

Research Questions

1. What choices are consumers making in terms of shopping bags? Are consumers still using plastic bags? Do consumers bring their own shopping bags? Or do consumers use the alternative sustainable options?

2. Do retailers present sustainable shopping bags to consumers and make them visible to them?

3. Do customers continue to use plastic bags even when they are presented with sustainable shopping bags at the store?

Future Research

The next step of our research will focus on assessing the economic valuation (overall costs - real vs perceived) by retail customers in both South Africa and Norway. This project will allow the comparison of evaluation in these two countries and provide recommendations to help reduce use of plastic bags, encourage recycling among other sustainable solutions.

Future Action Points

1. Understand consumer behaviour in comparable stores in Norway.

2. Implement an environmental consumer awareness campaign in the applicable stores to determine whether environmental consciousness will influence consumer behaviour.

3. Implement a physical intervention in applicable stores whereby the relative price of shopping bags is made equal so as to nudge consumers towards sustainable solutions.

Plastic Bag

100% Recycled Plastic Bag

Paper Bag

None

Visibility of Alternative Options

Formal Area

Informal Area

Which Shopping Bags Did Consumers Buy?

Formal vs Informal Stores
(where alternatives are not visible)

Age

<36

36-50

>50

Mixed

<36

36-50

>50

Mixed

<36

36-50

>50

Mixed

<36

36-50

>50

Mixed

Understanding the Sustainability of Consumer Behaviour towards Shopping Bags

Aims

(1) Understand consumer behaviour with regards to shopping bags.

(2) Determine the economic evaluation of plastic shopping bags by retail customers.

Project Members

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SST

Sustainable Seas Trust

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Did Customers Bring Their Own Bags?

Formal vs Informal Stores
(where alternatives are not visible)

Age

35 Years & Less

36-50 Years

51 Years & More

Mixed Ages

Which Type of Shopping Bag Did Customers Buy At Each Store?

Bluewater Bay Pick 'n Pay

Bluewater Bay Spar

Waterfront Spar

Summerbreeze Spar

New Brighton Spar

61%

3%

37%

59%

3%

38%

49%

2%

49%

54%

3%

42%

57%

43%