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Exploring Environmental Attachment and Sustainability: Consumer Adoption of Recycled Bag

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Abstract

This study explores the adoption of recycled shopping bag among consumers and provides important information by exploring the attachment and environmental sustainability as factors that relate closely with consumer adoption of recycled bag for retail shopping. This study used qualitative method and the data were collected through interviews. The interviews gave insights based on respondents' opinions and experience in using recycled shopping bags. In this study, the judgmental sampling technique was used. It is a type of convenience sampling technique by soliciting appropriate respondents who had the information and voluntarily participated in this study. The research sample consisted of 46 individuals. They voluntarily participated in this study and were experienced in retail shopping. The findings showed that consumers' adoption and non-adoption of recycled shopping bag was related to the concept of inertia and attachment. Based on the results, factors influencing consumers' adoption included care for environment, cost, and attractiveness of the bag, ease and convenience as well as supporting government campaign. Whereas, non-adoption might be caused by forgetfulness, willingness to pay for plastic bag, availability of free plastic bag, laziness, cleanliness, habit, lack of environmental concern or embarrassment from carrying non-matching bags. The association between these factors and the concepts of attachment and environmental sustainability were discussed and suggestions for future research were provided.

Keywords: Consumer behavior, recycled bag, attachment, sustainability

1.0 Introduction

Plastic bags are used during shopping as a common packaging material. The demand for plastics has grown in parallel with increasing population. For example, the expense for plastic for a month in AEON reached RM500, 000. The demand and high consumption of plastic also impact the environment adversely. According to experts, plastic takes 100 to 500 years to decompose. A review on 'Environmental Protection Agency' United States conducted jointly by ICF Consultants, Consultants Owen-Illinois and the University of Florida in September 2006 showed that recycling or reusing a ton of plastic saves energy consumption by 51 to 56 million Btu (one million Btu is equivalent to the energy that can be produced by eight gallons gasoline). Plastic bags are produced from precious oil materials. If more plastics are produced, the more up less of our oil resources. Plastic also takes thousands of years for disposal. Plastic cannot be burned because it produces cancer-causing carcinogens and benzene. If planted, it will intoxicate and enter our water resources in the long run. In fact, there have been many cases of animals dying from ingested plastic (Morelli, 2011).

As the need to protect the environment of escalating external conditions, the awareness among consumers is very important. Consumers today are becoming more aware of how their actions will

affect the balance of the environment and the future. Across the country, more than 20,000 tons of trash consisting of about 30 percent of plastic materials is dumped each day at the expense of the ecosystem and the environment. Based on previous research, plastic has the highest amount of waste in landfills with a rate of 70 percent. Without proper plastic disposal method, it may pose a threat to life and the balance of the eco system. Plastic can cause clogged drains, foul odors and health problems (Shyan, 2010). In order to support the environment, Pulau Pinang is the first state to begin a day without plastic campaign. The 'No Plastic Bag' campaign is launched every Monday since July 2009, and later extended to Tuesday and Wednesday in January 2010. It is enforced in all major and local supermarkets. Since the launch of the campaign, this is held every Monday from 6th July 2009 in the supermarkets, Pulau Pinang has saved more than 1 million plastic bags in four months. This step was followed by Selangor in 2010, whereby the campaign is set for every Saturday. In the early stages, about 80 retailers joined voluntarily. The "No Plastic Bag Day" campaign was a success that the federal government followed the footsteps of the state governments through similar campaigns across the country.

This current study explored the adoption of recycled bag among consumers. Recycled refers to the treatment or process of making discarded objects available for use again in the original or other forms, or finding new ways of using discarded materials (Sharifah et al, 2005). It is one of the most important environmentally-friendly techniques for rubbish disposal, with the important aim of promoting long-term environmental protection. This study focused on customers who purchased from retail or shopping malls in Peninsular Malaysia. The convenience sampling technique was used and respondents were selected based on their experience in dealing with purchasing and using recycled bags. This study investigated consumers' perception on the government 'No Plastic Bag Day' campaign and their opinion about the importance of protecting the environment from the perspective of traders, producers and consumers.

