

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS ASSOCIATED WITH THE  
EFFECTIVENESS OF ‘NO PLASTIC  
BAG DAY’ CAMPAIGN IN  
SELANGOR**

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## ABSTRACT

Plastic waste issue in Malaysia was increase to 20% in 2018 due to plastic material is one of the most popular materials used in daily life. To addressed this issue the Selangor government introduced the 'No Plastic Bag Day' campaign in 2011 then the plastic bag charge which is RM0.20 per plastic bag was done every day in 2017 at supermarket. Because of the effectiveness of the campaign did not consider the numbers of days implemented plastic bag charge and factor associated with the effectiveness, so this aim to fill this study. This study aims to identify the effectiveness and associated factors of 'No Plastic Bag Day' campaign in Selangor. The data was collected by distributing the questionnaire on online social media platform and paper format by using non-probability sampling which is snowball to 390 respondents in Selangor. The data was analyzed by using the descriptive statistic and multiple linear regression on SPSS. The findings indicated that the effectiveness of 'No Plastic Bag Day' campaign in Selangor is effective due to majority of respondent got score range between 75 – 100% is (48.7%). This shows that they have an awareness of 'No Plastic Bag Day' campaign di Selangor. The findings of this research also revealed, demographic factors which are gender and age were associated with the effectiveness of 'No Plastic Bag Day' campaign among consumer in Selangor. The 'No Plastic Bag Day' campaign in Selangor can be seen as part of the government effort to create sustainable consumption society and can be an example to others state in implement this campaign.

Keywords: *Plastic bag, plastic levy, awareness, effectiveness, 'No Plastic Bag Day' campaign*

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Plastics which are derived from synthetic organic polymers, are one of the most widely used materials because their properties are durable, lightweight, versatile, and relatively inexpensive to make. Due to plastics being more convenient for consumers, the demand for plastics is increasing, such as plastic packagings like grocery bags, containers, and bottles and single-use plastics being designed for immediate disposal. Thus, this attracts people's interest in the use of plastics. Since there are more than 1,300 plastic manufacturers such as in Klang, Petaling Jaya and Puchong thus, making Malaysia is among the top countries of largest plastics producers globally (Kaur, 2021).

Along with a lot of plastic produced in the plastics manufacturing industry and the usage of plastics is ubiquitous in our daily lives. The amount of plastic waste also increases. Despite the high amount of plastic waste produced, Malaysia was still unable to cope with the issues. In Malaysia, the solid waste management system uses the methods of waste disposal in landfill and domestic burning or using the incinerations process (Chen et al., 2021). Plastic wastes, which contain flame retardants, bisphenol A (BPA), phthalates, and heavy metals such as lead and cadmium can leach and bioaccumulate in landfills (Adeyanju et al., 2021), although there is a chance that dissolved plastic by-products and chemicals that can linger in the environment for a long time could contaminate soil and groundwater (Okunola A et al., 2019). Besides, plastics are also categorised as non-biodegradable because they cannot be decomposed biologically over time and have the essential characteristics of adaptability and durability, which is an unusual target for microorganisms. As a result, single-use plastics remain in the environment for decades and pose a threat to