

Fase de empatia

Every year, tons of packaging and plastic bags are produced without real necessity. The excessive consumption of these materials results in pollution and the waste of natural resources.

The indiscriminate use of plastics causes serious environmental and social problems, affecting wildlife, ecosystems, and human health. The consequences are evident in several areas, from habitat destruction and visual pollution to the worsening of public health issues.

With the aim of understanding the origin of this problem, an analysis was carried out to identify the sectors that most rely on plastic packaging and the reasons behind this dependence.

The sectors that consume and generate the largest quantities of plastic are:

- retail and wholesale trade (shops and supermarkets);
- the food and beverage industry;
- the hygiene, cosmetics, and personal care industry.

Therefore, it can be concluded that the main users of this type of packaging are the customers of supermarkets and retail stores in general.

In order to better understand consumers' real experience, people of different age groups, regions, and socioeconomic levels were observed during their shopping activities in supermarkets.

From this observation, several behavioral patterns were identified:

- all customers carry their purchases in plastic bags;
- younger consumers, as they often do not bring wallets, tend not to use shopping carts;
- a tendency toward impulse buying;
- concern about cost-effectiveness;
- priority given to essential items.

It was also concluded that plastic bags are extremely convenient, which makes it difficult for consumers to refuse them or to remember to bring reusable alternatives.

