

**THE IMPACT OF GREEN BRAND POSITIONING, ATTITUDE, AND
GREEN KNOWLEDGE TOWARD GREEN PRODUCT PURCHASE
INTENTION**

**(A Survey on The User of Eco-Friendly Plastic Bags of Green Retail Stores in
Bandar Lampung City)**

Undergraduate Thesis

By

ROBERT ARDENO



**FACULTY OF ECONOMICS AND BUSINESS
THE UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
2018**

ABSTRACT

THE IMPACT OF GREEN BRAND POSITIONING, ATTITUDE, AND GREEN KNOWLEDGE TOWARD GREEN PRODUCT PURCHASE INTENTION (A SURVEY ON THE USER OF ECO-FRIENDLY PLASTIC BAGS OF GREEN RETAIL STORES IN BANDAR LAMPUNG CITY)

BY:

ROBERT ARDENO

The increasing number of plastic waste hazard already reached a crucial point in which it should be taken a serious and proper response. However, companies view this environment issue as new strategies to position their green value in the consumer's mind and to gain competitive advantage. Green retail stores have expressed their environmental concern by utilizing eco-friendly plastic bags in their business practice. Thus, the plastic bags of several green retail stores such as Indomaret, Alfamart, Chandra, Robinson, Giant, and Transmart were chosen as object of this research.

Data was collected through questionnaire which distributed to 385 respondents by using purposive sampling method, which is based on the criteria of the user of eco-friendly plastic bags of green retail stores in Bandar Lampung City who got eco-friendly plastic bags after shopping in there at least twice a week. The used analysis technique is multiple linear regression analysis.

The result shows that the green brand positioning and green knowledge are accepted while attitude is denied, the three independent variables (Green brand positioning, attitude, and green knowledge) explain 69.20% of variation in the dependent variable (Green product purchase intention) while the rest is influenced by other variables.

Keyword : Plastic bag hazard, Green retail stores, Green brand positioning, Attitude, Green Knowledge, Green Product Purchase Intention

**THE IMPACT OF GREEN BRAND POSITIONING, ATTITUDE, AND
GREEN KNOWLEDGE TOWARD GREEN PRODUCT PURCHASE
INTENTION**

(A Survey on The User of Eco-Friendly Plastic Bags of Green Retail Stores in
Bandar Lampung City)

Researcher

ROBERT ARDENO

Undergraduate Thesis

As One of Requirements to Achieve
BACHELOR OF ECONOMICS

In

Management Department
Faculty of Economics and Business University of Lampung



**FACULTY OF ECONOMICS AND BUSINESS
THE UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
2018**

Thesis Title : THE IMPACT OF GREEN BRAND POSITIONING, ATTITUDE, AND GREEN KNOWLEDGE TOWARD GREEN PRODUCT PURCHASE INTENTION (A Survey on The User of Eco-Friendly Plastic Bags of Green Retail Stores in Bandar Lampung City)

Students Name : Robert Ardeno

Students ID : 1411011117

Major : Management

Faculty : Economics and Business



APPROVED BY

Advisor Committee

Prof. Dr. Hi. Satria Bangsawan, S.E., M.Si.
NIP 19610904 1987031 011

Rinaldi Bursan, S.E., M.Si.
NIP 19710415 1995121 002

ACKNOWLEDGE BY


Chief of Management Major

Dr. R.R. Erlina, S.E., M.Si.
NIP 19620612 199010 2 001

VALIDATING

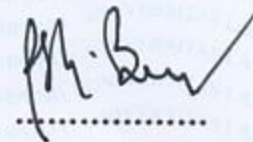
1. Examiner Team

Chief Advisor : **Prof. Dr. Hi. Satria Bangsawan, S.E., M.Si.**



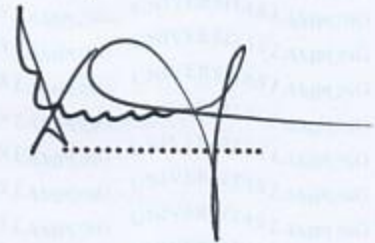
.....

Secretary : **Rinaldi Bursan, S.E., M.Si**



.....

Main Examiner : **Dr. Dorothy Rouly P, S.E., M.Si.**



.....

2. Dean of Faculty of Economics and Business



Prof. Dr. Hi. Satria Bangsawan, S.E., M.Si.
NIP 19610904 198703 1 011

Thesis Examination Passing Date: **July 20th 2018**

UNDERGRADUATE THESIS STATEMENT LETTER

The undersigned:

Name : Robert Ardeno

Student ID : 1411011117

Faculty : Economic and Business

Thesis Title : The Impact of Green Brand Positioning, Attitude, and Green Knowledge toward Green Product Purchase Intention (A Survey on The User of Eco-Friendly Plastic Bags of Green Retail Stores in Bandar Lampung City)

Hereby declare that:

1. Thesis title "The Impact of Green Brand Positioning, Attitude, and Green Knowledge toward Green Product Purchase Intention (A Survey on The User of Eco-Friendly Plastic Bags of Green Retail Stores in Bandar Lampung City) is my own and I do not plagiarism or quoting on works by other author except in my writing clearly listed in the References.
2. Submit entirely the result of my research in the form soft copy and hard copy thesis to be published to the electronic and public media to the Management Faculty of Economics and Business, the University of Lampung
3. Will not demand/ request any compensation in any way for anything done by the Department of Management Faculty of Economics and Business, the University of Lampung on this research.
4. This statement I make with real and if in the future there is untruth in this statement, then I am willing to accept the sanction given to me, and I am willing and able to be prosecuted in accordance with applicable law.

So I make this affidavit truthfully, to be used as appropriate.

Bandar Lampung, July 20th 2018



Robert Ardeno
1411011117

BIOGRAPHY

Researcher was born on November 28th, 1995 in Tangerang, Indonesia. The first son from Anton Kurnia and R. Dedeh Juhariah. Researcher started formal education at SD Bubulak 1, Tangerang from 2002 until 2008. Then in 2008, the researcher continued the study in SMPN 2 Pesisir Tengah. In 2011, the researcher continued the study in SMAN 10 Bandar Lampung.

In 2014, researcher was accepted in Faculty of Economics and Business, University of Lampung, majoring in marketing management international class. During his study, researcher was nominated as Outstanding Student with GPA 4.00 in 2016, First Winner of Management Economics Best Student Award in 2016, and Best ACP Group in 2018. The researcher participated in Brigadir Muda, HMJ Manajemen, and Economics' English Club (EEC).

The researcher was the Presidium of Economics' English Club (EEC) 2016/2017 period as Council of Public Relation and Secretary Bureau. The researcher was also active in national and international program, the researcher in 2017 became TOEFL Tutor and in 2018 became exchange participant in ACP JAPAN 2018.

MOTTO

“For indeed. With hardship [will be] ease”

(Ash-Sharh 94:5)

“It is better to fail respectfully, than to succeed with cheating.”

(Sophocles)

“Love what you do and do what you love. Don't listen to anyone else who tells you not to do it. You do what you want, what you love. Imagination should be the center of your life”.

(Ray Bradbury)

“Just try your best instead of perfection”

(Robert Ardeno)

“Success people is the one who able to change the situation by his/her action, not the one who make an action because of the changing of situation”

(Robert Ardeno)

DEDICATION

With gratitude of all blessings that have given by Allah SWT.
this thesis is dedicated to the most important people in my life, which is my
dearest family, My father Anton Kurnia; My mother R. Dedeh Juhariah; My
Brother Ade Arpan Kurnia, Doni Nur Setiawan, Alam M San, Rahmat Alusan;
and My Sister Nurjanah.

I am so blessed to be surrounded by this family who always give me freedom to
choose and to responsible for my own choices. I would not be who I am today
without their loves, happiness, wisdoms, advices and prayers

ACKNOWLEDGMENT

Praise and gratitude to Allah SWT for its blessings and directions, thus the research can finish this undergraduate thesis entitled “The Impact of Green Brand, Attitude, and Knowledge toward Green Product Purchase Intention (A Survey on The User of Eco-Friendly Plastic Bags of Green Retail Stores in Bandar Lampung City”. This undergraduate thesis is one of requirements to receive the Undergraduate Degree in Faculty of Economic and Business, University of Lampung.

In writing this undergraduate thesis, the researcher realized that this achievement was supported by some important people, who are willing to contribute their time and energy to give advices and encouragements. Thus, the researcher would like to express gratitude to:

1. Mr. Prof. Dr. Hi. Satria Bangsawan, S.E.,M.Si as a Dean of Faculty of Economics and Business and also an Advisor who always gives constructive feedbacks in order to make this research successful. He is not only as a supportive dean and advisor, but he also inspires me to improve my soft skill in order to be a better person.
2. Mrs. Dr. Rr. Erlina S.E., M.Si. as Chairman of Management Major and Academic Advisor, who helped me through all the learning processes in the management major.

3. Mr. Rinaldi Bursan S.E., M.Si as Co-Advisor, who became the support system and gave me guidance to make this research in high quality.
4. Mrs. Dr. Dorothy Rouly Pandjaitan. S.E., M.Si. as Examiner and my academic counselor who gives advices to make this research to be the best version and motivates the researcher to be a high quality student.
5. Mrs. Roslina S.E., M.Si and Mr. Mudji Rachmat Ramelan, S.E., M.BA as the Examiners in seminar proposal and seminar result that already spent their time to give the researcher inputs for his undergraduate thesis.
6. Surya Aji Utomo, Probo Sutejo, Tia Utari, Ratih Dinar Pratiwi, Zakia Agutri Atikah, and Adinda Salsabila as my best friends, who love to accompany the researcher in every situation and always make the most of fun since the first meeting.
7. My dearest friend in EEC Presidium 2016/2017, Member of Council, Board and Expert Staff. I would like to appreciate our positive friendship that always bringing positive mind, culture and achievement.
8. Surya Aji Utomo, Elia Agusta, Silvia, and Icha as my best ACP JAPAN 2018 partner. I would like to say thank you so much for our moment, support, and help since beginning until now.

