

# **The Impact of the No-Plastic-Bag Campaign on Customer Repurchase Intentions and its mechanism in the Modern Trade Business in Bangkok**

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## **Abstract**

This research investigated the impact of the no-plastic-bag campaign on customer repurchase intentions in the modern trade business in Bangkok. Six hundred customers of modern trade stores in Bangkok were initially approached using a stratified random sampling method, but only 418 of them participated in this survey. The partial least squares structural equation results indicated that the no-plastic-bag campaign promotes customer repurchase intentions ( $\beta=0.098$ ;  $p=0.038$ ). Also, the no-plastic-bag campaign could indirectly foster customer repurchase intentions via both enhancing brand image ( $t=7.379$ ;  $p<0.001$ ) and increasing customers' perceived value ( $t=2.806$ ;  $p<0.001$ ). Therefore, it can be concluded that the no-plastic-bag campaign benefits modern trade businesses, promoting customer repurchase intentions by enhancing their brand image and customer perceived values. This research also explored the mediating roles of brand image and perceived value on the relationship. These findings provide new knowledge of the no plastic bag campaign's contribution to customer repurchase intentions which has not yet been investigated, and the mechanism linking them together. The results can be applied as a guideline to other modern-trade businesses or other businesses to enhance their brand image and promote customer repurchase intentions, which is crucial to sustainable business accomplishment.

**Keywords:** No-plastic-bag campaign, Brand image, Customer perceived value, Customer repurchase intentions, CSR

## **Introduction**

In the modernized world, the modern trade business has rapidly grown and expanded everywhere. Like other countries, Thailand is home to thousands of different types of modern trade stores. According to Ninkitsaranont (2019), In 2018, the modern trade business had a total value of 2.6 trillion baht or 15.9% of the country's GDP, rising 8.5% from the year before.

The industry includes department stores, discount stores, supercenters, supermarkets, convenience stores, and minimarts.

Along with the significant growth, harsh competition is what modern trade businesses have to face. The competition within the industry has been growing intently that all modern-trade businesses have to do whatever they can to attract new customers and at the same time maintain their existing customers in order to gain a more significant market share. They need effective marketing strategies to attract new customers and drive them to repeat their purchases to gain a competitive advantage. Thus, modern-trade businesses need to seek marketing strategies that can help them drive customers to repeat their purchases. There are many factors that customers consider in repeating their purchase, for example, perceived value and brand image. These modern-trade businesses need to promote these factors to gain a competitive edge over their rivals.

One of the growing trends is environmental or green marketing, which is believed to promote a good image for a business, has gained tremendous attention in the modern trade industry in the past years (Chingduang, 2019). One of the spotlighted green marketing campaigns is anti-plastic usage, such as serving paper straws in coffee shops and using paper food containers in restaurants. Many modern trade businesses have also adopted that because plastic bags can cause global warming since it may require 10 to 20 years to decompose (Bonnes, 2017; LeBlanc, 2017). The Thai government has also promoted green marketing called the no-plastic-bag campaign urging modern trade businesses not to provide plastic bags to their customers and instead encourage alternative ways to carry goods, for example, paper or fabric bags. This campaign is expected to promote Thai society's environmental sustainability and change consumers' shopping behavior and lifestyle by stopping providing customers with free single-use plastic bags (Zen, 2020). Even though many customers agree with the campaign because of the increasing awareness of the severe environmental issues, others disagree. They perceive less convenience of carrying goods and accuse participating businesses of taking advantage by saving their cost of plastic bags (Zen et al., 2013).

This research's main objective was to investigate the effects of the no-plastic-bag campaign promoted by the Thai government on customers' repurchase intention in the modern trade business in Bangkok. This research will fill the gaps limitedly been explored in modern trade studies (Hohmann et al., 2016). Brand image and customer perceived values will be introduced as mediators linking the no-plastic-bag campaign to customers' repurchase intentions. This will provide extension and additional supporting evidence to CSR's theoretical viewpoints and the buying decision-making process theory. Besides filling the literature gaps, the results can also be used as a guideline for managers in the modern trade business to gain competitive advantages, cope with the rapid change in consumer trends, and lead their businesses to sustainable success.

