

The Influences of Green Packaging and Ecolabel Toward Green Purchase Intention

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ABSTRACT

This study intends to examine how eco-friendly packaging and ecolabels affect consumers' intentions to make green purchases, specifically for products from The Body Shop. Purposive sampling is the sampling approach that was employed, and the following criteria were used: consumers who are interested in buying green products, are above 18, have at least a high school diploma, and have purchased at least one item from The Body Shop. A total of 103 people responded to the survey. Questionnaires with a likert scale that have been evaluated and found to meet the criteria for validity and reliability are the data gathering method employed. SPSS is the analytical method employed. The findings of this study showed that two independent factors, in particular green packaging and ecolabel, have a positive significance influence on consumers' intention to make green purchases. Hypotheses are accepted. This research result derives from t-test statistics.

Keywords: Green Packaging, Ecolabel, Green Purchase Intention

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INTRODUCTION

The use of plastic plays an important role in life. This is increasing along with the development of manufacturing activities and the level of public consumption. Plastic is used to package daily necessities and as disposable shopping bags. The higher use of plastic can lead to an increase in the amount of plastic waste (Syamsiro, 2015). Plastic waste can last for years so that it can cause pollution to the environment and damage water and soil ecosystems (Karuniastuti, 2003). According to Jambeck's (2015) research, 3.22 million tons of plastic waste are generated annually by Indonesia's 187.2 million coastal residents, who do not appropriately manage this material. In addition, it states that the most commonly found plastic waste is packaging from single-use materials.

People use plastic (single-use packaging and plastic shopping bags) because it is more practical and cheaper. The plastic waste is dominated by the residential sector, shops, markets, and schools. As time goes by, people are increasingly aware of the consequences of using plastic in the long term. People show a preference for green products and environmental concerns (Matthes & Wonneberger, 2014). However, the change of preference from conventional products to green products did not run smoothly. In the research of Tan et al. (2016), consumers' interest in purchasing green products is still lacking because they think green products are too expensive, require a lot of knowledge, and are too difficult to get. The results of a survey from The Palm Scribe to several female respondents regarding knowledge about green products can be concluded if the majority of respondents say price is the main factor in purchasing, even though respondents already know the importance of green products, namely for health and the environment (Pradipta, 2018). Price is listed as one of the hurdles for customers to choose items in a poll by Insight Neilsen Indonesia of respondents aged 15 to 45 in Indonesia with middle- and upper-class socioeconomic characteristics (viva.co.id, 2017).

It is known that green product has a higher price than conventional products. One of the reasons is the environmentally friendly label (ecolabel). The company has to pay more to get the label and the label will be obtained if the company has received environmentally friendly certification, such as EWG (Environmental Working Group), ECOCERT, Zero, PETA, Leaping Bunny, and Ecolabel, causing the price of green products expensive (Female Daily, 2019). From a survey conducted by The Palm Scribe, respondents said they did not know about ecolabels (Pradipta, 2018). Ecolabel, according to Sonderskov & Daugbjerg (2011), is a product claim that gives customers reliable, easily available information about a product's environmental features.

According to Putra (2018), there are not many users of environmentally friendly products in Indonesia. In order to attract consumers' interest in using green products, companies carry out strategies such as using environmentally friendly packaging (green packaging) on their products (Draskovic et al., 2009). Green packaging is packaging that can be recycled, degraded, or reused and does not pollute the environment or harm people while a product is in use (Zhang & Zhao, 2012). Green product must provide information to consumers about the environmentally friendly performance of the product, companies as producers need to include an ecolabel packaging green product. The presence of ecolabels in green items might significantly influence consumers' intentions to make green purchases (Kong et al., 2014).

RESEARCH METHOD

This study is an explanatory research and is included in a cross-sectional study. Cross-sectional means that research is carried out only at one time through a period of time to answer research questions (Sekaran & Bougie, 2017). This study used a survey methodology, and the research data was gathered by distributing self-administered questionnaires via the internet. The distribution of this questionnaire is addressed directly to consumers who are interested in purchasing The Body Shop products. The distribution of this questionnaire contains questions related to the variables of green packaging, ecolabel, and green purchase intention. The analytical method used in this research is SPSS.

Consumers interested in buying environmentally friendly products make up the study's demographic. Consumers interested in buying The Body Shop items make up the study's sample. Purposive sampling was used as the sample technique. Purposive sampling, according to Sugiyono (2017), is a sample technique with a few things to take into account. Men and women who are at least 18 years old, have completed high school, and have purchased at least one item from The Body Shop are eligible to participate in this study. Because people over the age of 18 are accustomed to making purchases and can make selections to select the best product from the various possibilities available, the researchers decided to only consider respondents who were above the age of 18. The Rao Purba formula is applied to the sample in this study as follows (Sujarweni, 2015):

$$n = \frac{z^2}{4 (Moe)^2}$$

Description:

n : Number of Samples

z : Confidence level in determining the sample (95% = 1.96)

Moe = Margin of Error

The maximum number of samples that can be drawn when assuming a 10% margin of error is:

$$n = \frac{1.96^2}{4 (0.10)^2}$$

$$= 96.04$$

The calculation above yielded a minimum of 96 respondents as the number of samples to be used. 103 respondents made up the samples used in this investigation.