9. Rina Hosoi-san and Jyong Hosoi-san as My Japan Host Family. I would like to say thank you so much for every moment and support that you all already given to me. I will never forget this kindness.
10. Yuya Jyono, Yuka Tachikawa, Saki, and Honoka as my best Japanese friend. I would like to say thank you so much already be a part of my history.
11. My Childhood friend: Rachman Malik, Riko Nofal Farid, Alvin Yuanda, Hafez Arfat, Lidya Khoirunisa, Khesy Zistary, Nisrina Abrar, Firda Yosi Chani, Melvita Syafira, and Anadia Titipani. Thank you so much for all your kindness, support, and motivation.
12. International Class batch 2014 as the most competitive people in the faculty, who always triggered the researcher to learn harder and smarter. Thank you for all the spirits, jokes, and memories while we were in the class or outside the class.
13. Management Ganjil 2014 especially for Asep Pauzi as my fellow Thesis fighter.
14. My Paper Squad and My Debate Squad. Thank you so much already accompanied me to learn, share, and adventure together for this 4 years.
15. And all of people who fully support and help the researcher to finish the undergraduate thesis.

Finally, the researcher realized that this thesis is far from perfection, the research hope this thesis can be useful for all of us. Aamiin.

Best Regards,

Bandar Lampung, July 2018

Robert Ardeno

CONTEN LIST

	Page
CONTENT LISTi
TABLES LIST	iv
FIGURE LIST.....	v
APPENDIX LIST.....	vi
I. INTRODUCTION	1
A. Background	1
B. Problem Formulation	10
C. Research Purposes	11
D. Benefits of Research	12
II. LITERATURE REVIEW, FRAMEWORK, AND HYPOTHESIS ..	13
A. Theoretical Basis	13
1. Marketing	13
2. Green Marketing	14
3. Variable Research	16
a. Green Brand Positioning	16
b. Attitude toward Green Brand	18
c. Green Knowledge	19
4. Previous Research	21
B. Framework	23
C. Hypothesis	24
a. Green Brand Positioning	24
b. Attitude toward Green Brand	25
c. Green Knowledge	25

III RESEARCH METHODS	27
A. Research Design	27
B. Research Object	28
C. Data Collection Method	28
D. Data Type and Source	30
1. Data Type	30
2. Data Source	30
E. Population and Sample.....	30
1. Population	30
2. Sample	31
F. Operation Variable	34
G. Measurement Scale	36
H. Analyzing Data Method.....	37
1. Analyzing Data Tools.....	37
2. Validity and Reliability Testing.....	38
I. Hypothesis Testing	40
1. Hypothesis Testing in Overall (F Test).....	40
2. Coefficient of Determination (R^2)	41
3. Hypothesis Testing in Partial (t Test).....	41
IV RESULT AND DISCUSSION	43
A. Result of Questionnaire Distribution.....	43
Description of Respondents by Gender	43
Description of Respondents by Age.....	44
Description of Respondents by Occupation.....	44
Description of Respondents by Income.....	45
Description of Respondent by Type of Favorite Green Retail Store.	47
Description of Respondent by Shopping Frequency.....	48
B. Validity and Reliability Test.....	48
1) Validity Test Results.....	49
2) Reliability Test Result.....	50

C. Qualitative Analysis.....	51
1) The Respondent Answer Results of Green Brand (X1).....	51
2) The Respondent Answer Results of Attitude (X2).....	53
3) The Respondent Answer Results of Green Knowledge (X3).....	56
4) The Respondent Answer Results of Green Product Purchase Intention (Y).....	58
D. Qualitative Analysis.....	59
Multiple Linear Regression Analysis.....	60
E. Hypothesis Testing.....	61
1) Simultaneous Variable Testing (F-Testing).....	61
2) Determination Coefficient (R^2).....	63
3) Partially Significance Testing (t-Testing).....	64
F. Discussion.....	66
V CONCLUSION AND SUGGESTIONS.....	75
A. Conclusion	75
B. Suggestions.....	76

REFERENCE

APPENDIX

TABLE LIST

	Page
TABLE	
TABLE 1.1 Volume of Garbage that Daily Transported in Bandar Lampung City, 2015-2016.....	2
TABLE 1.2 Cleaning Service Facilities by Bandar Lampung City, 2015-2016.....	2
TABLE 1.3 Productions and Volume of Garbage in Bandar Lampung City, 2015-2016.....	3
TABLE 2 Previous Research.....	21
TABLE 3.1 Operational Variable.....	35
TABLE 4.1 The Gender of The Respondents.....	43
TABLE 4.2 The Age of The Respondents.....	44
TABLE 4.3 The Occupation of The Respondents.....	44
TABLE 4.4 The Income of The Respondents.....	45
TABLE 4.5 The Type of Favorite Green Retail Stores.....	47
TABLE 4.6 The Shopping Frequency of The Respondents.....	48
TABLE 4.7 Validity Testing Result.....	49
TABLE 4.8 Reliability Testing Result.....	50
TABLE 4.9 Percentage of Respondent Statement of Green Brand (X1).....	51
TABLE 4.10 Percentage of Respondent Statement of Attitude (X2).....	53
TABLE 4.11 Percentage of Respondent Statement of Green Knowledge (X3).....	56
TABLE 4.12 Percentage of Respondent Statement of Green Product Purchase Intention (Y).....	58
TABLE 4.13 Regression.....	64
TABLE 4.14 F Test Results.....	62
TABLE 4.15 Test Result The Coefficient of Determination R^2	63
TABLE 4.16 t Test Results.....	64

FIGURE LIST

	Page
Figure	
Figure 1 Decompose process of Indomaret plastic bags.....	6
Figure 2 Proposed Theoretical Framework	24

APPENDIX LIST

APPENDIX

APPENDIX 1 RESEARCH QUESTIONNAIRE (ENGLISH VERSION)

APPENDIX 2 RESEARCH QUESTIONNAIRE (VERSI BAHASA)

APPENDIX 3 TABULATION RESULT

APPENDIX 4 RESPONDENT FREQUENCY

APPENDIX 5 FREQUENCY OF RESPONDENT RESPONSE

APPENDIX 6 VALIDITY TEST

APPENDIX 7 REALIBILITY TEST

APPENDIX 8 REGRESSION TEST, F TEST, t-TEST, AND COEFFICIENT OF
DETERMINATION

APPENDIX 9 PHOTOS OF ECO-FRIENDLY PLASTIC BAGS OF GREEN
RETAIL STORES IN BANDAR LAMPUNG CITY

I. INTRODUCING

a) Background

Indonesia is not only one of the country which has largest population in the world but also one of the country which has largest garbage producer in the world. According to the enviromentalist who is also associate professor at Georgia University, Jenna Jambeck said that Indonesia is the second largest country producing waste plastic discharged into the sea. The amount reached 182.7 million tons per year. The data released in 2015 also mentions that China occupies the top position by "contributing" 262.9 million tons of plastic waste per year. (Wisnu, 2015). Based on the data of the Ministry of Environment of the Republic of Indonesia, every day the amount of plastic waste in Indonesia reached 23,600 tons. For Lampung residents alone able to produce about 8,000 tons of waste every day and about 1,060 tons of which are plastic bag waste (Wisnu, 2015).

Bandar Lampung City as the Capital of Lampung Province and one of the big cities in Lampung. Based on the population census of 2015, Bandar Lampung City has a population of 881,801 people. Beside high population of people, Bandar Lampung city also have high number of garbage volume. We can see

that from TABLE 1.1 below, the total waste production produced in Bandar Lampung City is increase since 2015 until 2016.

TABLE 1.1 Volume of Garbage that Daily Transported in Bandar Lampung City, 2015-2016

City	Year	Organic Trash (m ³)	Non organic Trash (m ³)	Total
Bandar Lampung	2015	757,78	324,76	1082,54
	2016	810,82	347,50	1158,32

Source: bps.go.id (2017)

Based on the TABLE 1.1, we can see the increasing number of Trash both of organic and nonorganic was increase from 1082,54m³ to 1158,32m³. The increasing number of garbage means that the probability of further increased garbage volume will high. In order to solve that environmental issue, Bandar Lampung government has provided cleaning service facilities. The details of cleaning service facilities provided by Bandar Lampung government are as follows:

TABLE 1.2 Cleaning Service Facilities by Bandar Lampung City, 2015-2016

City	Year	Official	Garbage Truck	Garbage Cart	TPS	Heavy Equipment
Bandar Lampung	2015	947	98	386	90	224
	2016	947	98	386	90	224

Source: bps.go.id (2017)

Based on TABLE 1.2, we can see that cleaning service facilities consist of official, garbage truck, garbage cart, TPS, and heavy equipment with the same number since year 2015 until year 2016. The increasing number of garbage will not ensure that there will be increasing number of cleaning service

facilities provided by government. Here is the detail of production and volume of garbage in Bandar Lampung City:

TABLE 1.3 Productions and Volume of Garbage in Bandar Lampung City, 2015-2016

City	Year	Daily Garbage Production (m3)	Volume of Garbage that Daily Transported (m3)	Percentage of Treated Garbage
Bandar Lampung	2015	1202,82	1082,54	90%
	2016	1287,02	1158,32	90%

Source: bps.go.id (2017)

Based on the TABLE 1.3, it can be seen that the percentage of treated garbage in Bandar Lampung City since year 2015 until year 2016 only perceived 90%.