1.1 Objective of study:

- 1.1.1 To Know Factors Influencing Consumers' Adoption of Recycled Bag
- 1.1.2 To Know Factors Causing Consumers Non-Adoption of Recycled Bag
- 1.1.3 To Know Consumers' Environmental Attachment and Usage of Recycled Bag
- 1.1.4 To Define Consumers' Perception towards Usage of Recycled Bag and Environmental Sustainability

2.0 Literature Review

2.1 Theory of Attachment

The attachment theory was proposed by Bowlby in 1987, describing long-term relationships between humans. The study was continued by Ainsworth in 2000. Bowlby, in his research, defined attachment as "the propensity of human beings to make strong affection bonds to particular others" (Salim & Mourad 2013). Their study focused on the basic feelings of a child who is tied to her mother from childhood to adolescence and adulthood. The study also looked at the development of the feelings of affection, love and romance in an adult. Bowlby believed that a child would find refuge, love and safety and protection from harm (Bretherton 1992). In the marketing context, a consumer can build a sense of bounded to a product or brand depending on their emotional degree on the product and brand. It also depends on the level of individual interaction with the object. Customer's attachment to a product or brand will determine their level of commitment to the product and the brand. The attachment level may cause consumers to be willing to spend excessively for the desired product or brand. The feeling of attachment varies in strength and it is associated with the feelings of passion, connection and affection (Thompson et al 2005).

The concept of emotional attachment is the result of a research led by Bowlby (1982), which suggested that strong emotional connection is associated with basic human need. When a user feels anxious, the user will get physical or psychological support and protection from the attachment to a product or brand. According to a study performed by Thompson et al (2005), essentially, a consumer's sense of attachment is driven by the feelings of affection, love and care. Loyalty towards a product and brand will influence their commitments to build a long-term relationship with the brand and the product. The attachment theory has been the basis for several researchers to say that consumers are becoming emotionally attached to a brand or a product. Louis and Lombart (2010) defined attachment as a bond between the brand and the individual's sense. It connects the positive feelings between consumers with a brand and product. Closer relationship will make it easier for consumer to use perspective, identity and resources to achieve the desired objectives (Hemant & Siva 2011). However, there were studies in the field of marketing that found that users can be attached to a place (Kylea et al 2004), favorite object (Ainsworth 1969), celebrity (Zeenat & Saba 2013) and the environment (Park et al 2006).

2.2 Environmental Sustainability and Concern

Economic, social and environmental sustain abilities must be viewed as an integrated and connected concept. If only one is prioritized, then the balance could not be achieved. In practice, the equilibrium will exist if people have a roadmap that prioritizes all three sustainability concepts. The concept of environmental sustainability has been discussed in the Brundtland Report (1987), whereby refers environmental sustainability as the ability to use and control the environment and manage the resources until the next generation (Abolore, 2012). Environmental sustainability plays a role in improving people's lives and the environment because it can protect the natural resources used by human and ensures that there is no excessive use and cause harm to human. Goodland (1995), in his research, defined environmental sustainability as the "maintenance of the natural capital". Sustainability is a method of control that is sustainable, efficient and does not lead to depletion. Environmental sustainability may also be referred as any effort made to retain the values in the quality of the physical environment. For example, as human, there are needs to maintain and sustain human life, natural environment, resources and quality society (Sutton 2004).

According to Basiago (1999), 'environmental sustainability' requires maintaining natural capital as both a provider of economic inputs called 'sources' and an absorber called 'sinks' of economic outputs called 'wastes'. Environmental sustainability is a situation where interactions occur between organisms or between organisms and the environment. This balance can sustain life. To achieve a natural balance, the role of natural cycle is very important. Environmental balance involves decisions and actions that benefit our lives, and at the same time have positive impact on the environment. It also takes into account the long-term impact on human lives. Environmental sustainability requires management of natural resources with integrity; the earth's natural resources are conservatively used and replacement system for the used resources is provided faster than they are used. In the process to improve living standards and human progress, many environmental resources are used. Unmanaged development and improper management would cause environmental destruction. Thus, many countries are starting to discuss how to change people's lifestyle and reduce the negative impact on the environment, but at the same time are still able to improve the quality of human life and social welfare (Norzalila et al 2012).

