

# NSHEKE STRAWS IDEA REFINEMENT

STRAW MARKET & USER EXPERIENCE SURVEY

REPORT

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UNDERSTANDING  
THE

MARKET

CYCLE

IMPACTS

2017

OF  
DIFFERENT TYPES OF  
STRAWS

AFROSOFT LIMITED

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## INTRODUCTION

This unofficial survey was conducted between 10<sup>th</sup> August 2017 and 30<sup>th</sup> August 2017 through interviewing and showing Nsheke Straws to 102 people of different backgrounds in Bukoba Municipal Council. All interviews were conducted by Sadam Matsawili, the Nsheke Straw Innovator.

There was no specific sample frame, though reaching 100 real users was a goal and thus idea refinement time being a limit. Random visits at Restaurants, Hotels, Bars, Groceries and Homes were keen to getting respondents who were then introduced to the Survey intending to study the market, cycle and environmental impacts of different types of straws used in the community as well as collecting public views on the best straw alternatives. I enjoy interviewing people, as part of my career development and utilization of over 5 years of my working experience with a research firm.

The survey observed privacy and confidentiality and was made voluntary. Only 6 people who would have made a total of 108 survey respondents refused to participate on the survey as indicated below;

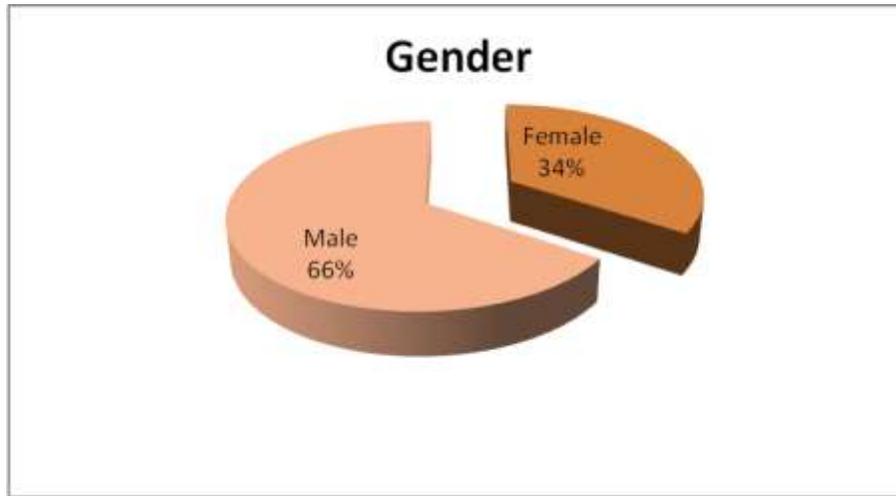
S/N	Respondent ID	Reason for Not Participating
1	21	Discouraged by previous surveys
2	64	Busy
3	72	Negative Attitude
4	75	Appointment for another time
5	83	Not interested
6	106	Busy

There were no significant challenges during the survey, though most of the respondents were surprised by the idea of transforming these plants from bushes to modern farms and were eager to see Nsheke Straws on the market. All 102 interviewed respondents answered all survey questions.

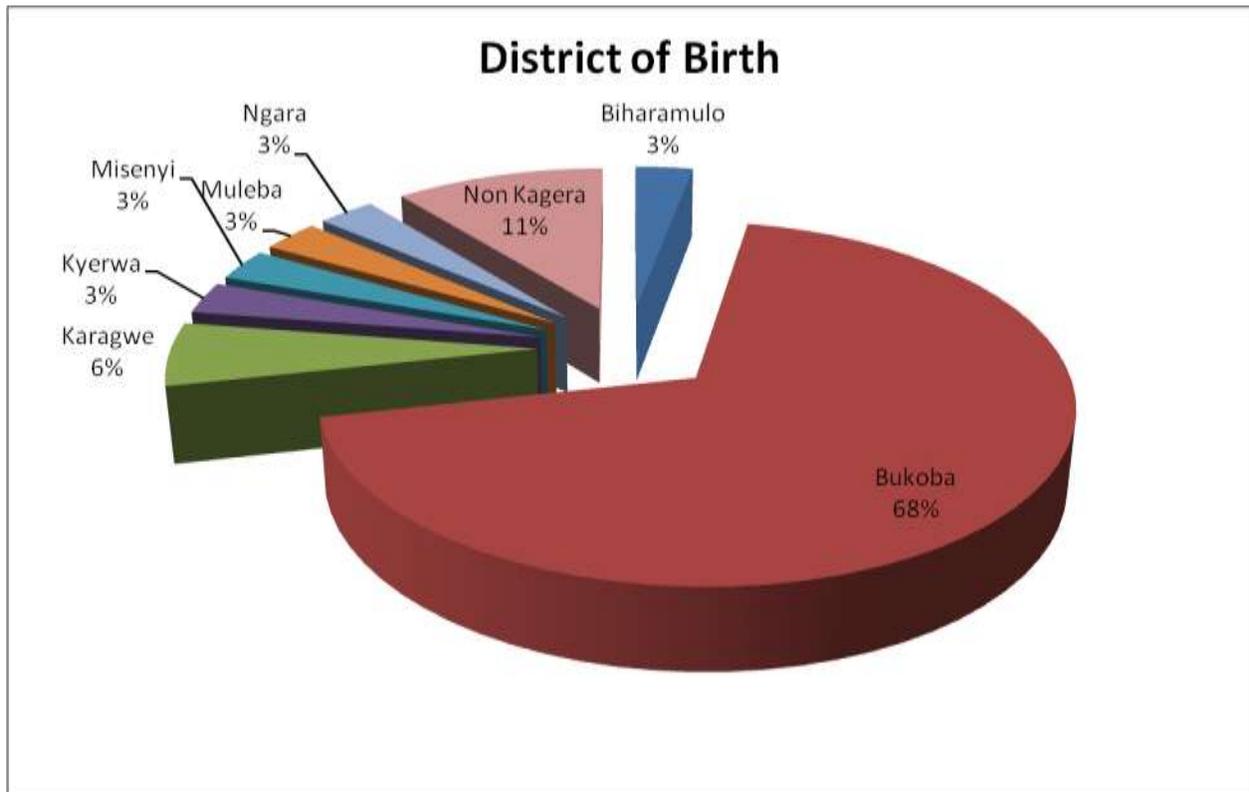
Showing Nsheke Straw samples during the interview was helpful as some respondents were not conversant with the name Nsheke coined from a Haya Language, as some were not even born in Kagera region finding the name (Nsheke) new. All survey respondents were interviewed only once.

