

NO PLASTIC BAGS POLICY REVIVES A DISSATISFACTION BEHAVIOUR AND CULTURE CHANGE AMONG THE MALASIYAN RETAIL CUSTOMER¹



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Abstract. Governments frequently sanction approaches to boost shoppers from practices with negative externalities to the detriment of purchaser comfort. Understanding the nonmonetary costs, shoppers face suggestions for social welfare assessment and strategy structure; nevertheless, measuring these costs is not possible. The objective of this investigation is to analyse the customer's expectation and social changes towards no plastic bag policy. In this research, the researcher has taken an approach to the disappointment level among the consumers because of no plastics sack policy. A quantitative methodology being utilises to get the information through review from 400 retail customers who visit the retail outlets. The outcome uncovered that all the factors in this investigation show a tremendous relationship towards the client disappointment towards no plastic pack policy. These expands the estimation of the findings and is exceptionally applicable to overcoming any barrier in the process of developing Malaysian retail business.

Keywords: Customer Dissatisfaction, Inconvenience, Customers Behavior Change, Extra cost, deprived the Rights of the Customer.

1.0 BACKGROUND OF THE STUDY

In the past decade, the world has seen a significant increase in plastic bag policies aimed at reducing plastic bag consumption, specifically through bans and pricing mechanisms. Amidst the range of responses towards the global plastic bag problem, more than half of the global policies are bans, while the remainders are primarily pricing mechanisms together with an ad hoc collection of voluntary agreements and information campaigns (Nielsen et al. 2019). As a consequence, over the last ten years, a remarkable shift in policies associated with plastic carrier bags has taken place in different countries across the world. Many governments have started to ban or to put restrictions on the sale or free distribution of plastic carrier bags in countries all over the world (Dikgang, Lieman & Visser, 2012). When first invented, plastic carryout bags were considered quite the engineering feat: "a waterproof, durable, featherweight packet capable of holding more than a thousand times its weight" (Freinkel, 2011). However, the characteristics that make plastic bags convenient also make them costly to the environment and to municipalities trying to keep their streets and waterways clean.

Customers are the significant players for every business such as the retail store, and hypermarket. During the 'No Plastics Bags' campaign, customers are obliged to bring their recyclable plastic bags, but reportedly people who in Malaysia lack such a practice in daily life (Kuppusamy & Gharlegghi, 2015). Therefore, whether consumers are dissatisfied with the merchants because they find plastic bags are not provided when they pay the bill for many groceries at the counter. This study also aims to examine no plastics bags policy could revive a dissatisfaction behaviour and culture change among the Malaysian retail customer. Malaysia produces an average of 19,000 solid wastes each year, with plastic waste accounting for 24% of the total solid waste

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(Shahariah, Mhd., Bashirah & Mohd, 2018). In the year 2011, the government of Malaysia had started to implement no plastic bags policy to discourage and stop people using plastic bags for carrying items purchased from retail or shopping places, to make the policies more severe, the government had set another policy saying that customers must be charged a levy of RM0.20 when requesting a new plastic bag, it was directly adding the extra cost to retail customers. The latter want to own plastic bags after purchasing from local places (Shahariah, Mhd. Bashirah & Mohd, 2018).

So that the government of Malaysia wishes to set the policy to awake those people in the country can also understanding the damage and harm that brought by the pollution made by plastic bags (Kuppusamy & Gharleghi, 2015). Plastic bags are indispensable companions for many consumers due to their low cost, durability, and versatility (Nielsen, Holmberg & Stripple, 2019). Many retailer businesses use plastics bags regularly since it is cheap, light but able to carry many items and clean as a first time use them (Shahariah, Mhd., Bashirah & Mohd, 2018). Most of the consumer may think to have free plastics bags is their right as well as shopping convenience and reused as the purpose of trash bags or storage (Irina, Ahamad, & Omar, 2013; Kamaruddin & Yusuf, 2012),