The volume of garbage is relatively high and it should be concerned by all parties in the society from the community, government, and related institutions acting to solve the waste problems. However the true problem itself is come from plastic waste because the following problem from plastic waste not only brought negative impact toward human sustainability but also other living being sustainability. The presence of plastic waste hazards required restrictions in the use of plastic bags because plastic bags are one of the big plastic waste contributor that have big demand but hard to control after being used.

The problems of using plastic bags are increasingly the concern of the community. Actually plastic bags are not a primary requirement, because after being used by consumers then discarded and not consumed further. Plastic bags began to be widely used since the entry of supermarkets to major cities. More than 17 billion plastic bags are distributed by supermarkets around the

world. Plastic bags have become part of the daily life of the community. The use of plastic bags as wrappers and for carrying groceries is a practical and concise alternative in both traditional and supermarket. (Dwijana, 2014)

Plastic bags made of polyethene, polyethene is a thermoplastic material produced more than 60 million tons annually worldwide. Plastic bags also contain substances that are harmful to human health. In addition, plastic bags contain carcinogenic toxins, if exposed to continuous and burning weather will have an impact on the health of living beings (Suryani, 2014). Decomposition of plastic bags is not in a short time and takes a period of hundreds to thousands of years to be completely decomposed. In the process of decomposition, plastic particles can contaminate the soil.

Government has a duty to protect and solve society problem by implementing regulation relating the issues. Several regulations relating to the restriction of plastic bag consumption have well implemented in the several countries. China impose sanctions to retail businesses that provide plastic bags for free since June 2008 (Ridwan, 2008). Belgium has imposed taxes on retail businesses on plastic bags since 2007 and India has implemented violations of plastic bags and the application of plastic bag taxes to retail businesses since January 2009, as well as standard criteria for the production of environmentally safe plastic bags (Ridwan, 2010). While Indonesia itself has already implemented “Plastic bags diet” which ordered retail stores to impose Rp 200 for every plastic bag that they offered to their customer. However, this policy which started from February 21st 2016 has ended on May 31st 2016 (Septian Deny, 2016). According to research like Ayi Indah N. and Lindawati

K. (2017) found that the price of plastic bags, which is Rp 200, were considered too cheap. The author does see this as one of the reason why the government of Indonesia stops the policy of “Plastic bags diet” which means that the environmental problems were not yet solved.

However in the company’s view, environmental problems become one of the strategic issues in achieving global competitiveness (Imam. S and Fitriyani, 2016). Cooney (2010) stated that an encouraging number, eight out of ten members of the Lifestyles of Health and Sustainability (LOHAS) Club, had spent \$300 billion on green products in 2008. Some companies are also making genuine efforts to preserve the environment and one of the major companies in Indonesia which do that is retail stores.

Retail store is a place of business usually owned and operated by a retailer but sometimes owned and operated by a manufacturer or by someone other than a retailer in which merchandise is sold primarily to end users. Retail store usually provides daily needs and because they chaining their store around particular area which make them easy to find in residential areas, office buildings and public facilities.

The author separates the definition of green retail stores into 2 types based on their concern toward environment: First Type is non-green retail store which is stores that less concern toward environment and not yet utilized green policy on their business practice while the other type is Green retail store which is stores that have concern toward environment and already utilize green policy on their business practice. Green retail stores, in Bandar Lampung City that

have given commitment toward environment, are Indomaret, Alfamart, Robinson, Chandra, Giant, and Transmart. They have expressed their support of green product to the public by adopting green technologies that conserve raw minerals in their plastic bag which is Oxium-added on their plastic bags. While non-green retail stores still used plastic bags made of polythene for their consumer.

Plastic bags made of polyethene and plastic bags added of oxium are not alike, plastic bags made of polythene can be decomposed around 500-1000 years old while plastic bags added of oxium can accelerate the occurrence of plastic degradation process within 2 years through oxidation, thermal, and photo degradation. Eco-friendly plastic bag is one of Green retail store policy as the shape of their commitments toward environment issues. Here is the figure of decompose process of eco-friendly plastic bags from one of green retail stores in Bandar Lampung City:



FIGURE 1 Decompose process of Indomaret eco-friendly plastic bags

According to Levitt on Tjiptono (2008:380), “basically, the sole purpose of every business is to create and preserve consumer”. If a company keep attracting new consumer to replace the moving consumer, it is impossible for the company to grow and gain market share. In case of green retail stores, they have shown their concern toward environment by utilizing green policy into their business practice and make that as their identity. However, lack of researches which study about plastic bags made it hard for green retail stores to measure their successful whether their customer did perceived the value of their green policy or not. Even though Green retail stores do concern to the environment but they as companies also concern with profit. If their policy didn't influence customer buying interest then it can be conclude that there is something wrong which green retail stores need to solve. Because of that, it's very necessary to do some research on this issue if we considering that the lack of research on eco-friendly plastic bag, as form of green marketing, has not found sufficient evidence in influencing purchasing intention of their customer.

Prior scholars such as Hartmann and Ibanez (2006), Juwaheer et al. (2012), Konuk (2015), and Yadav and Pathak (2016) noted that extensive studies had been conducted on green marketing in western countries, while minimal research on green branding and green buying behavior has been pursued in developing countries, including Indonesia. Joshi and Rahman (2015) recommended that further research is to be conducted in these countries to ascertain the impact of environmental knowledge on green product purchase intention.

Companies are rapidly exploring and researching new ways, developing new ideas, and planning new strategies to position their green brands in the consumer's minds and to stay competitive in the marketplace, so as to achieve business sustainability. A green brand is defined as “a brand, which offers a significant eco-advantage over its competitors and is able to attract consumers who set a high priority on making green purchases” (Grant, 2008). As reported by Hartmann and Ibanez (2006), “a green brand entails a set of attributes and benefits associated with reduced adverse environmental impact and the creation of a positive impression on consumers by raising their environmental concern”. Individuals who have a high environmental consciousness and knowledge level are referred to as green customers (Norazah and Norbayah, 2015b).

Consumers have channeled their growing concern for the environment through the demand for eco-friendly products and this movement of “going-green” has expanded worldwide due to intensified awareness of living in a healthier way (Norazah, 2013b; Soye, 2012; Thøgersen et al., 2015). According to prior research like Sapna A. Narula, and Anupriya Desore, (2016) that brought the topic of green consumer behavior and green purchasing behavior had found one of the major factors that influenced green consumer are their level of education and knowledge about green products and uses. Another research like S M Fatah Uddin, and Mohammed Naved Khan (2016) also found that young generation has more environmental active than older generation. Therefore, it's very necessary for research to take focus sample that related with the criteria of green consumer. Thus, the

author has decided to make standard criteria which met the requirement of green consumer itself. There will be 4 standard criteria for this research namely first is “Know the store”, second is “Got the plastic bags”, third is “Have regular purchasing habit”, and forth is “Aware if that plastic bag is eco-friendly”.

The previous research has empirically validated the measurement of green product purchase intention by using green brand, attitude, and knowledge as the research variable. In this research, author will also use green brand, attitude, and knowledge as the research variable. However, author in this research will choose green product of green retail which is their plastic bags as object research. The reason why author choose this is because the urgency of environment issues as well as the necessities of further research that study the eco-impact of shopping bags with survey result which come from actual users. Thus, eco-friendly plastic bags of green retail stores in Bandar Lampung city such as Indomaret, Alfamart, Robinson, Chandra, Giant, and Transmart were chosen as the research object because their plastic bags already fulfilled the requirement as green product. Based on the described background, researcher had shown interest to do a research entitled **“THE IMPACT OF GREEN BRAND POSITIONING, ATTITUDE, AND GREEN KNOWLEDGE TOWARD GREEN PRODUCT PURCHASE INTENTION (A SURVEY ON THE USER OF ECO-FRIENDLY PLASTIC BAGS OF GREEN RETAIL STORE IN BANDAR LAMPUNG CITY)”**.

b) Problem Formulation

The problems of using plastic bags are increasingly the concern of the community. The high number of plastic bag hazard has reached crucial point in which should be taken a proper response. However in the company's view, environmental problems become one of the strategic issues in achieving global competitiveness (Imam, S. and Fitriyani, 2016). Companies are rapidly exploring and researching new ways, developing new ideas, and planning new strategies to position their green brands in the consumer's minds and to stay competitive in the marketplace, so as to achieve business sustainability.

Some companies are also making genuine efforts to preserve the environment and one of companies which concern toward the environment is Green retail store. Green retail stores have expressed their support of green brands to the public by adopting green technologies that conserve raw minerals in their plastic bag which is Oxium-added on their plastic bags. However, even though Green retail stores do concern to the environment but they as companies also concern with profit. Because of that, it's very necessary to do some research on this issue if we considering that the lack of research on eco-friendly plastic bag, as form of green marketing, has not found sufficient evidence in influencing purchasing intention.

According to Imam, S. and Fitriyani, R. (2016) stated that green packaging can be defined if one of the characteristics have been fulfilled such as can be

reuse, can be recycle, , and used material that less harm to environment. In case of Green retail store plastic bag, their plastic bags have fulfilled the condition to be called as green packaging. First, Their plastic bags are reusable because it can be used more than 1 times; Second, their plastic bags will be recycle into fertilizer after 2 years; Third, they used Oxium-added in their plastic bags so they can reduce harm toward the environment. Another research like Norazah Mohd Suki, (2016), has done a researcher to measure green product purchase intention by using green positioning, attitude, and green knowledge as the independent variables. Therefore, there will be discussion about Green Brand, Attitude, and Knowledge which affect Green Brand Purchase Intention in this research. Based on the problem formulation, several questions come up as follows:

1. Does green brand positioning have effect toward green product purchase intention?
2. Does consumers' attitude have effect toward green product purchase intention?
3. Does green brand knowledge have effect toward green product purchase intention?

c) Research Purposes

The purposes of this research are:

1. To know the effect of green brand positioning toward green product purchase intention.

2. To know the effect of consumers' attitude toward green product purchase intention.
3. To know the effect of green brand knowledge toward green product purchase intention.

d) Research Benefits

There are several benefits which can be obtained on the writing of this research, which are:

1. For Practitioner

To measure the successful of green retail store eco-friendly plastic bag in green marketing strategy so that green retail store especially in Bandar Lampung city can have basic measurement when they want to make further decision or innovation about green marketing strategy in the future.