2.3 Economic Sustainability and Profitability

Economic sustainability is the result of environmental and social developments, and can also be seen in terms of financial. Gilbert (1996) related economic sustainability with profitability when explaining the economic value of things in term of money, which included valuing natural capital, intangible, intergenerational and especially common access resources such as air, land and water. According to Goodland (1995), sustainability is the "maintenance of capital" or keeping capital intact. He also explained that people and irreversible are at stake, economics needs to use anticipation and precautionary principles routinely and should err on the side of caution in the face of uncertainty and risk. Economic sustainability means meeting present needs without destroying any of the stakeholders for the future. Economic models suggest stability in the form of capital. Human need to think that sustainability is an investment for the future. All available resources should be used to the best advantage to achieve equal opportunity or better value. Human should create options for the future by creating options for today's poor because more options will drive greater development and have more profitability (Bossel 1999).

2.4 Social Sustainability and Community Impact

The theory of 'social sustainability' calls for economic growth constrained by the requirements of social equity. In order to achieve sustainable environment, optimal resource management and equitable should be implemented (Basiago 1999). Basiago (1999) and Goodland (1995) relate social sustainability with poverty. They find that the reduction of poverty becomes the objective of social sustainability. Human will use the environment sources in action to reduce poverty and increase the quality of life. Social sustainability is a positive situation in the community where people strive to achieve harmony and try to adopt good values such as discipline, love, togetherness and cooperation. It also refers to moral capital and requires partnership and equality of rights such as religious values and cultural partnership. Social sustainability highlights how communities can live together in unity and harmony (Goodland 1995). McKenzie (2004) defines social sustainability as "a positive condition within communities, and a process within communities that can achieve that condition". Social sustainability is generated when all systems, whether formal or informal, support each other in creating a harmonious life for the present and future generations. Social sustainability is only being achieved through solidarity and civil society. For this purpose, moral values need to be instilled in the community such as tolerance, cultural identity, tolerance and compassion, a sense of belonging, discipline and law. Moral values create a sense of community and love for the environment and will result in keeping the human environment for present and future (Goodland & Daly 1996).

3.0 Methodology

The research sample consisted of 46 individuals who voluntarily participated in this study. This research used the judgmental sampling technique, which was convenience sampling, to obtain the data. Samples were chosen based on the judgment of the researcher. The samples were chosen because the respondents had experience in retail shopping and were able to express their views with regards to the adoption of recycled bag. They were also able to share their opinions about the "No plastic bag" campaign at retail shopping outlets on particular days. There were 32 women and 14 men participants in this research. The total of women respondents was higher than men, because women are commonly involved in shopping. This was also shared by Goodman in his talk at the Time Use Institute [21]. From his research, women accounted for nearly two-thirds of all grocery shoppers. On a typical day, 17 percent of women perform grocery shopping, compared to only 10 percent of men.

Data collection took place for 6 weeks between 1st April 2014 until 18th May 2014. The data were analyzed iteratively and the themes were verified to determine whether participants' experiences were adequately and accurately represented. Narrative analysis was carried out by abstracting appropriate coding or themes. Based on the coded data and themes, an analytical framework was developed. The

framework was used to describe the pattern of the data, and further categories or factors were identified with regards to related and repeated themes. The data analysis process began with intensive reading and analysis of the data. Then, researcher examined the similarities and differences within the data. Secondly, researcher reviewed the purpose of the evaluation and focused on the research questions and objectives. Then, the data was organized by transcribing, translating, cross-checking and coding the data. The next step was identification of data patterns and connections within and between categories. Finally, researcher interpreted the data by identifying the themes and factors to explain the research phenomenon

