

**Project Dissertation Report on**

**CONSUMER BEHAVIOR TOWARDS**  
**“ECOWARE” - ECO-FRIENDLY**  
**BIODEGRADABLE TABLEWARE**

Submitted By:

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## **CERTIFICATE**

This is to certify that the dissertation report titled “**CONSUMER BEHAVIOR TOWARDS – “ECOWARE” - ECO-FRIENDLY BIODEGRADABLE TABLEWARE**” is a bonafide work carried out by **Ms. Shiwangi Gupta** of **EMBA batch of 2020-22** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 as a requirement of a major project for the award of the Degree of Masters of Business Administration.

**Signature of Guide**

**(Dr. Rajan Yadav)**

**Signature of HOD (DSM)**

**(Dr. Archana Singh)**

**Place: New Delhi**

**Seal of HOD**

**Date: 05.05.2022**

## DECLARATION

I, **Shiwangi Gupta**, student of **EMBA 2020-22** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “**CONSUMER BEHAVIOR TOWARDS – “ECOWARE” - ECO-FRIENDLY BIODEGRADABLE TABLEWARE**” submitted as a requirement of major project in the fourth semester in the degree of Executive Masters of Business Administration is the original work conducted by me with a mix of primary and secondary data.

The information and data given in the report is authentic to the best of my knowledge and references are considered for adopted literature.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

**Place: New Delhi**

**Shiwangi Gupta**

**Date: 05.05.2022**

## ACKNOWLEDGEMENT

The success and final outcome required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my research. All that I have done is only due to such supervision and assistance and I would not forget to thank them.

I would like to express my sincere gratitude towards my Guide, **Dr. Rajan Yadav** (Professor, Delhi School of Management, DTU) for his support and valuable guidance throughout the duration of the project. I thank him for the constant encouragement and support at every stage.

My sincere gratitude goes out to my colleagues whose participation in the project gave many valuable inputs for its completion. Thanks to all the participants and friends for their valuable input and response.

I owe deep gratitude to my project guide who took a keen interest in my research work and guided me all along, till the completion of my project work by providing all the necessary information for developing a good system.

I am grateful for the extended support by the entire team of Ecoware in addressing my queries for the key takeaways and findings of this research project.

I am thankful for and fortunate enough to get constant encouragement, support, and guidance from everyone who helped us in successfully completing my project work.

**Shiwangi Gupta**  
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## EXECUTIVE SUMMARY

Biodegradable dinnerware is an alternative to plastic-based tableware. Manufacturers are eager to create biodegradable dinnerware out of biodegradable garbage. Raw materials used to make biodegradable dinnerware include residual byproducts of sugarcane extraction, rice bran, wheat, and maize. Furthermore, firms are investigating recyclable trash, such as fallen palm leaves and paper waste, in order to widen the horizons of their product lines. Food containers and cutlery such as bowls, plates, cups, and meal trays that degrade within months of being abandoned are examples of biodegradable tableware.

As per my knowledge, the consumer has their own requirements based on their behavior and technologies, their recognition and motivations, the role of consumer perception, attitude, personality, and cultural values in purchasing decisions, the role of advertisements, brands, persuasions, and social groups in consumers' purchasing decisions, etc. Additionally, various research methodologies can be applied to understand consumers' decisions, motivations, personalities and their links.

In order to apply all these learnings, I have done academic research on a sustainable product. I applied the research methodologies to understand the problem areas in the marketing and acceptance of a sustainable product. This report is on Consumer Behaviour of a sustainable product – Biodegradable tableware.

For my project, I chose a brand called "ECOWARE" who took an initiative towards climate change and sustainability to achieve Zero – Carbon Emission.

After studying brand specifics, I have hypothesized the problem areas, and through primary research, I have tested the hypothesis. In the end, I have identified the key issues faced by the company in increasing its market share and I have suggested a brief marketing plan to increase the market share.

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## CHAPTER 1: INTRODUCTION

### 1. Ecoware – Introduction

Ecoware is a one stop shop for eco-friendly and sustainable table wares which are 100% natural, bio degradable and easily affordable.

Ecoware converts common crop waste into sustainable products which can act as alternative to single use plastic products. All the revenue driving activities of this company are based on the triple bottom line and the sustainable development principles.

Globally, Ecoware has 12 sales partners and 23 distributors in India with 500+ point of sales shops. Ecoware is the most certified manufacturer of sustainable packaging in India.

Product: **Ecoware – Compostable Cutlery**

Product type – **Utilitarian, Low involvement**

**Figure 1.1 –Ecoware Bio Tableware**



(Source: [biogreenmart.com/product/biogreen-sample-kit-ecoware-tableware/](http://biogreenmart.com/product/biogreen-sample-kit-ecoware-tableware/))

## 1.1 Background

With rapid industrialization and population increase, the use of plastic in everyday life is increasing exponentially. Around 20000 tonnes of plastic waste is generated every day in India only. This plastic waste is getting accumulated in landfills, oceans, water bodies, endangering wildlife and becoming a threat to our environment.

Plastic cutleries and tableware are one of the major contributors to single-use plastic pollution in India as well as around the globe. Eco-Friendly and sustainable solutions are constantly sought after to tackle the issue of plastic pollution.

Ecoware is India's first and largest sustainable food packaging company. Its range of 26 compostable products is 100% natural and includes tableware, cutlery, and takeaway packaging. Ecoware actively works with farmers to turn their biomass — which is usually burned — into a source of positive outcomes, taking what was once waste and turning it into a 100% eco-friendly product, curbing the production of plastics and their dispersion into the natural environment. Ecoware has 12 sales partners globally, 23 distributors in India, and more than 150 point-of-sales shops across India.

**Figure 1.2 –Biodegradable Tableware**



(Source: [bioplasticsnews.com/2019/10/22/100-biodegradable-tableware/](https://bioplasticsnews.com/2019/10/22/100-biodegradable-tableware/))



**Figure 1.3 –Biodegradable Spoons and Fork**



(Source: [thegoodlifedesigns.com/biodegradable-utensils/](http://thegoodlifedesigns.com/biodegradable-utensils/))

### **1.2 Problem Statement**

The market share of the product is low and is consistently not increasing. The main issues are:

- Product Acceptance
- Awareness pertaining to the Product
- Unwillingness to pay a premium (Price)
- Cheaper and easily accessible alternatives
- Perseverance of Sustainability

### **1.3 Research Questions**

#### **MRP – Marketing Research Problem [Category Level | Brand Level Questions]**

- What are the criteria people use to choose Ecoware?
- What product attributes (& to what degree) influence our consumer purchase decision?
- How do people evaluate Ecoware against the competitors? (The unique factor)
- Who likes Ecoware?
- Who dislikes Ecoware?
- Categories – Users/Non-users

## **MDP – Management Decision Problem [Diagnostic Problem]**

As per initial findings:

- How can Ecoware (Disposable tableware company) influence purchasing decision of customers?
  - Discontinuous Innovation → Adopt new behaviour
  - Need Recognition → Actual & Desired
  - Decision Spectrum → Extensive problem solving (infrequent)
- How to position Ecoware as a more sustainable brand, among its other market players?
- Reduce the gap between awareness and sales. (Adoption Process: Awareness, Interest, Evaluation, Trial, Adoption)
- How can we position the product in the minds of consumers as a Sustainable product?  
(Inert Set → Evoke Set)
- Is there any fear in the minds of consumers while using Ecoware?
- How easy is it to adapt to the alternatives?
- What are the ingredients involved and how do they impact the production?

### **1.4 Objectives**

- To understand what is the consumer understanding of a sustainable product
- To understand the challenges that a sustainable product is facing and consumers' needs and wants in this product category
- To understand consumers' motive behind choosing a sustainable product like biodegradable cutlery
- To understand the consumers' purchasing decisions, if they are purchasing
- To understand the hindrance factors and reasons behind not purchasing, if they are not purchasing biodegradable tableware
- To suggest a marketing plan to increase the market share of Ecoware, making the consumers more acceptable towards biodegradable tableware.

## CHAPTER 2: LITERATURE REVIEW

Plastic use in India has increased at a staggering 10.5 percent CAGR over the previous decade. Plastic goods disintegrate over 500 years, during which time they decay in landfills, clog our drainage systems, and eventually leak into the ocean, killing animals. Biodegradable cutlery has emerged as a superior alternative to plastics throughout the world, with Indians being early users of this eco-friendly food packaging material. All types of plant biomass material, such as bagasse, rice husk, coconut coir, and so on, are being used to make eco-friendly cutlery, tableware, and other food packaging items, which are becoming more popular in this decade.

