

CHAPTER I

INTRODUCTION

1.1 Research Background

Sustainability issue has become a big concern, making more consumers more careful on what they buy, wear, and consume, and how their action may give impact to the environment (Sharma et al., 2023). People all around the world have become more concerned on environmental matter nowadays compared to how it used to be in the past (Gazi et al., 2024). In the past years, eco-friendly products have been the focus of the interest by the public, including businesses and policymakers, in line with the increasing and emergence of a more sustainable and responsible lifestyle (Bursan et al., 2021). This change in consumer behaviour has made companies consider to develop sustainable practices in their business operation. Businesses start to competitively come up with innovations in positioning their sustainable brands in order to secure their position in the marketplace and reach business sustainability (Bursan et al., 2021; Sharma et al., 2023).

One of the major contributors to the environmental issue is plastic bag materials due to their long-term resistance to degradation. Plastic bags' durability causes pollution and disruption to environment (Permatasari et al., 2024). Plastic waste has a bigger scope of impact that does not only influences human sustainability but also living being sustainability which includes animals, plants, even bacteria. However, the usage of plastic bags received high demand though the control of its post-usage is becoming a community concern, globally. The common

material for plastic bag is polythene, a material that can only be decomposed around 500 – 1.000 years (Bursan et al., 2021). It is estimated that approximately 11 million metric tonnes of plastic waste is dumped into the marine every year beside the 200 million metric tonnes of the plastic waste that is already floating in the ocean (Singh et al., 2023).



Figure 1. 1 Plastic Waste Pollution in Indonesia

Source: The Jakarta Post (2020)

Indonesia is one of the biggest ocean plastic polluters alongside China, Vietnam, the Philippines, and Thailand (Khuc et al., 2023). One of the reasons why plastics are highly used is because of its lightweight, flexible, and strong materials. Moreover, giving out plastic bags in transaction process is a common thing in Indonesia (Herawati et al., 2024). Indonesia produced 0.48 – 1.29 million metric tonnes of plastic waste annually which impact not only the nation's environment but the country's fisheries and aquaculture sectors, shipping, and marine tourism as well, causing a total loss of approximately 458,585 million USD in 2016. Overseeing the country's concerning ocean condition, Presidential Regulation No.

83 Of 2018 targets to eliminate 70% of ocean debris by 2025 and 100% free of plastic waste by 2045 (Winardi & Putri, 2024).

In supporting Indonesia's target to eliminate 70% of plastic waste by 2025, Paid Plastic Bag Policy has been in effect since 2016 where costumers are charged for their plastic bags in Indonesian retail stores. This policy is seen as a way to push consumers into making a more responsible choices of reducing single-use plastic shopping bags, becoming more aware of the environmental impact of plastic bag, and using reusable shopping bags (Hasan, 2020). In business's perspective, ecological matters are becoming one of the strategic moves in reaching competitiveness. Hence, companies are in crucial condition where they can enhance environmental aspect while still being profitable (Bursan et al., 2021).

To dig into the problem thoroughly, a pilot test was conducted in this particular study in order to discover most-visited Indonesian retail store. The pilot test was conducted through the distribution of online questionnaire using Google Form through a purposive sampling with 11 respondents with a criterion of born within the year range of 1997 - 2012, A pilot test with the title "*Pilot Test: Dimana Biasanya Anda Berbelanja?*" was conducted in order to obtain data on what is the most visited supermarket by people who were born between the year of 1997 and 2012, or can be classified as Gen Z. **Figure 1.2** represents the output of where the majority of Gen Z shop and **Figure 1.3** represents the preference of the respondents in choosing the tool to carry their purchased item.

Di antara beberapa pilihan supermarket dibawah ini, mana yang paling sering Anda kunjungi untuk berbelanja?
11 responses

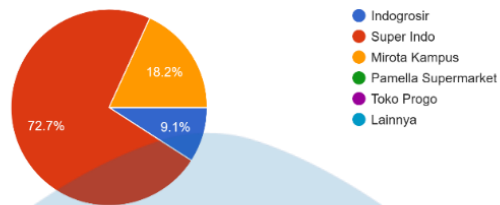


Figure 1. 2 Most-visited Supermarket Output
Source: Google Form Processed Output (2025)

Apabila Anda mengunjungi supermarket, apakah Anda memilih untuk membeli kantong belanja pakai ulang (reusable shopping bag) atau plastik untuk membawa barang belanjaan Anda?
11 responses

