A., & Pai,

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	responsibility: Creating Value	coffee industry, highlighting its advantages, restrictions, and drawbacks. The study identified 100 essential criteria for industry stakeholders, allowing the ABCD analysis technique to benefit all stakeholders.	R. (2023). [99]
10	Youth Audience in Local Media: ABCD analysis	The study investigated 72 major aspects of young audiences in local media and discovered that the advantages and benefits had a more favorable influence on the youth audience and local media than the limits and drawbacks.	Lobo, V. S., & Bhat, K. S. (2023). [100]

4.2 Analysing ABCD Listings of Consumer Intentions for Eco-Friendly Bags:

Numerous studies have investigated the ABCD analysis framework, identifying its advantages, benefits, limitations, and drawbacks. A list of various ABCD analyses of consumer purchase intention of eco-friendly was prepared to understand challenges and future directions (Ashwini, V., & Aithal, P. S. (2023). [101]).

Table 4: shows a list of ABCD listings of consumer purchase intentions for eco-friendly bags.

Advantages
(1) Eco-friendly bags promote environmental awareness and encourage consumers to reduce their plastic bag usage.
(2) The widespread availability of eco-friendly bags in retail stores and online platforms ensures easy accessibility for consumers.
(3) Eco-friendly bags with attractive and stylish designs increase their visual appeal, responding to consumer demands for aesthetically pleasing items.
(4) Brands that market eco-friendly bags are perceived as socially responsible by consumers, which establish positive brand implications.
(5) Eco-friendly bags adaptability allows them to cater to a diverse range of consumer needs and preferences.
(6) The increased popularity of bags reflects current trends and has the potential to increase wide spread adoption, promoting environmentally friendly choices.
(7) Using eco-friendly bags helps reduce waste and supports sustainable practices, promoting an environmentally conscious lifestyle.

Benefits
(1) Companies that practices environmentally friendly business practices cultivate a strong connection with their customers, which boosts brand loyalty.
(2) Eco-friendly bags help to maintain ecological balance by encouraging a peaceful relationship with the environment.
(3) Eco-friendly bags promote ethical and balanced consumption habits, aligning with sustainable living principles.
(4) Businesses that adopt eco-friendly initiatives and go above and beyond environmental regulations show that they care about the environment more than just following the law.
(5) Consumer preference for sustainable and eco-friendly product leads to positive financial effects.
(6) The use of environmentally friendly materials helps conserve biodiversity by protecting a variety of species.
(7) Eco-friendly bags play a crucial role in raising public awareness and understanding of the environmental impacts of plastic.
(8) Eco-friendly bags are gaining popularity due to consumer preference for natural products.

Constraints
(1) The production costs of eco-friendly bags may be higher, potentially impacting the affordability of these bags for specific consumer groups.
(2) Companies obtaining eco-certifications can be challenging due to compliance and

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documentation requirements.

(3) Intense rivalry over traditional bags may prevent eco-friendly alternatives from entering the market.

(4) Changing customer attitudes toward eco-friendly bags may require time and considerable marketing initiatives.

(5) Public awareness campaigns and effective marketing strategies are critical for persuading consumers to switch from traditional plastic to environmentally friendly alternatives.

(6) The limited implementations of plastic bag bans or taxes in certain locations limit the market reach of eco-friendly bags.

(7) Climate related factors pose a challenge to supply chains, necessitating proactive measures to ensure consistent and stable raw material supply.

Disadvantages

(1) The initial investments in eco-friendly material research and development may pose financial challenges for enterprises.

(2) The variety of eco-friendly bags may be limited compared to conventional products, thus limiting consumer options.

(3) Eco-friendly bags may not be suitable for certain conditions, particularly when waterproofing is necessary.

(4) Eco-friendly bags have a higher chance of bacterial contamination in hygiene products, which could affect consumers' perceptions and usage. Additional measures are necessary to maintain cleanliness.

(5) The product's lifespan may be reduced due to durability concerns, such as shrinking after washing, requiring users to be conscious of maintenance procedures.

(6) The need for frequent cleaning may discourage some users, requiring an additional level of effort to maintain these bags.

(7) A lack of advertising may limit the market penetration of these bags, emphasizing the importance of effective marketing initiatives.