Biodegradable plastics break down in the presence of microbes and fungus to generate humus-like material, as well as water, carbon dioxide, and/or methane. Some plastics are hydro-degradable (degraded by water) or photodegradable (degraded by sunshine) (Bioenergy Education Initiative, 2018). Composting can decompose aerobically (with oxygen) or anaerobically (without oxygen) in landfills.

The starch obtained from plant is used to produce natural polymer for plastic production through fermentation. Then, when the product has been used and being disposed, it will degrade and releasing CO<sub>2</sub> and H<sub>2</sub>O to the atmosphere where these gaseous helps in photosynthesis process.

Consumers are avoiding goods that contain synthesized ingredients or chemical substances due to an increased awareness of health, appearance, and environmental issues (Kim and Chung, 2011). Furthermore, as public understanding of environmental issues has grown, so has the use of environmentally friendly goods. Furthermore, since a stressful lifestyle, noise, and dietary habits have harmed consumers health, they have become more cautious and willing to pay for high-quality, nutritious, and effective products (Euromonitor International, 2017).

## CHAPTER 3: RESEARCH METHODOLOGY

- For this project I have heavily relied on primary consumer research.
- First divided consumers into two categories – USERS and Non-USERS
- Next, I have divided them into mass consumers (like restaurants and food outlets) and small consumers (like normal people buy for personal use).
- Identified problem areas
- Established MRP and MDP
- Took interviews of Restaurant owners (both big and small), took interviews of individual consumers too. Also floated a survey of google questionnaire that contained very extensive questions which gave me valuable consumer insights.
- This data was then used for further analysis and to derive conclusions and recommendations. **Data analysis tools such as ANOVA, Chi Square, etc. were used for the analysis.**

### 3.1 Research Design

A research design is a plan or framework for carrying out a marketing research activity. It explains the technique for gathering the information required to organise and/or solve consumer research issues. Research Study is based on Exploratory cum descriptive research design.

**Descriptive Research** The idea of the research was to get a clear image of the attitude of the customer towards Biodegradable products and the benefits they perceive, affecting their purchase decisions.

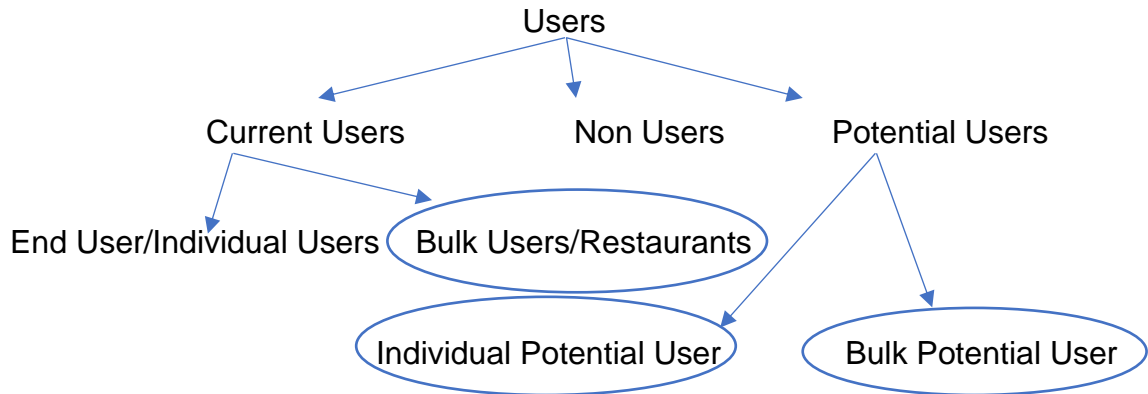
### 3.2 Respondents

- The respondents of the survey belong to the working population of both genders in the age group of 20-60 years in India.
- I conducted interviews across the geography of India- two from New Delhi, one from Kolkata, one from Hostel Campus Delhi, and one from Bengaluru from consumer profile

### 3.3 Data Collection Methods

I have primarily used two kinds of Data Collection Methods:

1. **User Interviews** – There can be different kinds of users



I identified above mentioned categories of users and zeroed down on the current users for identifying the advantages of using the product and how is it going to impact the overall environment.

Though, since I know that these kinds of products are not well accepted as of now, I would need to know what is the gap between consumer awareness and their purchasing behaviour, so I have decided to contact the potential users – those who already know about the product and its advantages, but have yet not purchased it.

2. **Consumer Survey – Descriptive Research**

In addition to the exclusive interviews, I have thought it would be a good idea to collect responses of general public as well, as on what do they think of the biodegradable disposable cutleries and how open are they to use such products.

3. **Organization Interview –**

I have thought of getting the real time information from the horse's mouth as well, thus contacted the firm Ecoware itself. Thankfully, I have received cordial replies from them and were able to conduct an interview over e-mails.

## Consumer Profiles (Interviewed Respondents)

**Table 3.1- Consumer Profiles (Interviewed Consumers)**

Name	Rakesh Chouhan	Sumit singh	Babai Jana	Gopa Mallik	Prannoy
Restaurant Name	Barista	Honey and dough	Ganga hostel canteen, JNU Delhi (South Campus)	N/A	Curefit
Age	26-40	26-40	26-40	41-60	18-25
Gender	Male	Male	Male	Female	Male
Income Range	<3 lakhs per annum	<3 lakhs per annum	<3 lakhs per annum	3-8 lakhs per annum	<3 lakhs per annum
Consumer Type	High end premium restaurant owner - Indirect User	High end premium restaurant owner - Indirect User	Low end restaurant/food joint owner - Indirect User	End User - Individual/Family/Friends	Medium range Restaurant owner - Indirect User
User Type	Potential User	Potential User	Potential User	Potential User	Current User
Frequency of Use	Daily	Daily	Daily	A few times in a year	Daily
Criteria	Quality, Cost	Size, Quality	Quality, Firmness, Water-proof	Quality, Asthetics	Quality, Utility, Thickness, Size, Water-proof

(Source: own analysis)

I conducted interviews across the geography of India- two from New Delhi, one from Kolkata, one from Hostel Campus Delhi, and one from Bengaluru.

I have tried my best to cover all aspects of the consumer insights in my questionnaire and tried to analyze the data accordingly.

### 3.4 Sample Size

A Survey of 120 participants of different age groups and gender.

I conducted interviews across the geography of India- two from New Delhi, one from Kolkata, one from Hostel Campus Delhi, and one from Bengaluru.

### 3.5 Sampling Technique

The convenience sampling technique has been used for this research. Descriptive Research (Online Survey): To obtain the primary data for this study, online survey was conducted. The data analysis techniques used for this research are descriptive analysis, Chi-square, bar charts, pie charts, etc.

### **3.6 Hypothesis Formulation:**

H<sub>0</sub>: Age has no significant association with customer perception to pay extra for buying Ecoware cutlery

H<sub>a</sub>: Age has a significant association with customer perception to pay extra for buying Ecoware cutlery

H<sub>0</sub>: Income has no significant impact on paying extra money for buying Ecoware cutlery

H<sub>a</sub>: Income has significant impact on paying extra money for buying Ecoware cutlery

H<sub>0</sub>: Gender has no significant association with customer perception to pay extra for buying Ecoware cutlery

H<sub>a</sub>: Gender has a significant association with customer perception to pay extra for buying Ecoware cutlery

H<sub>0</sub>: Interactive effect of Age and income has no significant association with customer perception to pay extra for buying Ecoware cutlery

H<sub>a</sub>: Interactive effect of Age and income has significant association with customer perception to pay extra for buying Ecoware cutlery

### **3.7 Data Analysis Tools**

Google survey form, consumer Interviews, SPSS - Anova test and Chi square method.

### **3.8 Data Analysis Techniques**

The information gathered was edited and coded according to the requirements. The data was then analysed using SPSS. It was accomplished using suitable techniques such as frequencies, percentages, mean and standard deviation, and so on. Excel pivot tables were used to investigate the specific customer profiles.

## CHAPTER 4: ANALYSIS & INTERPRETATION

### 4.1 Consumer Interview - Name and place of respondents

#### 4.1.1 Interview 1: (JNU Hostel - Delhi) - Babai Jana

Who was the decision-maker unit?

- Who decided to buy the product or service? → Mr. Babai
- Who all were involved or influenced in the decision process? → Only Mr. Babai, decided the type of cutlery

What was the motivation behind the purchase?

