

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

The use of plastic trash bags has increasingly been in the spotlight in various countries in the past few years which were then followed up through the SDGs (Sustainability Development Goals) policies agreed upon by all countries in the world (Farhan and Ekaria 2022). Ensuring sustainable patterns of consumption and production is one of the goals of the SDGs listed in numbers 12 and 17 which are responsible consumption and production and partnership for the goals (Diaz-Sarachaga, Jato-Espino, and Castro-Fresno 2018). The target of establishing this agreement is to tackle and prevent an increase reduces the amount of food waste produced globally per person at the retail and consumer industry sectors, which indirectly contributes significantly to reducing or controlling waste production through a variety of strategies, including prevention, reduction, recycling, and reuse. To realize this, one of the activities that is considered urgent to be carried out is to reduce the use of plastic.

These days, plastic is employed in everyday manufacturing and is utilized everywhere, particularly in packaging materials like plastic bags. Over 80,000 tons of plastic packaging garbage are thought to be produced annually in Accra alone. In the meantime, recycling rates for plastic garbage are just around 2%. (Tsamenyi and Yaa Antwi-Gyamfi 2017a). Plastic waste can be detected from sea, land and water. To make plastic waste more efficient, some parties try to burn it. However, due to incomplete combustion, the plastic particles do not decompose completely and turn into poison in the air. After all, plastic is polluting our soil, rivers and oceans. According to Bobulski and Kubanek (2021), plastic is an object that is classified as very difficult to decompose and requires decades to completely decompose. The large number of people who use plastic bags is caused by the impression that they are practical, inexpensive, easy to obtain and durable

(Pisitsankhakarn and Vassanadumrongdee 2020). However, very few understand the disproportionate impact of its function that will occur in the decades to come. Recently, the use of unrenewable waste has been concern, especially in term of sustainability of environment, thus this course lead to a problem of global significance (Thi Phuong Linh, Duc Anh, and Thi Viet Ha n 2021).

The world's resource and energy concerns must be addressed in order to manage the worldwide problem of plastic waste. A vast range of everyday items, including shopping bags, plastic cups, garbage bags, food and drink containers, and household appliances, are made of plastic. Plastic has been used more often throughout time, and as a result, its percentage of the city's solid waste stream has grown from less than 1% in the 1960s to around 19% in 2014 (Satapathy 2017). Indonesia itself is the second largest waste producer after China with a contribution of 0.48 to 1.29 million tonnes per year, where the largest waste disposal is in the oceans which cause the oceans to be polluted (Jambeck 2015). Based on data released by the International Union for Conservation of Nature or what can be abbreviated as (IUCN 2021) it shows the same thing where Indonesia is the second largest producer of plastic waste after China.

**Table 1.1 Teen Countries that Contribute to Ocean Plastic Pollution**

Countries	Plastic Waste in Million kg (Kilogram)
India	125.5
China	70.7
Indonesia	56.33
Brazil	38
Thailand	22.8
Mexico	3.5
Egypt	2.5
United States	2.4
Japan	1.84
United Kingdom	0,73

Source: IUCN (2021)

Until now, waste has increased without the appropriate solution, which is an issue that has long been the focus of discussion. One of the major issues the Indonesian state is currently dealing with is waste, which is brought on by the country's vast population (Addahlawi 2019). This is a result of the country's large population currently producing enormous amounts of waste (Yang et al., 2017). Based on data released by the Ministry of Environment and Forestry (KLHK) which is also published in (Almuhaymin and Jatiningrum 2022) states that Indonesia annually produces waste with a growth of 2% -4% where cities are centers of waste produced with a total of 38.5 million tonnes. (Kusuma 2018 n.d.) added that of the total waste in Indonesia, 17% is plastic waste on a daily basis, of which 62% is waste from the shopping bags that we use every day. By looking at the data and facts that have been presented, it can be said that there is an urgency that arises from using plastic waste. Campaigns and education are needed about the environmental impact that will be a consequence of using plastic, especially the use of single using plastic products. According to Roland Geyer (2017) states that 50% of plastic waste is generated from single using plastic waste.

It is not possible to eliminate 100% use of plastic bags, but the best way to do this is to reduce plastic consumption (reduce). Although it's difficult to break old habits, everyday efforts can help cut down on the quantity of plastic garbage produced. The way that can be done is to limit the use of plastic such as replacing plastic bags with reusable bags considering that according to Jambeck (2015). Indonesia has a bad level of plastic waste management, namely 81% of all plastic waste is not managed properly. correct procedure. A reusable bag is a bag that can be used many times which is composed of non-plastic materials such as canvas, hemp, polyester, polypropylene, or even a mixture of several materials (Senthilkannan Muthu Yi Li n.d.) and (Sivan 2011). Apart from the materials that are not mixed with plastic-based materials, reusable bags can also be easily used and have high durability so they are not easily damaged. With these advantages, it is important for all activities that use plastic bags to be replaced with reusable bags.