5. STRUCTURE OF ABCD ANALYSIS FRAMEWORK :

The ABCD analysis framework examines a concept's advantages, benefits, Constraints and disadvantages by identifying determinant concerns and measuring critical aspects, as illustrated in figure 1.
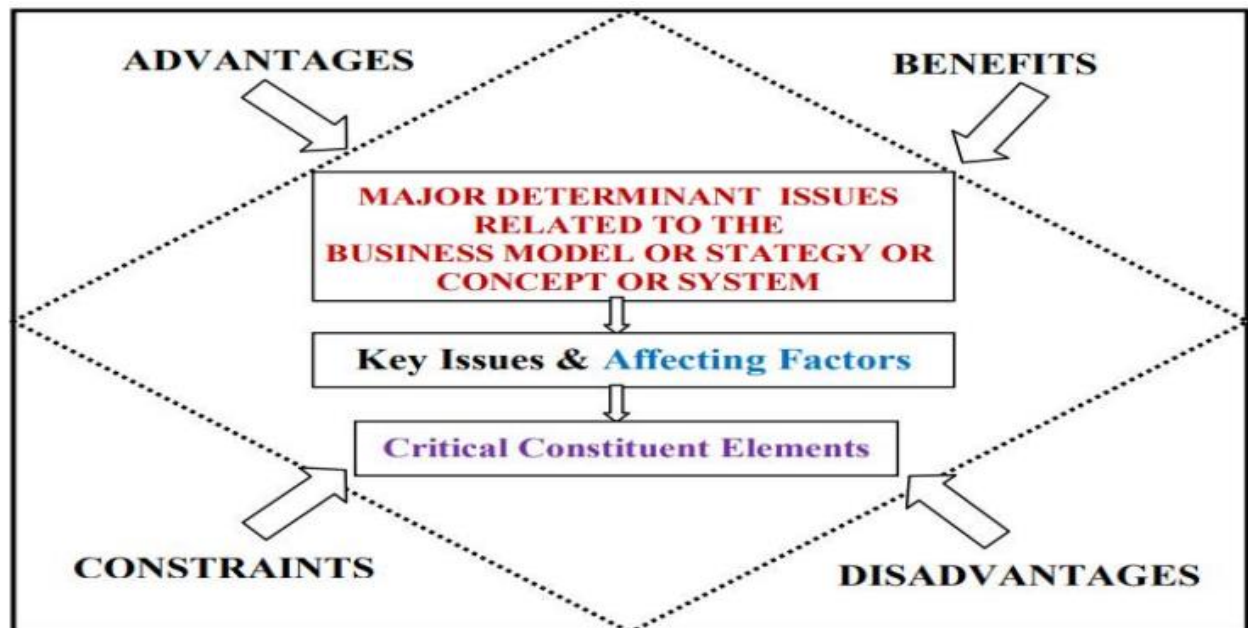

Fig. 1: Diagram illustrating the factors influencing the business model, concept, or system using the ABCD framework (Aithal, P. S. et al. (2015). [102]).

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6. KEY ATTRIBUTES AFECTING CONSUMERS PURCHASE INTENTION OF ECO-FRIENDLY BAGS :

The key elements affecting consumers' purchase intentions for eco-friendly bags are researched and evaluated, with specific important aspects of each determining issues for identifying the contributing aspects of each construct, which include advantages, benefits, Constraints, disadvantages. The key characteristics of the critical concerns are covered to reduce the amount of research required. Table 5 shows the factors that influence customers' purchasing intentions for eco-friendly bags.

Table 5: A list of determinant issues and their possible key attributes provides a comprehensive understanding of consumers' purchase intentions of eco-friendly bags.

S. NO.	Determinant Issues	Key Attributes
1	Consumer Issues	Intention, Perception, Health Concern, Buying Patterns, Product quality, profit margin, availability and accessibility, usefulness
2	Society Issues	Norms, Knowledge, Community Contribution, Ecology, Economic Growth, Environment, Educational Initiatives, Public perception, Collective Impact
3	Company Concerns	Competition, Research & Development, Business Expansion, Brand Visibility, Adaptability, Brand Reputation, Price Competitiveness, Marketing Strategies, Corporate Social Responsibility
4	Government Factors	Awareness, Regulations, Engagement, Investments, Awareness Programs, Regulatory Policies, Public Campaigns, Environmental Education, Waste Management Policies
5	Environmental Aspects	Eco-Literacy, Eco-friendly materials, Waste Reduction, Renewable resources, Energy Efficiency, Plastic Pollution Mitigation, Ecosystem health, Recyclability, Reduce Carbon Footprint, Biodegradability