- What were the problem-solving activities involved? How did it get facilitated? → Did not want to wash dirty dishes, instead wanted cheap cutlery to serve food and beverages.
- What aspects were found relevant for this purchase? → Quality, price, utility, and availability

Characterize the Decision- and Decision-making Process

- Multiple factors – Cost | Ease of use | Quality | Serving of purpose
- What kind of decisions were made (first-time decision/ A review of a previous decision/ careful decision/ casual decision)? → It's a carefully well-thought decision based on past experiences and current market situation
- What triggered the process? → The review from customer and utility
- How the information about such a product was gathered and what were the sources to identify the options? → Information search is carried out in the local market from local suppliers acting as the sources.
- How many options were considered and Why? → Very few alternatives were considered as with a common supplier, its easier to procure the products
- How was the ultimate decision made? → Based on all the parameters

From where did the Consumer purchase? → Local supplier

- Why there? → Few local suppliers were analyzed and 2-3 of them were chosen on basis of their cost, quality and delivery services
- What did the consumer prefer? where to buy or what to buy? → The consumer opted to buy first as with local suppliers, procurement becomes easier and delivery processes are also handled by the suppliers.



#### 4.1.2 Interview 2 : (Kolkata) – Gopa Malik

Who was the decision-maker unit?

- Who decided to buy the product or service? → Mrs. Gopa Mallik. The consumer chose to buy the product.
- Who all were involved or influenced in the decision process? → She was a sole decision maker. The shopkeeper has some influence over the decision, giving her a limited choice of products.

What was the motivation behind the purchase?

- What were the problem-solving activities involved? How did it get facilitated? → The product/service was mainly used by her in special occasions hosted in her home. It served the purpose of serving food and beverages, and helped to eliminated the trouble of dishwashing and availability of large number of plates and cutlery.
- What aspects were found relevant for this purchase? → The product should be good in quality(hardy and firm), and should not look cheap.

Characterize the Decision- and Decision-making Process

- What kind of decisions were made (first-time decision/ A review of a previous decision/ careful decision/ casual decision)? → No, it wasn't a first-time decision. The decision of purchasing was need basis. It arose during festivals and special occasions when there were guests invited to her home. The decision was taken on basis of need and the number of people invited.
- What triggered the process? → Need and occasion-based. Also, it was convenient as it was easy to use and disposable.
- How the information about such a product was gathered and what were the sources to identify the options? → Yes, there was some amount of information search. The product was purchased either from a local shop or shopping mall. The decision was taken on basis of product available and manual comparison of the quality of the product and the number of product/price
- How many options were considered and Why? → The evaluation criteria was mainly quality. As it was to used in a special occasion, it was important for her that the product was serving its purpose and was not perceived cheap in the eyes of the guest.

- How was the ultimate decision made? → The final decision was based on the quality, firmness, and quantity offered in a lot. But hardly price.

From where did the Consumer purchase?

- Why there? → The product was mainly consumed from two places: either from a local store or a shopping mall.
- What did the consumer prefer? where to buy or what to buy? → The decision of what to buy came first as it was need-based, then came where to buy depending on other products bought along with it.

#### **4.1.3 Interview 3 : (Bengaluru) – Prannoy**

What is the best way to describe the consumption experience?

- In what manner is the product/service utilised or consumed? Who makes use of it? When and where? How frequently? What sentiments and attitudes are associated with the consuming experience?
- Used for serving food, including semi-liquid food. Used by the consumer to serve meal (lunch) when outside home, twice a week. Found the product price to be high, size to be small but sturdy.

What type of connection does the customer have with the product or service?

- How long did the customer align with the product? How has it altered and progressed through time? Which of the following terms best describes the connection: excellent, negative, or mixed?
- Initially preferred it over plastic because it was eco-friendly, but sometimes it leaked so started avoiding using it for liquid items. The relationship has been mixed since the product quality is not consistent. Been using for sometime now.

What type of issues had arisen?

- Shortage of inventory, unavailability of parts of service, lack of communication, quality lapses, violations of norms or expectations or values.
- The product claims to be microwaveable but it does not always sustain high temperatures, liquid food starts leaking

How did they meet up to their expectations?

- Exceptional service, welcome communication, performance above expectations, affirmation of values.
- Found it be of good quality and to have value for money

Is the consumer happy or unhappy with the goods or service?

- What factors affect the level of perceived (dis)satisfaction? How did expectations emerge? Did the product meet or fall short of your expectations? How?
- Satisfied with the quality (sturdiness) but dissatisfied with the small size and the ability to hold liquid food. Expectations were formed from the reviews given by other users.

What is the definition of this product or service to the customer?

- What role does the product play in the consumer's life? What is its function?
- The product is essential for serving consumers. It's extremely important as customer satisfaction depends if the food is served appropriately (without leakage or spillage)

What role does the brand play in such scenarios?

- Insignificant since brands are still being tested for suitability

#### **4.1.4 Interview 4 & 5 : (New Delhi) – Rakesh and Sumit**

Who was the decision-maker unit?

- Who decided to buy the product or service? → Supply Chain Management Team
- Who all were involved or influenced in the decision process?  
→ The store managers have no role in deciding what, when or why to purchase.

What was the motivation behind the purchase?

- What were the problem-solving activities involved? How did it get facilitated?  
→ These products are used to serve everyday customers coming to the restaurant and also for sending along with the deliveries.
- What attributes seemed important? → Size, Quality & Cost

Characterize the Decision- and Decision-making Process

- What kind of decisions were made (first-time decision/ A review of a previous decision/ careful decision/ casual decision)? → The decisions are made by the supply chain department based on their past experiences and market statistics.
- What triggered the process? → It's a normal BAU process, performed every 7-15 days.

- How the information about such a product was gathered and what were the sources to identify the options? → A separate department takes care of all the research parts.
- How many options were considered and why? → The sample size of alternatives is quite big as suppliers from pan India are considered upon different parameters.
- How was the ultimate decision made? → By the management on basis of the product reviews and utility

From where did the Consumer purchase? → Designated suppliers (via the supply chain team)

- Why there? → Critical management decisions are involved here, of which store managers do not have any idea.
- What did the consumer prefer? where to buy or what to buy? → What to buy is always the priority as these are chains running all over the country and 'where' does not seem to be a problem.

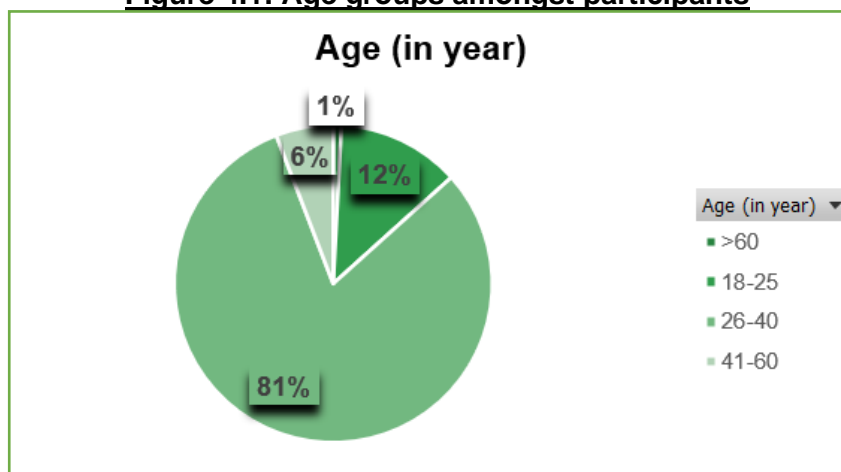
#### 4.2 Sampling: General Public Survey Analysis

A Survey of 120 participants revealed the following behavior towards biodegradable disposable tableware & cutlery:

##### 4.2.1. Age (in year) –

**Key Findings:** Most of the respondents were aged between 26 to 40 years of age (81% approximately) and 18-25 years of age (12%).