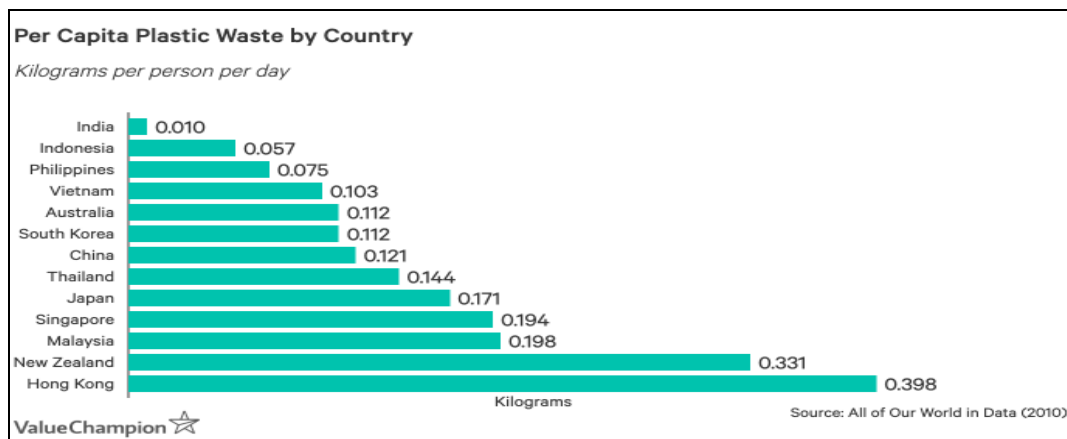
TABLE 1.1: Waste Estimates for 2010: For the Top 20 Countries ranked by Mass of Mismatched Plastic Waste (in units of millions of metric tons per year)

Rank	Country	Econ. classif.	Coastal pop. [millions]	Waste gen. rate [kg/ppd]	% plastic waste	% mismatched waste	Mismatched plastic waste [MMT/year]	% of total mismatched plastic waste	Plastic marine debris [MMT/year]
1	China	UMI	262.9	1.10	11	76	8.82	277	1.32-3.53
2	Indonesia	LMI	187.2	0.52	11	83	3.22	10.1	0.48-1.29
3	Philippines	LMI	83.4	0.5	15	83	1.88	5.9	0.28-0.75
4	Vietnam	LMI	55.9	0.79	13	88	1.83	5.8	0.28-0.73
5	Sri Lanka	LMI	14.6	5.1	7	84	1.59	5.0	0.24-0.64
6	Thailand	UMI	26.0	1.2	12	75	1.03	3.2	0.15-0.41
7	Egypt	LMI	21.8	1.37	13	69	0.97	3.0	0.15-0.39
8	Malaysia	UMI	22.9	1.52	13	57	0.94	2.9	0.14-0.37
9	Nigeria	LMI	27.5	0.79	13	83	0.85	2.7	0.13-0.34
10	Bangladesh	LI	70.9	0.43	8	89	0.79	2.5	0.12-0.31
11	South Africa	UMI	12.9	2.0	12	56	0.63	2.0	0.09-0.25
12	India	LMI	187.5	0.34	3	87	0.60	1.9	0.09-0.24
13	Algeria	UMI	16.6	1.2	12	60	0.52	1.6	0.08-0.21
14	Turkey	UMI	34.0	1.77	12	18	0.49	1.5	0.07-0.19
15	Pakistan	LMI	14.6	0.79	13	88	0.48	1.5	0.07-0.19
16	Brazil	UMI	74.7	1.03	16	11	0.47	1.5	0.07-0.19
17	Burma	LI	19.0	0.44	17	89	0.46	1.4	0.07-0.18
18*	Morocco	LMI	17.3	1.46	5	68	0.31	1.0	0.05-0.12
19	North Korea	LI	17.3	0.6	9	90	0.30	1.0	0.05-0.12
20	United States	HIC	112.9	2.58	13	2	0.28	0.9	0.04-0.11

*If considered collectively, coastal European Union countries (23 total) would rank eighteenth on the list

Source: Jambeck et al. 2015

According to Jambeck, Geyer, Wilcox, Siegler, Perryman and Andrady (2015), Malaysia has the eighth-worst plastic waste in the world. Based on table 1.1, it showed that between 140,000 and 370,000 tons of plastic waste might be washed into the ocean in Malaysia in 2010 (Jambeck et al. 2015). As we have known, the materials for marking plastics bag is polyethylene or polyethene film. However, polyethene is hard and complicated for degradation (Kamaruddin & Yusuf, 2010). Massively used plastic bags without proper disposal, it could lead to the ecosystem and the natural environment suffers long-term damage.

