

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study aims to analyze the green purchase intention of consumers' toward The Body Shop's green products in Surabaya. The variables used in this study are environmental concern, environmental knowledge, green advertisement, green packaging, attitude toward green product, and green purchase intention. There are 5 hypotheses that test direct relationship among all the variables, while there are 2 hypotheses that test the mediating role of attitude toward green product toward the relationship of environmental concern and green purchase intention also environmental knowledge and green purchase intention.

Among the 7 hypotheses tested, there are only two accepted hypotheses. The relationship of environmental concern toward attitude toward green product shows a significant relationship while environmental knowledge is not. Thus, we can conclude that if the consumers' concern is increase then the attitude toward green product would likely to increase. While the descriptive statistics of environmental knowledge shows that even the consumers are lack knowledge about environment it doesn't affect consumers' positive/negative attitude. Environmental knowledge receives the lowest average mean value among all the variables while attitude toward green product is the higher.

Moreover, green advertisement shows a significant relationship toward green purchase intention. It's concluded that green advertisement is able to influence consumers' purchase intention toward The Body Shop products in Surabaya. In contrast, green packaging and attitude toward green product don't have the ability to influence green purchase intention. Since attitude toward green product is failed, then it doesn't able to be a mediating role between the relationship of environmental concern and green purchase intention also environmental knowledge and green purchase intention. Therefore, both the mediating hypotheses are rejected.

5.2 Research Limitation

One of the limitation faced during this research is the size of sample collected can't represent the population. If the sample size is over than 150 it will present more general conclusion. Moreover, the green concept is still not a common topic in Surabaya which causes difficulty for researcher to find respondents who are willing to fill the questionnaire and respondents who have sufficient knowledge about the topic discussed.

5.3 Suggestion

According to the conclusion stated above, there are several recommendations that can be proposed in the form of suggestions that can be taken into consideration for academic field and practical use.

5.2.1 Suggestion for Academic Field

1. For further study it is suggested to have an additional endogenous variable that have a stronger impact to predict green purchase intention such as price of the products. Green packaging can also be replaced with eco-label since it will provide more useful information toward the consumers during the purchasing process.
2. For further study it is suggested to add more the amount of respondents and add more data collection method to avoid many outlier data. By enlarging the target respondents then the research may get more reliable and accurate data for a better analysis result in the future.

5.2.2 Suggestion for Practical Use

1. The Body Shop can provide more information regarding recycling knowledge to educate and encourage their consumers to have a better waste management since recycling issues receive the lowest concern from respondents. One of the core value of The Body Shop is about 3R, so when this concern is increase then The Body Shop can receive more attention from consumers as an option of products that are producing less waste.
2. The Body Shop should design advertisement contents to be more relevant with consumers' daily life in order to catch their attention. If the messages

that The Body Shop want to deliver are not relevant, then the consumers more likely won't buy the green products.

3. The Body Shop should increase consumers' awareness regarding the recyclable materials used for the packaging. This might affect the perspective of consumers toward The Body Shop as the best option of green products to purchase.
4. The Body Shop should put an effort to show the pain point for consumers if they don't purchase green products. This message will be able to influence more people's desire to purchase and consume only green products.
5. The Body Shop should show more information regarding their business activity especially in contributing less pollution. Pollution is one of the greatest cause that makes our environment condition worst, if The Body Shop is contributing less pollution toward the environment it might increase consumers' purchase intention to any green products The Body Shop have.

