

Understanding Consumer Intention to Purchase Biodegradable Plastic Bags: The Roles of Green Awareness, Subjective Norms, and Green Trust

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Introduction: Despite increasing global concern for environmental sustainability, household plastic waste remains a serious issue, especially in urban areas such as Denpasar City, Bali. A significant portion of household waste is still composed of unsorted plastic, with organic waste often disposed of using conventional plastic bags that do not decompose. This unsustainable practice contributes heavily to long-term environmental damage. As a response, biodegradable plastic bags have emerged as a promising solution to reduce plastic pollution. However, the adoption of these products remains limited. This study seeks to understand the psychological and social factors that influence consumer intention to adopt biodegradable plastic bags, focusing on green awareness and subjective norms, with green trust acting as a mediating variable.

Methodology: This study employed a quantitative research design, involving 100 respondents residing in Denpasar City. Data were collected using structured questionnaires and analyzed using Structural Equation Modeling (SEM) with the SmartPLS 3 software. This study measured the relationships between green awareness, subjective norms, green trust, and green purchase intention.

Results: The results reveal that both green awareness and subjective norms significantly influence green trust and green purchase intention. In addition, green trust also has a significant positive effect on green purchase intention. Furthermore, green trust is found to partially mediate the relationship between the independent variables (green awareness and subjective norms) and the intention to purchase biodegradable plastics bags.

Conclusion: The findings highlight the critical role of consumer awareness and subjective norms in shaping trust toward environmentally friendly products, which ultimately drives sustainable purchasing decisions. Green trust serves as a psychological bridge that strengthens the transition from environmental concern to actual purchase behavior.

Practical Value: This study offers practical insights for local governments, environmental organizations, and businesses in Bali seeking to reduce household plastic waste. The findings suggest that increasing public green awareness and encouraging social norms that support environmentally responsible behavior can strengthen consumer trust in biodegradable packaging, especially biodegradable plastic bags for household waste. Strategic education campaigns and accessible product availability are key to accelerating behavioral shifts toward more sustainable waste practices in urban households like those in Denpasar.

Direction for Future Research: Future research could focus on behavioral barriers to the actual use of biodegradable plastic bags in household waste management, including perceived cost, accessibility, and habitual behaviors. It would also be valuable to conduct comparative studies across different regions in Bali or other provinces to explore geographic and cultural influences. Additionally, integrating qualitative approaches may provide deeper insight into consumer attitudes and motivations related to biodegradable product adoption.

Keywords: green awareness, subjective norms, trust in green product, green purchase intention, biodegradable plastic

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