

## **Determination of Intent of Purchase of Environmentally Friendly Packaging Products to Students in Jambi City**

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**Abstract:** The impact of environmental-based attitudes, norms, and education on the intention to buy environmentally friendly packaging products. So from that, this study aims to explore structural models of how attitude variables, norms, and environmental-based education contribute to the intention to buy environmentally friendly packaging. The author uses a quantitative approach and data collection method with a Google survey of 300 students in the city of Jambi. Application of the theory of planned behavior and its expansion by adding an environmental-based educational construction to the intention of purchasing environmentally friendly packaging products.

**Keywords:** Attitude, Environmentally Friendly Products, Norm

### **A. Introduction**

With the rapid development of the era of the use of plastics in food packaging so that drinks cannot be avoided in use, as is known, these plastics have been used 50 years ago and are now no longer alien to human life and are estimated to be as many as 500 million to reach 1 billion plastics used by humans from all over the world in one year, the accumulation of unsustainable plastic garbage is often described as one of the most pressing environmental challenges of our time, Global consumption of synthetic polymers (here in after referred to as: plastics) has increased 20 times since 1960 and is projected to continue to increase by 3.8% per year (thus will increase three times from now until 2050). However, only about 9% of all human-generated plastic waste by 2015 has been recycled, the rest is burned (12%) or ends up at landfills and the environment (79%). Based on data from the Ministry of Environment and Forestry (KLHK), the month of garbage in the city of Jambi, can be seen in the following table:

**Table 1. A Garbage Dump in the Jambi City on 2019-2022**

Year	Composition of Garbage			
	The Garbage	Plastic	Rest of food	Others
2019	154,557			
2020	156,103			
2021	158,106	44.07 %	16.11 %	39.82 %
2022	159,688	44.07 %	16,11 %	39,82 %

From the above table can be seen the volume of garbage in Jambi city is continuously increasing from 2019 to 2022, where in 2022 the city of Jambi produced 159,688 tons of waste and the composition of pallet waste contributed to the month of the most waste this is due to the excessive consumption of plastic packaging is quite large.

Environmental pollution in the city by plastic waste is an interesting problem that until now has not been resolved satisfactorily this has become an interesting topic. The issue has become increasingly interesting, exacerbated by the spread of products packaged with plastic, and has become an integral part of business life. Products for everyday use with plastic packaging are widely circulated in the community. According to Orset et al. (2017) Various goods, beverages, food, cosmetics, and other items are packaged using plastic and distributed to the public, Increased consumption of products packaged in plastic bottles, bags, and others is causing environmental problems. Plastic packaging products offer a variety of positive benefits. They can be attractive, lightweight, practical, and easy to carry anywhere, but have a long-term negative impact. Besides, according to Grebitus et al. (2020) besides being difficult to decompose, plastic packaging products that have expired contribute considerably to polluting soil, water, and even oceans.

Most empirical evidence has been researched that influences consumer behavior associated with post-purchase behaviour. However, post-purchasing consumer action surveys are more focused on general marketing frameworks that investigate that influence consumer conduct in considering or purchasing environmentally friendly products or services. The Planned Behavior Theory (TPB), introduced by the Agency, is a well-known and widely used theory that has been applied to explain environmental pollution in different contexts. According to Ajzen (1991) the essential components of TPB consist of behavior, intentions, attitudes, and norms. In this framework, although widely used as a research foundation in a variety of contexts, the framework has the potential to be expanded. One of the gaps is the fact that the framework is based on internal factors.

Existing studies on social psychology and consumption have provided empirical support for TPB have been supported by Ajzen (1991); Robinson & Smith (2002). According to Thompson (1994), meta-analysis techniques, variable attitudes,

subjective norms, and perceived behavioral controls can explain 40-50% of variance in individual intentions, which further explains 19-38% of other variables, so the theory of TPB needs to be expanded with additional study of environment-based education. Various studies on options use TPB as their basic theory and find empirical support for Karajin & Iris (2007). According to Honkanen (2005) argues that TPB is an important model for studies in the context of food.

Other researchers have found the theoretical framework of TPB becoming crucial in food-related behavior. There are more than 600 studies that have provided empirical evidence of the TPB framework in recent decades. For example, a study by Karajin & Iris (2007), studying the intention to buy halal meat and finding that attitudes, social norms, and behavioral controls perceived have a significant influence on intentions in France. In the context of eco-friendly packaging product purchases and online purchasing behaviour, researchers also found support from TPB. Although TPB has been used in food consumption-related studies, only a few studies emphasize the theoretical framework of TPB models to investigate sustainable food-consumption behaviours.

Interesting topics being studied are the impact of attitudes, norms, and environmental-based education on pro-environmental intentions. Thus, the aim of this writing is to explore structural models of how attitude variables, norms, and environmental-based education contribute to the intention to buy environmentally friendly packaging.

