

CHAPTER II

LITERATURE REVIEW

This chapter consists of the basic theory that will be used in this research, the explanation of theories related to previous research and study, definition and explanation of terms, research framework and the hypothesis development.

2.1 Theory of Planned Behaviour

A theory views an explanation as why things or events happen the way they do, they are necessary because they guide, explain, and develop research in a more effective ways of understanding a phenomenon (Conway-Branch, 2018). The Theory of Planned Behaviour or TPB is a model that was first developed by Ajzen (1991), which has been leveraged and employed by various fields and research in social sciences. TPB is an extension of previous theory that was proposed by Fishbein & Ajzen (1975) which is Theory of Reason Action or TRA.

TPB has three main components which are attitudes, subjective norms, and perceived behavioural control (PBC). A central factor of TPB based on Ajzen (1991) research is individuals' intention to perform a given behaviour. As a rule of thumb, the stronger the intention to perform a behaviour, the more likely should be its performance (Ajzen, 1991), although in TPB, attitude does not determine the behaviour directly. TPB is a model that was developed to understand psychosocial determinants of human social behaviour. The three main components of TPB are attitude towards the behaviour, subjective norm about the behaviour, and perceived behavioural control, as an example of perceived behavioural control, A person can have a control over a behaviour on how much a person wants to eat in a day to stabilize the weight, but the weight loss or gain may not be in the person's behavioural control.

Regarding the performance of the behaviour. Three construct that is stated before is the three principal factors that is used to determine behavioural intention (Liu et al., 2020). TPB is one of the most influential models used by several studies in understanding the consumer behaviour and intention such as (Liu et al., 2020; Miller & Howell, 2005; Vina & Mayangsari, 2020; Wu & Chen, 2014). With an

inclusion of a new construct, perceived behavioural control. The inclusion of this factor is necessary since the original model (TRA) has a limitation in predicting behaviours that is not completely controlled by and individuals' intention (Ajzen, 1991). According to the original TPB model, a person's decision making is motivated by a rational assessment of the person's behaviour itself. The intention to perform a certain behaviour, which means that a person is ready to act, is the most direct antecedent of a corresponding behaviour.

Two additional constructs have been added to the TPB model, which are Deontological Evaluation and Teleological Evaluation. Teleological Evaluation and Deontological Evaluation are part of theory of marketing ethics proposed by (Hunt & Vitell, 2006). The two constructs were given from previous research done by (Chang & Chou, 2018) on the intention to bring your own shopping bag to substitute plastic bags in Taiwan. According to the previous research, deontological evaluation has a positive impact towards attitude, subjective norm, and perceived behavioural control. While teleological evaluation has a direct positive impact on perceived behavioural control but not on attitude and subjective norms. On the other hand, attitude and perceived behavioural control had a positive impact on the intention of bringing your own bag or using alternatives of plastic bags while subjective norms did not have a positive effect towards bringing your own bag (Chan et al., 2008; Chang & Chou, 2018; Wang & Li, 2022).

2.2 Deontological Evaluation

Few people understand or have heard about Deontological Evaluation. Deontological evaluation is not based on the theory of planned behaviour but the theory of marketing ethics, the theory of marketing ethics was first proposed by Hunt & Vitell (1986). Deontological evaluation is added and adjusted based on the previous research. According to Hunt and Vitell (1986), Deontological evaluation assesses the inherent right and wrongness of an alternatives using predetermined rules or norms (Donoho et al., 2001), which follows requirements over feelings, when an individual follows a duty to do something, for example not using plastic bags for shopping, they produce a consistency in the decision-making process aligned with the duties.

Deontological evaluation was first proposed by a German philosopher named Immanuel Kant. According to Kant, Deontology is an ethical theory that uses rules to distinguish right from wrong. He believed that ethical actions follow moral laws that are known publicly by every society such as don't steal, don't lie, don't be rude, etc. Kant also stated that the priority of "acting good" in a performance of one's duty allows a person to face any kind of situation with an ethical perspective and a possible solution to an ethical dilemma (Russo, 2018). A deontological consumer would act based on his or her beliefs in a particular behaviour. A literature discusses about consumers' willingness to pay a premium for ethical fashion (Shen et al., 2012), which translates to clothes made under ethical or unethical regulations. In this research the setting is that the willingness of consumers to use other alternatives of plastic bags. A consumer who has a strong belief in deontological evaluation on sustainability would consider reducing the use of plastic bags for shopping because it would be considered the "right" thing to do.

