

## **Willingness to pay for a reusable polythene bag: Special reference to customers in Kegalle District in Sri Lanka**

**M.A.V.P.D.H. Jayakody<sup>1</sup> and R.M.W. Rathnayake<sup>1</sup>**

### **Abstract**

In many countries plastic bags are a significant environmental problem. Though a number of different control measures are being implemented to curb the release of this type of waste into the environment, policy makers are uncertain about their effectiveness. From 2017, Government of Sri Lanka has banned plastic bags but the effectiveness of this ban is not even. But the usage of polythene bags has not decreased. Therefore, the only solution is to introduce a new polythene bag which are cheap, attractive, degradable and strong enough to bear weight and they should be able to use several times. A contingent valuation method was applied in the study, and accordingly a scenario was developed for a hypothetical polythene bag which has above characteristics. The researchers conducted a survey on willingness to pay for the proposed polythene bag by interviewing the customers in Kegalle district in Sri Lanka. Three hundred and eighty nine questionnaires were collected for data analysis. Five bids i.e. LKR 10/-, LKR 15/-, LKR 20/-, LKR.30/- and LKR.40/- were considered in the bid vehicle. The estimated mean Willingness To Pay (WTP) for the proposed polythene bag was LKR 19/-. The household income and the level of education are the most significant variables for the WTP. The findings reveal that the policy makers will be able to encourage polythene manufacturing industries to introduce a reusable and attractive polythene bag to the market in order to reduce pollution.

**Keywords:** *Bids Polythene bags, Contingent valuation method, Willingness to pay*

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<sup>1</sup> *Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihul Oya, Sri Lanka. Corresponding author's email: warath1@gmail.com*