

**CONSUMER ACCEPTANCE OF ENVIRONMENTAL CAMPAIGN:
CONSUMER ATTITUDES, AWARENESS, AND KNOWLEDGE
DETERMINANTS**

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ABSTRACT

Natural environment is undoubtedly one of the major problems facing all the people inhabiting our planet and one of the factor that contribute to this problem is consumer purchasing which specifically into free given plastic bags from retail stores. Recently, Government imposed No Plastic Bag Campaign with objective to preserve the environment and reduce the plastic consumption. But then, this campaign had provoked range of reaction thus portray mixed outcomes to indicate the effectiveness of this campaign. Questionnaire survey will be distributed to a total of 130 respondents among the consumer who purchasing goods at selected retail chain stores in One Borneo Hypermall. The data obtained will be analyzed to address the research objectives and hypotheses. The result of this study found out that consumers are highly accepted the campaign implementation and all potential factors that associate with consumer behavior had significant relationship (.000 where, $p < 0.05$). This study is intend to help the policymakers and the marketers to understand more about consumer behavior and determining the effectiveness of the campaign in consumers routines thus to educate consumers in preserving the environment and instilling the moral values in consumers behavior. As for future research, it is suggested to add more possible variables that can help in interpret more about consumer behavior. Moreover, it also recommended replicating this research model in other different campaign.

CHAPTER 2: LITERATURE REVIEW

2.1 Buying Culture

2.2 Impact of Free Given Plastic Bag Consumption

2.3 Environmental Awareness Program

2.4 Successful Campaign

2.4.1 Consumer Attitude

2.4.2 Consumer Awareness

2.4.3 Consumer Knowledge

2.5 Response & Popularity of Campaign on NPBC

2.6 Implication of Success NPBC

2.7 Proposed Theoretical Framework