The Length of The Title Maximum 14 Words, And Each Word Should Begin With a Capitalized Letter
(avoid using effect or influence in the title)

Author[1*)], Author, Author
Institution (address, road, city, postal, country)
1).....

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Example :

Environmental Care Attitudes and Intention to Purchase Green Products: Impact of Environmental Knowledge, Word of Mouth, and Green Marketing

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Abstract: Abstract must contain background, purpose, methods, findings, conclusions, research implications. The abstract must be written in English, in a single paragraph, and no more than 250 words.

Background:
Purpose:
Method:
Findings:
Conclusions
Research implication:

Keywords: Keywords should be written in no more than 5-7 words and sorted alphabetically

Example:

Abstract:
Background: Adopting cloth bags over single-use plastic bags is a significant consumer behavior. Employing the theory of planned and interpersonal behavior.
Purpose: this study aimed to understand the relationship between customers' intentions to use cloth bags and their awareness of the environmental impact of plastic bags.
Method: Through purposive sampling, 277 individuals born after 1980 and making at least one to three in-person retail and Internet purchases each month were selected as participants. The data were processed using descriptive and SEM (Structural Equation Model).
Findings: The findings reveal that creating the next generation of habit bags can significantly enhance social awareness of plastic bag usage and the environment. However, no evidence suggests that the environmental awareness of plastic bags increases the intention to use cloth bags. The more the social pressure and support for banning plastic bags intervene, the more the intention to use cloth bags contributes to changing consumer behavior to use fewer plastic bags.

Conclusions: Therefore, habit bag use can positively influence pro-environmental behavior, as this study combined the theory of interpersonal behavior and the theory of planned behavior. These results contribute to the theoretical framework for understanding how the millennial generation's interpersonal conduct, reflected in their bag-using behaviors, influences their behavior in minimizing plastic bag usage.
Research implication: These findings imply that adopting single-use or non-plastic bag habits can motivate people to reduce their usage of plastic bags. This behavior is further encouraged by laws prohibiting the use of plastic bags.

Keywords: consumer behavior of reducing plastic bag use, environmental awareness of plastic bags, habit of bag use, intention to use cloth bags, social pressure, support for the banning plastic bags

1. Introduction

State the background of the research supported by relevant references. This section must explicitly address the research problem, literature gaps, the study's novelty, theoretical foundations, and clear objectives.

2. Literature Review

This chapter must be organized into subchapters covering: The theoretical framework, Description of research variables, Hypothesis formulation, demonstrating relationships supported by previous studies.

2.1 Theoretical

Example : Theory of Planned Behaviour

2.2 Relationship between variables

Example :
2.2 Relationship between customer perceived value and consumer satisfaction

"contains the results of previous studies related to the hypothesis analysis of the variables"

H1. Customer-perceived value has a significant effect on customer satisfaction

the above applies further in this section

3. Conceptual Framework

Provide a general review based on empirical studies. Authors must include a high-quality conceptual framework image illustrating the analyzed variables and their corresponding hypotheses.

Example:
The aforementioned empirical studies support the hypothesis that habit bag use influences environmental awareness of plastic bags, social pressure, and support for the banning of plastic bags, while the intention to use cloth bags is influenced by environmental awareness of plastic bags, social pressure, and support for the banning of plastic bags. Additionally, it is hypothesized that consumer behavior in reducing plastic bag use is affected by the intention to use cloth bags. The conceptual framework is illustrated in Figure 1.

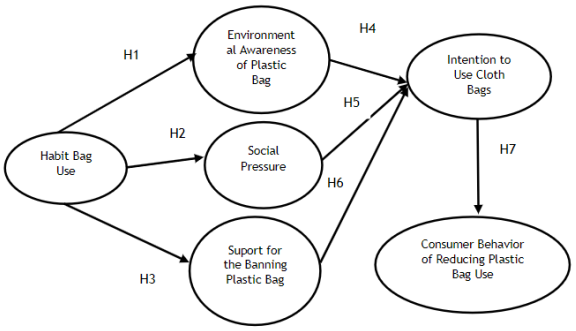


Figure 1. Conceptual framework of intention to use cloth bags, consumer behavior of reducing plastic bag use impacted by environmental awareness, social pressure, support for banning plastic bags supported by habit bag use

The hypotheses of this study are as follows:

H1: Habit bag use negatively affects environmental awareness of plastic bag
H2: Habit bag use negatively affects social pressure
H3: Habit bag use negatively affects support for the banning plastic bag
H4: Environmental awareness of plastic bags positively affects the intention to use cloth bags
H5: Social pressure positively affects the intention to use cloth bags
H6: Support for banning plastic bags positively affects the intention to use cloth bags.
H7: The intention to use cloth bags positively affects consumer behavior in reducing plastic bag use.