**Figure 4.1: Age groups amongst participants**



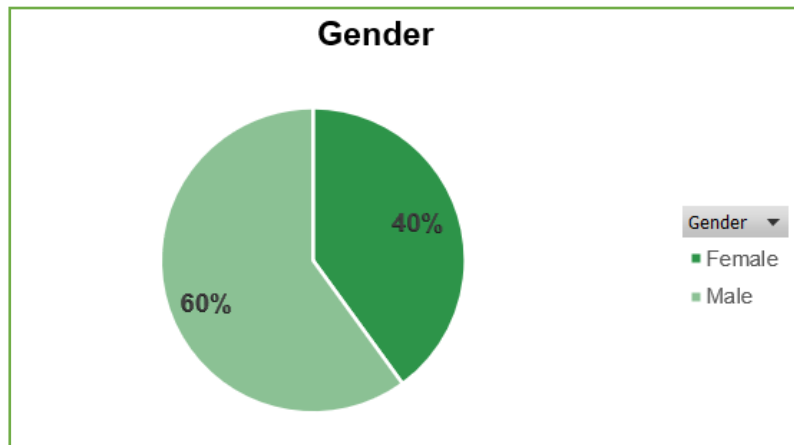
(Source: Own Analysis)

#### 4.2.2 Gender:

##### Key Findings:

Out of 120 respondents, majority of them were Male (60%), Whereas, 40% of the responders were females

**Figure 4.2: Gender's ratio amongst participants**



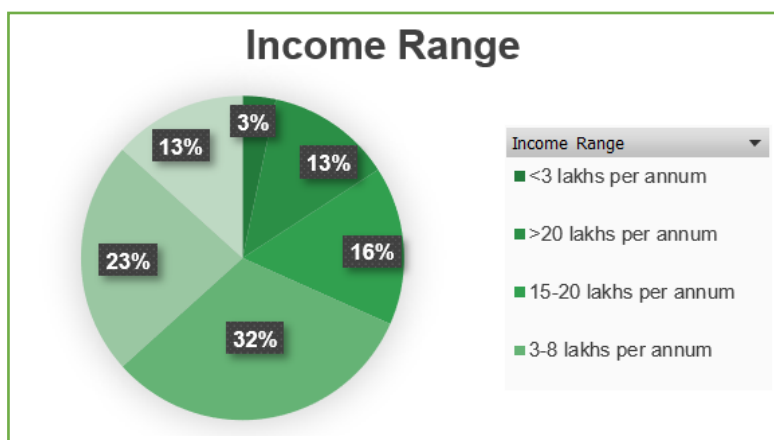
(Source: Own Analysis)

#### 4.2.3 Income Range:

##### Key Findings:

- Most of the respondent's income range were 3-8 lakhs per annum which lies in 32 %
- 23% participants were from income group of 8-15 lakhs per annum.
- 16% participants were from income group of 15-20 lakhs per annum
- 13% responders lies in the >20 lakhs per annum range
- 13% responders also from No income (Student/Homemaker/etc)
- And the last 3% participants were <3 lakhs per annum income range

**Figure 4.3: Responses of the type of Income Range**

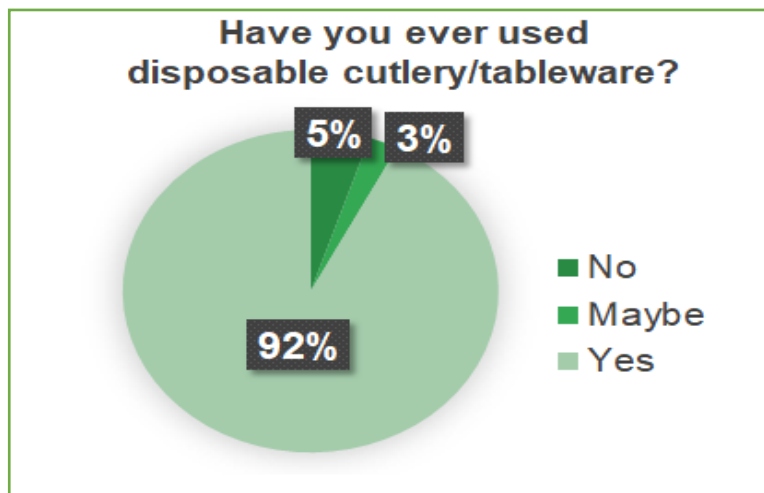


(Source: Own Analysis)

#### 4.2.4. Used disposable cutlery/tableware? (Example - Paper/Plastic Cups, Wooden/ Plastic Spoons) –

**Key Findings:** Majority of them have used disposable cutlery/tableware were 92%, whereas 5% never used. Only few 3% Participants don't have the clarity about disposable

**Figure 4.4: Distribution about the usage of disposable cutlery/tableware**



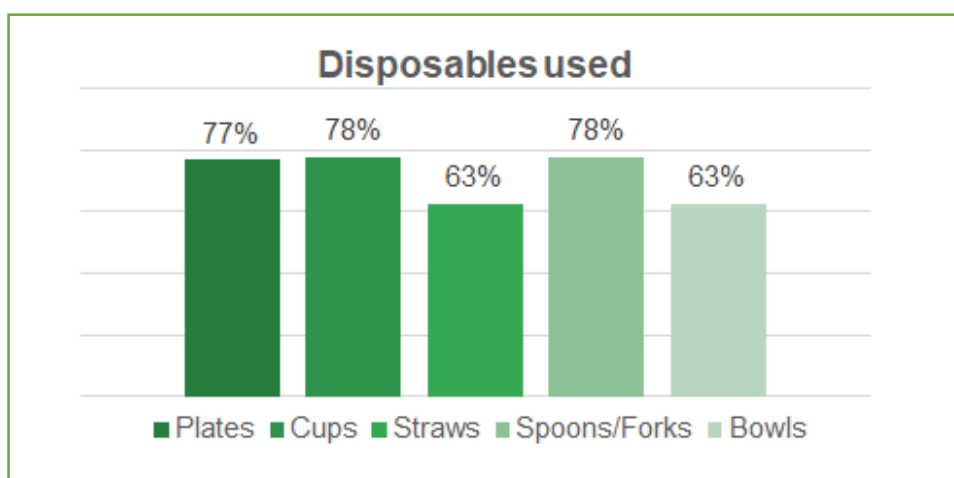
(Source: Own Analysis)

#### 4.2.5. What are the type of disposable cutleries/tableware's you use?

**Key Findings:**

Majority of them have used disposable cutlery/tableware were Like Plates, Spoon/Forks, and cups lies in 77% to 78% range, whereas 63% participants say used straws and bowls in type of disposable cutleries/tableware's

**Figure 4.5: Data responses of the type of disposable cutlery/tableware**



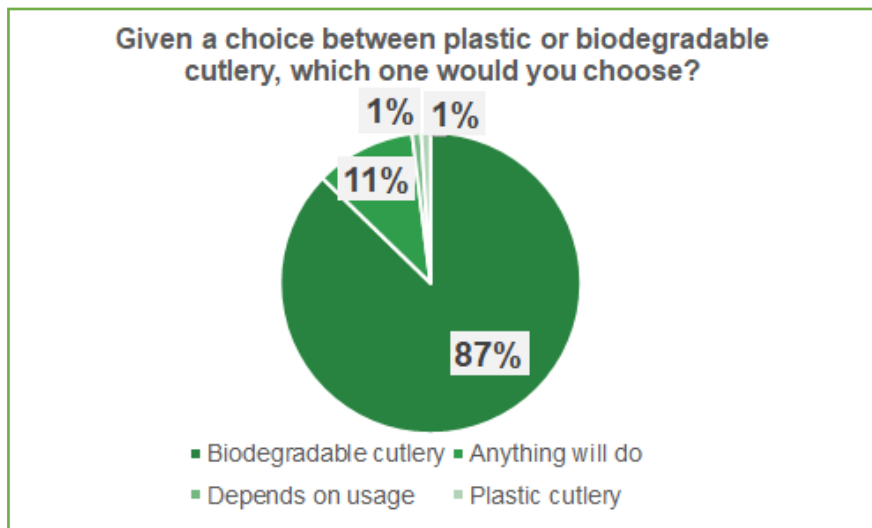
(Source: Own Analysis)

#### 4.2.6. Given a choice between plastic or biodegradable cutlery, which one would you choose?

##### Key Findings:

Majority of respondents have made a choice biodegradable cutlery which is 87%, whereas only 11% participants say anything they can use plastic or biodegradable cutlery.

**Figure 4.6: Data responses of the type choice between plastic or biodegradable cutlery**



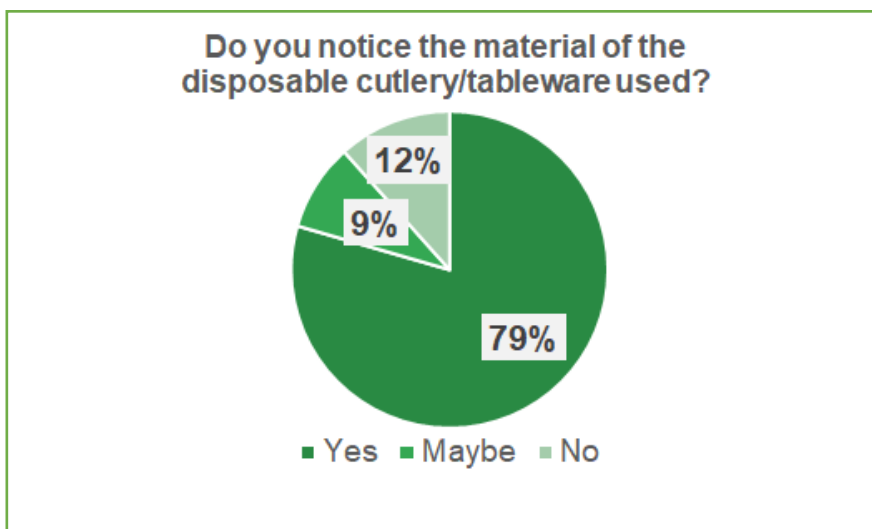
(Source: Own Analysis)

#### 4.2.7. Do you notice the material of the disposable cutlery/tableware used?

##### Key Findings:

Majority of respondents have noticed the material of the disposable cutlery/tableware used which is 79%, whereas only 12% participants never noticed and 9% of respondent's don't have the clarity about material used.

