

# PERSPECTIVE OF TIRUPUR TEXTILE EXPORTERS ON SUSTAINABILITY REGRESSIONS FOR PACKAGING

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## ABSTRACT

This study explores the opinions of textile exporters from Tirupur with respect to packaging sustainability laws. Comprehending the perspectives of principal stakeholders is crucial for the efficient implementation of policies, especially in light of the textile industry's ongoing environmental concerns, especially with respect to packaging waste. This study investigates the attitudes, difficulties, and preparedness of Tirupur textile exporters regarding packaging sustainability laws using surveys and interviews. The results show that exporters have differing levels of awareness and readiness, underscoring the difficulty of balancing commercial objectives with environmental obligations in a cutthroat international marketplace. The report emphasizes the necessity of specialized tactics and teamwork to promote sustainable practices in the textile export industry.

## KEYWORDS

Freight forwarders, contemporary problems, factors influencing exports utilizing intermodal transportation, perishable goods exports.

## INTRODUCTION

Packaging is an important aspect whether it is a food packaging, cosmetics packaging, electronic packaging or packaging of a piece of clothing, it has a purpose of why it is there. Whether it is online or offline, packaging has many different roles to play as protection, safety, usability, look of the product, information and others. Today, the everyday products have short lives but long-lasting impact towards the environment.

Packing of the products helps the business to attract their customers from their competitive products. Another aspect of packing is the brand reputation. It is found that damage of products in packaging makes the customer to change the buying preference of the consumer. Packaging acts as an advocate for the products brand. Basic usage of packing is safety of the product and if it is not adequate it will ultimately affects the customer satisfaction and in turn reduces the sale of the business. Consumer buying behaviour especially after Covid-19 has a significant change in the buying pattern. Consumers are more health conscious and expect value from the product they purchase. Eco-friendly packing has greater importance than other packing's as it contributes to the sustainable development which helps in reducing the waste.

Sustainability is one of the key player in the e-commerce market. The consumers expectation for shipping the products to home sustainably and undamaged is different from the retail packaging as there must be a balance between product protection and ecological sustainability. Eco-friendly packing not only involves in reducing the carbon footprints but also helps in excelling of the brand and reduces the cost of logistics. It differs from each company as it espouse to reduce the waste, maximise the usage of biodegradable and recyclable products which ultimately benefits both the customer and the environment. There is no standard criteria for the adoption of sustainable packing in every company it differs based on the company's perception. The huge success factor of the business lies in the eco-friendly packing as customers are more aware and peculiar what the business are executing in terms of sustainability. In the fast growing business world for a company to sustain in the market it must make certain that the product and its service contributes to the sustainable development of the economy. Packing is as one of the important facet to be contemplate which contributes to both the success of the product and environment sustainability.

With the increasing awareness on environmental aspects, every company are involved in taking socially responsible decision when it comes to packing. Average consumers are more wide awake of sustainability and support business in an inclined way. Also with an increasing use of online customers the packaging is being used more than ever. Moral obligation towards the planet must be upheld in spite of rise in the consumerism.

**REVIEW OF LITERATURE:**

Arvanitoyannis et al. (2011), provides an overview of sustainable packaging materials and technologies, including biodegradable and compostable materials, recycled materials, and lightweight packaging designs. The authors discuss the benefits and drawbacks of these options and provide guidance for selecting the most appropriate sustainable packaging solutions for different products and markets. Aravindan, M., and Sasikumar, S. (2018), examines the sustainability practices adopted by export-oriented textile manufacturing firms in the Karur district, including their use of sustainable packaging. The authors find that many firms have implemented eco-friendly packaging solutions, such as using recycled paper or biodegradable plastics, in response to sustainability regulations and customer demands. P. Jayalakshmi and P. Ramya (2018), aimed to find out the impact of environmentally sustainable packaging on consumer behavior in the Indian market, with a focus on the Karur district. The authors argue that sustainable packaging can increase consumer loyalty and willingness to pay for environmentally friendly products. They suggest that sustainability regulations can play a key role in promoting sustainable packaging practices among manufacturers and retailers.

