

CHAPTER I

INTRODUCTION

1.1 Background

The beauty sector is one of the biggest in the world and offers a wide range of goods, including moisturizers, toners, serums, and cleaning products. This industry continues to be refined and continues to launch various superior beauty products. The beauty industry is growing fast so it is quite popular nowadays where skin care products dominate the market.

It is evident that there is a dark side to the beauty industry that not everyone is aware of. The biggest contributor to plastic waste that causes environmental damage is the beauty industry. Waste that can pollute the environment may come from the use of microplastics in skin care products because they are difficult to decompose. However, many of them, like the packaging for frequently used skin care products, are made of plastic materials that are hard to disintegrate, are not environmentally friendly, and frequently are not recycled. According to data from Zero Waste Week, the beauty business produces 120 billion million packaging units yearly, which is equal to the loss of 18 million hectares of forest annually.

The rise of the shining skin trend has increased demand for skincare products in Indonesia during the Covid-19 epidemic. As a result, more people are using skincare. As more people use skincare products, there is more plastic trash generated, which ultimately pollutes the environment. By 2050, according to P2OLIP (Center for Oceanographic Studies of the Indonesian Institute of Sciences), plastic garbage in Indonesia will outnumber fish collected in the water (Warstek, 2019). Based on a report by katadata.co.id (2022), one of the Top 10 Countries in the world Disposing of Plastic into the Ocean in 2022 is Indonesia.

Table 1.1
Top 10 Countries Discharging the Most Plastic into the Ocean:

Country	Total waste (tonnes/year)
Filipina	356.371 ton
India	126.513 ton
Malaysia	73.098 ton
Cina	70.707 ton
Indonesia	56.333 ton
Brasil	37.799 ton
Vietnam	28.221 ton
Bangladesh	24.640 ton
Thailand	22.806 ton
Nigeria	18.640 ton

Source: katadata.co.id (2022)

Based on table 1.1 above it can be explained that: five Asian countries contribute plastic waste to the world's oceans, namely China, Thailand, Vietnam, Indonesia and the Philippines. China contributed 70 thousand tons of plastic waste. While the Philippines is the largest contributor of plastic waste in the oceans reaching 350 thousand tons in 2021. India and Malaysia are in the next position with plastic waste in the sea of 126 thousand tons and 73 thousand tons respectively. Indonesia is ranked fifth as a country that contributes plastic waste to the sea. According to the World Population Review, plastic waste in Indonesia's seas will reach 56 thousand tons by 2021. With this, we know that Indonesia is one of the countries that contributes the most plastic waste in the world. for that, we need to prevent it so that in the following year the country we love, Indonesia, has less plastic waste and won't even become the top country contributing to the most plastic waste in the world anymore.

Based on existing environmental problems, the application of green marketing appears which can play an important role in improving people's welfare (Prosenak, et al., 2008). Current environmental problems can only be overcome if consumers are responsible for reducing environmental pollution by using more green products (Nekmahmud and Fekete-Farkas, 2020).

It was out of these issues that the concept of sustainable beauty emerged as a potential remedy. Using skincare and makeup with a safe effect on living things and that is environmentally friendly is known as sustainable beauty (Asih, 2022). Not only about using minimal plastic packaging, but also considering the ingredients contained in it remain safe for the environment (Asih, 2022). The cosmetic industry has responded to consumer trends with various green beauty products and products to support a healthier lifestyle (Dimitrova, et al. 2009). Green cosmetics exist with the goals of protecting the environment, minimizing pollution, using non-renewable resources responsibly, and protecting the welfare of animals and species (McEachern and McClean, 2002). So that women need beauty care products in the form of hair, face and body care with various forms and benefits, to beautify themselves (Syafaah and Santoso, 2022). In this study, researchers only focused on researching skincare beauty products. Because skincare products are widely used by everyone and skincare is one of the products that everyone really needs right now. One way is to buy skin care products that are environmentally friendly. Purchasing green skin care goods is seen to be preferable to purchasing traditional skin care products. Because they wish to prevent having a bad influence on the environment and protect their skin, many customers are interested in purchasing skin care products manufactured from natural ingredients, sometimes known as "green" skin care products (Syafaah and Santoso, 2022).

The implementation of green marketing in developing countries is still very limited. Markets and companies for green products are still small, so this phenomenon is interesting to study in developing countries (Agustini, et al., 2021). On the one hand, Indonesia has specific targets for 2030 in terms of sustainable development goals (SDGs). Then, increasing consumer interest in beauty products that are natural and environmentally friendly (Pangestu, 2021), encourages cosmetic companies to design sustainable beauty concepts (Lin, et al., 2018).