4.0 Results

In this study, questions related to respondents' demographic profiles were also asked. There were five questions covering gender, age, marital status, working status and monthly income. As summarized in Table 4.1, most respondents were female (73.9% or 34 respondents), while 26.1% (12 respondents) were male. From 46 respondents, about 48.0% (22 respondents) were between 31 and 40 years old, followed by 34.8% (16 respondents) between 21 and 30 years old, and similarly, 16 respondents were between 16 and 21 years old, and about 9.0% (4 respondents) were between 41 and 50 years old. 60.9% of respondents (28 respondents) were married, and 39.1% (18 respondents) were single. For the working status, 73.9% of the respondents (34 respondents) were working and 26.1% (12 respondents) were not working. The highest income was RM 5001 and above for 30.4% (14 respondents), followed by below RM 1000 for 28.3% (13 respondents). About 24.0% (11 respondents) had between RM 1001 and RM 3000 monthly income and finally, 17.4% (8 respondents) had between RM 3001 and RM 5000 monthly income.

TABLE 1: Respondents Demographic Table

Demographic Variables	Frequency	%
<i>Gender</i>		26.1
Male	12	73.9
Female	34	8.7
		34.8
<i>Age</i>		47.8
16 till 20	4	8.7
21 till 30	16	39.1
31 till 40	22	60.9
41 till 50	4	26.1
		73.9
<i>Marital Status</i>		28.3
Single	18	23.9
Married	28	17.4
		30.4
<i>Working Status</i>		
Not Working	12	
Working	34	

Monthly Income

Below RM 1000	
RM 1000 till RM 3000	13
RM 3001 till RM5000	11
Above RM 5000	8
	14

4.1 Consumer Usage of Recycle Bag

According to table 2, there were six (6) factors influencing consumers' adoption of recycled bag. The first factor was care for environment. Eleven (11) respondents mentioned this factor. The second important factor was cost, with ten (10) respondents mentioning it. Other factors consisted of attractive recycled bag design (5 respondents), ease and convenience (4 respondents), supporting government campaign (3 respondents) and finally, comfort ability (2 respondent) Consumers who use recycled bag are highly related to the environment. The key factor was the respondents' care for environment. In their statements, respondents liked to see the environment clean, green, safe and healthy. Plastics take a long time to decompose and harm the earth. By using recycled or reusable shopping bag, respondents would help to reduce the negative impact on the environment. The second factor was cost. Respondents refused to pay 20 cents for each plastic bag and felt that it would be wasteful and that they should bring recycled bag because it would be more profitable in the long-run. The attractiveness of the design of the recycled bag was also one of the factors for using the bag. There are numerous attractive designs, colors and sizes available and consumers can pick and match them with their daily needs. Recycled bag is easy to hold and is convenient. Respondents could fold the bag and place it in their car or handbag. The next factor was respondents' support for government campaign. The government announced the campaign since 2011 and they felt that as a good citizen, they should support government campaign by reducing plastic consumption and using reusable shopping bags. The final factor was the comfort ability of the bag. Plastic bag is very thin and sparse. Female respondents felt uncomfortable that other people can see what they purchased.

TABLE 2: Factors Influencing Consumers' Adoption of Recycled Bag

Factor	Frequency	Respondent Statement
Care For Environment	11	"...feel that recycle bag is easy to bring, it's a waste when we have to pay for something that light and easy to bring and said we don't have to cut more trees for produce paper bag and to save our environment... " (Respondent 1)
Cost	10	"...I always prepared recycle bag in car boot, I feel waste money when have to pay , recycle bag is cheap and reusable, nice colour but not suitable for wet products- food, chicken, vegetables. I love to see environment and plastic bags took long time to compose and slow..." (Respondent 15)
Attractive Design	5	"...will bring because not provided, this practices is good for environment, convenience, there are a lot of attractive recycle bag and can fill more item in 1 bag/ bigger space..." (Respondent 7)
Easy and Convenience	4	"...I refuse to use plastic bag because plastic is not good for environment, recycle bag is more convenience , we have to pay for plastic bag. If we have too many plastic we don't know their functions. I have different size of recycle bag, depend on shopping and if I buy in small quantity I will just put inside my

