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Determining young people environmental consciousness of green packaging in consumer product packaging

Ramli Saad¹ and Mohd Zulhalmey Abdullah²

¹Faculty of Business and Management, Universiti Teknologi MARA (UiTM), Kedah, Malaysia.

²Faculty of Law, Universiti Teknologi MARA (UiTM), Kedah, Malaysia.

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ABSTRACT

Sensitivity to environmental issues shifts consumer behavior towards supporting the growth and diffusion of green marketing and environmental conscious consumer behavior including consumer preference for greener technology, increase in demand for greener products and greater acceptance of green packaging. Consumers do express strong concerns for the environment, but their attitudes are often not reflected in consumption practices and these attitudes need to be explicitly studied. Results indicate that young consumers concern on green packaging product through the elements of reuse, reduce, recycle and refill. The elements of reuse and refill come most due to economic reasons. This finding emphasizes that the increasing importance environmental dimension in product packaging which consist of ethics, behaviors and attitudes can be blended together with economic advantage. We also propose that the attention in environmental consumer research should be shifted from general attitude studies towards the study of actual product choices and benefits to customers.

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Introduction

Packaging is an essential component market that affects virtually every industry. Each product, even organically grown foods, needs some sort of packaging during its existence for protection during transportation, handling, storage and use. Used in a wide range of industries across food and drink, healthcare, cosmetics and other consumer goods as well as a range of industrial sectors, packaging has become an essential everyday item, with its usage growing broadly in line with the global economy. This translates deep usage of packaging in all items in today life. Packaging plays a role of protecting the product, attracting consumers' attention, and communicating the product's contents to target customers. Furthermore, packaging is pervasive and essential. It surrounds, enhances and protects the goods we buy, from processing and manufacturing through handling and storage to the final consumer. Without packaging, materials handling would be a messy, inefficient and costly exercise.

Following its heavier usage, there is little doubt that the impact of packaging on the environment is gaining increasing recognition from consumers. Particular consumer concerns relate to the perceptions of packaging on resource use, energy consumption, pollution, solid waste and so on. In addition, government also concerned about the impact of packaging on the environment (Davis et al., 1995). Consumers are increasingly demanding more influence to green packaging. Indeed research into consumer perceptions on green packaging indicates that consumers now expect all packages to be environmentally friendly (Laroche et al., 2001). Thus, today's marketplace is increasingly attractive for marketers of green products.

Proactive environmental programs include making green packaging such as developing reusable packaging, reducing

level of packaging waste, increasing the recycling of packaging and refill packaging that integrating total quality environmental management into the firm's planning processes. Increased investment in green packaging, however, concerns many buying firms which believe that greater commitment to environmental programs increases total purchasing costs and subsequently decreases their competitive (Kassaye, 2001; D'Souza et al., 2006).

Problem Statement

Environmental sustainability is a matter which cannot be ignored, so business organizations have to recognize the competitive advantages and business opportunities to be gained from green marketing although it may cost to the organization. In addition, consumers also have to large aware of the usefulness of adapting to green packaging. Due to this situation, we want to investigate the consumer's conscious towards the elements of reuse, reduce, recycling and refill regarding the green packaging.

Greater awareness of environmental problems, increased media coverage, impact of major industrial disasters on public opinion, and the rise of pressure group activities are among the factors driving environmental concerns (Alsmadi, 2008; Finisterra do Paço et al., 2009). Consumers are expressing their increased interest to environmental and social criteria in the choice of products (Carrigan and Attalla, 2001; Tallontire et al., 2001), more specifically for products that are less toxic, more durable, contain reusable materials, and are made of recyclable materials (Lamb et al., 1994).

As markets for greener products continue to expand (Prakash, 2000), many managers view greener product preferences as creating new niches and opportunities for product differentiation (Tsen et al., 2006). For many firms, the challenge is to balance consumers' environmental concerns, profitability, and the competitive dynamics of their target markets (D'Souza

et al., 2006; Tanner and Wolfiging Kast, 2003). The most convincing support of the growing influence of the ecologically-friendly consumer is the increase in the number of individuals that are willing to pay more for environmentally friendly products (Bang et al., 2000; Laroche et al., 2001).

Early research identified the green consumer as being younger than average (Berkowitz and Lutterman, 1968; Anderson and Cunningham, 1972; Van Liere and Dunlap, 1981). Surprisingly, this trend has been reversed in the last decade and several recent studies identified the green consumer as being older than average (Sandahl and Robertson, 1989; Vining and Ebreo, 1990; Roberts, 1996).