## **B. Methods**

This penetration uses a method of quantitative approach. This research includes field research, which aims to study intensively the background of the present situation and the interaction of the environment of a social unit, whether it be an individual, a group, an institution, or a society. Library research is research that is carried out using literature (library) that is research aimed at obtaining secondary data by conducting a survey of. The location of this research is in the city of Jambi, Jambi province. This study uses primary data collection methods to gather the required data through questionnaire surveys. Respondents were collected from students in the city of Jambi. There are 300 questionnaires distributed through google from to respondents and 231 filled only 220 can be used.

The data analysis technique used is descriptive analysis. Descriptive analyses are used to find out how much influence attitude (X1), norm subjective (X2) environment-based education (X3) with the help of SPSS release 24.0. Descriptive statistical analysis is used to determine the trend values of the data resulting from the writing, i.e, by way of deciphering or describing the data of research variables

such as mean, median, range, and standard deviation. Path analysis is an extension of the dual linear regression analysis, or path analysis is the use of regression analyses to estimate causality relationships between previously established casual models based on theory (Ghozali, 2013).

In the hypothesis testing the author uses Partial Test (Test) and Simultaneous Test (Uji F). The t test is a statistical instrument used to investigate how often observation results can occur solely due to random factors (Morrison, 2016). The t test is performed to test the constant significance of each independent variable will affect the dependent variable. The test criterion for t is as follows: If  $t\text{-count} > t\text{-table}$  then  $H_0$  is rejected and  $H_a$  is accepted, meaning significant influence. Otherwise, if  $t\text{-count} < t\text{-table}$ , then  $H_0$ , meaning not significant.

### **C. Results and Discussion**

The hypothesis test was conducted to evaluate the validity of the hypotheses using sample data. For the hypothetical test, using the two-tailed test type, and the significance level of 0.05 showing a direct relationship, the results showed that attitudes ( $\beta = 0.199, P < 0.05$ ), subjective norms ( $\beta = 0.158, P < 0.05$ ), and environmental-based education ( $\beta = 0.429, P < 0.05$ ) were found to be positively related to the intention to buy environmentally friendly products. Our study tries to identify factors that can influence consumer intentions and behaviour in the context of consuming environmentally friendly packaging products. Results of regression analysis reveal that there is a positive relationship between consumer attitudes and their perceptions with the intention to consume environmentally friendly products. The findings show the strong effect of the variable and the positive effect of attitudes present in this framework.

These findings are similar to the findings (Arvola et al, 2008; Tobler et al, 2011). Karim et al (2013) affirmed that the role of attitudes towards environmentally friendly packaging products was inevitable and attitudes of the public shaped their perceptions and belief systems of what they consumed. These signals can be influenced and fluctuate by positive or negative attitudes towards certain food production. Therefore, the findings of this research confirm that social norms have a positive relationship with environmentally friendly packaging products Based on these findings, it can be concluded that the influence of attitudes towards environmentally friendly packaging products is proven. Recently, increasing evidence has been seen in psychological literature to include additional constructions in the TPB (Yazdanpanah, 2015) in various domains to enhance the predictive power of the framework. Furthermore, it is also suggested that the TPP framework can be deepened and expanded by adding new constructions or changing the variable path in it (Ajzen, 1991; Perugini & Bagozzi, 2001). Based on

supporting evidence from the literature, the study attempts to include additional construction in the TPB in the case of environmentally friendly packaging products namely environment-based education.

#### **D. Conclusion**

The study looks at key components and structures that may influence the intention to buy environmentally friendly packaging products in the city of Jambi. Among all the variables it has been proven to have a significant influence on behavioral perceptions and intentions towards buying environmentally friendly packaging products. The regression analysis carried out in this study clearly describes that the variable that has the strongest influence on the intention factor is the perception of consumer effectiveness, and the least powerful is the attitude component.

From a managerial point of view, our research aims to contribute to a better decision-making process. Managers must track certain changes imposed on consumer behavior and intentions. Another note is that social norms are crucial to influencing consumer intentions for sustainable food consumption. Managers can see these findings as a clear indication of the need for sustainable food production in the future. In this era of sustainable development, the idea of sustained food consumption can spread and potentially shape social norms globally. Therefore, the snowball effect is expected with sustainable food production to meet increased sustainable demand for food. Furthermore, the findings of this study reach, to some extent, clarity regarding how a particular dominator cannot be the determinant of behavior and intentions. The study looks at important factors that may continue to influence consumer intentions and behaviour in sustainable food consumption. The contributions from these research findings help develop a more justified and consistent view of the behaviors and factors that may influence the purchase of environmentally friendly packaging products.

This research is limited to a specific area of the city of Jambi. Further studies could be done elsewhere. This study only uses regression analysis to test the research hypothesis put forward. Further studies can use a structural equation model to test a more comprehensive relationship between these variables. This research uses the TPB model theory extended to environmental-based education.

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