



A SURVEY OF CHARACTERISTICS AFFECTING
CONSUMER BEHAVIOR IN RELATION TO
MINIMIZING PLASTIC BAG USAGE IN THE AREA
OF KOTA KINABALU

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ABSTRACT

This research was done to see the characteristics affecting consumer behaviour in relation to minimizing plastic bag usage in the area of Kota Kinabalu city. The objective of this study is to evaluate the awareness of public towards the importance of minimizing plastic bag usage. Based on the finding, it can be describe that majority of the respondents seemed to be more aware toward the importance of minimizing plastic bag. Conclusion from this study shows that mostly people use plastic bag when they go to shopping and for rubbish. The usage of plastic bag is everywhere even though people know about the responsibility of public to minimize plastic bag is important. In addition, there are several characteristic that may influences consumer behaviour which consists of social, personal, psychological, and learning.