Objective of the Study

- i. To identify the elements of reuse, reduce, recycle and refill that influence customer green packaging consciousness.
- ii. To exam the relationship between independent variable (reuse, reduce, recycle and refill) and dependent variable (green packaging consciousness).
- iii. To investigate which element/s (reuse, reduce, recycle and refill) that has strong relationship with dependent variable (green packaging consciousness).

Significant of the Study

The study of consumers' attitude and purchasing intention toward green packaged foods helps marketers and providers to understand how to improve their green products, what type of green packaging they need and how to attract consumers to buy their products. Packaging as the final tool to reach the consumers has a salient role to transfer the message of green packaging. In so far as green packaging is concerned, it is a very new concept in Malaysia. As of today there has been lack of empirical research on Malaysians attitudes and purchasing behavior toward green packaging. Subsequently the aim of this research would be toward this issue.

Academicians along with marketing practitioners struggle to identify and realize consumer attitude towards green products, the needs of them and to expand market offerings that meet these needs. Therefore, this study will help in gaining further understanding on the customer's conscious towards the element of reuse, reduce, recycle and refill in their daily lives. At the same times it is to ensure that what customer pay is worth on what they feel when using the product packaging which is more emphasis on green packaging. In addition, this project also could add to the growing body of literature on environmental packaging consciousness, and investigates the effects of different levels of environmental information on key consumer metrics. Then, we also trying to come out with reasonable recommendation on the elements that most suited towards the customer's preferences on green packaging.

Literature Review

Green Packaging

Starting from 1980s, a green concept started to emerge in the world as people are becoming more and more green-conscious. A lot of green product such as renewable energy, product with reduced energy usage and greenhouse gases and product without hazardous materials are being introduced in the market. However, most of these products are being initiated by the corporate companies. There are doubts on the participation of smaller business and also the green conscious of the consumer purchasing products from those small businesses. For example for the case in Malaysia, plastic bag – which is not environmentally friendly, can be seen everywhere being used to pack groceries and food. Even though the government has some

campaign to prevent the use of plastic bag, the effects are yet to be determined especially for small businesses. According to Ottman, Stafford and Hartman (2006), a green product should consist of three major criteria which are consumer value positioning, calibration of consumer knowledge and credibility of product claims. These criteria actually applied to the case of plastic bag issue in Malaysia. For example, the consumer positioning and knowledge of the plastic bag usage should be researched in order to study which group of consumer are greener conscious and to engage more activities on educating the consumer on the concept. As for credibility of product claims in this case, plastic itself is considered as non-environmental and health friendly, thus through this study, alternatives container might be suggested.

Furthermore, it should also be noted that other than green issue, consumer is also concern on the cost and convenience issue as well. Therefore, more research on consumer's need and behavior is encouraged (Rex & Baumann, 2007). It's also noted by Gossling *et al.* (2005) that target group marketing is one of the important factor in enlarging the green conscious at the lowest cost. Therefore, research on the target group (demographic) is needed to identify the target so that action can be planned in the case of media or campaign against the usage of non-environmental packaging. There are a few stakeholders identified on the effectiveness of green issue implementation. The most common stakeholders being identified are consumers, shareholders, organizations, communities, regulations and media (Greenley & Foxall, 1996; Clarke & Clegg, 1998; Henriques & Sadorsky, 1996). Henriques and Sadorsky (1996) especially mentions that even though regulations might be considered as the most important variable in the theory, the power of consumer cannot be ignored as they are the bread and butter for business organization so consumer pressure will cause an organization to re-think about their green marketing strategy.

Internationally, in recent years the environmental impact of packaging has become a prominent issue in the UK as it is a very visible product in the waste stream, making up around one-third of household rubbish (LRRR, 1996). The introduction of the European Packaging and Packaging Waste Directive in 1994, which requires Member States to ensure that all packaging placed on the EU market complies with certain 'essential requirements' has made packaging a more important issue for consideration in many businesses. Over the past 40 years considerable efforts have been made to reduce the environmental impacts of packaging by focusing on issues such as light-weighting and material selection (Lewis et al., 2001; Holdway et al., 2002). However, although these redesign approaches are commendable and should be encouraged, they are not having a radical effect on the impact of packaging. Whilst the weight of packaging per unit of product has decreased, demographic and lifestyle changes such as smaller family size and a demand for greater convenience (INCPEN, 2001) has led to increases in the total amount of packaging used.