REFERENCES

- Abdul-Muhmin, A. G. (2007). Explaining consumers' willingness to be environmentally friendly. *International Journal of Consumer Studies*, 31, 237-247.
- Ahmad, A., & Thyagaraj, K. (2015). Consumer's Intention to Purchase Green Brands: The Roles of Environmental Concern, Environmental Knowledge and Self Expressive Benefits. *Current World Environment*, 879-889.
- Ahmad, S. N., Juhdi, N., & Awadz, A. S. (2010). Examination of Environmental Knowledge and Perceived Pro-Environmental Behavior Among Students of University Tun Abdul Razak, Malaysia. *International Journal of Multidisciplinary Thought*, 328-342.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 179-211.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13, 411-454.
- Ali, A., Khan, A. A., & Ahmed, I. (2011). Determinants of Pakistani Consumers' Green Purchase Behavior: Some Insights from a Developing Country. *International Journal of Business and Social Science*, 2(3), 217-226.
- Aman, A. L., Harun, M., & Hussein, Z. (2012). The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable. *British Journal of Arts and Social Sciences*, 145-167.
- Ansar, N. (2013). Impact of Green Marketing on Consumer Purchase Intention. *Mediterranean Journal of Social Sciences*, 4(11), 650-655.
- Aulina, L., & Yuliati, E. (2017). The Effects of Green Brand Positioning, Green Brand Knowledge, and Attitude towards Green Brand on Green Products Purchase Intention. *Advances in Economics, Business and Management Research*, 36, 548-557.
- B. Nagaraju, D., & H.D, T. (2014). Consumers' perception analysis-Market awareness towards ecofriendly FMCG products-A case study of Mysore district. *IOSR Journal of Business and Management*, 16(4), 64-71.

- Barnes, M., Chan-Halbrendt, C., Zhang, Q., & Abejon, N. (2011). Consumer Preference and Willingness to Pay for Non-Plastic Food Containers in Honolulu, USA. *Journal of Environmental Protections*, 1264-1273.
- Bredahl, L. (2001). Determinants of Consumer Attitudes and Purchase Intentions with Regard to Genetically Modified Foods - Results of a Cross-National Survey. *Journal of Consumer Policy*, 23–61.
- Business Dictionary. (2018). *Green Consumer*. Retrieved September 10, 2018, from Business Dictionary: <http://www.businessdictionary.com/definition/green-consumer.html>
- Chan, R. Y. (2004). Consumer Responses to Environmental Advertising in China. *Marketing Intelligence & Planning*, 22(4), 427-437.
- Chan, R. Y., & Lau, L. B. (2000). Antecedents of green purchases: a survey in China. *Journal of Consumer Marketing*, 17(4), 338-357.
- D'Souza, C., Taghian, M., & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. *Corporate Communications: An International Journal*, 11(2), 162-173.
- Dunlap, R. E., & Jones, R. E. (2002). *Environmental Concern: Conceptual and Measurement Issues*. Westport CN: Greenwood Press.
- Fransson, N., & Garling, T. (1999). Environmental Concern: Conceptual Definitions, Measurement Methods, and Research Findings. *Journal of Environmental Psychology*, 369-382.
- Fryxell, G. E., & Lo, C. W. (2003). The influence of environmental knowledge and values on managerial behaviors on behalf of the environment: an empirical examination of managers in China. *Journal of Business Ethics*, 45-69.
- Gunawan, J. (2015, February 4). *Pengaruh corporate social responsibility dan promotion mix dalam membangun brand equity terhadap customer repurchase intention di The Bodyshop Surabaya*. Retrieved September 10, 2018, from Widya Mandala Catholic University Surabaya Repository: <http://repository.wima.ac.id/1180/>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis A Global Perspective* (7th ed.). United Kingdom: Pearson.

- Hines, J. M., Hungerford, H. R., & Tomera, A. N. (1987). Analysis and Synthesis of Research on Responsible Environmental Behavior: A Meta-Analysis. *The Journal of Environmental Education*, 18(2), 1-8.
- Jain, D. K., & Agarwal, D. (2017). Understanding Purchasing Behaviour Towards Environmentally Sustainable Products Using Theory of Planned Behaviour: An Structural Equation Modeling Approach. *IOSR Journal of Business and Management*, 19(8), 14-23.
- Jeger, M., Ham, M., & Leko, V. (2014). Attitudes Toward Green Food Purchase among Students: Evidence from Eastern Croatia. *3rd International Scientific Symposium Economy of Eastern*, 1-12.
- Junior, S., Silva, D., Gabriel, M., & Braga, W. (2015). The Effects of Environmental Concern on Purchase of Green Products in Retail. *Social and Behavioral Sciences*, 99-108.
- Kaufmann, H., Panni, M., & Orphanidou, Y. (2012). Factor Affecting Consumers' Green Purchasing Behavior: An Integrated Conceptual Framework. *Amfiteatru Economic*, XIV(31), 50-69.
- Khan, J. M. (2013). A study on Consumers attitudes towards Green marketing and Green products. *International Journal of Advanced Trends in Computer Science and Engineering*, 2(6), 258-268.
- Kim, Y., & Hap, H. (2010). Intention to pay conventional-hotel prices at a green hotel - a modification of the theory of planned behavior. *Journal of Sustainable Tourism*, 997-1014.
- Kong, W., Harun, A., Sulong, R. S., & Lily, J. (2014). The Influence of Consumers' Perception of Green Products on Green Purchase Intention. *International Journal of Asian Social Science*, 924-939.
- Kothari, C. R. (2004). *Research Methodology, Methods & Techniques*. New Delhi: New Age International.
- Latif, S. A., Omar, M. S., Bidin, Y. H., & Awang, Z. (2013). Role of Environmental Knowledge in Creating Environmental Residents. *Social and Behavioral Sciences*, 866-874.
- Mostafa, M. M. (2007). A hierarchical analysis of the green consciousness of the Egyptian consumer. *Psychology & Marketing*, 445-473.