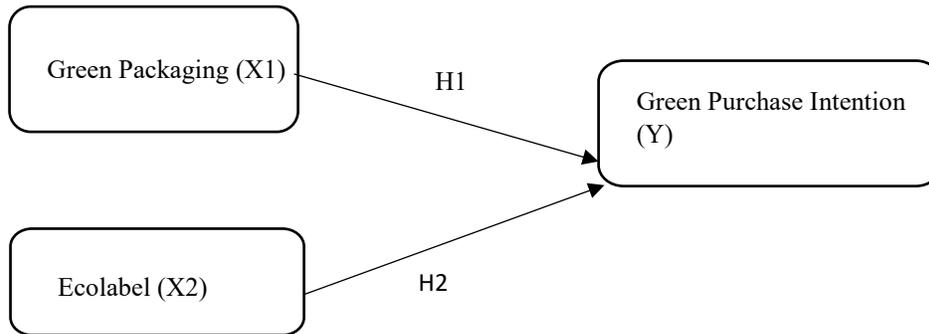


Figure 1. Research Model
 Source: Author’s Tabulation (2021)

Ho1: Green packaging has little impact on consumers' intentions to make green purchases.
 Ha1: Green packaging has an impact on consumers' intentions to make green purchases.
 Ho2: The ambition to make green purchases is unaffected by ecolabel.
 Ha2: Ecolabels have a favorable impact on consumers' intentions to make green purchases.

RESULTS AND DISCUSSION

In this study, there were 103 respondents who filled out questionnaires that had been distributed with criteria over 18 years of age, minimum education of high school or equivalent, and had purchased at least one product of The Body Shop. The following is a description of the characteristics in this study:

Table 1. Table of Participant Description

Criteria	Description	Percentage
Gender	Male	25%
	Female	75%
TOTAL		100%
Age	18 – 25 years	65.4%
	26 – 33 years	29.8%
	34 – 41 years	4.8%
	> 41 years	0%
TOTAL		100%

Last Education Level	SMA/Equivalent	41.3%
	D3	1%
	S1	42.3%
	S2	14.4%
	S3	1%
TOTAL		100%

Source: Author's Tabulation (2022)

Table 2. Hypothesis Testing Result

Variable	Coefficient Regression (B)	T	Significance	Information
(Constant)	-1.354	1.071	0.209	
X1	0.526	0.102	0.000	Significant
X2	0.400	0.083	0.000	Significant

Source: Author's Tabulation (2022)

The illustration of the result of multiple linear regressions related to the factors influencing green purchase intention are as follows:

$$Y = -1.354 + 0.526 X1 + 0.400 X2 + \varepsilon$$

The t-test was applied in this study by the author. The second hypothesis is supported by the T-test. The author selected a confidence level of 0.1 for this test. Green packaging has a t-value of 0.102 and a significance value of 0.000. As a result, the significance value (0.000 < 0.1) is less than 0.1. This indicates that there is a considerable positive correlation between green packaging and green buying intent. Green packaging has a regression coefficient of 0.526. As a result, Ha1 accepts that green packaging influences consumers' intentions to make green purchases. The findings of this study corroborate earlier research by Rajendran and Wahab (2017), who found that design, knowledge, and quality are the primary elements that influence customers' intentions to purchase green packaging. Their research also revealed that design is the most potent factor in piquing consumer interest in making a purchase.

Ecolabel's t-value is 0.083 and its significance level is 0.000. Its significance value is therefore less than 0.1. This indicates that there is a strong positive correlation between ecolabel and intention to make green purchases. Therefore, Ha2 accepts that ecolabels have an impact on consumers' intentions to make green purchases. According to Kong et al (2014).s study, green corporate impression, ecolabel, and green product value considerably increase the likelihood that consumers will make green purchases. Consumers believe that the ecolabel is one of the key elements that significantly influences their decision to purchase environmentally friendly goods, and some

consumers believe that the information provided on the ecolabel is accurate and simple to grasp

CONCLUSION

According to a review of the research findings, green packaging significantly increases the likelihood that consumers will make green purchases. The more appealing the green packaging is on products; the more likely consumers are to acquire green goods. Ecolabelling also significantly increases the likelihood that consumers will make green purchases. Consumers are more likely to buy green products when they have more confidence in the ecolabel on those products.

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