TABLE 1.2: Per Capita Plastic Waste by Country

From table 1.2, it displayed that the third country to rank as plastic waste in Malaysia, where the average person uses 0.198 kg of plastic per day (Hofmann, 2019). After the plastics bags have been used, they end up in landfills and bring a heavy-duty to the other resources where plastics bags need about 400 to 1000 years to decompose when it was put into landfills (Musa, Hayes, Bradley, Clayson, & Gillibrand, 2013). People are using plastic bags as a purpose of carrying goods after making purchases from local places already being a culture in Malaysia. In the mind of customers, suppose that having plastic bags for them to carry their purchases items is including in the charges of buying products from the market. According to Asmuni (2018), even that some of the retailers had tried to provide paper bags to replace plastic bags for customers, it did not help too much to let consumers raising their acceptance toward the no plastic bag policy.

The reason is that the acceptance of plastic bags from Malaysian retail customers are still massive due to the costing low and also easy to get from the market compare with the paper bags. Also, Malaysian still unable to accept the policy of plastic bags because they do not understand the importance of the implementation of this policy (Richards & Zen, 2016). The restricted policy implemented by the government was reviving the dissatisfaction of retail customers due to they had faced the problem of inconvenience and purchasing behaviour are forcing them to be changed. The government of Malaysia was mostly focusing on the ways to reduce the using of plastic bags. Still, they did not provide an efficient solution to solving the replacement problem of plastic bags (Hashim, Abdullah & Takeshi, 2019). Therefore, the primary purpose of this study is to understand the consumer's perspective on the "no plastic bags" policy and how it affects consumer buying behaviour.

Besides that, some of the research showed that the policy affected different demographics of consumers' purchasing behaviour in terms of gender, age and others (Shahariah, Mhd. Bashirah & Mohd, 2018). In this situation, we can say that the primary purpose of this study is to understand the consumer's perspective on the "no plastic bags" policy and how it affects consumer buying behaviour. Moreover, find solutions to maintain good customer relationships and achieve their maximum satisfaction. The government of Malaysia was mostly focusing on the ways to reduce the using of plastic bags. Still, they did not provide an efficient solution to solving the replacement problem of plastic bags (Hashim, Abdullah & Takeshi, 2019), it was also one of the problems that reviving the dissatisfaction of retail customers toward no plastic bags policy.

Therefore, the dissatisfaction of retail customers had been revived due to the government did not provide any efficient solution on the replacement of plastic bags, it will directly causing inconvenience of customers, they even had to carry extra cost when preparing their eco-bags or requesting plastic bags from the local places (Mortimer & Russell-Bennett, 2018). Various research studies relate more towards the environmental issue and plastics usage and fails to deliberate the customers' dissatisfaction towards the instance policy changes. Along these lines, this study incorporates some particular targets to assist the exploration results and suggestion. Initially, it distinguishes the resuscitating factors that trigger the dissatisfaction disposition practices. Next, it grasps the effect level because of the no plastic strategy. Lastly, it examinations the effect results with this policy implementation.

