

FACTORS AFFECTING CONSUMER INTENT TO PURCHASE ORGANIC TABLEWARE

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ABSTRACT

The purpose- To determine factors affecting customers' decision to purchase organic tableware, awareness of customers towards organic dinnerware, and the effect of income on customers' attitudes toward organic tableware.

The methodology- The study takes a quantitative approach where a total of 150 primary responses are collected using a structured questionnaire. The results are analysed using statistical tools of chi-square tests and Principal Component Analysis.

Findings- Tableware includes the dishes we can use to set up our tables to consume food. These include various things like dishes, glassware as well as decorative items. Four factors extracted are availability and attitude, use at hotels and shops, quality, price consideration, and opinion of family and friends. It can be analyzed that there is no impact of income on factors - use of organic tableware at hotels and shops and the quality of organic tableware. However, there is an impact of income on factors -availability, attitude, price consideration, and opinion.

Originality- Past studies have focused on various elements of Tableware use. However, studies on organic dinnerware purchasing, awareness, and income's effect on customer attitude are limited.

Keywords- Tableware; Organic; Plastic; Pollution; Biodegradable; Eco-friendly

INTRODUCTION

Tableware includes the dishes we can use to set up our tables to consume food. These include various things like dishes, glassware as well as decorative items. Ever since the beginning of civilization, every culture has had a different set of tableware. In contrast, they have food, for example, English: In Europe, the elites dined off the essence, generally tableware for the rich and pewter for the middling classes.

Organic tableware is the type of tableware that uses natural, eco-friendly, or sustainable accouterments like coffee, complexion, earthenware, and stoneware. This tableware is usually used in hotels, homes, and restaurants. Organic tableware includes plates, coliseums, mug sets, spoons, servers, and more. Organic tableware plates are gaining fashion ability among eateries and hospices due to adding trends of organic dishes and coliseums that are chemical-free, eco-friendly, and made with natural rudiments. Organic cutlery is made from natural products like bamboo, leaves, sugarcane waste, etc. These are disposable and do not harm nature. They degrade and go back to nature from where they came from. Also, a growing cult that is espousing organic foods is substantially demanding plates that are organic too.

Global demand for organic tableware is expanding quickly. Rising global acceptance of eco-friendly products may fuel demand for organic tableware. This market is growing due to the popularity of organic dinnerware and plates. Faith, culture, occasion, and food affect tableware quality, diversity, and nature. Middle Eastern and Indian countries serve food on leaves as plates. According to Unilever, a UK-based consumer products giant, 33% of people worldwide are adopting ecologically friendly brands, boosting the adoption of organic tableware sets or organic-shaped plates.

Organic cutlery is typically used in fast-food restaurants, airlines, catering services, takeout restaurants, etc. Consuming food outside the house, especially in food and institutional food services, has increased the demand for disposable cutlery. Emphasis on sanitation and easy product vacuity has led to increased use of disposable cutlery. Disposable cutlery's recyclable nature, low cost, and attractive designs support their use. Biodegradable silverware is better for humans and nature, but it's hard to convince people to switch.

Application

Home usage – Increasing population leads to an increase in demand for tableware in the market. It creates opportunities for new entrants to enter the need to fulfill the demand of households.

Commercial usage - The market's rise is generally linked to the hotel industry. Demand for organic tableware in hotels and restaurants is also increasing. Since the rise of start-ups like Fab hotels and OYO rooms, organic tableware has become more popular.

Organic Tableware Market Size

The global market for organic tableware is expected to reach \$1,557.13 million by 2028, up from \$920 million in 2020. The rise of the organic tableware market is anticipated to be accelerated by forming strategic alliances among industry participants and the rising demand for eco-friendly tableware. However, the greater cost of organic dinnerware and significant initial capital expenditures may limit the market's expansion.

Benefits of using Organic Tableware

- *Eco-friendly*
- *Simple Composting*
- *Energy Efficient*
- *Nontoxic*
- *Reduces Ocean Pollution*
- *Decrease in trash volume*

Covid- 19 Impact on Organic Tableware Market

The novel coronavirus pandemic devastated several industries; the organictableware market also experienced medium growth during this era. The pandemic has affected the organic tableware market regarding demand, production, supply chain, and market disruption. Lockdowns are prevalent in various countries worldwide, and growing trend of cooking and taking food orders during the pandemic. Lockdowns led to the closure of hotels and restaurants, so dine-in for customers was prohibited. This caused disruptions in the production and supply chain of dinnerware products. But increasing food orders during lockdowns and rising demand for porcelain dinnerware created decent profits for expanding the market.