A deontological believers believe that "certain features of an act itself other than the value it brings into existence" make an action or rule right (Hunt & Vitell, 2006). Deontological evaluation is simple to apply. It requires individuals to follow rules and do their duty based on their beliefs, the approach tends to align well with our natural intuition about what is and isn't ethical. For example, littering plastic bags. Some consumers understand very well that plastic has caused lots of environmental problems in the past years but for a person who has a low deontological belief, where a person would do the action based on what duty they believe such as do not litter. The indicator above will be used as the variable instrument for this research.

2.3 Teleological Evaluation

Teleological evaluation is another ethical concept and one of the sub-theories of marketing ethics after deontological evaluation by Hunt & Vitell (1960). Deontological evaluation and Teleological evaluation explain why everyone has a different point of view on marketing activities, as well as to explain the ethical or unethical behaviour that is done (Hunt & Vasquez-Parraga, 1993). In teleological evaluation, the belief is based on the relative goodness against the badness brought about by each alternatives a "greater balance of good action and bad action" In this

research, in previous research was doing a study about the purchasing behaviour of grey market conduct showed that teleological evaluation has a direct influence in purchase intention on the grey market, a person that has a belief in the teleological evaluation of buying a laptop from a website that does business with an unauthorized dealer, being aware of the option, consumers make their decision (when the negative risk is outweighed by the perceived benefit such as less financial risk) the previous study shows that the intention to buy in grey market increases (Gudigantala & Bicen, 2019). The process of teleological evaluation focuses on four constructs which are: the perceived consequences of each choice or alternatives for group's individuals, the probability that each consequence will occur to group of individuals, the importance of everyone (Hunt & Vitell, 2006). A person who has a high teleological belief understands that consequences of an action will affect many people, as an example, when prefer to use alternatives of plastic bag rather than plastic bag itself, the individual knows that. Teleological evaluation also explains why things are made as they are in the first place. As an example, for this research is why plastic bags are made with two holes, why cardboard boxes are made in a square or rectangular shape, and why plastic is made in the first place.

Based on Hunt & Vitell (1960) theory of marketing ethics, Teleological evaluation combines the forecasting of each behaviour's consequences for various stakeholder groups, estimates the probabilities of the consequences that is done, evaluate the consequences' desirability or undesirability towards a particular behaviour. Teleological evaluation will take place when a consumer weighs the probability, desirability and importance of the consequences which will be a result of every action that is made.

Previous study showed that teleological evaluation is closely related to individual's ethical attitudes (Tseng, 2020). In a literature, some studies have proved that Teleological evaluation explains individual's decision-making process, For example, Tseng (2020) adapted Deontological evaluation and Teleological evaluation to explain the decision process in the ethical attitudes of company-customer relationship in an insurance agency, the researcher found that Teleological evaluation did have a positive affect towards ethical intention, where Teleological evaluation could strengthen the ethical decision of a decision maker.

When a consumer has a high Teleological evaluation belief it shapes them to do better for their surroundings, in recent years there have been many campaigns that are made to help influence consumers to shift towards a reducing something that is harming towards the environment when shopping, . The indicator above will be used as a variable instrument for this research.

2.4 Attitude

Attitude is the first predictor in the theory of planned behaviour. Attitude refers to a person's feeling of a favour or disfavour to perform a particular behaviour (Ari & Yılmaz, 2017). In a TPB context, attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object (Schiffman et al., 2012). If an individual believes that when they do a certain behaviour will have a positive outcome to them they will hold a favourable attitude towards the behaviour (Liu et al., 2020). According to a book written by Schiffman & Kanuk (2012) stated that attitude itself has a consistency with a particular behaviour and how they reflect. For example, if a consumer prefers using cardboard boxes as a carrier for shopping, we will have an expectation that the consumer would be more likely to choose cardboard boxes rather than other alternatives of plastic bags. When consumers are free to act or choose as they wish, we would likely anticipate that their action are align with their attitudes.