2.0 LITERATURE REVIEW

There have some articles that had investigated the topic of how no plastic bags policy was affecting customers on their satisfaction and buying behaviour. The purchase behaviour changed of customers is one of the reasons

that making dissatisfaction happened since customers are forced to change their normal purchase behaviour, and it is not their desire (Kuppusamy & Gharleghi, 2015). Besides, inconvenience during purchase is another reason that is making dissatisfaction happened because the retail stores, hypermarkets, shopping centres and other merchandise places had stopped providing the plastic bags for carrying goods (Saleh, Farzana & Jihad, 2019). The extra cost that customers need to afford for the plastic bags also requests the other reason that revives the dissatisfaction of customers toward the no plastic bags policy (Irina, Ahamad & Omar, 2013). Otherwise, customers will also be feeling their rights had been deprived due to stop providing plastic bags from the (Mortimer & Russell-Bennett, 2018). Customers expect full service when they shop because they have already paid for things at the merchandise places (Lee, Hsu & Fu, 2014).

At the previous time, customers can get the service they want like getting plastic bags after paying the charges of purchase. Still, after implemented the no plastic bags policy, the merchandise places stop providing plastic bags to customers. Plastic bags are the most convenience carrying method of customers due to it is weightless to carry but strong enough to carry bought items, clean when first use and customers no need to worry how to get it. Customers' dissatisfaction happened due to no plastics bag announcement by the retailers with immediate effects and without any other alternatives. Furthermore, customers also felt that they have lost the customer's rights (Shahariah et al. 2018). These circumstances had made them getting inconvenience and more trouble (Saidan, Ansour & Saidan, 2016). The circumstances of inconvenience are more likely to happen on those customers who would like to buy a large number of groceries or other goods to store at home for a week or even a month.

The inconvenience caused by the no plastic bag policy means that some of these customers prefer not to buy plastic bags where they are no longer available. Because customers are not prepared to carry their materials, and it isn't easy to carry them if they buy large quantities of goods (Shahariah, Mhd., Bashirah & Mohd, 2018). The confirmation of a successful policy or program implemented by the government does not only depend on the operations and management of government, but it must also get the cooperation of people of the country. By implementing the no plastic bags policy in those years, there is part of the Malaysian accepting the policy and change their purchasing behaviour by preparing their eco-bags when doing purchase at retail or shopping places (Kamaruddin & Yusuf, 2010). Besides that, another part of Malaysian still has a lot of complaints and grumbles towards the no plastic bags policy (Richards & Zen, 2016). With immediate implementation of no plastic bags, customers perceived that it is customer's rights to complaint and reject the retailer's ideas. Moreover, it is difficult to find alternative mechanism to replace the normal behaviour where the problem awareness is high, behaviour change does not follow automatically, mainly because of the following obstacles: 1) perceived practicability and convenience in the consumption context, 2) lack of knowledge on how to implement alternatives or lack of opportunities, 3) strong habits, and 4) shift of responsibility (Heidbreder, Bablok, Drews & Menzel, 2019).

One of the purchasing behaviour changes of the customers is those customers who choose to do purchasing at merchandise places on the weekend must preparing their eco-bags or other ways that can help to carry the things they bought from the merchandise places after the policy had been implemented (Saleh, Farzana & Jihad, 2019). The reason is that the behaviour of the customer to prepare the carrier material by himself makes them more inconvenient, and the critical point of the customer's dissatisfaction from this perspective is that they are not ready to accept the policy (Gupta & Somanathan, 2011). According to Irina et al. (2013), there are some of the Malaysians trying to choose other weekdays to do purchasing due to avoid the no plastic bags policy that implemented on the weekend. This behaviour reflects that the "no plastic bag day" campaign has a significant influence on customers' purchasing behaviour. Consumption is a part of the daily life of all people with needs and desires, although it may occur without notice (Avallone, Giraldi & Oliveira, 2012).

Plastic bags have become a necessity, and in Malaysia, it is no exception. People are consuming more; the more plastics bags are needed. Besides, this policy has supported by environmental activists and groups, but it also caused many complaints from the everyday consumer (Malaysia Kini, 2018). According to the article by Saleh et al, (2019), charging 20 cents for a plastic bag has an unfortunate effect on preventing people from using plastic bags, which has also caused many complaints from the public. However, the implementation of the policy of no plastic bag will cause inconvenience to them and require extra costs to buy plastic bags to put in the items they buy. As a result, some of the customers think they pay for plastic bags, but it does not make them less troublesome. Some of the customers think they need to pay extra for more plastic bags to separate items and reduce the damage caused by the weight of the items. However, the cost of this type of bag will be relatively high, and the retail price will not be cheaper than ordinary plastic bags. It will lead to customer dissatisfaction because customers did not expect to have to pay more for a bag to fill the purchased items.