- Mutsaers, J. (2015). Retrieved 2018, from Environmental Concern in Global Perspective: Exploring relations between core-periphery, vulnerability, environmental problems, post-materialism and environmental concern: <http://lup.lub.lu.se/luur/download?func=downloadFile&recordId=5403404&fileId=5403406>
<http://lup.lub.lu.se/luur/download?func=downloadFile&recordId=5403404&fileId=5403406>
- Narasimhan, Y. (2003). The Link Between Green Purchasing Decisions And Measures Of Environmental Consciousness. *Environmental Studies and Policy*, 75pp.
- Peattie, K. (2010). Green Consumption: Behavior and Norms. *Annual Review of Environment and Resources*, 195-228.
- Rahbar, E., & Wahid, N. A. (2011). Investigation of Green Marketing Tools' Effect on Consumers' Purchase Behavior. *Business Strategy Series*, 12(2), 73-83.
- Rahim, M. A., Zukni, R. J., Ahmad, F., & Lyndon, N. (2012). Green Advertising and Environmentally Responsible Consumer Behavior: The Level of Awareness and Perception of Malaysian Youth. *Asian Social Science*, 8(5), 46-54.
- Rahmi, D., Rozalia, Y., Chan, D., Anira, Q., & Lita, R. (2017). Green Brand Image Relation Model, Green Awareness, Green Advertisement and Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase Behavior on Creative Industry Products. *Journal of Economics, Business, and Accountancy Ventura*, 20(2), 177-186.
- Rao, P. K., & Bhargav, D. R. (2016). A Study on Green Packaging- A Case Study Approach with Reference to Dell Inc. *International Educational Scientific Research Journal*, II(7), 83-84.
- Rashid, N. N., Jusoff, K., & Kassim, K. M. (2009). Eco-Labeling Perspectives amongst Malaysian. *Canadian Social Science*, 5(2), 1-10.
- Rehman, Z. u., & Dost, M. K. (2013). Conceptualizing Green Purchase Intention in Emerging Markets: An Empirical Analysis on Pakistan. *The 2013 WEI International Academic Conference Proceedings*, 99-120.
- Rinkesh. (2018). *What are Top 25 Environment Problems?* Retrieved 5 28, 2018, from Conserve Energy Future: <https://www.conserve-energy-future.com/top-25-environmental-concerns.php>