The importance of using reusable bags is increasingly being felt in various countries, giving rise to a movement or campaign that occurs (Humairoh and Anas 2022) In 2009, Hong Kong became the first country in Asia to introduce a paid plastic policy in contemporary retail, and it was able to cut the amount of plastic bags used in these establishments by seventy-five percent. Singapore has been promoting "Bring Your Own Bag" since April 2007. If customers prefer a plastic shopping bag, they must pay an additional cost (Chang & Chou 2018). As a result of the campaign, the number of plastic bags used can be lowered by up to 60% on the first day, and 200,000 reusable shopping bags made of materials other than plastic can be sold. According to the Wisconsin Department of Natural Resources, "minimizing the use of plastic is the first and best choice for reducing plastic waste".

Indonesia has also started implementing a program to reduce the use of plastic bags. The Director General of PSLB3 issued Circular SE-06/PSLB3-PS/2015 to Governors, Mayors, Regents, and the business community on December 17, 2015, outlining the first phase of the policy: Steps to Anticipate the Implementation of paid plastic bag policies at contemporary retail business including in the Padang city (Novianti 2017). Retailers are no longer required to give away free plastic bags as part of the policy mechanism outlined in SE06/PSLB3-PS/ 2015; instead, if customers still require them, they must purchase them from retail establishments. To achieve this, the government has launched a Paid Plastic Bag campaign on 21 February 2016 ago. During the campaign, the public is given a free reusable bag and the price is set plastic bags worth IDR 200.00 per bag for consumers who shop at modern retail outlets. Some institutions and people who care about the environment think the price is too cheap so that there is still a lack of consumer intention to bring their own reusable bags and continue to use bags single use plastic. This can be seen in the Environmental Ignorance Behavior Index Report published by BPS (2018) that as much as 81.4% of Indonesia's population still use plastic bags when do the shopping.

When asked about their willingness to accept greener solutions, consumers may indicate that they understand the value of sustainability, but the actual adoption rate is quite low (Young et al. 2010). In fact, research on green consumption reveals an intention-behavior (Vermeir and Verbeke 2004). In surveys, consumers may claim to choose more environmentally friendly products, but in reality they may not always do so. To examine the intention to use reusable bags, it is necessary to pay attention to what are the factors that influence human behavior so that targeted campaigns can be made to reduce the use of plastic bags.

This study uses the Theory of Planned Behavior (Ajzen 2015). A psychological theory called the Theory of Planned Behavior (TPB) seeks to explain and forecast human behavior. cek Ajzen first up the idea in 1985 as a development of the earlier Theory of Reasoned Action. According to Ajzen (2015) attitudes, subjective norms, and perceived behavioral control all have a significant impact on people's behavioral intentions. An individual's attitudes are their favorable or negative assessments of engaging in a specific conduct. TPB contends that the intention to engage in a behavior increases with the degree of positivity of one's attitude toward it. Beliefs regarding the results of behavior and assessments of those results have an impact on attitudes. The influence of social pressure on a person's intention to engage in an activity is captured by subjective norms. They are founded on how an individual interprets what others, including family, friends, and society, believe and expect of them in relation to the action in question.

According Ajzen (2015), a person's inclination to adhere to social standards will increase in direct proportion to how strongly they perceive social pressure to engage in or refrain from a behavior. An individual's assessment of their capacity to carry out an activity successfully is referred to as perceived behavioral control. It includes elements like abilities, resources, and limitations that could affect one's capacity to engage in the behavior. According to Ajzen (2015), stronger intentions to engage in the behavior are correlated with higher perceived behavioral control. In this research, the author also put the variable of Environmental Concern which

can be define as the way that individual preserves the environment and how that person feels about environmental issues. willingness to pay extra for environmentally friendly items, in particular, consumer attitudes toward being environmentally active and environmentally concerned, which reflect opinions of social norms (Thieme et al, 2015). According to empirical studies, customers in poor nations have lower knowledge and environmental consciousness than consumers in developed countries (Paul, Modi, and Patel 2016). More research is required to understand consumer behavior in the use of green products in developing countries, where there are variations in awareness, beliefs, and attitudes that have a greater impact on the environment than in developed countries (Singh & Gupta, 2013).