## **Literature review**

### **No-plastic-bag campaign**

The no-plastic-bag campaign was launched by the Natural Resources and Environment Minister of Thailand in late 2019 to reduce the excessive consumption of plastic bags and save the environment. Initially, seventy-five companies operating department stores, convenience stores, and shops with more than 24,500 branches nationwide agreed to cooperate with the campaign (Wipatayotin, 2020). This campaign aims to change the status quo of consumers' shopping lifestyle in the country, urging them to change their consumption behavior to be more responsible for environmental issues, particularly global warming, caused by their daily practices. The result is expected to heal the environment and promote the economy in the long term, allowing the country to save millions of dollars in recovering the environmental system and benefit from the natural beauty of the better environment that can attract thousands of tourists from all over the world. In addition, the country can pass on a healthy environment to the following generations. Participating in this campaign would benefit modern trade businesses in the light of corporate social responsibility (CSR). This is because they play a critical role in increasing waste that has environmental impacts, particularly tons of plastic bags used for carrying goods sold from their stores every day (Zen, 2016, 2020). In this research, the no-plastic-bag campaign is used as a latent variable representing customers' attitudes towards the campaign (Afroz et al., 2017).

### **Customers' repurchase intentions**

Customer repurchase intentions are an essential factor indicating the long-term performance of businesses reflecting the ability to maintain their customers and loyalty (Ratasuk & Gajesanand, 2020). Customer repurchase intention refers to the willingness of individuals to repeat their purchase of the same products and services at the same stores or from the same companies, and it can indicate the performance of businesses (Ali & Bhasin, 2019; Chen et al., 2019; Xie et al., 2020). The repurchase intention results from a pleasant shopping experience that drives them to revisit the store and repeat their purchase reflecting their satisfaction and fostering loyalty to the stores and brands (Chinomona & Maziriri, 2017; Ratasuk & Gajesanand, 2020; Trivedi & Yadav, 2020). For example, Saleem et al. (2017) found that service quality, trust, and customer satisfaction can promote customers' repurchase intentions in Pakistan's airline industry.

### **Brand image**

Brand image refers to customers' perception of a brand associated with their direct and indirect experience with products and services under the brand (Huang et al., 2019). The excellent brand image of businesses reflects the positive attitudes of customers towards their products, services, and other attributes they have experienced (Prabowo, 2019). Brand image can lead to many preferred business outcomes, such as brand trust, brand loyalty, consumer purchasing decisions, and customer repurchase intentions (Jasmani & Sunarsi, 2020; Mabkhot et al., 2017; Ratasuk & Gajesanand, 2020). For example, LI (2019) revealed a positive

relationship between brand image and the perceived value of wholesale stores' customers. According to Ratasuk and Gajesanand (2020), brand image promotes customer repurchase intentions in convenience store coffee shops in Thailand.

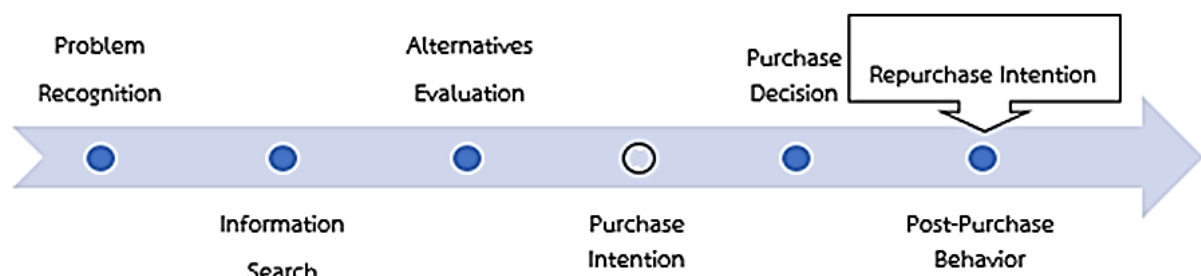
### Customer perceived value

Customer perceived value refers to the overall utility assessment of customers' products and services based on their perception and experience (Cuong & Khoi, 2019; Konuk, 2019). Perceived value was a vital element of products and services because it indicates the performance of businesses. A high perceived value leads to many desired business outcomes, for example, customer satisfaction, repurchase intentions, etc. (Cuong & Khoi, 2019; Veloso et al., 2017). Pham et al. (2018) found a significant positive association between customer perceived value and customer repurchase intentions in online shopping in Vietnam. Eluiza et al. (2020) found that perceived value is essential in predicting trust and purchase intention among Brazilian consumers.