Factor	Frequency	Respondent Statement
Support Government Campaign	3	handbag..."(Respondent 37) "...It is inconvenience to have many plastic at home because it cannot be burn and there are no second use for plastic bag because already have plastic for garbage. We need to pay for plastic bag. I support for government campaign for No Plastic Bag Day and recycle bag already store inside handbag or car. If not rarely remember to bring..."(Respondent 24)
Comfort ability	2	"...I will avoid to get more plastic bag, I don't want to pay an extra money for 20 cent, it become habit bring extra bag, Recycle bag have own style-trend follow from childhood cartoon , recycle bag have design and colour and nobody knows what we buy... "(Respondent 28)

The key factor was respondents always forgot to bring the recycled bag when they went for shopping. The small bag size and the feeling of hassle to bring it along also contributed to this factor. The next factor was respondents were willing to pay for plastic bags because they did not think it was costly, rather than buying expensive recycled bag. Plastic bag is also available every time and day in the malls and retail stores. Respondents felt easier and comfortable because the malls and retail shops provide free plastic bags on Saturday. Another factor was laziness. Respondents felt lazy to bring the recycled bags because they were unimportant. Cleanliness also contributed to non-adoption of recycled bags. Respondents found that they needed to wash recycled bags because they got dirty easily and were not suitable for wet products. They had always been dependent on the ease and availability of plastic bags in the stores that it became a habit for the respondents. They felt that it was normal to use plastic bags. The next factor was that respondents had no environmental concern. They did not care about the future because they could not see the impact now. The last factor was respondents felt embarrassed if they needed to bring recycled bag, especially for male respondents because they had always walk without any bag.

TABLE 3: Factors Causing Consumers Non-Adoption of Recycled Bag

Factor	Frequency	Respondent Statement
Forgot to bring	16	"...Always forgot to bring, left recycle bag at store, furthermore I always shopping at My mydin BtJelutong, they provide plastics. I will pay 20 cents if need to. I know about environment and care in term of rubbish but not recycling process. I admit that I'm not aware and don't see the effect..." (Respondent 12)
Willing to pay	13	"...I didn't bring recycle bag because plastic bag are provide at the store. Recycle bag is not suitable for fresh and wet products. I'm willing to pay 20 cents for plastic bag..."(Respondent 2)
Availability	12	"...Seldom use, seldom shopping on Saturday, I will bring when remember, lot of shopping mall provide plastic bag, plastic bag is not suitable for wet product, not our culture because I not used to bring recycle bag..."(Respondent 8)
Lazy	8	"...Forgot to bring because it habits but it can change by awareness campaign, forgot to bring because already use bigger bag and fit to keep the items and feel lazy to bring..." (Respondent 26)
Cleanliness	5	"...Always shopping at Mydin, they provide plastic even Saturday, don't have to pay, They provide biodegradable every day, Forgot to bring, Recycle bag easy to get dirty , Have to buy and bring a lot of recycle bag if go shopping because buy a lot of groceries monthly, Easy

and convenience to use plastics bag (Respondent 11)		
Habit	4	"...it become habit , even buy lots of item. Cashier always ask for plastic bag and if cashier do not ask will not take and use plastic bag, do not mind paying and Malay always ask for plastic bag..." (Respondent 33)
No environmental concern	3	"...Always forgot to bring, left recycle bag at store, furthermore I always shopping at MymydinBtJelutong, they provide plastics. I will pay 20 cents if need to. I know about environment and care in term of rubbish but not recycling process. I admit that I'm not aware and don't see the effect..." (Respondent 12)
Embarrassed	2	"...as a man I feel embarrassed if need to bring recycle bag. I only attract to plastic bag because of the brand such as NIKE, DR CARDIN. I feel proud to use plastic with brand..." (Respondent 35)

4.2 Consumers' Environmental Attachment and Usage of Recycled Bag

There were two (2) major factors that affected consumers' environmental attachment and recycled bag, which were product utility and product reliability. Table 4.5 highlights the association between these factors. Product utility showed the highest frequency (7 respondents) compared to product reliability (3 respondents). The primary factor was product utility. Respondents felt that recycled bag was easy to bring, easy to use, cheap, could be used many times, and had nice colors and various attractive styles and designs. The next factor was reliability. Respondents found recycled bags were easy to use, durable, could be used many times and economical.

