

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

This research with the title "**Examining the Influence of Attitude, Subjective Norms, Perceived Behavioral Control, Willingness to Pay, and Environmental Consciousness on Consumers' Purchase Intention Toward Refill Products Without Single-Use Plastic Packaging from Siklus Refill Indonesia**" has the aim of analyzing and predicting the relationship between several variables that are considered as factors that have a positive influence on consumer purchase intentions for environmentally friendly products, namely consumer products refill without single-use packaging that examining on Siklus Refill Indonesia. As stated in the title, the variables in question include Attitude, Subjective Norms, Perceived Behavioral Control, Willingness to Pay, and Environmental Consciousness. Through data testing and analysis carried out using the PLS-SEM method on all variables, the test results obtained indicate that:

1. Attitude can be an appropriate predictor because it is proven to have a positive influence on consumer purchase intentions, especially for consumer products refill ( $\beta = 0.222$ ,  $T = 3.901$ , and  $P = 0.000$ ). Attitude possessed by consumers is an interpretation of their psychological emotions that tend to be channeled by forming evaluations in assessing which can influence their decision-making process, including when building purchase intentions. When consumers have previous experience of buying environmentally friendly products, the attitude they show toward purchasing environmentally friendly products tends to be more positive.
2. Subjective norms have been proven to have a positive effect on consumer intentions to purchase consumer products refill ( $\beta = 0.188$ ,  $T = 2.093$ , and  $P = 0.018$ ). The existence of concern and presumption of "importance" regarding the opinion or behavior of the majority and the tendency to obey and do the same creates a situation where an individual's intention to do or

not do something depends on the influence of the people around them. Thus, the role of "relevant ones" is essential concerning subjective norms to positively motivate consumers to have purchase intentions for environmentally friendly products.

3. Perceived behavioral control is the strongest that positively influence consumer's purchase intention towards environmentally friendly products, such as consumer products refill ( $\beta = 0.252$ ,  $T = 2.737$ , and  $P = 0.003$ ). Perceived behavioral control plays a role in encouraging individual beliefs regarding the limits of their abilities and opportunities to perform an action or behavior. Behavioral control within the individual will facilitate individual control over himself in the process of assessing and considering an intention that appears to take any action, including the intention to purchase environmentally friendly products.
4. Willingness to pay also has a positive effect on consumers' purchase intentions towards consumer products refill related to household needs that are more environmentally friendly ( $\beta = 0.182$ ,  $T = 2.628$ , and  $P = 0.004$ ). Apart from the ability to pay, consumers' willingness to pay for a product has more positive influence on the consumer decision-making process regarding purchases. As long as these consumers are willing to accept and willing to pay, their sensitivity to product prices can also lose its power. Therefore, it can be concluded that consumers express their purchase intention through their willingness to pay.
5. Environmental consciousness is proven to have positive influence on consumer purchase intentions for environmentally friendly consumer products, such as consumer products refill ( $\beta = 0.229$ ,  $T = 2.634$ , and  $P = 0.004$ ). Individuals' subjective knowledge regarding the impact on the environment caused by their actions and behavior will evaluate their beliefs and increase their emotional involvement with the environment. The

awareness and concern that is built as a form of emotional involvement will then shape the individual's intention to make actual efforts in overcoming environmental problems, including those related to purchasing products that are more environmentally friendly. The combined concept of the knowledge element and the emotional element is referred to as environmental consciousness, which is proven to have a crucial influence on consumers' intentions to buy environmentally friendly products.

## **5.2 Suggestion**

### **5.2.1 Suggestion for Company**

The findings obtained from this research are expected to be useful for companies, especially Siklus Refill Indonesia, in helping to increase consumers' purchase intentions as well as for the company's development. In addition, the researcher formulated several suggestions for Siklus Refill Indonesia which are described as follows:

1. Siklus Refill Indonesia can deepen the knowledge, understanding, emotional connection, and confidence of Indonesian consumers and society on various topics. Examples of topics that can be given are environmental topics and the problems in it, human activities that are always related to nature, the impact of environmental damage itself, efforts to improve the environment, the benefits of environmental improvement, and the positive impact of purchasing Siklus Refill Indonesia products for the environment. Siklus Refill Indonesia can introduce its services to the society as well at the same time which also emphasizes the various benefits from their purchase of Siklus Refill Indonesia's products. In addition, Siklus Refill Indonesia can also increase consumer and society engagement with various joint activities. These can be done through all social media accounts owned or directly by holding talk shows or seminars, installing refill stations in shopping centers (malls, convenience stores, supermarkets, etc), and collaborating with some communities, such as governments,

organizations, educators, neighborhood associations, and so on. This effort is aimed at increasing the great impression of the society which can help influence their attitude to be more positive, trigger environmental consciousness of the society, provide confidence to influence perceived behavioral control, and increase society's willingness to pay which can positively influence the purchase intention towards Siklus Refill Indonesia's products.

