CONSUMER PREFERENCES: POLYETHYLENE OR PAPER PACKAGES

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Each year, the Ukrainians use about five billion plastic bags. The problem is that they quickly become unsuitable and accumulate in landfills in large quantities. Environmentalists are advised to switch to paper packaging, claiming that the paper is more environmentally friendly and harmless material.

The aim of the article is to examine the prospects for the production of paper bags instead of plastic.

The comparative analysis of polyethylene and paper packaging was made, the cost of resources for the production of packages was studied, marketing research was conducted to achieve this aim.

The studies revealed the costs of energy consumption, water and waste from the plastic and paper bags production. Studies have shown that the production of paper bags requires more consumption of water, electricity and raw materials. While the production of plastic packaging less energy, but constitute 80% of the waste. Comparative analysis of this two kinds of materials showed that the paper bags have a very high strength, protect products from light, and their disadvantage is that they have a low moisture and grease permeability. Plastic bags are well suited for products storage, they have high hygienic properties, prolong shelf life, as a disadvantage of plastic bag is swelling of polyethylene in fats, so that fats can be transformed into oligomers that degrade the quality of food. The market research has shown that referring to characteristics such as price, reliability, comfort, aesthetics and appeal, the respondents chose more robust polyethylene for them.

Production and wider distribution of paper bags is promising in the case of a number of conditions. First of all, it is the intervention of government, implementation of support programs and the provision of public benefits for paper packaging manufacturers. It is also very difficult for people to give up their comfort and to give up the convenience and reliability of plastic bags, so it is obligatory to report information on the environmental performance of paper material to the public.

Keywords: paper packaging materials, plastic packaging materials, ecology, consumer preferences.