

RECYCLE PLASTICS AS THE RAW MATERIALS MANUFACTURED FOR FERTILIZER BAGS

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ABSTRACT

Previous research has rarely considered whether products made from recycled material are perceived to be less detrimental to the environment by some buyers than products made from virgin material only. It is possible that some buyers might be willing to purchase recycled raw materials in an attempt to improve environmental quality. This study compares the preferences of buyers toward virgin plastic raw materials with recycled plastics raw materials. In this study aimed to examine the organizations buyers' purchasing preferences between virgin and recycled materials. 60 respondents from 10 organizations participated in questionnaires.

However, the results of correlation tests indicated that Costs, Government Legislative and companies buyers' decision is not significant and has a moderate negative influence on their buying decision.

Furthermore, the findings confirmed that organization buying decision is strongly affected by the quality of the raw materials.

Keywords: *Organization buying decision, Quality, Costs, Government Legislation, Virgin Plastics Raw Materials, Recycled Plastics Raw Materials*