There are many environment-friendly bags on the market such as paper bags, reusable bags, bio-degradable bags and jute bags (Jalil, Mian & Rahman, 2013) however, customers need to pay extra cost to buy a bag in order to place and bring those items were purchased by them. These compostable grocery bags are usually sold at retailer's premises. The purpose of charging for this product is to discourage the use of disposable bags, even if they are compostable, to promote the use of reusable bags that last longer and are not discarded into the environment in the short term (Santos, Sousa, Oliveira Sampaio & Fagundes, 2013). Disposable plastic bags are used to carry goods and are usually offered to customers at the point of sale (United Nations, 2018). However, the government has launched no plastic bag policy through Malaysia, which is expect to reduce the usage of the plastic bag consequences reduces the pollution of the environment. From the perspective of consumers, the free use of plastic bags when shopping is regarded as the right of consumers and an essential factor of shopping convenience (Irina, Ahamad & Omar, 2013).

According to the (Mortimer & Russell-Bennett, 2018), they stated that customer dissatisfaction is due to supermarkets breaking their "psychological contract" with customers. Srisuwan Janya, an activist, accuses retailers of violating consumers' rights by stopping the distribution of disposable plastic bags without offering suitable alternatives (Wipatayotin, 2020). When customers are shopping, it is their right to have plastic bags to carry their purchases. Some customers think that after implementing the no plastic bag policy, retailers should prepare other bags such as paper bag, degradable bag and so on, to replace plastic bags. Instead, retailers are telling customers to pay extra for buy a plastic bag or carry their own bags. Therefore, consumers feel that the policy of no plastic bags violates their rights, leading them to be dissatisfied with the policy. On the other hand, some people are not satisfied that they are deprived the rights of plastic bags. Customers' satisfaction is very critical to every business. It needs to be considered as a vital component of any business because it will provide those business owners and marketers with a metric that can be used to improve and measure business performance from a customer perspective, it had also decided the loyalty of customers towards the brand they bought (Khadka & Maharjan, 2017).

The implementation of no plastic bags policy had successfully aroused the dissatisfaction of customers who already been relying on using plastic bags as their carrying material (Gupta & Somanathan, 2011). The reason that making customers' dissatisfaction with those who rely on using plastic bags happened is the no plastic bags policy had forcing the customer behaviour changed and making them feel inconvenience. In contrast, purchase at the merchandise places with no plastic bags provide. Customers feel their rights are being taken away and the additional cost burden is another reason for dissatisfaction with the policy. No plastic bags policy had led to the dissatisfaction of customers that happened since their normal purchase behaviour had been a force to change, it is not their desire, and they had not ready to face it yet (Cho, 2012). The policy had to force them to change their normal purchasing behaviour on stop providing plastic bags to them, so that they have to prepare their carrying materials like eco-bags, backpack or others to carry their purchasing goods (Saleh, Farzana & Jihad, 2019).

In this regard, the present study intends to investigate the perspective and critical situation adjoining the four primary determinants (Inconvenience, Customers Behavior Change, Extra cost, Deprived the Rights of the Customer) towards customer dissatisfaction towards no plastic bag policy. These leads to the development of below hypotheses:

H1: There is a significant relationship between inconvenience and customer dissatisfaction towards no plastic bag policy.

H2: There is a significant relationship between customers' behavior change and customer dissatisfaction towards no plastic bag policy.

H3: There is a significant relationship between extra cost and customer dissatisfaction towards no plastic bag policy.

H4: There is a significant relationship between supply deprived the rights of customer and customer dissatisfaction towards no plastic bag policy.