REVIEW OF LITERATURE

Xia and Chen (2021) analyzed the green behavior in the tableware selection that influences consumers' green choices of tableware from the attitude of catering enterprises. The results show that values and green tableware supply by catering enterprises can stimulate the willingness to use green tableware. Functional applicability and a green consumption attitude can improve the desire to shop for green tableware.

Sun et al. (2021) studied evaluating scenarios for carbon reduction using different tableware in China. They explored strategies to reduce CO₂ by examining the life cycle of 4 types of tableware using sensitivity analysis. The results showed that straw tableware significantly curbed the atmospheric phenomenon without compromising consumer safety.

Aleskerova and Todosiichuk (2021) studied the economic aspects of organic beekeeping production to review and analyze the prospects for developing financial aspects of organic beekeeping in Ukraine. The article deals with the most trends of the greening of life, especially those associated with the beekeeping industry. Therefore, the results and state of the organic beekeeping market are reflected, and the concepts of "price" and "value" of organic produce are defined.

Tserklevych et al. (2020) studied the seriousness of the problem of quantities of use of throwaway plasticware by consumer cooperation firms in Ukraine. The market trends for disposable tableware in Ukraine from 2017 to 2019 were studied. The results of studies on plastic utensils in consumer cooperative restaurants in the Khmelnytskyi district were also reviewed.

Mielnikov (2020) analyzed Prospects for the assembly of biodegradable tableware within the context of the transformation of international environmental policy. The study was aimed at the prospects of biodegradable tableware production within the context of the change in international environmental policy. The finding was the assembly of tableware was a rather

tricky and high- tact process that needed significant investment to get top-quality equipment.

Alcubilla et al. (2020) explored whether reused tableware is the most convenient alternative. Analysis of the aircraft catering industry using a life cycle perspective. This study examines the likelihood of packing and dinnerware reducing greenhouse gas emissions. The data demonstrate that the impacts of reusable and single-use items occur at various phases of their respective life cycles. The data indicate that reusable and single-use items' effects arise at different life cycle stages.

Ahmadi et al., (2019) The purpose of analysing the role of self-efficacy and social tendencies in green purchase intention and behaviour was to examine the role of self-efficacy and social movements in green purchase intention and behaviour. The results of evaluating the research hypotheses indicate that social inclinations, self-efficacy, and consumer attitude all play a role in green purchase intention; therefore, environmental knowledge plays a role in consumer attitudes.

Schmid et al., (2019) The first study examined the life cycle implications of aluminum, polypropylene, and extruded polystyrene takeout containers. Reusable polypropylene containers are similar. Single-use polypropylene containers are worst for seven of 12 consequences, including heating potential.

Shakoori et al., (2019) This study aimed to investigate melamine migration from dinnerware to food and the effects of time and tableware. Spectrophotometry was used to measure migration. Due to the toxicity of melamine, long-term and continuous usage of tableware, particularly for the long-term storage of hot meals, may result in harmful effects.

Haghi et al. (2019) investigated melamine migration measurement through spectrophotometry device and, therefore, the effectiveness of your time and tableware type thereon. This study aimed to use an easy method for monitoring the speed of melamine migration from the tableware to food and, therefore, the effectiveness of your time and tableware on this migration. The results suggested that old tableware increased melamine migration in 41% of cases.

Fieschi et al. (2018) evaluate the environmental performance of employing biodegradable and compostable single-use tableware with organic garbage recycling through composting waste in a typical scenario using fossil plastic tableware and disposal of wastes flows via inclination and landfill. The study's findings indicate that using biodegradable and compostable dinnerware combined with organic recycling is the preferred alternative for catering in quick service restaurants, contract catering, and events.

Pretato and Pretato (2018) Single-use biodegradable and compostable dinnerware vs. fossil-based plastic incineration and landfill. Combining biodegradable and compostable dinnerware with organic recycling decreases carbon, water, and resource footprints and is circular and economy-friendly.

Grewal and Pawanpreet (2017) studied Multivariant as determinants of consumer green purchase behavior in the region of Punjab. He conducted a study to know the ecological knowledge and awareness of green products and to analyze the consumer's attitude toward building green purchase intentions. The purchase behavior of respondents was found to be directly related to their awareness level.

RESEARCH METHODOLOGY

Research methodology means defining how research is to be carried out. It is a systematic plan of study by the collection of data and analysis of data to make business decisions. Thus, research methodology is an organized plan describing how the researcher would conduct his research to achieve the study's objectives. It includes the study's goals, research design, sampling plan, data collection and analysis methods, and the need and purpose of the study.

