

**THE ROLE OF ENVIRONMENTAL CONCERN AND
ENVIRONMENTAL KNOWLEDGE IN INDONESIAN
GENERATION Y AND Z PURCHASE INTENTION: THE
STUDY CASE OF GREEN COSMETICS PRODUCT**

Final Project Report

*Submitted in Partial Fulfillment of the Requirement for Sarjana Terapan in
Marketing Management Study Program in the Department of Business*

Administration

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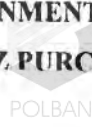
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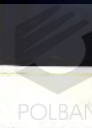
APPROVAL FORM

THE ROLE OF ENVIRONMENTAL CONCERN AND ENVIRONMENTAL KNOWLEDGE IN INDONESIAN GENERATION Y AND Z PURCHASE INTENTION: THE STUDY CASE OF GREEN COSMETICS PRODUCT



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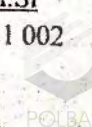
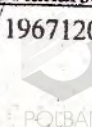
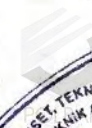
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STATEMENT FORM

The Role of Environmental Concern and Environmental Knowledge in Indonesian Generation Y and Z Purchase Intention: The Study Case of Green Cosmetics Product

At this moment declares that the Final Project report titled *The Role of Environmental Concern and Environmental Knowledge in Indonesian Generation Y and Z Purchase Intention: The Study Case of Green Cosmetics Product* is a scientific work that is free from elements of plagiarism and following the prevailing administrative provisions.

If in the future, there is an element of plagiarism found, the results of the assessment of this Final Project will be revoked and willing to accept sanctions by the applicable provisions.

Thus, this statement is truly made in a fully conscious state.

Bandung Barat, 17th July 2019



Hasna Soraya Firdaus

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DEDICATION SHEET

To my beloved Ibu and Bapak,

All these hard work and struggle, I dedicated this thesis for you two. Your little girl finally can graduate from the university, and got a marvelous job even before she finished her study. My graduation is proof that Ibu and Bapak raised me right.

Thank you.

To my dearest grandparents,

Ema', Abah, Eni, and Aki. Growing up with a working parent is not making me sad at all, because I have the four of you. Thank you for telling me to pursue my dream instead of telling me to get married just like other grandparents did. Thank you for your endless du'a. Thank you for your tremendous support.

To Ajay and Ami,

We fought a lot when we were kids, but as I grow up, I realized that I love both you very very much. I am aware that both of you have different traits and interest, but you need to know that I love you no matter what and I will do my best to make you guys happy.

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Thank you for not giving up on me and accept my request for you to become my supervisor. I may not be the best in the class, but your endless guidance and support through my college life led myself to grow and unleash my potentials. All of these new skills and knowledge you shared, allow me to contribute myself to my surrounding, and hopefully, to the nation.

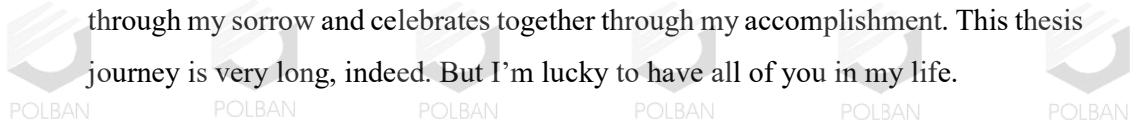
To Hafizh,

Thank you for always there, and keep me company through the ups and downs in life. All of that emotional support and editorial assistance surely help me pass through college life safely!



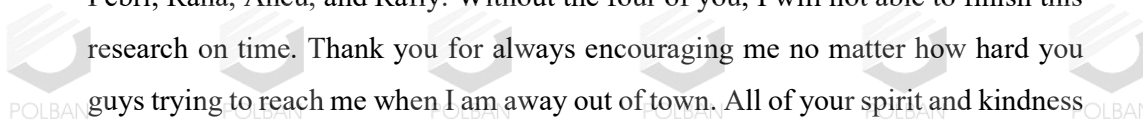
To my best friends,

Ikiw, Adam, Cindy, Sabila, Dara, Irvana, Nada, Anggi, Syifa, Nadira, Laksmi, Haphap, Ryan, Upeh, and Intan. Thank you for accepting me, and cherish me through my sorrow and celebrates together through my accomplishment. This thesis journey is very long, indeed. But I'm lucky to have all of you in my life.



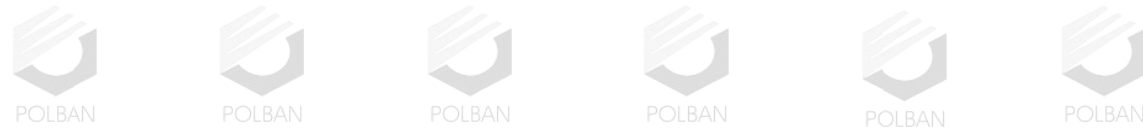
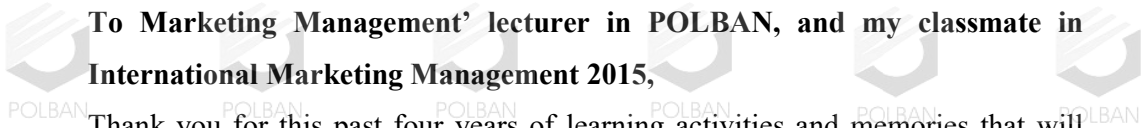
To My beloved Mr. Dibyo-final-research-squad,

Febri, Rana, Aneu, and Rafly. Without the four of you, I will not able to finish this research on time. Thank you for always encouraging me no matter how hard you guys trying to reach me when I am away out of town. All of your spirit and kindness always inspires me.