## RESPONDENT DESCRIPTIONS

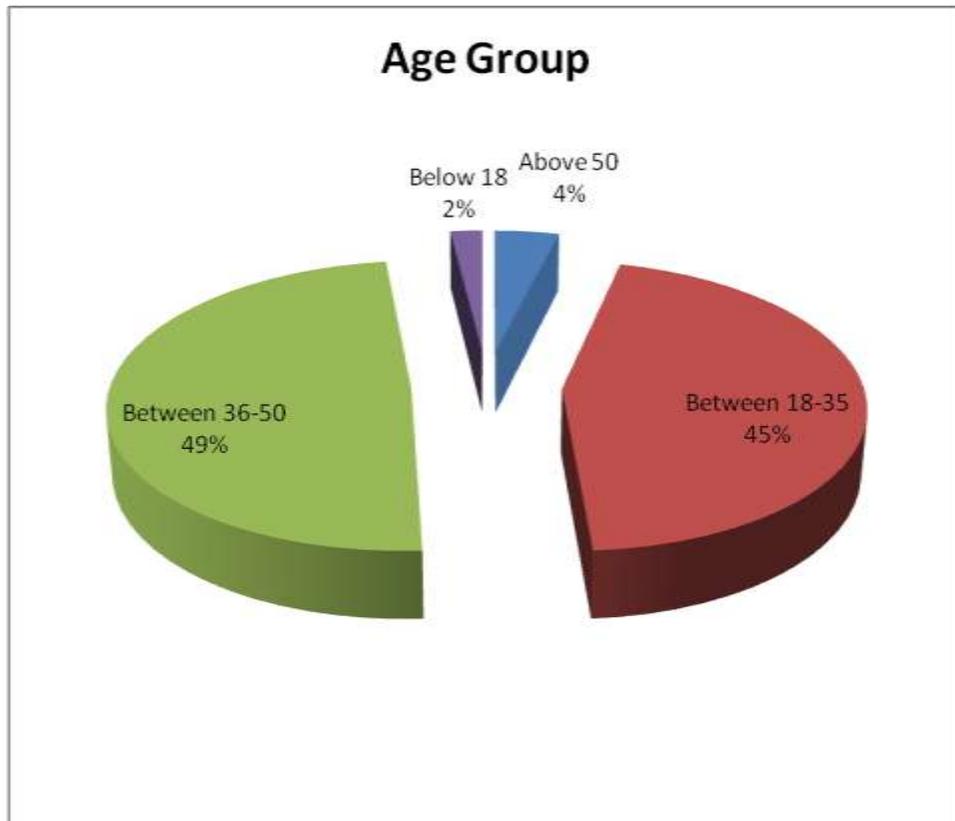
### Gender



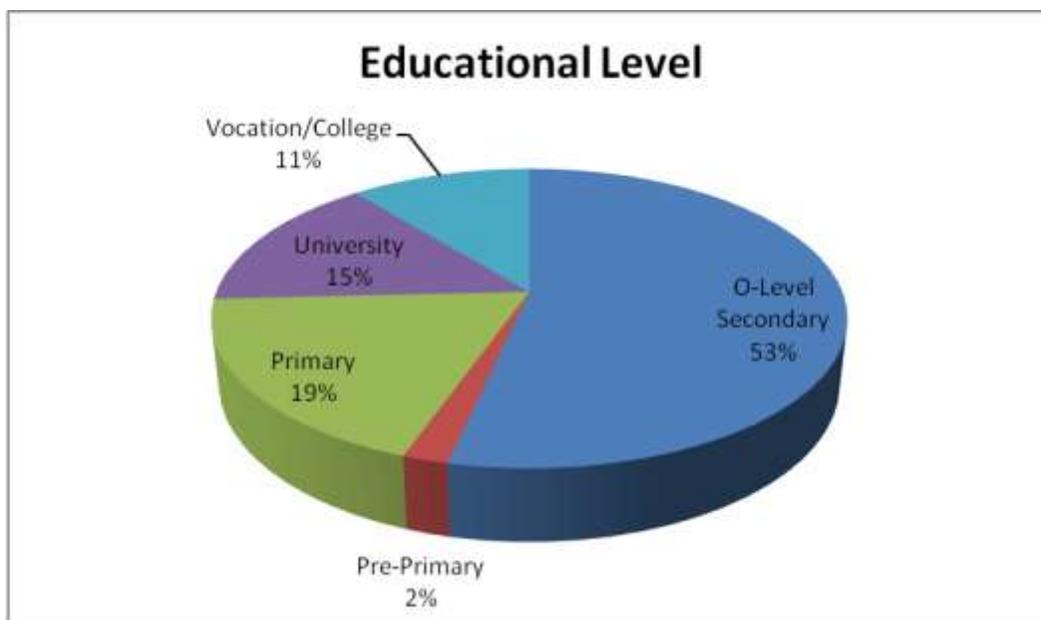
### District of Birth



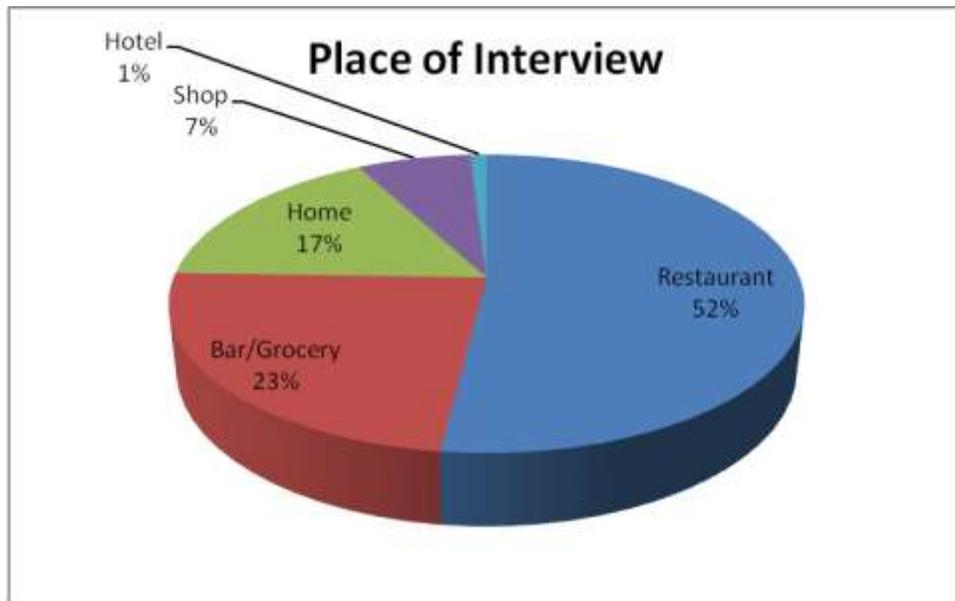
## Age Group



## Highest Level of