### Buying decision process theory

Even though scholars use several marketing theories to explain marketing phenomena, for example, the theory of planned behavior, customer decision-making theory, and buying decision process theory (Suthatorn, 2019), the buying decision process was chosen in this research because it explains thoroughly to the stage after the purchase which is the main focus in the study. According to Kotler et al. (2012), the buying decision process theory identifies the process of how individuals make their buying decision from the beginning to the end into five steps, namely problem or need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior occurring in order. Marketers use this theory to understand consumers better and design effective marketing strategies.

This study emphasizes the final stage of the purchase decision-making process, shown in Figure 1, post-purchase behavior. Customers evaluate their experience from their purchase to determine whether they should revisit the stores or repurchase the products (Ratasuk, 2019). Therefore, to achieve sustainable success, businesses should be able to develop customer repurchase intention.



**Figure 1** The five-stage buying decision process

**Source:** Kotler et al. (2012)

### **Corporate Social Responsibility (CSR)**

CSR is defined as companies' activities to support well-being and benefits in the communities and societies where businesses are located and operate (Advantage, 2020). The primary purpose of companies' CSR is to gradually build a strong positive image of themselves among consumers that are potentially expected to benefit their businesses in the long term (Agudelo et al., 2019; Farrington et al., 2017). CSR activities can also develop satisfying relationships with society in response to their operations' harmful solutions, particularly environmental issues, such as global warming and local pollutions (Murdifin et al., 2019). Pradhan (2018) argued that a socially responsible organization's image had been proven to influence consumers' decision-making effectively.

### **No-plastic-bag campaign, brand image, perceived value, and repurchase intentions**

The no-plastic-bag campaign may promote the businesses' brand image that implements the campaign because it shows the organizations' responsibility to society (Rahim & Rahman, 2018). Following corporate social responsibility or CSR, the campaign also makes consumers positively feel toward companies and brands (Grayson & Hodges, 2017; Zen, 2020). The campaign also creates additional value for the businesses and their products and services because it creates positive images for consumers and the public (Asmuni et al., 2018). According to prior studies, a good brand image can create value for customers, and both can drive repurchase intentions (Huang et al., 2019; Pham et al., 2018; Veloso et al., 2017). The excellent brand image of businesses reflects customers' positive attitudes towards their products, services, and other attributes they have experienced, encouraging them to revisit the businesses and repeat their purchase (Huang et al., 2019; Prabowo, 2019; Ratasuk & Gajesanand, 2020).

On the other hand, according to the buying decision-making process, after customers decide to buy either products or services, they will evaluate and perceive the value of their total buying experience compared with their expectations and what they have given up in exchange (Ratasuk, 2019). The surplus values would drive them to return and repeat their purchase (Pham et al., 2018). Moreover, the No-plastic-bag campaign creates positive feelings for customers presenting how the businesses care about the severe environmental issues and may cause customers to repeat their purchases (Abdul Rahim & Abdul Rahman, 2018). Therefore, we propose the hypotheses listed in Table1:

**Table1** Research hypotheses

<b>Hypothesis</b>	
H 1	Brand image has a positive relationship with repurchase intentions.
H 2	Perceived value has a positive association with repurchase intentions.
H 3	No-plastic-bag campaign has a positive association with a brand image.
H 4	No-plastic-bag campaign has a positive association with perceived value.
H 5	No-plastic-bag campaign has a positive association with repurchase intentions.
H 6	Brand image has a positive association with perceived value.
H 7	Brand image positively mediates the relationship between the no-plastic-bag campaign and perceived value.
H 8	Perceived value positively mediates the relationship between brand image and repurchase intentions.
H 9	Brand image positively mediates the relationship between the no-plastic-bag campaign and repurchase intentions.
H 10	Perceived value positively mediates the relationship between the no-plastic-bag campaign and repurchase intentions.

