

Intention To Buy Products with Environmentally Friendly Packaging in Jakarta, Indonesia

Aloisius Kevin¹, Feris Julian Budiman^{2*}, Harsha Prathama Putra³, Thea Amelia Suhargo⁴, Tri Dewanti Kusumadewi Prasetyawati⁵

^{1,2,3,4,5}Program Studi Manajemen Bisnis, Universitas Prasetiya Mulya, Jakarta, Indonesia

Email: 15122220048@student.prasetiyamulya.ac.id,

15122220055@student.prasetiyamulya.ac.id,

15122220065@student.prasetiyamulya.ac.id;

15122220066@student.prasetiyamulya.ac.id;

15122220069@student.prasetiyamulya.ac.id.

Abstract

The objective of this study is to ascertain the elements influencing consumers' inclination to buy goods packaged in environmentally sustainable materials. The factors are consumers' attitudes towards purchase behaviors, the influence of social factors, effectiveness perception, self-image considerations, community sense, quality of eco-friendly packaging, products with eco-friendly packaging pricing, and environmental knowledge. This research is conducted to complement the discoveries of the preceding research, with the distinction that this study is carried out in Indonesia. Primary data was obtained by conducting a direct survey with a sample size of 393 respondents using convenience sampling methods. This research is measured through scale variables, and is being analyzed with Cronbach Alpha, factor analysis, and other tools to identify the most influential factors to the least one which will be input into the regression model. The findings are that there are seven factors that impacting consumers' intention to purchase in Jakarta, which are the attitude of consumers toward purchasing behaviors, effectiveness perception, the pricing of products with eco-friendly packaging, community sense, self-image considerations, eco-friendly packaging quality, and environmental knowledge.

Keywords: Purchase Intention, Packaging, Eco-Friendly, Sustainable Packaging.

Introduction

In the current context, the importance of sustainability and environmental responsibility is increasingly recognized. Specifically, improper waste management has posed serious environmental challenges, prompting the need for a deeper understanding of consumer behavior and choices in product packaging. The objective of this study is to determine and understand the factors that influence consumers' intentions to buy products with environmentally-friendly packaging.

People in the society have already had awareness regarding the negative effects of non-eco-friendly packaging such as plastic, styrofoam, aluminum-laminated packaging, etc., on ecosystems and human health. As a result, there is a demand for more sustainable alternatives in product packaging, such as easily degradable paper-based

How to cite:	Aloisius Kevin, Feris Julian Budiman, Harsha Prathama Putra, Thea Amelia Suhargo, Tri Dewanti Kusumadewi Prasetyawati (2024) Intention to Buy Products with Environmentally Friendly Packaging in Jakarta, Indonesia, (5) 5
E-ISSN:	2722-5356
Published by:	Ridwan Institute

packaging, plant-based alternatives, or other compounds that can easily decompose and even serve as a growing medium. The first target of this study is to get to know the factors impacting consumers' purchase intentions for products with eco-friendly packaging.

Previous research has identified several factors affecting purchase intentions, including consumers' attitudes towards purchase behaviors, the effect of social influence, self-image concerns, packaging quality, and pricing. Interestingly, the previous study finds that environmental knowledge negatively influences consumers' willingness to make a purchase (Van, Duy, & Dung, 2018). The study is important for companies which have products related to packaging, especially for their marketing strategies and promoting consumer preferences for alternatives to plastic, Styrofoam, aluminum-laminated packaging, etc.

This study holds significant implications for the development of marketing strategies and a broader transformation in consumer perspectives towards environmentally friendly lifestyles (De Pelsmacker, Van Tilburg, & Holthof, 2018);(Vrontis, Makrides, Christofi, & Thrassou, 2021). By delving into the dynamics of consumer behavior and product packaging choices, this study aims to make a big impact and contribution to global efforts to reduce the use of environmentally unfriendly packaging and foster a more environmentally conscious society.

