

Hand made paper products marketing essay



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Today in the world of modernization, the rapid urban growth has led to ecological deterioration globally. Many nations are adopting eco friendly practices in order to maintain balance between development and environment of the region. To contribute positively in the advancement and sustainable development, UAE is acting as a central point for all nationalities and ages which are concerned with the environmental protection and waste management. The UAE takes initiative to build green economy in the region and practices with several programmes and policies with an aim to become one of the world leaders for export of technology as well as eco friendly products. It also maintain a sustainable environment to support long term growth (Mohammed unveils UAE's Green Economy, 2012). This initiative includes several policies in the area of investment, agriculture and energy in which hand made paper products is one of the practices implemented in UAE.

The demand of hand made paper products are gradually increasing for both domestic and industrial utilization. Handmade papers are used for the purpose of crafting, manufacturing gift items and carry bags. The handmade products are eco friendly in nature and also admired for style, simplicity and easy for use.

Literature Review:

The growth of handmade paper products has been remarkable as sustainability appeals directly to consumers. The education and awareness leads to the usage of the green products or eco friendly products in the society (Finding the green in today's shoppers). The usage of products is depending on consumer's perception which can be influenced by the social

awareness programs and also by avoiding hazardous and harmful products. For example, in order to promote paper bags usage of poly bag is restricted in India.

The majority of consumers, more than eighty percents care about the uses of renewable energy (Harleysville, April 2011). At the same time this concern has diminished slightly in order to proceed for the advancement. Consumers primarily relate renewable energy with several benefits of environment and the living beings. Despite of common perception, region is also a major factor that influences consumer attitude for the usage of products. For example, UAE is more aware about the eco friendly product and implemented many programs such as carbon footprint, renewable power etc (Harleysville, April 2011). As per modern study, it has been found that eco friendly products are more preferred among other consumable products category and hence, there is a scope for the usage of these products (figure 1) (Harleysville, April 2011)

Figure 1: Green purchases are far larger in more consumable categories

Source: (Finding the green in today's shoppers)

Figure 2: There is a huge prospect for companies to fulfill the latent demand for green products

Source: (Finding the green in today's shoppers)

The UAE found that adopting eco friendly products is not just good for the environment but it is also good for the business as there is vast opportunity for such products (figure 2) (Carla Ferraro, 2008.). Initially, consumers not

eagerly adopts and implements the new technology but because of the threats of global warming and social awareness consumers are getting conscious and concern about the factors and thus contributing to the green environment (Carla Ferraro, 2008.). For Example, as per the news published in the various newspaper of the UAE, most of the consumers are switching towards the uses of Jute bags instead of plastic bags. In context to handmade paper products, consumer's trend is gradually increasing with the awareness and education; although the UAE market majorly depend on the import from other countries for eco friendly products.

Research Methodology:

Research Design:

In order to identify and analyze “ the consumer trends pertain to the Hand Made Paper Products” in the UAE region, a research design has been formulated. In order to provide right direction to data analysis in the research we have formulated a well Prearranged Questionnaire. The questionnaire comprises of the questions asking about the characteristics of the Hand Made Paper Products which attracts the consumers towards their usage. The questionnaire is based on the 5 points Likert scale questions for the responses of the respondents in order to analyze the research findings more vibrantly.

Please refer Questionnaire Document attached in Appendix for the Questionnaires.

Sampling- Random Sampling:

The sampling method that has been used in our survey is the Random Sampling Method. Random Sampling Methods include the acquiring of data <https://assignbuster.com/hand-made-paper-products-marketing-essay/>

from a non-specific selection of the target population so as to get a non-uniform data for the areas specified. The questionnaires are distributed among the respondents on the random basis and thus random sampling has been used for the collection of the data of the study by assorting questionnaires.

Respondents and Sample Size:

The sample size of the study is 100 and the respondents of the study are the retail consumers of various FMCG products.

Sources of Data:

The data associated with the project has been collected through both the sources i. e. primary as well as secondary sources of data collection.

Data Collection:

The Information pertaining to the Sources of Data Collection & their respective Research Instruments are as follows:

Analysis of Findings:

Data Analysis:

The data provided in this section includes the results obtained from the questionnaire which had been developed for analyzing “ the consumer trends pertain to the Hand Made Paper Products” in the UAE region.

Question 1 to Question 5:**Q1. Gender:****GRAPH: 1****Analysis:**

The above graph depicts that out of the total respondents of the study, 57% are males and 43% are females.

Q2. Age:**GRAPH: 2****Analysis:**

The above graph shows that out of the total respondents of the study, 10% belongs to the age group of 18-24, while 35% belongs to the age group of 25-31. 25% of the respondents belong to the age group of 32-38 years and 30% of the respondents belong to the age group of 39 and above.

Q3. Nationality:**GRAPH: 3****Analysis:**

The above graph depicts that 60% of the respondents are from UAE, 25% belongs to other Arabian Countries and 15% belongs to different other countries.

Q4. Educational Qualification:

GRAPH: 4

Analysis:

The above graph shows that out of the total respondents of the study, 10% have qualification up to higher secondary, 20% are graduates, 25% are post graduates, 30% are professionals and 15% having other educational qualification.

