

THE ATTITUDES TOWARD ZERO WASTE MEASURES AND PRACTICES OF SARI-SARI STORE OWNERS AND CUSTOMERS IN TWO PHILIPPINE CITIES



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INTRODUCTION

Influencing factors of human behavior

- perception of wastes, particularly plastics, health hazards produced
- influenced by the accumulated knowledge and understanding of the phenomenon

- assessment of the threats
- shape one's attitude toward certain practices and measures
- determines use and disposal of plastic waste

***Sari-sari* store as one plastic distributor**

- at the near tail-end of the supply chain
- most conveniently located establishments in the past
- the traditional practice of selling smaller items using customer's containers or being wrapped in outdated newspapers

Research objectives

- examined attitudes of sari-sari storeowners and customers toward plastic waste practices and measures
- identified the demographic and sociocultural factors related to their attitudes

METHODS

Trans-disciplinary Network for Designing 'Zero Waste Local Neighborhood Store' Models in the Philippines (2022)

- collaboration between Silliman University and SOAS University of London
- funded by a Global Challenges Research Fund Networking Grant provided by the Academy of Medical Sciences

Sample surveys with semi-structured questionnaire

- Quezon City: low-income and middle-income households
 - storeowners= 43
 - customers= 129
- Dumaguete City: core and peripheral barangays
 - storeowners= 11
 - customers= 66

RESULTS

Attitudes Toward Zero Waste Measures

Storeowners

Quezon City

- using dispensers, other measuring tools
- offering disposable plastic straws
- selling natural products
- pushing the city's plastic bag regulation

QC middle-income barangays & Dumaguete City core barangays

- selling reusable bags

Trained storeowners

- having customers bring their containers
- agreeing on the concept of zero waste
- using dispensers, weighing scales, measuring cups, and refillable containers in selling, smaller amounts



Attitudes are mutually reinforcing

Storeowners who agreed with the traditional practice

- protecting the environment as a personal concern
- banning single-use plastic bags
- seeking an alternative to sachet packaging
- selling of goods using dispensers

Implications

Acceptability of a cluster of measures positively influences attitudes toward environmentally responsible *sari-sari* store practices.



Customers

Age, household size, and house distance positively influenced their preference for sari-sari stores

Older

- regular buyers of particular sari-sari stores
- support them to remain in business
- found the owners to be friendly

Large households

- tend to be busy
- prefer to buy from sari-sari stores

Far houses

- less about convenience
- less busy, sari-sari stores as less convenient
- no *suki* relationship

Closer to sari-sari stores

- positive buying behaviors



Attitudes Toward Zero Waste Practices

Storeowners

Residency, age, sex, and having minor children are significantly associated with using reusable and biodegradable consumer products

- number of years as residents is negatively associated with assuming environmental protection as a personal concern
- older by age favored selling washable napkins and natural products

- female storeowners favored selling reusable products
- with children below 18 years, also younger, negatively associated with offering reusable spoons and plates
- unlike older store owners who knew past traditional practices in selling consumer items



Storeowners who favored certain zero-waste practices...

- supported selling washable cloth and panty napkins
- endorsed giving reusable straws
- favored giving reusable cups, spoons, forks, and plates

Storeowners who refused to give disposable plastic straws...

- agreed with
 - the city's plastic bag regulation
 - the selling of reusable bags
- subsequently, favored selling natural products



Customers

Sex, civil status, education, and location are significantly associated with attitudes

- Females favored using refillable and reusable containers and bringing their reusable containers
- Separated from spouses agreed
 - protection of the environment is a personal concern
 - returning refillable containers
 - established patronage, supportive
 - convenient way of life is important
- Widowed considered sari-sari store more convenient
- Married distrust branded products and agreed health is most important in life
- Housewives and elementary schooled agreed about returning refillable containers



Quezon City lower-income barangays

- agreed modern life is important
- supported the sari-sari storeowners
- considered protection of the environment a personal concern
- returned refillable containers