The relationship of attitude in this research towards using alternatives of plastic bags creates an impact where, the more people have a good attitude towards reducing plastic waste, the less unmanaged plastic waste that needs to be taken care of. There are assessments that influence the assessments of attitude which are based on instrumental assessment (valuable or not) and empirical assessment (delightful or not), it affects the inclination of attitude. In this case companies can see the attitude of using alternatives of plastic bags to provide best alternatives for consumers and see how it will affect in the long term.

The formation of attitude can be influenced by a person's surrounding from a behaviour such as word-of-mouth, advertising, internet of things, and marketing campaigns, it is important also to understand that attitude is not synonymous with behaviour. At the first place a person has no attitude towards a given object such as

plastic bag towards having an attitude towards it (e.g., using plastic bags more than once). In some cases, in a special situation, consumers seek to solve a problem or to satisfy their need, they are likely to form attitudes either positive or negative. Attitudes from a direct experience (e.g., product usage) tend to be more confident and have a much higher resistance to attack than an indirect experience (e.g., marketing campaigns, brochure, and flyer)

Attitudes do have motivational quality that could motivate how high the attitude towards an intention, and they occur within a situation. The situation in this context refers to what are the circumstances at a particular time, influence the relationship between an attitude and a behaviour. A specific situation can cause a consumer to behave in ways that is inconsistent with the behaviour. The indicator above will be used as a variable instrument for this research.

2.5 Subjective Norms

Subjective norms are the second predictor in the theory of planned behaviour, according to (Ajzen, 2012) it refers to the responses of important reference groups or our surroundings (e.g., family members, close friends, and colleagues) to a particular behaviour in whether a person will consider the responses when deciding to act towards a certain behaviour (Liu et al., 2020). Subjective norm is created by our surroundings where we will act towards the behaviour depending on how others perceived our behaviour either it is good or bad for our surroundings. The usage of plastic bags in Bali is prohibited but it is still seen in many places around the island, the norm on plastic bags is not viewed as negative by the society rather than it is just viewed as something that is prohibited to use and distribute by the law but not the society.

In previous research scholars argue when predicting subjective norm to say that it is the weakest component in the TPB model when predicting an intentional behaviour, although some model (Liu et al., 2020) and stated that the higher subjective norm leads to a higher intention towards a certain behaviour and found that subjective norm plays an indirect role in enhancing consumers intentions. As an example, if a consumer has an intention to use more alternatives of plastic bags,

the higher the subjective norm leads them to use more alternatives of plastic bags rather than going back to use plastic bags.

Subjective norm could be influenced by family members or friends who can influence the decision. In the Chinese context it is found that if most consumers are going to act green or choose a certain behaviour with a strong collectivism value such as in Indonesia, it will be like they are doing the right thing and fitting with the group.

Previous research also stated that there is an insignificant relationship between the subjective norms towards the intention on using alternatives of plastic bags, although government promotion to stop the spread of plastic bags is high consumers in the previous research which is Taiwan did not feel comfortable to express their true colours regarding using alternatives of plastic bags. The explanation could give a brief understanding why social norms on plastic bags have been established by regulators by did not exert a positive direct effect on the intention to use alternatives of plastic bags, although in research done by (Ari & Yilmaz, 2017) states that subjective norms does have a significant effect on the willingness of consumers to use cloth bags for shopping.

A recent study on collectivist culture, which is China, found out that consumers with subjective norms affected the intention to purchase green products through moral norms by feeling the obligation to “do-what-feels-right” instead of on the need to conform with social standards (Liu et al., 2020). Based on the brief explanation above, this indicator will be used as an instrument for this research.

2.6 Perceived Behaviour Control

Perceived behaviour control refers to a degree to which a person considers it difficult or easy to exhibit a certain behaviour in a particular context, perceived behavioural control concerns an individual’s perceived ease or difficulty in implementing a certain behaviour. In the TPB theory, it is stated that if a person perceives a higher behavioural control in themselves, they are likely to generate a higher intention towards a particular behaviour. Perceived behavioural control does not have much effect towards predicting a behaviour. An individual who supports

the banning of plastic bags intend to perform the behaviour to reduce the plastic bag use, while Pro-environmental banning may have an impact on an individual's intention and behaviour on reducing the use of plastic bag (Arı & Yılmaz, 2017). Research done by (Liu et al., 2020) suggests that consumer's intention to use green products or in this research would be relevant to alternatives of plastic bag is directly predicted by attitude, moral norms, and the consumers perceived behavioural control. Basically, perceived behavioural control views individuals' perception of would be the consequences of his/her behaviour or the ease or difficulty to act on the behaviour.