TABLE 4: Consumers' Environmental Attachment and Usage of Recycled Bag

Factor	Frequency	Respondent Statement
Product Utility (Hendrik & Elly, 2008)	7	"...recycle bag is easy to bring..."(Respondent 1)
		"...recycle bag is reusable, we can wash and use it again..."(Respondent 5)
		"...Convenience because we don't have to bring a lot of plastic bag after shopping. Recycle bag is spacious. There are a lot of attractive recycle bag at market, can fill more item in 1 bag/ bigger space..."(Respondent 7)
		"...Recycle bag is cheap and reusable, we can use it for long time and will save cost, nice color..."(Respondent 15)
		"...Recycle bag have own style - trend follow from childhood cartoon, recycle bag have design and color..."(Respondent 28)
		"...More convenience and in difference size..."(Respondent 37)
Product Reliability (Hendrik & Elly, 2008)	3	"...Recycle bag is easy to use, durability, economically safe..."(Respondent 5)
		"...Recycle bag more durable, plastic bag easy to torn..."(Respondent 41)
		"...Recycle bag is durable and can use many times..."(Respondent 45)

4.3 Consumers' Perception towards Usage of Recycled Bag and Environmental Sustainability

Table 4.6 highlights customers' perception on the usage of recycled bag and environmental sustainability and concern. Eleven (11) respondents were response towards natural resource usage, environmental management and pollution prevention. Respondents' opinions on recycled bags were related to environmental sustainability. Respondents were willing to use recycled bag because they wanted to save the environment. Some of the statements by the respondents were we do not have to cut trees to produce paper bags, save our environment, this practice is good for the environment, they will keep the environment clean and plastic will affect the earth.

TABLE 5: Usages of Recycled Bag and Environmental Sustainability and Concern

Component	Frequency	Respondent Statement
Natural Resource usage, Environmental Management and Pollution Prevention (R.Goodland, 1995)	11	"..We don't have to cut more trees for produce paper bag and to save our environment..."(Respondent 1)
		"...this practice is good for environment..." (Respondent 7)
		"...I care about environment..."(Respondent 9)
		"...I will keep environment green..."(Respondent 10)
		"...I love to see environment. Plastic bags took long time to compose, slow..." (Respondent 15)
		"...Plastic bag will harm the environment..."(Respondent 19)
		"...we can't burn plastic..."(Respondent 24)
		"...We can reduce waste from plastic bag..."(Respondent 25)
		"...it's difficult to dispose plastic, will give effect to earth and I aware for environmental concern..."(Respondent 29)
		"...I refuse to use plastic bag because it is no good for environment..."(Respondent 37)
		"...I need to protect the environment..."(Respondent 41)

TABLE 7: Recycling Bag Usage and Economic Sustainability and Profitability

Component	Frequency	Respondent Statement
Profit, Cost Savings, Economic Growth and Research and Development (R.Goodland, 1995)	12	"..It's a waste when we have to pay for something that light and easy to bring..."(Respondent 1)
		"...Recycle bag is reuse and I'm not willing to pay..."(Respondent 5)
		"...We can fill more item in one bag because recycle bag has bigger space..."(Respondent 7)
		"...I will use plastic bag as rubbish bag..."(Respondent 10)
		"...Waste money when have to pay and recycle bag is cheap and reusable, we can use it for long time and will save cost..."(Respondent 15)
		"...I will not pay for plastic..."(Respondent 19)
		"..I will not pay 20 cents for plastics..."(Respondent 24)
		"...reason bring recycle bag is I refused to pay, it took a lot of cost in a year..."(Respondent 25)
		"...I don't want to pay extra money 20 cent..."(Respondent 28)
		"...I bring recycle bag because I need to pay 20 cent for plastic bag..."(Respondent 29)
		"...I bring recycle bag because I need to pay 20 cent for plastic bag and if buy in small quantity will put inside my handbag..."(Respondent 37)
		"...I can save money..."(Respondent 41)