**Figure 4.7: Data on awareness of material of the disposable cutlery/tableware used**



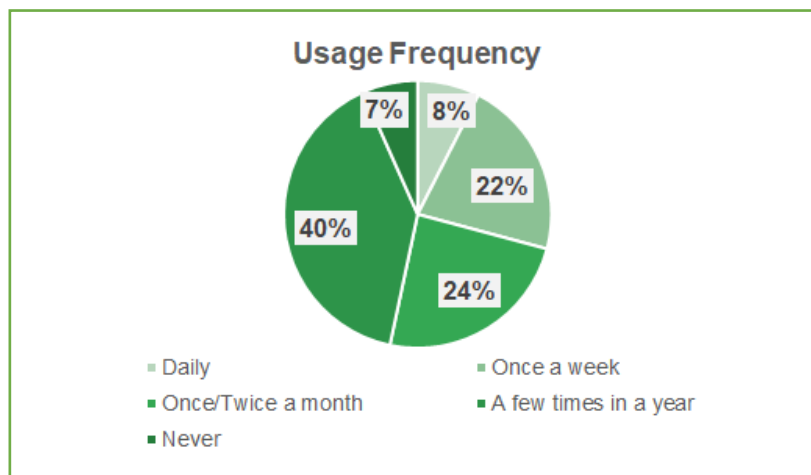
(Source: Own Analysis)

#### 4.2.8. Frequency of Usage of disposable cutlery/tableware?

##### Key Findings:

- Majority of 40% responders have utilized any of the disposable cutlery/tableware available in the market few times in a year.
- 24% used once/twice a month.
- 22% respondents think frequency of usage is once a week.
- Rest of the 8% uses daily in comparison to others and 6% respondents either hasn't used any such service or doesn't know.

**Figure 4.8: Data on frequency of usage of disposable cutlery/tableware**



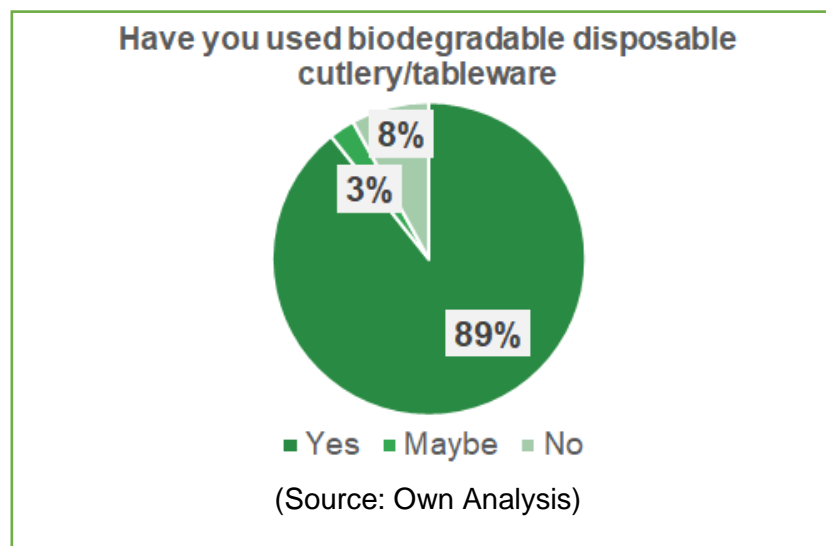
(Source: Own Analysis)

#### 4.2.9. Have you heard of/seen/used biodegradable cutlery/tableware? (Example - Paper/Bagasse Cups, Wooden Spoons?)

##### Key Findings:

Majority of respondents are aware about the used biodegradable cutlery/tableware. (Example - Paper/Bagasse Cups, Wooden Spoons which is 89% participants, whereas only 3% participants never heard and 8% of respondent's don't have the clarity about used biodegradable cutlery/tableware.

**Figure 4.9: Data on awareness of used material of the disposable cutlery/tableware used**



(Source: Own Analysis)



#### 4.2.10. On a scale of 1 to 5, how willing are you pay extra Rs.1 or Rs.2 for a biodegradable cutlery?

##### Key Findings:

Majority of respondents are interested to pay extra Rs.1 or Rs.2 for a biodegradable cutlery which is 54%.

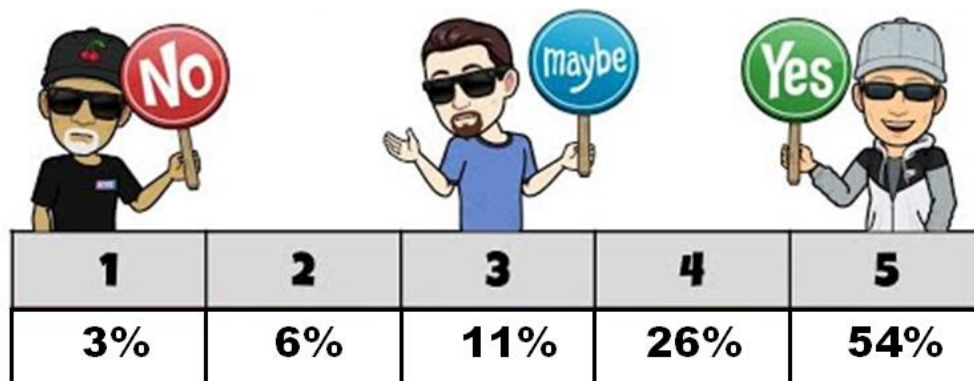
26% are likely to pay extra Rs.1 or Rs.2 for a biodegradable cutlery on scale of 4

11% may think to pay extra Rs.1 or Rs.2 for a biodegradable cutlery on scale of 3

6% possibly think to pay extra Rs.1 or Rs.2 for a biodegradable cutlery on scale of 2

3% unlikely to pay extra Rs.1 or Rs.2 for a biodegradable cutlery on scale of 1

**Figure 4.10: Data on people willing are you pay extra Rs.1 or Rs.2 for a biodegradable cutlery**



(Source: Own Analysis)

#### 4.2.11. Which factor matters the most when you choose disposable cutlery/tableware?

**Key Findings:** Users has many factors to choose like Availability, Cost, Biodegradability, ease, eco-friendly , size and many more.

**Figure 4.11: Data on factor benefits to choose disposable cutlery/tableware user/non-use wise**

Benefits sought by non-users	Benefits sought by users
Availability	Availability
Cost	Biodegradability
Disposability	Cost
Ease of use	Disposability
Firmness	Ease of use
Quality	Eco-friendly material
Water-proofness	Firmness
	Quality
	Size
	Water-proofness

(Source: Own Analysis)

### 4.3 Hypothesis Testing -

#### 4.3.1 ANOVA test- Scenario 1

Dependent Variable: On a scale of 1 to 5, how willing are you pay extra Rs.1 or Rs.2 for a biodegradable cutlery?

H<sub>0</sub>: Age has no significant association with customer perception to pay extra for buying Ecoware cutlery

H<sub>a</sub>: Age has significant association with customer perception to pay extra for buying Ecoware cutlery

H<sub>0</sub>: Income has no obvious impact on paying extra money for buying Ecoware cutlery

H<sub>a</sub>: Income has obvious impact on paying extra money for buying Ecoware cutlery

**Table 4.1**  
**Between-Subjects Factors**

	N
Age (in year)	
>60	1
18-25	15
26-40	97
41-60	7
Income Range	
<3 lakhs per annum	4
>20 lakhs per annum	15
15-20 lakhs per annum	19
3-8 lakhs per annum	38
8-15 lakhs per annum	28
No income (Student/Homemaker/etc)	16

**Table 4.2 – ANOVA test Age and Income with variable of pay extra**

Tests of Between-Subjects Effects

Dependent Variable: On a scale of 1 to 5, how willing are you pay extra Rs.1 or Rs.2 for a biodegradable cutlery?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.175 <sup>a</sup>	15	.678	.559	.899
Intercept	377.757	1	377.757	311.326	.000
Ageinyear	.884	3	.295	.243	.866
Income Range	4.556	5	.911	.751	.587
Ageinyear * IncomeRange	5.779	7	.826	.680	.688
Error	126.192	104	1.213		
Total	2270.000	120			
Corrected Total	136.367	119			

(Source: Own Analysis)

**a. R Squared = .075 (Adjusted R Squared = -.059) Source: Own Analysis**

Inference: Value of  $p = 0.866 > 0.05$  and  $0.587 > 0.05$ , hence we accept  $H_0$  and reject  $H_a$ . There is no significant association b/w customer perception to pay extra for Ecoware cutlery of respondents and their income and age.