To demonstrate the recent case in the Padang city, a preliminary study conducted to 47 respondents, of which 38 respondents came from the Padang city. Generation Z or known in other word as Gen Z is a population consist of individuals born in 1997 to 2012 (BPS, 2021). With data on 25 males and 23 females, who were on average aged from 19<sup>th</sup> until 27<sup>th</sup> years old, 24 the last high school graduate and 23 other bachelor graduates who came from various majors and on average were in the 8 semester and were predominantly Muslim. And the results of processing the questionnaire data qualitatively, the respondents' opinions about environmental preservation are as follows:

1. Understanding about environmental preservation
2. Sugestion to save the environment
3. Opinion about plastic waste
4. Opinion using reusable shopping bags
5. Explanation willingnes to use reusable shopping bags
6. Explanation other parties influencing save the environment ectivities
7. Opinion which parties or who should be involved in environmental conservation
8. Explanation the benefits get from preserving the environment

The respondents argued that environmental preservation is an effort or activity in taking a stance to preserve and protect the environment from destruction and damage caused by humans and products produced by humans. Regarding saving the environment, respondents said that in order to save the environment, there are many things that a person can do to be able to participate in protecting and preserving the environment. Starting from disposing of waste in its place, reducing the use of plastic to lessen human-produced plastic trash, and reforesting forests so that the environment is preserved for future generations. As well as with the progress of human civilization today, humans have created innovative and sustainable technologies, which allow one to reduce the use of natural resources that cannot be recycled. Respondents also argued that plastic waste is currently the world's largest environmental polluter, at least around 80% of plastic waste that pollutes the sea today.

Not to mention what's on the mainland, because all household appliances or needs come from plastic, it's a shame it can't be calculated anymore what percentage of plastic waste is on the mainland need awareness of each human being if only focused on the environmental community then the problem of plastic waste will not be resolved, and need a supporting program from the government on how to process this plastic waste into renewable energy or recycled into household needs again. Plastic contains polymer compounds which are non-biodegradable which makes it permanent waste.

This is a big problem for the earth if more and more plastic waste is thrown away carelessly by ignorant people. Environmental issues are real and cannot be taken lightly. people should be able to make plastic more valuable by reuse, reduce and recycle. Plastic waste can be handled in various ways, starting from making bags, wallets, children's toys, decorative flowers, flower pots and others. Simple is the right word to use for recycling plastic waste. However, plastic waste can present opportunities for business people.

While the opinion of respondents about the use of reusable bags for shopping respondents believe that reusable bags are one of the first actions to help reduce environmental pollution resulting from plastic waste. Besides being environmentally friendly, if you look further, there are several advantages to these reusable bags. First of all, reusable bags are more durable than single use plastic bags, which they are sometimes easily torn when we buy a lot of things. However, because reusable bags are made of cloth, reusable bags will not tear easily even if we buy products in large quantities. Second, besides being durable, these reusable bags are available in various styles and models. So we can also use this Eco bag for other purposes, such as carrying school supplies, carrying books, traveling with friends, etc. When compared to a grocery bag, it does have a lower value. But by using a reusable bag, the earth will be more beautiful little by little. Practically speaking, reusable bags still have use value.

Respondents also gave reasons for whether or not they were willing to use a reusable bag. From the data obtained, it can be concluded that 93.75% of respondents are willing to use reusable bags because they are considered capable of saving the environment from plastic waste which has become a global problem at this time. Because reusable bags are believed to be a solution in reducing plastic waste. In addition, reusable bags will reduce the cost of a business. Most of the shopping plastic that we usually use always ends up being thrown away in vain, the benefits of reusable bags have a huge impact on the environment, a clean environment will affect our daily lives. Respondents have opinions about who influenced them to save the environment. From the data obtained, 43.75% of respondents stated that their concern for the environment was obtained from self-awareness without the influence of other parties. This is based on the sensitivity of respondents to their environment to be able to start protecting the environment from themselves. And 56.25% of respondents stated that there was influence from other parties in terms of awareness of concern for the environment. Starting from the influence of social media content that they watch or follow, parents, teachers, and



other closest people. Respondents realized one of the reasons is that social media often displays news and information about the negative effects of plastic pollution and ways to reduce them. Social media also provides inspiration and motivation for respondents to participate in positive environmental movements. It can be concluded that the information they got about the bad effects of plastic waste greatly influenced the views and thoughts of respondents to be able to take care of the environment.