Education

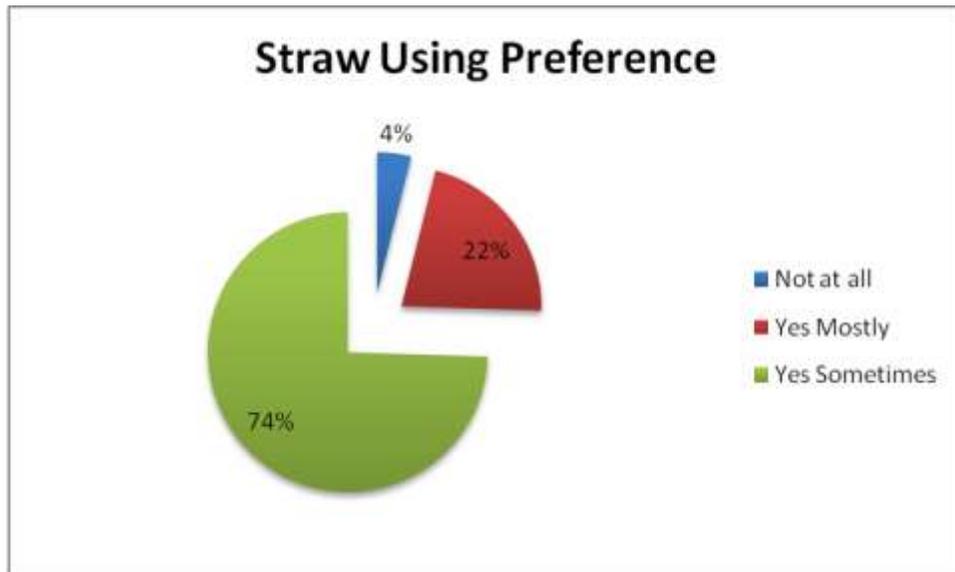


## Place of Interview

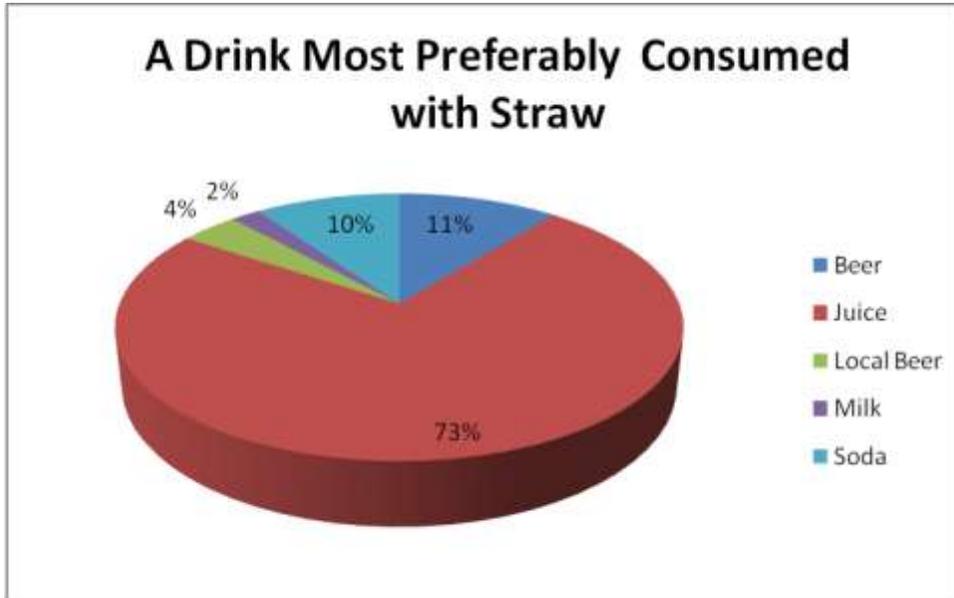


## KEY FINDINGS

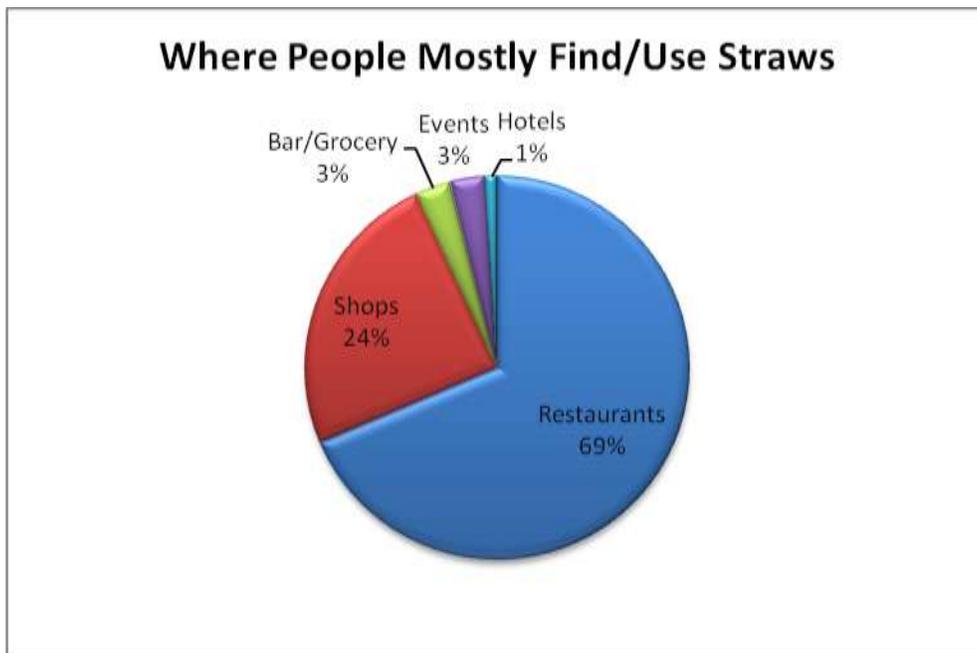
Q1. Do you prefer using straws when taking a drink?