- Rokka, J., & Uusitalo, L. (2008). Preference for green packaging in consumer product choices - Do consumers care? *International Journal of Consumer Studies*, 516-525.
- Scott, L., & Ellis, D. V. (2014). Consumer understanding, perceptions and behaviours with regard to environmentally friendly packaging in a developing nation. *International Journal of Consumer Studies*, 642-649.
- Stern, P. (1992). Psychological dimensions of global environmental change. *Annual Review of Psychology*, 269-302.
- Straughan, R., & Roberts, J. (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, 16(6), 558-575.
- Sugiyono, P. (2014). *Metode penelitian bisnis (pendekatan kuantitatif, kualitatif, dan R&D)*. Bandung: Penerbit Alfabeta.
- Suki, N. M. (2016). Green Product Purchase Intention: Impact of Green Brands, Attitude, and Knowledge. *British Food Journal*.
- The Body Shop Indonesia. (2016, October 24). *Top 5 Indonesia's Best Corporate Social Initiatives 2016*. Retrieved September 10, 2018, from The Body Shop: <https://www.thebodyshop.co.id/latestStories/top-5-indonesia-s-best-corporate-social-initiatives-2016>
- The Body Shop Indonesia. (2017, September 22). *The Body Shop® Raih Penghargaan Indonesia's Best Social Corporate Initiatives 2017*. Retrieved September 10, 2018, from The Body Shop: <https://www.thebodyshop.co.id/latestStories/the-body-shop-raih-penghargaan-indonesia-s-best-social-corporate-initiatives-2017>
- The Body Shop Indonesia. (2018, September 4). *Indonesia's Best Corporate Social Initiatives 2018*. Retrieved September 10, 2018, from The Body Shop: <https://www.thebodyshop.co.id/latestStories/indonesia-s-best-corporate-social-initiatives-2018>
- Tih, S., Chan, K.-T., Ansary, A., & Ahmed, A. (2015). Green Advertising Appeal and Consumer Purchase Intention. *Jurnal Pengurusan*, 157-168.
- Turkyilmaz, C., Uslu, A., & Durmus, B. (2015). Antecedents and Outcomes of Consumers' Inward and Outward Environmental Attitudes: Evidence From Turkey. *Procedia - Social and Behavioral Sciences*, 90-97.

- Unilever. (2017, 1 5). *Report shows a third of consumers prefer sustainable brands*. Retrieved 9 10, 2018, from Unilever: <https://www.unilever.com/news/press-releases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html>
- Vazifehdoust, H., Taleghani, M., Esmailpour, F., Nazari, K., & Khadang, M. (2013). Purchasing green to become greener: Factors influence consumers' green purchasing behavior. *Management Science Letters*, 2489–2500.
- Vicente-Molina, M., Fernandez-Sainz, A., & Izagirre-Olaizola, J. (2013). Environmental knowledge and other variables affecting pro-environmental behaviour: comparison of university students from emerging and advanced countries. *Journal of Cleaner Production*, 130-138.
- Wang, J., Wang, S., Wang, Y., Li, J., & Zhao, D. (2018). Extending the Theory of Planned Behavior to Understand Consumers' Intentions to Visit Green Hotels in the Chinese Context. *International Journal of Contemporary Hospitality Management*.
- Weber, T., Baier, K., & Willers, C. (2015). Sustainable (Green) Food and Purchase Intention – An Analysis of Influence Factors. *Advances Science Engineering Information Technology*, 5(4), 311-313.
- Xu, L., Prybutok, V., & Blankson, C. (2018). An environmental awareness purchasing intention model. *Industrial Management & Data Systems*.
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: extending the theory of planned behaviour. *Journal of Cleaner Production*, 732-739.
- Yamin, S. (2014). *Rahasia Olah Data Lisrel*. Jakarta: Mitra Wacana Media.
- Yamin, S., & Kurniawan, H. (2009). *Structural Equation Modelling: Belajar Lebih Mudah Teknik Analisis Data Kuesioner dengan Lisrel - PLS*. Jakarta: Salemba Infotek.
- Yamini, N. (2003). The Link Between Green Purchaseing Decisions and Measures of Environmental Consciousness. *European Journal of Marketing*, 35-55.
- Yazdanifard, R., & Mercy, I. E. (2011). The Impact of Green Marketing on Customer Satisfaction and Environmental Safety. *International Conference on Computer Communication and Management*, 637-641.

- Yi, C. H., Yang, M., & Yu, C. W. (2014). Effects of green brand on green purchase intention. *Marketing Intelligence & Planning*, 32(3), 250-268.
- Yu, S. C., & Ching, H. C. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502-520.
- Zhang, G., & Zhao, Z. (2012). Green Packaging Management of Logistics Enterprises. *International Conference on Applied Physics and Industrial Engineering*, 900-905.
- Zhu, B. (2013). The Impact of Green Advertising on Consumer Purchase Intention of Green Products. *World Review of Business Research*, 3(3), 72-80.
- Zinkhan, G. M., & Carlson, L. (1995). Green Advertising and the Reluctant Consumer. *Journal of Advertising*, 24(2), 1-6.