Perceived behavioural control has been an important addition to theory of planned behaviour, perceived behavioural control does not consider actual control over a certain behaviour, it also ignores personal values and self-identification with consumerism. Although, the difficulty of the control depends on the individual's personal internal controllability (Wang & Li, 2022) . Perceived behavioural control is expected to vary or change from time to time as individuals meets different decision from behaviour to behaviour, populations to populations to predict the intentions (Sharma & Foropon, 2019). As pro-environmental behaviours may demand some extent of personal inconveniences and sacrifices to do, there has been a study that has identified that perceived behavioural control as the most important predictor of a pro-environmental behaviour, such as waste recycling (Botetzagias et al., 2015). Perceived behavioural control is predicted to have the greatest influence

Prior study suggests that perceived behavioural control has a direct effect towards Bringing Your Own Bag intention while shopping in Taiwan, the author suggested that policy makers should take their time in shaping a consumer attitude and perceived behavioural control. Perceived behavioural control could contribute from a practical point of view from the government or policy makers by reshaping consumer's attitude on Bringing Your Own Bag as stated in previous research and invest more in activities that would make consumers motivated by making commercials on TV that would be related to the intention (Chang & Chou, 2018). Another study from (Wang & Li, 2022) explained that perceived behavioural control can also be indicated by Locus of control. Locus of control is a person's

belief if they can produce a significant change from their efforts, a person with an internal locus of control believe that their behaviour could give a positive outcome to others. Based on the brief explanation above, this indicator will be used as an instrument for this research.

2.7 The intention on using alternatives of plastic bags

Intention is the dependent variable that is in the TPB construct, According to Ajzen (1991) Intention is assumed to control the motivational factors that influence the behaviour, which explains how far individuals are willing to try or how much effort that an individual is willing to put towards a certain behaviour. The stronger the intention to engage in a certain behaviour, which is in this research is using alternatives of plastic bags while shopping, the more likely the behaviour itself will be implemented. The intention is known as a likability of a person based on his or her predisposition about a product and all depends on the capability of a person to evaluate the social influences (Armitage & Conner, 2001).

The intention itself is the main goal in TPB construct. Where intention defines how individuals think, act and what happens before they act and do towards the intention. The degree to which an individual's intentions are dependent on socio-cultural indicators which in terms of the choices that is made, and the choices of alternatives of plastic bag that is made could be used to measure the behavioural intention (Raza et al., 2020). According to the TPB model, a person's intention in performing towards a specific action is directly influenced the person's attitude, subjective norms and perceived behavioural control (Ajzen, 1991). Based on the explanation above, this indicator will be used as the main goal of the instrument in this research. The intention to display a certain behaviour fundamentally depends on the attitude toward a certain behaviour, the favourable or unfavourable towards a behaviour determines the intention to act or avoid the behaviour (Teng et al., 2018).

2.8 Previous Research

Table 2. 1: Previous studies that supports this research

Title & Author	Variables	Research Method	Research Findings
<p>Consumer Intention toward Bringing Your Own Shopping Bags in Taiwan: An Application of Ethics Perspective and Theory of Planned Behaviour.</p> <p>(Chang & Chou, 2018)</p>	<p>Independent</p> <ol style="list-style-type: none"> 1. Deontological Evaluation 2. Theological Evaluation 3. Attitude 4. Subjective Norms 5. Perceived Behavioural Control <p>Dependent</p> <ol style="list-style-type: none"> 6. Intention to Bring Your Own Bag 	<ol style="list-style-type: none"> 1. This research uses structural equation modelling partial least squared (SEM-PLS) 2. The data is collected through a 5 Likert scale questionnaire 3. The total respondent for this research were 680 respondents, but only 601 respondents' question were used in the analysis 	<ol style="list-style-type: none"> 1. Deontological Evaluation has a positive impact on attitude, subjective norms, and perceived behavioural control 2. Teleological Evaluation exerted a positive direct effect on perceived behavioural control, but not on attitude and subjective norms 3. attitude and perceived behavioural control exerted a positive effect on BYOB intention 4. subjective norm did not exert a positive effect on BYOB intention

