

CHAPTER I

INTRODUCTION

A. Research Background

Trash is a challenge that must be conquered. Every year, this trash issue gets progressively worse. Because of its growing use, the amount of plastic waste produced is increasing. Based on data from the Ministry of Environment, the waste produced by the Indonesian people in 2022 is food waste, amounting to 40.7%, while plastic amounts to 17.8%, and other waste such as metal, glass, fabric, rubber/leather, paper, and wood 41.5% (Kementrian Lingkungan Hidup, Capaian kinerja penanganan sampah, 2023). The amount of waste produced will continue to increase. Every year, the amount of waste in Indonesia grows by 0.27 – 0.60 million tons (Kamaruddin, et al., 2022). The amount of waste produced by the Indonesian people in 2021 reached 68.5 million tons and increased in 2022 to 70 million tons (Komisi IV DPR RI, 2022). The amount of plastic waste can disrupt natural welfare, and plastic waste can release toxins that are harmful to the environment, cause animals to choke if eaten, and threaten existing rare animals (Egger, Gambari, & Laurent, 2020).

Plastic waste is currently the most commonly encountered waste in the community. By the end of 2023, Indonesians generate 25 million tons of waste, of which 18.5 percent or 4.5 million tons will be plastic (Kementrian Lingkungan Hidup, 2024). Much plastic waste is generated from factories that use plastic as product packaging. As much as 40% of the world's plastic is used for packaging and packaging

for finished materials from different factories (Evode et al., 2021). In addition, plastic waste contributes to waste in bottled drinking water. Branded bottled drinking water items made up 226 thousand tons, or 7.06 percent, of the total garbage produced by branded products; 46 thousand tons, or 20.3%, of that waste, was plastic glass bottled waste (Sekertaris Jendral Republik Indonesia, 2023).

One of the ways to process plastic waste is by recycling. Recycling plastic waste is very beneficial for the environment. Recycling plastic waste can reduce the amount of carbon emissions on the earth. This decrease in carbon emissions is caused by a recycling process that does not require many resources, such as electricity (Cudjoe, Wang, & Zhu, 2021). One way to recycle plastic waste is by creating environmentally friendly packaging. The use of environmentally friendly or green packaging is an essential aspect of the steps to reduce the impact of plastic waste pollution (Wandosell et al., 2021). Researching environmentally friendly packaging can help determine how consumers respond to these innovations.

In a previous study by Wang, Shen, and Chu (2021), variables that affect green consumption behavior include value, reason, attitude, and intention. Another study mentioned that other variables that influence behavior toward green purchases are knowledge, attitude, and trust (Taufique, Vocino, & Polonsky, 2016). In this study, the variables used were value, reasons (reason for and against), attitude, and purchase behavior. The variables used refer to research from Wang, Shen, and Chu (2021) on

exploring the green consumption attitude-intention gap in China with behavioral reasoning theory.

Value significantly influences a person's decision-making in both their personal and professional lives (Dhir, Koshta, et al., 2021). Value may be considered the process through which people choose their actions. (Ryan & Casidy, 2018). Previous research from Nguyen, Lobo, and Greenland about the role of consumers' biospheric values examined the relationship between value and attitude, subjective norm, perceived inconvenience, and environmental self-identity (Nguyen, Lobo, & Greenland, 2016). Value has a positive relationship with attitude, subjective norms, and environmental self-identity but has a negative relationship with perceived inconvenience (Nguyen, Lobo, & Greenland, 2016).

Previous research from Taufique mentioned that environmental values directly influence green consumer behavior, and emotional affinity toward nature has a direct and indirect significant positive impact as well (Taufique, 2020). Environmental value also affects reasoning for green consumption but does not affect reasoning against green consumption (Wang, Shen, & Chu, 2021). Other research argues that consumers may occasionally rely on heuristic motivations when their reasons are not entirely active, beliefs and values may have a direct impact on attitude (Gupta & Arora, 2017).

Reasons (for and against) are unique cognitions that people use to make judgments confidently and even to describe their intentions or behavior straightforwardly (Sahu, Padhy, & Dhir, 2020). Reasoning for and against are notions that may be used to study reasoning (Claudy, Garcia, & O'Driscoll, 2014). Reasons for green consumption have a beneficial impact on green consumption attitudes, whereas reasons against green consumption have little effect (Wang, Shen, & Chu, 2021).