2. Siklus Refill Indonesia can also form a campaign that voices concern and a sense of responsibility for what is happening to the environment that can motivate others to get involved and take part in actual actions to realize environmental improvement. This campaign can be given the impression as a new and more environmentally friendly lifestyle “trend” together with the support from Siklus Refill Indonesia. Siklus Refill Indonesia can work with people or communities and organizations that have an influence on society, commonly referred to as “Key Opinion Leaders” or influencers, to help disseminate it simultaneously through various media (including Siklus Refill Indonesia's own social media). This effort aims to increase environmental consciousness, in the form of awareness and society involvement, which can be triggered by leveraging the presence of more and more people to join and act in this campaign. Siklus Refill Indonesia can also enlarge and take advantage of the enormous word-of-mouth (WOM) effect to help improve subjective norms by convincing the public so that it can help encourage purchase intention for Siklus Refill Indonesia's products.
3. Developing a promotional strategy is also one of the efforts that can be done in terms of increasing purchase intention. Siklus Refill Indonesia can take advantage of an incentive promotion strategy, where companies use incentives as a form of offering so that consumers want

to buy the products they sell. Siklus Refill Indonesia can use the "referral code" strategy, which is to provide incentives in the form of gifts, discounts, special prices, loyalty programs (for example, a collection of points), or so on to consumers who recommend others to buy products from Siklus Refill Indonesia. This strategy serves to attract consumers to be willing to spread and influence people around them to build intentions related to the purchase of Siklus Refill Indonesia products by increasing the effect of subjective norms. Siklus Refill Indonesia can also use a "bonus" strategy, which is to offer a bonus or gift when a consumer makes a purchase. This strategy serves to trigger a sense of interest in consumers in increasing their willingness to pay and increase their intention to purchase products from Siklus Refill Indonesia in accordance with the requirements in order to get the bonuses offered.

4. Another effort that can be made by Siklus Refill Indonesia is to overcome some of the existing constraints related to their services. The constraints in question are related to the existence of several areas that are not accessible even though they are included in cities that receive services from Siklus Refill Indonesia, the unavailability of several goods when needed, the incompleteness of adequate payment methods, and the determination of an uncertain delivery schedule. Siklus Refill Indonesia should conduct an evaluation and improvement regarding the constraints that have been mentioned to provide confidence in consumers' perceived behavioral control so that they can make consumers feel they have more opportunities, resources, and the ability to purchase products from Siklus Refill Indonesia. Not only that, another constraint is that there are consumers who feel that the prices set by Siklus Refill Indonesia tend to be higher than the prices of products in other conventional stores. In overcoming this constraint, Siklus Refill Indonesia needs to better understand the diversity of the

dynamics of Indonesian society so that it can provide understanding to consumers regarding the reasons that allow product prices in Siklus Refill Indonesia to be seen to be higher. Siklus Refill Indonesia can also build perceptions about value pricing by making comparisons that utilize a factual approach between purchases using Siklus Refill Indonesia and purchasing conventional products, especially those related to environmental advantage, so that can increase society's understanding of the prices set and increasing willingness to pay a more reasonable price for Siklus Refill Indonesia's products.