**4.3.2 ANOVA test- Scenario 2**

Dependent Variable: On a scale of 1 to 5, how willing are you pay extra Rs.1 or Rs.2 for a biodegradable cutlery?

$H_0$ : Income has no obvious impact on paying extra money for buying Ecoware cutlery

$H_a$ : Income has obvious impact on paying extra money for buying Ecoware cutlery

$H_0$ : Gender has no significant association with customer perception to pay extra for buying Ecoware cutlery

$H_a$ : Gender has significant association with customer perception to pay extra for buying Ecoware cutlery

**Table 4.3**

**Between-Subjects Factors**

		N
Income Range	<3 lakhs per annum	4
	>20 lakhs per annum	15
	15-20 lakhs per annum	19
	3-8 lakhs per annum	38
	8-15 lakhs per annum	28
	No income (Student/Homemaker/etc)	16
	Gender	
	Female	48
	Male	72

Source: Own Analysis

**Observation:**

$H_0$ : Interactive effect of gender and income has no significant association with customer perception to pay extra for buying Ecoware cutlery

$H_a$ : Interactive effect of gender and income has significant association with customer perception to pay extra for buying Ecoware cutlery

Inference: Value of  $p = 0.738 > 0.05$  and  $0.551 > 0.05$ , hence we accept  $H_0$  and reject  $H_a$ . There is no significant association b/w customer perception to pay extra for Ecoware cutlery of respondents and their income and Gender

**Table 4.4 – Anova test Gender and Income with variable of pay extra**

**Tests of Between-Subjects Effects**

Dependent Variable: On a scale of 1 to 5, how willing are you pay extra Rs.1 or Rs.2 for a biodegradable cutlery?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.626 <sup>a</sup>	11	.602	.501	.899
Intercept	861.259	1	861.259	716.941	.000
Income Range	3.304	5	.661	.550	.738
Gender	.430	1	.430	.358	.551
Income Range * Gender	2.606	5	.521	.434	.824
Error	129.740	108	1.201		
Total	2270.000	120			
Corrected Total	136.367	119			

**a. R Squared = .049 (Adjusted R Squared = -.048)**

Source: Own Analysis

**Observation:**

H<sub>0</sub>: Interactive effect of gender and income has no significant association with customer perception to pay extra for buying Ecoware cutlery

H<sub>a</sub>: Interactive effect of gender and income has significant association with customer perception to pay extra for buying Ecoware cutlery

Inference: Value of p = 0.738 > 0.05 and 0.551 > 0.05, hence we accept H<sub>0</sub> and reject H<sub>a</sub>. There is no significant association b/w customer perception to pay extra for Ecoware cutlery of respondents and their income and Gender.

### 4.3.2 Chi square test- Scenario 3

H<sub>0</sub>: Income has no significant association with customer perception to used disposable Ecoware cutlery

H<sub>a</sub>: Income has significant association with customer perception to used disposable Ecoware cutlery

Have you ever used disposable cutlery/tableware? (Example - Paper/Plastic Cups, Wooden/Plastic Spoons) \*

**Table 4.5 Income Range Crosstabulation -1**

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Have you ever used disposable cutlery/tableware? (Example - Paper/Plastic Cups, Wooden/Plastic Spoons) * Income Range	120	100.0%	0	0.0%	120	100.0%

Source: Own Analysis

**Table 4.6 Income Range Crosstabulation - 2**

**Have you ever used disposable cutlery/tableware? (Example - Paper/Plastic Cups, Wooden/Plastic Spoons) \* Income Range Crosstabulation**

		Income Range			
		<3 lakhs per annum	>20 lakhs per annum	15-20 lakhs per annum	3-8 lakhs per annum
Have you ever used disposable cutlery/tableware? (Example - Paper/Plastic Cups, Wooden/Plastic Spoons)	Maybe	0	0	0	1
	No	0	1	1	2
	Yes	4	14	18	35
Total		4	15	19	38

Source: Own Analysis

**Table 4.7 Income Range Crosstabulation - 3**

**Have you ever used disposable cutlery/tableware? (Example - Paper/Plastic Cups, Wooden/Plastic Spoons)**

**\* Income Range Crosstabulation**

		Income Range		Total
		8-15 lakhs per annum	No income (Student/Homemaker/ etc)	
Have you ever used disposable cutlery/tableware? (Example - Paper/Plastic Cups, Wooden/Plastic Spoons)	Maybe	3	0	4
	No	2	0	6
	Yes	23	16	110
Total		28	16	120

Source: Own Analysis

**Table 4.8 Chi-Square Tests**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.234 <sup>a</sup>	10	.606
Likelihood Ratio	9.302	10	.504
N of Valid Cases	120		

a. 13 cells (72.2%) have an expected count less than 5. The minimum expected count is .13.

Source: Own Analysis

Value of  $p = 0.606 > 0.05$ , hence we accept  $H_0$  and reject  $H_a$ . There is no significant association b/w Income and customer perception to used disposable Ecoware cutlery **((Example - Paper/Plastic Cups, Wooden/Plastic Spoons).**

### 4.3.3 Chi square test- Scenario 4

H<sub>0</sub>: There is no significant association between income range with customer perception to notice the material of the disposable cutlery/tableware used

H<sub>a</sub>: There is significant association between income range with customer perception to notice the material of the disposable cutlery/tableware used

H<sub>0</sub>: Income has no significant association with customer perception to notice the material of the disposable cutlery/tableware used Ecoware cutlery

H<sub>a</sub>: Income has significant association with customer perception to used disposable Ecoware cutlery

Do you notice the material of the disposable cutlery/tableware used? \* Income Range

**Table 4.9 Income Range Crosstabulation -1**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you notice the material of the disposable cutlery/tableware used? * Income Range	120	100.0%	0	0.0%	120	100.0%

Source: Own Analysis

**Table 4.10 Income Range Crosstabulation -2**

**Do you notice the material of the disposable cutlery/tableware used? \* Income Range Crosstabulation**

Count

		Income Range			
		<3 lakhs per annum	>20 lakhs per annum	15-20 lakhs per annum	3-8 lakhs per annum
Do you notice the material of the disposable cutlery/tableware used?	Maybe	1	0	1	4
	No	0	3	1	6
	Yes	3	12	17	28
Total		4	15	19	38

Source: Own Analysis

**Table 4.11 Income Range Crosstabulation -2**

**Do you notice the material of the disposable cutlery/tableware used? \* Income Range Crosstabulation**

		Income Range		Total
		8-15 lakhs per annum	No income (Student/Homemaker/etc)	
Do you notice the material of the disposable cutlery/tableware used?	Maybe	4	1	11
	No	1	3	14
	Yes	23	12	95
Total		28	16	120

Source: Own Analysis

**Table 4.12 Chi-Square Tests**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.128 <sup>a</sup>	10	.520
Likelihood Ratio	11.009	10	.357
N of Valid Cases	120		

a. 13 cells (72.2%) have expected count less than 5. The minimum expected count is .37.

Source: Own Analysis

Value of  $p = 0.520 > 0.05$ , hence we accept  $H_0$  and reject  $H_a$ . There is no significant association between income range with customer perception to notice the material of the disposable cutlery/tableware used.