Attitude is an individual's inclination to love or hate a specific concept, item, or behavior (Wang, Shen, & Chu, 2021). In previous studies by Dhir that researched why retail consumers prefer to buy green apparel attitudes influence consumer behavior. The study showed that attitude positively correlates with purchase behavior (Dhir, 2020). Previous research found that consumer attitudes toward the environment are positively impacted by both general environmental awareness and specialized knowledge of eco-labels (Taufique, Vocino, & Polonsky, 2016).

Attitude continues to be a crucial element in the aim and practice of green consumption. While motives impact intentions, different motives have different pathways in their effects. And justifications against green consumption directly affect intention, justifications for it impose repercussions through attitudes (Wang, Shen, & Chu, 2021). Other studies have shown that attitude relates to consumer behavior (Taufique, Vocino, & Polonsky, 2016).

Behavior is a person's subjective likelihood that partaking in a hobby or pastime will result in a specific outcome or provide a particular experience (Ajzen, 2020). Previous research discussing green apparel buying behavior found that green apparel

buying behavior is a reflection of a healthy lifestyle but needs to be updated (Dhir, 2020). Another study found that pro-environment consumer behavior is significantly influenced by attitudes toward the environment and confidence in eco-labels (Taufique, Vocino, & Polonsky, 2016).

This study will use variables in the form of environmental value, reasons for support using green packaging, reasons against using green packaging, attitudes toward green packaging, and purchase behavior toward buying green packaging. The use of these variables refers to papers that are referenced and combined with several other papers. This research was conducted to determine consumer purchase behavior toward green packaging. The product with green packaging, which is the object of the study, is Rinso products. The selection of the research setting for Rinso's laundry products is because this product develops recycled packaging that is used in pouch and sachet packaging.

Currently, Rinso has developed ecologically friendly packaging that Creasolv processes. The world's first and only technology, Creasolv, can turn plastic packaging trash (such as empty pouches and sachets) into materials that may be utilized to create new packaging (Rinso, 2023). The development of this product is carried out as a form of reducing plastic waste that is often used by households. This product began to be marketed through television advertisements and Rinso's official social media. Rinso products with this packaging have unique markings that are very easily recognizable.



Figure 1. 1 Rinso Product Use Green Package

(Rinso, 2023)

This study aims to determine how people's purchase behavior toward products that use recycled packaging is influenced by environmental value, reason for support using green packaging, reason against using green packaging, and attitude toward using green packaging. This research refers to previous research carried out by Wang et al., and Dhir on green consumption in the community. This study aims to determine whether people's purchase behavior toward recycled packaging is influenced by their attitudes. This research takes place in Indonesia and focuses on people who use Rinso laundry soap.

B. Research Questions

In this study, several questions will be answered based on the results. This research question was adopted from previous research, which was used as a reference,

1. Do environmental values that support the use of green packages influence consumers' reasons for green packages?
2. Do environmental values that support the use of green packages influence consumers' reasons against green packages?
3. Do consumers' reasons for green packages influence attitudes toward green packages?
4. Do consumers' reasons against green packages influence attitudes toward green packages?
5. Does environmental value influence attitude toward green packages?
6. Does attitude toward green packages influence purchase behavior toward green packages?
7. Does consumer reason for green packages mediate the relationship of environmental value toward attitude?
8. Does consumer reason against using green packages mediate the relationship of environmental value toward attitude?
9. Does attitude mediate the relationship of environmental value toward purchase behavior?

C. Research Objective

Based on the research question, the objectives of this study are as follows,

1. To identify the influence of environmental values supporting green packaging on consumers' reasons for green packaging.

2. To investigate the influence of environmental values that support the use of green packages on consumers' reasons against green packages.
3. To determine the influence of consumers' reasons for green packages on their attitudes toward green packages.
4. To determine the influence of consumers' reasons against green packages toward attitudes toward green packages.
5. To test the influence of environmental value on an attitude toward green packaging.
6. To determine the influence of attitude towards green packaging on purchase behavior.
7. To understand the mediating effect of reason for toward environmental value and attitude.
8. To investigate how is the mediating effect of reason against toward environmental value and attitude.
9. To investigate the mediating effect of attitude toward environmental value and purchase behavior.

D. Research Benefit

The benefits expected from the results of the report carried out include three things, namely,

1. It can be used in research on the same topic as a literature source.
2. Able to be a study material in understanding the use of green packages.

3. Able to be a reference in formulating problems about the importance of reducing the use of plastic.