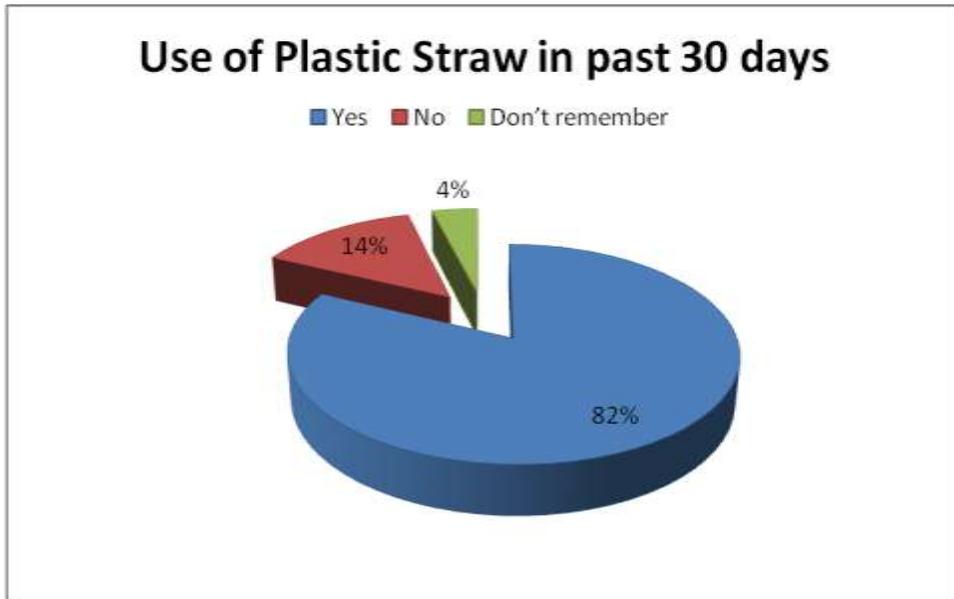
Q2. If you/someone were to use a straw, for which drink would a straw be mostly preferred?



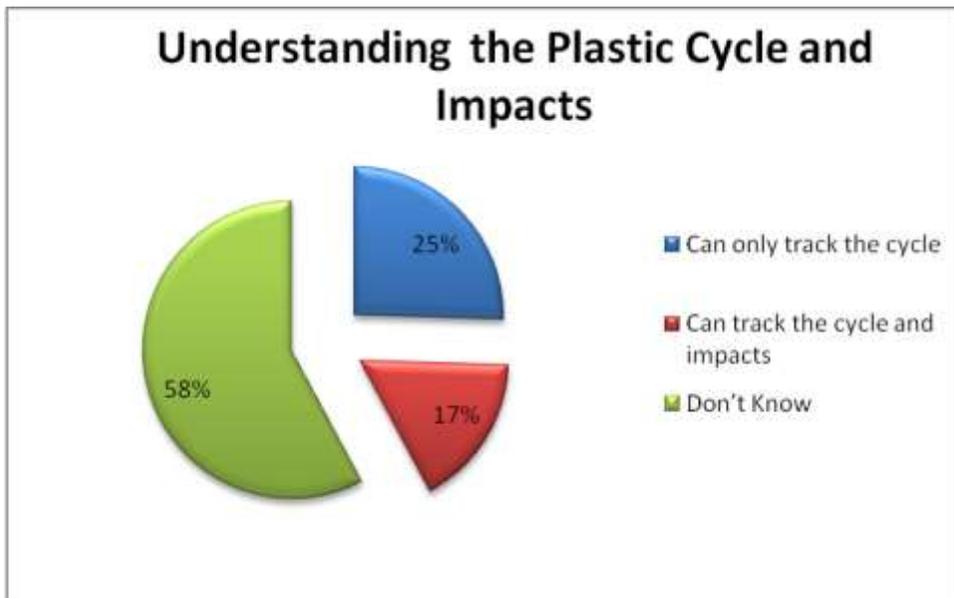
Q3. In your community, where do you/people mostly find/use straws?



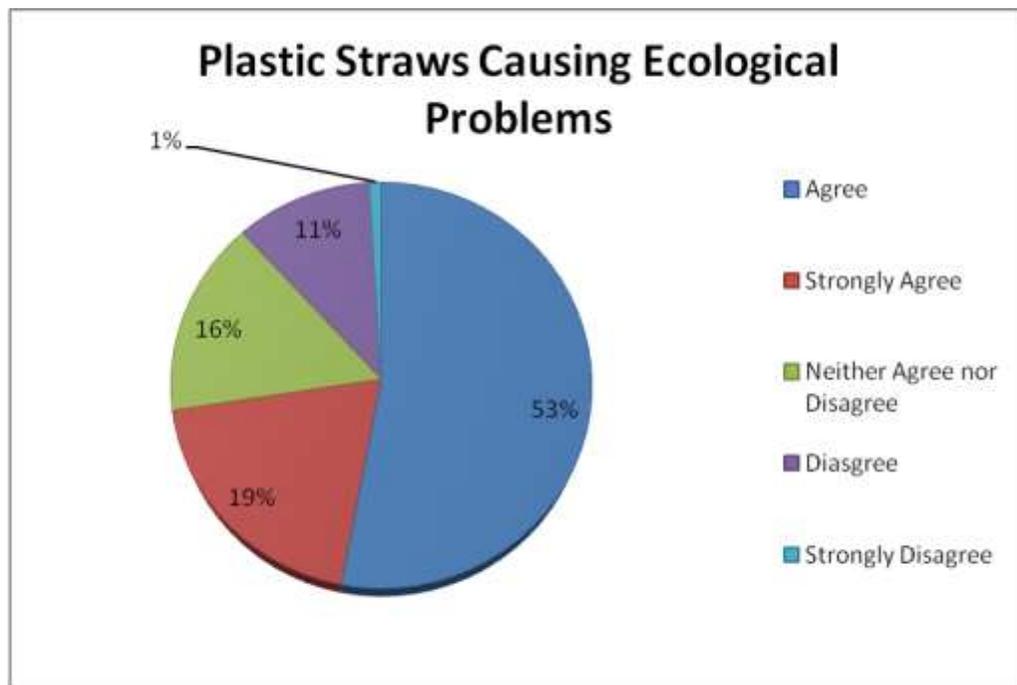
Q4. Have you ever used a plastic straw for taking a drink, particularly in the past 30 days?