3.0 METHODOLOGY

Quantitative research was used to achieve the objectives of the study by using a questionnaire survey. Data collection was conducted face-to-face in six hypermarkets located in Klang Valley, namely Tesco, Giant, 99 Speedmart, Eonsave, Jaya Grocer, and AEON Big. The target sample size in this study is 400, with a margin of

error of $\pm 5\%$ at 95% confidence level, by assuming 50% of the respondents with a good knowledge of plastic bag policy (Xubin Pan, 2019). The questionnaires consist of 3 core components: 1) demographic information, which consisted of gender, age, race, the visited hypermarket, and the frequency of visiting the selected hypermarket; 2) factors against the plastic bag policy; 3) attitude toward plastic bag policy. There were four sub-components to measure the factors against the plastic bag policy: inconvenient, behaviour changes, extra cost, and deprivation of the right of the customer. Customers' dissatisfaction was used to measure the attitude toward plastic bag policy. A 5-point Likert scale questionnaire was offered in the English language.

In the study, IBM SPSS Software version 23 was used to analyse the collected data. The reliability test was performed to check the validity of the items under factor measure. The results showed that the Cronbach's alpha for the factor measure was 0.740, indicating the items used to measure the factor against the plastic bag policy were acceptable (Tavakol & Dennick, 2011). In this study, the descriptive statistics focused on frequencies and percentages of the demographic variables. At the same time, Pearson Correlation test and Multiple Linear Regression (MLR) analysis were performed to determine the correlation between the variables of factors measure and the attitude toward the plastic bag policy. The range of Pearson correlation coefficient, r , falls from -1.0 to +1.0 where -1.0 indicates a negative linear correlation while +1.0 indicates a positive linear correlation (Samuels & Gilchrist, 2014). The formula of the MLR in this study, as shown below:

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4$$

Where y = customer dissatisfaction toward no plastic bag policy

x_1 = Inconvenience

x_2 = Behaviour changes

x_3 = Extra cost

x_4 = Deprivation of the right of the customer

The significance level of 0.05 was adopted in this study.

4.0 RESULTS

4.1 Pearson Correlation Analysis

In order to test the hypothesis, the sodality of variables has been assessed using a Pearson correlation analysis. At this moment, the focus is to ensure the consistencies between variables is exist. The positive correlation coefficient, r , represents the direct association between variables, whereas a negative value indicates that the variables are inversely associated. When the r -value is zero, variables are not associated with one another. According to Cohen (2010), the strength of correlations is categorized as low ($r = 0.10$ to 0.29), medium ($r = 0.30$ to 0.49) and high ($r = 0.50$ to 1.00). Table 1.3 present the summary of two-tailed Pearson's correlation between independent variables and dependent variables.

TABLE1.3: Linear Regression Analysis (Dependent Variable: Dissatisfaction among Retail Customer towards No Plastic Policy)

Variable	r	Sig.
Inconvenience	.832**	.000

Behaviour Change	.824**	.000
Extra Cost	.520**	.000
Deprived of Right	.811**	.000

** . Correlation is significant at the 0.001 level (2-tailed).

Dependent variable: Dissatisfaction among Retail Customer No Plastic Policy

Following Cohen's (1988) approach, there are in highly positive correlation between customer dissatisfaction and no plastic bag policy of retailing and inconvenience ($r = 0.832$, $p < .001$), behaviour change ($r = 0.824$, $p < .001$), a moderate correlation of extra cost ($r = 0.520$, $p < .001$) and deprived of right ($r = 0.811$, $p < .001$). The statistics data indicates the most of the variables are correlated. Results of the correlation test imply an association between variables but do not necessarily indicate a causation relationship (Zikmund, 1991). For the hypothesis testing, correlation analysis points out possible causal relations, and linear regression will analyze the predictive power between the variables in the following sections.