2. For Researcher

This research is expected to be useful for the development of science in marketing management, especially the green marketing as well as providing information for the next researcher who took the same topic.

II. LITERATUR REVIEW, FRAMEWORK, AND HYPOTHESIS DEVELOPMENT

A. Theoretical Basic

1. Marketing

Marketing is an effort to deliver value of a product or service from company to consumer. However, the definition had broadly developed to also include various activities in an effort to deliver products to consumer. Starting from product pricing, distribution activities or product delivery and promotion which conducted by a company to deliver its product to consumer. Deeper understanding about marketing definition may be achieved by doing several approaches toward several marketing formulation from experts in marketing sector such as:

Kotler and Keller (2012:27) define marketing as an identification process and the crossing between human needs and society needs or it may be simply defined as fulfillment of beneficial needs. Marketing definition according to American Marketing Association on Kotler and Keller (2012:27) is activities, a number of institutions and process of creating, communicating, delivering and supply exchanging with its own value for customer, client, partner and society as a whole.

Chandra (2001:29) stated that marketing started from the emerging needs from customer. Something that customer wants which is vary and challenging in marketing world. Marketing is actually broader than selling.

According to several definitions by marketing experts, we may conclude that marketing is a process of value delivering from a created product of a company in exchange of profit and fulfillment of consumer needs.

2. Green Marketing

Green marketing term appeared at the end of the 1980's. This concept has been defined by many researchers such as Stanton and Futrell (1987), Mintu and Lozanda (1993) and Polonsky (1994), in a broad sense it is the marketing activities which facilitate exchanges to satisfy consumer needs and wants by minimizing the impact of these activities on the physical environment. The term green marketing can be used in consumer goods, industrial goods and even services (Morel and Kwakye 2012: 7).

According to Chen and Chai (2010) green marketing is defined as the activities taken by firms concerned about environmental problems or green problems, by delivering the environmental sound goods or services to create customer's and society's satisfaction. Welford (2000, cited in Chen and Chai, 2010) defined green marketing as "the management process responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable

way”. Green marketing has been developing because even if the human wants are unlimited the natural and artificial resources are limited.

The green marketing issues sometimes is confronted with the green washing and green marketing myopia activities. Consumers should be aware of companies activities on ”whitewashing – coordinated attempt to hide unpleasant facts” (Torque Customer Strategy, 2008 cited in Athanasius et al., 2015); and also green marketing myopia – which focus on greenness over the broader expectations of consumers (Ottman et al, 2006 cited in Athanasius et al., 2015: 199). Not only focusing on the product features, functions and efficient production but to meet customer needs, expectation and future desires. There are 3Cs for green marketing encompassing consumer value positioning, calibration of consumer knowledge, and credibility of product claims (Ottman, 2006 cited in Athanasius et al., 2015: 199). Consumer value positioning is the design environmentally product, promote and deliver the consumer-desired value, broaden mainstream appeal by bundling or adding value to the green product. Calibration of consumer knowledge includes educate consumer with environmental marketing messages (e.g. “pesticide free is healthier”), environmental product attributes as better solution (e.g. “rechargeable batteries offer longer performance”), and create engaging and educational internet sites about green products desired value. Credibility of product claims encompasses employ meaningful-specific unpretentious and qualified green product and consumer benefit claims, endorsements or eco certifications, and encourages consumer evangelism

through internet with compelling-interesting and entertaining about the product.

Green marketing comprise of green products, green packaging, green prices; green communication and green distribution called as green marketing (Khan and Khan, 2012, in cited by Athanasius et. al., 2015: 198). According to Kotler and Keller (2009: 786) integrated marketing can be defined as “mixing and matching marketing activities to maximize their individuals and collective efforts.

3. Variable Research

In this study, green product purchase intention is related to a consumer’s intention to buy a product that is less harmful to the environment and the society at large. Oliver and Lee (2002), in their study of hybrid car purchase intentions stated that green product intention refers to a consumer’s actual purchase of an environmentally friendly product or brand once they are aware of its green attributes. Vazifehdousta (2013) affirmed that consumer’s intention to buy green products is greatly influenced by positive attitude and the perceived green value of the products. Similarly, a study by Rizwan et al. (2013) also found that consumer’s attitude impacts his or her green product purchase intention.

a) Green Brand Positioning

Green brand positioning is related to the value of green products or services, which is based on the environmentally friendly attributes of the brand that have significance to customers (Aaker and

Joachimsthaler, 2002; Hartmann and Ibanez, 2006; Rios et al., 2006). Furthermore, Saha and Darnton (2005, p. 127) referred to green positioning as “a company’s green positioning, which represents their green image as perceived by the public.” This is characterized as a subset of quality, profits, and ecological values that affects the green clients’ dependence on green items (Hartmann and Ibanez, 2006). Researchers have stressed the fact that brand positioning must meet consumer expectations so they can associate the brand with its valuable attributes (Wang, 2016). It is well known that “the goal of positioning is to generate a competitive advantage in the mind of consumers over other competitor brands based on tangible or intangible product attributes” (Gwin and Gwin, 2003, p. 30). Consumers who have some environmental knowledge and positive past experience with ecological product purchases have a high tendency to exhibit strong intentions to purchase a green product due to its green attributes and successful green brand positioning (Lin and Chang, 2012; Norazah, 2013b). This predisposition varies in accordance to the consumer’s environmental consciousness and product usage. Thus, green brand positioning, through active communication campaigns related to green attributes, could induce a more positive perception of green brands amongst consumers. Earlier scholars have asserted that green brand positioning significantly affects

green product purchase intention (Huang et al., 2014; Mostafa, 2009).

b) Attitude toward Green Brand

Attitude toward a brand is allied to the consumers' preference and overall evaluation of a brand, which epitomizes their likes and dislikes (Solomon, 2014:73). A study by Lim et al. (2016) on food safety knowledge, attitude, and behavior noted that food safety attitude had an impact on consumer food safety behavior. Honkanen and Young (2015) noted that the consumers' attitude when buying sustainable seafood was the most vital factor in predicting their motivation to buy sustainable seafood besides the influence of, or recommendations from family, friends, and colleagues. Likewise, a study on Greek organic consumers also yielded similar findings (Fotopoulos and Krystallis, 2002). Earlier scholars noted that purchasing decisions are usually based on the consumers' environmental attitudes (Felix and Braunsberger, 2016; Gupta and Ogden, 2009). Feelings and a positive image are the fundamental repercussions that craft customers' attitude and impact their intention to purchase green products (Schiffman and Wisenblit, 2014; Thøgersen et al., 2015).

Previous green marketing studies have conveyed that consumers' attitude regarding eco-friendly behavior significantly influences their environmental knowledge and green product purchase

intention (Aman et al., 2012; Barber et al., 2009; Flamm, 2009). Correspondingly, this result is comparable to the research of Yadav and Pathak (2016), which asserted that consumer attitude toward green products significantly influence his or her green purchase intention. Parallel to these findings, Paul et al. (2016) noted that the attitude of Indian consumers significantly predicts their purchase intention of a green product. Indeed, a study by Mostafa (2009) showed that consumers with positive attitudes toward green products are more apt to develop a stronger predisposition to purchase green products by referring to its green brands and rely heavily on green brand positioning. A research effort by Teng (2009) further specified that consumers with a positive attitude toward a particular brand tend to have a stronger purchase intention to buy the brand.

c) Green Brand Knowledge

Green brand knowledge is referred to as “a green brand node in the consumers’ memory with which a variety of associations are linked to environmental commitment and environmental concerns” (Keller, 1993). Green brand knowledge provides information about a product’s unique brand attributes and its benefits to the overall environment to the consumers. The two types of brand knowledge are brand awareness and brand image (Keller, 1993). Brand awareness is the strength of the brand node in consumer memory, while brand image refers to strong, unique, and favorable brand

association in the consumer memory (Keller, 1993). Consumers expect to receive reliable information about environmental issues to boost their green brand knowledge and facilitate green product purchases (Ganapathy et al., 2014; Geyer-Allely and Zacarias-Farah, 2003). Numerous studies have reported that environmental knowledge positively impacts consumers' intention and actual purchase of green products (e.g. Chen and Chang, 2012; Eze and Ndubisi, 2013; Mostafa, 2009; Norazah, 2013b, c; Pagiaslis and Krontalis, 2014; Yadav and Pathak, 2016). These research findings further support the works of Paul et al. (2016).

Former green marketing studies have noted that consumers' positive attitude toward green products could influence their purchase intention (Chang and Wu, 2015; Laroche et al., 2001). Additionally, Smith and Paladino (2010) stated that knowledge of organic food positively impacted the development of organic attitudes. On the other hand, previous studies such as Wolsink (2007) could not determine any links between environmental knowledge and green purchase intention. Indeed, Connell (2010) and Padel and Foster (2005) stated that lack of information negatively influenced green purchase behavior. Moreover, superior knowledge of food safety insignificantly contributed to improved food safety behavior (Lim et al., 2016). Earlier studies by Fraj-Andrés and Martínez-Salinas (2007) affirmed that environmental knowledge moderated the effect of consumer ecological attitude

toward green behavior. Additionally, consumers with a high level of environmental knowledge have a much better pro-environmental attitude and have a stronger intent to purchase green products for consumption (Huang et al., 2014; Rokicka, 2002).