Several companies in Indonesia also take advantage of opportunities from sustainability to create green products and apply environmentally friendly concepts in their production activities (Molina-Azorin, et al., 2009), including companies in the cosmetics industry. Various local cosmetic brands that carry the concept of

sustainable beauty are starting to emerge. Lutfi (2013) defines 'Local' as a broad space for producing goods or services, or is a local area so that what is meant by products from local Indonesian cosmetic brands are beauty products from brands that are established, marketed, and their products are produced in Indonesian territory. There are several local cosmetic brands that implement sustainable beauty, which are assessed based on the ingredients they contain and the programs they carry out to support sustainable beauty. This brand is green oriented. green businesses have been green oriented since their inception, while green businesses have gone green after managers - un-inspired by ethical issues - have experienced the benefits (in terms of marketing, positive corporate image feedback or cost savings) that being "sustainable" might create for the company (Isaak, 2002). Several local cosmetic brands that are green oriented are The Body Shop, Runa Beauty, Avoskin, Innisfree, Love Beauty and Planet, Herborist, Sensatia Botanical, Secondate, and N'Pure. The trend of using recycled and environmentally friendly products is increasing among Indonesian consumers, especially the younger generation (Arafah, 2018). Including skincare products from the brands above, many young people use these skincare brands. of the many who use it, there are also those who do not consume green skincare products because many do not know about environmental knowledge.

According to Chen (2013), environmental knowledge is a collection of ecological knowledge that people have about the environment. Lee (2011), considers that ecological knowledge is basic knowledge possessed by consumers about things that can be done to assist in protection activities. environment facilitated by a behavioral commitment to purchase environmentally friendly products. There are many who believe that as customers' environmental knowledge increases, they will become more aware of the quality of environmentally friendly products and will be more inclined to purchase them (Banyt, et al., 2010). According to Angelovska, et al. (2012), environmental awareness can play a significant role in customer decision-making and is a potential predictor of purchasing behavior for environmentally friendly items. The degree of devotion and feeling toward various environmental issues is referred to as environmental

concern (Aman, et al., 2012). Weigel claims in Joshi (2012) that environmental concern can be characterized as paying attention to the facts and engaging in activity that has an impact on the environment. Several studies state that consumers who are environmentally conscious will tend to have strong environmental concerns, this can be seen through their attitude of preferring products that are environmentally friendly, when compared to other products (Utami, et al., 2014).

Research conducted by Lukiarti (2021) shows the results that environmental concerns have a significant effect on green purchase behavior. An increase in environmental awareness leads to an increase in behavior patterns towards purchasing environmentally friendly products. Purchasing environmentally friendly products is a form of green purchase behavior. In addition to taking care of the environment and having a healthy body, consumers are becoming more and more conscious of how important it is to support green businesses and goods.

Research conducted by Sinha and Annamdevula (2022) shows the finding that having an understanding of the environment has a favorable and significant impact on making green purchases. People can differentiate between conventional and green items based on features with the aid of environmental knowledge. One of them is a favorable characteristic that influences consumers to purchase environmentally friendly goods (Kanchanapibul, et al., 2014). Having an understanding of the environment is crucial while making organic goods purchases. This influences people's attitudes and behaviors in favor of the environment by raising their intentions to purchase organic items (Smith and Paladino, 2010).

Research conducted by Kusuma and Handayani (2018) shows the findings show a favorable and considerable influence on green purchasing behavior can be attributed to environmental knowledge. The more environmentally conscious consumers there are, the more likely they are to purchase ecologically friendly goods. Customers are looking for information on ecologically friendly items as they are beginning to sense the necessity for such products. After the data is gathered, people will be presented with a variety of product alternatives that advertise themselves as being environmentally friendly, so they must identify and assess these options to reduce the possibility of making poor purchasing decisions. Green

buying intention emerges as a sort of conative strategy or customer desire to acquire environmentally friendly products after the product has been evaluated.

Based on the observations of researchers (2023), the phenomenon that is still haunted by the garbage problem occurs in the city of Padang where the high production of waste in the city of Padang is still a fundamental problem in maintaining the cleanliness of the city. The city of Padang in West Sumatra Province, which has a population of around 914 thousand people, produces a total of 640 tons of waste every day, according to data from the Environment Agency. This is the largest waste producer in the city of Padang, which is from household waste. Head of the Padang City Environment Service Mairizon in Padang, Thursday (14/7/2022), said that out of a total of 640 tons of waste generated every day in Padang City, only around 500 tons reached the Cold Water Final Processing Site (TPA). According to him, about 140 tons of waste that were not transported to the Air Cold TPA, a small part of it was probably collected by scavengers to be distributed to recycling centers and the rest was not managed (Republika.co.id). Even so, this has not stopped the government's efforts to be even more active in reducing this waste. The increase in waste in the city of Padang is faced with various environmental problems that have an impact on health and various other impacts arising from environmental damage.