To Marketing Management' lecturer in POLBAN, and my classmate in International Marketing Management 2015,

Thank you for this past four years of learning activities and memories that will surely be remembered throughout my whole life.





PREFACE



Praise and thankful for the presence of Allah SWT, because of His mercy the author can complete the final submission proposal entitled "The Role of Environmental Concern and Environmental Knowledge in Indonesian Generation Y and Z Purchase Intention: The Study Case of Green Cosmetics Product" on time. This final project proposal is intended as one of the requirements for submitting a final project grant. Besides, this final project proposal was prepared to fulfill the requirements to complete D4 Marketing Management education at the Commerce Administration Department.

This proposal contains the submission of final assignment topics to analyze the effect of environmental knowledge and environmental concern on Indonesian customer purchase intention using the theory of planned behaviour models. The analysis will be conducted by distributing questionnaires to 400 respondents.

As this proposal is not perfect and may include some errors; therefore, the authors expect criticism and suggestions to be a reference and provision for the experience to be better in the future.

Bandung Barat, July 2019

Author





ABSTRACT



As the environmental issues arise, it becomes a critical concern and awareness among academicians, managers, pro-environmental organizations like the United Nations, and consumer itself. Following the demand, companies create a greener version of their product, including companies in the cosmetics industry in Indonesia. Therefore, it is necessary to understand the Indonesian Generation Y and Z purchase intention towards green cosmetics product because both generations become the most prospective market in the future. The TPB model used to measures the purchase intention with the additional construct of environmental concern as well as ecological knowledge to enhance the predictability model in a term of green cosmetics product. Further, this study uses a self-administered online survey with a sample of 438 respondents who are the generation Y and Z consumer in Indonesia. After the data collected, it is measured with the structural equation model in SMARTPLS application. Finally, the findings reveal the applicability of the Theory of Planned Behavior (TPB) to predict the Indonesian Generation Y and Z purchase intention in green cosmetics product. Moreover, the additional construct of environmental concern has a significant result to purchase intention. It shows Indonesian Generation Y and Z consumers are conscious of the environmental issue and consider it when purchasing the green cosmetics product. In the end, a marketing strategy to create advertising with environmental value is suggested as the implication of this study.

Keywords: Environmental Concern; Environmental Knowledge; Green Cosmetics Product; Theory of Planned Behavior; Generation Y and Z.

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CHAPTER I INTRODUCTION

I.1 Background

The demand for various products to fulfill human need became escalated as the world population is getting larger. Companies around the world compete to win the market and produce things to gain profit by fulfilling consumer needs. Meanwhile, mass production created a significant amount of waste worldwide and led to negative environmental effect. The global waste generation estimated to reach 3,401 million metrics ton in 2050 with East Asia and Pacific region as the most significant contributor with the number of waste generates 714 million metrics ton, followed by South Asia region as the second largest with the amount of waste created 661 million metrics ton (Statista, 2018). This massive waste generation has become a critical concern among academicians and government, specifically to go-green organization and communities, including the United Nations that creates seventeen sustainable development goals where the twelfth and thirteenth goals focusing on the sustainable consumption and climate action to ensure consumption and production pattern sustainably (UNDP, 2016). Therefore, the issue resulted in the awareness from the global companies by seeing this as an opportunity to grow and push themselves to create a greener version of their product or a new green product by developing their manufacturing process and operational procedure.

The demand for green products as a purchasing driver and those willing to pay more is illustrated in Figure I.1. The figure indicates various sustainability purchasing drivers customers hold and compares with their willingness to pay more relate to the drivers.

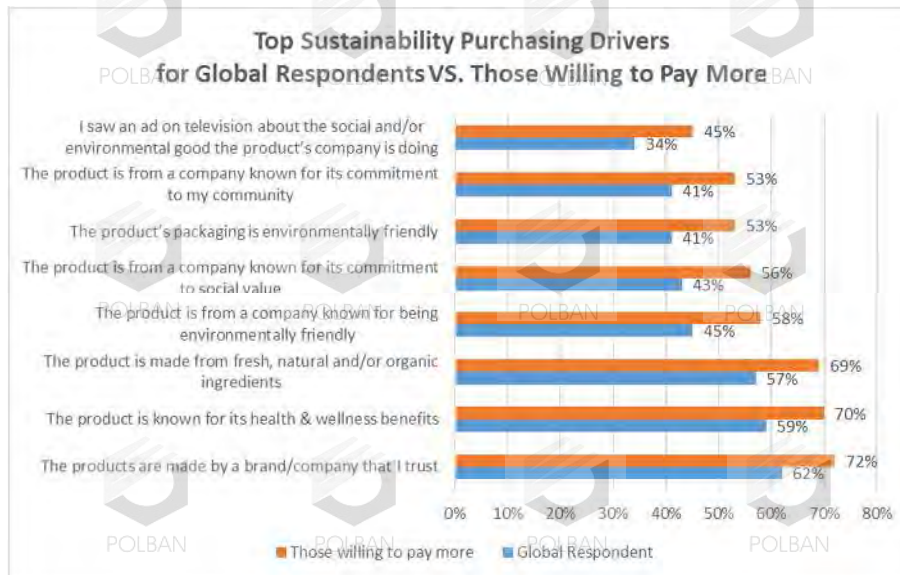


Figure I. 1 Top Sustainability purchasing drivers for global respondents VS. those willing to pay more