1. Previous Research

TABLE 2.1 Previous Research

No	Researcher	Research Title	Research Method	Result
1	Norazah Mohd Suki, (2016), Vol. 118	Green product purchase intention: impact of green brand, attitude, and knowledge	Structural equation modeling, was used to analyze the data, with the assistance of the SmartPLS computer program version 2.0	This study found that green brand, attitude and knowledge do have significant influence toward green product purchase intention. Meanwhile, green brand knowledge does not moderate the relationship between green brand positioning and green product purchase intention, thus providing insight into this subject matter, which has not been clearly examined in previous studies.
2	Imam Santoso and Rengganis Fitriyani, (2016), Vol. 9	Green packaging, green product, green advertising, consumers perception, and purchasing intention	Data were collected by interview using questionnaires. The method of analysis used Generalized Structured Component Analysis (GSCA).	The analysis showed that the green packaging, green products, and green advertising had positive significant influence on consumer perceptions. Meanwhile, green product had positive significant influence on purchasing interest, but the green packaging and green advertising has not found sufficient evidence in influencing purchasing intention.

Continue Previous TABLE 2.1 Previous Research

No	Researcher	Research Title	Research Method	Result
3	Yi Li, (2010) Vol. 3, No2	Eco-impact of shopping bags : Consumer attitude and governmental policies	The data came from the actual users as human and policy dimensions play a crucial role here. This survey was conducted among different user groups in China, Hong Kong and India.	The research has shown how many times respondents reuse plastic bags, from which it is clear that the respondents from China and Hong Kong prefer to use plastic bags twice and the Indians 3-5 times. It can be conclude that different policies and cultures will have different result toward consumer behavior
4	Ayi Indah N. and Lindawati K, (2017), Vol.2	Pengaruh green marketing kebijakan kantong plastik berbayar terhadap green behavioral masyarakat kota bogor	Primary data are obtained by questionnaire method and the secondary data are obtained from Department of Industry and Trade. The data has been analyzed using structural equation model and descriptive analysis.	The result of this study shows after the policy applied, more customers are willing to carry their own shopping bag and reduce using plastic bags. However, the price of plastic bags are still considered too cheap and should be increased
5	Sapna A. Narula, and Anupriya Desore, (2016), Vol. 12	Framing green consumer behavior research: opportunities and challenges	An analysis of literature review comprising 140 relevant articles has been carried out and presented in the paper	The study did find one of the major constraints in making these green products popular is the right positioning and communication strategy, as the green attributes in a product need to be communicated to the consumer in an appropriate manner.

Continue Previous TABLE 2.1 Previous Research

No	Researcher	Research Title	Research Method	Result
6	S M Fatah Uddin, and Mohammed Naved Khan, (2016), Vol. 5	Exploring green purchasing behavioral of young urban	The respondent of this research consist of 161 young Indian consumers between age group of 15 and 18 years Data was collected through structured refined research instrument that comprised scales to measure various facets of green purchasing behavior using five point Likert scale.	Results imply that the conventional approach of rational appeals is not adequate to encourage young consumers to make green purchases but the use of emotional appeals in marketing messages.

B. Framework

In this study, green product purchase intention is related to a consumer's intention to buy a product that is less harmful to the environment and the society at large. Oliver and Lee (2002), in their study of hybrid car purchase intentions stated that green product intention refers to a consumer's actual purchase of an environmentally friendly product or brand once they are aware of its green attributes. Vazifehdoust (2013) affirmed that consumer's intention to buy green products is greatly influenced by positive attitude and the perceived green value of the products. Similarly, a study by Rizwan et al. (2013) also found that consumer's attitude impacts his or her green product purchase intention.

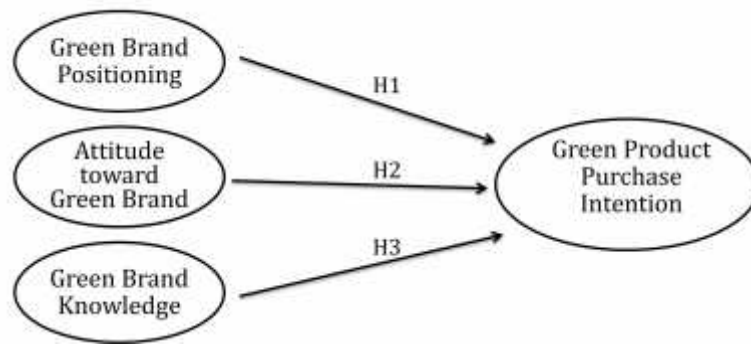


FIGURE 2 Proposed Theoretical Framework, source: Norazah Mohd Suki (2016)

C. Hypothesis

The hypothesis is a temporary answer to the formulation of the problem which remains to be verifiable through research (indra 2010). This study analyzes the effect of green brand, attitude, and green knowledge toward green product purchase intention. Thus, hypothesis in this research are as follow:

a) Green Brand Positioning

Green brand positioning is related to the value of green products or services, which is based on the environmentally friendly attributes of the brand that have significance to customers (Aaker and Joachimsthaler, 2002; Hartmann and Ibanez, 2006; Rios et al., 2006). Thus, green brand positioning, through active communication campaigns related to green attributes, could induce a more positive perception of green brands amongst consumers. Earlier scholars have asserted that green brand positioning significantly affects green product purchase intention (Huang

et al., 2014; Mostafa, 2009). Consistent with literature, the following can be hypothesized:

H₁: Green brand position has a significant effect on green product purchase intention

b) Attitude toward green brands

Attitude toward a brand is allied to the consumers' preference and overall evaluation of a brand, which epitomizes their likes and dislikes (Solomon, 2014:73). Previous green marketing studies have conveyed that consumers' attitude regarding eco-friendly behavior significantly influences their environmental knowledge and green product purchase intention (Aman et al., 2012; Barber et al., 2009; Flamm, 2009). A research effort by Teng (2009) further specified that consumers with a positive attitude toward a particular brand tend to have a stronger purchase intention to buy the brand. Consistent with literature, this study therefore postulates that:

H₂: Consumer's attitude toward green brand has a significant effect on green product purchase intention

c) Green Brand Knowledge

Green brand knowledge is referred to as "a green brand node in the consumers' memory with which a variety of associations are linked to environmental commitment and environmental concerns" (Keller, 1993). Green brand knowledge provides information about a product's unique

brand attributes and its benefits to the overall environment to the consumers. Former green marketing studies have noted that consumers' positive attitude toward green products could influence their purchase intention (Chang and Wu, 2015; Laroche et al., 2001). Additionally, consumers with a high level of environmental knowledge have a much better pro-environmental attitude and have a stronger intent to purchase green products for consumption (Huang et al., 2014; Rokicka, 2002). Accordingly, this study posits that:

H₃: Green brand knowledge has a significant effect on green product purchase intention.

III. RESEARCH METHODOLOGY

A. Research Design

This research uses descriptive verification with ex post facto and survey approach. Descriptive research is a research with purpose to describe or show the current condition of the research object or subject (person, institution, society, etc.) according to the existing facts as it is. Meanwhile, verification shows the relation between independent variable toward dependent variable. Ex post facto approach is one of the approaches utilized to obtain direct data from research field which able to describe data from the past and field condition before further research. Thus, survey approach is an approach utilized to obtain data from certain natural place (not artificial) and data collecting by questionnaire, test, structured interview and so on (Sugiyono, 2011:12).

This research consist of X variables which are green brand positioning; consumers' attitude; and green brand knowledge toward Y variable which is green product purchase intention. Analyzed data obtained from spreading questionnaire to respondents in Bandar Lampung who got eco-friendly plastic bags after they bought product from Green retail store at least twice a week.

B. Research Objects

This research analyzes the relation between the impacts of green brands positioning, consumers' attitude, and green brand knowledge on green product purchase intention on the user of Green retail store eco-friendly plastic bags in Bandar Lampung. Research object which will be the independent variables (X) are green brands positioning as (X1), consumers' attitude as (X2), and green brand knowledge as (X3) while the dependent variable (Y) is green product purchase intention. The research object of this research is the user of eco-friendly plastic bags of Green retail stores in Bandar Lampung.

C. Data Collecting Method

The data collecting method utilized on this research are:

1. Surveys

a) Questionnaire

Data collection not always need the presence of the researcher, but represented by questionnaire which already systematically sorted first (Sanusi, 2011:109). Questionnaire for respondents will be directly distributed by researcher and researcher will collect it after data filling is done.

b) Observation

Observation is a way to collect data through recording subject behavior, objects or events which systemically done without questions or communication with investigated subject or

object. Observation involves the observation on activities or either behavioral or non- behavioral (Sanusi, 2011:111). Researcher conducted observation as pre-research by visiting several of Green retail store retailer in the area of Bandar Lampung as example and ensure that their offered plastic bags are truly eco-friendly or not.

The purposes are to prevent error assumption and to get the exact data on non-behavioral activity which is the plastic bag itself. Based on author's observation, author found the retail stores that fulfill the criteria of green retail stores are Indomaret, Alfamart, Robinson, Chandra, Giant, and Trasmart. Thus, those retail store's plastic bags were choose as research object. The photos of their eco-friendly plastic bags are attached in Appendix 9.

2. Documentation

Documentation is conducted by collecting secondary data from various sources, both individually or institutionally (Sanusi, 2011:111). Researcher collects data from various sources such as; scientific journals, literature, previous research, thesis and collected data from institution or body related to the research conducted by the researcher.

D. Data Type and Source

1. Data Type

The utilized data types on this research are:

- a. Qualitative data which is data that not in a form of number, this data can be collected from both verbal or written information
- b. Quantitative data is data in the form of number which obtained from researched object.

2. Data Source

The utilized data sources on this research are:

- a. Primary data is data which directly collected from researched object and the result of questionnaire and observation conducted by researcher
- b. Secondary data is data obtained from previous study such as scientific journals, literature, previous research, thesis and collected data from institution or body related to the research conducted by the researcher.

