

LIST OF FIGURE

Figure 1. 1 Unilever Logo	1
Figure 1. 2 Love, Beauty and Planet Products	3
Figure 1. 3 Production of Plastic Waste	5
Figure 1. 4 Cumulative Plastic Waste	6
Figure 1. 5 Plastic Waste Sector	7
Figure 1. 6 Direct Impact of Marine Plastic on Biota	8
Figure 2. 1 Conceptual Framework.....	37
Figure 3. 1 Research Stages	44
Figure 4. 1 Characteristics of Respondents Based on Gender	54
Figure 4. 2 Characteristics of Respondents Based on Age	55
Figure 4. 3 Characteristics of Respondents Based on Profession	56
Figure 4. 4 Continuum Line of Green Product Quality	59
Figure 4. 5 Continuum Line of Green Brand Image	63
Figure 4. 6 Continuum Line of Environmental Attitude.....	66
Figure 4. 7 Continuum Line of Green Purchase Intention	68
Figure 4. 8 Outer Model.....	69
Figure 4. 9 Inner Model	74