

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study aims to analyze the green purchase intention of consumers' toward The Body Shop's green products in Surabaya. The variables used in this study are environmental concern, environmental knowledge, green advertisement, green packaging, attitude toward green product, and green purchase intention. There are 5 hypotheses that test direct relationship among all the variables, while there are 2 hypotheses that test the mediating role of attitude toward green product toward the relationship of environmental concern and green purchase intention also environmental knowledge and green purchase intention.

Among the 7 hypotheses tested, there are only two accepted hypotheses. The relationship of environmental concern toward attitude toward green product shows a significant relationship while environmental knowledge is not. Thus, we can conclude that if the consumers' concern is increase then the attitude toward green product would likely to increase. While the descriptive statistics of environmental knowledge shows that even the consumers are lack knowledge about environment it doesn't affect consumers' positive/negative attitude. Environmental knowledge receives the lowest average mean value among all the variables while attitude toward green product is the higher.

Moreover, green advertisement shows a significant relationship toward green purchase intention. It's concluded that green advertisement is able to influence consumers' purchase intention toward The Body Shop products in Surabaya. In contrast, green packaging and attitude toward green product don't have the ability to influence green purchase intention. Since attitude toward green product is failed, then it doesn't able to be a mediating role between the relationship of environmental concern and green purchase intention also environmental knowledge and green purchase intention. Therefore, both the mediating hypotheses are rejected.

5.2 Research Limitation

One of the limitation faced during this research is the size of sample collected can't represent the population. If the sample size is over than 150 it will present more general conclusion. Moreover, the green concept is still not a common topic in Surabaya which causes difficulty for researcher to find respondents who are willing to fill the questionnaire and respondents who have sufficient knowledge about the topic discussed.

5.3 Suggestion

According to the conclusion stated above, there are several recommendations that can be proposed in the form of suggestions that can be taken into consideration for academic field and practical use.

5.2.1 Suggestion for Academic Field

1. For further study it is suggested to have an additional endogenous variable that have a stronger impact to predict green purchase intention such as price of the products. Green packaging can also be replaced with eco-label since it will provide more useful information toward the consumers during the purchasing process.
2. For further study it is suggested to add more the amount of respondents and add more data collection method to avoid many outlier data. By enlarging the target respondents then the research may get more reliable and accurate data for a better analysis result in the future.

5.2.2 Suggestion for Practical Use

1. The Body Shop can provide more information regarding recycling knowledge to educate and encourage their consumers to have a better waste management since recycling issues receive the lowest concern from respondents. One of the core value of The Body Shop is about 3R, so when this concern is increase then The Body Shop can receive more attention from consumers as an option of products that are producing less waste.
2. The Body Shop should design advertisement contents to be more relevant with consumers' daily life in order to catch their attention. If the messages

that The Body Shop want to deliver are not relevant, then the consumers more likely won't buy the green products.

3. The Body Shop should increase consumers' awareness regarding the recyclable materials used for the packaging. This might affect the perspective of consumers toward The Body Shop as the best option of green products to purchase.
4. The Body Shop should put an effort to show the pain point for consumers if they don't purchase green products. This message will be able to influence more people' desire to purchase and consume only green products.
5. The Body Shop should show more information regarding their business activity especially in contributing less pollution. Pollution is one of the greatest cause that makes our environment condition worst, if The Body Shop is contributing less pollution toward the environment it might increase consumers' purchase intention to any green products The Body Shop have.

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