This section explores various researches which have already identified the elements influencing intentions of the customer in purchasing products featuring eco-friendly packaging (Liu, Zhou, Jiang, & Zhang, 2020). These factors include attitudes towards purchase behaviors of the consumers, the influence of social factors, effectiveness perception, self-image considerations, community sense, eco-friendly packaging quality, pricing, environmental knowledge and purchase intention. Packaging plays a crucial role as the outer layer that directly interacts with a product. Its main functions include protecting the product, maintaining freshness, improving users' convenience, and developing the brand of the products (Van et al., 2018). Nowadays, it has evolved into a vital and tangible component of every product, supplementing the inherent quality. It stands as the foremost element in captivating customers, exerting significant influence on consumers' choices during the purchasing process (Thøgersen, Zhou, & Huang, 2016).

Eco-friendly packaging is manufactured with a good dedication and design for companies which are aware of the environment. It is one of the ways to help the effect of products on the environment in reducing the ecological impact without compromising on fundamental principles (Voon, Ngui, & Agrawal, 2011). Consumption intention encompasses the beliefs that consumers hold about the various actions involved in the process of consumption. It serves as their personal motivation when planning and making decisions, encouraging them to engage in specific behaviors. The consumers who want to purchase the products featuring eco-friendly packaging affecting their convictions regarding the sequence of product consumption behavior (Asikin, Fadilah, Saputro, Aditia, & Ridzki, 2024). It represents a distinct expression of environmentally conscious

behavior driven by their concerns for the environment (Nguyen, Yên-Khanh, & Thuan, 2021).

In this particular study, the Planned Behavior Theory model served as the conceptual framework for investigating consumers' inclination in buying products with eco-friendly packaging. The model incorporates eight key variables which are consumers' attitudes towards purchase behaviors, the influence of social factors, effectiveness perception, self-image considerations, community sense, eco-friendly packaging quality, and prices. Additionally, the additional eighth variable is environmental knowledge (Budiasih, 2018).

Consumers' Attitudes regarding The Purchasing Behavior of Products Featuring Eco-Friendly Packaging

Attitude plays a significant role in shaping both intention and behavior. It relates to an individual's behavior, either positive or negative perspective of a particular behavior. If someone views a positive perception of a behavior, they are more inclined to intend to participate in it (Young, Hwang, McDonald, & Oates, 2010). The more favorable one's outlook, the more robust the inclination to purchase intention, and vice versa. Studies shedding light on the correlation between intent, attitude, and conduct suggest that individuals typically demonstrate behaviors that align with their intentions (Magnier & Crié, 2015). Therefore, the proposed hypothesis is:

Hypothesis (H1). Consumers' attitudes toward purchase behaviors of eco-friendly packaging in products positively influences the intention to purchase.

The Effect of Social Influence

The intention of consumers to make a purchase is shaped by the information acquired from diverse social sources, the buying choices of individuals are significantly influenced by the impact of their reference group (Farman, Comello, & Edwards, 2020). The reference group consists of individuals who have common habits, preferences, and beliefs, leading to a collective attitude toward an eco-friendly lifestyle (Kim, Lee, & Hur, 2012). People in the city are particularly influenced by the groups, which are family, friends, education institute, and media. The fact is that the media and friends have the biggest impact on the consumers' behavior, norms, and individual values of consumers. Given the explanation, the subsequent hypothesis proposed is:

Hypothesis (H2). The effect of social influence positively impacts consumers' intention in purchasing products with eco-friendly packaging.

Effectiveness Perceptions

The shift from consumers' awareness of environmental problems to actual buying patterns for products with sustainable attributes may not happen smoothly. Nevertheless, those who firmly hold a strong belief that their environmental consciousness can result in positive outcomes are more inclined to participate in positive behaviors that align with their ecological considerations. Those who prioritize environmental issues exhibit environmentally friendly behavior only when they have the belief that their personal efforts can play a significant role in tackling collective common ecological issues (Kim et al., 2012). The Planned Behavior Theory model proposes that consumers' intention is

influenced by their perception of effectiveness, a notion supported by numerous prior studies focused on eco-friendly purchasing behavior. Given the explanation, the subsequent hypothesis proposed is:

Hypothesis (H3). Consumers' effectiveness perception positively impacts consumers' intention in purchasing products with eco-friendly packaging.