Table 7 shows that twelve (12) respondents spoke about their perceptions on recycled bag usage and they were related to economic sustainability and profitability components which are profit, cost saving, economic growth and research and development. Respondents who used recycled bag for economic sustainability and profitability gave their opinion based on value. Some of the statements by the respondents statement were they were not willing to pay for plastic bag, they believed that it was a waste when they needed to pay because recycled bag is more profitable in the long-run.

Table 8 shows that six (6) respondents related their opinions on the usage of recycled bag with sustainability and they considered the impact of their actions to the community. Respondents who used recycled bags and related to sustainability and community impact revealed that the reason was that they could educate young generation about the environment and they needed to support government campaign.

TABLE 8: Usages of Recycled Bag, Sustainability and Community Impact

Component	Frequency	Respondent Statement
Standard of Living, Education, Community and Equal Opportunity (R.Goodland, 1995)	6	"...can educate our young generation about loving and caring our environment..."(Respondent 1)
		"...Convenience because we don't have to bring a lot of plastic bag after shopping. Recycle bag is spacious..."(Respondent 7)
		"...People who don't bring recycle bag don't care about the environment..." (Respondent 9)
		"...I support government campaign for No Plastic Day..." (Respondent 24)

"...I support go-green campaign..."(Respondent 25)

"...I follow government enforcement..."(Respondent 41)

5.0 Conclusion

From 46 respondents, only 14 (30.4%) brought recycled bags and did not accept plastic bag. Only one (1) male supported this campaign and brought recycled bags when shopping or buying groceries. This result was also in line with the study by Jamilah et al (2011) conduct

ed in Penang and Kuala Lumpur. Similarly, from their research, they found that the practice of avoiding the use of plastic bag and using recycled bag is still minimal. Respondents had minimal awareness about the environment, which makes it difficult for them to predict the potential negative effects due to excessive use of plastics. According to Wu (2011), respondents' habitual behavior caused them to refuse to change to recycled bags. This is because people's behavior is repeated almost daily and usually in the same context (Wood & Neil 2009).

This study found that the major factor in using recycled bags was care for the environment. Generally, respondents knew and understood about environmental protection. Respondents felt attached to the environment and wanted to see the environment as green, safe and cared for the next generation. Respondents were familiar with environmental problems and therefore, were willing to act accordingly to protect the environment. From this study, 13 female respondents brought recycled bags when shopping. Research showed that women tend to react more emotionally to environmental problems. Furthermore, stronger emotional reaction increases the likelihood that a person will engage in pro-environmental behavior (Kollmus & Agyeman, 2010). Respondents preferred pro-environmental behaviors that require the smallest cost. Respondents could save cost by bringing recycled bag. Strength and stronger attachments are associated with stronger feelings of relation, liking, adoring, and excitement. Another plausible explanation is that respondents were attached to recycled bag usage because the bags had attractive designs, nice colors, different sizes and wider choices and attractive. This was proven by a research on emotional attachment by Thompson et al (2005). This study found that consumers' adoption of recycled bag for retail shopping was related to factors such as care for the environment, cost, and attractiveness of the bag design, ease and convenience of the bag. The first implication was that to attract adoption of recycled bag among consumers, education plays a key role to instill awareness on environmental protection. This means that educational institutions and related government bodies can collaborate to integrate environmental education at schools, higher learning institutions and public domains. The government should play an important role in educating general consumers towards environmental protection, especially at school. For example, recycling behavior can be instilled in the primary and secondary educations (Mahmud & Osman, 2010), and it is important that the effort continues in the tertiary education level. For higher education institutions, universities may want to introduce related curriculum and activities related to environmental sustainability.

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