Objectives of the study

- To determine factors affecting customers' decision to purchase organic tableware
- To study the awareness of customers toward organic tableware
- To check the effect of income on factors affecting customers' decision to buy organic tableware

Research design

The following types of research design have been adopted for the study:

- **Exploratory research:** - This type of research design is used to investigate and explore an undefined problem. This research design is used to explore a problem in its preliminary stage. This design provides better insights into a research problem but does not provide conclusive solutions.
- **Descriptive research:** - This type of research design helps to study the characteristics of a population and answers the what, when, where, who and how part of the study. The main idea behind this type of research is to define an opinion, attitude, or behavior held by a group of people on a given subject.

DATA ANALYSIS

Data analysis means comprehending the data to get valuable information and conclusions from the collected data. Various graphs, tables, pie charts, and statistical tools like percentages are used to analyze primary data to study factors that attract customers to purchase organic tableware and explore customers' awareness and perception of organic tableware.

Annual income level of the respondents:

Income Level (Rs.)	No. of Respondents	Percentage
Below 2.5 lacs	38	25.33 %
2.5 lacs – 5 lacs	28	18.67 %
5 lacs – 10 lacs	53	35.33 %
Above 10 lacs	31	20.67 %

Table No:1 Annual income level of the respondents

The above table depicts the annual income level of the respondents. Around 35% of the respondents have an annual income between Rs. 5 lacs to 10 lacs. Around 25% of the respondents have an annual income below Rs. 2.5 lacs. Around 21% of the respondents have

an annual income above Rs. 10 lacs. The least income level of the respondents is between Rs. 2.5 lacs to 5 lacs which is around 19%.

Material of Tableware:

Material	No. of Respondents	Percentage
Biowaste	25	16.67 %
Plastic	31	20.67 %
Paper	26	17.33 %
Steel	68	45.33 %

Table No:2 Material of Tableware

The above table depicts the type of material of plates which is used maximum by the respondents. Steel plates are used by nearly 45% of respondents. Almost 21% of respondents use plastic material plates. Paper and biowaste plates are used virtually equal in number and comprise nearly 17% each of the total respondents. It can be interpreted that most respondents use steel-based plates as they can be used repeatedly and are durable