Self-Image Considerations

Research on the impact of marketing on consumers' choices to purchase eco-friendly packaging indicates that a focus on self-image plays a role in influencing green product purchasing behavior, Urban residents, particularly, place importance on the social image conveyed through The act of utilizing and utilizing goods and services, showcasing sensitivity to the social implications of consumption as a means of expressing personal identity (Bhattacharyya & Das, 2020);(Zhao, Yao, Liu, & Yang, 2021). This aligns with the findings of a study that highlights the significant and positive impact of individuals' self-image concerns on their intentions to purchase products with environmentally friendly packaging (Singgih et al., 2020). Therefore, the proposed hypothesis is:

Hypothesis (H4). Self-image considerations positively impact consumers' intention in purchasing products with eco-friendly packaging.

Community Sense

Individuals possessing a robust community spirit are inclined towards participating in recycling behaviors, as they typically exhibit greater cooperation, a willingness to assist others, and a focus on group objectives compared to those with a sense of individualism. On the other hand, individuals who have an individualistic mindset tend to view recycling activities as less important, leading to a lower likelihood of participating in resource-conserving behaviors. The level of commitment an individual has towards environmental causes is greatly influenced by their personal values and their pursuit of sustainable, meaningful, and necessary life objectives. Multiple researches have emphasized the impact of both individualistic and outlooks that focus on the community in terms of ecological behavior (Bosnjak, Ajzen, & Schmidt, 2020). Therefore, the proposed hypothesis is:

Hypothesis (H5). Community sense positively impacts consumers' intention in purchasing products with eco-friendly packaging.

Eco-friendly Packaging Quality

Packaging have a crucial effect in safeguarding quality of a product as it is transported from the manufacturing site to the end consumer Manufacturers aim for sturdy packaging to safeguard the image and the products insides from outsides¹⁷. The packaging is designed to conserve materials and utilize substances that are eco-friendly or reusable. In spite of the advantages of eco-friendly packaging, such as its low weight nature, cost-effectiveness in production, ease of product promotion, and minimal ecological impact, consumers of eco-friendly packaging express reservations about its protective capabilities (Zhao et al., 2021). The eco-friendly packaging quality really

influences the purchasing intentions of consumers for products with that packaging. Therefore, the proposed hypothesis is:

Hypothesis (H6). Eco-friendly packaging quality positively impacts consumers' intention in purchasing products with eco-friendly packaging.

Pricing of Products with Eco-Friendly Packaging

The pricing of items featuring eco-friendly conscious packaging is a significant factor influencing consumer purchase intentions, along with product availability (Zhuang, Luo, & Riaz, 2021). Research on environmentally conscious eating habits identifies three crucial elements impacting the behavior of consumer, which are pricing, availability, and purchasing convenience (Bhattacharyya & Das, 2020). This research indicates that when its pricing is deemed reasonable (whether marginally higher or not), there is an increased intention among consumers to purchase such products. Therefore, the proposed hypothesis is:

Hypothesis (H7). Products of eco-friendly packaging's reasonable price positively impacts consumers' intention in purchasing products with eco-friendly packaging.

Environmental Knowledge

Green consumerism is commonly embraced by individuals who harbor concerns about the environment and possess knowledge about related issues (Kim et al., 2012). Eco-knowledge is defined as the awareness possessed by respondents regarding green products. This variable comprises two indicators: Having knowledge about ecolabel-related regulations in Indonesia and the capability to determine ecological preferences for a product by assessing its life cycle. are important factors. Given the explanation, the subsequent hypothesis proposed is:

Hypothesis (H8). Environmental knowledge positively impacts consumers' intention in purchasing products with eco-friendly packaging

Research Method

We executed an online survey starting from 1 November 2023. All participants, after being informed of the purpose of this study, gave their consent voluntarily to participate. Participants were recruited by using convenience sampling to an anonymous online survey. The survey collected feedback from participants on different factors, such as consumer attitudes towards purchasing products with environmentally friendly packaging, the influence of social factors, perception of effectiveness, and self-image considerations, community sense, environmentally friendly packaging quality, products with environmentally friendly packaging pricing, environmental knowledge.

Purchase intention, socio-economic data, and complimentary data such as seeks to assess the individual's past behavior in making environmentally conscious choices during their purchases and other more detailed information about the types of products that the individual actively chooses due to their environmentally friendly packaging. Within the time we collected 393 responses and 349 valid responses from participants. We only use data where the participants say "yes" on a filter question about their experience with products with environmentally friendly packaging. Then, we conducted

data cleansing, reducing the count from 349 to 289. (17% of the data was reduced from 349 data).