7. FACTOR ANALYSIS OF CONSUMERS INTENTIONS OF ECO-FRIENDLY BAGS USING ABCD FRAMEWORK :

The study analyses factors influencing consumer purchase intention towards eco-friendly bags, including consumer issues, society issues, company concerns, government factors and environmental aspects. It uses qualitative methods and uses focus group interactions. Table 6 displays the identified determining concerns and key qualities.

Table 6: Analysing Factors Influencing Consumers' Intentions to Purchase Eco-Friendly Bags.

Determinant Issues	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Consumer Issues	Perception	Reputation	Brand Loyalty	Greenwashing Concerns	Consumer Distrust
	Buying Patterns	High Demand	Consistency	Saturation	Fluctuation
	Product Quality	Durable	Long Lasting	Balanced Quality	Quality Misjudgment
	Usefulness	Functionality	Convenient	User Resistant	Inapplicable Suitability
Company Concerns	Competition	Market Edge	Innovation Boost	Intense Rivalry	Pricing Wars
	Research and development	Innovation Drive	Technological Advancements	Resource Allocation	Uncertain Outcomes
	Business expansion	Market Growth	Diversification Opportunities	Operational Scaling	Market Saturation

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	Price Competitiveness	Competitive Pricing	Market Penetration	Profit Margins	Cost Pressures
Society Issues	Economic Growth	Job Creation	Prosperity Boost	Economic Transition	Cost Impact
	Educational Initiatives	Increased Awareness	Knowledge Enhancement	Implementation Hurdles	Educational Resistance
	Public Perception	Positive Image	Enhanced Positivity	Initial Skepticism	Potential Misconceptions
	Social Norms	Progressive Shift	Cultural Acceptance	Norm Resistance	Norm Stigmatization
Environmental Aspects	Renewable resources	Sustainable Sourcing	Energy Efficiency	Availability Constraints	Cost Fluctuations
	Plastic Pollution Mitigation	Pollution prevention	Ocean conservation	Plastic dependency	Material Substitution Issues
	Ecosystem health	Biodiversity support	Ecosystem stability	Complex interactions	Unintended consequences
	Recyclability	Material reuse	Circular Economy	Contamination Risks	Limited recycling infrastructure
Government Factors	Awareness Programs	Conscious Consumer	Informed Choices	Implementation Hurdles	Limited Impact
	Regulatory Policies	Legal Support	Standard Compliance	Enforcement Issues	Compliance Burden
	Environmental Education	Informed Citizens	Sustainability Mindset	Educational Gaps	Knowledge Barriers
	Waste Management Policies	Efficient Disposal	Recycling incentives	Infrastructure Gaps	Implementation Barriers

8. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENT ELEMENTS :

The elementary analysis approach is used to identify the key components of each variable, including the "CCE" and ABCD analysis features. These elements are ranked based on their weight and significance. A quantitative investigation is carried out to determine their relative importance. Table 7 displays the findings of a preliminary study on consumer purchase intentions foe eco-friendly bags.

Table 7: Basic Analysis of the Consumer Purchase Intention Advantages for Eco-Friendly bags

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements
1	Consumer Issues	Perception	Reputation	Consumer Decision-Making
		Buying patterns	High demand	Market Dynamics
		Product Quality	Durability	Product Reliability
		Usefulness	Functionality	Practical Utility
2	Company Concerns	Competition	Market Edge	Competitive Advantage
		Research and development	Innovation Drive	Technological Advancement
		Business expansion	Market Growth	Corporate Development
		Price Competitiveness	Competitive Pricing	Market Positioning