Source: The Nielsen Company, 2015

The data provided by The Nielsen Company (2015) in Figure 1 remarks that 58% of the respondent willing to pay more for a product that is produced by an environmentally friendly company, and 69% of the respondents willing to pay more for a product made from fresh, natural, and organic ingredients. Furthermore, by their cross-country survey, 64% of the consumer in Indonesia are willing to pay more for product and services that come from companies who are committed to making a positive social and environmental impact while 81% of them focus on the sustainable source of the product they consume (The Nielsen Company, 2014). In addition, a survey that collects data from 30,000 consumers worldwide also confirms that age matters regarding the sustainability purchasing drivers result, for example, three out of four millennials and 72% of the Z generation willing to pay more for the green products in the 2015 survey (The Nielsen Company, 2015). The green products purchased categories varies, from the food and beverages industry to the FMCG's industry that includes toiletries, soap, toothpaste, detergent, and also cosmetics. Further, cosmetics as one of the most remarkable sectors in FMCG's industry shows a significant amount of demand worldwide, as shown in Figure I.2.

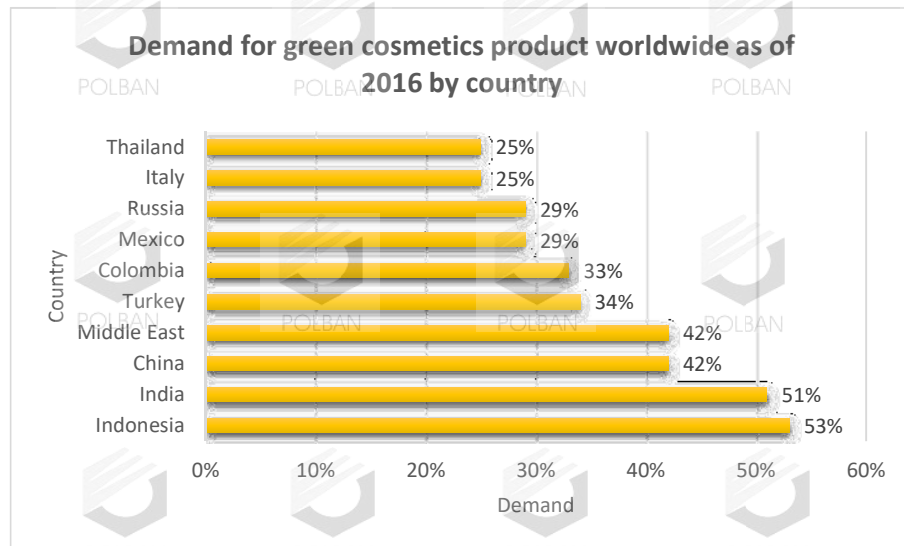


Figure I.2 Demand for green cosmetics product worldwide by country 2016

Source: Statista, 2018

Specifically, in figure I.2 shows a survey result done by Statista (2018) related to the demands of environmentally friendly cosmetics products worldwide in 2016. The survey collected the data from 200.000 respondents in 20 countries with the age range 15 to 70 years and revealed 53% of the consumer in Indonesia claimed that green features in a product are more critical in the cosmetics selection decision. As a prominent sector, the cosmetic industry in Indonesia has grown nearly 9,67% every year in the last six years, from 2009 until 2015. Moreover, the production reached almost 46,4 trillion rupiahs in 2017. It convinces numerous international cosmetic brands to enter the Indonesia market and also encourage the appearance of a local brand, especially in the term of green cosmetic products. For instance, the global brand 'Body Shop' famous of their natural and cruelty-free skincare and beauty products that made out from irresponsible nature resource without harming animals to do their product testing. Another brand with their great green product is The Mineral Botanica that established in Indonesia and instantly became a famous local cosmetic and skin-care brand with high-quality natural essential and affordable price. The various cosmetic brand with green product available makes the Indonesian customer have a wide variation to choose the most suitable for their different needs.

A survey carried out by Zap Beauty Index (2018) indicates that most of the Indonesian customer is loyal when it comes to cosmetic and skin-care. The survey collects 17.899 respondents from three different generations. Generation X spend

one until three million rupiahs every month to go shopping, buy cosmetics, and do beauty treatment. Meanwhile, generation Y spend 400 thousand rupiahs to one million rupiahs for beauty care, and generation Z spend 200 thousand until 400 thousand every month. In spite of this, there are no detailed research and survey regarding the Indonesian purchase intention and how much money they are willing to spend on the green cosmetic product for each generation.

This study intended to measure the purchase intention of each generation by adopting the Theory of Planned Behavior by Ajzen (1991) that used attitude, subjective norm, and perceived behaviour control to measure the consumer behavioural intention. Related to the green product, Yadav and Pathak (2016) also apply this model and add two added dimensions such as the environmental issue and environmental concern as it suitable with the purchase intention of green products towards young generation in India. In contrast, another research suggests that The TPB model should be extended by adding country of origin and price sensitivity dimensions to modify the model and find out the TPB primary dimension with two added dimension was positively affected the Taiwanese purchase intention towards the green skin-care product (Hsu, Chang, & Yansritakul, 2017). From both pieces of research, the TPB model was proven to examine the audience purchase intention towards each green product. Therefore, this research is going to use the TPB model as recommended by previous research to measure the purchase and behavioural intention of cosmetics green products.