4. Methods

This section must be broken down into five mandatory sub-chapters:

1. **Research Design:** Explain the design and specific location of the study.
2. **Sampling:** Detail the technique used and the basis **for its determination** (e.g., specific formula or power analysis). Authors must disclose the number **of respondents planned, collected**
3. **Measurement:** Detail instruments, indicators (with sources), and scales. Include an Operational **Definition table** and report Cronbach's Alpha for reliability.

Example table measurements:

Table 1. Operational definition and indicators of personal care determinant factors

Variables	Operational Definition	Indicators
Health Care (Shimul et al., 2022)	The perception of consumers to be aware of, be responsible, and care about skin health.	1) Using personal care can make skin healthier (hc1) 2) Need awareness in maintaining healthy skin (hc2) 3) Getting healthy skin is a personal responsibility (hc3) 4) Skin health is vital to pay attention to (hc4)
Perceived Physical Benefit (Leung & Man, 2002)	Consumer perceptions of positive consequences include protection, restoration, and improvement of skin health after using personal care products.	1) Maintaining the current condition of the skin from worsening could be done by using personal care products (ppb1)

Variables	Operational Definition	Indicators
		2) Using personal care products can prevent the skin from deterioration (ppb2) 3) Personal care products can restore damaged skin to its original condition (ppb3) 4) Using personal care products can make the skin better than it originally was (ppb4)

4. **Data Collection:** Describe the process in detail, including timing and medium, to ensure replicability.
5. **Data Analysis:** Explicitly map the specific analysis methods used to address each research objective.

5. Findings

Present the empirical results organized by variables and analysis.

No Citations: This section must be entirely free of external citations. The Findings section is intended to be purely empirical to separate raw data from the interpretation found in the Discussion.

Visual Elaboration: Focus on narrating results rather than repeating data visible in tables.

- The title of the figure is the same as the title of the table. Can stand alone, separate from the manuscript
- Each table and figure should be mentioned and narrated before the table and figure. Do not discuss all the numbers in the table. **The maximum number of tables is 6.**
- Findings present the empirical results of the research conducted. It is strongly recommended that the findings be written in different sections for each variable or result.
- Images should be of high quality (1200 dpi for line art, 600 dpi for grayscale and 300 dpi for color, at the correct size). Images must be provided in one of our preferred file formats: EPS, PS, JPEG, TIFF, or Microsoft Word (DOC or DOCX) files are acceptable for images that have been drawn in Word.

Example:

5.1 Sub 1

Findings, describe the results of the research by using tables, graphs, or figures. It has to pay attention to the author to explain the data, not just just read them. The findings present the empirical results of the research conducted, while the discussions discuss the results obtained. Finding is strongly recommended written in different sections for each variable or results.

Findings is strongly recommended written in different sections for each variable or results. This part contains findings obtained. Table must be presented as shown below, typed in Times New Roman, single spacing, AutoFit Window, and in case of extending to the next page must repeat the header.

Table 1. The title should be clear, only the initial word is capitalized **(**before/after 0 pt**)**

Category	Male		Female		Total	
	n	%	n	%	N	%
Low (<60)	30	100.0	30	100.0	60	100.0
Moderate (60-80)	0	0.0	0	0.0	0	0.0
High (>80)	0	0.0	0	0.0	0	0.0
Total	30	100.0	30	100.0	60	100.0
Mean ± SD	3.1±3.571		2.1±2.097			
p-value			0.223			

5.2 Sub 2

Finding is strongly recommended written in different sections for each variable or finding. This part contains results obtained. Table must be presented as shown below, single-spacing, AutoFit Window, and in case of extending to the next page must repeat the header. The title of the table should be able to stand alone, without explanation the title can be interpreted by the reader. Table headings can be made long

Table 2. The title should be clear, only the initial word is capitalized

Variable	p-value
A	-0.041
B	-0.165
C	0.413**
D	0.193

Note. (*) significant at $p<0.05$, (**) significant at $p<0.001$

It is not recommended to layout if there is a table below the table. placement:

___explanation___

____Table____

___explanation___

___Figure___ etc

The figure must be presented clearly (no blur), located in the center of the page.