Q5. Monthly Income:

GRAPH: 5

Analysis:

The above graph depicts that out of the all the respondents of the study, 20% have the monthly income of AED 10000-15000, 25% have the monthly income of AED 15001-30000, while 35% have the monthly income of AED 30001-50000 and 20% of the respondents have the income above AED 50000.

Question 6 to Question 10: As per Appendix 1**GRAPH: 6: Products used for Carrying Daily Items****GRAPH: 7: Affordable Rates and Augmented Quality****GRAPH: 8: Multipurpose usability****GRAPH: 9 : Market Availability****GRAPH: 10: Durability****GRAPH: 11****GRAPH: 12: Preference:****GRAPH: 13 : Usage****GRAPH: 14: Help Factor****GRAPH: 15****Analysis of Question 6 to Question 10 as Per Appendix 1**

The results of the study depicts that out of 100 respondents 30% prefers to use plastic products, 25% Hand Made Paper Products, 18% Polythene Products, 12% Jute Products and 15% uses other material in carrying daily items.

The Hand Made Paper Products available at reasonable and affordable rates and augmented quality 35% of the respondent agrees with the fact.

Out of 100 respondents 47 agrees with the fact that the Hand Made Paper Products have multipurpose usability and are easily portable, usable and recyclable.

25% of the respondents strongly agree with the fact that they prefer hand made paper products due to their easy availability in the market.

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Hand Made Paper Products are non durable to use as per 32% respondents.

The Hand Made Paper Products act as good substitutes against harmful polythene products according to 48% strongly agreed respondents.

39% of the respondents agree that they prefer paper products due to the advertisements and environmental awareness.

37% of the respondents strongly agree with the fact that there is significant difference between the usage of handmade paper products and polythene based products.

49% of the respondents strongly agree with the fact that using Hand Made Paper Products is a good way to reduce the amount of paper wastage and they help in preventing deforestation and saving the forest reserves.

47% of the respondents strongly agree with the fact that Hand Made Paper Products help in saving the Earth from Green House Effect & Global Warming.

Conclusion and Recommendations:

Conclusion:

Hand Made Paper Products are easily portable, usable and recyclable. They are available easily in the market at affordable rate and good quality; although they are not durable; they are good substitutes against harmful polythene. Hand Made Paper Products is a good way to reduce the amount of paper wastage and they help in preventing deforestation and saving the forest reserves. Hand Made Paper Products helps in saving the Earth from Green House Effect & Global Warming. So in order to become socially

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responsible towards our natural environment we should use hand made paper products in place of harmful plastic products. UAE has been more concern towards the usage of eco friendly products including the Hand Made Paper Products.

Recommendations:

In order to promote the use of hand made paper products the government should take following steps:

Conducting various advertisement campaigns and environmental awareness programs.

Put ban on the use of plastic, polythene products and encourage compulsory usage of hand made paper products.

It should provide subsidy and financial assistance to the small scale industries which are producing the eco friendly paper products.

It should enhance the market of hand made paper products by creating demand and offer supply.

Making availability of the home made paper products at various retail shops so as to ensure their maximum usage.

References:

Carla Ferraro, A. J. (2008.). Environmentally Friendly Retailing. The Australian Centre for Retail Studies.

Finding the green in today's shoppers.

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Appendix: 1

Questionnaire:

Dear Respondent,

Please give few minutes to complete this questionnaire. Please be assured that your responses will be kept private and confidential and used for academic purposes only.

PERSONAL INFORMATION:

Name: _____ (Optional).

Q1. Gender:

Male.

Female.

Q2. Age:

18-24 Years.

25-31 Years.

32-38 Years.

39 Years and Above.

Q3. Nationality:

UAE.

Other Arabian Countries.

Others.

Q4. Educational Qualification:

Higher Secondary.

Graduate.

Post Graduate.

Professional.

Other.

Q5. Monthly Income:

AED 10000-15000

AED 15001 - 30000

AED 30001 -50000

Above AED 50000

Q6. Which of the following do you prefer for carrying daily items?

Plastic Products

Hand Made Paper Products

Polythene Products

Jute Products

Other

Q7. Are the Hand Made Paper Products available at reasonable and affordable rates and augmented quality?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree.

Q8. Do the Hand Made Paper Products have multipurpose usability and are easily portable, usable and recyclable?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree.

Q9. Are the Hand Made Paper Products easily available in the market?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree.

Q10. Do the Hand Made Paper Products possess adequate durability?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree.

Q11. Do the Hand Made Paper Products act as good substitutes against harmful polythene products?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree.

Q12. Is your preference towards Hand Made Paper Products due to various Advertisements and Environmental Awareness?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree.

Q13. Do you feel any significant difference between the usage of handmade paper products and polythene based products?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree.

Q14. Using Hand Made Paper Products is a good way to reduce the amount of paper wastage and they help in preventing deforestation and saving the forest reserves. What is your opinion for this statement?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree.

Q15. Do you feel that Hand Made Paper Products help in saving the Earth from Green House Effect & Global Warming?

Strongly Disagree.

Disagree.

Neutral.

Agree.

Strongly Agree