

CHAPTER V

CONCLUSION

The conclusion of the research including the output of the tests undertaken will be stated within Chapter 5. The discovery of the influence from green brand positioning, attitude toward green brand, green brand knowledge, green perceived quality, and green perceived utility on green purchase intention toward Super Indo's reusable shopping bag will be stated. Following the result of the data analysis, managerial implications, research's limitation, and suggestions for future studies will also be stated.

5.1 Conclusion

The purpose of the research is to discover whether or not green brand positioning (GBP), attitude toward green brand (ATGB), green brand knowledge (GBK), green perceived quality (GPQ), and green perceived utility (GPU) has an effect on green purchase intention (GPI) toward Super Indo's reusable shopping bag which marketed as a greener product compared to convention plastic bags in order to contribute positively to the environment and helping landfill saturation issue in Indonesia. This particular study used quantitative method with partial least square structural equation modelling (PLS-SEM) approach using SmartPLS 4 to examine the direct relationship between the exogenous variables and the endogenous variable.

This particular research successfully reached 206 respondents with 194 respondents that fulfilled the determined criterias for this particular research. Out of 194 respondents, 37.1% is male and 62.9% is female with majority of income

per month being Rp2,000,001 – Rp5,000,000. Although this particular research was targeted at all 38 provinces in Indonesia, 59.3% of the respondents were based in DI Yogyakarta. Additionally, the majority of the respondents were private sector employee with 42.8% and student/college student with 26.3%. The result of the descriptive statistics showed that green perceived quality resulted the highest amongst 6 variables with overall mean of 4.232. This result indicated that most of the respondent agree with the measurement items stated in the distributed questionnaire for green perceived quality (GPQ) which highlights how Super Indo's reusable shopping bags has a higher quality and excellence through environmental point of view if compared to plastic bags.

The hypotheses were tested, and only 3 out of 5 hypotheses that were accepted for this study. It is resulted that the 3 hypotheses were accepted positively at different significance level. Below is the conclusion of the hypotheses testing result:

1. H1, "Green brand positioning has an influence on green purchase intention", was rejected. This discovery explained that the green positioning of Super Indo's reusable shopping bag was not driving consumers' intention into buying the product. Moreover, this result was contrary to Theory of Reasoned Action which applied to examine the hypothesis.
2. H2, "Attitude toward green brand has an influence on green purchase intention", was accepted. This discovery explained that Super Indo's green marketing regarding its shopping bag has pushed the consumers' awareness on environment which drove the purchase intention. Theory of

Reasoned Action which implied for this hypothesis was supported by the result.

3. H3, “Green brand knowledge brand has an influence on green purchase intention”, was accepted. According to the result, this hypothesis resulted the highest in influencing green purchase intention, meaning that Super Indo successfully conveyed its green marketing regarding its shopping bag which made the consumers develop an understanding regarding Super Indo’s green initiatives. This discovery also supported Theory of Reasoned Action which implied for this hypothesis.
4. H4, “Green perceived quality has an influence on green purchase intention”, was accepted. The result proved that the consumers of Super Indo have perceived the shop bag as having a higher quality compared to non-green products. This discovery was in line with Perceived Value Theory which implied in examining the hypothesis.
5. H5, “Green perceived utility has an influence on green purchase intention”, was rejected. This discovery explained how consumers may not perceive Super Indo’s shopping bag as having a high green utility, henceforth, not driving their purchase intention. Perceived Value Theory which implied for this hypothesis was not supported by the result.

This discovery is in line with several previous literatures and indicate the need for future improvement in data collecting method and broader research in order to gain a deeper understanding on the factors which influenced purchase intention in various contexts.

5.2 Managerial Implications

The obtained result of this research aims to offer practical guidance for businesses, specifically within the green marketing field for retail stores. As a “greener” life style is emerging following the crucial global environmental issue, sustainable consumption is arising due to environmentally-concerned individuals who want to contribute positively in preserving the environment. It becomes essential in identifying the factors which influence the purchase intentions toward sustainable products. This particular research identified the key factors that affect green purchase intention, namely green brand positioning, attitude toward green brand, green brand knowledge, green perceived quality, and green perceived utility. Business practitioners or managers can use the insights provided in this research in order to improve green marketing strategy. The offered managerial implications listed several recommendations for businesses that are planning to conduct green marketing practices following the shift of consumer behaviour to sustainable products.

1. Attitude toward green brand was examined to impact green purchase intention positively. In implementing the insight, managers and business practitioners who are conducting green marketing practices within the retail store industry need to emphasize the concern that the company or organization toward environmental matters. Through highlighting the concern in order to preserve the environment, the marketing effort needs to convey the emerging environmental issue in order to increase consumer’s awareness on environmental matters. If consumers are aware

about the crucial condition of the environment, the consumers will be driven to intend a purchase toward a more sustainable product.