## Methodology

### Sample and data collection procedure

The data were collected from customers of modern trade businesses in the Bangkok area. The researcher used a stratified random sampling method to ensure a good representation of the population. The researcher initially selected a total of 600 customers from 30 modern trade stores, starting with dividing all 50 districts of Bangkok into 10 area groups, and; in each area group, three stores were randomly selected, and, in each store, 20 customers were randomly approached (Acharya et al., 2013; Singkran & Kandasamy, 2016). However, only 418 of them agreed to participate. This sample size is considered adequate for an unknown (Ahmad & Halim, 2017).

### Research tool

A self-report survey with structured questions was used because it is suitable for collecting a large amount of data in a limited time (Bryman & Bell, 2015). The questionnaire contained respondents' demographical characteristics, including gender, age, income, and education. The sets of questions measured the latent variables, such as the no-plastic-bag campaign, brand image, perceived value, and repurchase intention adapted from previous research, as shown in Table 2. The questions have been verified to have a satisfactory validity and reliability level and measured using the five-point Likert scale ranging from 1 as strongly disagree to 5 as strongly agree.

**Table 2** Sources of measurements

Variables	Sources	Samples of question items
No-plastic-bag campaign	Lealaphan and Launglaor (2014)	<i>“The no-plastic-bag campaign is a good campaign.”</i> and <i>“I support the no-plastic-bag campaign.”</i>
Repurchase intention	Sullivan and Kim (2018)	<i>“If I were to repurchase products and services, I would likely buy it from the same store.”</i> and <i>“If I could, I would like to revisit the store for my next purchase.”</i>
Brand image	Lien et al. (2015)	<i>“The store has a good reputation.”</i> and <i>“The store brand is reliable.”</i>
Perceived value	Wu et al. (2014)	<i>“This store offers a good economic value.”</i> and <i>“The overall buying experience in this store is a good experience.”</i>

### Control variable

This research added four control variables, which are gender, age, education, and income. These variables were generally applied in prior marketing research. They were all measured in ordinal scales, except age, as dummy variables (male=1 and female=0). They are presented in the form of descriptive statistics shown in Table 3.

### Estimation method

The researcher used the Warp PLS program, version 7.0, to conduct a partial least squares structural equation modeling to test the proposed hypotheses because it is claimed to be suitable for a complex research model with many variables and relationship paths (Kock, 2017). It can also perform well with formative and reflective scales (Hair et al., 2014). PLS was also recommended for non-normal distributed data (Sarstedt et al., 2017). Besides, PLS has widely been used in many social science research areas, such as marketing, management, human resource, and hospitality (Richter et al., 2015).

The Research Ethics Committee (REC) approved this data collection process and tool, and a reference number of PIM-REC 021/2563 was granted.

## Results

The results are reported as follows: the sample's characteristics, followed by validity and reliability test results, normality test, model-fit indices, and PLS-SEM results in order. The sample's characteristics are presented in Table 3 below.

**Table 3** Characteristics of the sample

Characteristics	Categories	Descriptive statistics
Gender	Male	223 (53.34%)
	Female	195 (46.66%)
Age	18-25 years old	148 (35.40%)
	26-30 years old	142 (33.97%)
	31-40 years old	71 (16.98%)
	41-50 years old	33 (7.89%)
	51-60 years old	17 (4.06%)
	Older than 60 years	7 (1.70%)
Education	High school or lower	7 (1.67%)
	Associate degree	22 (5.26%)
	Bachelor degree	256 (61.25%)
	Master degree	128 (30.63%)
	Doctoral degree	5 (1.19%)
Income	10,000 baht or lower	10 (2.39%)
	10,001-15,000 baht	53 (12.68%)
	15,001-25,000 baht	175 (41.87%)
	25,001-35,000 baht	127 (30.38%)
	35,001-50,000 baht	41 (9.81%)
	Over 50,000 baht	12 (2.87%)

It is essential to test the research model's quality before running the PLS structural equation to test the hypotheses. The criteria were met. The discriminant validity was tested using the square root of Average Variance Extracted (AVE) of each variable compared with other related correlations. Fornell and Larcker (1981) suggested that each variable's AVE must be higher than other relevant correlations to be ideal. As reported in Table 4, the discriminant validity is confirmed. The convergent validity was tested using factor loading values that are suggested to be 0.7 or higher to be ideal (Hair et al., 2017). With the range of all factor loading values between 0.710 and 0.934, the convergent validity was confirmed to be ideal. A measurement instrument's reliability was measured using Cronbach's alpha coefficient and composite reliability, which are suggested to be no less than 0.7 to be ideal (Fornell & Larcker, 1981). As shown in Table 4, the reliability is confirmed.



