

CHAPTER V

CONCLUSION AND RECOMMENDATION

The author will offer some conclusions based on the findings in this chapter. There will be a broad conclusion, suggestions for further research, managerial implications, and research limitations.

5.1 Conclusion

From the analysis and research about Deontological Evaluation and Teleological Evaluation in motivating the Theory of Planned Behaviour towards consumers to use alternatives of plastic bags, the author comes to the following main conclusion:

A. Conclusion of the respondent's profile

1. Most of the respondents are in the age range of 17-27 with 156 respondents or 91.8%.
2. Total of respondents is 170, where the male is 119 respondents or 70% and the female is 51 respondents or 30%.
3. Most of the respondents have a bachelor's degree with 111 respondents or 65.3%.
4. The total number of respondents who have used alternatives of plastic bags at least once is 168 respondents or 98.8% and only 2 respondents or 1.2% have not used alternatives of plastic bags at least once
5. The total respondents who live in Bali or ex-pats who have lived in Bali for more than three months is 162 respondents or 96.4% and only 6 respondents who do not live in Bali or 3.6%

B. Conclusion of the hypothesis testing

1. H1a: Deontological Evaluation has a positive impact on attitude (**H1a Accepted**)
2. H1b: Deontological Evaluation has a positive impact on the subjective norm (**H1b Accepted**)
3. H1c: Deontological Evaluation has a positive impact on perceived behavioural control (**H1c Accepted**)
4. H2a: Teleological Evaluation has a positive impact on attitude (**H2a Accepted**)
5. H2b: Teleological Evaluation has a positive impact on subjective norm (**H2b Accepted**)
6. H2c: Teleological Evaluation has a positive impact on perceived behavioural control (**H2c Accepted**)
7. H3: Consumer's attitude has a positive impact on the Intention of using alternatives of plastic bags (**H3 Accepted**)
8. H4: Consumer's Subjective Norm has a positive impact on Intention of using alternatives of plastic bags (**H4 Accepted**)
9. H5: Consumer's Perceived Behavioural Control has a positive impact on Intention of using alternatives of plastic bags (**H5 Accepted**)

5.2 Managerial Implication

Several managerial implications related to the intention to use alternatives of plastic bags were concluded based on the results of this research. The findings of this result are expected to help retailers and marketers in Bali to understand more about consumers' motivation in using alternatives of plastic bags and make strategies based on the results of this research. Hence, the managerial implications derived from the results of this research are as follows:

1. This study found that teleological evaluation has a significant influence on consumer's perceived behavioural control on the alternatives of plastic bags. This is shown by the mean of teleological evaluation on perceived behavioural control is 0.395. In this case, retailers could make a marketing campaign that ease consumers to motivates them to shift to using alternatives of plastic bag. It would be beneficial for retailers to shift to a more sustainable way to help clean up the environment, for example providing cardboard boxes for shopping rather than plastic bag since consumer's do not need to spend money for a courier for shopping, this is also supported by the definition of Teleological evaluation which basically translates to the good or bad effected by the behaviour. When a consumer has a high teleological evaluation, a consumer tends to think far beyond the act of the behaviour and think more about the effect of the behaviour, rather than using a plastic bag, a consumer would prefer something easier to get and have the same functionality as plastic bags.
2. Consumer's perceived behavioural control is also has been found to be influenced by deontological evaluation, the statement is supported that in the deontological evaluation items, the influence of deontological evaluation has a high influence on perceived behavioural control with the mean of 0.320. This goes to show that when a consumer feels they are obligated to perform towards the behaviour of using alternatives of plastic bags. This outcome provides a guide for retailers on the importance of deontological evaluation in shaping the ease to act towards the behaviour. The more a consumer feels it's a duty to use an alternative of plastic bag, the more retailers need to provide for the consumers.

3. Perceived behavioural control is confirmed to have a high influence on the intention of using alternatives of plastic bags. This goes to show that, the consumer's intention to use alternatives of plastic bags depends on the ease of using the alternatives. In addition, it would be beneficial for retailers to provide consumers with alternative of plastic bag that is available for consumers, where retailers don't charge consumers for it, if a retail store charged the consumer for it, it would not significantly affect consumer's shift to using alternatives of the plastic bag since most of the times consumer have to pay extra to get a bag for shopping. As an example, paper bags or used cardboard boxes would be effective since they don't cost much to produce and are easy to decompose. In the long run, It will impact consumers to use more and more alternatives of plastic bag.
4. This study found that subjective norms also highly influence the intention to use alternatives of plastic bags. This is supported by the path coefficient that showed the influence of subjective norms on the intention is 0.497. This goes to show that, to achieve a successful marketing campaign to align with the retailer's vision, the retailer should focus on how to build a positive image of the campaign in the mind of society. The outcome should at least make most of the society understand why they should move to use alternatives of plastic bags. In addition, a low subjective norm may hinder consumers to use alternatives of plastic bags.

5.3 Research Limitation

1. The research does not specify the respondent's intention if the respondents are to follow the law set by the Balinese government on the regulation of the spread of plastic bags or simply to save the environment.
2. This research is only doing research from the consumer's standpoint. Yet, this research does not on specify any retail shops that are involved in the spread of plastic bags in Bali, which are locally owned stores.
3. This research only takes the population from Bali, or ex-pats that lived in Bali for a while, yet this research does not specify where the ex-pats are from and does their background affect the behaviour in using alternatives of plastic bags or not.
4. The subject of this research only discusses the intention on the usage of alternatives of plastic bags in Bali in general, rather than making a narrower

subject on the behaviour of using any of the alternatives there are in Bali. Such as cloth bags, cardboard boxes, paper bags, or cassava bags.

5. This research does not explain in depth about the regulation of spread of plastic bags in Bali and this research does not give a deeper explanation on what ways to stop the spread of single-use of plastic bags in Bali.

5.4 Recommendations for Future Research

The research acknowledged some limitations and flaws in the way this study was conducted. As a result, to improve upon the findings of this research, future studies regarding this matter should attempt to deal with the constraints.

Recommendations for future research are as follows:

1. In doing the research, it would be better to be specific on what alternatives of plastic bag would be used as a research subject. It could be cassava bags, cloth bags, cardboard boxes, paper bags, or any other alternative of plastic bag that is being offered in stores
2. When screening the respondents, future research could divide the target respondents from consumers who go grocery shopping daily, weekly, or monthly. The goal is to further explore the differences in the behaviour and intention and how would it relate one variable to another. By doing this, the research may come up with a more specified result on that matter
3. Future researchers could obtain a more diversified sample. The respondents in the current research are consumers who live in Bali or expats who live in Bali for minimum 3 months. Future researchers could focus on attaining respondents who have been to Bali above 2018 since the governor regulation of the banning of plastic bags. Yet since Bali is a main attraction is for tourist, it would be beneficial to get a broader insight or view from the tourism industry on the usage of alternatives of plastic bags from international and domestic tourist. Also, in would be a good idea to explore the consumers in Special Region of Yogyakarta too since the province receives a lot of tourists throughout the year.

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