Reuse

Robertson (1993) mentioned that products nevertheless what type are, it must be come from processing and manufacturing through handling and storage to the final consumer. Without proper packaging or have no packaging, materials handling would be a messy, inefficient and costly. That is why the packaging is really important not only in term of business world (competition among organization) but also for

the purposes of containment, protection, apportionment, unitization, convenience and communication.

According to Hartmann and Ibáñez (2006), green packaging can be in term of reused, reduce and recycle. The other additional one R is considered as replace. So, these 4'R are the good examples for the packaging. Thus, give the guarantee to the organization to practice it. The first R which is reused packaging is the situation where an organization is able to cut the cost whereby they are just used the existing packaging such as bottle. Like what we are experience while watched or listened the mass media when they are promote the paper, bottle or other related to be used again by preparing the place where the people can throw that particular product accurately. According to Prendergast, et al (2001), this action (reused) is gaining the positive feedback from the interviewees where they are like to use and reused packaging. In fact, it is also good for environment because there is no pollution and able to avoid from insufficient raw material soon. In fact, Grant (2008) found that green packaging have positive significant with customer perception and eco- advantage.

Gray & Guthrie (1990) mentioned that customers are the parties that want products and services always are streamlined, effective, efficient and convenient in term of packaging. Attractive packaging alone are not enough, must add with environmental friendly or other word is green packaging which related to 4'R. On the other hand, marketers as well are trying to create the packaging for their product which consist of first R that is reused while provide packaging that is practical (to fulfill the "protective" role of packaging), attractive (to fulfill the "promotion" role of packaging), competitive with other types of packaging, and environmentally acceptable. Based on information above, it is clearly shown that, reused packaging is really playing an important role in order to keep this world with peace and good atmosphere, at the same time, having positive significant with customer's perception. Plus, the selection or choice of raw material to end up as packaging are really important to ensure that packaging will have life span longer to be used again and again due to customer acceptance in giving the best services. (Prendergast, et al, 2001).

Reduce

Nowadays, as there is rapid growth in the economy as well as the patterns in consumers' consumption behavior are the main causes of environmental problem. As the environment getting worse, it has become public concern and aware in changing towards green concept in daily lives. Therefore, in order to be well-suited in this business world, a lot of company has started to practice green concept due to the customer pressure as well as the government regulation. As information, the use of plastic bags has begun in 1970's (Williamson, 2003). It is estimated that around 500 billion plastic bags are used every year worldwide (Geographical, 2005). The reasons for the huge usage of plastic bags is because it is cheap and convenience to use by customers and the retailers. For economic and quality reasons, recycling of plastics has been found to be impractical (McKinney and Schoch, 2003; Miller, 2005). This shows that reduce method is the most suitable to solve the problem of plastic bags compared to recycle.

Other than that, in order to protect the environment and to maximize economic efficiency the use of plastic bags should be reduced (Flores, 2008). Once plastic bag is in the environment, they can prolong up to 1000 years without being destroyed by the sun light and even by the microorganisms

(Stevens, 2001; UNEP, 2005a). Therefore, public are now have increase concern towards the environment. As evidence, customers are now started looking for green products everywhere they shop (Subramanian Senthilkannan Muthu, etal, 2008, pp.102-109). The only article published so far on consumer perception of reduction of shopping plastic bag is restricted to plastic and paper bags only (Gerard Prendergast, 2001). However, there are more alternatives that can help consumers reduce their usage of plastic bags. Actually, there are more than 10 countries that have already implemented schemes to reduce the plastic bag usage, either to bans plastics bags, specification controls, levies on bag suppliers and even charges on consumer consumption of the plastics bags. However, these plastic reducing schemes might be vary as it needs to consider certain factors such as the type of bags included in the charge such as plastic or paper, the weight per bag and the method of implementation either voluntary or compulsory and so on. In particular, each scheme is different and has different responds according to the particular concerns of the country. As example, the introduction of a plastic shopping bag charging scheme may provide a shock factor towards the customers, thus also can raise environmental awareness at the same times.

