



Universiti Teknologi Mara Cawangan Kedah
Faculty Of Administrative Science And Policy Studies

Factor that lead towards customer awareness in using plastic
bag in Tesco Sungai Petani Selatan, Kedah

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CLEARANCE FOR SUBMISSION OF THE RESEARCH PROJECT BY THE SUPERVISOR

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Title of Research Project : Factor that lead towards customer awareness in using plastic bag in Tesco Sungai Petani Selatan, Kedah

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I have review the final report and complete research proposal and approve the submission of this report for evaluation.

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(Puan Irwana Nooridayu binti Muhamad Hakimi)

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Chapter 1 is explaining about the problem statement of the using plastic bags especially on the scenario that always happen which lead to the increasing of using plastic bags. Then, this chapter identifying the research questions on specific implication or factor that lead to the problem. In addition, it contains the research objectives where to show that objective of this study that need to be achieve and also to ensure that this study have key success. Next, in the scope of study be explaining about the timeframe, territory and level that will be choose to conduct this study and get the accurate information and feedback, same goes to significance which to identifying the target group that will be benefited from this study. Lastly, to defining the term, terminology and concept that been used in the study to ensure the understanding of audiences.