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3	Society Issues	Economic Growth	Job Creation	Socioeconomic Development
		Educational Initiatives	Increased Awareness	Enhanced Societal Progress
		Public Perception	Positive Image	Favorable Social Impact
		Social Norms	Progressive Shift	Societal Evolution
4	Environmental Aspects	Renewable resources	Sustainable Sourcing	Eco-friendly Practices
		Plastic Pollution Mitigation	Pollution prevention	Environmental Conservation
		Ecosystem health	Biodiversity support	Ecological Balance
		Recyclability	Material reuse	Sustainable resource utilization
5	Government Factors	Awareness Programs	Conscious Consumer	Societal Awareness
		Regulatory Policies	Legal Support	Policy Framework
		Environmental Education	Informed Citizens	Cultivating Environmental Awareness
		Waste Management Policies	Efficient Disposal	Effective Waste Control

Table 8: Fundamental Examination of Benefits Influencing Consumers' Intentions to Purchase Eco-Friendly Bags:

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements
1	Consumer Issues	Perception	Brand Loyalty	Purchase Commitment
		Buying patterns	Consistency	Purchase Behavior Stability
		Product Quality	Long Lasting	Enduring Satisfaction
		Usefulness	Convenient	Practical Utility
2	Company Concerns	Competition	Innovation Boost	Competitive Edge
		Research and development	Technological Advancements	Innovative Progress
		Business expansion	Diversification Opportunities	Strategic Growth
		Price Competitiveness	Market Penetration	Competitive Market Position
3	Society Issues	Economic Growth	Prosperity Boost	Societal Advancement
		Educational Initiatives	Knowledge Enhancement	Societal Empowerment
		Public Perception	Enhanced Positivity	Favorable Social Impact
		Social Norms	Cultural Acceptance	Societal Integration
4	Environmental Aspects	Renewable resources	Energy Efficiency	Sustainable Energy Practices

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		Plastic Pollution Mitigation	Ocean conservation	Marine Environmental Protection
		Ecosystem health	Ecosystem stability	Ecological Equilibrium
		Recyclability	Circular Economy	Sustainable Resource Cycle
5	Government Factors	Awareness Programs	Informed Choices	Empowered Decision-Making
		Regulatory Policies	Standard Compliance	Regulatory Adherence
		Environmental Education	Sustainability Mindset	Green Consciousness
		Waste Management Policies	Recycling incentives	Sustainable Waste Practices

Table 9: Basic Analysis of Constraints Impacting Consumers' Purchase Intention for Eco-Friendly Bags

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements
1	Consumer Issues	Perception	Greenwashing Concerns	Consumer Trust
		Buying patterns	Saturation	Market Dynamics
		Product Quality	Balanced Quality	Overall Satisfaction
		Usefulness	User Resistant	Long-term Utility
2	Company Concerns	Competition	Intense Rivalry	Competitive Intensity
		Research and development	Resource Allocation	Innovation Investment
		Business expansion	Operational Scaling	Strategic Growth Strategy
		Price Competitiveness	Profit Margins	Financial Viability
3	Society Issues	Economic Growth	Economic Transition	Societal Development
		Educational Initiatives	Implementation Hurdles	Educational Program Obstacles
		Public Perception	Initial Skepticism	Perception Barrier
		Social Norms	Norm Resistance	Cultural Shift Challenges
4	Environmental Aspects	Renewable Resources	Availability Constraints	Resource Limitation
		Plastic Pollution Mitigation	Plastic dependency	Plastic Reduction Challenges
		Ecosystem Health	Complex Interactions	Ecosystem Dynamics
		Recyclability	Contamination Risks	Recycling Challenges
5	Government Factors	Awareness Programs	Implementation Hurdles	Initiative Obstacles
		Regulatory Policies	Enforcement Issues	Regulatory Compliance Hurdles
		Environmental Education	Educational Gaps	Knowledge Disparities

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		Waste Management Policies	Infrastructure Gaps	Resource Allocation Challenges

Table 10: Fundamental Examination of Disadvantages Affecting Consumers' Purchase Intention of Eco-Friendly Bags