Currently, most retailers offer a bag discount for people who bring their own reusable bags. This is also a way to reduce the use of plastic bag by consumer. As example, In Victoria; this discount is three cents at the Market on Yates and Thrifty Foods, and five cents at Lifestyles Market (Recycling Council of British Columbia, 2009). There are also a variety of reusable shopping bag types available for sale in Canada in promoting consumer to reduce the use of plastic bags. Plastic bags are convenient as they no need to remember as they are already available at the store for free or at a low cost. Thus, to overcome the convenience aspect of the usage of plastic bags, the solution to make reusable bags less forgettable will greatly help consumers. "Did you remember your bags" signs and stickers are a good visual reminder and can make reusable bags less forgettable. A sign in the parking lot can also remind people while they are still near their car and before they enter the shop and begin shopping. A reminder sticker that can be placed in the vehicle or at the front door at home would also support in reminding people to bring their bags instead of using plastic bags for shopping (Fraleay, 2007). In addition, by supplying reusable bags at the point of purchase it makes it convenient for people to choose the options of not to use plastic bags (BagYourRewards.com, 2008). This will be a great idea in helping consumers to reduce their plastic bags usage.

In Penang, Malaysia, plastic bags are some of the factor making drainage and streets clogged. Therefore, on July 2009, Penang announce that Monday as a "No Plastic Bags Day" in order to reduce the 25.2 millions plastic bags given away in 2008 in Penang from six major groups of supermarkets. With this "No Plastic Day" Campaign, the government estimates that 2.1 million plastic bag can be reduced each month (Filmer & Chin, 2009). In 2010, "No Plastic Bags Day" in Penang has been extended from Monday until Wednesday in order to further reduce the usage of plastic bags. However, it also noticed that not all business owners participate in this campaign. Plastic Bags are still being used in retail shop and other small businesses and indirectly the end consumers. In Penang, there are still a lot of retailers and hawkers who do not practice this "No Plastic Bags Day". However, from time to time, it was found that the use of plastic bag has reduce by two third and

public awareness has been improved. This is all government initiative taken as to promote consumer to reduce the usage of plastic bags. Currently, the campaign is extended nationwide particularly during weekend in order to educate customers on reducing non environmental packaging.

Recycle

Most of the time recyclable materials like corrugated plastics are used in packaging. Recycling of packaging is increasing day by day and according to an estimate, around 75 percent of used packaging that are made out of plastic, wood, glass or steel are used for recycling. According to WRAP (2006), recycling offers more environmental benefits and reduced impact negatively on our environment. Recycling not only makes the waste packaging usable again but also helps in saving our environment. Thus, recycling of green packaging has become importance for us and our environment both and we should apply it to our everyday lives fast as we are wasting packaging at much higher rate than ever. Ridge and Cull (1993) found that recycling process needs much slighter energy than producing a new product of that kind hence recycling also saves energy and environment. For instances, recycling an aluminum stands out as the material to achieved the most energy benefits.

Moreover, green packaging known as an environmental friendly activities or will not pollute the earth or deplore natural resources and can be recycled. Consumer who are aware on concerned of environmental issues are called green consumers (Soonthonsmai 2007). In this case, the society will concerned that by increasing use of corrugated plastic, corrugated box, plastic container and other recyclable packaging in cities had also increased the need of recycling of waste packaging. The packed foods and fast food items are usually available in non-biodegradable packaging that normally consumed by people, due to change in their life style which had added to the waste. According to Abdul-Muhmim (2007), consumer can give enhance of quality toward the environment when the product recyclable packaging or properly disposing of non-biodegradable garbage. For instances, the products that will be recycle are plastics, paper, bottle and many more. Although public opinion consistently shows that consumer’s would prefer to choose the recycle products because it’s can reduce energy and impact on the natural environment.

Furthermore, recycling is one of the best ways for us to have a positive impact on the world in which we live. Recycling is important to both the natural environment and us. Those considering recycling and environmental issues when making a purchase are the behaviors that are completely related to the customers’ which is willing to pay for green products (Alodini 2008). It is found that recycling behavior has developed into a schedule with accepted consciousness of natural balance and recycling, but lacking of participation. Sometimes, consumer’s more considering the value of products itself that can make more benefits qualified to costs in determining the worth of a product. Consumer’s mightily assumed that value collectivism found to be much preferred customers’ willingness to pay for environmentally friendly products.

Based on the environmental awareness of Malaysian customer was clearly show that concerns about the impact of their products uses everyday by buyer through the changes for green products (Alodini, 2008). The lack of knowledge also involve in customer perception through green packaging. According to Alba and Hutchinson (1987), they said that knowledge is known in consumer research as a trait that

influences all phase in the decision making. Specifically, knowledge is relevant and significant construct that affects how consumers gather and recognize the information through the green products and how consumers evaluate products and services (Murray and Schlacter, 1990).

