

**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*}, Author², Author³

Institution (address, road, city, postal, country)

1).....

2).....

3).....

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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.

Methods: 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.

Conclusion: 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

Manuscripts are written in English and use standard scientific usage. The author's name and affiliation before reviewing to ensure objectivity. Please identify the author(s) in the body of the paper either directly or by citation. Manuscripts should be prepared in Microsoft Word format (doc). Manuscripts should be typed using Times New Roman at 10 pt, except for the section title, which is 14 pt, all are 1.15 spaced. Manuscripts are prepared on A4 paper, margins on all four sides are 3 cm, and the number of words is 6.000-8.000. Writing a script is expected to adopt Mendeley/Zotero before submitting.

1. Introduction

The introduction should explain the problem, previous research that addresses the variables under study, so that the novelty of the research can be presented. Present the theory used in the research, the output to be achieved from the research. Each objective must be answered in the conclusion.

2. Literature Review

The literature describes in the form of subchapters: the theory used, the variables studied, the relationship between variables which ends with a hypothesis.

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

In this section the author reviews in general based on previous empirical studies. The author creates a conceptual framework image with the analyzed variables accompanied by a hypothesis

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 plastic bag, while the intention to use cloth bags is influenced by environmental awareness of plastic bags, social pressure, and support for the banning plastic bag. 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.

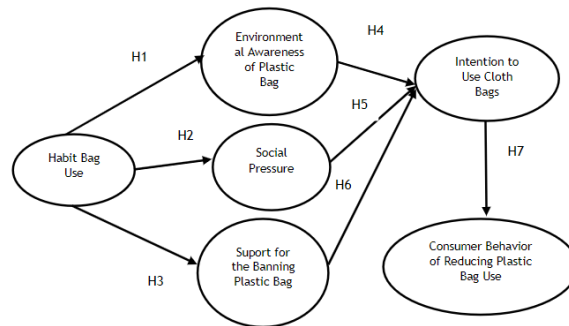


Figure 1. Conceptual framework of intention to use cloth bags, consumer behavior of reducing plastic bag use impacted by environmental awareness, social pressure, support for banning plastic bags supported by habit bag use

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

Methods consist of the following aspects and should clearly explain: research design, sampling, measurement, data collection, and data analysis. The writing can be made in 5 sub-chapters as follows:

4.1 Research Design

Provide an explanation of the research design and location of the study.

4.2 Sampling

Provide an explanation of the respondent sampling technique, the planned target number and the basis for its determination. The number of respondents obtained and how many were analyzed. State the response rate: the number planned, collected and analyzed. Response rate is the number of (sigma) collected/taken divided by (sigma) collected X 100%.

4.3 Measurement

Contains an explanation of the instruments used regarding the reference. The author explains the variables, indicators referring to the source, the scale used, the operational definition of each variable (in the table), and Cronbach alpha.

Example:

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.	<ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 1. Maintaining the current condition of the skin from worsening could be done by using personal care products (ppb1) 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)

4.4 Data Collection

The data collection process is described in detail, timing of the study, medium of collection. Should be applicable to other researchers without meeting the researcher

4.5 Data Analysis

Describe each objective answered with what analysis was used.

5. Findings

Findings, explain the results of the research using tables, graphs, or pictures. This should be a concern for the author to explain the data, not just read it.

- 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.

5.1 Sub 1

Findings, describe the results of the research by using tables, graphs, or figures. It has to be attention to the author to explain the data not only 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 \pm SD	3.1 \pm 3.571		2.1 \pm 2.097			
<i>p-value</i>			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