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements
1	Consumer Issues	Perception	Consumer Distrust	Trust Erosion
		Buying Patterns	Fluctuation	Market Instability
		Product Quality	Quality Misjudgment	Quality Misinterpretation
		Usefulness	Inapplicable Suitability	Limited Applicability
2	Company Concerns	Competition	Pricing Wars	Market Price Competition
		Research and Development	Uncertain Outcomes	Innovation Uncertainty
		Business expansion	Market Saturation	Market Reach Challenges
		Price Competitiveness	Cost Pressures	Price Margin Challenges
3	Society Issues	Economic Growth	Cost Impact	Economic Affordability
		Educational Initiatives	Educational Resistance	Learning Barriers
		Public Perception	Potential Misconceptions	Public Image Challenges
		Social Norms	Norm Stigmatization	Cultural Labeling Challenges
4	Environmental Aspects	Renewable Resources	Cost Fluctuations	Economic Uncertainty
		Plastic Pollution Mitigation	Material Substitution Issues	Challenges in Finding Alternatives
		Ecosystem Health	Unintended Consequences	Unforeseen Ecological Impacts
		Recyclability	Limited Recycling Infrastructure	Recycling Infrastructure Challenges
5	Government Factors	Awareness Programs	Limited Impact	Limited Outreach
		Regulatory Policies	Compliance Burden	Compliance Challenges
		Environmental Education	Knowledge Barriers	Educational Knowledge Hurdles
		Waste Management Policies	Implementation Barriers	Policy Execution Challenges

9. QUANTITATIVE CRITICAL CONSITUENT ELEMENT OF CONSUMER PURCAHSE INENTION OF ECO-FRIENDLY BAGS AS PER ABCD ANALYSIS FRAMEWORK :

The ABCD analysis framework in quantitative analysis evaluates the importance of critical constituent elements (CCE) within each variable. It gives these aspects weighted rating, resulting in an aggregate total that evaluates concepts, ideas, systems, and tactics, directing acceptance or rejection. This quantitative technique entails a thorough examination of several CCEs for essential characteristics, with weight assigned through focus groups.
The following are the ratings:

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Satisfactory – 3
Neutral – 2
Unsatisfactory – 1

The tables below provide a comprehensive analysis of consumers' purchase intention for eco-friendly bags, highlighting their advantages, benefits, constraints, and disadvantages, as well as the key factors identified through focus groups interaction, thereby aiding in identifying critical concerns and guiding their purchase intentions.

Table 11: Basic Analysis of Consumer Purchase Intention Advantages for Eco-Friendly bags

S. No.	Determinant Issues	Key Attributes	Factors Affecting	Critical Constituent Elements	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Consumer Issues	Perception	Reputation	Consumer Decision-Making	27	107	164
		Buying patterns	High demand	Market Dynamics	28		
		Product Quality	Durability	Product Reliability	27		
		Usefulness	Functionality	Practical Utility	25		
2	Company Concerns	Competition	Market Edge	Competitive Advantage	24	101	
		Research and development	Innovation Drive	Technological Advancement	26		
		Business expansion	Market Growth	Corporate Development	27		
		Price Competitiveness	Competitive Pricing	Market Positioning	24		
3	Society Issues	Economic Growth	Job Creation	Socioeconomic Development	26	102	
		Educational Initiatives	Increased Awareness	Enhanced Societal Progress	25		
		Public Perception	Positive Image	Favorable Social Impact	27		
		Social Norms	Progressive Shift	Societal Evolution	24		
4	Environmental Aspects	Renewable resources	Sustainable Sourcing	Eco-friendly Practices	26	110	
		Plastic Pollution Mitigation	Pollution prevention	Environmental Conservation	28		
		Ecosystem health	Biodiversity support	Ecological Balance	29		
		Recyclability	Material reuse	Sustainable resource utilization	27		

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5	Government Factors	Awareness Programs	Conscious Consumer	Societal Awareness	27	105	
		Regulatory Policies	Legal Support	Policy Framework	28		
		Environmental Education	Informed Citizens	Cultivating Environmental Awareness	24		
		Waste Management Policies	Efficient Disposal	Effective Waste Control	26		

Table 12: Fundamental Examination of Benefits Influencing Consumers' Intentions to Purchase Eco-Friendly Bags:

S. No.	Determinant Issues	Key Attributes	Factors Affecting	Critical Constituent Elements	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Consumer Issues	Perception	Brand Loyalty	Purchase Commitment	23	101	157.2
		Buying patterns	Consistency	Purchase Behavior Stability	27		
		Product Quality	Long Lasting	Enduring Satisfaction	24		
		Usefulness	Convenient	Practical Utility	27		
2	Company Concerns	Competition	Innovation Boost	Competitive Edge	24	100	
		Research and development	Technological Advancements	Innovative Progress	25		
		Business expansion	Diversification Opportunities	Strategic Growth	28		
		Price Competitiveness	Market Penetration	Competitive Market Position	23		
3	Society Issues	Economic Growth	Prosperity Boost	Societal Advancement	27	99	
		Educational Initiatives	Knowledge Enhancement	Societal Empowerment	22		
		Public Perception	Enhanced Positivity	Favorable Social Impact	25		
		Social Norms	Cultural Acceptance	Societal Integration	25		
4	Environmental Aspects	Renewable resources	Energy Efficiency	Sustainable Energy Practices	26	102	
		Plastic Pollution Mitigation	Ocean conservation	Marine Environmental Protection	25		
		Ecosystem health	Ecosystem stability	Ecological Equilibrium	25		

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		Recyclability	Circular Economy	Sustainable Resource Cycle	26		
5	Government Factors	Awareness Programs	Informed Choices	Empowered Decision-Making	22	92	
		Regulatory Policies	Standard Compliance	Regulatory Adherence	21		
		Environmental Education	Sustainability Mindset	Green Consciousness	22		
		Waste Management Policies	Recycling incentives	Sustainable Waste Practices	27		

Table 13: Basic Analysis of Constraints Impacting Consumers' Purchase Intention for Eco-Friendly Bags

S. No	Determinant Issues	Key Attributes	Factors Affecting	Critical Constituent Elements	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Consumer Issues	Perception	Greenwashing Concerns	Consumer Trust	16	67	94.7
		Buying patterns	Saturation	Market Dynamics	18		
		Product Quality	Balanced Quality	Overall Satisfaction	16		
		Usefulness	User Resistant	Long-term Utility	17		
2	Company Concerns	Competition	Intense Rivalry	Competitive Intensity	16	63	
		Research and development	Resource Allocation	Innovation Investment	14		
		Business expansion	Operational Scaling	Strategic Growth Strategy	18		
		Price Competitiveness	Profit Margins	Financial Viability	17		
3	Society Issues	Economic Growth	Economic Transition	Societal Development	17	62	
		Educational Initiatives	Implementation Hurdles	Educational Program Obstacles	14		
		Public Perception	Initial Skepticism	Perception Barrier	14		
		Social Norms	Norm Resistance	Cultural Shift Challenges	17		
4	Environmental Aspects	Renewable Resources	Availability Constraints	Resource Limitation	18	70	
		Plastic Pollution Mitigation	Plastic dependency	Plastic Reduction Challenges	15		

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		Ecosystem Health	Complex Interactions	Ecosystem Dynamics	18		
		Recyclability	Contamination Risks	Recycling Challenges	19		
5	Government Factors	Awareness Programs	Implementation Hurdles	Initiative Obstacles	17	63	
		Regulatory Policies	Enforcement Issues	Regulatory Compliance Hurdles	15		
		Environmental Education	Educational Gaps	Knowledge Disparities	16		
		Waste Management Policies	Infrastructure Gaps	Resource Allocation Challenges	15		

Table 14: Fundamental Examination of Disadvantages Affecting Consumers' Purchase Intention of Eco-Friendly Bags

S. No	Determinant Issues	Key Attributes	Factors Affecting	Critical Constituent Elements	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Consumer Issues	Perception	Consumer Distrust	Trust Erosion	15	58	77.4
		Buying Patterns	Fluctuation	Market Instability	16		
		Product Quality	Quality Misjudgment	Quality Misinterpretation	13		
		Usefulness	Inapplicable Suitability	Limited Applicability	14		
2	Company Concerns	Competition	Pricing Wars	Market Price Competition	11	51	
		Research and Development	Uncertain Outcomes	Innovation Uncertainty	13		
		Business expansion	Market Saturation	Market Reach Challenges	14		
		Price Competitiveness	Cost Pressures	Price Margin Challenges	13		
3	Society Issues	Economic Growth	Cost Impact	Economic Affordability	15	54	
		Educational Initiatives	Educational Resistance	Learning Barriers	12		
		Public Perception	Potential Misconceptions	Public Image Challenges	13		
		Social Norms	Norm Stigmatization	Cultural Labeling Challenges	14		
4	Environmental Aspects	Renewable Resources	Cost Fluctuations	Economic Uncertainty	12	53	

