

Title	[課題研究報告書] Information effect on customer preference for recycled-plastic packaging: A case of a recycled-plastic water bottle in Mongolia
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Abstract

50 years ago, plastic was very useful and advanced material in the world. Unfortunately, it is now one of the biggest polluters of the environment. Wild animals are entangled in plastic and thus feel extreme pain. The animals even eat it and die due to digestion. Furthermore, micro and nano plastics are found in our food and drinking water. It even emits carbon dioxide (CO₂). Every nation is attempting to solve problems with plastic. Particularly, for developing countries, it is a serious issue. Mongolia is developing country. Only 8.3% of plastic waste is recycled in there. Most of recycled plastics in Mongolia were exported to China. Since 2017, the country banned importation of nearly all types of plastic waste. Due to it, a recycled-plastic market for Mongolian companies shrank considerably. Therefore, to support the companies and to increase an amount of recycled plastic, it is essential to solve the market issue. Penetrating a consumer market is a solution to it.

A primary purpose of this research is to explore customer preference and attitude to a recycled plastic bottle and to discover information effect on the attitude. In Mongolia, there is a large amount of information regarding dangers of plastic products. Therefore, Mongolians strongly express their negative attitude to the product. On the other hand, information relating with recycled plastic products is insufficient. In this case, how customers perceive a recycled plastic product and their reaction after receiving such information is unknown. The research aims to investigate this issue. 1049 Mongolian people participated in this research. A survey was conducted in September 2019. First, the research investigated customer preferences for new and recycled plastic bottles. Even though nearly half of respondents did not consider the bottle difference, a new plastic bottle was preferred twice as many as a recycled one. Customer age, usage experience and the perceptions of impurity and health impact had a significant correlation with the customer preference. To measure a customer attitude, a 12-point scale was employed. Respondents who preferred one of the bottles tended to be certain of their choice. After the first scale, respondents received information related with recycled plastic material and afterwards evaluated their attitude on the same point scale once more. Information effects were determined by a variation of the first and second attitude points. The information influenced on over one third of all respondents. Positive information tended to affect more than negative one. The most influential positive information is regarding product value of a recycled plastic bottle. The negative one is news which aimed at product outcome.