Understanding Consumption Choice: Closing the Gap from Intention to Purchase Decision of Eco-Friendly Packaging Product

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Abstract.
According to the United Nations Environment Programme, Indonesia is the second-largest plastic polluter in the world after China. An estimated 3.2 million tons of unmanaged plastic waste are produced in Indonesia annually; of these, 1.29 million tons end up in the sea, and 85,000 tons, or 10 billion plastic carry bags, are released into the local ecosystem. Another study written in The Jakarta Post in 2020 also mentioned that Ciliwung is among the world's most polluted rivers. The study was conducted by a group of Indonesian scientists and Dutch researchers, who also found that the weight of plastic waste from all rivers in Jakarta totals 2.1 million kilograms. Therefore, this paper is conducted to find ways to contribute to reducing plastic waste packaging by understanding how consumers in Jakarta make their consumption choices. The focus of this study is to explore traits to understand the purchase decision of products with eco-friendly packaging. Hence creating a pro-environmental behavior by closing the gap between green purchase intention into decision. The combined application of market research and behavior theory of psychology discipline help develop a more in-depth understanding of consumers' purchase decisions. As well as differentiation in product value perception between the research participant's group. Data will be collected by conducting qualitative research. Four sessions of focus group discussion (FGD) of 20 participants consisting of 10 males and 10 females which divided into 2 groups: with income by work (self-earning money) and depending on expenditure to parents. There are differences spotted between male and female consumers in the process of making purchase decisions. Males have the tendency to be more practical, whereas female has more aspects of consideration. In the groups differentiated based on earnings, it is also found that pricing and product availability play an important role in purchase decisions. To be able to push pro-environment behavior and better purchase decisions, there are five important factors that need to be considered: person-related, product-related, environmental-related, reference group-related, and values.

Keywords: Consumer_Behavior, Eco-friendly_Packaging, Green_Purchase_Intention_and_Decision, Product_Value_Perception, Pro-environment_Behavior.

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1 Introduction

This study explores the significance of understanding consumption choice and bridging the gap between consumer intention and the actual purchase decision regarding eco-friendly packaging products that aims to delve into the factors influencing consumer behavior towards sustainable packaging, the barriers that prevent the translation of eco-friendly intentions into actions, and strategies to overcome these barriers. By examining these aspects, this research highlights the importance of fostering a sustainable market and promoting environmentally responsible consumption.

In recent years, environmental concerns have increasingly influenced consumer behavior, leading to a growing interest in eco-friendly products. Among these, eco-friendly packaging has garnered significant attention due to its potential to reduce environmental impact. However, despite a high level of consumer intention to purchase sustainable products, there often exists a notable gap between intention and actual purchasing behavior (White et al., 2019). Understanding the consumption choices and addressing this gap are crucial for promoting sustainable consumption and enhancing the market for eco-friendly packaging.

Consuming products with eco-friendly packaging has substantial benefits for the environment. Eco-friendly packaging, often made from biodegradable, recyclable, or compostable materials, reduces the environmental footprint by minimizing waste and conserving resources. Traditional plastic packaging, derived from fossil fuels, is non-biodegradable and poses significant environmental hazards due to its longevity and the difficulty of recycling it efficiently. In contrast, eco-friendly alternatives mitigate these issues and support a sustainable cycle of use and reuse, contributing to a healthier ecosystem.
Plastic pollution is a pervasive environmental issue. Approximately 8 million tons of plastic waste enter the oceans annually, causing severe harm to marine life and ecosystems (Jambeck et al., 2015). Eco-friendly packaging reduces this burden by utilizing materials that either degrade naturally or can be recycled more efficiently, thus preventing them from accumulating in landfills and oceans. The production of traditional plastic is resource-intensive, requiring significant amounts of fossil fuels and water. In contrast, many eco-friendly packaging materials, such as those derived from plant fibers, use fewer resources and can be produced sustainably. This reduction in resource consumption is crucial for maintaining ecological balance and reducing greenhouse gas

emissions associated with plastic production (Geyer, Jambeck, & Law, 2017). The manufacturing and disposal of conventional plastic contribute to greenhouse gas emissions, exacerbating climate change. By choosing products with eco-friendly packaging, consumers can lower the carbon footprint associated with their consumption. For instance, biodegradable materials such as polylactic acid (PLA) produce fewer emissions during their lifecycle compared to conventional plastics (Vink, Rabago, Glassner, & Gruber, 2003).

The urgency to reduce plastic pollution and unrecycled waste stems from its detrimental impact on the environment, human health, and the economy. For the side of environmental Impact, plastic pollution adversely affects terrestrial and marine environments. Microplastics, formed from the breakdown of larger plastic debris, have been found in diverse ecosystems, from the deep ocean to remote mountain ranges. These particles can disrupt food chains and harm wildlife. Research shows that over 700 species of marine animals have ingested or become entangled in plastic debris, leading to injury and death (Gall & Thompson, 2015). In the human health risks, plastic pollution poses direct and indirect risks to human health. Microplastics have been detected in drinking water, food, and even the air we breathe. These particles can carry toxic chemicals, which may pose health risks when ingested or inhaled. Studies have linked exposure to certain plastic-associated chemicals to health issues such as endocrine disruption, cancer, and reproductive harm (Rochman et al., 2013). The economic impact of plastic pollution is also substantial. The costs associated with cleaning up plastic waste, along with the economic losses in industries such as fisheries and tourism, are significant. A report by the United Nations estimates that plastic pollution costs the global economy around $13 billion annually (UNEP, 2014).

