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A STUDY ON DIGITAL PLATFORMS IN PROMOTING BIO BAGS

RAJALAKSHMI R

MBA GRADUATE

PANIMALAR ENGINEERING COLLEGE

ABSTRACT

This study examines the role of digital platforms in promoting bio bags with reference to Vasco Bio Bags Enterprises. Growing environmental concerns due to plastic pollution have increased the need for sustainable alternatives such as biodegradable bags. Digital platforms like social media, e-commerce websites, and mobile applications play an important role in influencing consumer awareness and purchasing behaviour.

The study adopts a descriptive research design and is based on primary data collected from 135 respondents using a structured questionnaire through convenience sampling. Statistical tools such as percentage analysis, weighted average method, correlation, chi-square test, Kruskal–Wallis test, and Mann–Whitney U test are applied for analysis.

The findings reveal that digital platforms significantly contribute to creating awareness and influencing consumer decisions. Social media and e-commerce platforms are identified as the most effective channels. However, factors such as price sensitivity and limited awareness restrict wider adoption. The study concludes that digital platforms are effective promotional tools, but improved strategies and stronger engagement are required to enhance sustainable consumption.

1. INTRODUCTION

Plastic bags have become an essential part of daily life due to their convenience and low cost. However, their non-biodegradable nature has caused serious environmental problems such as pollution, drainage blockage, and harm to animals. Despite awareness, the usage of plastic bags continues to increase.

Bio bags have been introduced as an eco-friendly alternative made from biodegradable materials that decompose naturally. However, their adoption remains limited due to lack of awareness, higher cost, and insufficient promotion.

At the same time, digital platforms have become powerful tools for communication and marketing. Social media, websites, and e-commerce platforms influence consumer behaviour by providing information, reviews, and promotional content. These platforms are increasingly used to promote eco-friendly products like bio bags.

This study focuses on analyzing the effectiveness of digital platforms in promoting bio bags and influencing consumer behaviour.

2. INDUSTRY AND COMPANY PROFILE

The packaging industry has long depended on plastic due to its affordability and durability. However, environmental concerns and government regulations have forced a shift toward sustainable alternatives such as bio bags. These bags are made from biodegradable materials like starch and plant-based polymers.

The bio bag industry is still developing, especially in India, where awareness and infrastructure are limited. High production costs and inconsistent regulations act as major challenges.

Vasco Bio Bags Enterprises operates in this emerging industry, producing biodegradable bags for retail and commercial use. The company focuses on eco-friendly solutions but faces challenges such as higher costs, low consumer awareness, and competition from plastic alternatives.

3. REVIEW OF LITERATURE

Previous studies highlight the importance of digital platforms in promoting eco-friendly products. Social media and e-commerce significantly influence consumer awareness and purchase intention. Online reviews and transparent communication increase trust and engagement.

However, challenges such as price sensitivity and lack of awareness still exist. Overall, digital platforms are effective but require improved strategies for long-term impact.

4. RESEARCH METHODOLOGY

- **Research Design:** Descriptive Research
- **Sample Size:** 135 respondents
- **Sampling Method:** Convenience Sampling
- **Data Collection:** Structured Questionnaire
- **Tools Used:**
 - Percentage Analysis
 - Weighted Average Method
 - Correlation Analysis
 - Chi-square Test
 - Kruskal–Wallis Test
 - Mann–Whitney U Test
 - Interval Estimation

5. DATA ANALYSIS AND FINDINGS

The study shows a diverse respondent base with higher participation from educated individuals. A majority (72%) agree that digital platforms create awareness about bio bags. Around 63% show positive influence toward adoption, but only 62% feel motivated to shift from plastic bags.

Digital platform usage is very high, with 97% of respondents actively engaged. E-commerce (30%) and social media (28%) are the most influential platforms. Video content (39%) and influencer marketing (34%) are the most effective promotional strategies.

Cost is identified as the most important factor influencing purchase decisions. Correlation analysis shows a moderate negative relationship between age and social media influence ($r = -0.434$). Chi-square results indicate no significant relationship between gender and response level.

Overall, digital platforms are effective in awareness creation but less effective in converting it into actual purchase behaviour.

6. CONCLUSION AND SUGGESTIONS

The study concludes that digital platforms play a significant role in promoting bio bags by increasing awareness and influencing consumer perception. However, adoption remains limited due to price sensitivity and lack of clear understanding.

To improve effectiveness, businesses should focus on educational content, transparent communication, and engaging digital campaigns. Pricing strategies should be improved to make bio bags more affordable. Government support and strict regulations can further enhance adoption.

Digital platforms have strong potential, but their success depends on consistent efforts and better marketing strategies.

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