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By Maricel Grace B. Rivera, Remo Patrick O. Rivera, Sophia Joan O. Rodriguez, Elizanne Aniane D. Rosales, and Nowellene C. Salvacruz

This study aimed to identify and measure the economic effects of Municipal Ordinance 2008-752 in Los Baños, Laguna, which prohibits the use of plastic bags on dry goods and restricts its use on wet goods. It also aimed to identify the characteristics of the households and the firms in Los Baños that are affected in their level of compliance.

The descriptive method of research was used with a total of 214 respondents coming from the households in 13 of the municipality's 14 barangays and 58 commercial establishments from the districts with a high concentration of commercial activity. Tabular analysis with percentages distribution, dependent t-test for paired samples and contingency table analysis were used to achieve the objectives of the study.

Findings revealed that while the exact effect of the ordinance on the waste generation of the municipality has not yet been fully identified, the ordinance is cost-effective in that the commercial establishments have reduced their expenses on packaging due to its implementation, thus having a significant positive effect on their profits. On the other hand, the ordinance has no significant effect on the consumption pattern of the residents.

It was found that the consumers' level of compliance with the ordinance varied with their gender, educational attainment and age, while the commercial establishments' compliance varied according to the kind of goods they were offering.

The study then recommended that the municipal government increase their effort to encourage the compliance of those groups who have been identified to have a lower probability of complying. Further study should also be conducted to investigate if it is recommendable to impose taxes on plastic bags.

INTRODUCTION

As economic growth occurs, a corresponding change in consumer behaviour is usually observed: the economy becomes more consumption-driven due to the availability of a wider variety of products. As more goods become available, consumers purchase more, and each of their purchases comes in their

¹ This research was prepared in partial fulfillment of the requirements for the degree of Bachelor of Arts Major in Economics with Computer Application, with Prof. Jerson A. Bellos Reyes as adviser.