We used IBM SPSS Statistics 27 to analyze the data. To test the hypothesis in this research, we used linear regression analysis. In the beginning, regression analysis is done with the use of gradual variable selection. The variables then included the model producing the R square value that expresses the variables. Then, descriptive statistical analysis was used to describe socio demographic information, and complementary questions.

Linear regression analysis is done using all variables with the exception of gender, age, income and education level included in the model to test if independence affects turnover intention. All the hypotheses are tested on a significant level mostly under 0,05, which means regression coefficient does have an effect.

The validity and reliability test results show that each item statement loading factor >0.5 (valid). Furthermore, the reliability test conducted in this study demonstrated a Cronbach's alpha value >0.6, signifying a high reliability . This test, crucial in assessing the consistency and stability of the measuring instrument, ensures that the obtained results are dependable and trustworthy. By consistently producing similar outcomes, the instrument enhances the validity and credibility of the entire study. The incorporation of a reliability test in our research methodology establishes a robust foundation for the study's findings and conclusions. Through meticulous testing, we can confidently affirm the reliability of our measurements, thereby ensuring the accuracy and integrity of our research outcomes.

Result and Discussion

Analysis Results

Table 1. offers a summary of the primary socio-economic traits within the sampled population

	Frequency	Percentage	Accumulation
Gender			
Female	141	48.79%	48.79%
Male	148	51.21%	100.00%
Total	289	100.00%	
Age.4			
17-25 years old	71	24.57%	24.57%
26-35 years old	169	58.48%	83.04%
36-45 years old	45	15.57%	98.62%
>46 years old	4	1.38%	100.00%
Total	289	100.00%	
Income			
<Rp5.000.00	53	18.34%	18.34%
Rp5.000.000- Rp9.000.000	88	30.45%	48.79%
>Rp9.000.000	148	51.21%	100.00%
Total		100.00%	
Educational Level			
High Scholat or similar	289	9.34%	
Collegers	27	2.42%	11.76%
graduates	2157	74.39%	8616%

Post- graduates	40	13.84%	100.000%
-----------------	----	--------	----------

Source: Author

Gender

The survey included 141 female and 148 male participants, with a slightly higher proportion of male participants (51.21%) compared to female participants (48.79%). This gender difference is considered acceptable because the results are almost the same because both have the same chance to make purchases.

Age

The survey specifically targets the people in the city, with the most participants are people between 26-35 years old. In the results, from the survey sample, 169 individuals (58.48%) were aged between 26-35 years old, while 71 individuals (24.57%) were aged between 17-25 years old.

Income

This research targets the people in the city population with an income of >Rp9.000.000. Approximately 30.45% of the participants had an income ranging from Rp5.000.000 to Rp9.000.000. The remaining <Rp5.000.000 groups accounted for only 18.34% of the sample population.

Education Level

Out of the total respondents, 215 individuals (74.39%) held a graduate degree, while 40 individuals (13.84%) had a postgraduate degree. The combined group of college and high school graduates or individuals with a similar educational background accounted for only 11.76% of the sample. The research specifically targets individuals with higher qualifications, aiming to survey participants with a greater consciousness of environmental preservation and the use of items featuring environmentally friendly packaging.

Cronbach's Alpha Test

Table 2. summarizes the results of reliability by using Cronbach's Alpha on each of the variables

No	I/D	Variable	Cronbach's Alpha	Conclusion
1	Independent	AT	0.791	Reliable
2	Independent	SI	0.792	Reliable
3	Independent	CP	0.813	Reliable
4	Independent	PC	0.663	Reliable
5	Independent	CS	0.815	Reliable
6	Independent	QL	0.783	Reliable
7	Independent	PR	0.601	Reliable
8	Independent	EK	0.866	Reliable
9	Dependent	IB	0.837	Reliable

Source: Author (SPSS 27)

In the reliability test Cronbach's alpha was >0.6 (reliable). The test indicates the degree to which a measuring instrument can yield approximately consistent results during remeasurement of the same object. Analysis is conducted to identify the scale level of reliability. Cronbach's Alpha is conducted to find internal consistency for the items. Consumers' attitudes toward purchase behaviors as the first independent variable has 0.791 as Cronbach's Alpha coefficient. Social influence is the second independent variable that has been analyzed. Social influence has a score of 0.792. The third independent variable is consumers' perception of effectiveness that had a score of 0.813.