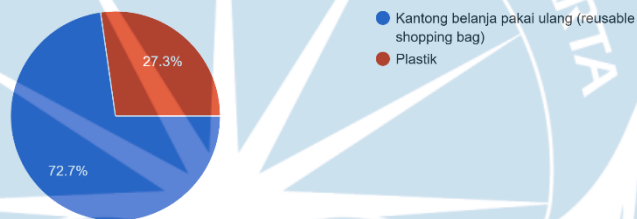


Figure 1. 3 Respondent Preference Output
Source: Google Form Processed Output (2025)

The result of the pilot test showed that 8 out of 11 respondents, or 72.7% of respondents, chose Super Indo as their most-visited supermarket while 2 out of 11 respondents chose Mirota Kampus, and 1 out of 11 respondents chose Indogrosir. Within the same questionnaire, it is also shown that 8 out of 11 respondents chose to buy reusable shopping bags instead of plastic bags to bring their purchased items from the retail store. From the result, it can be concluded that the majority of Gen Z chooses Super Indo as their most-visited supermarket and chooses to purchase

reusable shopping bags instead of using single-use plastic bags to bring purchased items.

Super Indo is one of Indonesia's retail stores that has shifted toward a more sustainable practices in the recent years. In Super Indo's sustainability campaign called “#SelangkahLebihHijau”, Super Indo implements a thorough waste management, including plastic waste management in its business operation through Zero to Landfill Programs. Below is one of Super Indo's green marketing campaigns through its sustainability-focused Instagram account, @superindo_sustainability.



Figure 1. 4. Super Indo's Green Campaign

Source: Super Indo Sustainability Instagram Post (2022)

This effort is shown through how Super Indo implements Paid Plastic Bag Policy in its business operation by charging Rp200 for every plastic bag purchase for its customers. In order to push Super Indo's customers to shift into a more sustainable practices, Super Indo also offers various of reusable shopping bags

which can be personalized to each customer needs to further enhance Super Indo's customer experience. The reusable shopping bags offered by Super Indo is charged differently for different model or patterns, starting from Rp9,990 per bag. Moreover, most of Super Indo's reusable shopping bags is completed with green brand positioning which written "Lebih Asik Tanpa Kantong Plastik," which translates into more fun without plastic bags, and "Go Green" tagline which indicates that Super Indo positions its reusable shopping bags as a movement to shift into a more sustainable practices in preserving the environment (Super Indo, 2017). **Figure 1.5** and **Figure 1.6** showed Super Indo's marketing campaign for its reusable shopping bag through Instagram account @superindo_sustainability.



Figure 1. 5 Super Indo's Reusable Shopping Bag
Source: Super Indo Sustainability Instagram Post (2024)



Figure 1. 6 Super Indo's Reusable Shopping Bag
Source: Super Indo Sustainability Instagram Post (2024)

According to a previous study by Bursan (2021), the role of green brand positioning (GBP) plays a crucial role in influencing green purchase intention (GPI) for eco-friendly plastic bags in Bandar Lampung City. The research stated that consumer can understand the green positioning of the eco-friendly plastic bags as a product that offers the benefit of green products in preserving the environment. It is also proven by previous research in Bangladesh that GBP positively effects GPI's likelihood to increase (Gazi et al., 2024). Although many studies have conducted research regarding the effect of green brand positioning toward green purchase intention, the study that specifically focuses on green practices of Indonesia's retail store is still lacking.

In effecting the increase of green purchase intention, a previous study stated that attitude towards green products (ATGB) is one of the driving forces for GPI for Vietnamese supermarkets/malls consumers above 18 years old (Duong, 2024). However, the research by Bursan (2021) resulted that attitude toward green product

(ATGB) does not significantly influence green purchase intention for eco-friendly plastic bags in Bandar Lampung City. The study stated that the variable ATGB does not give higher competitiveness for green retail stores compared to non-green retail stores.

Green brand knowledge (GBK) is one of the driving factors for green purchase intention for green brands in limiting carbon emissions in Egypt. According to several previous studies in green marketing, GBK has a positive effect in influencing GPI (Wahab & Ismael, 2022). It is also stated by Burhan (2021) that green knowledge is significant in increasing green purchase intention toward environmentally friendly plastic bags. The research stated that the higher the knowledge regarding green brand, the likelihood for customers to purchase green product is higher.

