# CHAPTER V

CONCLUSION, LIMITATION AND RECOMMENDATION

This chapter provides three sub-chapters which are conclusion from research findings and discussion, followed by limitations related to the process of this study and practical implications and recommendations or any possibilities for future research.

5.1 Conclusion

Based on the results and discussion of research about the influences of green marketing, word of mouth and satisfaction on consumer attitudes and intention to repurchase green FMCG products, it can be concluded as follows:

1) The purpose of this study was to prove the influences between variables. Research conducted using primary data through questionnaires to determine the respondents' perception of environmentally products. Questionnaires consists of 42 items with several sections which are demographic section, lifestyle measurement, green marketing, consumer attitude and repurchase intention section. Those questionnaires were distributed personally to respondents and through online questionnaires. Samples were obtained 242 and 4 responses could not be processed. Sample selection using purposive sampling technique that allows researcher selected a sample based on specific criteria, such as aged
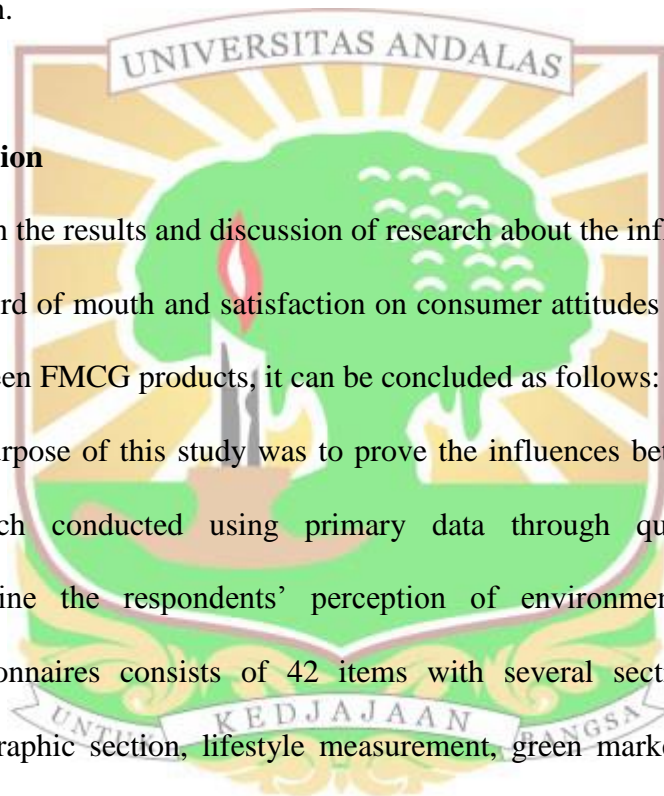
between 18 – 40 years old and people who has ever purchased green FMCG products.

2) Data analyzed using IBM SPSS Sttistics 22 and SmartPLS 2.0. IBM SPSS Statistics 22 used for measuring the description of respondents and measure the frequency, percentage and mean of respondents' perception. SmartPLS 2.0 is used because the data were not normally distributed. This software also used to analyze validity test, reliability test and hypotheses testing. Validity test examined the indicators through convergent validity and discriminant validity. This study has done five times for validity testing in order to fulfill the rule of thumb. And reliability testing by looking to the value of Cronbachs Alpha and Composite Reliability. For hypothesis testing, researcher examined the path coefficients. Hypothesis can be said accepted if the value of T Statistic is greater than 1.64 (one-tailed) at alpha 0.05 and confidence level 95%.

3) The results of this research based on hypothesis testing:

a. Green FMCG product has a positive and significant influence on consumer attitudes (**Accepted**). It can be proved from statistical result obtained 0,403127 (positive correlation) and significant at 7,380795 > 1.64 T Statistic.

b. Price of green FMCG product has a positive and significant influence on consumer attitudes (**Rejected**). It can be proved from statistical result obtained 0,03612 (positive correlation) and not significant at 0,58388 < 1.64 T Statistic.

c. Place of green FMCG product has a positive and significant influence on consumer attitudes (**Rejected**). It can be proved from statistical result obtained -0,05106 and not significant at 1,02358 < 1.64 T Statistic.

d. Promotion of green FMCG product has a positive and significant influence on consumer attitudes (**Accepted**). It can be proved from statistical result obtained 0,219233 (positve correlation) and significant at 4,687726 > 1.64 T Statistic.

e. Word of mouth of green FMCG product has a positive and significant influence on consumer attitudes (**Accepted**). It can be proved from statistical result obtained 0,280085 (positive correlation) and significant at 4,345468 > 1.64 T Statistic.

f. Consumer attitudes toward green FMCG product has a positive and significant influence on intention to repurchase green FMCG products (**Accepted**). It can be proved from statistical result obtained 0,720053 (positive correlation) and significant at 8.466877 > 1.64 T Statistic.

Four hypotheses are accepted and two hypotheses are rejected.

5.2 Limitations

Concerning data collection and data analysis, study faced several limitations when conducting this research. Samples were dominated by young people. From the data gathered, majority the samples were dominated by young people in age between 18 – 22 years old with percentage 60.8% of total respondents. This led to uneven distribution of samples to all age levels, such as 3.4% of respondents aged

between 33 – 37 years old, 7.1% of respondents aged between 38 – 40 years old and 8% respondents aged between 28 – 32 years old. Then because of these young people are still student, there was also limitation to the diversity of working/employed respondents. It caused all levels of respondents income could not be reached. However, it should have been more interesting to have more employed respondents because study can predict broad perception of respondents and can reach the population more evenly.

5.3   Implications and Recommendations

Implications of this research aim as practical suggestion and consideration that can be adapted by manufacturers, firms or retailers as their marketing plan strategies. Consumer attitude of green FMCG product showed great influences toward intention to repurchase green FMCG product. Attitude is affected by experiences whether consumers are satisfied or unsatisfied. The results of the satisfaction of the consumers would lead to increase in sales, market shares and brand loyalty. When consumer are satisfied they will likely to do purchase repetition and tend to give strong recommendation to their family/friends.

WOM is the most uncontrollable marketing communication tools which have strong influences toward someone intention. It can be translated as chances for producers who produced green FMCG product to create product as consumer' expectation and satisfy them. Because most consumers are already aware to the environment and intent to purchase even repurchase green product. Main task of producers how to produce high quality product with affordable price.

In term of promotion strategy, manufacturers and retailers should give complete information about its green product and do more campaign and implement CSR programs to support their strategy. Then, from research findings, consumers tend to do unplanned buying or impulse buying. Retailers have to pay more attention to the amount of information in their stores, as well as to the way it is presented. In-store displays are also another commonly used device to attract attention in the store environment. In short, this study can assist marketing managers in particular to plan the appropriate marketing strategies on marketing mix elements and marketing communication to satisfy the potential target and as well as making profit and preserve the environment.

Based on research findings, recommendations suggest for future research regarding this study as follows:

1) The next research suggests to use other variables that can influences repurchase intention such as knowledge, self-awareness or buying behavior. Differences in demographic characteristics (age, education, income, aducation, etc) toward their purchasing behavior also can be measured.

2) It could be interesting to combine quantitive and qualitative research. For example making observations in supermarkets to see how consumers act towards green FMCG products by interviewing retailers employee and ask the managers how they improve their marketing strategies.