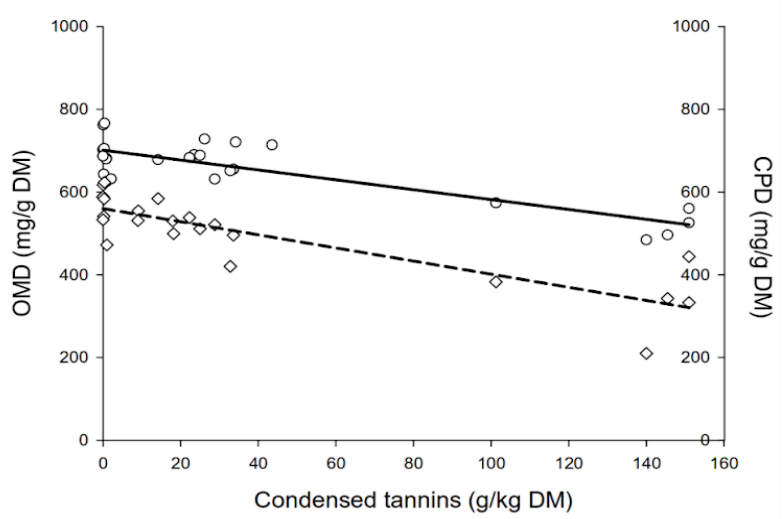


Figure 1. Title should be brief and clear, located under the figure or graph, only the initial word is capitalized

6. Discussion

Interpret the results in the context of the field and existing literature. If Structural Equation Modeling (SEM) is used, explain the hypothesis findings and their significance and also write down the **Managerial implications, theoretical contributions, and limitations** that must be included in the discussion.

. **Discussion Structure:**

- **6.1, 6.2, etc.:** Use sub-headers for each specific variable effect or hypothesis relationship being discussed.
- **6.4 Managerial Implications:** Significant recommendations for business or government based on significant results.
- **6.5 Theoretical Contributions:** Describe how the study fills gaps or shifts existing theoretical understanding.
- **6.6 Limitations:** Address methodological constraints (sampling, area coverage) and constraints related to the research object.

Example:

6.1 The effect of health care on attitudes toward behavior

6.2 The effect of perceived physical benefits on attitude toward behavior

6.3 ….

6.4 Managerial Implication

Explain what recommendations are given from the statistical results or other tools. For statistics, only significant recommendations are given. If --> significant --> there should be implications. Advice can be given to businesses, government, or other parties.

6.5 Theoretical Contribution

Describe what the research contributes to the theory used. Does it strengthen or is there something different from the previous theory and what gaps does this research fill in the theory referenced?

6.6 Limitations

Explain the limitations of the research that was designed but could not be conducted. Limitations can be in terms of methods (sampling, number of respondents, data collection methods, area coverage etc.). It can also be in terms of the object of research.

7. Conclusions

Conclusions must be in accordance with the objectives made brief, clear, and concise.

8. Recommendation

Recommendation for improvement for limitations and future research

Author Contributions:

Example:

Megawati Simanjuntak (M.S), Nidya Luthfi Nafila (N.F.N), Lilik Noor Yuliati (L.N.Y), Irni Rahmayani Johan (I.R.J), Mukhamad Najib (M.J), Mohamad Fazli Sabri (M.F.S)

Conceptualization, M.S., N.F.N, and L.N.Y.; methodology, M.S. and N.F.N.; software, N.F.N.; validation, M.S. and N.F.N.; formal analysis, N.F.N, I.R.J.; investigation, N.F.N.; resources, M.S. and N.F.N.; data curation, M.S. and N.F.N.; writing—original draft preparation, M.S. and N.F.N.; writing—review and editing, M.S., N.F.N, M.J, M.F.S.;

visualization, N.F.N, M.J, M.F.S; supervision, M.S, L.N.Y, M.J, M.F.S; project administration, N.F.N., and I.R.J; funding acquisition, N.F.N, I.R.J, M.F.S. All authors have read and agreed to the published version of the manuscript.

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Informed Consent Statement:
The following statement ensured the online consent of the respondents: "I have read the brief information about the research objectives and agree to participate in the survey."

Generative AI Writing Statement: Requires authors to include If you used Generative AI please include an appropriate statement in this section. If not, please state that no Generative AI was used.

Acknowledgments: We would like to thank the anonymous reviewers and editor.

Conflicts of Interest: The authors declare no conflict of interest.

References

- References are preferably publications from the **last 5 years with 80% from journals**, listed alphabetically by author's last name and year of publication.
- Complete the doi of each journal, if there is no doi, write the url of the article. If taking from the research gate, do not enter the research gate link but must go directly to the journal url directly.
- Book citations are strongly discouraged.
- Write a complete bibliography according to APA style. bibliography should not exceed 80 (80% journals, 20% proceedings, books, etc.)
- Each article cites at least 3 articles from the journal of consumer sciences. Please check the topics that are in line with the article.
- Check any references to original sources (author name, volume, issue, year, DOI number). Please use the Reference Manager Application like Mendeley or Zotero. JCS adapts reference writing in the APA style model. The reference writing guide can be **downloaded here**.