Moreover, this study points out the generation Y and Z because few years ahead, precisely in 2020, Indonesia will experience a demographical bonus where the productive population will dominate the total population in Indonesia in 2020. Supported by the data retrieved from Badan Pusat Statistik Indonesia (2011), generation Y with a birth range between 1977-1995 dominate 34.48% of the Indonesia population with the number of 81,27 million people. Then, generation Z with the birth range between 1996-2010 populated by 68,02 million people or 28,86% of the Indonesia population. Hence, with this massive number of people, generation Y and Z will dominate the community in the near future, and that is what makes them an enormous market to consider. Besides, studying the generation Y and Z attitude towards green purchase intention, especially in the green cosmetic product is limited, so this study emphasized to remove the knowledge gap.

I.2 Research Problem

As the increasing world demand for green products, especially green cosmetics products, a few green cosmetics products available to meet the customer's need. Moreover, the specific market in Indonesia also stated in the background with different purchasing power. Equally important, some research result supports the green industry in the global as well as in Indonesia that is very prospective because the demand forecasted to grow each year. However, there is no exact research and survey related to the purchase intention of the Y and Z generation towards green cosmetics products whereas these two generations will dominate Indonesia population and become a potential market for the green product particularly in green cosmetics product. Thus, this research emphasizes their intention towards the green cosmetic product and the factors that affect the behaviour.

I.3 Research Questions

Based on the discussion above, the research question can be formulated as follow:

1. How is the perception of generation Y and Z on the variables forming purchase intentions of green cosmetic products?
2. What are the factors that influence the generation Y and Z purchase intention towards green cosmetic products?
3. Is there any difference between generation Y and generation Z towards green cosmetic products when it comes to purchase intention?

I.4 Research Objective

The objective of this study is to understand the environmental concern and knowledge in forming the purchase intention of generation Y and X on the green cosmetic product. Also, the specific objective of this study is:

1. To identify generation Y and generation Z perception towards green cosmetic products purchase intention.
2. To measure the relationship between environmental concern, environmental knowledge, attitude, subjective norm, and perceived behavioural control to generation Y and Z purchase intention towards the green cosmetic product.
3. To identify structural differences between the Y and Z generation towards green cosmetic products purchase intention.

I.5 Significant of the study

This research expected to have 2 benefits, the first one would be for the cosmetic industry in Indonesia, to add more insight into what the industry will turn out in the next few years where the consumer will dominate by the young generation. Moreover, this research intended to encourage the industry who haven't 'going green' to join the movement and together achieve sustainable goals that will be beneficial for both the industry and the environment.

Second, even though researches about the green product or other green-related subject is tremendous, but it has done only in several areas around the world. Thus, this research will be beneficial for the academic scope to enhance and broaden knowledge related to this topic with a specified target of Indonesia.

I.6 Research Outcome

The suggested outcome of this research would be in the form of a research paper that later on will be published to enlarge the target of the audience and widen the good influence about how crucial green product as a part of sustainable and responsible production and consumption.

Moreover, another suggested outcome would be a new product generation and green-packaging as the extension of the green product. Further, green marketing promotion tools will also be made as an integration process to attract more purchase intention.

I.7 Structure of The Report

This final assignment report is broken down into three parts as follow:

The first part as the opening section in writing the Final Assignment report which contains cover, verification sheet, statement sheet, foreword, abstract, table of contents, list of tables, list of images, and list of attachments.

Second, the central part as the core section of the Final Assignment report that divided into five chapters, including CHAPTER I contains Introduction, CHAPTER II contains The Literature Review, CHAPTER III contains Research Methods, CHAPTER IV contains Results and Discussion, and CHAPTER V contains Conclusions and Suggestions.

Third, the closing part is the final section of this report that contains the bibliography and attachments that support the Final Assignment process.

CHAPTER II LITERATURE REVIEW

On the second chapter of this bachelor thesis report, literature review contains objectives understanding of the available knowledge regarding a study. A comprehensive study is written to provide information of the current studies as the basic understanding from the chosen topic. Therefore, the literature review of this research can be found as follow:

II.1 Green Cosmetics Product

As the demand created regarding the environmental consciousness, the global companies are aware of this issue and seek this as an opportunity to grow and pushed themselves to create a greener version of their product (Haden, 2009). Further, the green term can also refer to other words like eco-friendly, environmentally friendly, sustainable, and environmentally responsible (Han, Hsu, & Lee, 2009).

Tomasin et. Al (2013) indicated that green products are created to prevent, reduce, limit, and decrease environmental impacts on water, soil, and air. Furthermore, the green product design and offering might have different approaches in a way to give the competitive environment contributions (Kumar, 2016) and environmental benefits such as reduced resource consumption and the substitution of harmful ingredients (Zhu, Sarkis, & Lai, 2013; Holt & Ghobadian, 2009). The level of impacts must be considered because it represents the companies concern and impact on the environmental issue that happens. A research conducted by Chaterjee (2009) proposed that consumer will aspire to buy eco-friendly product alternative that earns high-level of the environmental impact than those with a low level of environmental impact.