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

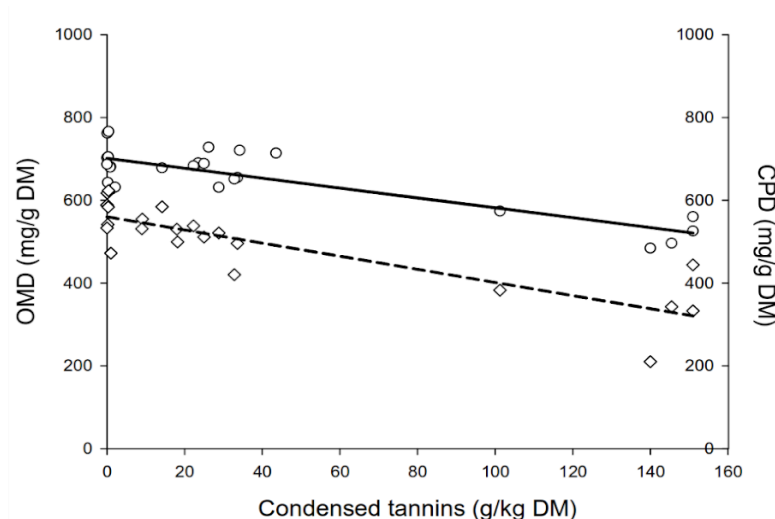


Figure 1. Title should be brief and clear, located under the figure or graph, only the initial word is capitalized

6. Discussion

Discussion should show relevance between the results and the field of investigation and/or hypotheses and supported by references or previous empirical research.

- If the SEM results are discussed specifically in the discussion by explaining the hypothesis findings, then followed by their interpretation. Then it is discussed why it is significant/not significant. The discussion can be linked to the indicators that have the greatest contribution. Discuss in depth then link to previous research findings that are in line with research findings or different with an explanation of why they are different.
- Results that are already described in the results section should not be repeated in the discussion section. Comparison with other research results also serves to indicate the position of the research conducted in the middle of the discourse of relevant topics. Also write down the **managerial implication, theoretical contribution of this study**, limitations of the study.

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

(there must be subchapters on Managerial Implications, theoretical contributions, and limitations)

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.

Funding: This research received no external funding

Institutional Review Board Statement: Not applicable.

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.”

Data Availability Statement: All data generated or analyzed during this study are available from the corresponding author upon reasonable request.

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 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.)
- References should also come from the Journal of Consumer Science (if relevant).
- Each article must cite 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, Zotero. JCS adapts reference writing in the APA style model. Some examples of references are presented below:

1. Book

Format:

Author, A. A. (Year). Book title (edition, if any). Publisher. DOI or URL (if available)

Example:

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.

2. Journal Article

Format:

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. Journal Name, Volume (Edition), page. <https://doi.org/xx.xxxx>

Example:

Smith, J. A., & Brown, L. K. (2020). The effects of social media on youth development. Journal of Social Research, 45(3), 123-135. <https://doi.org/10.1234/jsr.2020.56789>

3. Newspaper or Magazine Article

Format:

Author, A. A. (Year, Month Date). Title of the article. Name of Newspaper/Magazine. URL

Example:

Doe, J. (2023, April 15). The future of sustainable energy. The New York Times. <https://www.nytimes.com/2023/04/15/sustainable-energy.html>

4. Online Source (Website)

Format:

Organization/Writer, A. A. (Year, Month Date). Title of the page. Website name. URL

Example:

World Health Organization. (2021, June 15). Mental health and COVID-19. WHO. <https://www.who.int/mental-health-covid19>

5. Thesis/Dissertation

Format:

Author, A. A. (Year). Title of thesis/dissertation (Unpublished thesis/dissertation). Name of Institution.

Example:

Johnson, M. T. (2019). The impact of digital tools on education (Unpublished master's thesis). University of California, Berkeley.

6. Source from Edited Book Chapter

Format:

Author, A. A. (Year). Chapter title. In A. Editor & B. Editor (Eds.), Book title (pages). Publisher. DOI or URL (if available)

Example:

Hall, S. (2014). Cultural identity and diaspora. In P. Williams & L. Chrisman (Eds.), Colonial discourse and post-colonial theory (pp. 222-237). Routledge.