#### 4.3.4. Hypothesis with Objectives and Research questions

##### **RO 1: What is the criteria people use to choose Eco ware?**

- Hypothesis –
  - THE ENVIRONMENT-People who are in the need of cutlery and they are concerned about environment.
  - MY ENVIRONMENT- health benefits
- Managerial Implications/ Practical Use – Eco-friendly cutlery helps in the reduction of plastic non biodegradable cutlery. Moreover, this product helps the environment while degrading by releasing useful chemicals in the environment
- Subject Theory –
  - **Motivation**- to be environmentally concern
  - **Perception**- using biodegradable cutlery will reduce the damage to the environment.
  - **Attitude**- to be a responsible and aware citizen

##### **RO 2: What product attributes (& to what degree) influence our consumer purchase decision?**

- Hypothesis –
  - Price- high, Functionality- high,
  - Quality- moderate, Form- low
- Managerial Implications/ Practical Use – Attributes: How fast it degrades; What is the residue, if any; Price over the non-biodegradable cutlery; microwave friendly; Availability
- Subject Theory –
  - Psychogenic needs- hedonic needs
  - Physiological needs- utilitarian needs

##### **RO 3: How do people evaluate Eco ware against the competitors?**

- Hypothesis – Price, Utility, Aesthetic, Quality
- Managerial Implications/ Practical Use – Similar attributes such as price, accessibility, ease of usage, how convenient it is to compost
- Subject Theory – Brand perception

**RO 4: Who likes Eco ware?**

- Hypothesis – Millennials, green consumer, Health-Conscious Consumer
- Managerial Implications/ Practical Use – Educated youth, environmentalists, NGO
- Subject Theory – Hedonic Need, My environment, The Environment

**RO 5: Who dislikes Eco ware?**

- Hypothesis – Primitive consumers of plastic cutlery, not a conscious consumer
- Managerial Implications/ Practical Use – All consumers are not conscious about the environment, consumers, even if conscious, give preference to availability
- Subject Theory – Resistance to change

**RO 6: How to find direct/indirect Eco ware consumers?**

- Hypothesis – Web portals, Health conscious & Eco -Friendly Communities, e-commerce sites
- Managerial Implications/ Practical Use – Outlets/retailers, web portals, distributors of the product
- Subject Theory –
  - Early adopters- people concerned about my environment- health conscious.
  - Early majority- people concerned about THE ENVIRONMENT- green consumers, high income buyers

**RO 7: Consumer Learning**

- Hypothesis – Consumer will learn with their usage of product
- Managerial Implications/ Practical Use – Consumers who are not yet aware, could be educated about the benefits of the eco ware, and if available readily, this becomes a part of the value chain
- Subject Theory – Cognitive learning

**RO 8: Consumer Attitude**

- Hypothesis – Teach consumer to differentiate between different products
- Managerial Implications/ Practical Use – Educated consumers will give preference to the environment over ease of usage. If not available, they will not switch easily to the non biodegradable products
- Subject Theory – Stimulus discrimination

#### 4.4 Interaction with Organization

While interacting with Ecoware, I have focused on understanding the motivation behind the firm choosing biodegradable cutlery-related products. The queries addressed the perception of Ecoware on addressing the need for shifting to offset carbon footprint to prevent tons of single-use plastic from reaching landfills.

The market share it currently holds, how Ecoware is working towards continually improving on market share, and more importantly how they plan to proceed ahead in view of the current position and scenario.

Ecoware's one of the most prominent and substantial customers is IRCTC. IRCTC have been promoting the usage of compostable cutlery around the beginning of Ecoware and one of the reasons why Ecoware shares such a large share in the market.

Quality and pricing are the most important factors determining the sale and revenue of Ecoware's products. Ecoware has focused on ensuring products of the highest quality but their costs are significantly high in comparison to the generally available substitutes. Ecoware's usually concentrated on reducing the costs so as to gain a further market position with the competitors.

I am grateful for the extended support by the entire team of Ecoware in addressing my queries for the key takeaways and findings of this research project.

## CHAPTER 5: FINDINGS AND RECOMMENDATION

### 5. Marketing Mix (4 Ps)

- **Product**

Ecoware has a range of 40 products of compostable & biodegradable tableware, cutlery, and takeaway packaging. The products include compartment plates, round plates, square plates, Cups, Bowls, Boxes, Trays in different sizes, and Wooden sporks, knives, spoons, forks.

According to the survey, size is a critical parameter, and few customers are dissatisfied with the small size of Ecoware. Thus, I would recommend that Ecoware expand its portfolio and offer larger-sized products as per customer needs.

- **Price**

Ecoware products are 15 percent more expensive than regular tin containers and other plastic tableware. The survey suggests that 80% of end-users are willing to pay a premium of ₹1- ₹2 for each piece of biodegradable cutlery. However, it is not being adopted by small-scale restaurants and food shops as they are skeptical of losing customers if the additional cost of biodegradable cutlery is charged to the customer. I would recommend that Ecoware to adopt differential pricing based on customer segments (large-size, medium-size, small-size) and charge lower prices to small-scale food shops so that they are encouraged to switch to Ecoware.

- **Place**

Ecoware products are currently available on their website [www.ecoware.in](http://www.ecoware.in) , on Amazon [www.amazon.in/ecoware](http://www.amazon.in/ecoware), on Flipkart, at Modern Bazar & many other retail stores.

However, the awareness of where to find the Product is limited and presently, only a niche set of customers is using Ecoware. There is a need for Ecoware to expand its supply and collaborate with local vendors to attain a higher market share. It could also tie-up with educational institutions and hospitals to replace the existing plastic cutlery with eco-friendly Ecoware.

- **Promotion**

Ecoware is promoting its products by trying to increase awareness by educating zoomers or millennials by giving webinars. The founder and CEO, Ms. Rhea Mazumdar Singhal, believes that they are the future who know what is important to save the planet. Her idea of networking is “Be Vocal with your ideas and express them with seriousness.” She actively engages with the student community and presents Ecoware as a profitable and scalable business with a triple bottom line.

In survey indicated that a majority, i.e., 87% of the users, are unaware of the Ecoware brand. It is recommended that Ecoware join hands with influencers on social media to increase brand awareness. Presently, the promotional activities are aimed toward end-users and not the purchase decision-makers (managers). The decision-maker aims to minimize cost and prefers cheaper alternatives. The interaction between the purchase decision-maker and the end-user is often limited. Thus, the end-user cannot communicate the need for biodegradable cutlery and influence the purchase decision-maker. Ecoware needs to develop campaigns to encourage and empower the end-user to convey the need and influence purchase decision-makers to buy biodegradable tableware.

**Figure 5.1 – Awareness of Brand**



(Source: own analysis)

## CHAPTER 6: CONCLUSION

The academic research focused on Ecoware (Biodegradable disposable cutlery) a sustainable product. The stated hypothesis pertaining to the problem areas in acceptance of the sustainable product was proven right and correctly supported by the primary and as well as secondary research. The primary research proved that users and potential users valued the quality of the material as the highest parameter for their purchase. Price subsequently followed the quality of the product.

For big established restaurants around NCR region, the restaurants favoured biodegradable cutlery to favour their reputation and promotion. However, for small and street vendors, the choice of single-use cutlery was majorly driven by price and ease of availability. There is a gradual increase in acceptance and increased usage of biodegradable cutlery in small users as well like paper straws etc.

Most of the single-use cutlery users favoured paying an additional premium for a biodegradable cutlery demonstrating responsibility and sensitiveness towards the environment.

Ultimately, the marketing plan suggests investing in methodologies in order to reduce the costs per unit and establish an increased sustained reach to various potential users spreading awareness to facilitate economies of various scale industries.

## CHAPTER 7: REFERENCES

### References:

- [1] <https://ecoware.in/>
- [2] <https://unreasonablegroup.com/companies/ecoware>
- [3] (Kim and Chung 2011) "Sustainable development and transformed consumers' purchasing behaviors"
- [4] <https://ecoware.in/wp-content/uploads/2021/04/Ecoware-brochure-2021.pdf>
- [5] Consumer Behaviour 12e | Pearson | Schiffman, Wisenblit & Kumar

## CHAPTER 8: ANNEXURE

### Annexure 1: Survey Questionnaire

In this section, we shall be looking into source of the survey, questions being asked with the user.

Form Link: URL →

[https://docs.google.com/forms/d/e/1FAIpQLSdddAI0RzfVJKXWoT2f1bYB4MbQVD9D-C1fYq-oj9zScIc9ew/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdddAI0RzfVJKXWoT2f1bYB4MbQVD9D-C1fYq-oj9zScIc9ew/viewform?usp=sf_link)

- Name
- Age
- Gender
- Income Range
- Have you ever used disposable cutlery/tableware? (Example - Paper/Plastic Cups, Wooden/Plastic Spoons)
- What are the type of disposable cutleries/tableware's you use?
- Frequency of Use
- Which factor matters the most when you choose disposable cutlery/tableware?
- Do you notice the material of the disposable cutlery/tableware used?
- Have you heard of/seen/used biodegradable cutlery/tableware? (Example - Paper/Bagasse Cups, Wooden Spoons)
- Given a choice between plastic or biodegradable cutlery, which one would you choose?
  - Anything will do
  - Plastic cutlery
  - Biodegradable cutlery
- On a scale of 1 to 5, how willing are you pay extra Rs.1 or Rs.2 for a biodegradable cutlery?
- Have you heard of a brand named Ecoware?