Moreover, the findings supported by Rahbar and Wahid (2011) proved that there is a positive relationship between consumer trust in the green label and green brands on their actual purchasing behaviour and stated that consumer would choose the environmentally friendly products that are less harmful to the environment. Besides, the research about green products using various kind of objects, such as recyclable packaging, environmentally friendly detergent, certified wood products, single-use diapers, organic dairy foods, hotels, toiletries, and cosmetics products.

Therefore, it can be concluded that green product might come in some different synonyms but with an exact the same meanings which refers to product or services that help reducing environmental issue and have positive ecological effect by reducing, limit, and prevent wasteful source of water, soil, and air in the process of the production and serving the products or services that can be in a form green hotel, green toiletries, and green cosmetics.

In addition, a study about green products that focus on the green toiletries and cosmetics stated that Thailand customers base their purchase decisions for green cosmetics and toiletries on many essential attributes such as “good value for money”, “product performance”, “safe for skin” etc., because they may be committed to buying green products but are not willing to compromise on critical aspects such as price and safety (Sahasakmontri, 1998). Further, Soerjanatamihardja and Fachir (2017) believe that a cosmetic product is considered a green product if it against animal testing and 100% vegetarian source. Afterward, a recent study about Indonesian consumer perception towards green attributes in cosmetics product examine the further element of green company practices, and marketing is vital in gaining consumer awareness of the product that will lead to their attitude (Soerjanatamihardja & Fachira, 2017). The green company practices and marketing examples are advertising and abundant public relation to show off what the company have been done as a form of environmental concern, and the research proofed the more exposure company give the customer about the ecology efforts taken, the most likely they will capture to believe that the product is green and create more significant influence towards their attitude of green product’s value. From various cosmetics product available in Indonesia, some of them are well-known for its green product such as The Body Shop, Mineral Botanica, and Wardah that supported by their advertising and PR as a proof of their concern. Therefore, we can conclude that the consumer considers the cosmetic product is green not only by the products original ingredients but also how much the company convinces the consumer by communicating the cosmetics product’s green value and what the company does to take part in the go-green action.

II.2 Theory of Planned Behavior

TPB is the extension of TRA as well as known as the Theory of Reasoned Action (Ajzen, 1991), and the significant differences between both of the models are that TPB combined added dimensions of behavioural control as the determinant of behavioural intention. The TPB model also relates to the control beliefs (CB) and expand the limit of TRA, by incorporating believes factor that refers to certainty in the truth, the existence, or the reliability of something to perform certain behaviours. The behavioural intention itself determined by three different factors regarding the response: the person's attitude, subjective norms, and perceived behavioural control. In fact, the perceived moral obligation is a crucial construct of pro-environmental behaviour (Kaiser, 2006).

Moreover, Ajzen (1991) describes an attitude towards behaviors shows “the degree to which a person has a favourable or unfavourable evaluation of questions or assessment of behaviour”, defined the subjective norm as “perceived social pressure to do or not do a behaviour”, and refers perceived behavioural control as “the perceived convenience or difficulty of performing the behaviour”.

Rivis et. Al. (2009) Argued that TPB as an influential theory in predicting social and health behaviour and have been applied in several research to determine ecological behaviour. Chen and Tung (2014) used the TPB to predict the consumer intention to visit the green hotel, Han et. Al. (2010) Used the TPB model to measure the attitude influence in Hotel Customers' Eco-friendly Decision-making Process, and Kim and Chung (2011) to predict the purchase intention for organic personal care products. Furthermore, research was done by Yadav and Pathak (2016) adopt the TPB model to measure the young consumers' intention towards buying green products in India. Briefly, the TPB model can determine the future behavioural intention of green product in various area of industry and place.

More specifically, in case of green/eco-friendly products, few such studies as Chan and Lau (2002) examined the applicability of TPB in measuring consumers' green purchase behaviour in Chinese and American cultural context. The findings reported the universality of TPB in both the cultural settings. Kalafatis et al. (1999) also measure the appropriateness of TPB in determining consumers' intention to buy eco-friendly/green products in two distinct cultures (Greece and the UK). The findings reported the robustness TPB in both contexts with the indication that TPB was found more suitable in a well-established market (UK) in

comparison to Greece. Further, the latest study was done by Hsu et. Al. (2017) Found that consumers' attitude toward green skincare products, subjective norm, and perceived behavioural control primarily affects purchase intention of green skincare products while their COO perceptions primarily moderate the links and then make them stronger or weaker. Thus, the TPB model has been used by various research in terms of green product analysis.

II.2.1 Attitude

Attitude towards human behaviour refers to the individual evaluation that something is favourable or unfavourable to decide particular action and aware of the consequences (Ajzen, 1991). Awareness creates a positive or negative attitude against the behaviour. In a profitable behaviour, when the result evaluated as something positive, there is a higher chance a person to decide a performance under the circumstances (Ajzen, 1991). In other words, an attitude refers to an individual behaviour itself, whether the person evaluated himself as good, wise, and impactful. The attitude was created from experience and impression in life. Thus, these lead to a set of beliefs, including the object's attributes or consequences, called behavioural belief, to determine its attitude in a given situation.