E. Population and Sample

1. Population

According to Sugiyono (2011:61), generalized region population consist of objects or subjects with certain quality and characteristic which categorized by researcher to be studied and concluded.

Population on this research is all consumers in Bandar Lampung who got eco-friendly plastic bags after purchase products from one of Green retail store at least twice a week so that means that the population habit in this research have purchasing behavior regularly. The researcher only possess half of the data which caused by the limited time, cost and difficulties in accessing the data, the existing population become unknown population. The matter is happen because the available data cannot represent the data as a whole. Because of that matter, researcher does sampling on this research.

2. Sample

Sample according to Sugiyono (2011:64) is part of amount and characteristic possessed by the population. Because on this research it is hard to obtain information in detail and implied to the sample criteria required by researcher. Thus, the limited time and cost which make researcher categorize the population of this research as unknown population and chose to use sampling method. Method utilized on this research is Non Probability Sampling, which is sampling technique that not giving equal chances to every element (member) of the population to be chosen as sample member (Sugiyono, 2011: 66). Researcher uses Non Probability Sampling because this method is faster and cheaper rather than Probability Sampling.

Non Probability Sampling method which used in this research use purposive sampling technique. Purposive Sampling is technique with certain consideration (Sugiyono, 2011:68). The technique is used by researcher because it is difficult to access the whole population of this research, because there is certain characteristic needs to be fulfilled to make the population able to be categorized as sample in this research, which all consumers in Bandar Lampung who got eco-friendly plastic bags after purchase products from Green retail store at least twice a week. Because of that, it is necessary for researcher to decide which sample to be studied.

Researcher not use Quota Sampling which is usually used to study population with the similar proportion or comparing two population (Sugiyono, 2011:71) because this research is not purposed to find differences between consumer in each area of Bandar Lampung but to see whether there is positive effect of green brand positioning (X1), consumers' attitude (X2), and green brand knowledge (X3) on green brand purchase intention (Y) on the research object's eco-friendly plastic bags.

According to Supranto (2001:140), the guidance for collected sample size for unknown population that can be measured by:

$$n = \frac{1}{4} \left(\frac{Z_{\alpha/2}}{E} \right)^2$$

Explanation:

n = number of samples of the population to be obtained

z = number that indicates the deviation from the mean variance

values

α = maximum error that may be experienced

E = the error rate of data that can be tolerate by researchers

When the value of confidence level is 95%, it means that z value equals to 1.96. It also means that the researchers believe the error might expect $\alpha = 5\%$ and the limit error of 5%. It means that in the process of collecting data, the researchers only tolerate not exceed 5% of the total respondent, so the size of the sample minimum is,

$$n = \frac{1}{4} \left(\frac{Z_{\alpha/2}}{E} \right)^2$$

$$n = \frac{1}{4} \left(\frac{1,96}{0.05} \right)^2$$

$$n = \frac{1}{4} (1536,64) = 384,16$$

Based on the calculation, it stated that number of respondents in this research were 384 respondents which is rounded to 385 respondents, who are representative from the user of eco-friendly plastic bags of green retail store in Bandar Lampung City. Non-probability sampling is a technique that is used for this research in order to get the samples (Sekaran and Bougie, 2010:117). It is

because there is no exact element in the population. This research used purposive sampling as one of the type of non-probability sampling. The sampling here is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher (Sekaran and Bougie, 2010;118). Here are the criteria:

1. The respondents should know mentioned green retail stores by ever purchase in there.
2. The respondents got the plastic bags after purchasing product in there.
3. Shopping in there at least twice a week
4. Respondents should aware that the plastic bag in there is eco-friendly
5. If the respondents did not fulfill the requirements, they cannot proceed to the next question.

F. Operational Variable

According to Sugiyono (2011:60), operational variable is basically everything in any form which is determined by the researcher to be studied so there will be information about the matter, which will later be concluded. The researcher uses two variables in this research which are:

1. Independent variable (X)

Independent variable is the variable that affecting the dependent variable. The independent variable of this research has 3 variables which are:

- Green brand positioning as X1
- Consumers' attitude as X2
- Green brand knowledge as X3

2. Dependent variable (Y)

Dependent variable is the effect of the existing independent variable or the variable that is affected by the independent variable. Green product purchase intention is the dependent variable of this research.

TABLE 3.1 Operational Variable

Variable	Definition	Indicators	Scale
Green Positioning	Green positioning is “a company’s green positioning, which represents their green image as perceived by the public (Saha and Darnton, 2005).	1. Quality is important 2. Advertising of green product is easy to notice 3. It gives personal benefit to me 4. I prefer to use green product	Linkert Scale
Attitude	Attitude toward a brand is allied to the consumers’ preference and overall evaluation of a brand, which epitomizes their likes and dislikes (Solomon, 2014:73).	5. Green product reputation is generally Reliable 6. Green product performance is generally dependable 7. Their claim that their product is eco-friendly is generally trustworthy 8. The product meets my expectation 9. They keep their promises for environmental protection 10. They keep their responsibilities for environmental protection	Linkert Scale

Continue TABLE 3.1 Operational Variable

Variable	Definition	Indicators	Scale
Green Brand	Green brand knowledge is referred to as “a green brand node in the consumers’ memory with which a variety of associations are linked to environmental commitment and environmental concerns” (Keller, 1993)	11. Low popularity and demand of green products is caused by lack of availability of access 12. Beneficial investment for long term 13. Their green performance meet my expectation 14. I like to go shopping in there because of their environmental concern 15. I like to go shopping in there because they are more environmental concern than others	Linkert Scale
Green Purchase Intention	Green product purchase intention is related to a consumer’s intention to buy a product that is less harmful to the environment and the society at large (Oliver and Lee, 2002).	16. I intend to go shopping in there because of their environmental concern 17. I in the future expect to go shopping in there because of their environmental benefits 18. Overall, I glad to go shopping in there because their plastic bag is eco-friendly	Linkert Scale

G. Measurement Scale

Questionnaire filling of this research will use Likert scale to measure the respond of respondents as follow:

- a. Scored 5, with category of strongly agree (SA)
- b. Scored 4, with category agree (S)
- c. Scored 3, with category neutral (N)
- d. Scored 2, with category disagree (D)
- e. Scored 1, with category strongly disagree (SD)

H. Analyzing Data Method

1. Analyzing Data Tools

a. Qualitative Analysis

Qualitative data is data research that is not a number, which nature can't be calculated in the form of information or explanation based on theoretical approaches and logical assessment. Qualitative analysis is used to provide a descriptive overview of the responses given on the questionnaire or the respondents were given a list of questions and associated with marketing theories or approaches relating to green marketing, consumer behavior and purchase intention.

b. Quantitative Analysis

Analysis is quantitative research is a way of processing the data is calculated using the systematic analysis. This study used a descriptive statistical analysis was used to analyze statistical data in ways that describe or depict the data that has been collected as and using multiple linear regression. Multiple linear regression test used to check the strength of the relationship between the independent variable and the dependent variable. Multiple linear regression can be seen in the following equation:

$$X_2 = a + bX_1 \quad y = a + bX_2$$

$$y = a + bX_1$$

Descriptions:

y = Purchase Intention

a = constant

X_1 = Perceived Benefits

X_2 = Satisfaction

b = Regression Coefficient

2. Validity and Reliability Testing

a. Validity Testing

According to Sugiyono (2011:173), the primary instrument used on the research is the list of questions distributed to respondents. Instrument created before being distributed to respondents must through validity testing by factor analysis with the help of SPSS 16.0, so that the questions will actually discover the data to answer the problems, hence the research purpose is achieved. The sample used to be tested is 100 respondents beyond 385 primary sample to be used as validity and reliability test sample first. The validity measurement will show the capability of instrument to measure the necessary matter. The stages to see validity test uses requirement as follows:

- a) KMO value, the adequacy sampling KMO is index which utilized to test the compatibility of analysis factor. KMO values is between 0,5 until 1 to identify if the factor is adequate already
- b) Index Measure of Sampling Adequacy (MSA), used to see correlation between variable from analysis factor. MSA Index is

between 0 until 1, MSA value which is close to one means that the predicted variable is perfect without error (Hair, 2006:134)

c) Communalities value, is the estimation from share or common variance between variables. Index communalities is more or equal with 0,5 (0,5), then variable is able to be predicted and further analyzed

d) Factor loading, is the magnitude of an indicator with formed factor (Malhotra, 2010:131). Validity criteria of an indicator could be categorized as valid to form a factor if factor loading is bigger or equal to 0,5 (0,5) or better if factor loading bigger or equal to 0,7 (0,7).

b. **Reliability Testing**

Reliability testing according to Arikunto (2010:89) means to “know the consistency of measurement tools on its utilization, or in the other word, tools like questionnaire have consistent result if repetitively used on different times. The test will use Alpha Cronbach technique, where an instrument could be categorized as reliable if the alpha of reliability coefficient is 0,6 or more. The alpha formula used (Arikunto, 2010:89) on this research is:

$$r_{11} = \frac{\left(k - \sqrt{\sum b_2} \right)}{\left(k - 1 \right) + \frac{1}{2}}$$

Where:

$$\sum x^2 - \frac{(\sum x)^2}{N}$$

$$\uparrow t^2 = \frac{\quad}{N}$$

r_{11} = instrument reliability

K = number of questions

$\uparrow b^2$ = number of variance item

$\uparrow t^2$ = number of total variance

I. Hypothesis Testing

Hypothesis testing is a method of decision-making that is based on the analysis of the data, either from controlled trials, as well as from observations (uncontrolled). In statistics a result can be said to be statistically significant if the incident is almost impossible due to accidental factors, in accordance with the limits of probability is predetermined.