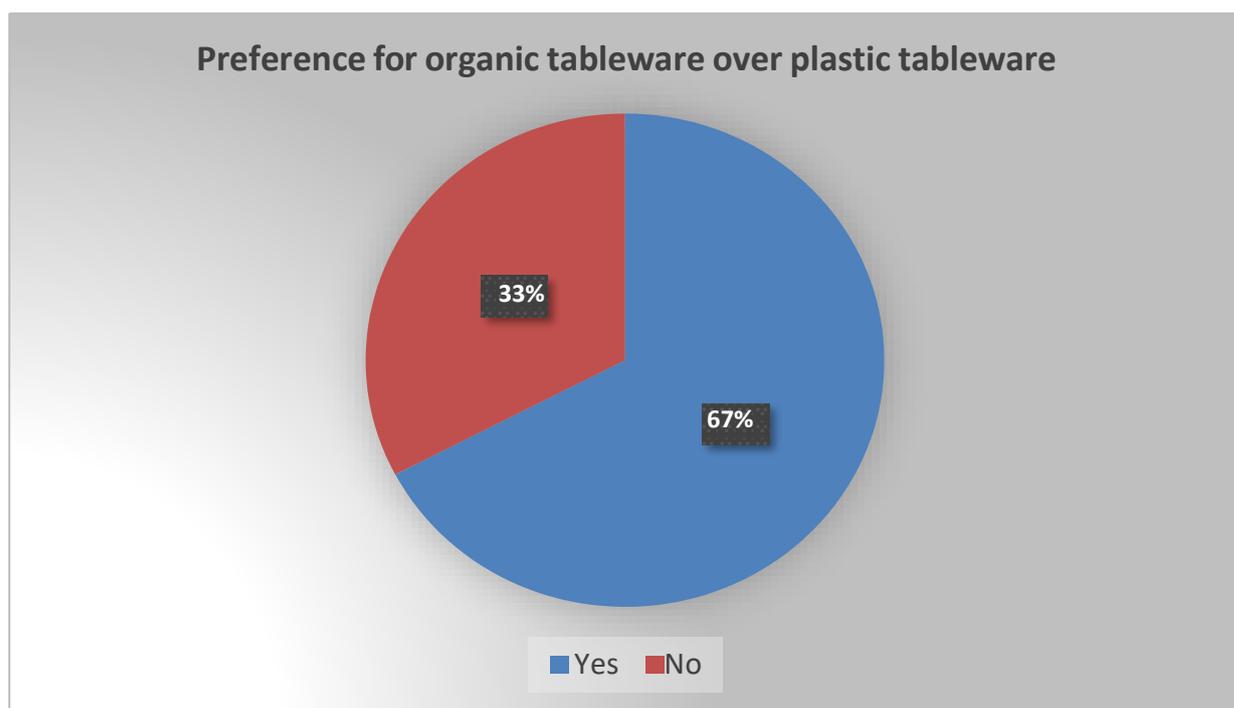


Figure No:1 Respondent’s preference for organic tableware over plastic tableware

The above chart categorizes respondents based on whether they prefer organic tableware over plastic. Nearly 67 % of respondents have shown interest in choosing organic tableware over plastic, but almost 33 % have not preferred organic tableware over plastic. It can be interpreted that 2/3 of respondents would like organic tableware over plastic tableware, and 1/3 of respondents would not choose organic tableware over plastic tableware

Reasons for not preferring organic tableware:

Reason	Percentage
High prices	28.57 %
Durability	26.53 %
Awareness	24.49 %
Quality is not good	20.41 %

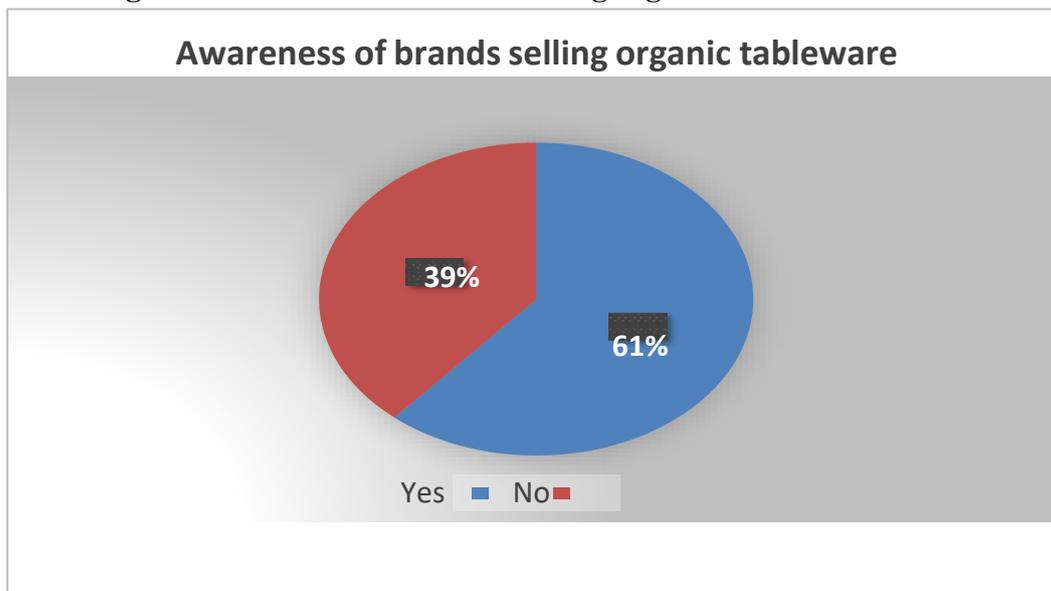
Table No:3 Reasons for not preferring organic tableware

The above chart depicts reasons for not preferring organic tableware over plastic tableware. Nearly 29% of respondents do not like it because of high prices, followed by almost 27% because of its durability, practically 24% of respondents are unaware of organic tableware, and nearly 20% of respondents do not prefer it because of its quality. It can be interpreted that the high prices of organic tableware are the main reason for not choosing organic tableware over plastic tableware. One of the reasons for the high price is the GST rate charged on organic tableware. The government can reduce the GST rate charged on organic tableware to consolidate its market price to convert customers' preference towards organic tableware over plastic.

Awareness of brands selling organic tableware in India:

Various brands selling organic tableware in India are available in the market. Some brands are Lenox, Hermes, Herend, Royal Doulton, Corelle, Royal Worcester, Guy Degrenne, Libbey, Meissen, Wedgwood, and several other local brands

Fig No:2 Awareness of brands selling organic tableware in India



The above chart depicts respondents' awareness of brands selling organic tableware in India. Nearly 61% of respondents are aware of brands selling organic tableware in India, and almost 39% are unaware of brands selling organic tableware in India. It can be interpreted that most respondents are aware of brands selling organic tableware in India, but many are still unaware.