Data obtained from 91.6% of respondents stated that those who must be involved in environmental preservation so that all inhabitants of the earth must participate in preserving the environment for the welfare of life and the health of the earth in the future. According to respondents, the benefits you get from preserving the environment Respondents believe that the benefits of preserving the environment can avoid natural disasters such as floods, maintain the aesthetic value of the environment, create a healthy environment, improve human health and welfare by preventing environmental pollution and damage. Ensuring the survival of living things and the preservation of ecosystems by protecting biodiversity. Save limited natural resources by using them in a measurable way. Avoiding the emergence of dangerous diseases, a clean environment certainly does not have various places that bacteria and germs can use to multiply. Lastly able to delay or even avoid global warming

In the Padang city itself the use of shopping plastic bags has become commonplace and is very easy to find anywhere shopping, for the use of Reusable bags only a few brands have recently been carried out by big brands such as McDonald's. Because in Padang city only big brands act like that. The local government must create restrictions before the usage of plastic bags may be used in daily life. For instance, since 2011, the Malaysian government has been implementing laws and restrictions against the use of plastic bags. This is because the government is aware of the long-term harmful effects of using plastic bags. One of these is the stringent "no plastic bags on Saturdays" policy that Selangor has put

in place. The administration has extended this regulation throughout the entire working day since the beginning of 2018. Following this move, the globe center ceased providing free plastic bags to patrons for transporting groceries. Thus, customers are responsible for bringing their own bags when shopping or have to pay 20 cents if buying plastic bags (Omar, Quoquab, and Mohammad 2019).

This research focuses on the Gen Z. what is gen z ? Generation Z is the generation born around 1997 to the 2000(Wahyuningsih et al. 2022).

**Table 1.2 Classification Age**

Classification	Explanation
Gen Z (Born between 1992-2000)	23 <sup>th</sup> - 28 <sup>th</sup>
Millennial (Born between 1982-1991)	29 <sup>th</sup> - 43 <sup>th</sup>
Gen X (Born between 1961-1981)	44 <sup>th</sup> - 58 <sup>th</sup>
Baby Boomer (Born between 1943-1960)	58 <sup>th</sup> >
Post-Gen Z (Born after 2000)	< 23 <sup>th</sup>

Source : (Wahyuningsih et al. 2022)

The object to be studied, the choice of the Gen Z as the research object has strong reasons. Several reasons for taking Gen Z are the fact that Gen Z is the generation with the highest population in Indonesia. According to (ayani, 2021) which the data was obtained from BPS, it is reported that the total population in Indonesia is 270.2 million people with the structure of the human population in Indonesia which can be seen as follows:

**Table 1.3 Total Population in Indonesia**

Classification	Total Population
Gen Z	27,94%
Millennial	25,87%
Gen X	21,88%
Baby Boomer	11,56%
Post-Gen Z	10,88%

Source: Ayani (2021)

Based on the data shown in Table 1.2, it can be stated that Gen Z is the dominating population in Indonesia, so research must focus on Gen Z, apart from this large number, it is important to instill awareness of the importance of the

environment in Gen Z. born between 1992 to 2000 can be stated as the generation that will continue the struggle of the previous generation where Gen Z in the next 10 to 20 years will have a big role for the Indonesian nation.

Generation Z is even though they are still young. They are already engaged in the workforce, which may have an impact on their way of life and help them become more mature and independent. (Dolsot 2018). So that researchers are interested in submitting this research with the main focus on the Gen Z with the title is “ **Antecedent of intention to bring a reusable bag for shopping *the study of Gen Z behaviour in Padang City*** “

## **1.2 Problem Statement**

1. How does Green Attitude the influence intention to bring a reusable bag for shopping?
2. How does Subjective Norm influence the influence intention to bring a reusable bag for shopping?
3. How does Perceived Behaviour control the influence intention to bring a reusable bag for shopping?
4. How does Environmental Concern the influence intention to bring a reusable bag for shopping?

## **1.3 Objectives of the research**

1. To analysis the influence of Green Attitude toward intention to bring a reusable bag for shopping
2. To analysis the influence of Subjective Norm toward intention to bring a reusable bag for shopping
3. To analysis the influence of Perceived Behaviour control toward intention to bring a reusable bag for shopping

4. To analysis the influence of Environmental Concern toward intention to bring a reusable bag for shopping

#### **1.4 Contributions of the research**

This research can provide some contributions to certain parties as follows

1. For Researchers

With this research, researchers hope to add insight and knowledge to the issues studied, especially namely Green Attitude, Subjective Norm, Perceived Behaviour Control, Environmental Concerns, and Intention to Bring, of bring a reusable bag as well as apply the theories that have been learned during college.

2. For people in Padang city

This research is a source of information for the people of the Padang city to switch to using reusable bags when shopping

3. For the others

With this research, it is intended by conducting this research, other than parties will be able to learn more about the subject

#### **1.5 Scope of the research**

1. Theoretical Scope

The theoretical scope of this research will focus on 5 variables: Green Attitude, Subjective Norm, Perceived Behaviour Control, Environmental Concerns, and Intention to Bring.

2. Conseptextual Scope

The conceptual scope of this research will be focused on Gen Z in Padang city who want to shop at market and or grocery stores or any other offline (On the Spot) stores.

