

**A STUDY ON CONSUMER AWARENESS OF SINGLE-
USE PLASTICS AND ITS ASSOCIATION ON THEIR
PURCHASING BEHAVIOUR IN SRI LANKA**

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Master of Science in Business Statistics

Department of Mathematics

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Abstract

Plastic pollution resulting from widespread use of single-use plastics has emerged as a global environmental crisis, including in Sri Lanka. The study examines the awareness and behaviors of consumers concerning the environmental impact of single-use plastics and explores how demographic factors impact their awareness. It also investigates the relationship between consumer awareness and their willingness to make lifestyle changes to mitigate plastic pollution. Further, the study provides recommendations on effective strategies to increase awareness and reduce the usage of plastics.

The study encompasses a diverse sample of 169 respondents aged 18 or above, collected by snow-ball sampling, while highlighting the need for balanced representation across resident districts. Participant's awareness level of single-use plastics was quantified by scoring their responses in Section 2 of the questionnaire.

Key findings indicate strong positive correlation between education and awareness. Consumers with higher education are more likely to be aware of the environmental effects of single-use plastic fostering an increased willingness to make lifestyle changes to minimize pollution. Considering the limited population in Sri Lanka with a higher education, the importance of targeted awareness programs embedded in school curricula and public programs targeting different age groups is highlighted.

The study emphasizes the crucial role of government, businesses, and consumers in mitigating plastic pollution. Collaboration with government and businesses is encouraged to find sustainable alternative packaging and establish widespread collection facilities. Introducing new legislations on tax and bans are recommended for reduction in plastic consumption. Consumers are encouraged to incorporate sustainable daily habits and participate in environmental clean-up initiatives.

This study advocates a comprehensive approach to address single-use plastic pollution in Sri Lanka, emphasizing targeted awareness campaigns and collaborative efforts among stakeholders. By implementing these strategies and fostering a culture of responsible plastic usage, Sri Lanka can pave a future with sustainable practices and cleaner environment.

Keywords: Single-use plastic, consumer awareness, consumer willingness, plastic pollution

Declaration

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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Date

The above candidate has carried out research for the Masters Dissertation under my supervision.

Name of the supervisor: Dr. J. H. D. S. P. Tissera

Signature

Date

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LIST OF ABBREVIATIONS

Abbreviation	Description
A-Level	Advanced Level
ANOVA	Analysis of Variance
AS_Cat	Awareness Score Categorical
G.C.E A/L	General Certificate Education Advanced Level
G.C.E O/L	General Certificate Education Ordinary Level
IT	Information Technology
O- Level	Ordinary Level
PhD	Doctorate of Philosophy
Q-Q Plot	Quantile-Quantile Plot
SUCBC	Single-Use Carrier Bag Charge
TV	Television
UK	United Kingdom
UN	United Nations