Awareness of tableware made of sugarcane waste:

Understanding of plates made of sugarcane waste	No. of Respondents	Percentage
Yes	75	50 %
No	75	50 %

Table No:4 Respondent's awareness of tableware made of sugarcane waste

Sugarcane plates are a strong, grease, cut-resistant alternative to traditional plastic or polystyrene. Sugarcane fiber products are compostable and are made from renewable materials. The above chart depicts respondents' awareness of plates made of sugarcane waste. 50% of respondents are aware of plates made of sugarcane waste, and 50% of respondents are not aware. It can be interpreted that 1/2 of the respondents are aware of plates made of sugarcane waste. It shows that respondents have less awareness regarding plates made of sugarcane waste.

Usage of organic tableware:

Places	No. of Respondents	Percentage
Canteen	56	37.33 %
Streetside Vendor	71	47.33 %
Offices	58	38.67 %
Small vendors	47	31.33 %
Hotels	41	27.33 %

Table No:5 Usage where organic tableware can be used

The chart above shows respondents' preferences regarding where organic tableware can be used. Respondents were given the option to choose more than one option. Nearly 47% say that streetside vendors, followed by offices, can use organic tableware, i.e., almost 39%, Canteen, i.e., almost 37%, small vendors, i.e., nearly 31%, and hotels, i.e., almost 27%. It can be interpreted that most people voted for streetside vendors for using eco-friendly plates followed by the slight difference in percentages of offices and Canteen. Respondents are not feeling comfortable using organic tableware at hotels, as only 27% voted for this.

Factors affecting customer's decision to purchase organic tableware

The respondents were asked to give their opinion regarding various factors which affect their decision to buy organic tableware. They were given different statements for it.

Factors	Scale	No. of Respondents	Percentage
There are various advantages of using organic tableware	1- Strongly agree	54	36%
	2- Agree	46	31%
	3- Neutral	24	16%
	4- Disagree	16	11%
	5- Strongly disagree	10	6%
Comparatively organic products are inferior in performance to non-organic products	1- Strongly agree	43	29%
	2- Agree	43	29%
	3- Neutral	36	24%
	4- Disagree	20	13%
	5- Strongly disagree	8	5%
Organic tableware absorbs liquid food	1- Strongly agree	23	15%
	2- Agree	46	31%
	3- Neutral	48	32%
	4- Disagree	20	13%
	5- Strongly disagree	13	9%
There would be more demand for sugarcane plates if sold at the prices of plastic plates	1- Strongly agree	30	20%
	2- Agree	42	28%
	3- Neutral	42	28%
	4- Disagree	22	15%
	5- Strongly disagree	14	9%
Price of organic tableware is worth	1- Strongly agree	26	17%
	2- Agree	45	30%
	3- Neutral	40	27%
	4- Disagree	22	15%
	5- Strongly disagree	17	11%
Opinions of your friends and family impact your decision to purchase organic tableware	1- Strongly agree	37	25%
	2- Agree	50	33%
	3- Neutral	33	22%
	4- Disagree	19	13%
	5- Strongly disagree	11	7%
I feel comfortable using	1- Strongly agree	42	28%

biodegradable plates where I cannot sit and eat food	2- Agree	55	37%
	3- Neutral	26	17%
	4- Disagree	14	9%
	5- Strongly disagree	13	9%
I would like to get served on a leaf plate in a five-star hotel	1- Strongly agree	40	27%
	2- Agree	44	29%
	3- Neutral	28	19%
	4- Disagree	19	13%
	5- Strongly disagree	19	12%
Organic tableware is easily available in the supermarket	1- Strongly agree	29	20%
	2- Agree	42	28%
	3- Neutral	41	27%
	4- Disagree	24	16%
	5- Strongly disagree	14	9%
Organic tableware should be promoted more to curb plastic pollution	Strongly agree	53	35%
	Agree	46	31%
	Neutral	33	22%
	Disagree	6	4%
	Strongly disagree	12	8%

Table No:6 Factors affecting customer's decision to purchase organic tableware

The preceding table indicates how respondents' views regarding the following statements:

The performance of organic tableware is lower than non-organic ones. Nearly 29 percent of respondents strongly agree, 29 percent approve, 24 percent are neutral, 13 percent disagree, and 5 percent strongly disagree with the statement. It can be assumed that most people, 58 percent, agree with the preceding statement. The majority of respondents believe that the performance of organic items is lower than that of non-organic ones.

Organic dinnerware absorbs fluids. Nearly 15% of respondents highly agree with the statement, 31% agree, 32% are neutral, 13% disagree, and 9% strongly disagree. It can be assumed that most responders are apathetic towards the preceding statement. Still, more responders support the proposition than those who oppose it. Around 46% of respondents believe that organic tableware absorbs liquid food, which may be one of the primary reasons why many do not choose organic tableware.