Personal image concerns as the fourth independent variable has 0.663 as Cronbach's Alpha coefficient.

Sense of community is the fifth independent variable that has been analyzed. Sense of community has a score of 0.815. The sixth independent variable is eco-friendly packaging quality that had a score of 0.783. Products featuring eco-friendly packaging pricing as the seventh independent variable has 0.601 as a score. The score of Cronbach's Alpha for environmental knowledge as the eighth and the last variable is 0.866. Dependent variable, which is the consumers' intention in purchasing products featuring eco-friendly packaging, had a 0.837 as a score. All the variables has Croncbach's alpha >0.6 and could be summarized as reliable.

Exploratory Factor Analysis

Table 3. summarizes loadings level and KMO

No	Variabel	Loading	Kmo
1	AT	AT1	0.794
		AT2	0.820
		At3	0.873
		AT4	0.638
2	SI	SI1	0.839
		SI2	0.831
		SI3	0.830
		SI4	0.557
		SI5	0.595
3	CP	CP1	0.773
		CP2	0.843
		CP3	0.838
4	PC	PC4	0.754
		PC1	0.827
		PC2	0.808
		PC3	0.693
5	CS	CS1	0.709
		CS2	0.852
		SC3	0.790
		SC4	0.754
		SC5	0.782
6	QL	QL1	0.758
		QL2	0.730
		QL3	0.754
		QL4	0.782
7	PR	PR1	0.642
		PR2	0.804
		PR3	0787
8	EK	EK1	0.841
		EK2	0.787
		EK3	0.774
		EK4	0.802
		EK5	0.827
9	IB	IB1	0.837
		IB2	0.715
		IB3	0.879
		IB4	0.868

Source: Author (SPSS 27)

Analyzing this model. All item statements have a loading factor >0.5 which conclude that all item statements could be used as a tool to analyze this model. Based upon the results of factor analysis, the scores were obtained for respective factors and further study was carried out on these factor scores. The regression analysis is being done to determine effects of the independent constructs to the dependent variable. The minimum acceptable value of adjusted R Square is $>40\%$. The adjusted R-squared for this study is 0.559, indicating The explanation provided by the independent variables in the regression model approximately 55.9% of the variance in the dependent variable. This suggests a relatively robust relationship between the variables. with significance on the model <0.001 .

Table 4. Regression Analysis

	Independent Variable	Standard Coefficient B	Significance p-value	Annotation
1	AT	0.200	<0.001	Accepted
2	SI	0.014	0.804	Not Accepted
3	CP	0.181	0.005	Accepted
4	PC	IB 0.130	0.018	Accepted
5	CS	0.129	0.015	Accepted
6	QL	0.117	0.013	Accepted
7	PR	0.148	0.002	Accepted
8	EK	0.099	0.043	Accepted

Source: Author

Hypotheses Testing and Results



Figure 2. Research Result

Source: Author

Hypothesis (H1). Consumers’ attitudes toward purchase behaviors of eco-friendly packaging in products positively influences consumers’ intention to purchase.

Regression model result showing that attitude toward purchase behaviors change as one of independent constructs was found significant with significance value is <0.001 ($t=3.563$). Significance <0.05 means independent variable related to dependent variable and the t-value serves as an indicator of the significance of a regression coefficient. It signifies the degree to which a variable's coefficient differs from zero in the population. A larger absolute value of the t value signifies a more robust connection between the independent and dependent variables. Moreover, the effect is positive ($\beta = 0.200$), this could be summarized as consumers' attitudes impact their intention in purchasing products with eco-friendly packaging become more intensive, it will also increase the cause of the intention in purchasing products with eco-friendly packaging. Therefore, it indicates the hypothesis H1 is accepted.

Hypothesis (H2). The effect of social influence positively impacts the intention to purchase products with eco-friendly packaging.