<p>Understanding consumers' behaviour intentions towards dealing with the plastic waste: Perspective of a developing country</p> <p>(Khan et al., 2019)</p>	<p>Independent</p> <ol style="list-style-type: none"> 1. Attitude 2. Subjective norms 3. Perceived Behavioural Control 4. Moral Norms 5. Consequences Awareness 6. Convenience <p>Mediation</p> <ol style="list-style-type: none"> 1. Return/Recycling Intention <p>Dependent</p> <ol style="list-style-type: none"> 1. Resell 2. Reuse 3. Donate 4. Disposal 	<ol style="list-style-type: none"> 1. This research uses structural equation modelling partial least squared (SEM-PLS) 2. The data is collected through a 5 Likert scale questionnaire 3. The total respondents for this research were 243 respondents 	<ol style="list-style-type: none"> 1. Subjective norms, awareness consequences and convenience significantly influence consumers intention 2. Attitude, perceived behavioural control, and moral norms were found to be insignificant predictors of recycling
---	--	---	---

<p>Consumer attitudes on the use of plastic bags and cloth bags</p> <p>(Arı & Yılmaz, 2017)</p>	<p>Independent</p> <ol style="list-style-type: none"> 1. Environmental awareness regarding plastic bags 2. Social pressure 3. Support for the banning of plastic bags <p>Dependent</p> <ol style="list-style-type: none"> 1. The intention to use cloth bags 2. The behaviour of reducing plastic bag use 	<ol style="list-style-type: none"> 1. Total respondents of this research were 321 respondents 2. The data was collected through a 5-point Likert scale 3. The research uses Structural Equation Modelling Partial Least Squared (SEM-PLS) 	<ol style="list-style-type: none"> 1. Social norms (Subjective norms) have a significant effect on the willingness to use cloth bags. 2. Individuals who support the banning of plastic bags intend and perform the behaviour to reduce plastic bag use
---	--	--	---

<p>Company-customer conflicts and ethical decision-making of life insurance agents: the role of ethics institutionalization</p> <p>(Tseng, 2020)</p>	<p>Independent</p> <ol style="list-style-type: none"> 1. Explicit ethics institutionalization 2. Implicit ethics institutionalization 3. Deontological evaluations 4. Ethical attitudes 5. Teleological evaluations <p>Dependent</p> <ol style="list-style-type: none"> 6. Ethical intentions 	<ol style="list-style-type: none"> 1. Total respondents of this research were 688 respondents 2. The data collected through a 7-point Likert scale 3. The research uses Structural Equation Modelling Partial Least Squared (SEM-PLS) 	<ol style="list-style-type: none"> 1. Implicit ethics institutionalization has a stronger influence on teleological evaluation and deontological evaluation 2. Different company-customer conflicts would change the influences of teleological evaluations on ethical intentions and cause different influences of implicit ethics institutionalization on teleological evaluations and deontological evaluations
<p>The Application of Theory of Planned Behaviour in Single-Use Plastic Bags Consumption in Bandung</p> <p>(Vina & Mayangsari, 2020)</p>	<p>Independent</p> <ol style="list-style-type: none"> 1. Attitude towards behaviour 2. Subjective Norm 3. Perceived Behavioural Control 4. Intention <p>Dependent</p> <ol style="list-style-type: none"> 5. Behaviour 	<ol style="list-style-type: none"> 1. Total respondents of this research were 445 respondents 2. The data collected through a 7-point Likert scale 3. The research uses Structural Equation Modelling Partial Least Squared (SEM-PLS) 	<ol style="list-style-type: none"> 1. Subjective norms affect intention the most compared to other variables 2. Perceived behavioural control has the second-largest impact towards intention 3. Intention and perceived behavioural control positively and significantly affect the behaviour to reduce the use of plastic bags