### **5.2.2 Suggestion for Further Research**

Taking into account the various limitations and shortcomings of this research, the researcher makes several suggestions to aid in the development and improvement of further research. The following is a description of the suggestions for further research:

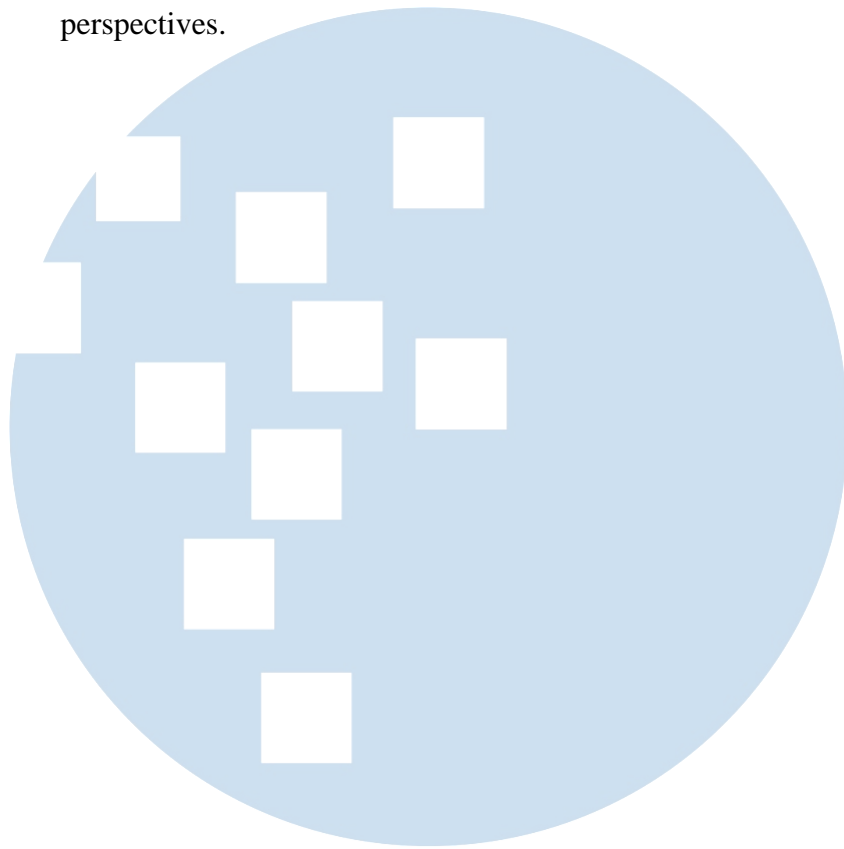
1. This study is limited to Attitude, Subjective Norms, Perceived Behavioral Control, Willingness to Pay, Environmental Consciousness, and Purchase Intention variables, so the researcher hopes that further research can develop research by adding several variables relating to trust, skepticism, or health concerns. The addition of this variable aims to deepen society's view of refill products that are used and consumed daily through the point of view of attention and society's trust in health. Skepticism has a negative relationship with purchase intentions that can hold consumers back when they want to buy environmental products, so skepticism is appropriate and necessary to take into account (Albayrak et al., 2013; Syadzwina & Astuti, 2021). Health awareness owned by consumers tends to encourage consumers to be more concerned with the welfare of healthy life so that they will be more severe in considering the purchase of environmentally friendly products (Kim & Chung, 2011). According to (Joshi & Rahman,



2015b), consumer purchases of environmentally friendly products are also influenced by consumer trust in green brands.

2. Further research is also expected to add control variables in terms of income level, education level, or other social aspects to be more focused on one particular segmentation of the dynamics of a diverse society and help deepen consumer perceptions of a specific group. Based on Diamantopoulos et al. (2003), sociodemographic characteristics are proven to have a linkage or relation to the environmental consciousness of consumers.
3. Since this research is related to the purchase intention of consumer products refill without the single-use plastic packaging concept, the researcher suggests that further research should examine the effect of variables related to marketing strategy or branding. Green marketing strategy is one of the things that can control consumer awareness, attention, and concern which can also generate their support for certain green businesses (Alamsyah et al., 2021; Naing, 2020). Meanwhile, a strong brand is a way consumers identify and view a particular company or product which has also been proven able to influence consumer decisions in having the intention to purchase green products (Bursan et al., 2021; Naing, 2020).
4. The limitation of the coverage area in the Jakarta city, Bogor city, Depok city, Tangerang city, and Bekasi city as well as the limitation on people who have expressed their concern for the environment, makes this research very limited. Further researchers can expand the coverage area to other cities in Indonesia to measure the purchase intention of consumers from other cities. Further researchers can also develop research by looking at consumer purchase intentions from respondents

who do not or are less concerned about the environment to get more perspectives.



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