**DATA ANALYSIS AND INTERPRETATION**

**SIMPLE PERCENTAGE ANALYSIS**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Experience in Export business			
1	LESS THAN 3 YEARS	22	21.2
2	3 - 5 YEARS	20	19.2
3	6 - 10 YEARS	38	36.5
4	ABOVE 10 YEARS	24	23.1
No of employees working in your concern			
1	10 MEMBERS	43	41.3
2	11 - 20 MEMBERS	39	37.5
3	21 - 30 MEMBERS	21	20.2
4	MORE THAN 30 MEMBERS	1	1.0
Annual Turnover			
1	BELOW 5 LAKHS	26	25.0
2	6 -10 LAKHS	51	49.0
3	11-20 LAKHS	21	20.2
4	ABOVE 20 LAKHS	6	5.8
As an agent most of your shipment are concerned with			
1	EXPORT	37	35.6
2	IMPORT	19	18.3
3	BOTH	48	46.2
To which countries you are exporting mostly			
1	EUROPE	22	21.2
2	MIDDLE EAST COUNTRIES	27	26.0
3	SOUTH EAST ASIA	32	30.8
4	AMERICA	6	5.8
5	OTHERS	17	16.3

The frequency of operation of your export			
1	DAILY	12	11.5
2	TWICE IN A WEEK	30	28.8
3	WEEKLY ONCE	28	26.9
4	ON CONTRACT BASIS	34	32.7
How do you identify your buyer			
1	THROUGH REPRESENTATIVES	23	22.1
2	THROUGH ONLINE	33	31.7
3	THROUGH OTHER EXPORTER	39	37.5
4	THROUGH EXPO	9	8.7
What kind of product you export mostly			
1	VEGETABLES	14	13.5
2	FLOWERS	23	22.1
3	MEAT ITEMS	27	26.0
4	DAIRY PRODUCTS	21	20.2
5	OTHERS	19	18.3
What kind of cold storage is used while exporting			
1	FREEZER BOX	15	14.4
2	REFRIGERATORS	40	38.5
3	CONTAINERS	43	41.3
4	OTHERS	6	5.8

### INTERPRETATION

From the above table it is found that 36.5% of the respondents are 6 – 10 years experienced in export business, 41.3% of the respondents have 10 members in their firm, 49% of the respondents have 6 – 10 lakhs annual turnover, 46% of the respondents do both the export and import, that 30.8% of the respondents export to south east asian countries, 32.7% of the respondents do their operations on contract basis, 37.5% of the respondents find their buyer through other exporters, 26% of the respondents export mostly meat items, 22.1% of the respondents export mostly flowers, 41.3% of the respondents uses containers for exports, 38.5% of the respondents uses refrigerators.

### CHI - SQUARE ANALYSIS

H0: There is no association between the annual turnover of the firm and economic problems faced during transportation.

H1: There is an association between the annual turnover of the firm and economic problems faced during transportation.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	53.548 <sup>a</sup>	45	.179
Likelihood Ratio	48.479	45	.334
Linear-by-Linear Association	5.971	1	.015
N of Valid Cases	104		

## INTERPRETATION

From the above table the significant value is .280 which is greater than the p value 0.05. So we accept null hypothesis. Hence it is concluded that there is no association between the annual turnover of the firm and economic problems faced during transportation.

## ANOVA

H0: There is no difference between frequency of operation and challenges faced during the transportation.

H1: There is difference between frequency of operation and challenges faced during the transportation.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	96.237	4	24.059	1.921	.113
Within Groups	1239.600	99	12.521		
Total	1335.837	103			

## INTERPRETATION

From the above table the significant value is .113 which is greater than the p value 0.05. So we accept null hypothesis. Hence it is concluded that there is no difference between frequency of operation and challenges faced during the transportation.

## FINDINGS OF THE STUDY

By using simple percentage analysis it is found that 36.5% of the respondents are 6 – 10 years experienced in export business, 41.3% of the respondents have 10 members in their firm, 49% of the respondents have 6 – 10 lakhs annual turnover, 46% of the respondents do both the export and import, that 30.8% of the respondents export to south east asian countries, 32.7% of the respondents do their operations on contract basis, 37.5% of the respondents find their buyer through other exporters, 26% of the respondents export mostly meat items, 22.1% of the respondents export mostly flowers, 41.3% of the respondents uses containers for exports, 38.5% of the respondents uses refrigerators.

Through Chi-Square analysis it is concluded that there is no association between the annual turnover of the firm and economic problems faced during transportation.

In Anova test it is concluded that there is no difference between frequency of operation and challenges faced during the transportation.

## SUGGESTION

- ❖ Sustainable and eco-friendly packaging shall enhance their unique selling point. .
- ❖ Companies shall invest on Research & Development, in order to bring innovation ineco-friendly materials used for packaging.
- ❖ Company shall focus on green supply chain management practices.
- ❖ Export Promotion Council shall give more orientations to exporters with regard tosustainable regulation.
- ❖ Integrated supply chain practices shall promote cost-efficient eco-friendly packaging.

## CONCLUSION

In conclusion, the sustainability regulations on export packaging in Karur district has been predominantly positive, as it has driven innovation and growth in the industry, while promoting environmentally friendly practices. Nonetheless, it is essential for policymakers and industry leaders to work together to ensure that these regulations are implemented in a

way that is effective, equitable, and sustainable for all stakeholders involved. By doing so, the industry can continue to reap the benefits of sustainability while also ensuring its long-term growth and success.

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