

ABSTRACT

Environmental problems are one of the ongoing challenges that occur worldwide, one of which is caused by plastic waste pollution. Plastic is often seen used in supermarkets, where ineffective use and management by consumers or workers leads to inappropriate disposal leading to the environmental challenges. Indonesia is known as one of the most populous countries facing the plastic waste management problem.

This research investigates on whether consumer awareness of plastic waste and needs can influence their behaviour on plastic waste management in using plastic and disposing its waste in a proper way as an effort to continue to reduce plastic waste from the supermarkets or environment.

This research specifically focuses on the top 5 supermarket with the largest number of outlets in Bandung city, using quantitative research method by gathering primary data from 385 consumers as the source. The data was gathered through questionnaire and analyse using the SEM-PLS tools and methods.

This study found that consumers' are interested in learning more about bioplastics and see their applications firsthand. In addition, in contrast to the controversy over the price of plastic or more environmentally friendly products, consumers are more committed to reducing plastic waste by purchasing and using environmentally friendly plastic bags such as bioplastics, rather than taking direct action on the plastic waste they find. The results of the structural model show that consumers' awareness has the greatest influence on their needs in managing plastic waste and there was no mediating effect for needs on the relationship between awareness and behaviour nor direct effect of needs towards consumers' behaviour on plastic waste management.

Therefore, this research recommended the help and collaboration from supermarket, government or law enforcement, and the society in Bandung city to increase their awareness and behaviour towards plastic waste management.

Keywords: *Environmental challenges, Plastic waste pollution, Waste management, Consumer awareness, Supermarket*