Based upon the results, social influence as one of independent constructs was found not significant as the significance value is >0.05 . Therefore H2 is not accepted.

Hypothesis (H3). Consumers' perception of effectiveness has a positive relationship with the purchase intention of products with environmentally friendly packaging.

T-value for the consumers' perception of effectiveness has been found significant (significance 0.005 & $t=2.856$), which means consumers' perception of effectiveness have played an important precursor. Moreover, the effect is positive ($\beta = 0.181$), which means as the optimism is inversely positive to purchase intention, and therefore H3 is accepted.

Hypothesis (H4). Personal image concerns have a positive relationship with the purchase intention of products with eco-friendly packaging.

Our result showed that personal image concerns to the intention of purchasing has been found significant with significance value is 0.018 ($t=2.383$). Personal image concerns have a positive effect ($\beta = 0.130$), which means personal image concerns are positive to the intention in purchasing products featuring eco-friendly packaging. Therefore H4 is accepted.

Hypothesis (H5). Sense of community has a positive relationship with the purchase intention of products with environmentally friendly packaging.

Results of the regression model show a sense of community change as one of independent constructs was found significant with significance value 0.015 ($t=2.456$). Moreover the effect is positive ($\beta = 0.129$), this could be summarized as a community sense toward the intention of purchasing products with eco-friendly packaging becoming more intensive, it will also increase the cause of intention of purchasing products with eco-friendly packaging. This implies the acceptance of Hypothesis H5.

Hypothesis (H6). The quality of environmentally friendly packaging has a positive relationship with the purchase intention of products with eco-friendly packaging.

Based on the results, the eco-friendly packaging quality as one of independent constructs was found significant as the significance value <0.05 (significance value 0.013 & $t=2.500$). The eco-friendly packaging quality has a positive result with the intention of

purchasing products with eco-friendly packaging with $\beta = 0.117$. This indicates the hypothesis H6 is accepted.

Hypothesis (H7). Products of eco-friendly packaging's reasonable price positively impacts the intention to purchase products with eco-friendly packaging.

T-value for the pricing has been found significant (significance = 0.002, $t = 3.152$), which means products of eco-friendly packaging's reasonable price have played an important precursor. Moreover, the effect is positive ($\beta = 0.148$), which means as the optimism is inversely positive to its purchase intention, and therefore H7 is accepted.

Hypothesis (H8). Environmental knowledge has a positive relationship with the intention to purchase products with eco-friendly packaging.

Our result showed that environmental knowledge has been found significant with significance value 0.043 ($t = 2.034$ & $\beta = 0.099$). Therefore, H8 is accepted.

Discussion

This study investigates the factors that impact the purchase of products with eco-friendly packaging in Indonesia. The results uncover seven primary factors that influence consumers' intentions to buy products with environmentally-friendly packaging. Among these factors, the consumers' attitudes toward purchase behaviors exert the most significant effect on their purchasing intention. This outcome aligns with previous research in Lan, Bui & Phuong, Tran & Dat, Tran & Truong, Dinh, 2023 and Bhattacharyya, 2020, which identifies attitudes as the most influential variable. However, it has contradictory results to Kim, H.Y.; Chung, J.E., 2011, which shows that a reasonable price is the one who has the biggest impact variable. In line with studies by Nguyen, A.; Nguyen, K.; Nguyen, H, 2021, this research underscores that self-image considerations affect customer purchase intention significantly, but it is contradictory with social influence because it doesn't even relate with purchase intention to buy.

The outcomes of the regression analysis reveal that the majority of factors in the adjusted model are deemed acceptable, including attitudes toward the purchasing behavior, effectiveness perception, personal image concerns, sense of community, quality, price of environmentally friendly packaging, and environmental knowledge. But, only 1 of the factors which is social influence are not acceptable. The specific results are as follows.

The factor attitudes toward purchase behaviors of products with environmentally friendly packaging has the first affects, it strongly influences people's intention to buy products with environmentally friendly packaging ($\beta = 0.200$, sig. = <0.001). The factor suggests that as information about the effectiveness of eco-friendly behavior becomes more widely known and disseminated, people living in urban areas of Jakarta will have a greater awareness of environmental protection and a more favorable attitude towards purchasing products with eco-friendly packaging. This implies that education and communication efforts aimed at promoting eco-friendly practices and products can have a significant impact on consumer behavior, particularly in urban areas where environmental concerns are becoming increasingly important.