## Annexure 2: Approval Email

Approval for term project report / CONSUMER BEHAVIOR TOWARDS – “ECOWARE” - ECO-FRIENDLY BIODEGRADABLE TABLEWARE”/ Shiwangi Gupta External Inbox x



Shiwangi Gupta 2K20/EMBA/37

4:16 PM (2 hours ago)

Dear Rajan Sir, I have made all changes as mentioned over the call. I have changed the research questions and table of contents number accordingly. Topic - “CON



Rajan Yadav

6:32 PM (8 minutes ago)

to me

Approved.

Permitted to appear in viva voce tomorrow.

Prof. Rajan Yadav



Shiwangi Gupta 2K20/EMBA/37 <shiwangi\_2k20emba37@dtu.ac.in>

6:36 PM (4 minutes ago)

to Rajan

Dear Rajan Sir,

Thank you so much for your support.

Regards,

Shiwangi Gupta



## Annexure 3: Plagiarism Report



Similarity Report ID: oid:27535:16594790

PAPER NAME

**Ecoware - Shiwangi - Draft.docx**

AUTHOR

**shivangi**

WORD COUNT

**4674 Words**

CHARACTER COUNT

**26071 Characters**

PAGE COUNT

**25 Pages**

FILE SIZE

**1.1MB**

SUBMISSION DATE

**May 7, 2022 12:33 PM GMT+5:30**

REPORT DATE

**May 7, 2022 12:34 PM GMT+5:30**

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#### Annexure 4: Consumer user/non-user Interview

Name	Rakesh Chouhan	Sumit Singh	Babai Jana	Gopa Mallik	Prannoy
Have you ever seen Disposable Cutleries being used/ used yourself?	Yes	Yes	Yes	Yes	Yes
Consumer Type of disposable products	High end premium restaurant owner - Indirect User	High end premium restaurant owner - Indirect User	Low end restaurant/food joint owner - Indirect User	End User - Individual /Family/Friends	Medium range restaurant owner - Indirect User
What are the type of cutleries you use?	Plates, Spoons/ Forks, Straws, Glasses	Plates, Bowls, Spoons/ Forks, Straws, Glasses	Plates, Bowls, Spoons/ Forks, Glasses	Plates, Spoons/ Forks, Glasses	Plates, Bowls, Spoons/ Forks, Straws, Glasses, Packets for dry items
Any preferred brand?	Barista owned Brand	Honey & Dough owned brand	No	No	BeGreen packaging, Galaxy cloud co ltd (kitchen related items), Drums food pvt ltd, Veebee, Reejov, PNA cutlery, Natural tableware
What is the bare minimum requirement/benefit you look into a Disposable cutlery?	Quality	Size & quality	It should serve the purpose that it is bought for. Like I stopped using paper glass for serving cold-drink as paper glass looses its integrity after some time and cold-drinks leak out of it.	Quality and aesthetics should be good	Quality, Quantity
What is the bare minimum requirement/benefit you look into a Disposable cutlery?	Quality	Size & quality	It should serve the purpose that it is bought for. Like I stopped using paper glass for serving cold-drink as paper glass looses its integrity after some time and cold-drinks leak out of it.	Quality and aesthetics should be good	Quality, Quantity
Who buys the Disposable cutleries in your case?	Supply Chain Manager	Supply chain manager	Myself. A supplier comes to my door who supplies me other items also, he delivers all these disposable cutlery items to me.	Self	Procurement manager
Have you ever seen Biodegradable Disposable Cutleries being used/ used yourself?	Yes	Yes	Yes	Yes	Yes

How convenient do you think it is for the disposable cutlery to be biodegradable?	5	5	2	3	2
What is the purpose behind using Biodegradable Disposable Cutlery over Normal Cutlery?	Environmental friendly. Reduction of environmental harm.	Stops deforestation and recycling helps in saving environment	Plastic is not good for environment. Everyone tells this nowadays. Even all students tell me this. Our prime minister has also told in news that we should avoid using plastic. Plastic is being banned in many places also.	Nature Friendly	Customer's demand, it was the trend
Would you prefer Biodegradable disposable plates over traditional banana leaves/paper plates?	Yes	No	Yes	Maybe	Yes
Why do you think conventional plastic disposable Cutlery is still being preferred?	Costing might be an issue though we don't use local plastic brands	Plastic has been banned still people are using as no proper check is being used	It is cheaper for me and easy to serve. It is easily available also.	yes	To avoid leakages - have got complaints from few customers regarding leakage, due to which we had to shift back to plastic packaging for foods with liquid, plastic is heat-resistant
What is the procedure you take for selecting the cutlery? (Selection procedure)	Store manager sends in the requirement once/twice a fortnight and supply chain manager arranges for it.	As per the consumption requirement is sent per day to the Warehouse, which further goes to the Supply Chain Team	I use only disposable cutlery for serving anything because I do not have time to wash dishes and I do not have the extra income to hire a helper. Therefore disposable cutlery serves my needs. I use paper cups for serving tea because these cups are easily available and people drink their tea immediately. Paper cups serve their purpose for that time. I use plastic glasses for serving cold-drinks because people take time in drinking cold-drinks and till then paper glass starts to lose its integrity. I use paper plates with aluminium and plastic coating to serve maggi. It is	Quality, Number of pieces and finally price	Quality, Thickness, Size of the bud (spoon/fork), Compartment plates

			cheap and serves its purpose.		
<b>Do you think price increases necessarily with the quality?</b>	No	Yes	Yes	Yes	Yes
<b>How many Brands of biodegradable disposable cutlery are you acquainted with?</b>	None other than Barista owned brands	None apart from H&D owned	none	None	BeGreen packaging, Galaxy cloud co ltd (kitchen related items), Drums food pvt ltd, Veebee, Reejov, PNA cutlery, Natural tableware
<b>Is there any impact of Covid on your purchase behaviour? Explain.</b>	Paper cups usage has increased	Dine in has almost stopped, thus increasing the use of disposable cutlery	My shop was closed during the lockdown because I was at my home and students were also in their homes.	No	Yes, it increased
<b>What is your motivation behind learning about Biodegradable disposable cutlery?</b>	Environmental factors	Environmental friendly. Benefit of Future.	It is good for environment. Students tell me about it. But it cost me 5 time as compared to the plastic ones. If students are ready to bear the price of cutlery, I will start buying it regularly.	My son is doing SM, he talks about these product, so i get to know about them	Eco-friendly, easy to dispose, can be discarded in a limited space
<b>What do you consider more while purchasing biodegradable disposable cutlery - quality or cost?</b>	Quality	Quality	Cost	Quality	Quality
<b>Have you tried looking for biodegradable disposable cutlery on the internet?</b>	No	No	No	No	Yes
<b>Have you heard about Ecoware or biodegradable disposable cutlery via TV/Radio/2Newspaper?</b>	Yes	No	No	No	No
<b>Have you come across any celebrities endorsing biodegradable disposable cutleries?</b>	No	No	No	No	Yes
<b>Have you come across any social media channel in regards to biodegradable disposable cutlery?</b>	No	Yes	No	Not much into social media	No
<b>Does society/neighborhood influence their choice of purchase for environmentally friendly cutlery?</b>	Yes	Yes	Yes	Yes	Yes
<b>How much do you think brands affect your choice?</b>	1	5	1	5	3

How easy is it to find biodegradable disposable cutlery?	4	3	4	2	3
How much do you think Packaging affects the selection of your choice?	5	5	1	4	4
How important is it for the Biodegradable disposable cutlery to be firm and strong?	5	5	4	4	5
How important is it for Biodegradable disposable cutlery to be good, look-wise?	5	5	1	4	2
How important is it for Biodegradable disposable cutlery to be water proof?	5	5	5	4	5
How important is the colour of Biodegradable disposable cutlery?	3	3	1	2	1
How important is the shape and size of Biodegradable disposable cutlery?	4	5	4	4	5
How important is the price of Biodegradable disposable cutlery?	5	5	5	1	5
How likely are you to purchase Biodegradable disposable cutlery next time you go shopping?	3	5	3	4	4
How likely are you to purchase Biodegradable disposable cutlery within 3 months?	5	3	3	2	4
How much do you think promotions help you change your mindset?	5	4	1	4	5