2. According to the data analysis result, green brand knowledge affects green purchase intention positively and resulted to be having the highest influence compared to the other 2 accepted hypotheses. Based on this finding, business practitioners specifically within the retail store industry can implement the insight through marketing their eco-friendly product by highlighting the ecological values of the product. Business practitioners must ensure that the marketed product can contribute positively to the environment by reducing carbon footprint in its materials and production process. Managers can ensure that the consumers developed a knowledge regarding the product's green attributes through communicating and advertising the product's advantage regarding its benefits and quality. If the consumers gain insights of the products' ecological advantages, the purchase intention will be driven toward the product which makes positive contribution to the business.
3. Green perceived quality was identified to be having a positive impact on green purchase intention. Managers or business practitioners who are specifically within the retail store industry can apply the insight to their business practices if they aim to conduct green marketing-related practices. In implementing the insight, managers can communicate the quality of the offered eco-friendly product by highlighting the competitive advantage of the product compared to the non-green product. Managers

can emphasize the advantage of the quality through communicating the advantage in the product's marketing campaign as well as highlighting that the product contributes in mitigating the on-going environmental issue. If the consumers perceive the greener product to acquire higher quality, moreover emphasize its ecological value, compared to the non-green conventional products, the purchase intention toward the offered product will be higher.

The influence of green brand positioning and green perceived quality toward green purchase intention posed important roles within the green marketing field in retail store industry. Hence, this particular research suggests business practitioners within the retail store industry to emphasize the information regarding the ecological value and the higher quality of the product compared to non-green products. In implementing the study's insight managers also need to strategize their marketing strategy effectively in order to contribute positively to the business.

5.3 Limitations

This research aims to identify the connection between the independent variables and the dependent variable. However, within the range of the study, certain limitations were emerging from different aspects. The limitations covered the sample size, validity, and reliability of certain constructs in this particular research. Shown below is the breakdown of the limitations which emerged during the period of the research.

1. In determining the sample size for the study, several factors were taken into consideration. This research targeted the respondents who are

included in Generation Z in Yogyakarta and initially planned to obtain a minimum of 240 respondents due to the 24 measurement items in the questionnaire following 10 times rule. However, after several adjustments the sample size had changed to a minimum of 190 respondents where the study managed to obtain 206 respondents during the research period. The geographical and demographical scope of the study may affect the reflectiveness of the research's insight in other country or within other generations.

2. Initially, several items in green brand positioning, green brand knowledge, and green perceived quality did not meet the threshold for the outer loading result in the conducted pilot test. Hence, the invalid items were eliminated and the adjusted questionnaire were further distributed to the targeted sample. However, after the final data was obtained, 4 items in attitude toward green brand and 1 item in green brand knowledge were resulted to be invalid in the outer loading output. Hence, before analysing the data further, several adjustments were needed to be done through conducting outlier 2. After the final change in items, all measurement items were tested to valid in the outer loading and average variance extracted, and reliable.
3. The research focused specifically on Generation Z, limiting its scope and insight within the research. This study did not consider about how other generations perceive green marketing practices. This limitation in the

scope of study posed as a barrier for the expansion of the study and insight on green consumer behaviour, specifically purchase intention.

4. The object of this study was only set on Super Indo's reusable shopping bag referring to how this study only cover the industry of retail store. It does not account about how different products or different industries which practice green marketing may obtain the same consumer behaviour. The object limits the insight which can be implied to the green marketing field.

Recognising the limitations of the research is an important step in order to interpret the study's finding and in conducting future studies. In summary, the limitations consisted of several aspects namely the complexity in determining the sample size, the need for repetitive adjustments for the measurement items, and the limited scope of the study which focused only on certain generation. Future researches which aim to use the same variables as this research should carefully consider the limitations as well as coming up with improvement for each limitation in order to dig a deeper insight on green marketing practices.

5.4 Suggestions for Future Research

This study aims to identify the relationship between green brand positioning, attitude toward green brand, green brand knowledge, green perceived quality, and green perceived utility, and green purchase intention toward Super Indo's reusable shopping bag. However, several gaps were identified within this research. By identifying the gaps, a few improvements can be implemented in the future research in order to develop a better understanding on green marketing field. The listed

suggestions below can be used for future research as their framework and expand their knowledge on green marketing practices.

1. Recognising the limitation of sample size, geographical, and demographical aspect within the study, it is suggested to obtain more sample in those aspects. Through having higher diversity in the sample, the result of the data can be more reflective of the population and offer a better understanding of green consumer behaviour.
2. Future researches need to carefully consider the measurement items in order to give better understanding to the respondents. Future studies need to ensure that the measurement items can be fully understood by the respondents. Hence, it is suggested to carefully translate the items and find suitable wordings for the measurement items.
3. In order to better represent green marketing and environmentally-friendly products, a more diverse object which not limited to certain industry can be considered for future studies. By having a more diverse product which not limited to certain industry, the research can provide broader insight which reflects green marketing field extensively.

In summary, the suggestions for future research refers to the aspects which are not covered within this specific study. The suggestions included recommendations for extending the sample size, adjusting the measurement items, and diversifying the object for the study which can represent eco-friendly products. Through considering the suggestions in conducting future studies related to green

marketing field, it is expected for the research to offer deeper insight for business practitioners and educational perspective through a coherent study.