<p>Perilaku Konsumen terhadap Penggunaan Kantong Plastik dan Tas Kain di Area Jabodetabek</p> <p>(Ginting et al., 2020)</p>	<p>Independent</p> <ol style="list-style-type: none"> 1. Attitude 2. Subjective Norm 3. Perceived Behavioural Control <p>Dependent</p> <ol style="list-style-type: none"> 4. Intention 	<ol style="list-style-type: none"> 1. A total respondent of this research is 314 respondents 2. The data collected through a 5-point Likert scale 3. The research uses ANOVA and linear regression 	<ol style="list-style-type: none"> 1. Environmental Awareness Regarding Plastic Bags has a positive correlation towards using cloth bags 2. Social Pressure on using plastic bags has a positive correlation towards using cloth bags 3. Support the banning of Plastic Bags Use has a positive correlation towards using cloth bags 4. Intention of using cloth bags has a positive correlation towards individual attitude in reducing the usage of plastic bags
<p>Moral norm is the key : An extension of the theory of planned behaviour (TPB) on Chinese consumers' green purchase intention</p> <p>(Liu et al., 2020)</p>	<p>Independent</p> <ol style="list-style-type: none"> 1. Attitude 2. Moral Norms 3. Subjective Norms 4. Perceived Behavioural Control <p>Dependent</p> <ol style="list-style-type: none"> 5. Intentions 	<ol style="list-style-type: none"> 1. The statistical tool used for this research is Independent T-Test 2. 500 respondents voluntarily contribute to the research 3. This data collected uses Likert scale 	<ol style="list-style-type: none"> 1. Moral norms seem to be the underlying mechanism of relationship between subjective norm and green purchase intention 2. Subjective norms are significantly related to moral norms and the moral norms were a significant predictor of the purchase intentions

<p>Consumers' Intention to Bring a Reusable Bag for Shopping in China: Extending the Theory of Planned Behaviour</p> <p>(Wang & Li, 2022)</p>	<p>Independent</p> <ol style="list-style-type: none"> 1. Environmental Concern 2. Locus of Control 3. Subjective Norm 4. Perceived Behavioural Control <p>Dependent</p> <ol style="list-style-type: none"> 5. Bring Intention 	<ol style="list-style-type: none"> 1. The statistical used for this research is SEM-PLS 2. The research uses a snow-bowling sampling method with pilot study of 25 consumers 3. This data collected uses Likert scale 	<ol style="list-style-type: none"> 1. Positive influence of attitude, perceived behavioural control, and subjective norm on consumers' intention to bring reusable bag 2. Attitudes towards bringing reusable bag for shopping is influenced by consumers' environmental concern and locus of control 3. Subjective Norm has a positive impact on the intention to bring reusable bag 4. Locus of control fails to directly impact consumers' intention to bring a reusable bag 5. Environmental concern fails to exert a direct influence on consumers' intention to bring a reusable bag
---	--	--	---

2.10 Hypothesis Development

Taking all the previous research into consideration, the hypotheses development is an ultimately experience based. In this sub-chapter, the basic knowledge that support the hypothesis in this research will be revealed. The researcher developed several hypotheses to understand the role in affecting the intention to use alternatives of plastic bags. Which includes the construct of the theory of planned behaviour along with deontological and teleological evaluation.

2.10.1 The influence of Deontological Evaluation towards Attitude, Subjective Norm, and Perceived Behavioural Control

Deontological evaluation was developed from the Hunt & Vitell (1986) theory of marketing ethics. A deontological consumer is a consumer that would do his or her action based on their belief. In a literature, a recent study discusses how green product knowledge effectively promotes green purchase intention (H. Wang et al., 2019), which the findings were that a consumer who forms a strong belief in the positive results are more likely to believe that personal green purchasing behaviour can improve the environment and reduce environmental waste.

In the setting of using alternatives of plastic bags, using alternatives of plastic bags would be a better and greener option for consumers to adopt since, it would decrease environmental damage. Previous research on bringing your own shopping bag in Taiwan (Chang & Chou, 2018), mentioned that a consumer who has a high deontological evaluation belief would consider the behaviour of bringing your own bag an obligation as they would consider performing the behaviour is the “right” thing to do. Hence, the theory of planned behaviour could reinforce the statement since it states that belief could shape consumer’s attitude, subjective norms, and perceived behavioural control (Ajzen, 1991).