Refill

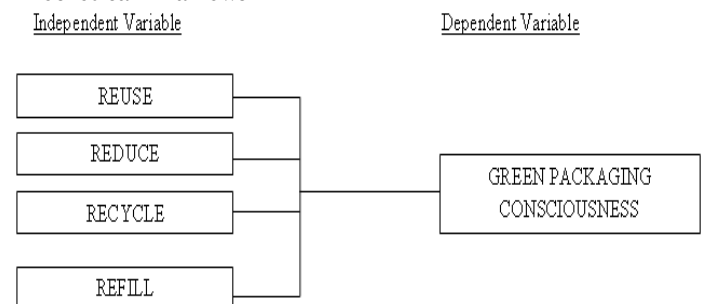
The refillable packaging is one of the environmental friendly packaging. According to Darlow (2003), this type of environmental friendly packaging has been suggested for a long time as a potential way for solving wasting packaging problem at landfill in United Kingdom but it just met with little achievement.

This paper has be constructed by the researcher for determine the customers’ consciousness on refill packaging and also the types of biases that refillable packaging systems have faced. They have identified a few different types of refillable packaging. It has potential to be lead with some misunderstanding when trying to involve with customers about their experiences with refills. So, we need to unstitch the customers’ experience cautiously because the participants do not have only one good or bad experience with the refill on different type of the refill packaging systems that are offered without they are conscious.

Lofthouse and Bhamra (2006) found that most of the customers prefer to use the refill packaging on convenience products because this packaging systems are costly effective and the packaging are quick and easy to use it. As we can see at the retailers store, the refill packaging price are cheaper than the original packaging price, it because the refill packaging have reduce the cost on an original packaging of the products. Other that, the refill packaging is quite easy to handle it and quick to use it meanwhile the original container can be keep in a good situation and long-lasting. Besides that, the refill packaging also has created less waste and at the same time it can reduces space. This packaging can save the environment from be pollution by the consumer and create a better environmental friendly. Not only make the less waste but the customers also can reduce the space without buying the original container in bulk. Furthermore, clean and hygiene also one of the factors that influence the customer to buy the refill packaging.

However, some refill packaging can make the customer feel unsatisfied with some of factors that can influence them, for example bad quality of product in a poor quality of packaging Lofthouse & Bhamra (2006). This happen because some manufacturers want to reduce the cost of materials that been use for producing the product and also the packaging by purchase the lower quality of usage materials in a cheaper price. So, it can contribute to the negative customers’ perception and build negative purchase behavior.

Theoretical Framework



Research Methodology

Introduction

The main purpose of our research is to investigate the customer conscious towards the element of reuse, reduce recycle and refill. Therefore, to assess and evaluate the perception towards the elements, a branch campus of UiTM Kedah, Malaysia with approximately 2000 degree students' population was chosen. The data for the research were collected through questionnaire.

Research Instruments

This research utilized both the primary data as well as secondary data. The instruments used to collect the data for our research is questionnaire. A set of questionnaire containing 20 question divided into 3 sections was newly developed. The question types such as categories and scales were used in the questionnaire. In this research, we have obtained the dependent variable and the independent variable. The different sections of the questionnaire were demographic information, the independent variable and the dependent variable. The demographic section will indicates the gender, age, monthly frequent shopping, monthly shopping budget and type of items purchased. On the other hand, the independent variables will consist of the elements of reuse, reduce, recycle and refill. The final section in the questionnaire is the dependent variable which is the customers' conscious towards the element of reuse, reduce, recycle and refill. The questionnaire was piloted to a group of 10 students to assess its validity before it was distributed.

Respondents of the Study

The respondents of the study are students from different courses at UiTM Kedah. A total of 150 questionnaires were distributed to students at various locations in campus. Only 100 respondents returned the questionnaires. The questionnaires were randomly distributed to the respondents for them to answer regarding the element of reuse, reduce recycle and refill. The respondents were chosen at random regardless of their demographic factor like their gender, age and their courses to answer our questionnaires.

Data Analysis and Interpretation

In analyzing the data, all the four variables were taken into consideration namely the element of reuse, reduce, recycle and refill. The data from the questionnaire that we have given to the respondents to answer were entered into the computer using the SPSS software. The statistical tools adopted in this study are frequency analysis and correlation analysis. Finally, the data from the questionnaire were then be analyzed and translated further.

Respondents demographic

The result from demographic profile shows that majority of the respondents are female (62%), age between 22-24 years old (69%). In term of monthly shopping frequency, majority falls under sometimes (39%) and usually (36%). Their monthly expenditure budget is mostly between RM201.00 - M500.00 (76%) which majority budget use for buying books and stationeries (38%) (Table 4.2 until Table 4.5).

