

EXECUTIVE SUMMARY

Nowadays, plastics play an important part in people's everyday lives. Plastics help make everyone's lives easier and better. In addition, plastics today play an important part in cutting-edge technologies such as the space program, bulletproof vests as well as in everyday products such as beverage containers, medical devices and automobiles. How did plastics become the material of choice for so many varied applications? The simple answer is that plastic is the material that can provide the things consumers want and need. They have the unique capability to be manufactured to meet very specific functional needs for consumers.

Plastic is a relatively low cost, low weight and highly durable material. These characteristics have contributed to the popularity of plastic products worldwide and to the rapidly increasing levels of consumption and production. Global consumption has risen from year to year. Since plastic consumption is strongly related to income levels, it may therefore be expected that any rise in income will be accompanied by an increase in demand for plastics. However, the properties, which make plastics so useful, are also responsible for a range of environmental problems: litter, air pollution, and contamination from chemical additives leaching in landfills. Plastic waste also presents a direct hazard to wildlife. Environmentalists estimate that more than one million tons of waste plastics are dumped into the world's oceans each year, affecting numerous sea birds and marine animals. The production of plastics may also have major ecological impacts.

Economic development in Thailand is being accompanied by a rapid deterioration in the natural environment. Therefore, it should be advantageous to study how consumers in Bangkok would react to this fact. Then this research was conducted to find out about the relationship between demographic backgrounds of consumers in Bangkok and their environmental awareness, attitude, and behavior relating to the negative effects of plastic shopping bags. In conducting this research topic, it can contribute both academically and socially. Academic contribution is to the knowledge of the researcher, committee members, and the readers of this thesis for whether each group of respondents is aware of the negative effects of plastic or not, and how they think and behave accordingly. Social contribution, too, is to the knowledge of the general public as a whole.

This research is conducted to study the relationship between the demographic backgrounds of consumers in Bangkok and their environmental awareness, attitude, and behavior relating to the negative effects of plastic shopping bags. And the statement of problem for this research topic is *“Is there a relationship between demographic backgrounds of consumers in Bangkok and their environmental awareness, attitude, and behavior relating to negative effects of plastic shopping bags?”* *

The conceptual framework then is being proposed to delineate the relationship between dependent and independent variables. This framework has been developed to measure consumer’s environmental awareness, attitude, and behavior in terms of their demographic backgrounds, namely, gender, age, hometown, education, occupation, and income.

The descriptive statistic is used in this research study. Chi-square testing is used to analyze the relationship between variables. Cross-tab procedure has also been used to describe the categories involved in each part of the questionnaire.

Three basic methods of communication with respondents are selected to use along with the self-administered questionnaire are mail intercept, e-mail, and mail questionnaire. Data will be summarized and analyzed in a readable and easily interpretable form. The Statistical Package for the Social Sciences (SPSS) will be used to code, facilitate tabulation, and analyze statistical data. All statistical manipulations of the data will follow commonly accepted research practices. The form of data presentation from these procedures would also be presented in a easily interpret format, using computer to ensure accuracy and to minimize costs for performing all statistical procedures. Data collection has to proceed the coding of 384 questionnaires into a symbolic form in SPSS software. The data was summarized in the form of simple frequency and descriptive statistics. Chi-square testing is used to analyze the relationship between variables. Cross-tab procedure has also been used to describe the categories involved in each part of the questionnaire.

The findings from statistic testing presented the achievement of objectives and answers of hypotheses testing. It is obvious that each objective, each problem is clearly answered. However, the findings represented some insights to be taken into account, therefore, the suggestions have been proposed along with the future contribution of this research.