The factor consumers' perception of effectiveness has the second impact ($\beta = 0.181$, sig. = 0.005). This means that consumers who perceive environmentally friendly packaging as effective are more likely to choose products with such packaging over those without it, all else being equal. Essentially, consumers are inclined to pay an additional cost for products featuring environmentally friendly packaging. If they believe that it performs as well as or better than traditional packaging in terms of functionality, convenience, and overall performance.

Products of eco-friendly packaging's reasonable price affects consumers' intention of purchasing products with eco-friendly packaging. Jakarta as the city area has the third significant influence ($\beta = 0.148$, sig. = 0.002), which indicates that a reasonable pricing strategy for products with eco-friendly packaging will have a positive influence on the purchasing behavior. This aligns completely with the logical reasoning, demonstrating the practical significance of the factor.

The remaining four factors are self-image considerations, community sense, eco-friendly packaging quality, environmental knowledge, the fourth, fifth, sixth, and seventh impacts, sequentially. The impact level is less significant compared to the three factors mentioned previously, and this aligns with the observed influence of other factors. People in the city are also interested in self-image consideration, community sense, eco-friendly packaging and environmental knowledge positively impact the intention of purchasing products with eco-friendly packaging. Effectiveness of promoting eco-friendly packaging among urban consumers in Jakarta is contingent upon several factors.

Firstly, individuals often make choices aligned with their values to project a socially responsible and eco-conscious image, influencing their buying decisions. Secondly, consumers who prioritize the benefits of others over their own interests are more likely to increase their purchase intention. Thirdly, the consumers actually follow through with their intentions, where the packaging must be able to fully perform its intended functions, such as safeguarding the product, promoting it, and so on. Fourthly, consumers are more likely to understand the ecological impact of their choices, fostering a commitment to sustainable options.

However, the efficacy of these measures is contingent upon the urban populace's awareness of the effectiveness of environmentally conscious purchasing behavior and their favorable disposition towards acquiring products characterized by eco-friendly packaging. Additionally, the considerations of pricing and product quality must align with the discerning preferences of consumers in Jakarta. The adjusted R-squared of 0.559. The results reveal that 55.9% of the intention to purchase eco-friendly packaging products among residents in Jakarta is explained by factors in the research model, while 44.1% is attributed to other variables.

This study contributes to the previous research by examining the impact of consumers' attitudes towards purchasing behavior, effectiveness of perception, price, self-image considerations, community sense, eco-friendly packaging quality, and environmental knowledge. These findings provide valuable insights into the theory of purchasing behavior of products with eco-friendly packaging.

Conclusion

As environmental pollution becomes an urgent global concern, consumer behavior towards purchasing premium quality products and eco-friendly packaging is undergoing positive changes, especially in Indonesia, especially among urban residents who are rapidly adopting global trends. This study identified eight factors that influence the purchase intention of products with environmentally friendly packaging in Jakarta, and found that consumer attitudes, perceptions of effectiveness, reasonable prices, people's taste, self-image, packaging quality, and environmental knowledge have a significant impact. These findings are beneficial for businesses, retailers, and management agencies in developing strategies to increase awareness and adoption of eco-friendly products. However, this research is limited to Jakarta, so studies in other cities are needed for a broader understanding. In conclusion, by understanding these factors, various parties can encourage environmentally friendly consumption in cities, towards a more sustainable future.