**Table 4** Correlation among constructs VS. Average Variance Extracted (AVE)

Variables	Cronbach's alpha coefficient	Composite reliability coefficient	RepInt	NoPlast	BraIm	PerVal	Gen	Age	Edu	Inco
RepInt	0.964	0.973	(0.949)							
NoPlast	0.968	0.974	0.360**	(0.929)						
BraIm	0.869	0.911	0.644**	0.431**	(0.848)					
PerVal	0.918	0.948	0.259**	0.385**	0.184**	(0.927)				
Gen	n/a	n/a	-0.052	-0.069	-0.041	-0.032	(1.000)			
Age	n/a	n/a	0.033	-0.020	0.044	0.017	-0.054	(1.000)		
Edu	n/a	n/a	0.016	-0.163**	0.004	-0.046	0.056	0.517**	(1.000)	
Inco	n/a	n/a	0.067	0.106	0.073	0.074	-0.000	0.602**	0.552**	(1.000)

**Note:** \*\* p-value <0.01, \* p-value ≤0.05; RepInt=repurchase intention, NoPlast=no plastic bag, BraIm= brand image, PerVal= perceived value, Gen= gender, Age= age, Edu= education, Inco=income; the square root values of AVE are displayed in the parentheses.

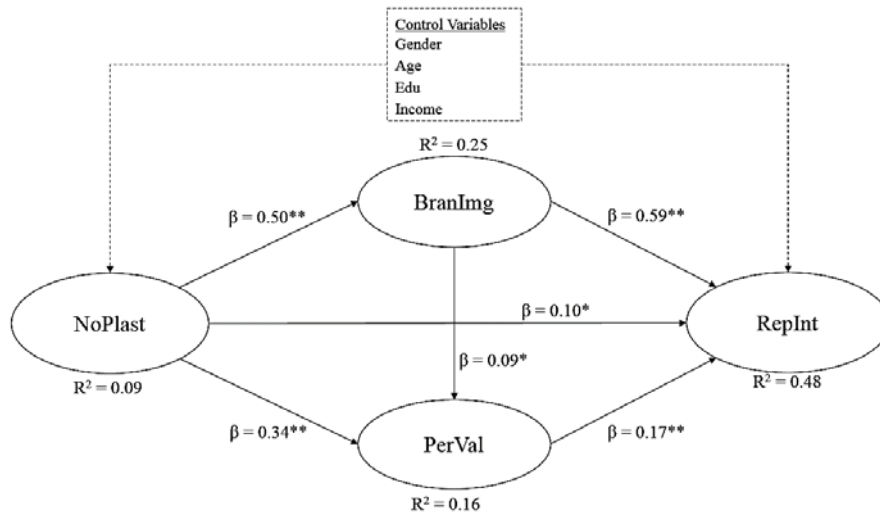
The multicollinearity and common method bias (CMB) were tested using the variance inflation factor (VIF) of all variables that are suggested to be lower than 3.3 to be ideal (Hair et al., 2017). The results indicated no serious multicollinearity and CMB concerns, with the highest VIF value of 1.871 (Kock, 2015). Finally, the normality was tested, and all latent variables were non-normalized, which means that PLS-SEM is suitable for this research. Moreover, the ten model-fit indices provided by the PLS model can firmly confirm the structural equation research models' quality (Kock, 2017). According to Kock (2017), all ten model-fit indices listed in Table 5 are satisfactory, confirming that this research model has a satisfactory quality level.