One of previous studies in green marketing field includes the variables which included in perceived value, namely green perceived quality (GPQ) and green perceived utility (GPU). Green perceived quality is stated to have a positive influence on GPI. The study analysed that GPQ is one of the most important factors in driving customers' purchase intention. Nevertheless, it is stated that green perceived utility does not influence customers' intention in buying sustainable biscuits. However, the result may vary with different categories of products (Dangelico et al., 2024). Another study showed that green perceived utility plays a significant role in increasing green purchase intention for Italian consumers in purchasing recycled wood products and recycled plastic products (Fraccascia et al., 2023).

In the green marketing field, many studies have been conducted. Many of which have examined the driving factors for green purchase intention. Previous studies stated that the gap in the previous study was the limitation on the respondents which limited to specific nationality of respondents (Fraccascia et al., 2023; Dangelico et al., 2024; Gazi et al., 2024). Furthermore, it is suggested in several studies that the examined object should be explored further (Fraccascia et al., 2023; Dangelico et al., 2024). A prior study by Wahab & Ismael (2021) found a gap within their research regarding the absence of the perceived values variables in influencing GPI. While many researches cover the topic of green marketing, specific study on Indonesia's retail stores is still on a shortage. Hence, this current study aims to examine the influence of (1) green brand positioning, (2) attitude toward green brand, (3) green brand knowledge, (4) green perceived quality, and (5) green perceived utility on green purchase intention toward Super Indo's reusable shopping bag.

1.2 Research Questions

Based on the research background, the proposed questions in this research are:

1. Does green brand positioning influence green purchase intention towards Super Indo's reusable shopping bag?
2. Does attitude toward green brand influence green purchase intention towards Super Indo's reusable shopping bag?
3. Does green brand knowledge influence green purchase intention towards Super Indo's reusable shopping bag?

4. Does green perceived quality influence green purchase intention towards Super Indo's reusable shopping bag?
5. Does green brand utility influence green purchase intention towards Super Indo's reusable shopping bag?

1.3 Research Objectives

The objectives of this study are:

1. Analyze the influence of green brand positioning on green purchase intention for Super Indo's reusable shopping bag.
2. Analyze the influence of attitude towards green brand on green purchase intention for Super Indo's reusable shopping bag.
3. Analyze the influence of green brand knowledge on green purchase intention for Super Indo's reusable shopping bag.
4. Analyze the influence of green perceived quality on green purchase intention for Super Indo's reusable shopping bag.
5. Analyze the influence of green perceived utility on green purchase intention for Super Indo's reusable shopping bag.

1.4 Research Benefits

This research aims to provide benefits for the readers which divided into 2 categories, namely academic and practical benefits.

1. Academic Benefit
 - a) To increase academic insight into the linkages between green brand positioning, attitude towards green brand, green brand knowledge,

green perceived quality, green perceived utility, and green purchase intention in Indonesia's retail industry.

- b) To contribute to the development of green marketing-related studies in Indonesia, specifically the factors which directly drive green purchase intention.

2. Practical Benefit

- a) Provide deeper insight for Indonesia's retail industry on the significance of implementing green marketing to increase customers' purchase intention.
- b) Become a reference or guidance for Indonesia's retail store in planning and implementing green marketing practices that uphold environmental value and increase competitive advantage in the marketplace.
- c) Provide insight for consumers regarding sustainability issue concerning plastic waste and the importance of choosing sustainable options by eliminating the usage of single-use plastic bags.

1.5 Research Systematics

The systematics of the arrangement of this research is described as follows:

1. Chapter I: Introduction

Explains the research background, problem formulation, research objectives, research benefits which contains academic benefits and practical benefits, and research systematics.

2. Chapter II: Literature Review

Reviews relevant theories, includes the descriptions of green brand positioning, attitude towards green brand, green brand knowledge, green perceived quality, green perceived utility, and green purchase intention, alongside with significant previous studies within the green marketing field.

3. Chapter III: Research Methodology

Describes the used methodology of the research, population, sample, research framework, data collection techniques including measurement items, and data analysis techniques.

4. Chapter IV: Data Analysis & Discussion

Presents the result of the data analysis from the obtained data using the proposed data analysis techniques, continued with analysis and discussion of the obtained result which in line with the research objectives.

5. Chapter V: Conclusion

Summarizes the research results, presents managerial implication, describes limitations within the study, and provides suggestions for future research.