1. Hypothesis Testing in Overall (F-Test)

This test is used to determine whether the independent variables are at the 95% confidence level or $\alpha = 5\%$. F test results can be found in the table Annova (analysis of variance) of output SPSS 21.0. To answer the statistical hypothesis, namely:

H_0 = variable X no positive and significant influence to variable Y.

H_a = variable X positive and significant influence to variable Y.

Criteria:

a. H_0 is not support and H_a is support, if the value of a significant (P Value) > 0.05 .

b. H_0 is support and H_a is not support, if the value is significant (P Value) < 0.05 .

2. Coefficient of Determination (R^2)

The coefficient of determination (R^2) essentially measures how far the ability of the model to explain variations in the dependent variable. The coefficient of determination is between zero and one. Small R value means the ability of the independent variables in explaining the variation of the dependent variable is very limited (Sanusi, 2014).

3. Hypothesis Testing In Partial (t-test)

This test is used to determine whether the independent variables in the regression model partially significant effect on the dependent variable (Y) at a rate of 95% or $\alpha = 5\%$.

With the hypothesis:

- a. If the value of a significant (P Value) < 0.05 , (H_0) not support and support alternative (H_a) which means there is influence between independent variables and the dependent variable.
- b. When significant value (P value) > 0.05 then (H_0) support and not support alternative (H_a) which means there is no influence between independent variables and the dependent variable

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

The high number of plastic hazard has already reached crucial point in which it should be taken proper and immediate responses. Companies view those environmental issues as a new strategy to position their green brand on consumer's mind and to stay competitive in the market. However because of lack of research that study this topic made the involved companies such as retail stores didn't know whether their policy already well implemented or not. Thus, this study was conducted to examine the impact of green brand positioning, attitude, and green knowledge toward green product purchase intention on the user of eco-friendly plastic bags of green retail stores in Bandar Lampung City. Based on the analysis and discussion that has been done in this study, the author draws the conclusion as follows:

1. The first hypothesis (H_1) "Green brand positioning has a significant effect towards green product purchase intention" is accepted.
2. The second hypothesis (H_2) "Attitude has a significant effect towards green product purchase intention" is denied.

3. The third hypothesis (H₃) “Green knowledge has a significant effect towards green product purchase intention” is accepted.

B. Suggestions

1. For Practitioner

- a. Green brand positioning and green knowledge based on this research already prove that both of them have sufficient evidence to influence purchase intention toward the customer who have environmental concern. That customer can we call as green customer, this green customer has specific characteristic/description. Based on author’s point of view, these variables can be used as one of competitive advantages for the company if they can adopt it and optimize it.
- b. Attitude variable from this research didn’t give sufficient evidence to prove the impact of this variable toward purchase intention. We can see that even for the particular customer who have concern toward environmental issue but the data shows that the majority of them didn’t have a significance influence/impact toward the purchase intention of this research object. Even though from the qualitative analysis we can see that the early statement majorly get the positive response, but when it came to the specific statement that ask the research object then it fall into hesitate response. Based on author’s point of view, the particular companies not yet optimally utilize this variable because respondent give majorly positive response when the statement

states with general object. However, the respondent give hesitate response when the statement states with specific object which is eco-friendly plastic bags. According to Solomon (2014:73) explain that attitude toward a brand is allied to the consumers' preference and overall evaluation of a brand, which epitomizes their likes and dislikes. Thus, the author recommend the particular companies to make a strategy that use emotional appeal on their green business practice.

Author suggests the particular companies to utilize this variable by putting caption or image or animation on their plastic bags that show why we should protect the environment and how important the environment for us and other living beings.

- c. This research has found that the majority respondent who fulfill the criteria of green consumer (People who have more concern toward environment) based on occupation are majorly from Student/University Student. In author's point of view, author sees this as important finding. If the particular companies can utilize and make this finding as basic measurement then it will really helpful for them as the way to improve their further decision about green marketing in the future.. Thus, researcher suggest for particular companies to make this finding as basic measurement when they later want to make further decision in green marketing strategy.

- d. This research has found that the majority respondent who fulfill the criteria of green consumer (People who have more concern toward environment) based on age are majorly from age between 17-22 years old. In author's point of view, author sees this as important finding. If the particular companies can utilize and make this finding as basic measurement the it will really helpful for them as the way to improve their further decision about green marketing in the future.

The previous research which is S M Fatah Uddin, and Mohammed Naved Khan (2016) that brought the topic of Exploring green purchasing behavioral of young urban has found that the conventional approach of rational appeals is not adequate to encourage young consumers to make green purchases but the use of emotional appeals in marketing messages. Thus, author suggest for particular companies to use emotional appeals in their marketing research for earning competitive advantage.

2. For Researcher

a. Specific Population

Further studies are needed to try focusing on specific population. The samples from this study itself are mainly from Student/ University Student. The author see the necessities of specific and focus population in order to discover other character of respondent that perhaps have influence toward green product purchase intention.

b. Main Sample

Further studies are needed to try focusing on Student or University Student as main sample. This is because the author has found that the majority respondent meet the criteria as green consumer (People who have more concern toward environment) are majorly from Student/University Student. Therefore, it very necessary to focus on sample that fulfill the criteria in order to discover more unknown information and in order to elaborate this topic.

c. Other Variable

Further studies are needed to try adding other variables that might influence the purchase intention. This is because the three independent variables (Green brand, attitude, and green knowledge) explain 69,20% of variation in the dependent variable of purchase intention while other 30,80% is unknown.

d. Re-research

Further studies are needed to re-research attitude variable. This is because the author in this research has not found sufficient evidence to prove if attitude variable have significant influence toward green product purchase intention. Thus, further research will help to prove whether attitude on particular companies really does not have significant influence or not.

REFERENCES

BOOK

- Arikunto, Suharsimi. 2006. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta : RinekaCipta.
- Chandra, Gregorius. 2001. *Strategi Program Pemasaran*. Yogyakarta: Andi.
- Hair, *et al.* 2006. *Multivariate Data Analysis, 6th Edition*. New Jersey: Pearson Education
- Kotler, P. and Keller, K.L. 2009. *Marketing Management*. 13th ed. New Jersey: Pearson/Prentice-Hall.
- Kotler, Philip and Kevin L. Keller 2012. *Marketing Management, 14th Edition*. New Jersey: Prentice Hall International, Inc..
- Malhotra, Naresh, 2007. *Marketing Research : an applied orientation*, pearson education, inc., 5th ed. New Jearsey : USA
- Morel, Magali and Francis Kwakye. 2012. *Green Marketing: Consumers' Attitudes toward Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector*. Master Thesis, Umeå School of Business
- Sanusi, Anwar. 2003. *Metodologi Penelitian Praktis Untuk Ilmu Sosial dan Ekonomi*. Edisi Pertama. Cetakan Pertama. Malang: Buntara Media
- Sekaran, Uma and Roger Bougie. 2010. *Research Methode For Business: A Skill Building Approach*. 5th ed. WILEY. United Kingdom.
- Schiffman, L.G. and Wisenblit, J. (2014), *Consumer Behaviour*, 11th ed., Pearson Education Inc., Essex, NJ.
- Solomon, M.R. (2014), *Consumer Behaviour: Buying, Having, and Being*, 11th ed., Pearson Education Inc., Essex, NJ.
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV. Alfabeta
- Supranto, J. 2001. *Pengukuran Tingkat Kepuasan pelanggan Untuk Menaikkan Pangsa Pasar*. Rineke Cipta, Jakarta
- Tjiptono, Fandy. 2008. *Strategi Pemasaran*. Andi: Yogjakarta.

Journal

- Aaker, D.A. and Joachimsthaler, E. (2002), "Brand leadership", *Academy of Marketing Science*, Vol. 30 No. 2, pp. 175-178.
- Aman, A.H.L., Harun, A. and Hussein, Z. (2012), "The influence of environmental knowledge and concern on green purchase intention the role of attitude as a mediating variable", *British Journal of Arts and Social Sciences*, Vol. 7 No. 2, pp. 145-167.
- Athanasius, S. S., Wen-Shai J., Shu-Hsun Ho and Posmaria S. S.. 2015. "Influence of Green Marketing toward Purchase Intention of Green Products through Attitude: Survey on Indonesian and Taiwanese Students". *International Journal of Humanities and Management Sciences*. Vol. 13 pp. 198-202.
- Ayi Indah Novianti and Lindawati Kartika. (2016), "Pengaruh Green Maerketing Kebijakan Kantong Plastik Berbayar terhadap Green Behaviour Masyarakat Kota Bogor", *Jurnal Riset Manajemen dan Bisnis* Vol.2, No.1, pp. 81 – 94.
- Barber, N., Taylor, C. and Strick, S. (2009), "Wine consumers' environmental knowledge and attitudes: influence on willingness to purchase", *International Journal of Wine Research*, Vol. 1 No. 1, pp. 59-72.
- Chang, M.C. and Wu, C.C. (2015), "The effect of message framing on pro-environmental behavior intentions: an information processing view", *British Food Journal*, Vol. 117 No. 1, pp. 33-357.
- Chen, T. B., and Chai, L. T. 2010. "Attitude towards the environment and green products: Consumers perspective". *Management Science and Engineering*, Vol.4, pp. 27-39.
- Chen, Y.S. and Chang, C.H. (2012), "Enhance green purchase intentions: the roles of green perceived value, green perceived risk, and green trust", *Management Decision*, Vol. 50 No. 3, pp. 502-520.
- Cooney, S. (2010), "LOHAS releases annual consumer trend database", *The Annual LOHAS Conference*, Boulder, CO, June 23-25.
- Connell, K.Y.H. (2010), "Internal and external barriers to eco-conscious apparel acquisition", *International Journal of Consumer Studies*, Vol. 34 No. 3, pp. 279-286.
- Eze, U.C. and Ndubisi, N.O. (2013), "Green buyer behaviour: evidence from Asia consumers", *Journal of Asian and African Studies*, Vol. 48 No. 4, pp. 413-426.