**Table 5** Model fit indices

Model fit indices	Coefficient	Result
Average path coefficient (APC)	0.190**	Significant
Average R-square (ARS)	0.297**	Significant
Average adjusted R-square (AARS)	0.290**	Significant
Average variance inflation factor (AVIF)	1.356	Ideal
Average full variance inflation factor (AFVIF)	1.584	Ideal
Tenenhaus GoF index (GoF)	0.466	Large
Simpson's paradox ratio (SPR)	0.900	Acceptable
R-square contribution ratio (RSCR)	0.993	Acceptable
Statistical suppression ratio (SSR)	1.000	Acceptable
Nonlinear bivariate causality direction ratio (NLBCDR)	0.750	Acceptable

**Note:** \*\* and \* mean a p-value of ≤0.01 and ≤0.05, respectively.

After the research model had been confirmed to have satisfying quality, hypothesis testing was conducted. The results from PLS-SEM estimation are resented in Figure 2.



**Figure 2** Main model results

**Note:** - \*\* and \* means p-value  $\leq 0.01$  and  $\leq 0.05$

- Solid lines refer to significant paths, and dashed lines refer to non-significant paths

**Hypothesis 1** proposed that brand image has a positive relationship with repurchase intentions. Also, perceived value promoted repurchase intentions. The results showed that these two variables were positively related ( $\beta = 0.594$ ;  $p < 0.001$ ). The relationship was also statistically significant. Thus, hypothesis 1 was supported.

**Hypothesis 2** proposed that perceived value has a positive association with repurchase intentions. The results showed that these two variables were positively related ( $\beta = 0.172$ ;  $p < 0.001$ ). The relationship was also statistically significant. Thus, hypothesis 2 was supported.

**Hypothesis 3** proposed a positive association between the no-plastic-bag campaign and brand image. The results showed that these two variables were positively related ( $\beta = 0.496$ ;  $p < 0.001$ ). The relationship was also statistically significant. Thus, hypothesis 3 was supported.

**Hypothesis 4** proposed a positive association between the no-plastic-bag campaign and customer perceived value. The results showed that these two variables were positively related ( $\beta = 0.337$ ;  $p < 0.001$ ). The relationship was also statistically significant. Thus, hypothesis 4 was supported.

**Hypothesis 5** proposed that the no-plastic-bag campaign has a positive association with repurchase intentions. The results showed that these two variables were positively related ( $\beta = 0.337$ ;  $p < 0.001$ ). The relationship was also statistically significant. Thus, hypothesis 5 was supported.

**Hypothesis 6** proposed that brand image has a positive association with customer perceived value. The results showed that these two variables were positively related ( $\beta=0.094$ ;  $p=0.045$ ). The relationship was also statistically significant. Thus, hypothesis 6 was supported.

**Hypothesis 7** proposed that brand image positively mediates the relationship between no-plastic-bag campaigns and customer perceived value. The results showed that the mediation was positive but not statistically significant ( $t= 1.682$ ;  $p=0.092$ ). Thus, hypothesis 7 was not supported.

**Hypothesis 8** proposed that customer perceived value positively mediates the relationship between brand image and repurchase intentions. The results showed that the mediation was positive but not statistically significant ( $t= 1.499$ ;  $p= 0.133$ ). Thus, hypothesis 8 was not supported.

**Hypothesis 9** proposed that brand image positively mediates the relationship between the no-plastic-bag campaign and repurchase intentions. The results showed that the mediation was positive and statistically significant ( $t= 7.379$ ;  $p<0.001$ ). Thus, hypothesis 9 was supported.

**Hypothesis 10** proposed that customer perceived value positively mediates the relationship between the no-plastic-bag campaign and repurchase intentions. The results showed that the mediation was positive but not statistically significant ( $t= 2.806$ ;  $p=0.05$ ). Thus, hypothesis 10 was supported.

Regarding the control variables' effect, the results showed that only education and income were significantly associated with the no-plastic-bag campaign. In contrast, none of the control variables is related to customer repurchase intention. The results indicated that education has a negative association with the no-plastic-bag campaign ( $\beta=-0.211$ ;  $p<0.001$ ) while income is positively associated with the no-plastic-bag campaign ( $\beta=0.180$ ;  $p<0.001$ ).