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		Plastic Pollution Mitigation	Material Substitution Issues	Challenges in Finding Alternatives	15		
		Ecosystem Health	Unintended Consequences	Unforeseen Ecological Impacts	12		
		Recyclability	Limited Recycling Infrastructure	Recycling Infrastructure Challenges	14		
5	Government Factors	Awareness Programs	Limited Impact	Limited Outreach	11	50	
		Regulatory Policies	Compliance Burden	Compliance Challenges	14		
		Environmental Education	Knowledge Barriers	Educational Knowledge Hurdles	13		
		Waste Management Policies	Implementation Barriers	Policy Execution Challenges	12		

10. GRAPHICAL REPRESENTATION OF AFFECTING FACTORS FOR CONSUMERS PURCHASE INTENTION OF ECO-FRIENDLY BAGS :
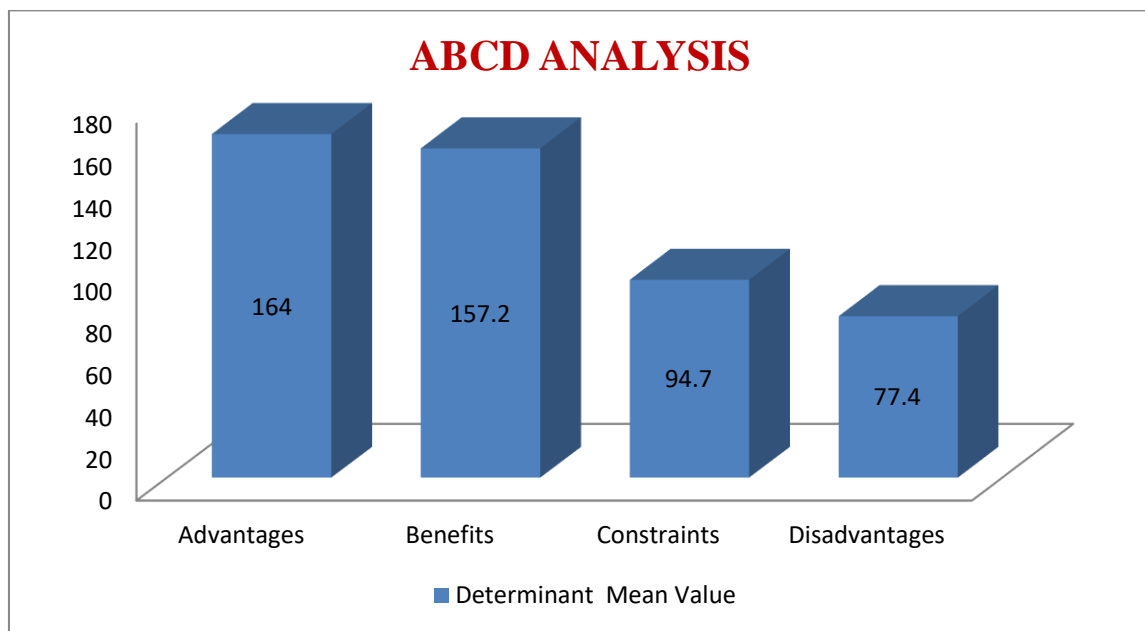
Fig. 2: Determinants mean value for Advantages, Benefits, Constraints, and Disadvantages

11. FINDINGS :

The ABCD analysis reveals that consumers' purchase intention for eco-friendly bags is influenced by various factors, with the "Advantages" aspect scoring highest at 164, followed by "Benefits" at 157.2 however, "Constraints" and "Disadvantages" have lower mean scores, suggesting the need for further research in this area. According to the study, the factors "Constraints" and "Disadvantages" obtained a mean score of 94.7 and 77.4, respectively. Despite the significant weight given to the positive aspects, these scores may not be as effective in influencing consumers to purchase eco-friendly bags.

12. CONCLUSION :

The ABCD analytical framework is a complete method to examine business models, strategies, concepts, or systems that contribute to society's well-being. It employs specific issues to identify variables that influence each construct. The study considers all aspects of advantages, benefits, constraints, and disadvantages. The quantitative CCE analysis uses a standard score, while empirical

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study rating influences acceptance or rejection judgement. The ABCD framework is utilized to evaluate factors that influence consumers' intentions to purchase eco-friendly bags.

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