



TABLE OF CONTENTS

| | |
|---|------|
| UNDERSTANDING THE FACTORS AFFECTING YOUNG CONSUMERS PREFERENCES TO BUY SNACKS PRODUCTS WITH GREEN PACKAGING IN INDONESIA | |
| PAGE OF CONFIRMATION | i |
| STATEMENT PAGE OF WRITTEN AUTHENTICITY | ii |
| PREFACE..... | iii |
| DEDICATION PAGE..... | v |
| TABLE OF CONTENTS..... | vi |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |
| LIST OF APPENDIXES..... | xi |
| INTISARI..... | xii |
| ABSTRACT | xiii |
| INTRODUCTION..... | 1 |
| 1.1 Background | 1 |
| 1.1.1 Snack eating lifestyle in Indonesia..... | 1 |
| 1.1.2 Environmental problems due to plastic packaging in Indonesia..... | 2 |
| 1.1.3 Green packaging and environmental awareness in Indonesia..... | 3 |
| 1.2 Research Problem..... | 5 |
| 1.3 Research Questions | 6 |
| 1.4 Research Objective..... | 7 |
| 1.5 Benefits of the Research..... | 7 |
| 1.5.1 Academic Benefits | 7 |
| 1.5.2 Practical Benefits | 8 |
| 1.6 Systematic Writing..... | 8 |
| LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT..... | 10 |
| 2.1 Literature Review | 10 |
| 2.1.1 Consumer Behaviour..... | 10 |
| 2.1.2 Preferences to Buy | 11 |
| 2.1.3 Products..... | 12 |
| 2.1.4 Product Attributes | 12 |
| 2.1.5 Snack Food Products and Packaging in Indonesia..... | 14 |



| | |
|--|-----------|
| 2.2 Green Packaging | 15 |
| 2.2.1 Consumer Willingness to Pay Premium Price for Products with Green Packaging | 18 |
| 2.2.2 Consumers Knowledge of Green Packaging..... | 19 |
| 2.2.3 Packaging Design of a Product with Green Packaging..... | 20 |
| 2.2.4 Packaging Quality of a Product with Green Packaging | 22 |
| 2.3 Hypothesis Development | 22 |
| 2.3.1 The effect of consumers' willingness to pay premium price towards their preferences to buy products with green packaging | 22 |
| 2.3.2 The effect of consumers' knowledge on their preferences to buy products with green packaging | 24 |
| 2.3.3 The effect of packaging design on consumers' preferences to buy products with green packaging | 24 |
| 2.3.4 The effect of packaging quality on consumers' preferences to buy products with green packaging | 25 |
| 2.3 Research Model..... | 26 |
| RESEARCH METHODOLOGY | 27 |
| 3.1 Research Design..... | 27 |
| 3.2 Sampling Design | 27 |
| 3.2.1 Population | 27 |
| 3.2.2 Sample and Sampling Method | 28 |
| 3.2.3 Sample Size..... | 30 |
| 3.3 Research Instrument..... | 31 |
| 3.4 Data Collection Methods..... | 31 |
| 3.4.1. Primary Data | 31 |
| 3.4.2 Secondary Data | 32 |
| 3.5 Operational Definitions of Variables | 33 |
| 3.6 Instrument Testing | 38 |
| 3.6.1 Validity Testing..... | 38 |
| 3.6.2 Reliability Testing..... | 39 |
| 3.7 Data Analysis Method..... | 40 |
| 3.7.1 Classical Assumption Test | 40 |
| 3.7.3 Hypothesis Testing..... | 41 |



| | |
|---|-----------|
| 3.7.3.4 Model Accuracy Test | 43 |
| DATA ANALYSIS | 45 |
| 4.1 Respondents Background..... | 46 |
| 4.2 Respondents Environmental Awareness | 47 |
| 4.3 Descriptive Statistics..... | 49 |
| 4.4 Instrument Testing | 52 |
| 4.4.1 Validity Testing..... | 52 |
| 4.4.2 Reliability Testing | 53 |
| 4.5 Classical Assumption Test | 54 |
| 4.5.1 Multicollinearity Test..... | 54 |
| 4.5.2 Normality Test | 54 |
| 4.5 Regression | 55 |
| 4.5.1 Model Accuracy Test..... | 55 |
| 4.5.2 F-Test | 56 |
| 4.5.3 t-Test | 57 |
| 4.9 Hypothesis Testing Results | 58 |
| 4.9.1 Multiple Regression | 58 |
| 4.9.2 Hypothesis Discussion | 60 |
| 4.10 Summary of the Regression Model..... | 65 |
| CONCLUSION AND RECOMMENDATIONS | 67 |
| 5.1 Conclusion..... | 67 |
| 5.2 Managerial Implication | 68 |
| 5.3 Research Limitation | 69 |
| 5.4 Research Recommendations | 70 |
| REFERENCES | 72 |