Q5. Please, take 1 minute. Think about where/how do plastic straws used the past 3 years are today.

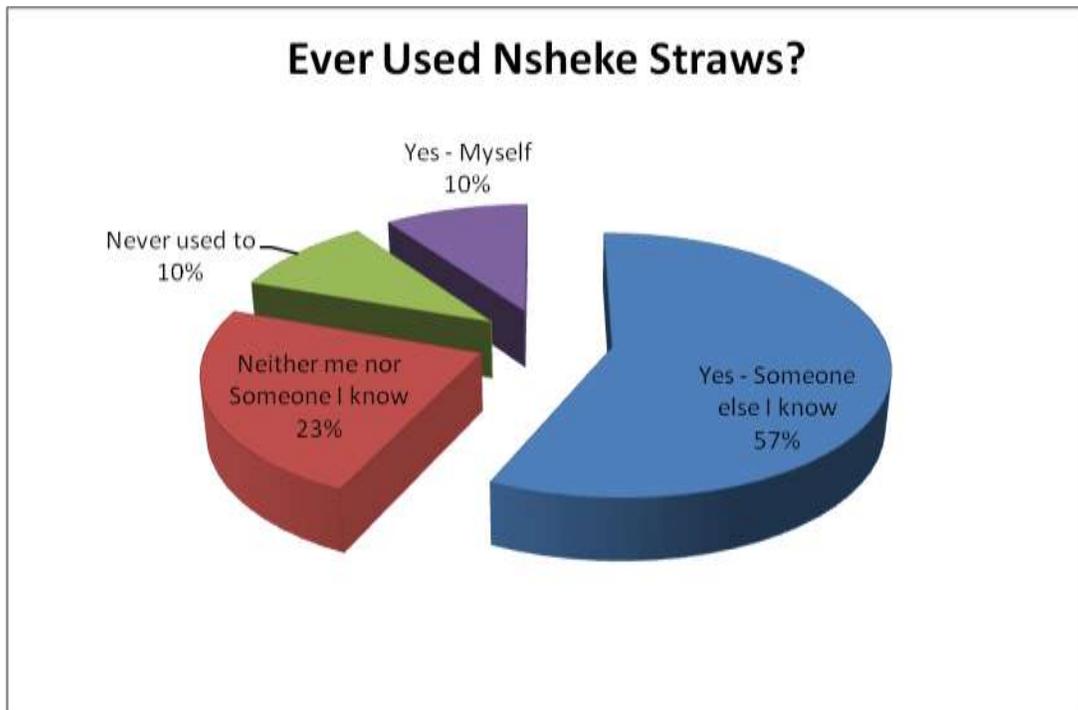


Q6. In your opinion, do you think using Plastic Straws cause any ecological problem over time?



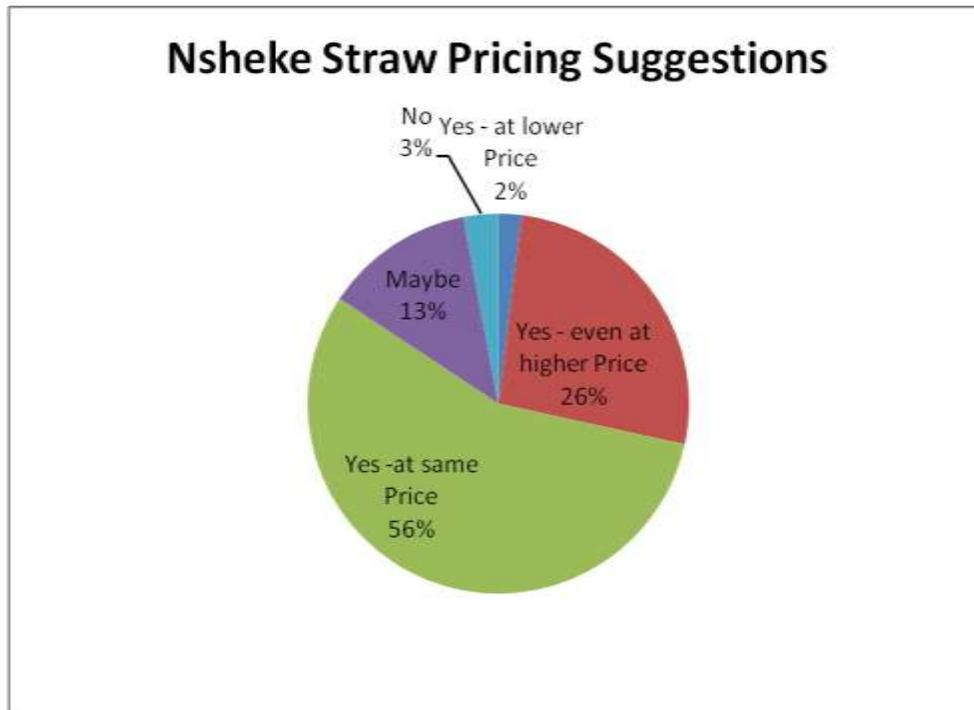
- Majority of the interviewed respondents agree/strongly agree (72 per cent) that Plastic Straws cause ecological problems.

Q7. Have you ever used Nsheke Straws for taking a drink? : *Show some Nsheke Straws.*



- Many people respondents especially those born in Kagera region districts had either used or heard about Nsheke Straws. This will make it easy when introducing it to the market.

Q8. Would you prefer using it again or trying it in the near future, at the price of a Plastic Straw?

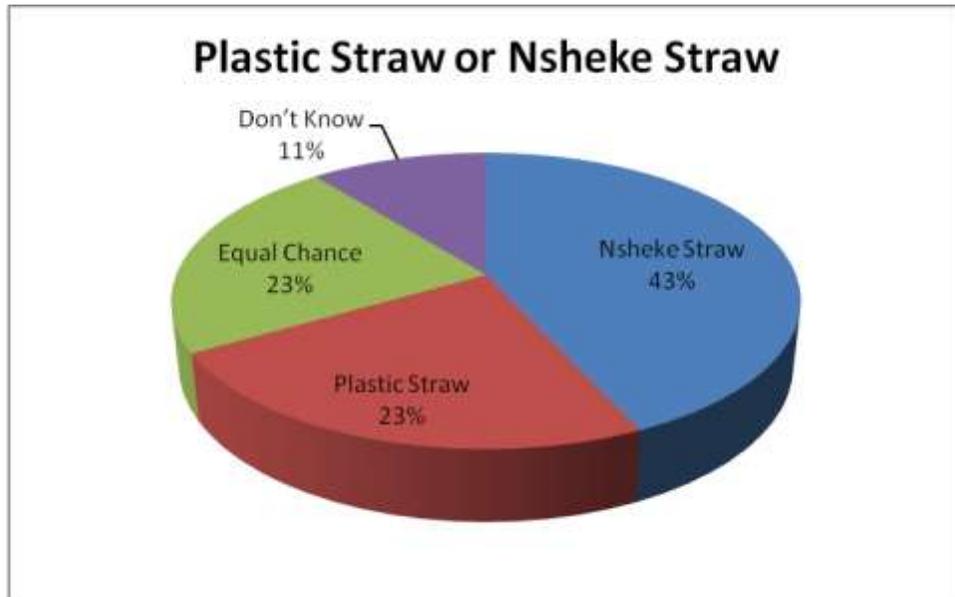


- Good. With 82 per cent of the 102 interviewed respondents being ready to pay for Nsheke Straws at a price, including 26 per cent who are ready to pay even a higher price than that of plastic. Yet, there is still 13 per cent of respondents who were in probability to adopt Nsheke Straws, 2 per cent being ready to pay at relatively lower price (compared to that of plastic straws) while 3 per cent showing no interest on Nsheke Straws at all.

Q9. (Ask if "Neither Me Nor Someone I Know" response... in Q7). Why haven't you or someone else you know used Nsheke Straws?

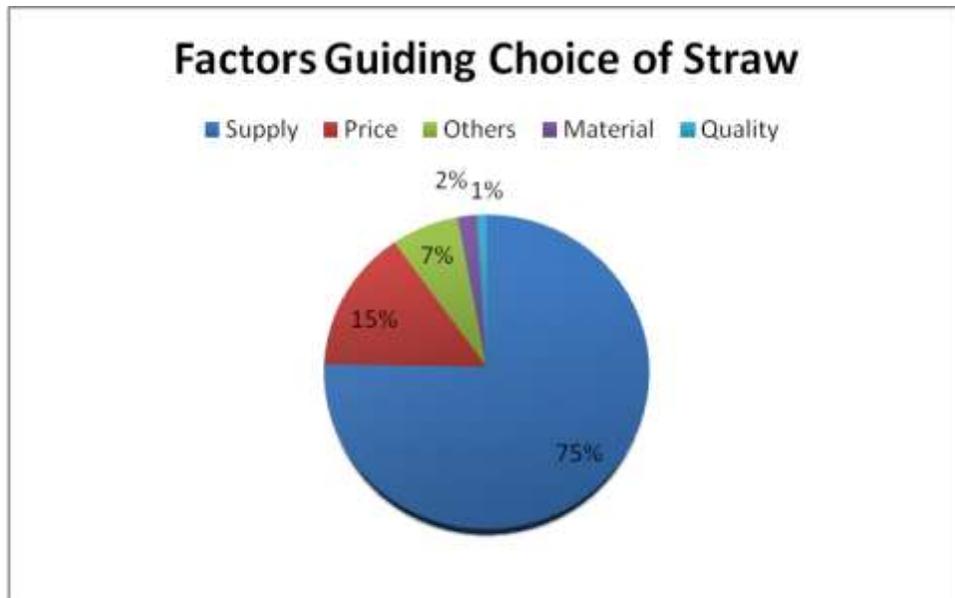
- All 21 respondents who said "Neither Me Nor Someone I know" have used Nsheke Straws had a reason of Availability. That is, Nsheke Straws were not available for them.

Q10. Which would you prefer most between Plastic Straws and Nsheke Straws regardless of price?



- This indicates that 66 percent of 102 interviewed respondents would opt for Nsheke Straws, which translates into more than half of the market segment.

Q11. Which factor mostly guides your straw choice? *Read out responses.*



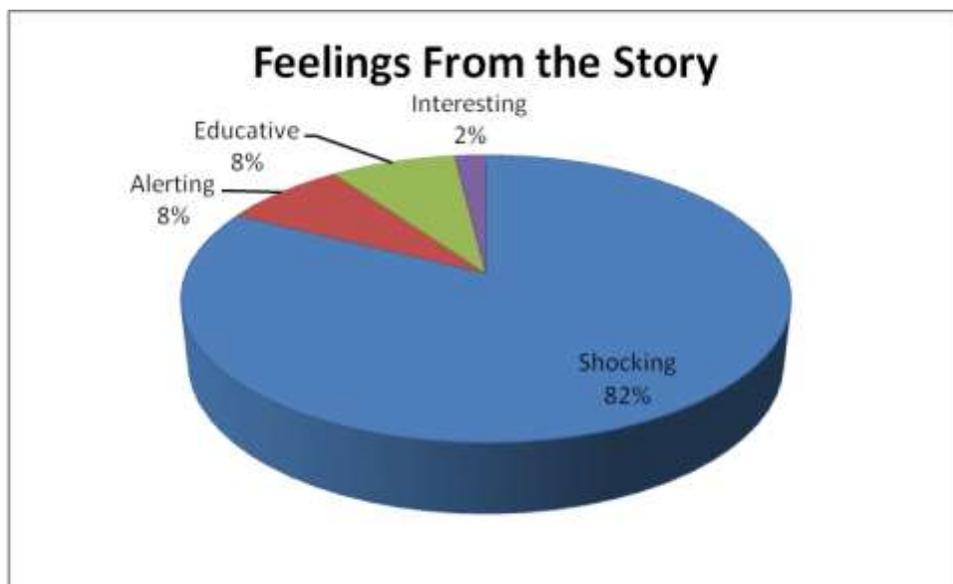
- This indicates that, most of straw users are supply driven. Imagine 75 percent use what they easily find without considering other factors like material, price and quality.