4.2 Linear Regression Analysis

The linear regression method is an evaluation of impact for both independent variables and dependent variable. It has led to which each independent variable is particularly significant predictors of one dependent variable. As shown in table 1.4, it summarises the analysis of independent variables of inconvenience, behaviour change, extra cost and deprived of right with the dependent variable of customer dissatisfaction among the Malaysia retail customers concerning to no plastic bag policy.

TABLE 1.4 Linear Regression Analysis

Hypothesis	Variables	R ²	Beta	t	Sig.
H ₁	Inconvenience	.832**	.338	6.598	.000
H ₂	Behaviour Change	.824**	.274	5.339	.000
H ₃	Extra Cost	.520**	.073	2.531	.012
H ₄	Deprived of Right	.811**	.272	5.794	.000

***. Correlation is significant at the 0.001 level (2-tailed)

Note. Significant levels: *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Concerning to table 1.4, the estimation for H₁ was computed to evaluate dissatisfaction of customer in retail business and no plastic bag policy based on inconvenience. A significant in regression method was R² of .832 with $p < .001$. It indicates that 83.2% of the variation in dissatisfaction of retailing among customer towards no plastic bag policy was estimated by inconvenience. Portrays that inconvenience is significantly influenced the dissatisfaction in retailing business when no plastic policy being implemented. In fact, among the other independent variables, inconvenience is the curial factor in ensuring the satisfaction level for the customer.

The estimation H_2 of dissatisfaction among the customer in retail business and no plastic policy are based on behaviour change. The table 1.4 indicate the R^2 of .824 $p > .005$. It shows the high positive relationship between behaviour change and customer dissatisfaction towards no plastic policy in the retailing business. Similar to H_1 , the p-value for H_2 for regression coefficient is equal to .000 which is less than 0.05 that means the variable is a significant factor in influencing the dissatisfaction of customer in no plastic policy for retailing. By comparing this independent variable with others, it is the second important factor in influencing the dependent variable.

The result of H_3 in table 1.4 showed that R^2 of .520 with $p > .005$ approximately 52% of the variations dissatisfaction among the customer in retail business and no plastic policy was estimated by extra cost portrays that there is a moderate positive relationship between extra costs with the dependent variable.

Meanwhile, for H_4 the computation to evaluate dissatisfaction of customer in retail business and no plastic bag policy based on deprived of the right. The R^2 of .811 with $p < .05$ means that deprived of right is a significant factor to affect the dependent variable of customer dissatisfaction in retail business in Malaysia towards no plastic policy.

5.0 DISCUSSION AND CONCLUSION

The study found that inconvenience, behaviour change, extra cost and depriving the right of customer have a significant relationship with customer dissatisfaction towards no plastic bag policy. It is supported by Shahariah, Jamaliah, Bashirah and Zahariah (2018); Valarmathy (2014); Irina, Ahamad & Omar (2013) which indicates customers' satisfaction level might be influenced by the implementation of no plastic bag policy as they feel inconvenient preparing and carrying their own plastic bags for the things they purchase at retail stores. Kuppusamy and Gharleghi (2015) expressed that no plastic bag policy executed by the government has mixed some disappointment among customers whereby changing their buying conduct. The constrained changed in buying conduct has inspired customer' disappointment as they have to set up their self-conveying implies (Saleh, Farzana and Jihad, 2019). Besides, some Malaysian customers have opted to purchase on days where they do not need to comply with the policy due to the prohibition of plastic bags usage on certain days (Irina, Ahamad and Omar (2013).

From the social point of view, the restriction of plastic bag can be delegated as a anti-utilization which is characterize as a safe against the way of life and the showcasing of mass creation (Penaloza and Price 1993). It results from the excessive utilization of plastic bag in a current society constrained by the wealthier countries or classes that rise up out of the counter utilization characters (Iyer and Muncy 2009).Regardless of what might be expected, against the conduct that has another significance where it alludes to the contribution of customer feelings, for example, disdain toward the restriction on usage (Zavestoski, 2002). Hostile to utilization conduct was named as purchaser defiance, opposition, blacklist, non-conformist development, moral and non-usage (Cherrier, 2006). It will add to the current study that breaks down the shopper's conduct of plastic bag banishment on a national basis (Sharp et al. 2010; Cherrier 2006; Convery et al. 2007; Hasson et al. 2007).