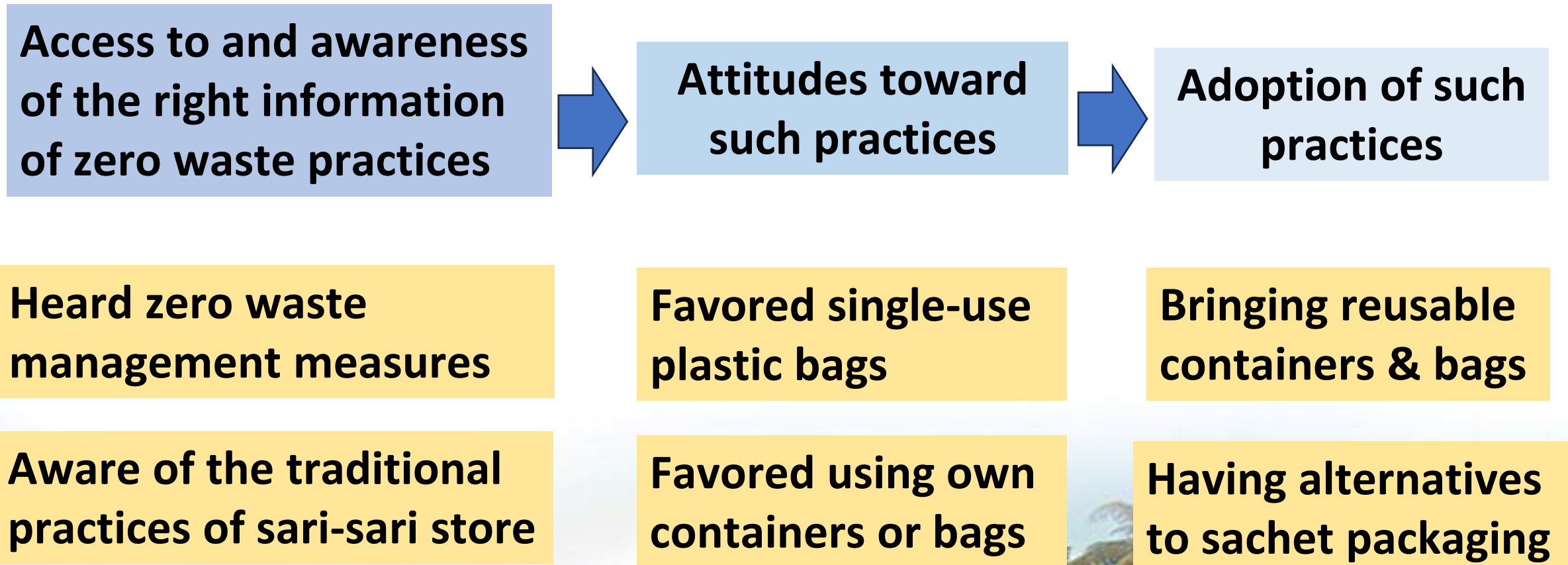


Dumaguete City core barangays

- more trusted branded products
- considered health important



Influence of Information on the Attitudes of Customers



DISCUSSION

Urban-situated and economically well-off sari-sari storeowners

- favored zero-waste practices
 - received training on environmentally-responsive sari-sari stores
 - intervention efforts focus on poor and peripherally situated barangays
 - raise awareness about the urgency and adverse effects of improper waste disposal
- zero waste management that will not only benefit their businesses but also the community
 - integrative approach where one behavioral change is connected to another
 - food safety measures must be emphasized in designing alternatives



CONCLUSION

Significant indicators of attitudes of sari-sari storeowners and customers toward zero waste measures and practices

- demographics: sex, age, civil status, and location
- training exposure and access to information

Mutually reinforcing

- attitudes toward specific **measures** are consistent with attitudes toward certain **practices**

RECOMMENDATIONS

- awareness campaigns should be demographically-specific
- model sari-sari stores must be designed and constructed strategically around the neighborhood
- workplaces must also be considered where to construct model sari-sari stores

Support strategies

- massive mass and social media information campaigns
- LGUs must institute ways for residents to patronize zero-waste sari-sari stores



END