Q12. What is the known average wholesale price for 100 Plastic Straws in your community, *in Tshs.*?



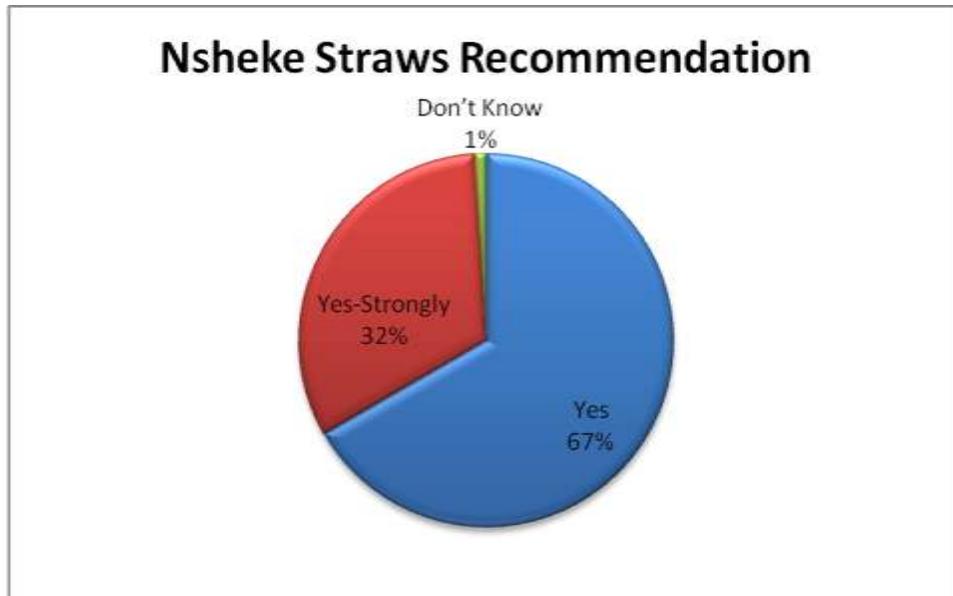
- It is surprising to see that 93 percent of 102 respondents were not able to tell about the price of plastic straws though had used them. The point here is that, most of them use straws for free (price included on the drink) and in case they do, they buy at retail prices.

Q13. How do you find this story?



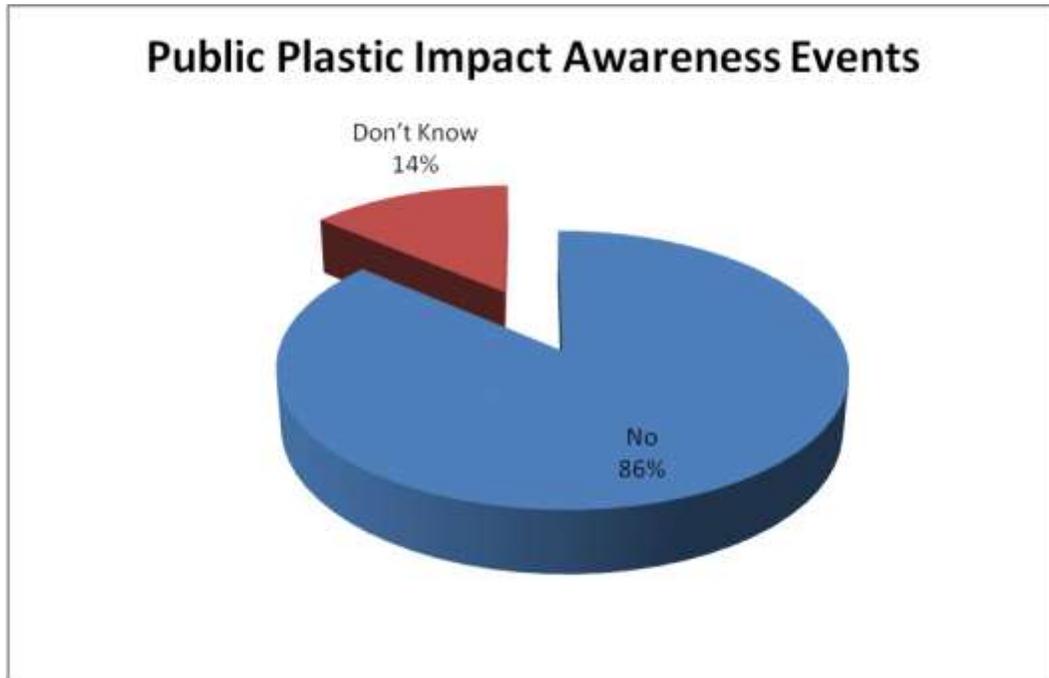
- The 82 per cent of 102 interviewed respondents represent the majority who would be shocked by the impacts of plastics and particularly plastic straws on the environment and therefore a possibility to take action. Again a total of 16 per cent who found the story educating/alerting may also be part of the plastic solution.