Global plastic production reached 368 million metric tons in 2019, with less than 10% of all plastic ever produced being recycled (Geyer, Jambeck, & Law, 2017). This massive production and inadequate recycling infrastructure exacerbates the accumulation of plastic waste in the environment. A study by Jambeck et al. (2015) estimated that 8 million metric tons of plastic waste enter the oceans every year. This pollution has far-reaching consequences, affecting marine biodiversity, ecosystems, and human communities dependent on marine resources. Research by Kosuth, Mason, and Wattenberg (2018) found microplastics in 93% of bottled water samples tested, highlighting the pervasive nature of plastic contamination. This contamination raises concerns about the potential health impacts of microplastics on humans. The consumption of products with eco-friendly packaging offers significant environmental benefits by reducing plastic pollution, conserving resources, and lowering carbon footprints. To sum up, reducing

plastic pollution and unrecycled waste is driven by its severe impact on the environment, human health, and the economy. Immediate and sustained efforts to promote eco-friendly packaging and reduce plastic waste are essential for safeguarding the planet for future generations.

Whereas in Indonesia, plastic pollution has also become an urgent environmental crisis, Indonesia is a country known for its rich biodiversity and extensive coastline. Trash disposal is a significant environmental issue, where over 100 tonnes of non-biodegradable trash is generated. This fact poses a distinct problem for the government, particularly in regards to environmental and forestry preservation (Clara et al., 2021). Indonesia also ranks as the second-largest contributor to marine plastic debris globally, with an estimated 3.22 million metric tons of plastic waste mismanaged annually, significantly impacting marine ecosystems and human health (Jambeck et al., 2015). The urgency of this issue is underscored by the condition of Indonesia's rivers, many of which are heavily polluted with plastic waste. For instance, the Citarum River, one of the world's most polluted rivers, carries vast amounts of plastic debris, endangering aquatic life and the livelihoods of communities dependent on the river (Cordova & Nurhati, 2019). The pervasive presence of plastic waste in waterways contributes to flooding, hampers agricultural activities, and poses serious health risks due to the potential ingestion of microplastics by humans and animals. Addressing plastic pollution in Indonesia requires immediate and comprehensive measures, including improved waste management systems, public education on plastic use, and stringent enforcement of environmental regulations.

Therefore, the primary purpose of this study is to investigate the factors that influence consumers' decisions regarding eco-friendly packaging products. Specifically, to identify the determinants of consumption choices for eco-friendly packaging, examine the barriers that prevent the transition from intention to purchase decision and to propose strategies to mitigate these barriers and enhance the adoption of eco-friendly packaging.

In this research, consumer intention is a critical predictor of behavior, as suggested by the Theory of Planned Behavior (Ajzen, 1991). This theory posits that intention, influenced by attitudes, subjective norms, and perceived behavioral control, leads to actual behavior. However, the intention-behavior gap is well-documented in sustainability research (Carrington et al., 2010). Despite positive attitudes towards eco-friendly products, actual purchase rates remain low due to various psychological, social, and economic factors (Vermeir & Verbeke, 2006).

Several factors influence the consumption choices for eco-friendly packaging. These include environmental awareness, perceived effectiveness, social influence, and personal values (Nguyen et al., 2019). Consumers who are environmentally conscious and believe in the efficacy of their actions are more likely to choose sustainable products (Taufique & Vaithianathan, 2018). Additionally, social norms and values play a significant role in shaping consumer behavior, with peer influence and societal expectations driving eco-friendly choices (Kanchanapibul et al., 2014). Despite positive intentions, several barriers impede the actual purchase of eco-friendly packaging. These barriers include higher costs, limited availability, perceived inconvenience, and skepticism about the actual environmental benefits (Kumar & Ghodeswar, 2015). Price sensitivity is a significant deterrent, as eco-friendly products often come with a premium price tag (Magnier & Schoormans, 2015). Additionally, the lack of trust in the sustainability claims made by manufacturers further exacerbates the intention-behavior gap (Gupta & Ogden, 2009). To close the gap between intention and purchase decision, it is essential to address the identified barriers. This can be achieved through strategies such as increasing consumer awareness, enhancing the perceived value of eco-friendly packaging, and improving the availability and affordability of these products (Sheeran, 2002). Marketing communications that emphasize the tangible benefits of eco-friendly packaging and third-party certifications can also build trust and encourage sustainable purchasing behavior (Testa et al., 2015).

2 Literature Review

This literature review delves into the Intention-Behavior Gap, emphasizing its critical role in understanding eco-friendly consumption choices. By exploring the determinants influencing these choices and the barriers that contribute to the gap, the review provides a foundation for addressing the disconnect between intention and behavior. The focus on this theoretical framework offers a pathway to actionable strategies that can effectively translate consumer intentions into sustainable actions.

2.1 The Intention-Behavior Gap

The Intention-Behavior Gap refers to the observed discrepancy between consumers' stated intentions and their actual behaviors, particularly in the context of sustainable consumption. Carrington et al. (2010) identified this gap as a pervasive issue in consumer behavior studies, where individuals often express strong intentions to act sustainably but fail to follow through. This phenomenon is especially pronounced in purchasing decisions for eco-friendly products, such as sustainable packaging. Despite

growing environmental awareness, Vermeir and Verbeke (2006) argue that various psychological, social, and structural barriers inhibit consumers from acting on their intentions.

One key aspect of the Intention-Behavior Gap lies in the misalignment between consumers' intrinsic motivations and external influences. While individuals may prioritize environmental sustainability, factors such as convenience, cost, and accessibility often override these intentions. For instance, Nguyen et al. (2019) note that consumers with high environmental awareness may still opt for less sustainable options when eco-friendly products are perceived as inconvenient or expensive. This tension highlights the complexity of translating intention into behavior, necessitating a closer examination of the determinants that influence eco-friendly consumption choices.

To address the Intention-Behavior Gap, it is crucial to understand the determinants that shape consumers' eco-friendly purchasing decisions. These determinants not only influence intentions but also mediate the transition from intention to actual behavior.

Environmental Awareness is a foundational determinant of eco-friendly consumption. Studies such as those by Taufique and Vaithianathan (2018) demonstrate that consumers who are well-informed about environmental issues are more likely to express intentions to purchase sustainable products. Environmental awareness fosters a sense of responsibility and enhances perceived behavioral control, enabling consumers to view their choices as meaningful contributions to sustainability. Nguyen et al. (2019) further emphasize that targeted education campaigns can amplify this awareness, bridging the gap between intention and action.

Perceived Effectiveness is another critical determinant, referring to consumers' beliefs about the tangible impact of their purchasing decisions. When consumers perceive their choices as directly contributing to environmental outcomes, they are more likely to act on their intentions (Taufique & Vaithianathan, 2018). For example, marketing campaigns that showcase measurable environmental benefits—such as reductions in plastic waste—can strengthen perceived effectiveness, motivating consumers to prioritize eco-friendly products.

Social Influence and Personal Values also play a pivotal role in shaping eco-friendly consumption. Social norms, peer influence, and cultural values often guide purchasing behaviors, especially when sustainability is embedded in societal expectations. Kanchanapibul et al. (2014) highlight that individuals are more likely to adopt sustainable

practices when they perceive their peers or social networks as valuing eco-friendly choices. Additionally, personal values such as altruism, environmental concern, and a desire for social responsibility strongly correlate with sustainable purchasing decisions (Nguyen et al., 2019). These values act as intrinsic motivators, aligning intentions with behaviors.

Despite these determinants, significant barriers persist, preventing consumers from translating their intentions into sustainable actions. Understanding these barriers is essential for designing interventions that close the gap.

One of the most prominent barriers is perceived cost, as eco-friendly products are often seen as more expensive than conventional alternatives. Magnier and Schoormans (2015) argue that price sensitivity, particularly in price-conscious markets, deters consumers from prioritizing sustainability. Even consumers with strong environmental intentions may hesitate to purchase eco-friendly packaging if the cost outweighs their perceived benefits.

Accessibility and Convenience also present significant challenges. Limited availability of eco-friendly options and the effort required to locate and purchase them discourage consumers from following through on their intentions. Kumar and Ghodeswar (2015) note that consumers often perceive sustainable products as less convenient, especially when mainstream retail outlets do not stock them. Addressing these logistical barriers is crucial for enabling sustainable consumption.

Another barrier is skepticism, where consumers doubt the authenticity of eco-friendly claims. Gupta and Ogden (2009) highlight that mistrust in manufacturers' sustainability credentials can erode confidence, preventing consumers from committing to eco-friendly purchases. This skepticism underscores the need for transparency and credible third-party certifications to reassure consumers about the environmental benefits of their choices.

To effectively close the Intention-Behavior Gap, targeted strategies must address the barriers while leveraging the determinants of eco-friendly consumption.

Increasing Environmental Awareness is a fundamental step in bridging the gap. Educational campaigns that highlight the environmental benefits of sustainable packaging can

enhance consumers' attitudes and perceived behavioral control. Sheeran (2002) suggests that informed consumers are more likely to feel empowered to act on their intentions, reducing the likelihood of behavioral inconsistencies.

Enhancing Perceived Value can also motivate consumers to prioritize eco-friendly options. Testa et al. (2015) recommend emphasizing the practical advantages of sustainable packaging, such as its durability, aesthetic appeal, and health benefits. By framing eco-friendly products as high-value alternatives, marketers can encourage consumers to view sustainability as a worthwhile investment.

Improving Accessibility and Affordability is essential for overcoming logistical and cost-related barriers. Strategies such as integrating sustainable products into mainstream retail channels and offering competitive pricing can make eco-friendly options more accessible. Magnier and Schoormans (2015) highlight that reducing perceived inconvenience and cost disparities can significantly enhance the likelihood of sustainable purchasing.

Finally, Building Trust Through Transparency is critical for addressing consumer skepticism. Third-party certifications, clear labeling, and consistent communication about the environmental impact of eco-friendly products can foster trust. Testa et al. (2015) emphasize that credible endorsements from reputable organizations enhance consumer confidence, encouraging them to act on their intentions.

The Intention-Behavior Gap remains a significant challenge in promoting sustainable consumption. By examining the determinants of eco-friendly choices and addressing the barriers that hinder action, this review highlights actionable strategies for bridging the gap. A deeper understanding of these dynamics provides valuable insights for designing interventions that translate consumers' sustainable intentions into meaningful behaviors.

3. Method, Data, Analysis

This study employs a qualitative research design to explore the factors influencing consumption choices and the intention-behavior gap concerning eco-friendly packaging products. By combining market research techniques with psychological behavior theory, the research aims to provide a comprehensive understanding of how young adults make purchase decisions in this context. The methodological approach uses Focus

Group Discussions (FGDs), allowing for an in-depth exploration of participants' attitudes, motivations, and barriers. This section details the sampling strategy, data collection process, and analytical methods used to derive meaningful insights from the collected data.

The novelty of this research lies in its interdisciplinary approach, combining market research with consumer behavior theory from psychology to develop a more comprehensive understanding of how consumers make purchase decisions regarding eco-friendly packaging. This approach not only uncovers the psychological underpinnings of consumer behavior but also examines the differentiation in product value perception among different demographic groups. By employing qualitative research methods, specifically Focus Group Discussions (FGDs), this study aims to gain in-depth insights into consumer attitudes, motivations, and barriers related to sustainable purchasing.

3.1 Sampling

Participants. The participants were selected using purposive sampling to ensure they met the criteria of age, gender, and income source. This method is appropriate for qualitative research where specific characteristics are essential for in-depth analysis (Palinkas et al., 2015). According to Creswell's theory on qualitative inquiry and research design, purposive sampling allows researchers to intentionally select individuals who are knowledgeable about or have experience with a phenomenon of interest, thereby providing rich and detailed data (Creswell, 2013). The target population for this study comprises young adults aged 19-45, a demographic that is often seen as more environmentally conscious yet also faces various economic constraints. The participants are divided into two distinct groups: self-earning individuals (Income Group, IG) and those financially dependent on their parents (Non-Income Group, NIG). This division allows for an exploration of how economic independence influences perceptions and purchasing behaviors related to eco-friendly packaging.

Units of Analysis. The primary units of analysis for this study are the participants involved in the focus group discussions (FGDs), which have been carefully segmented into four distinct groups to ensure diversity and depth in the data collected. Each group comprises an equal gender split, with 12 males and 11 females in total. To capture a wide range of perspectives, the groups are further categorized based on their source of income.

The first group includes seven males who earn their own income, representing the income-earning segment of the male participants. Similarly, the second group consists of six females who also earn their own income, offering insights from the income-earning female participants. The third group represents males who do not earn their own income and are instead dependent on parents or guardians, comprising five participants. Finally, the fourth group includes five females who are likewise non-income earners, relying on parental or guardian support.

This stratified sampling method has been employed to ensure a balanced representation of economic backgrounds and gender perspectives. By adopting this approach, the study aligns with Creswell's (2013) guidelines, which emphasize the importance of selecting a diverse sample to enhance the robustness and reliability of qualitative research findings.

3.2 Data Collection

Focus Group Discussion (FGDs). To gather the data for this study, focus group discussions (FGDs) will be conducted, chosen for their effectiveness in generating rich and detailed insights through interactive dialogue (Krueger & Casey, 2014). Each session will be guided by a trained facilitator to ensure the discussions remain focused and productive, fostering an environment where participants feel encouraged to share their perspectives.

3.3 Procedure

Participants for the study will be recruited through online invitations distributed via WhatsApp, specifically targeting young adults. Those who express interest in participating will undergo a screening process to ensure they meet the study's criteria, guaranteeing the selection of suitable and diverse individuals for the discussions.

Each focus group discussion (FGD) will last approximately 90 minutes and will be held in a comfortable, neutral environment designed to foster open and honest communication among participants. The sessions will be audio-recorded to ensure an accurate and detailed transcription for subsequent analysis.

To guide the discussions effectively, a semi-structured discussion guide will be employed. This guide will direct the conversation toward key topics, including participants' environmental awareness, their perceptions of eco-friendly packaging, their pur-

chasing behaviors, and the barriers they face in making sustainable choices. This structure will ensure the conversations remain focused while allowing for the flexibility to explore participants' unique perspectives.

Building on the theoretical framework discussed earlier, the researcher has developed the following FGD guidance to facilitate in-depth and meaningful discussions:

Table 1. FGD Guidance.

No	Domain	Sub Domain	Main idea(s)
1.	**Person Related**	**Gender,** **Age,** **Income,** **Education,** **Desire**	This domain will help the researched to pictured old and current consumption behavior related to eco-product and their knowledge on eco-packaging.
2.	**Product Related**	**Items (Products),** **Price,** **Availability**	This domain will assess whether practicality and functionality of the product play important roles in consumer to choose eco-friendly packaging products.
3.	**Environment Related**	**Ease of Recycling,** **Pollution Reduction,**	The respondent's current knowledge of environment related issues, how important are the issues for them and why is it important.
4.	**Reference Group Related**	**Friends Recommendation, Trends**	To assess whether external factors such as family or friends' recommendation and trends have a significant impact on how the respondents will choose the product that is perceived as a solidarity value and make them

			feel that they belong to a certain group (togetherness).
5.	**Values**	**Emotional Value, Epistemic Value, Social Value, Conditional Value**	A. **Emotional Value** Emotions related to buying, using and disposing the products, including satisfaction and emotions in contributing to a bigger cause. B. **Epistemic Value** Do eco-friendly (green) packaging raise interest, provide novelty, or satisfy a hunger for knowledge for consumer or potential consumer? C. **Social Value** Do consumers buy and use eco-friendly packaging products to demonstrate their social class, look for an identity within a social group, respect social norms, and display self-image? D. **Conditional Value** Respondents will be assessing whether buying a product with eco-friendly packaging is an impulsive buying that highly depending on condition or situation

			while making buying decision or it is a decision made majorly based on knowledge and careful or longer considerations.

3.4 Measures

Discussion Topics. The study explores several key topics through guided discussions, aiming to understand participants' perspectives on environmental and consumer behaviors. Questions on environmental awareness delve into participants' knowledge and concerns regarding issues related to packaging waste, drawing on insights from Nguyen et al. (2019). The discussions further examine participants' perceptions of eco-friendly packaging, focusing on its effectiveness, cost, and convenience, as highlighted by Magnier and Schoormans (2015). To gain deeper insights, participants will also be asked about their purchasing behavior, particularly the factors that influence their decisions to buy or avoid eco-friendly products, based on the framework of Vermeir and Verbeke (2006). Additionally, the discussions aim to identify barriers that deter participants from purchasing eco-friendly packaging and uncover the motivations that could encourage them to adopt such behaviors, guided by Kumar and Ghodeswar's (2015) research.

The analysis of the collected data will proceed in several structured steps. First, all audio recordings from the focus group discussions will be transcribed verbatim to ensure accuracy and completeness. Following this, a thematic analysis will be conducted, adhering to the approach outlined by Braun and Clarke (2006). This method involves a series of stages: familiarization with the data through repeated reading of the transcripts, generating initial codes to identify significant elements, collating these codes into potential themes, and then refining and naming the themes to create a cohesive narrative that addresses the research questions.

To further enrich the analysis, a comparative approach will be applied. This will involve examining differences and similarities between self-earning and dependent participants, as well as between male and female groups. The goal is to uncover how economic independence and gender influence participants' perceptions and behaviors concerning eco-friendly packaging. Through this detailed process, the study seeks to generate meaningful and actionable insights into consumer behavior in the context of sustainable practices.

4. RESULT AND DISCUSSION

The analysis of data from the Focus Group Discussions (FGDs) provided insightful revelations regarding the factors influencing consumption choices and the intention-behavior gap in purchasing eco-friendly packaging products. The study sample consisted of 23 participants, divided by gender and income source, allowing for a balanced examination of different perspectives. The thematic analysis revealed several key themes: environmental awareness, perceived effectiveness of eco-friendly packaging, social influence and personal values, barriers to purchase, and strategies to close the intention-behavior gap. These themes offer a comprehensive understanding of the multifaceted nature of consumer behavior in the context of sustainable consumption.

The findings of this study highlight the complex interplay between environmental awareness, perceived effectiveness, social influence, personal values, and various barriers that affect the purchase decisions of eco-friendly packaging products. The results align with established theories such as the Theory of Planned Behavior, illustrating the significant role of perceived behavioral control in actual purchasing behavior. Furthermore, the study underscores the pervasive impact of social norms and peer influence, particularly among younger demographics who are more active on social media platforms. By addressing the identified barriers and leveraging the motivations uncovered in this research, strategies can be developed to effectively bridge the gap between consumers' intentions and their actual purchasing decisions, thereby promoting more sustainable consumption practices.

4.1 Results

Themes Identified. The thematic analysis of the Focus Group Discussions (FGDs) revealed several key themes influencing consumption choices and the intention-behavior gap in eco-friendly packaging:

Environmental Awareness. Participants demonstrated varying levels of environmental awareness, which significantly influenced their attitudes towards eco-friendly packaging. Those with higher environmental awareness were more likely to express positive intentions towards purchasing sustainable products. However, awareness alone did not always translate into actual purchases.

Perceived Effectiveness of Eco-Friendly Packaging. Perceived effectiveness emerged as a critical factor. Participants who believed that their purchasing decisions could make a tangible environmental impact were more likely to purchase eco-friendly

packaging. This belief was more pronounced among income group participants, who felt a greater sense of control over their choices.

Social Influence and Personal Values. Social norms and personal values played a substantial role in shaping consumption choices. Participants cited peer influence and societal expectations as significant motivators. Income group females, in particular, highlighted the role of recommendations in promotions and influencing their purchasing decisions.

Barriers to Purchase. Several barriers impeded the actual purchase of eco-friendly packaging despite positive intentions. High costs, limited availability, perceived inconvenience, and skepticism about the environmental benefits were the primary obstacles. These barriers were more pronounced among participants of income group both males and females, who cited budget constraints as a significant deterrent.

Strategies to Close the Intention-Behavior Gap. Participants suggested several strategies to bridge the gap between intention and actual purchase behavior. Increasing consumer awareness through educational campaigns, improving the availability and affordability of eco-friendly products, and providing credible information about their environmental benefits were highlighted as key measures.

4.2 Discussion and Analysis

Environmental Awareness and Behavior. The results align with previous studies indicating that environmental awareness is a necessary but insufficient condition for sustainable purchasing behavior (Nguyen et al., 2019). While awareness raises the intention to act, it does not automatically result in behavior change due to intervening barriers (Carrington et al., 2010).

Perceived Effectiveness and Control. The significant influence of perceived effectiveness supports the Theory of Planned Behavior, which posits that perceived behavioral control is a critical determinant of actual behavior (Ajzen, 1991). Participants with their own income exhibited a higher sense of control over their purchasing decisions, but their belief in the impact of their actions was less positive compared to non-income participants, often due to skepticism regarding eco-friendly labeling used as promotional tools. This skepticism led to lower purchase rates of eco-friendly packaging among self-earning participants. Conversely, participants who had more belief and trust in the efficacy and authenticity of eco-friendly products demonstrated higher purchase rates.

Social Influence and Personal Values. The role of social influence and personal values corroborates findings from Kanchanapibul et al. (2014), emphasizing that social norms and peer behavior significantly affect sustainable consumption. Social media emerged as a powerful tool for shaping attitudes and behaviors, particularly among younger participants (non-income group participants), reflecting its growing impact on consumer culture.

Barriers to Purchase. The identification of cost, availability, inconvenience, and skepticism as barriers is consistent with previous research (Magnier & Schoormans, 2015; Gupta & Ogden, 2009). These barriers highlight the practical challenges consumers face, which often overshadow their positive intentions.

Closing the Intention-Behavior Gap. Addressing the identified barriers is crucial for bridging the intention-behavior gap. Strategies such as educational campaigns to enhance environmental awareness, improving the accessibility and affordability of eco-friendly packaging, and providing transparent information about their benefits can mitigate these barriers (Sheeran, 2002; Testa et al., 2015).

5. CONCLUSION

As the true sustainable activity commences with the production process and extends to the handling of the waste (Lesilolo et al., 2021). The intricate relationship between consumer intentions and actual purchasing behavior up to the disposal in the context of eco-friendly packaging presents a compelling narrative of modern consumerism This study delves into the underlying factors that shape consumption choices and seeks to understand the persistent gap between intention and behavior. By integrating insights from market research and psychological theories, this research provides a comprehensive examination of the motivations, barriers, and strategies that influence eco-friendly purchasing decisions.

In an era where sustainability is more than a mere buzzword, the gap between consumers' eco-friendly intentions and their actual purchasing behaviors remains a puzzling paradox. Despite heightened environmental awareness and a growing trend towards sustainable living, the transition from intention to action often falters. This study explores this intriguing phenomenon, shedding light on the psychological and social dynamics that govern consumer choices in the realm of eco-friendly packaging.

5.1 Understanding Consumption Choice

The consumption choice of eco-friendly packaging is influenced by a multitude of factors, rooted in both individual and societal dimensions. The Theory of Planned Behavior (Ajzen, 1991) serves as a foundational framework in understanding these choices. According to this theory, behavior is directly influenced by intention, which in turn is shaped by attitudes, subjective norms, and perceived behavioral control.

5.2 Environmental Awareness and Attitudes

Environmental awareness emerged as a significant factor influencing attitudes towards eco-friendly packaging. Participants with higher environmental consciousness expressed a stronger preference for sustainable products. This finding aligns with previous research indicating that environmental awareness is a crucial predictor of pro-environmental behavior (Nguyen et al., 2019). However, awareness alone does not guarantee action, as it must be coupled with favorable attitudes and a belief in the efficacy of one's actions.

5.3 Perceived Effectiveness and Behavioral Control

The concept of perceived effectiveness, closely related to perceived behavioral control in Ajzen's theory, played a pivotal role in this study. Participants who believed that their purchasing decisions could make a tangible impact on the environment were more likely to buy eco-friendly packaging. This sense of efficacy is critical, as it empowers consumers to act on their intentions. The findings support previous studies emphasizing the importance of perceived effectiveness in driving sustainable consumption (Taufique & Vaithianathan, 2018).

5.4 Social Influence and Subjective Norms

Social influence and subjective norms significantly shaped consumption choices. The impact of peer behavior, societal expectations, and social media was particularly pronounced among younger participants. This finding is consistent with the work of Kanchanapibul et al. (2014), which highlights the role of social norms in promoting eco-friendly behavior. Social influence can either facilitate or hinder sustainable purchasing, depending on the prevailing attitudes within one's social circle.

5.5 Barriers to Purchase Decision

Despite positive intentions, several barriers impede the actual purchase of eco-friendly packaging. These barriers, identified through thematic analysis, include higher costs, limited availability, perceived inconvenience, and skepticism about environmental claims.

5.6 Cost and Economic Constraints

The higher cost of eco-friendly packaging compared to conventional options was a significant deterrent, particularly among participants dependent on their parents. This finding is consistent with the economic theory of consumer behavior, which posits that price sensitivity influences purchasing decisions (Magnier & Schoormans, 2015). Eco-friendly products often carry a premium price tag, which can be a substantial barrier for budget-conscious consumers.

5.7 Availability and Convenience

Limited availability and perceived inconvenience further exacerbate the intention-behavior gap. Participants reported difficulties in finding eco-friendly packaging products, indicating a need for better distribution and accessibility. This barrier aligns with the concept of situational factors in consumer behavior, which can either facilitate or impede the realization of intentions (Carrington et al., 2010).

5.8 Skepticism and Trust Issues

Skepticism about the actual environmental benefits of eco-friendly packaging emerged as a significant barrier. Participants expressed doubts about the authenticity of sustainability claims, reflecting a broader issue of trust in green marketing. This finding is supported by previous research highlighting consumer skepticism as a critical obstacle to sustainable consumption (Gupta & Ogden, 2009).

5.9 Strategies to Close the Intention-Behavior Gap

After analyzing the barriers, several strategies can be used to close the intention-behavior gap. Several strategies were suggested by participants and are well-supported by existing literature. These strategies focus on increasing consumer awareness, enhancing perceived value, improving availability and affordability, and building trust through certifications and transparent labeling.

Raising consumer awareness about the environmental benefits of eco-friendly packaging is essential. Educational campaigns and informational interventions can inform consumers about the positive impact of their choices, thereby strengthening their attitudes and perceived behavioral control. According to Sheeran (2002), enhanced awareness can lead to stronger intentions and ultimately, more consistent behaviors. Public awareness campaigns can highlight the detrimental effects of plastic pollution and the advantages of sustainable alternatives. For instance, providing information on

how eco-friendly packaging reduces carbon footprint and waste can motivate consumers to make sustainable choices (Nguyen et al., 2019).

Improving the perceived value of eco-friendly packaging can encourage consumers to follow through on their intentions. The conspicuousness of a product can impact the likelihood of a consumer's intention to acquire it (Susiang et al., 2020). This can be achieved by emphasizing the practical benefits of sustainable packaging, such as durability, health benefits, and aesthetic appeal. Testa et al. (2015) found that when consumers perceive tangible benefits, they are more likely to make eco-friendly purchases. Additionally, communicating the long-term cost savings and environmental impact of using eco-friendly packaging can enhance its perceived value. For example, highlighting that eco-friendly packaging is often more durable and can reduce waste management costs can make it more attractive to consumers.

Making eco-friendly packaging more accessible and affordable is crucial for reducing perceived inconvenience and cost barriers. Strategies such as increasing the availability of these products in mainstream retail outlets and offering competitive pricing can facilitate sustainable purchasing behavior (Magnier & Schoormans, 2015). Retailers and manufacturers can collaborate to ensure that eco-friendly packaging options are readily available and prominently displayed. Furthermore, subsidies or incentives for producers of eco-friendly packaging can help lower prices, making these products more competitive with conventional packaging options.

Furthermore, addressing consumer skepticism about the actual environmental benefits of eco-friendly packaging is vital. Third-party certifications and transparent labeling can provide credible information, thereby enhancing trust. According to Testa et al. (2015), certifications from reputable organizations can reassure consumers about the authenticity of sustainability claims. Transparent labeling that clearly communicates the environmental impact of the packaging, such as the reduction in carbon emissions or the use of biodegradable materials, can further build consumer trust. For instance, labels that detail the lifecycle environmental benefits of the packaging can help consumers make informed decisions.

Another strategy is behavioral nudges which are subtle interventions that encourage people to make sustainable choices without restricting their freedom of choice. These nudges can be effective in closing the intention-behavior gap. For example, defaulting on eco-friendly packaging options at checkout can significantly increase their adoption. Research by Thaler and Sunstein (2008) on nudge theory suggests that such interventions can lead to substantial changes in behavior by leveraging human tendencies towards inertia and simplicity.

Providing financial incentives can also motivate consumers to purchase eco-friendly packaging. Discounts, loyalty points, or rebates for choosing sustainable packaging options can make a significant difference. According to a study by Carrington et al. (2010), incentives can reduce the perceived cost barrier and make eco-friendly products more attractive. For instance, retailers could offer a discount on products that come in eco-friendly packaging or reward customers who consistently choose sustainable options.

Not to mention, leveraging social influence and norms can also drive eco-friendly consumption. Consumers are often influenced by the behaviors and opinions of their peers. Social marketing campaigns that showcase community leaders or celebrities endorsing eco-friendly packaging can create a ripple effect. Kanchanapibul et al. (2014) found that peer influence and societal expectations significantly impact sustainable consumption choices. By promoting eco-friendly packaging as a socially desirable choice, marketers can tap into consumers' desire for social approval.

Making the process of purchasing eco-friendly packaging convenient can address the perceived inconvenience barrier. Online retailers can provide filters or categories specifically for eco-friendly products, making them easier to find. Kumar and Ghodeswar (2015) emphasize the importance of convenience in consumer decision-making. Additionally, offering home delivery or easy return policies for eco-friendly products can further reduce the perceived hassle and encourage consumers to choose sustainable options.

To conclude, this study underscores the complex and multifaceted nature of consumption choices and the intention-behavior gap in the context of eco-friendly packaging. By integrating market research and psychological theories, it provides a nuanced understanding of the factors influencing sustainable purchasing behavior. The findings highlight the critical role of environmental awareness, perceived effectiveness, social influence, and various barriers in shaping consumer choices with suggestions of strategies to empower consumers that is able to translate their positive intentions into actual purchasing decisions, thereby promoting more sustainable consumption practices.

The insights gained from this study have significant implications for policymakers, marketers, and environmental advocates seeking to promote eco-friendly behaviors. By addressing the identified barriers and leveraging the motivations uncovered in this research, stakeholders can develop effective interventions to foster sustainable consumption and contribute to environment.

6. IMPLICATION/LIMITATION AND SUGGESTIONS

The findings of this study have several implications for both theory and practice in the field of sustainable consumption and marketing. By elucidating the factors influencing consumers' eco-friendly purchasing decisions, this research provides valuable insights for policymakers, marketers, and environmental advocates.

Policy Implications: Policymakers can use the insights from this study to develop targeted interventions aimed at promoting sustainable consumption practices. Strategies such as educational campaigns, economic incentives, and regulatory measures can be implemented to address the identified barriers and encourage more eco-friendly purchasing behavior.

Marketing Implications: Marketers can leverage the findings to design more effective communication strategies and product offerings that resonate with environmentally conscious consumers. By emphasizing the tangible benefits of eco-friendly packaging and addressing consumer concerns about cost and availability, marketers can increase the adoption of sustainable products.

Environmental Implications: From an environmental perspective, promoting eco-friendly packaging can contribute to reducing the environmental footprint associated with packaging waste. By encouraging consumers to choose sustainable options, this study supports broader efforts towards achieving environmental sustainability.

While this study provides valuable insights into the intention-behavior gap in eco-friendly purchasing decisions, several limitations should be acknowledged:

Sample Size and Generalizability: The sample size of 23 participants, while sufficient for qualitative research, may limit the generalizability of the findings. Future research with larger and more diverse samples could enhance the external validity of the study.

Self-Report Bias: The data collected through Focus Group Discussions (FGDs) relied on self-reported attitudes and behaviors, which are susceptible to social desirability bias. Participants may have provided responses that they perceived as socially acceptable, potentially skewing the results.

Cross-Sectional Design: The study employed a cross-sectional design, capturing a snapshot of participants' attitudes and behaviors at a single point in time. Longitudinal studies tracking changes over time could provide deeper insights into the dynamics of eco-friendly purchasing behavior.

Contextual Factors: The study focused on young adults aged 19-45 years and may not fully capture the nuances of eco-friendly consumption across different demographic groups or cultural contexts. Future research should consider the influence of cultural, socioeconomic, and geographical factors on sustainable purchasing behavior.

Qualitative Nature: While qualitative research provides rich, detailed insights into consumer attitudes and motivations, it may lack the statistical rigor of quantitative methods. Combining qualitative findings with quantitative data analysis could strengthen the robustness of future studies.

To address the limitations identified in this study and advance our understanding of eco-friendly consumption choices, several avenues for future research can be explored:

Longitudinal Studies: Longitudinal studies tracking changes in consumer behavior over time could provide insights into the stability of eco-friendly purchasing patterns and the effectiveness of interventions aimed at promoting sustainable consumption.

Mixed-Methods Approach: Combining qualitative and quantitative methods in future research could offer a more comprehensive understanding of the intention-behavior gap. Triangulating findings from different data sources can enhance the validity and reliability of the research.

Cross-Cultural Comparisons: Comparative studies across different cultural contexts could shed light on the cultural factors influencing eco-friendly purchasing behavior. Understanding cultural variations in attitudes towards sustainability can inform more targeted marketing strategies.

Experimental Designs: Experimental designs that manipulate variables such as price, availability, and messaging could provide causal evidence of the effectiveness of specific interventions in influencing consumer behavior.

In-Depth Interviews: Conducting in-depth interviews with individual consumers could offer deeper insights into the underlying motivations and decision-making processes driving eco-friendly purchasing behavior.

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