Demand would increase if sugarcane plates were sold at the same price as plastic plates. Twenty percent of respondents strongly agree with the statement, twenty-eight percent agree, twenty-eight percent are neutral, nearly fifteen percent disagree, and almost nine percent disagree severely. It can be assumed that most people, 48 percent, agree with the preceding

statement. Most respondents believe that they would have greater demand if sugarcane plates were sold at the same price as plastic plates. According to one of the previous questions, the high cost of organic tableware is the primary reason people do not prefer it. Only a minority of respondents believe that reducing its price will not affect its demand.

The cost of organic tableware is justified. Nearly 17 percent of respondents strongly agree, 30 percent approve, almost 27 percent are neutral, almost 15 percent disagree, and practically 11 percent strongly disagree with the statement. It can be assumed that the majority of respondents, 47 percent, agree with the preceding statement. Most respondents believe that organic tableware's price is justified, while more than a quarter of respondents are ambivalent. Those who consider the costs of organic dinnerware unjustifiable may do so for various reasons, such as a lack of knowledge regarding the benefits of utilising organic tableware. Also, the GST rates on organic dinnerware are higher than those on plastic tableware is one of the reasons why organic tableware is so expensive. To encourage organic dinnerware and limit the use of plastic tableware, the government can reduce the value-added tax (GST) from 18 percent to 12 percent.

In a five-star hotel, dishes are served on leaves. Nearly 27 percent of respondents highly agree, 29 percent approve, 18 percent are neutral, 13 percent disagree, and 13 percent strongly disagree with the statement. It can be assumed that most people, 58 percent, agree with the preceding statement. More than a quarter of respondents are unwilling to accept leaf plates at five-star hotels. As many respondents in Ludhiana would prefer to be served on a leaf plate at a five-star hotel, five-star hotels might take this opinion into account to limit their use of plastic tableware and boost their use of organic tableware. Utilizing leaf plates to reduce pollution is possible since leaf plates do not contribute to environmental contamination.

Organic dinnerware is readily available in grocery stores. Nearly 19 percent of respondents strongly agree, 28 percent approve, almost 27 percent are neutral, 16 percent disagree, and practically 10 percent strongly disagree with the statement. It can be assumed that the majority of respondents, 47 percent, agree with the preceding statement. Most respondents believe organic tableware is readily available in supermarkets, whereas more than a quarter of respondents disagree. Ludhiana has a massive chance for new businesses to enter the market. Current companies can extend their operations by creating more stores to make organic tableware accessible to clients.

It is common knowledge that plastic dinnerware contributes to pollution, so it is essential to prevent pollution by promoting alternatives like organic tableware. On a five-point Likert scale, the above bar chart depicts how respondents ranked the statement "Organic dinnerware should be pushed more to reduce plastic pollution." Nearly 35 percent of respondents strongly agree, 31 percent approve, 22 percent are neutral, 4 percent disagree, and 8 percent strongly disagree with the statement. It can be assumed that most responders, or two-thirds, agree with the information above. Most respondents believe biodegradable dinnerware should be promoted more to reduce plastic pollution. It demonstrates that consumers are willing to switch to organic tableware, but barriers prevent them from doing so. Additionally, one-third of respondents are neutral on this remark, indicating that they are neither for nor against it.

KMO and Bartlett's Test of Sphericity

KMO and Bartlett's Test indicates the strength of the relationship among variables.

H_0 = Factors are not related to each other.

H_1 = Factors are related to each other.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.718
Bartlett's Test of Sphericity	Approx. Chi-Square	153.584
	df	45
	P	0

Table No:7 KMO and Bartlett's Test

As the KMO value is 0.718, which is more than 0.7, we can conclude that our sample is adequate to extract the factors from the given data. The table above shows that the P-value is 0.000, less than 0.05. Therefore null hypothesis is rejected. The P-value is not large enough to accept the null hypothesis. This means that factors are related to each other.