(Chan et al., 2008) through their research suggested that deontological evaluation will have a stronger influence in shaping consumers’ ethical judgement, which is the result is consistent with (Chang & Chou, 2018) research that, deontological evaluation does have a positive impact on attitude, subjective norm, and perceived behavioural

control. Which indicates that deontological evaluation positively affects the attitude, subjective norm, and perceived behavioural control in an individual decision making on using alternatives of plastic bag. Therefore, the following hypothesis are as follows:

Hypothesis one A (H1a). Deontological evaluation has a positive influence on attitude

Hypothesis one B (H1b). Deontological evaluation has a positive influence on subjective norm

Hypothesis one C (H1c). Deontological evaluation has a positive influence on perceived behavioural control

2.10.2 The positive influence of Teleological evaluation towards consumer's Attitude, Subjective norm, and Perceived behavioural control

Teleological evaluation is another feature from the Hunt & Vitell (1986) model of the theory of marketing ethics. Teleological evaluation is how does an individual apply their teleological perspective in solving an ethical dilemma. According to (Hunt & Vasquez-Parraga, 1993), the explanation of teleological evaluation is the prediction of consequences of a particular behaviour. The perspective of teleological evaluation assesses the good or badness of the consequences that may result from the behaviour (Hunt & Vitell, 2006). In other words, an individual will consider a particular behaviour as an ethical judgement if it brings a positive consequence in relation with the number of negative consequences.

In a literature on ethical judgements on online grey markets, found that teleological evaluations only have a direct influence towards the purchase intention (Gudigantala & Bicen, 2019). Which is not aligned with the research that was conducted by Chang & Chou (2018), that found that teleological evaluation has a positive influence not only towards the intention but towards the perceived behavioural.

A study by Chan et al., (2008) discovered that a consumer's teleological evaluation of bringing your own bag practice directly affects the ethical judgement of a consumer in bringing your own bag practice, which their study also found that teleological evaluation has a significant influence and the most influential factor on the

intention to bringing your own bag rather than the ethical judgement of bringing your own bag. Based on the description it would be possible that a teleological evaluation consumer would believe that using alternatives of plastic bag is better since it contributes better than harm towards major of the society. As a result, it could be concluded that teleological evaluation is affected by perceived by the outcome of the intended behaviour which is closely related to the theory of planned behaviour. Therefore, the following hypothesis is as follows:

Hypothesis two A (H2a). Teleological evaluation has a positive impact on attitude.

Hypothesis two B (H2b). Teleological evaluation has a positive impact on subjective norm

Hypothesis two C (H2c). Teleological evaluation has a positive impact on perceived behavioural control

2.10.3 The influence of Attitude towards the Intention of using alternatives of plastic bags

Attitude or consumer's attitude is the first construct from the theory of planned behaviour. Attitude refers to the degree to which an individual has a favourable or unfavourable evaluation of the behaviour (Ajzen, 1991). In a literature, numerous studies supported that attitude has a positive relationship towards consumers' intention. For instance, a study from Wang & Li (2022) found that the intention to use reusable bag depends on consumers' attitudes, which is also align with research done by Vina & Mayangsari (2020) on single-use plastic bag behaviour in Bandung City found that consumers' attitudes could increase the intention to reduce the usage of single-use plastic bags. Similarly, attitude could be insignificant in terms of predictors of recycling. Where the intention to do an act better towards the environment (recycling), it can be because the awareness could be different from a developing country since the standard of living is not the same as in developed countries (Khan et al., 2019).

In this study, attitude is measured on consumer's behavioural intention on using alternatives of plastic bags for shopping, such as, cloth bags, carboard boxes, and cassava

bags. According to a study done by Wang & Li (2022) the intention of consumers to bring reusable bag for shopping in China found that consumers' intention to use reusable bag for shopping depends on the consumers' attitude. Hence, the theory of planned behaviour is not directly affected by attitude but instead, it is indirectly shaped by behavioural intention (Ari & Yılmaz, 2017). Therefore, the hypothesis is as follows:

Hypothesis three (H3). Consumers' attitude towards using alternatives of plastic bag has a positive impact on the intention of using alternatives of plastic bags.

2.10.4 The influence of subjective norm towards the intention of using alternatives of plastic bags

Ajzen (1991) initially explained subjective norm as one of the predictors in determining behavioural intentions among individuals. Subjective norm captures the perceived social pressure to perform or not to perform the behaviour. In a literature, several studies indicate that subjective norms do have a positive impact towards consumers' intention (Ari & Yılmaz, 2017; Chang & Chou, 2018a; Vina & Mayangsari, 2020; B. Wang & Li, 2022a). For instance, research done by Vina & Mayangsari (2020) founded that subjective norm influence the intention to reduce plastic bag positively and significantly. Which was also stated by research done by Ari & Yılmaz (2017) on the intention of using cloth bags in Eskisehir Turkey, that subjective norms do have a significant effect on the willingness to use cloth bags to reduce the spread of plastic bag.

