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The Understanding and Purchase Decision of Environmentally Friendly Products Based on Gender

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Abstract

The paid plastic bag policy is an effort to train the community to help lessen the use of plastic and switch to different products such as cardboard or recycled packaging bags as some mini markets do. Those who do not consider environmentally friendly products describe that they are people who do not understand the environment.

The research method used in this study is mixed methods. This method is a study that merges two forms of research, namely, qualitative and quantitative. The target population in this study is a minimarket that has run a paid plastic program in Jakarta. Analysis of the data used in this study uses two approaches, namely, a qualitative approach and a quantitative approach. The results of this study indicate that there is no difference between understanding and purchasing decisions that men and women have regarding environmentally friendly products.

Keywords: *Environment understanding, Purchase Decision, Gender, Green Products*

1. Introduction

The hectic policy of using paid plastic bags has become pros and cons to the public. Even the Ministry of Industry (Ministry of Industry) also regretted the policy of paid plastic bags by a number of retailers in Indonesia [1]. Even though the policy was made to help people reduce the use of plastic to switch to other products that are environmentally friendly.

Those who do not care about environmentally friendly products describe that they are people who do not understand the environment. Their understanding is expected to assist them in interpreting/interpreting the purposes of the term and being able to link natural events with information acquired about environmentally friendly goods which will then become a reference for applying environmental awareness.

In our society, gender equality is still an endless issue to discuss. The role and function of men/women to achieve equality continues to be fought for. Related to environmental issues, women are considered to lack knowledge about the environment. This is in line with the results of Julina's research that gender differences have a significant influence on purchasing decisions for environmentally friendly products and environmental knowledge. It is proven that women are considered to have low knowledge from men as well as knowledge about environmentally friendly terms/symbols [2].

Based on the background description above, this study wants to find out how the perception of men and women are related to environmentally friendly products and how the purchasing decisions of a product in men and women are related to environmentally friendly products.

This research is based on several previous research concepts that function to analyze and enrich research discussions, as well as differentiate them from the research being carried out. This study included five previous research journals related to the concept of green purchasing, including: Research under the title Analysis of Environmental Knowledge and Environmentally Friendly Behavior Based on Gender and Education Level, researched by Julina (2016). which tells about gender differences giving a significant effect on decision to purchase environmentally friendly products. also proved that men have higher environmental knowledge than women. The results of this study are used by researchers to determine that gender also influences understanding of environmentally friendly products.

Research with the title Influence of Green Marketing, Knowledge and Buying Interest on Purchasing Decisions [5]. this study writes Indicators of purchasing decisions in this study are the actual decisions and the frequency of purchases. Knowledge positively influences the decision to purchase tea drinks in RGB packaging. In the process of purchasing a product, consumers tend to consider several product attributes, such as brand, quality, price, and so on. For consumers of green marketing products who already have knowledge about the product (understanding of the concept of environmentally friendly products and applicable environmental regulations and awareness to consume environmentally friendly products), they tend to consider the environmentally friendly aspects of a product before deciding to buy. Researchers use the results of this study as a comparison theory on the theory of purchasing decisions for environmentally friendly products.

The study entitled Environmentally friendly behavior and green purchases in Austria and Lithuania, researched by [Jurga Bernatoiene \(2016\)](#), [6]. writes that green buying behavior is significantly related to environmentally friendly behavior, but the determinants are different. Social norms and environment-friendly enders have a significant impact on green purchases and green behavior. Meanwhile, the importance of product prices only negatively influences buying behavior. These findings reveal that policy makers must use a variety of tools that promote green and environmentally friendly purchasing behavior. The researcher uses this research to analyze the understanding of environmentally friendly products on gender related to the decision to purchase environmentally friendly products

2. Methods and Equipment

2.1. Methods

The method used in this research is the combined methods. This combined method is a research approach that combines qualitative research with quantitative research [2]. This research was administered in Jakarta and surrounding areas. The target population of this study is the minimarket which has run a paid plastic program in the Greater Jakarta area. The samples in this study were cashiers, location managers, and consumers of Alfa Mart, Alfa Midi, and Superindo minimarkets located in Jakarta and surrounding areas.

In this study, the sampling technique used was nonprobability sampling with purposive sampling technique. In this study, the sample is divided into categories, namely male and female consumers, employees and location managers, so the number of sample members in each category is at least 30.

3. Results

3.1 Understanding of environmentally friendly products on gender (perceived by women / perceived by men)

Tabel 3.1. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Pemahaman Produk Ramah Lingkungan	Equal variances assumed	6,484	,012	,648	98	,518	,564	,870
	Equal variances not assumed			,676	93,403	,501	,564	,834

Based on table 3.1 above, it can be concluded that the understanding of environmentally friendly products on gender does not mean that there are differences in the understanding of environmentally friendly products between men and women alike, this is evidenced by the value of sig = 0.518 > 0.05.

3.2 Decision to purchase environmentally friendly products on gender (perceived by women / perceived by men)

Tabel 3.2. Independent Sample Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Keputusan Pembelian Produk Ramah Lingkungan	Equal variances assumed	1,121	,292	-,919	98	,360	-1,986	2,161
	Equal variances not assumed			-,929	97,121	,355	-1,986	2,137

Based on table 3.2 above, it can be concluded that the decision to purchase environmentally friendly products in gender does not have any meaning difference. The decision to purchase environmentally friendly products between men and women is the same, this is evidenced by the value of sig = 0.360 > 0.05.

4. Discussion

1) Understanding of environmentally friendly products on gender (perceived by women / perceived by men)

Hypothesis testing results indicate that there is no difference between the understanding held by men and women about environmentally friendly products. Understanding here includes the ability to capture the meaning and meaning of environmentally friendly products, including making estimates of visible trends. Understanding with the translating indicator on the statement "Refill is reusing containers of products that have been used (translating)" has the highest number of scores, while for the lowest score is in the indicator position predicts with the sound of the statement "To reduce plastic waste, one of which is carrying one's own shopping bag".

2) Purchasing decisions on gender (perceived by women / perceived by men)

The results of hypothesis testing indicate that there are no differences between the purchasing decisions of products owned by men and women related to environmentally friendly products. Purchasing decisions with an indicator of the introduction of needs on a sub-indicator of a product following what is desired and a sub-indicator of a product can not function satisfactorily get the highest score whereas the lowest score is on the research indicator before the purchase with sub-indicators of consumers who have been interested in finding more product information via the internet.

In the indicator, recognition of the need may occur when consumers are faced with a problem. Among consumers, there seem to be two different styles of identifying needs or problems. Some consumers are the actual type of situation, who feel that they have a problem when a product cannot function in a manner. On the other hand, other consumers are the type of the desired condition, for whom the desire for something new can drive the decision process [3].

Likewise, the research indicators before the purchase begin when consumers feel the needs that can be met by buying and consuming a product. Many consumer decisions are based on a combination of experience (internal sources) and marketing and non-commercial information (external sources). The level of risk can also affect the stage of the decision-making process. In situations of high risk, consumers may be involved in searching and evaluating complex information; in low-risk situations, they might use straightforward information search and assessment tactics.

5. Conclusions

Understanding of environmentally friendly products in gender there is no difference in meaning understanding of environmentally friendly products between men and women alike; this is evidenced by the value of sig = 0.518 > 0.05. Likewise, with the decision to purchase products that the decision to

purchase environmentally friendly products in gender there is no difference in meaning the decision to purchase environmentally friendly products between men and women is the same, this is evidenced by the value of $\text{sig} = 0.360 > 0.05$.

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