TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgment</td>
<td>I</td>
</tr>
<tr>
<td>Abstract</td>
<td>II</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>IV</td>
</tr>
<tr>
<td>List of Abbreviations</td>
<td>VII</td>
</tr>
<tr>
<td>List of Table</td>
<td>VII</td>
</tr>
<tr>
<td>List of Figures</td>
<td>VIII</td>
</tr>
</tbody>
</table>

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
  2.2.1 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

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

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

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
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

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 3.1</td>
<td>Questionnaire Items Summary</td>
<td>33</td>
</tr>
<tr>
<td>Table 3.2</td>
<td>Type of analysis</td>
<td>38</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Demographic Profile of the Respondents</td>
<td>41</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>The Mean, Standard Deviation, Skewness and Kurtosis of Each Items</td>
<td>48</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Summary of the Cronbach’s Alpha of Each Scale</td>
<td>52</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Table of KMO and Bartlett’s Test</td>
<td>53</td>
</tr>
</tbody>
</table>
List of Figures

<table>
<thead>
<tr>
<th>Figure</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 3.1</td>
<td>Research Framework of the Study</td>
<td>29</td>
</tr>
<tr>
<td>Figure 4.1</td>
<td>Age Distribution of Respondents</td>
<td>43</td>
</tr>
</tbody>
</table>
Figure 4.2  -  Education Level of the Respondents 44

Figure 4.3  -  Monthly Grocery Shopping Frequency of 47 Respondents

Figure 4.4  -  Scree Plot 54

Figure 4.5  -  Normal Probability of Regression 65 Standardized Residual Dependent Variable

Table 4.6  -  Scatterplot of Dependent Variable 66