Correlation Analysis

Finding from correlation analysis shows that there are significantly positive relationship between independent variables and dependent variable. All green packaging elements which are reuse, reduce, recycle and refill have positive relationship towards green packaging consciousness. Refill and reuse have

stronger relationship compare other variables. However, reuse has negative relationship with recycle (Table 4.6).

Conclusions

As a conclusion, this paper has obtained the three objectives. First, to identify the elements of reuse, reduce, recycle and refill that influence customer's conscious. Second, exam the relationship between independent variable (reuse, reduce, recycle and refill) and dependent variable (customer consciousness). Third, is to investigate which one of the element (reuse, reduce, recycle and refill) that has strong relationship with dependent variable (customer consciousness). From the finding, we found that the two elements of reuse and refill have strong relationship toward customer conscious compared to the other two elements which are reduce and recycle. This explains the second as well as the third objective of our research.

The results of this study indicate that recycle has moderate relationship with customer consciousness. This is because customer lack of participation on recycles packaging. They might think that the recycle packaging are not good or safety for reused again and again. In addition, customers also lack of information about the environmental impact through packaging or the products itself. In term of reduce, even though there are the campaign of reducing non environmental packaging product such as plastic bag, customer still willing to buy due to convenience and cheapest cost incurred to buy the containment.

Refill tends to have the strongest relationship with customers consciousness because refill packaging can help them to reduce the cost of purchasing the product rather than purchase the original packaging. Besides that, the creative design of refill packaging and also easy to handle which has influence the customer to use the refill packaging. Reuse also contribute to the stronger significant when cost of buying the new one considering higher compare using the existing packaging many times.

Recommendations

Based on the findings and conclusion of the study, the following are several recommendations to customer's consciousness towards the elements of reuse, reduce, recycle and refill regarding the green packaging. For reuse point, it is recommended that manufacturers have to use the quality material in order to turn up as packaging. The high quality will prolong the life of packaging itself. On the other hands, manufacturers also have to be creative in packaging. The more unique the packaging, the more interesting for customers use the product containment many times.

Besides that, we need to improve the knowledgeable customers towards the environmental friendly product or packaging themselves. Customer should get more information and better understanding towards environmental friendly products and packaging. Furthermore, we recommended that manufacturers also can produce more type of product in refill packaging other than refill packaging of liquid soap, and so on. By doing this, the manufacturer can attract more consumer to use that packaging and can make them know the advantages of using the refill packaging.

In short, in order to make customers reducing in using plastic bags, government could introduce more tax on the usage of plastic bags. Retailers should charge high price if customers want to use shopping plastic bag and at the same times the price of paper shopping bags must be reduced in order to encourage customer using environment friendly packaging products.

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Appendix

Table 4.1 Gender

Gender			
		Frequency	Percent
Gender	Male	38	38
	Female	62	62
	Total	100	100

Table 4.2 Age

Age			
		Frequency	Percent
Age	18-21	18	18
	22-24	69	69
	25 and above	13	13
	Total	100	100

Table 4.3 Monthly Frequent Shopping Habits

Monthly Frequent Shopping Habit			
		Frequency	Percent
Frequent Shopping	Never	0	0
	Seldom	12	12
	Sometimes	39	39
	Usually	36	36
	Always	13	13
	Total	100	100

Table 4.4 Monthly Budget of Shopping Habits

Monthly Budget of Outing Habit			
		Frequency	Percent
Budget	Less than RM200	15	15
	RM201-500	76	76
	RM500-1000	7	7
	More than RM1000	2	2
	Total	100	100

Table 4.5 Common Purchased Items

Common Purchased Items			
		Frequency	Percent
Purchased Items	Foods	33	33
	Clothes	22	22
	Book & Stationery	38	38
	Gadget	5	5
	Others	2	2
	Total	100	100

Table 4.6 Correlations

		DV	REU SE	RED UCE	RECY CLE	REFI LL
DV	Pearson Correlation	1	.524 *	.474* *	.485* *	.542 *
REU E	Pearson Correlation	.52 4*	1	.639* *	-0.015	0.24 1
REDU CE	Pearson Correlation	.47 4*	.639 **	1	0.42	0.35 4
RECY CLE	Pearson Correlation	.48 5*	0.01 5	0.42	1	.523 *
REFI L	Pearson Correlation	.54 2*	0.24 1	0.354	.523* 1	1