This damage can reach a more serious level if no changes are made because it can result in a decrease in the quality of the earth that is a place to live. The amount of plastic waste generated by the city of Padang is due to population density which will have an impact on the amount of waste at the level of ownership of skincare products so that it will increase plastic waste in the city of Padang. based on the observations of researchers, the people of Padang city do not apply green purchasing behavior. Therefore, this is influenced by people's concern for the environment. besides that, if there is public knowledge about the problems that exist in this environment, of course, attitudes and concern for the environment will also occur. Therefore, if currently there are many producers who apply the concept of green marketing, of course it can help create environmental awareness (Situmorang, 2012). This is to reduce the accumulation of plastic waste in the environment,

including in the oceans by reducing the production and use of single-use plastics. These changes also require lifestyle movements from humans in environmentally friendly actions. Starting from the use of skin care products that are environmentally friendly.

The researcher is interested in doing this research under the topic “THE INFLUENCE OF ENVIRONMENTAL CONCERNS, ENVIRONMENTAL KNOWLEDGE, ON GREEN PURCHASING BEHAVIOR WITH ENVIRONMENTAL ATTITUDE AS A MEDIATION VARIABLE (STUDY ON CONSUMERS OF GREEN SKINCARE PRODUCTS IN PADANG)” based on the background information provided above.

1.2 Problem Formulation

Based on the background description, the formulation of the problem in this research is as follows:

- 1) How does environmental concern influence environmental attitudes?
- 2) How does environmental knowledge influence environmental attitudes?
- 3) How does environmental attitude influence green purchase behavior?
- 4) How does environmental concern influence green purchase behavior?
- 5) How does environmental knowledge influence green purchase behavior?
- 6) How does environmental attitude mediate the influence of environmental knowledge on green purchase behavior?
- 7) How does environmental attitude mediate the influence of environmental concern on green purchase behavior?

1.3 Research Objective

Based on the formulation of the problem, the objectives of this research are:

- 1) To determine the effect of environmental concern on environmental attitudes.
- 2) To determine the effect of environmental attitude on environmental attitudes.

- 3) To determine the effect of environmental attitude on green purchase behavior.
- 4) To determine the effect of environmental concern on green purchase behavior.
- 5) To determine the effect of environmental knowledge on green purchase behavior.
- 6) To determine environmental attitudes mediate the relationship between environmental concern and green purchase behavior?
- 7) To determine environmental attitudes mediate the relationship between environmental knowledge with green purchase behavior?

1.4 Benefits of research

Based on the formulation of the problem above, the benefits of this research can be arranged as follows:

1.4.1 Theoretical Benefits

For Education this research should be a reference related to the world of education and knowledge for researchers who pursue research development.

1.4.2 Practical Benefits

1) Company

Through this research, it is hoped that it can be used as material for consideration by companies to consider the strategies used by companies and can improve marketing strategies in dealing with business competition, especially the beauty industry to attract consumer buying interest.

2) Readers

Through this research, the authors hope to be able to provide up-to-date knowledge and insights for readers in selecting and deciding to purchase a product, particularly those connected to the issue being investigated.

3) Researcher

Through this research, the authors are expected to gain experience and new knowledge about theories in marketing. The author also hopes to be able to apply the theories in this research to the world of work.

1.5 Research Scope

The Effect of Environmental Concern, the Effect of Environmental Knowledge on Green Purchase Behavior, and the Effect of Environmental Attitudes as a Mediating Variable to Consumers Green Skincare Product in Padang are the aspects of the problem that the authors focus on in their study based on the problem formulation described above.

1.6 Outline of Research

Research Systematics The research that will be carried out by the author consists of chapters that are incorporated in the systematics of writing as follows:

CHAPTER I INTRODUCTION

This chapter explores the research background, research problem, research objectives, contribution of research, scope of discussion and systematic structure of thesis.

CHAPTER II: REVIEW OF THE LITERATURE

The theories pertaining to the planned research are covered in this chapter. Along with reviewing some recent studies, building theories and conceptual framework models that serve as a roadmap for data processing phases are also included.

CHAPTER III : RESEARCH METHODS

The research design, the target audience and the samples that will be used, data collection techniques, currently used research instruments, variable and operational variable testing, analytical techniques, and hypothesis testing are all covered in this chapter.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter discusses the problem of analysis and discussion of the results of the research that has been carried out by comparing the data collected with the theoretical basis.

CHAPTER V : CONCLUSION

This section discusses the entire discussion on the topic of writing that can be taken, the limitations encountered in the research and suggestions.