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ABSTRACT

Environmentally friendly, green products recycling no longer constitute new concepts; most people around the world are becoming increasingly conscious about environmental issues. In keeping with other countries, Malaysia has also implemented an eco-labelling scheme and launched a no plastic bag campaign. The eco-labelling scheme and no plastic bag campaign are methods to encourage Malaysians to use green products, however, green products always sell at a premium price because the raw materials are more expensive and require higher technology to produce. Although expensive green products might discourage some people from consuming them, there are some among the population that are still keen to use the green products to help protect the environment. Therefore, this study will evaluate consumer value in respect of environmentally friendly products (non-woven bags). This study uses the Value-Belief-Norm (VBN) Theory, to explain consumer behaviour in using eco-friendly products. This theory highlights that value, beliefs and personal norms can activate consumers' actual behaviour on the usage of non-woven bags. A total of 338 respondents participated in this study survey. The hypotheses were tested using Pearson Correlation and Multiple Regression. Although all the developed hypotheses are accepted, only two variables – altruistic value and personal norms – significantly contribute in the model, which means that only altruistic value and personal norms can encourage consumers to use non-woven bags. Overall, the results are positive in showing that the VBN model is valid in this aspect; however, it cannot be generalized in the Malaysian context because the sample size is

small. The managerial implications, limitations of the study and recommendations for future research are also presented in this study.