Research Proposal

[Name of the Writer]

[Name of the Institution]

**Use of Shopping Bags in Grocery Stores**

**Introduction**

Thin-film plastic bags are used universally all over the world. They are using in grocery stores because they are waterproof, inexpensive, have a multiple uses, and they have a more strength to weight ratio. The primary purpose of a shopping bag is that they are utilitarian; to carry purchased items from point of sale to the point of destination. Research shows that the average life of the single-use shopping bag is 12min. A plastic bag is the main sources of debris of marine, land-based litter, and impairs stormwater management system due to its extremely low rate of recyclability. They are the cause of the reduction in efficiency of the automated recycling system (Wagner 2017). In five big categories, local government is trying to reduce the use of plastic bags which includes consumer education, bans, creating a minimum design of a product, mandating retailer take-back program and imposition of taxes and fees (Singh & Cooper, 2017). A plastic bag is the main cause of land pollution, which may make land infertile (Muralidharan & Sheehan, 2018).

**Description of the problem**

The plastic bag is the main source of pollution in the environment, which creates land-based litter, marine debris, and impairs the water management system due to its less rate of recyclability. Research has conducted to address these problems and figure out the important steps which should be taken to reduce pollution.

**Research objective**

The key objective of the research is to find ways to diminish the consumption of shopping bags in daily routine to avoid land pollution and find out that the percentage of respondent who use plastic bags to bring their grocery from a grocery store.

**Research methodology**

Linear probability modal will be used in which dummy variable is a dependent variable which is taken from the class responses that they use the plastic bags "often" or "always" to carry the grocery from grocery stores. Demographic control variable will be used in the model (Rivers, Harris, & Young, 2017).

**References**

Muralidharan, S., & Sheehan, K. (2018). The role of guilt in influencing sustainable pro-environmental behaviors among shoppers: Differences in response by gender to messaging about England's plastic-bag levy. *Journal of Advertising Research*, *58*(3), 349-362.

Rivers, N., Shenstone-Harris, S., & Young, N. (2017). Using nudges to reduce waste? The case of Toronto's plastic bag levy. *Journal of environmental management*, *188*, 153-162.

Singh, J., & Cooper, T. (2017). Towards a sustainable business model for plastic shopping bag management in Sweden. *Procedia CIRP*, *61*, 679-684.

Wagner, T. P. (2017). Reducing single-use plastic shopping bags in the USA. *Waste Management*, *70*, 3-12.