Subjective norm plays an important role in a collectivism culture such as Indonesia, collectivism culture is where public interest is prioritized among individual interest. As in a study done by Wang & Li (2022) discovered that in China, subjective norms play an important role do help shape in determining consumers' pro-environmental behaviour. The findings are aligned with research on the theory of planned behaviour in consuming organic foods that subjective norms have a strong antecedent on purchase intention directly and indirectly (Pang et al., 2021). Therefore, the hypothesis is as follows:

Hypothesis four (H4). Consumers' subjective norm has a positive impact on the intention of using alternatives of plastic bags.

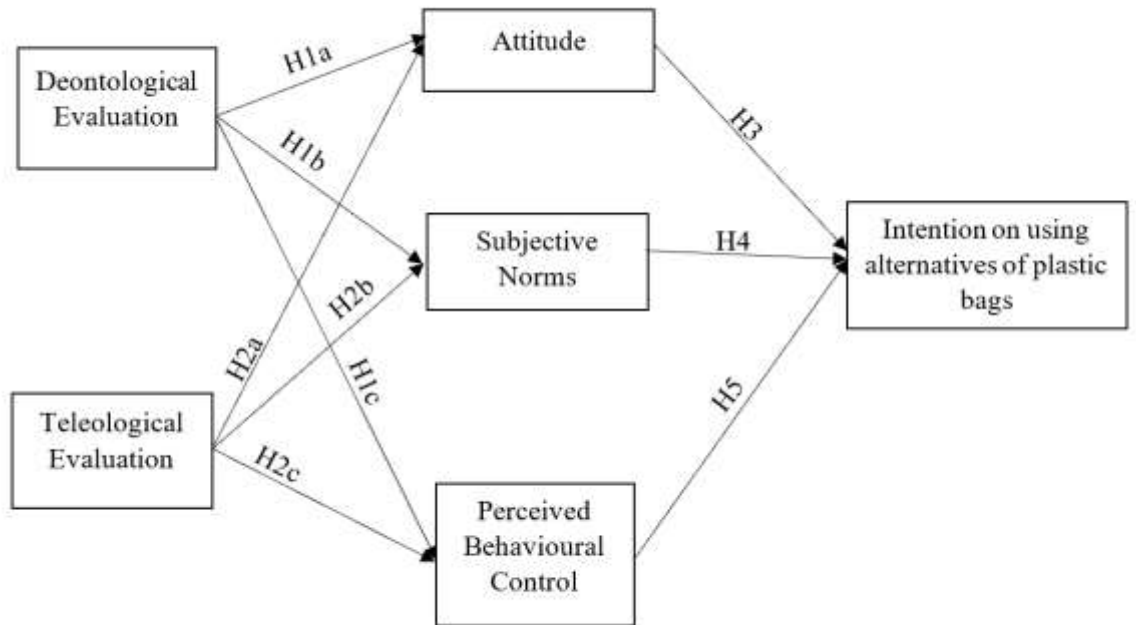
2.10.5 The influence of perceived behavioural control towards the intention of using alternatives of plastic bags

Perceived behavioural control is another element in the theory of planned behaviour, it is the perceived ease of difficulty of performing the behaviour and it is assumed to reflect experiences. Perceived behavioural control is indirectly affected by attitude, subjective norm but the more favourable attitude and subjective norm the more perceived behavioural control would be (Ajzen, 1991).

Wang & Li (2022) founded that perceived behavioural control is the most impactful element from the theory of planned behaviour, they found that the necessary resources (such as the preparation time) to bring a reusable bag for shopping is the primary determinant of the behavioural intention. The findings are aligned with Chang & Chou (2018) findings that perceived behavioural control has a positive effect on bringing your own bag for shopping intention. another study on purchasing green products among consumers in Malang explained that one of the indicators of young consumer's intention to purchase green products is strongly influenced by their perceived behavioural control (Setyawan et al., 2018). Therefore, the hypothesis is as follows:

Hypothesis five (H5) Perceived behavioural control has a positive impact on the consumer's intention of using alternatives of plastic bags.

2.11 The Conceptual Model



Source: (Chang & Chou, 2018)

Figure 2. 1: The Conceptual Model is adapted from previous research