

Consumers Readiness to do Away with Single use Plastic Straws

ABSTRACT

The negative impact plastic straw on the environment has led to the vast campaign and banning of straws to curb the usage of single-use straw, especially in food premise. Reusable straw made from stainless steel may offer the solution to the problem from getting worse. However, not everyone is willing to bring their straw every time they dine out. Eliminating the use of single-use plastic straw may prove to be effective in tackling this problem. Thus, the objective of this study is to determine consumers readiness not to use single-use plastic straw. The study was conducted on 422 respondents from Kuala Lumpur, specifically in the Golden Triangle area through convenience sampling. Data collected from questionnaires were then analyzed using descriptive analysis. Results showed most respondents are willing to do away with single-use plastic straw, especially when drinking cold beverage as well as using a recyclable or compostable straw. Overall, readiness of consumers in Kuala Lumpur to do away with single-use plastic straw is high. Therefore, initiatives to reduce the usage of single-use plastic straw should focus on strategies most preferred by respondents.