Further, Kotchen and Reiling (2000) stated that attitude is a mainly determined the behavioural intention, especially as a key function from individual behaviour in the form of purchase intention with environmental concern with organic foods as the object of the research (Scalco, Noventa, Sartori, & Ceschi, 2017). Besides, other researchers observe the importance of consumption and intention relation based on the beliefs in organic products' identified feature and benefits related to the environment (Arvola, et al., 2008). Even though the role of attitude in TPB is important to measure the purchase intention and has been proved in many research, the result is varied, for example, Yadav and Pathak (2016) that have a strong correlation, and Scalco et al. (2017) with a weak correlation). The positive correlation between attitude and behavioural intention in terms of green packaging, Birgelen et al. (2009) research resulted that a consumer who concern in environmental conservation, their attitude will towards the eco-packaging increase. The same result obtained by Yadav (2016) that shows a young

generation that has a positive attitude towards the environment will lead to the green product purchase intention. Therefore, this hypothesis created:

H1: Indonesian consumers' attitude toward green cosmetics products significantly influences their intention to purchase green cosmetics products.

II.2.2 Subjective Norm

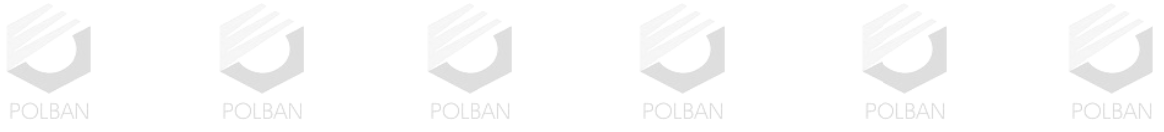
Subjective norm as the second determinant of purchase intention relates to a personal perception from the social pressure about what relevant other people are thinking and expecting that individual (Ajzen, 1991). In other words, when the pressure is involved in the performance of specific behaviour is higher, the more an individual will get motivated to obey and behave in a certain way as expected or desired by the social environment (Ajzen & Fishbein, 1980). Similar to attitude, Subjective Norm emphasizes a set of normative belief about the pressure felt by an individual, including motivation to perform a desirable behaviour (Ajzen, 1991).

However, the recent literature shows that Subjective Norm suitable to explain the consumer intention is still debatable. As a result, an analysis of food choice does not consider subjective norm as one of the variables (Armitage & Conner, 2001). In contrast, research done by Hsu et. Al. (2017) Indicate that Subjective Norm has a positive effect on green skin care product in Taiwan. Further, Do Valle et. Al. (2004) Believes that social impact caused by relevant influencers, like family and neighbour, is an essential supporter of green product purchasing. Therefore, to test the relation between subjective norm towards behavioural intention, a hypothesis created as follow:

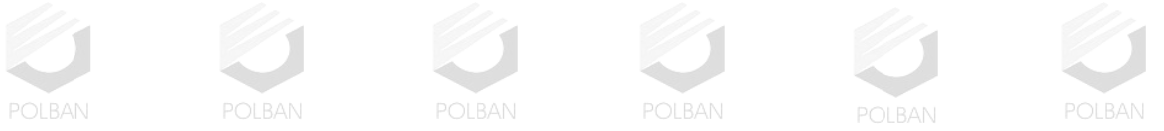
H2: Subjective Norm significantly influences the Indonesian consumers' intention to purchase green cosmetics products.

II.2.3 Perceived Behavioral Control

Perceived behavioural control refers to the perception and control of internal and external factors that might obstruct or facilitate a behaviour (Ajzen & Madden, 1986). Besides, it also shows the power of intention that felt by someone who has the ability and opportunity to perform a particular