Total Variance

It shows all the factors extractable from the analysis along with their Eigen values, the percent of Variance attributable to each factor, and the cumulative Variance of the factor and the previous factors. Those variables with Initial Eigenvalues more significant than one will make the factors.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.126	21.262	21.262	2.126	21.262	21.262	1.723	17.228	17.228
2	1.421	14.207	35.468	1.421	14.207	35.468	1.466	14.661	31.889
3	1.377	13.767	49.236	1.377	13.767	49.236	1.414	14.145	46.033
4	1.050	10.499	59.734	1.050	10.499	59.734	1.370	13.701	59.734
5	.901	9.015	68.749						
6	.800	7.998	76.748						
7	.644	6.437	83.185						
8	.630	6.304	89.489						

9	.597	5.971	95.460						
10	.454	4.540	100.000						

Table No:8 Total Variance

As we can see, only those variables with Initial Eigenvalues more significant than one have made the factors. From the above data, the first factor accounts for 21.26% of the Variance, the second 14.20 % of the Variance, the third 13.76% of the Variance, and the fourth 10.49% of the Variance. All the remaining factors are not significant. Out of the total ten variables, when it is reduced to 4 elements, 59.71% of Variance is extracted.

Rotated Component Matrix

	Component			
	1	2	3	4
Easy availability	.670			
Advantages	.653			
Should be promoted	.637			
Comfortable in using		.791		
Served in a leaf plate		.790		
Absorb liquid food			.732	
Inferior in performance			.730	
Price is worth				.803
Opinion of family and friends				.629
More demand if priced at plastic plates				.491

Table No 9: Rotated Component Matrix

Factors extracted

Factor – 1 Availability and attitude	Easy availability (0.670) Advantages (0.653) Should be promoted (0.637)
Factor – 2 Use at hotels and shops	Comfortable in using (0.791) Served in leaf plate (0.790)

Factor – 3 Quality	Absorb liquid food (0.732) Inferior in performance (0.730)
Factor – 4 Price consideration and opinion	Price is worth (0.803) Opinion of family and friends (0.629) More demand if priced at plastic plates (0.491)

Table No:10 Factors

There are three variables under factor availability and attitude, i.e., organic tableware is readily available in the supermarket, organic tableware should be promoted more to curb plastic pollution, and there are various advantages of using organic tableware. There are two variables under factor use at hotels and shops, i.e., feeling comfortable using biodegradable plates where sitting arrangements are not and would like to get served on a leaf plate in a five-star hotel.

There are two variables under factor quality, i.e., comparatively organic products are inferior in performance to non-organic products, and organic tableware absorbs liquid food. There are three variables under factor price consideration and opinion, i.e., there would be more demand for sugarcane waste plates if they were sold at the prices of plastic containers, the cost of organic tableware is worth, and the opinion of family and friends impacts one's decision to purchase organic tableware.

ANOVA for the effect of income on factors affecting consumer buying intention for organic tableware

The hypothesis of the study is:

H₀₁: -There is no impact of income on availability and attitude.

H₀₂: - There is no impact of income on use at hotels and shops.

H₀₃: - There is no impact of income on quality.

H₀₄: -There is no impact of income on price consideration and opinion.

H₁₁: - There is an impact of income on availability and attitude.

H₁₂: - There is an impact of income on use at hotels and shops.

H₁₃: - There is an impact of income on quality.

H₁₄: - There is an impact of income on price consideration and opinion.

Summary of ANOVA

	Sum of Squares	df	Mean Square	F	Significance
G1					
Between Groups	6.185	3	2.062		
Within Groups	103.119	146	.706	2.919	.036
Total	109.304	149			
G2					
Between Groups	3.002	3	1.001		
Within Groups	163.572	146	1.120		

	Total	166.573	149		.893	.446
G3	Between Groups	3.548	3	1.183		
	Within Groups	124.726	146	.854	1.384	25.0
	Total	128.273	149			
G4	Between Groups	11.838	3	3.946		
	Within Groups	91.884	146	.629	6.270	.000
	Total	103.721	149			

Table No:11 ANOVA Test

As per the table, the Sig. Column indicates p level which is 0.446 for H02 and 0.250 for H03, which are more than 0.05, which means the null hypothesis is accepted, which suggests that there is no impact of income on factors use of organic tableware at hotels and shops and quality of organic tableware. On the contrary, the value of H01 is 0.036 and H04 is 0.000, which means the null hypothesis is rejected, which indicates that there is an impact of income on factors of availability and attitude and price consideration and opinion.

Chi-square for the effect of income on consumer preference for organic tableware

The hypothesis of the study:

H₀: -There is no impact of income on consumer preference for organic tableware.

H₁: - There is an impact of income on consumer preference for organic tableware.

Count		income level				Total
		below 2.5 lacs	2.5 lacs - 5 lacs	5 lacs - 10 lacs	above 10 lacs	
Prefer organics tableware	Yes	29	19	34	19	101
	No	9	9	19	12	49
Total		38	28	53	31	150

Table No 12: Preference for organics tableware with income level

Chi-Square Test

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.156	3	.541
Likelihood Ratio	2.219	3	.528
Linear-by-Linear Association	2.014	1	.156
No Valid Cases	150		

Table No:13 Chi-Square Test

From the above data, it can be interpreted that the significant value is 0.541, which is more than 0.05, so the null hypothesis is accepted, indicating that income has no impact on consumer preference for organic tableware.