## Discussion and conclusion

### Results discussion

While many studies on the no plastic bag campaign or similar topics were focused on its policy or its effects on consumer behaviors, this research aimed to investigate the influence of the no-plastic-bag campaign on customer repurchase intentions is underexplored (Ahmad et al., 2019; Bharadwaj et al., 2021; Wijaya et al., 2020; Zen et al., 2013). The research also examined the mediating roles of brand image and customer perceived values. The results from PLS-SEM estimation supported eight out of ten hypotheses proposed in this research. In particular, the findings showed that customers who agree more with the no-plastic-bag campaign tend to have better attitudes towards stores and their brands and perceive higher values. These results are concurrent with Windiana et al. (2020) findings that a green marketing campaign such as no-plastic-bag campaign increases perceived values and enhances a company's brand image. Customers perceiving a good brand image tend to have higher repurchase intentions than those with a negative attitude. This corresponds to Ratasuk and Gajesanand (2020) that a good brand image encourages customer repurchase intentions of gas-station-coffee-chain shops in Thailand. Also, customers perceiving higher values of modern trade business and what it has to offer tend to have a higher level of repurchase intentions than

those perceiving lower values. This aligns with Pham et al. (2018)'s study that perceived values foster repurchase intentions of online shopping in Vietnam. Besides, the mediation results confirmed the indirect effects of the no-plastic-bag campaign on customer repurchase intentions via enhancing brand image and increasing customer perceived values. To summarise, in the modern trade business in Bangkok, the no-plastic-bag campaign can benefit participating businesses by promoting their customers' repurchase intention that is a critical key performance indicator for many businesses.

### **Theoretical contributions**

This research provided additional evidence supporting CSR's theoretical concept that companies' activities benefiting communities and societies can enhance customers' perceived values and brand images. In light of the CSR theory, the no-plastic-bag campaign created customers' pleasant emotions and attitudes towards participating businesses and enhanced their experience by increasing their perceived values. This is in line with Guzman, Castro, and Morales (2017)'s research that CSR activities enhance companies' image and reputation. The findings also provided new knowledge and empirical evidence confirming the benefit of the no-plastic-bag campaign on customer repurchase intentions, especially in the context of the modern trade business in Thailand. This also provided additional supporting evidence to the buying decision-making theory. Customers make post-purchase decisions whether to switch to other stores or stay with the same ones upon their previous purchasing experiences, such as perceived product and service quality, perceived values, and attitudes towards stores after their first purchasing experience. Good feeling towards companies and their brands and values perceived by customers eventually drove their intentions to return and repurchase products and services from the businesses corresponding to the buying decision-making process theory that corresponds to Ratasuk and Gajesanand (2020)'s findings. Lastly, this research also added meaningful evidence of CSR's contribution to the buying decision-making process, particularly in the post-purchase stage, where customers consider factors valued to determine whether to repeat their purchase (Pradhan, 2018).

### **Research contributions and suggestions**

Besides the theoretical contributions, this research provided practical contributions for management in the modern trade business that can benefit their stores. It can be implemented as a guideline for enhancing customers' repurchase intentions, which is a critical factor that can lead to business-long-run success. According to the findings, a no-plastic-bag campaign can create values perceived by customers and enhance brand image; hence modern trade businesses should participate. The results also showed that customers' good brand image and values from participating in the campaign could increase customers' repurchase intentions, which are the desired indicators for long-term business success and customer loyalty. It can also be derived that modern trade businesses should promote their brand image and values by launching green marketing campaigns, promoting plastic and foam alternatives to protect the

environment. For example, they are providing paper bags, containers, straws instead of plastic ones.

### **Limitations and recommendations for future studies**

Even though this research provides many contributions to the literature in many areas, limitations must still be considered. The data were collected cross-sectionally in a short period making it difficult to conclude the causality between variables. Also, the survey was conducted using self-administration, which may have caused the possibility of subjective bias. Therefore, to avoid the possibility of a subjective bias, a future study is recommended to collect data from more than one source to verify the data, such as collecting data from both customers and sellers.

For future studies, the effects and concerns of other types of green campaigns, for example, paper straws provision in coffee shops, anti-plastic, and foam containers in restaurants, should be explored. The no-plastic-bag campaign can also be investigated in different dimensions; for example, its impact on customers' satisfaction and brand loyalty.

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