

TABLE OF CONTENTS

<u>TITLE</u>	<u>PAGE</u>
Acknowledgment	I
Abstract	II
Table of Contents	IV
List of Abbreviations	VII
List of Table	VII
List of Figures	VIII
CHAPTER 1: INTRODUCTION	1
1.1 Introduction	2
1.2 Research Background	2
1.3 Research Problem	4
1.4 Research Question	5
1.5 Research Objective	5
1.6 Importance of the Study	6
1.7 Organization of Study	7
1.8 Summary	8
CHAPTER 2: LITERATURE REVIEW	9
2.1 Introduction	10
2.2 Definition of Terminology	10
2.21 Plastic Bags versus Non-woven Bags	10
2.2.2 Value Belief Norm Theory	15

2.3	VBN Theory: In the Context of Environmentally Friendly Products	17
	2.3.1 Consumers Values	17
	2.3.2 Awareness of Consequences (AC)	20
	2.3.3 Attribution of Responsibilities (AR)	22
	2.3.4 Personal Norms (PR)	23
2.4	Summary	25
	CHAPTER 3: RESEARCH METHODOLOGY	26
3.1	Introduction	27
3.2	Research Design	27
3.3	Research Framework	28
3.4	Development of Research Hypotheses	30
	3.4.1 Consumers Values	30
	3.4.2 Awareness of the Consequences	31
	3.4.3 Attribution of Responsibility	31
	3.4.4 Personal Norms	32
3.5	Questionnaire Development	32
3.6	Pilot Test	35
3.7	Sampling Design	36
3.8	Data Collection Procedure	37
3.9	Data Analysis Technique	37
3.10	Summary	38

Chapter 4: DATA ANALYSIS AND FINDINGS	39
4.1 Introduction	40
4.2 Descriptive Analysis	40
4.3 Normality Test	48
4.4 Reliability Validity	51
4.5 Validity Test	52
4.6 Correlation Analysis	57
4.7 Multiple Regression	62
4.7 Summary	68
CHAPTER 5: CONCLUSION AND DISCUSSION	70
5.1 Introduction	71
5.2 Discussion of Result	71
5.3 Contribution of the Study	77
5.4 Managerial Implication	77
5.4.1 Advertising	77
5.4.2 Event and Experience	78
5.4.3 Increase the Levy and Tax Rebate	78
5.4.4 Education and Awareness	79
5.4.5 Improve the Packaging	80
5.5 Research Limitation	80

5.6	Recommendation for Future Research	81
5.7	Conclusion of the Study	81
	REFERENCES	83
	APPENDIX	88

List of Abbreviations

AC	-	Awareness of Consequences
AR	-	Attribution of Responsibility
FAMA	-	Federal Agriculture Marketing Authority
PR	-	Personal Norms
NGO	-	Non-Governmental Organizations
SPSS	-	Statistical Package for the Social Sciences
VBN	-	Value-Belief-Norm
VS	-	Versus

List of Tables

<u>Table</u>		<u>Title</u>	<u>Page</u>
Table 3.1	-	Questionnaire Items Summary	33
Table 3.2	-	Type of analysis	38
Table 4.1	-	Demographic Profile of the Respondents	41
Table 4.2	-	The Mean, Standard Deviation, Skewness and Kurtosis of Each Items	48
Table 4.3	-	Summary of the Cronbach's Alpha of Each Scale	52
Table 4.4	-	Table of KMO and Bartlett's Test	53

Table 4.5	-	Table of Total Variance Explained	53
Table 4.6	-	Table of Component Matrix	55
Table 4.7	-	Varimax Rotation of Four Factor Solutions for Consumer Values	56
Table 4.8	-	Total Variance of Four Factor Solution for Consumer Values After Varimax Rotation	57
Table 4.9	-	Guideline of Strength of Correlation	58
Table 4.10	-	Pearson's Product – Moment of Correlation Matrix	
Table 4.11	-	Summary of Status of Hypothesis	61
Table 4.12	-	Correlation of Independent and Dependent Variables	63
Table 4.13	-	Collinearity of Independent and Dependent Variables	64
Table 4.14	-	Coefficient Value of the Model	67
Table 4.15	-	Anova Test Result	67
Table 4.16	-	Coefficient of Dependent Variable	68
Table 5.1	-	Summary of Hypotheses	76

List of Figures

<u>Figure</u>		<u>Title</u>	<u>Page</u>
Figure 3.1	-	Research Framework of the Study	29
Figure 4.1	-	Age Distribution of Respondents	43

Figure 4.2	-	Education Level of the Respondents	44
Figure 4.3	-	Monthly Grocery Shopping Frequency of Respondents	47
Figure 4.4	-	Scree Plot	54
Figure 4.5	-	Normal Probability of Regression Standardized Residual Dependent Variable	65
Table 4.6	-	Scaterrplot of Dependent Variable	66