FINDINGS:

- Most of the respondents out of 150 (nearly 45%) use steel plates.
- Almost
- 67% of the total respondents prefer organic tableware over plastic.
- The primary reason respondents do not prefer organic tableware is its high prices. Around 29% of respondents out of 49 do not prefer it due to costs. The second primary reason for non – acceptance is its non – durability.
- Out of the 150 respondents, 92 (61%) know that certain brands sell organic tableware in India.
- For the sources of information about organic tableware, maximum people, i.e., 72 respondents (48%), are informed about it through social media.
- Nearly 55 % (82 of the total respondents) know the tax levied on organic tableware.
- An equal number of respondents, 75 (50%), are aware of organic tableware made from sugarcane waste.
- Out of the 150 respondents, 71 (47%) feel that streetside vendors can use organic tableware.
- Most of the respondents are aware of the various advantages of organic tableware.
- Most respondents feel that organic products are inferior in performance to non-organic products and absorb liquid food.
- The majority of respondents feel that there would be more demand for sugarcane plates if sold at the prices of plastic plates, as it can be seen that the high costs of organic tableware are the primary factor for not preferring organic tableware.
- Friends and family opinions can be considered a significant factor affecting respondents' purchasing of organic tableware.
- Respondents are ready to be served in organic tableware where they cannot even sit in five-star hotels.

- In Ludhiana, it is an excellent opportunity for new companies to enter the market. Existing companies can expand their business by opening more outlets to make organic tableware available quickly to customers.
- Most respondents think organic tableware should be promoted more to curb plastic pollution.
- As per the factor analysis, some factors are reasonably related.
- Out of the total ten variables, when it is reduced to 4 factors, 59.734% of Variance is extracted.
- There is an impact of income on factors of availability, attitude, pride consideration, and opinion. Still, there is no impact of income on aspects use of organic tableware at hotels and shops and the quality of organic tableware.
- There is no impact of income on consumer preference for organic tableware.

CONCLUSION:

The research was started to initially know about the awareness level of people towards the plastic pollution created by ordinary people daily, which is harmful to the environment as well as the other creatures of the world, and to determine factors that affect the consumer buying intention for organic tableware in Ludhiana. There are mainly four factors that affect the consumer buying intention for organic tableware in Ludhiana. These are the availability of organic tableware and customers' attitude towards organic tableware, use of organic tableware at hotels and shops, quality of organic tableware and price consideration, and opinion of family and friends. There are three variables under factor availability and attitude, i.e., organic tableware is readily available in the supermarket, biodegradable tableware should be promoted more to curb plastic pollution, and there are various advantages of using organic tableware. There are two variables under factor use at hotels and shops, i.e., feeling comfortable using biodegradable plates where sitting arrangements are not and would like to get served on a leaf plate in a five-star hotel. There are two variables under factor quality, i.e., comparatively organic products are inferior in performance to non-organic products, and organic tableware absorbs liquid food. There are three variables under factor price consideration and opinion, i.e., there would be more demand for sugarcane waste plates if they were sold at the prices of plastic plates, the price of organic tableware is worth, and the opinion of family and friends impacts one's decision to purchase organic tableware. There is an impact of income on factors of availability and attitude and pride consideration and opinion. Still, there is no impact of income on factors of use of organic tableware at hotels and shops and quality of organic tableware. There is no impact of income on consumer preference for organic tableware.

RECOMMENDATIONS:

Based on the above study, it can be recommended that the organic tableware market is a new trend. The people widely accept it. People prefer to purchase these due to their various advantages like easy availability, bio-degradable, and a move towards sustainable development. The size of the organic tableware market is also growing.

- One of the reasons for the high price is GST rate charged on organic tableware is 18%, whereas on plastic tableware is 12%. The government can reduce the GST rate charged on organic tableware to consolidate its market price to convert customers' preference towards organic tableware over plastic.

- Government and brands dealing in organic tableware can take the initiative to create awareness by promoting it using different modes.
- Government and brands dealing in organic tableware can create awareness regarding various advantages of using organic tableware.
- Brands dealing in the organic tableware market can improve the quality of these kinds of plates so that they should not absorb liquid food.
- In Ludhiana, it is an excellent opportunity for new companies to enter the market. Existing companies can expand their business by opening more outlets to make organic tableware available quickly to customers.

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