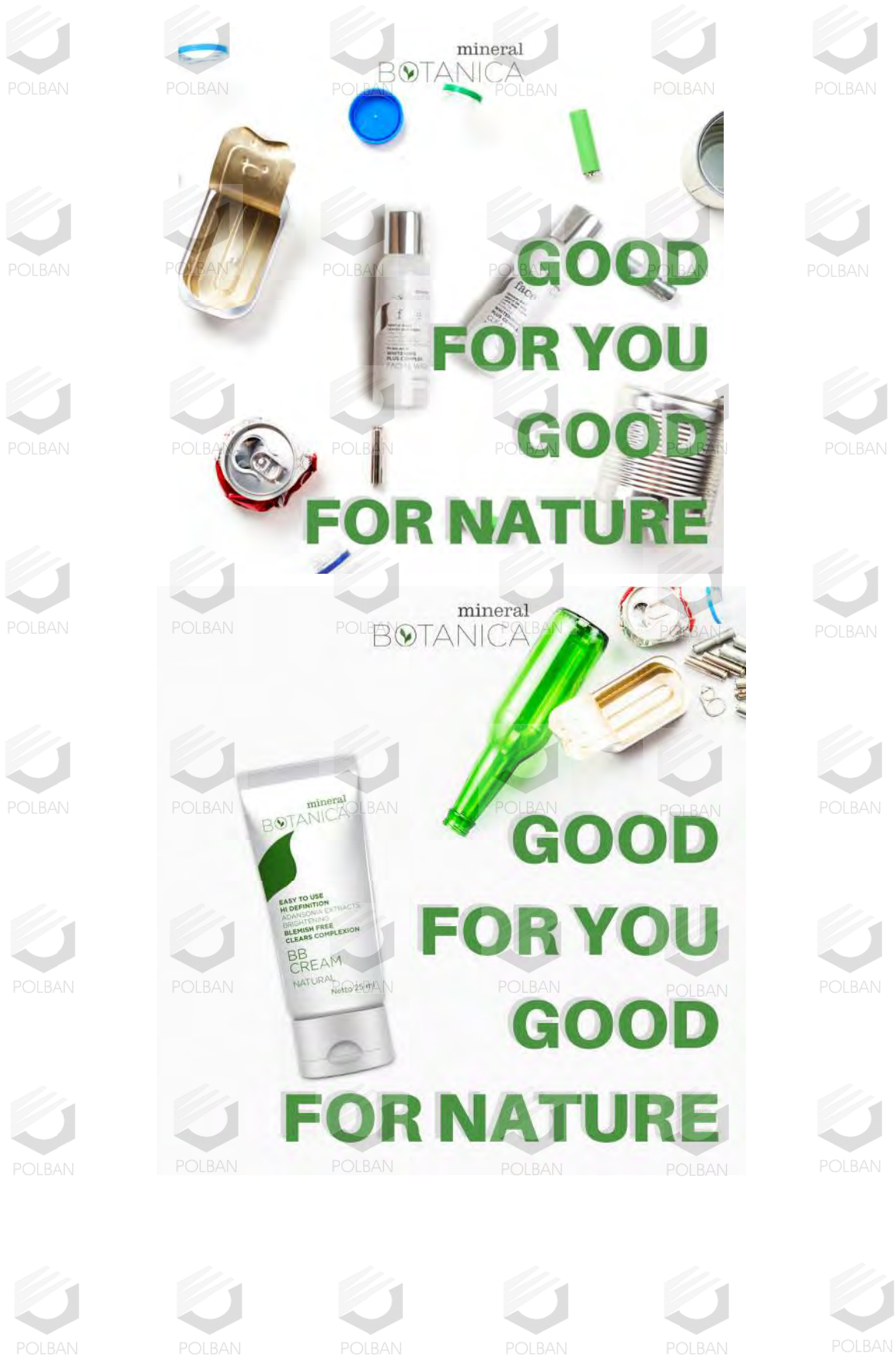
APPENDIX 2
DESIGN OUTPUT

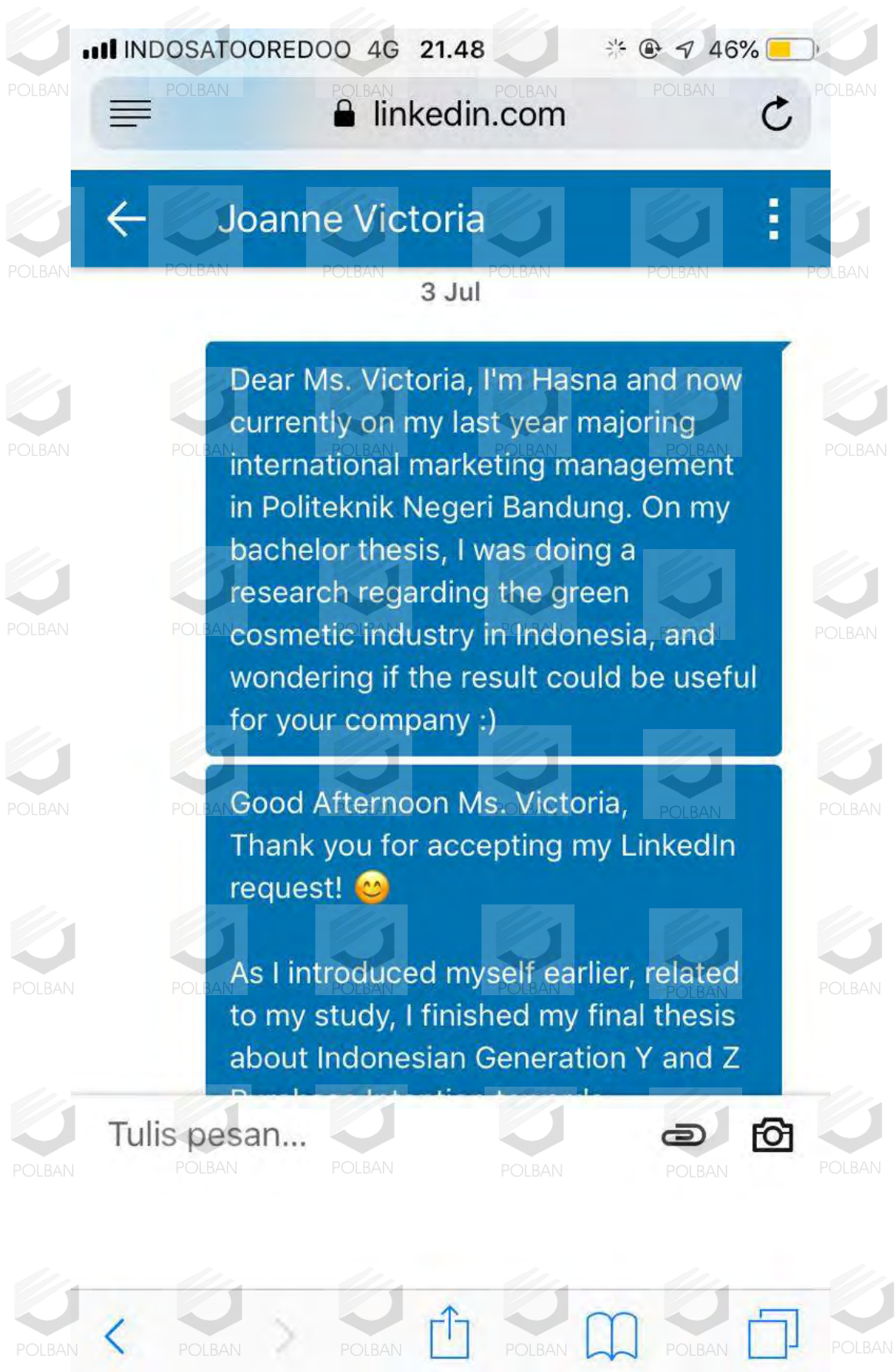


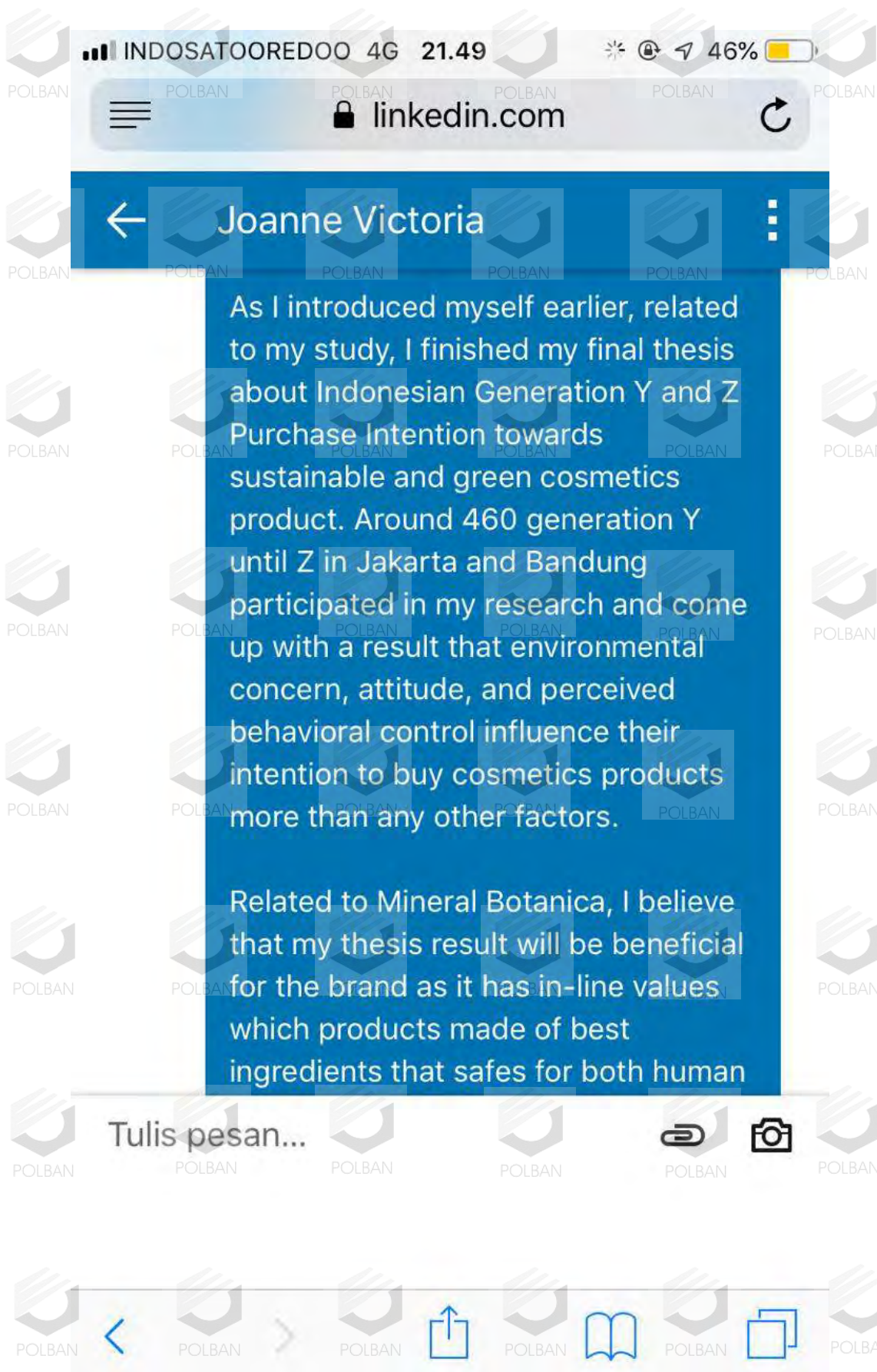
OUTCOMES

As written in the fourth chapter of this report, the proposed outcomes are social media post visual that includes the Call To Action strategy and environmental concern issue. Moreover, a combination of CSR and loyalty programs also suggested. Therefore, in this appendix provided a clearer and bigger figure of the outcomes as follow:









As I introduced myself earlier, related to my study, I finished my final thesis about Indonesian Generation Y and Z Purchase Intention towards sustainable and green cosmetics product. Around 460 generation Y until Z in Jakarta and Bandung participated in my research and come up with a result that environmental concern, attitude, and perceived behavioral control influence their intention to buy cosmetics products more than any other factors.

Related to Mineral Botanica, I believe that my thesis result will be beneficial for the brand as it has in-line values, which products made of best ingredients that safes for both human

Joanne Victoria

and Z of Indonesia. Beside beneficial for your company, this contribution will also help me gain more score for my bachelor thesis defence.

I am looking forward to hearing from you soon regarding this offering and I would be happy to send you my thesis article if needed 😊

Regards,
Hasna Soraya

17:18



Sure :)

17:19

Yeay, thank you! 😊 Is it convenient for you if I send the article here or

Tulis pesan...