These is clearly indicating that the resentment of consumers' purchasing behaviour. The no-plastic bag policy has also incurred extra cost for those who purchase more as they need to pay extra for the plastic bags causing dissatisfaction among customers. Customers opined that, charging for every piece of plastic bag is annoying, especially when it used to be free. Jalil et al. (2013) stated that there are many environment-friendly bags in the market such as paper bags, reusable bags, bio-degradable bags and jute bags, but these types of shopping bags are considered expensive compared to normal plastic bags. According to this study, not every customer is willing to pay extra for these kinds of bags as it is relatively expensive for customers to buy new shopping bags every visit especially when they forget to bring their bags. Moreover, with reusable bags, it incurs additional costs because it requires extra time to clean the shopping bags (Kuppusamy and Gharleghi, 2015)

Besides, this line of research can be extended by adding a mediating or moderating effect on the relationship between the variables and customer dissatisfaction which could be a potential effect. As for the practical implications in this context of the study, it appears that satisfaction of customers does not only depend on the products itself but also the extra services rendered by the retailers such as providing plastic bags to customers for carrying their purchased items. Thus, there is a need for retailers to understand the importance of customers' perspective that causes their dissatisfaction towards no plastic bag policy in curbing the above problems by addressing customers' concerns and desires hence achieving a win-win situation for both. Failure in providing plastic bags could lead customers to leave the place without purchasing or with minimum purchase. Therefore, the retailers can offer some discounts for customers that bring their plastic bags. On the other hand, the

government can demonstrate support by reviewing the policy again after knowing the perspective of customers and retailers.

High coordination between government and customers can help to improve and implement no plastic bag policy more successfully which can benefit everyone in the long run. With this limitation, the future studies can be carried out by concealing with more states in Malaysia, and other retails such as micro and personal grocery store for better visibility. Hence, this study should be further explored across a broader geographical area coverage and in the substantially different cultural context. Besides this, our results cannot be readily simplified to the overall working population. A longitudinal study can be employed when this study was cross-sectional. This research has portrayed a clearer picture on the factors of customers' dissatisfaction towards the 'No Plastics Bags' policy which are an inconvenience, customers' purchasing behaviour forced to change, extra cost and deprived the rights of customers (Asmuni, Khalili, Hussin & Zain, 2018; Chitotombe, 2014; Irina, Ahamad & Omar, 2013; Kuppusamy; Saleh, Farzana & Jihad, 2019).

The data analysis results pointed out the implementation of no plastic bag policy will cause dissatisfaction of customers since customers are yet to adopt the policy wholeheartedly. The dissatisfaction of customers will adversely affect the relationship between customers and retailers in the long run. Retailers may lose their customers as some may start to purchase at different places that provide plastic bags. Thus, the government should improvise the implementation of the policy which can benefit the environment and retailers, thus creating a good relationship with customers.

Finally, the results of this study suggest that the no plastic bag policy has resulted in customers' dissatisfaction because they are deprived of their rights. According to Mortimer, G. Russell- Bennett (2018), customers' "psychological contract" has been violated by the retailers, thus creating dissatisfaction. Customers believe that they deserve free plastic bags when they make their purchase with the retailers. On the other hand, customers believe that retailers have no right to deny their claims on plastic bags as they view their relationship as a "power relationship". The results of this study suggest inconvenience, customers' behaviour change, extra cost and deprived rights of customers are essential factors in customers' dissatisfaction towards no plastic bag policy.

In conclusion, from the above study and analysis, showed that all the independent variables are significant with the customer dissatisfaction towards no plastic bag policy. However, other variables might be important to customers' dissatisfaction. Future research could try to consider and include the perspective of sellers for a better picture on the effects and level of satisfaction in terms of 'No Plastic Bag' policy as this study only focused from the buyer's side.

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