- Felix, R. and Braunsberger, K. (2016), "I believe therefore I care: the relationship between religiosity, environmental attitudes, and green product purchase in Mexico", *International Marketing Review*, Vol. 33 No. 1, pp. 137-155.
- Flamm, B. (2009), "The impacts of environmental knowledge and attitudes on vehicle ownership and use", *Transportation Research Part D: Transport and Environment*, Vol. 14 No. 4, pp. 272-279.
- Fotopoulos, C. and Krystallis, A. (2002), "Purchasing motives and profile of the Greek organic consumer: a countrywide survey", *British Food Journal*, Vol. 104 No. 9, pp. 730-765.
- Fraj-Andrés, E. and Martínez-Salinas, E. (2007), "Impact of environmental knowledge on ecological consumer behaviour: an empirical analysis", *Journal of International Consumer Marketing*, Vol. 19 No. 3, pp. 73-102.
- Ganapathy, S.P., Natarajan, J., Gunasekaran, A. and Subramanian, N. (2014), "Influence of eco-innovation on Indian manufacturing sector sustainable performance", *International Journal of Sustainable Development and World Ecology*, Vol. 21 No. 3, pp. 198-209.
- Geyer-Allely, E. and Zacarias-Farah, A. (2003), "Policies and instruments for promoting sustainable household consumption", *Journal of Cleaner Production*, Vol. 11 No. 8, pp. 923-926.
- Grant, J. (2008), "Green marketing", *Strategic Direction*, Vol. 24 No. 6, pp. 25-27.
- Gupta, S. and Ogden, D.T. (2009), "To buy or not buy: a social dilemma perspective on green buying", *Journal of Consumer Marketing*, Vol. 26 No. 6, pp. 376-391.
- Gwin, C.F. and Gwin, C.R. (2003), "Product attributes model: a tool for evaluating brand positioning", *Journal of Marketing Theory and Practice*, Vol. 11 No. 2, pp. 30-42.
- Hartmann, P. and Ibanez, V.A. (2006), "Green value added", *Marketing Intelligence and Planning*, Vol. 24 No. 7, pp. 673-680.
- Honkanen, P. and Young, J.A. (2015), "What determines British consumers' motivation to buy sustainable seafood?", *British Food Journal*, Vol. 117 No. 4, pp. 1289-1302.
- Huang, Y.C., Yang, M. and Wang, Y.C. (2014), "Effects of green brand on green purchase intention", *Marketing Intelligence and Planning*, Vol. 32 No. 3, pp. 250-268.
- Imam, S., Fitriyani, R. (2016), "Green Packaging, Green Product, Green Advertising, Consumers Perception, and Purchasing Intention", Vol. 9, No.2, pp : 147-158.

- Joshi, Y. and Rahman, Z. (2015), "Factors affecting green purchase behaviour and future research directions", *International Strategic Management Review*, Vol. 3 No. 2, pp. 128-143.
- Juwaheer, T.D., Pudaruth, S. and Noyaux, M.M.E. (2012), "Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius", *World Journal of Entrepreneurship, Management and Sustainable Development*, Vol. 8 No. 1, pp. 36-59.
- Keller, K.L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.
- Konuk, F.A. (2015), "The effects of price consciousness and sale proneness on purchase intention towards expiration date-based priced perishable foods", *British Food Journal*, Vol. 117 No. 2, pp. 793-804.
- Laroche, M., Bergeron, J. and Barbaro-Forleo, G. (2001), "Targeting consumers who are willing to pay more for environmentally friendly products", *Journal of Consumer Marketing*, Vol. 18 No. 6, pp. 503-520.
- Lim, T.P., Chye, F.Y., Sulaiman, M.R., Suki, N.M. and Lee, J.S. (2016), "A structural modeling on food safety knowledge, attitude, and behaviour among Bum Bum Island community of Semporna, Sabah", *Food Control*, Vol. 60 No. 2016, pp. 241-246.
- Lin, Y.C. and Chang, C.C.A. (2012), "Double standard: the role of environmental consciousness in green product usage", *Journal of Marketing*, Vol. 76 No. 5, pp. 125-134.
- Mostafa, M. (2009), "Shades of green: a psychographic segmentation of the green consumer in Kuwait using self-organizing maps", *Expert Systems with Applications*, Vol. 36 No. 8, pp. 11030-11038.
- Norazah, M.S. (2013b), "Green products purchases: structural relationships of consumers' perception of eco-label, eco-brand and environmental advertisement", *Journal Sustainable Science and Management*, Vol. 8 No. 1, pp. 1-10.
- Norazah, M.S. and Norbayah, M.S. (2015b), "Consumption values and consumer environmental concern of green products", *International Journal of Sustainable Development and World Ecology*, Vol. 22 No. 3, pp. 269-278.
- Norazah Mohd Suki, (2016) "Green product purchase intention: impact of green brands, attitude, and knowledge", *British Food Journal*, Vol. 118 Issue: 12, pp.2893-2910.
- Oliver, J.D. and Lee, S.H. (2010), "Hybrid car purchase intentions: a cross-cultural analysis", *Journal Consumer Marketing*, Vol. 27 No. 2, pp. 96-103.

- Paul, J., Modi, A. and Patel, J. (2016), "Predicting green product consumption using theory of planned behavior and reasoned action", *Journal of Retailing and Consumer Services*, Vol.29, March, pp. 123-134.
- Padel, S. and Foster, C. (2005), "Exploring the gap between attitudes and behaviour: understanding why consumers buy or do not buy organic food", *British Food Journal*, Vol. 107 No. 8, pp. 606-625.
- Pagiaslis, A. and Krontalis, A.K. (2014), "Green consumption behavior antecedents: environmental concern, knowledge, and beliefs", *Psychology & Marketing*, Vol. 31 No. 5, pp. 335-348.
- Rizwan, M., Ahmad, S.U. and Mehboob, N. (2013), "Enhancing the green purchase intention based on green marketing: an empirical study from Pakistan", *Asian Journal of Empirical Research*, Vol. 3 No. 2, pp. 208-219.
- Rios, F.J.M., Martinez, T.L., Moreno, F.F. and Soriono, P.C. (2006), "Improving attitudes toward brands with environmental associations: an experimental approach", *Journal of Consumer Marketing*, Vol. 23 No. 1, pp. 26-33.
- Rokicka, E. (2002), "Attitudes toward natural environment: a study of local community dwellers", *International Journal of Sociology*, Vol. 32 No. 3, pp. 78-90.
- S M Fatah Uddin, Mohammed Naved Khan, (2016) "Exploring green purchasing behaviour of young urban consumers: Empirical evidences from India", *South Asian Journal of Global Business Research*, Vol. 5 Issue: 1, pp.85-103
- Saha, M. and Darnton, G. (2005), "Green companies or green conpanies: are companies really green, or are they pretending to be?", *Business and Society Review*, Vol. 110 No. 2, pp. 117-157.
- Sapna A. Narula, Anupriya Desore, (2016) "Framing green consumer behavior research: opportunities and challenges", *Social Responsibility Journal*, Vol. 12 Issue: 1, pp.1-22
- Smith, S. and Paladino, A. (2010), "Eating clean and green? Investigating consumer motivations towards the purchase of organic food", *Australasian Marketing Journal*, Vol. 18 No. 2, pp. 93-104.
- Soyez, K. (2012), "How national cultural values affect pro-environmental consumer behaviour", *International Marketing Review*, Vol. 29 No. 6, pp. 623-646.
- Teng, L. (2009), "A comparison of two types of price discounts in shifting consumers' attitude and purchase intentions", *Journal of Business Research*, Vol. 62 No. 1, pp. 14-21.

- Thøgersen, J., Dutra de Barcellos, M., Gattermann Perin, M. and Zhou, Y. (2015), "Consumer buying motives and attitudes towards organic food in two emerging markets", *International Marketing Review*, Vol. 32 Nos 3/4, pp. 389-413.
- Vazifehdoust, H. (2013), "Purchasing green to become greener: factors influence consumers' green purchasing behavior", *Management Science Letters*, Vol. 3 No. 9, pp. 2489-2500.
- Wang, H.J. (2016), "Green brand positioning in the online environment", *International Journal of Communication*, Vol. 10 No. 2016, pp. 1405-1427.
- Wolsink, M. (2007), "Wind power implementation: the nature of public attitudes: equity and fairness instead of 'backyard motives' ", *Renewable and Sustainable Energy Reviews*, Vol. 11 No. 6, pp. 1188-1207.
- Yadav, R. and Pathak, G.S. (2016), "Young consumers' intention towards buying green products in a developing nation: extending the theory of planned behaviour", *Journal of Cleaner Production*, Vol. 135 No. 1, pp. 732-739.
- Yi Li. (2010), "Eco-Impact of Shopping bags: Consumer Attitude and Governmental Policies", *Journal of Sustainable Development*, Vol. 3, No.2, pp. 41-44.

Government Website

BPS (Badan Pusat Statistik), 2017: *Laporan Volume Sampah di Kota Bandar Lampung pada Tahun 2015-2016* www.bps.go.id

Website

Dwijana. 2014. *Penggunaan Kantong Plastik*. <http://www.balipost.co.id>

Ridwan. 2008. *Kumpulan berita BBC News*. www.bbc.co.uk/news

Ridwan. 2010. *Kumpulan berita China Daily News*.
www.chinadailynews.com.

Suryani. 2014. *Diet Kantong Plastik Selamatkan Lingkungan*.
<http://inforial.bisnis.com>

Septian Deny. 2016. *Kebijakan Kantong Plastik Berbayar Sudah Berakhir?*
liputan6.com

Wisnu. 2015. *Diet Kantong Plastik*.
<http://dialogdiet-kantong-plastik.-akankah-efektif>