BIBLIOGRAFI

- Asikin, Muhamad Zaenal, Fadilah, Muhamad Opan, Saputro, Wahyu Eko, Aditia, Oriza, & Ridzki, Mohamad Maulana. (2024). The Influence Of Digital Marketing On Competitive Advantage And Performance of Micro, Small And Medium Enterprises. *International Journal of Social Service and Research*, 4(03), 963–970.
- Bhattacharyya, P., & Das, Joydeep. (2020). How packaging influences consumers' purchase decision: An introspection. *J. Dev*, 7, 23–45.
- Bosnjak, Michael, Ajzen, Icek, & Schmidt, Peter. (2020). The theory of planned behavior: Selected recent advances and applications. *Europe's Journal of Psychology*, 16(3), 352.
- Budiasih, Yanti. (2018). Eco-Friendly Consumers In The Fourth Industrial Revolution: Academic Society, Green Customers, And Eco Labelling. *Muhammadiyah International Journal of Economics and Business*, 1(2), 91–106.
- De Pelsmacker, Patrick, Van Tilburg, Sophie, & Holthof, Christian. (2018). Digital marketing strategies, online reviews and hotel performance. *International Journal of Hospitality Management*, 72, 47–55.
- Farman, Lisa, Comello, Maria Leonora, & Edwards, Jeffrey R. (2020). Are consumers put off by retargeted ads on social media? Evidence for perceptions of marketing surveillance and decreased ad effectiveness. *Journal of Broadcasting & Electronic Media*, 64(2), 298–319. <https://doi.org/10.1080/08838151.2020.1767292>
- Kim, Hanna, Lee, Eun Jung, & Hur, Won Moo. (2012). The normative social influence on eco-friendly consumer behavior: The moderating effect of environmental marketing claims. *Clothing and Textiles Research Journal*, 30(1), 4–18.
- Liu, Jingfang, Zhou, Yingyi, Jiang, Xiaoyan, & Zhang, Wei. (2020). Consumers' satisfaction factors mining and sentiment analysis of B2C online pharmacy reviews. *BMC Medical Informatics and Decision Making*, 20(1), 1–13. <https://doi.org/10.1186/s12911-020-01214-x>
- Magnier, Lise, & Cri e, Dominique. (2015). Communicating packaging eco-friendliness: An exploration of consumers' perceptions of eco-designed packaging. *International Journal of Retail & Distribution Management*, 43(4/5), 350–366.
- Nguyen, Anh Thu, Y en-Khanh, Nguy en, & Thuan, Nguyen Hoang. (2021). Consumers' purchase intention and willingness to pay for eco-friendly packaging in Vietnam.

- Sustainable Packaging*, 289–323.
- Singgih, Eman, Iskandar, Joni, Goestjahjanti, Francisca Sestri, Fahlevi, Mochammad, Nadeak, Multi, Fahmi, Khaerul, Anwar, Ridwan, Asbari, Masduki, & Purwanto, Agus. (2020). The Role of Job Satisfaction in the Relationship between Transformational Leadership, Knowledge Management, Work Environment and Performance. *Solid State Technology*, 63(2s), 293–314.
- Thøgersen, John, Zhou, Yanfeng, & Huang, Guang. (2016). How stable is the value basis for organic food consumption in China? *Journal of Cleaner Production*, 134, 214–224.
- Van, Nguyen Thi Thanh, Duy, Nguyen Thien, & Dung, Pham Tien. (2018). Factors affecting green food purchase intention in Ho Chi Minh City. *Ho Chi Minh City Open University Journal of Science-Economics and Business Administration*, 8(1), 50–64.
- Voon, Jan P., Ngui, Kwang Sing, & Agrawal, Anand. (2011). Determinants of willingness to purchase organic food: An exploratory study using structural equation modeling. *International Food and Agribusiness Management Review*, 14(2), 103–120.
- Vrontis, Demetris, Makrides, Anna, Christofi, Michael, & Thrassou, Alkis. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Young, William, Hwang, Kumju, McDonald, Seonaidh, & Oates, Caroline J. (2010). Sustainable consumption: green consumer behaviour when purchasing products. *Sustainable Development*, 18(1), 20–31.
- Zhao, Huiliang, Yao, Xuemei, Liu, Zhenghong, & Yang, Qin. (2021). Impact of pricing and product information on consumer buying behavior with customer satisfaction in a mediating role. *Frontiers in Psychology*, 12, 720151.
- Zhuang, Wencan, Luo, Xiaoguang, & Riaz, Muhammad Usman. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, 644020.

Copyright holder:

Aloisius Kevin, Feris Julian Budiman*, Harsha Prathama Putra, Thea Amelia Suhargo,
Tri Dewanti Kusumadewi Prasetyawati (2024)

First publication right:

Syntax Admiration

This article is licensed under:

