

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

The conclusions, theoretical and practical implications, corresponding research limitations, and suggestions generated by the study's findings are presented in this chapter. The findings of the data analysis and hypothesis testing covered in the preceding chapter are used to draw the conclusions. Additionally, this chapter describes how the study contributed to the development of the Theory of Planned activity (TPB) in the context of environmentally conscious activity, specifically regarding plastic trash and online purchasing. Several related research limitations are also covered, and then suggestions for further study and practical application are made.

#### **5.1. Conclusions**

Using the Theory of Planned Behaviour (TPB), this study attempts to investigate the impact of Attitude Towards Plastic Waste, Subjective Norm Towards Plastic Waste, and Perceived Behavioural Control Towards Plastic Waste on Intention to Reduce Online Shopping. Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis utilizing SmartPLS 4 was used in the study's quantitative methodology. The following conclusions can be made based on the findings of the study and hypothesis testing carried out on 265 respondents.

Several inferences can be made from this study based on the results and topics discussed in the earlier chapters.

1. The first finding indicates that Attitude Towards Plastic Waste has a positive and significant influence on Intention to Reduce Online Shopping. This result is evidenced by a path coefficient value of 0.652, a P-value of 0.000 which is lower than the predetermined significance level of 0.05, and a T-statistics value of 15.702 which exceeds the T-table value of 1.96. Therefore, Attitude Towards Plastic Waste has a positive and significant influence on Intention to Reduce Online Shopping, and the first hypothesis is accepted. In addition, the f Square value of Attitude Towards Plastic Waste on Intention to Reduce Online Shopping is 0.867, indicating a large effect on behavioral intention.
2. The second finding demonstrates that Subjective Norms Towards Plastic Waste have a positive and significant influence on Intention to Reduce Online Shopping. This result is supported by a path coefficient value of 0.206, a P-value of 0.000 which is lower than 0.05, and a T-statistics value of 3.822 which exceeds the T-table value of 1.96. Therefore, Subjective Norms Towards Plastic Waste have a positive and significant influence on Intention to Reduce Online Shopping, and the second hypothesis is accepted. Furthermore, the f Square value of Subjective Norms Towards Plastic Waste on Intention to Reduce Online Shopping is 0.065, indicating a small effect on behavioral intention.
3. The third finding shows that Perceived Behavioral Control Towards Plastic Waste does not have a significant influence on Intention to Reduce Online Shopping. This result is evidenced by a path coefficient value of 0.057, a P-value of 0.205 which is higher than the predetermined significance level of

0.05, and a T-statistics value of 0.824 which is lower than the T-table value of 1.96. Therefore, Perceived Behavioral Control Towards Plastic Waste does not significantly influence Intention to Reduce Online Shopping, and the third hypothesis is rejected. In addition, the f Square value of Perceived Behavioral Control Towards Plastic Waste on Intention to Reduce Online Shopping is 0.006, indicating a very small effect on behavioral intention.

Furthermore, Intention to Reduce Online Shopping has an R Square value of 0.665. This value indicates that Attitude Towards Plastic Waste, Subjective Norms Towards Plastic Waste, and Perceived Behavioral Control Towards Plastic Waste collectively contribute to explaining 66.5% of the variance in Intention to Reduce Online Shopping, while the remaining 33.5% may be explained by other variables outside the scope of this study.

The results of this study show congruence between the variables analysed and the Theory of Planned Behaviour (TPB), the theoretical framework used. According to the hypothesis, attitude, subjective norms, and perceived behavioural control all have an impact on behavioural intention. According to this study, Generation Z's intention to lower back on online purchasing in an attempt to reduce plastic packaging waste is strongly influenced by attitude and subjective norms. However, it was discovered that behavioural intention was not substantially influenced by perceived behavioural control. This suggests that, within the context of plastic packaging waste generated through online shopping, environmental evaluations and social influences play a more important role in shaping intention than individuals' perceptions of personal control. Therefore, the findings contribute to the growing body of literature on sustainable consumption behavior and provide further

evidence regarding the applicability of the Theory of Planned Behavior in explaining environmentally responsible intentions among generation.

## **5.2. Recommendations**

### **5.2.1. Theoretical Implications**

In the context of reducing plastic waste through online buying behaviour, this study advances the application of the Theory of Planned Behaviour. By demonstrating that attitude and subjective norms have a major impact on behavioural intention, the results validate the Theory of Planned Behaviour. In particular, people are more likely to establish plans to cut back on online buying if they have good attitudes toward reducing plastic waste and believe that society supports environmentally conscious behaviour.

However, the findings do not support the influence of perceived behavioural control on behavioural intention. This suggests that the role of perceived behavioural control may vary depending on the behavioural context being studied. In the context of online shopping, consumers may continue shopping online despite perceiving themselves as capable of reducing plastic waste because of convenience, accessibility, and lifestyle considerations.

Therefore, this study extends the understanding of TPB by demonstrating that attitude and subjective norms are more influential than perceived behavioural control in explaining intentions to reduce online shopping among Generation Z consumers.

### **5.2.2. Practical Implications**

The findings of this study provide several practical implications for stakeholders involved in environmental sustainability and plastic waste reduction efforts. First,

environmental campaigns should focus on strengthening positive attitudes toward plastic waste reduction by increasing public awareness regarding the environmental impacts of excessive plastic packaging generated from online shopping activities.

Second, social influence should be utilized as an important strategy in encouraging behavioural change. Family members, peer groups, environmental communities, influencers, and educational institutions can play significant roles in promoting environmentally responsible consumption behaviour among Generation Z consumers.

Third, e-commerce platforms may contribute to plastic waste reduction efforts by providing environmentally friendly packaging alternatives, promoting sustainable consumption campaigns, and encouraging consumers to make more environmentally conscious purchasing decisions.

### **5.3. Research Limitations**

This study has several limitations that should be acknowledged.

1. The study focused only on Generation Z consumers, limiting the generalizability of the findings to other demographic groups.
2. The study only examined three antecedents derived from the Theory of Planned Behavior. Other factors that may influence intention to reduce online shopping, such as environmental concern, environmental knowledge, habit, or perceived consumer effectiveness, were not included in the research model.
3. The study measured behavioural intention rather than actual behaviour. Therefore, the findings do not fully explain whether respondents actually reduce their online shopping activities.

4. The research employed a cross-sectional design, which only captures respondents' perceptions at a single point in time.