Q14. *Would you recommend eco-friendly straws (i.e. Nsheke Straws) for your community/World?*



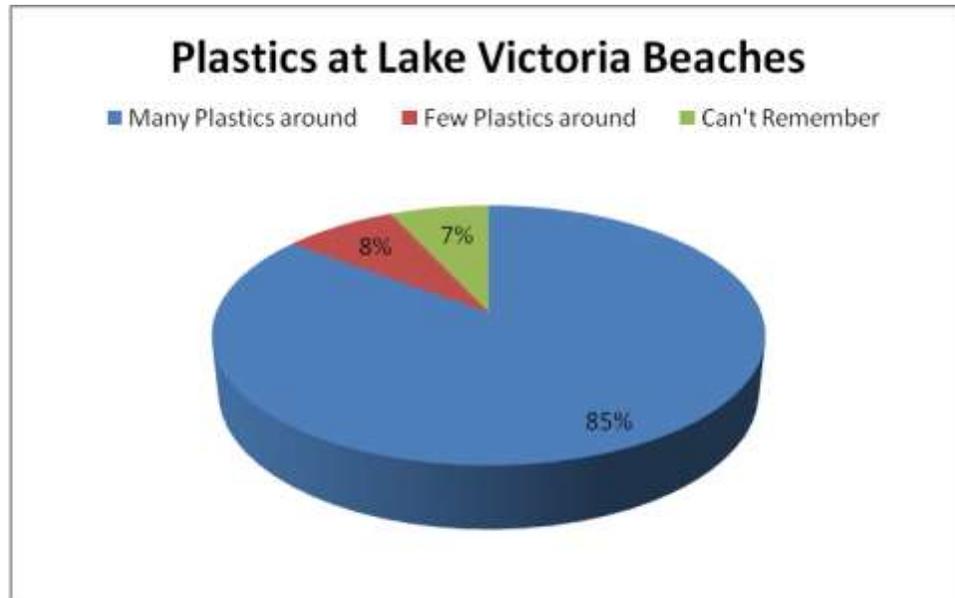
- Wow! This is actually a good news, having been aware of the impacts of plastic Straws on the environment (and ecology) as well as seeing the Nsheke Straw samples, 99 per cent of the 102 interviewed respondents were ready to recommend them to their local communities and th World in general. The remaining 1 per cent seemed to had no interest on straw matters.
- Again, this informs me that public awareness is key to fighting against plastics and indeed protecting our environment, and hence part of Nsheke Marketing Strategy.

Q15. Did your community conduct a public event on the impacts of plastics in the past 12 months?



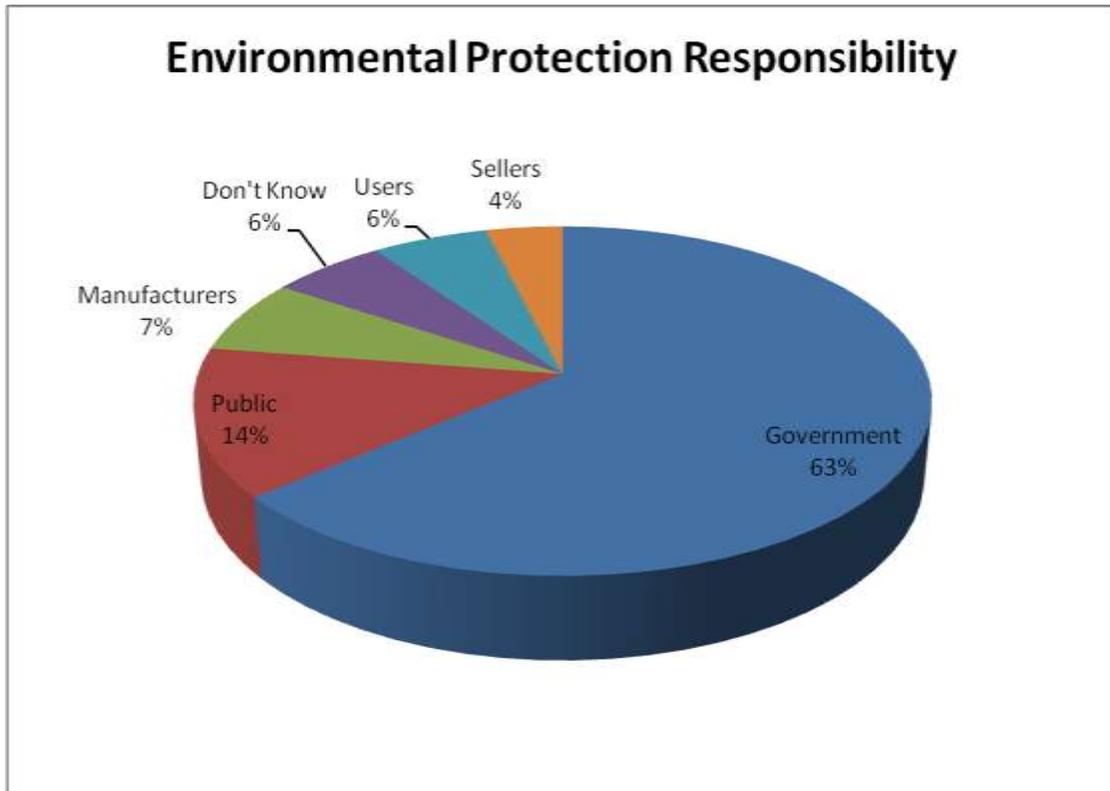
- This proves that, there are no public initiatives on addressing the impacts of plastics products and particularly plastic straws on the environment. I recommend this, as many people (58%) do not understand the cycle and impacts plastics as learned in Q5 above).

Q16. Can you share any plastic observation during your last visit at the Lake Victoria Beaches?



- 85 per cent of the 102 interviewed respondents declares to had found a lot of plastics around Lake Victoria Beaches during their last visit. This coincides with my observation during the research phase of my idea around the Lake Victoria Beaches, as I also found many plastic straws, bottles, bags and caps.

Q17. In your opinion, who should be more responsible for protecting environment against plastics?



- Most of the respondents interviewed (63 per cent) believe that, protecting environment against plastic impacts is the Government's primary responsibility. This means that, our governments need to set policies, laws and regulations to ban plastic products, including plastic straws. In Tanzania, the government already have announced banning the use of plastic bags in some months to come. However, 4 per cent believe that, it is the responsibility of the general public to protect their environment. With me I think, if the government would put good policies in place, the public, manufactures, sellers, and users of plastic straws will automatically follow.

## CONCLUSION AND RECOMMENDATIONS

This study proves the viability of Nsheke Straws in the Market. However, the same study should be repeated by different research teams and methodologies, using a systematic sample frame and more scientific survey protocols. The study would have given strong lessons by covering many areas, with more questions and respondents including Government Officers and Plastic Straw Manufacturers.