

Green Consumer Behaviour: Comparing the Perspectives between Male and Female Consumers

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This study studies the differences in green buying behaviour among male and female consumers at Work Coffee Bandung. This research is a quantitative study, with survey methods, and with descriptive and comparative characteristics. We distributed the survey to 100 respondents with non-probability sampling. Our data analysis techniques used descriptive analysis and quantitative causal method. The results showed that the green purchasing behaviour of male consumers in both categories and women lie in good categories. The result shows that there are significant differences between the green buying behaviour of men and women at Work Coffee, Bandung, Indonesia.

Key words: *Green marketing, gender, green purchasing behaviour, consumer behaviour, business administration, marketing, brand equity.*

Introduction

Nowadays, environmental damage caused by problems in the environment has become a phenomenon (Kartawinata & Wardhana, 2013). There are several factors of environmental damage created by humans including illegal logging, littering, the use of waste such as excessive use of plastics (Semarang City Environment Agency, 2019). It is estimated that there are 500 million to 1 billion plastic bags used by people in the world in the past year. Plastic bag waste can pollute various elements such as land, water, sea, even air (Kemenperin, 2018). China leads as the largest plastic waste polluter in the world at this time.

China leads the way with the pollution level of plastic waste to the sea around 1.23-3.53 million of tons / year. Indonesia is a country with the second largest amount of plastic waste pollution to the sea in the world based on statistical data. Yet if you look at it, the population of Indonesia's coastline is almost the same as India, which is 187 million inhabitants. However, the level of plastic pollution into the Indian sea is only around 0.09-0.24 million tons / year and ranks 12th. It means that the waste management system is still poor in Indonesia (Pradana et al., 2020). Indonesia is currently in the second position in the world as a country that contributes plastic waste, especially to the ocean. A total of 1.29 million metric tons annually of plastic waste produced by the Indonesian state ends in the ocean.

Environmental problems caused by pollution have gradually caught the attention of many sectors that are beginning to realise the impact of environmental pollution (Kaufmann, 2014). With this phenomenon comes the term called green marketing which is a marketing opportunity strategy and to increase sales and win markets but also to contribute to the environment. Green marketing is designing all activities to meet the needs needed by consumers and can reduce the impact of environmental damage (Madiawati & Pradana, 2016), followed by developments in Indonesia which consists of many industrial sectors, at this time especially in the food and beverage industry which is developing fast (Kemenperin, 2017). The food and beverage industry sector is still one of the industrial sectors regarded as a support for manufacturing growth and the national economy. The important role of this strategic sector can be seen from its consistent and significant contribution to the gross domestic product (GDP) of the non-oil and gas industry and increased investment realisation (Ministry of Industry, 2019).

The food and beverage industry which is currently experiencing an increase is the coffee shop. Coffee shop business growth until the end of 2019 is predicted to reach 15% -20%, up when compared to 2018 which only reached 8% -10% (EkonomiBisnis.com, 2019). Many coffee shops have sprung up both in urban areas and in regions. Many coffee shops are popping up nowadays, but there are still a few coffee shops that implement the green coffee shop industry. Bandung alone is estimated to have more than 2000 coffee shops including franchising, and only a few are applying the concept of green marketing in their coffee shops. Whereas the application of green marketing can be considered important, with the existence of green marketing it is expected to help the efforts of businesses to contribute to the environment and be able to compete in industrial competition. With this green marketing phenomenon, green purchasing will emerge (Gilang et al., 2019). Bandung has one coffee shop that implements green marketing which is widely known from several other coffee shops namely Work Coffee, Bandung.

Founded in 2017, Work Coffee is a coffee shop located in the capital, especially South Jakarta, but in 2018 moved away from the capital's womb. With a myriad of inspiring ideas

for collaboration and fresher concepts in the minds of today's generation, Work Coffee began to take the courage to establish a foundation in the city of Bandung. Work Coffee Indonesia brings a very different concept from before. Work Coffee Indonesia realises that the earth as a place to live has begun to be threatened due to waste that is not managed properly, especially plastic waste. "Less waste more Coffee" is a banner that promotes the presence of Work Coffee Indonesia. The new concept that promotes the sustainability of nature is expected to be the first pioneer of an environmentally friendly coffee shop in Indonesia. The increasing number of regular coffee shops or those that have brought up a bit of the green concept that has emerged, the green purchasing behaviour of consumers, especially men and women in Work Coffee should be further improved. Based on those characteristics, gender determines how green purchasing behaviour is for each consumer.

Work Coffee believes that the concept of green marketing that they apply is a key to achieving a goal in organising to be more effective than competitors in integrating marketing activities, to meet the satisfaction of their needs and contribute to the environment. Behaviour of buying green products by consumers in Work Coffee itself is influenced by several factors: first, it is an invitation and a suggestion from a friend based on the results of an interview conducted; they recommend a coffee shop that applies the concept of being environmentally friendly. Furthermore, the purchase is influenced by a consideration of an individual to choose a coffee place with the concept of caring for the environment.

Green purchases at Work Coffee are also influenced by someone who is already aware of environmental concerns so that the Work Coffee premises are in accordance with the criteria of the desired place. The next factor that influences buying behaviour at Work Coffee is also the sense of responsibility of a consumer towards his environment, because at Work Coffee it has applied this concept. Green buying behaviour at Work Coffee is also influenced by a consumer's serious perception of the environment. A strong belief that environmentally conscious behaviour will produce positive things for consumers who come also to support their concern for the environment because at Work Coffee there are various supporting activities. Green purchasing behaviour is also influenced by how consumers come to Work Coffee and want to show on social media how they apply the green concept. Visitors who come to this coffee shop are very diverse ranging from employees to students. It is rare to find visitors who are 40 years or older, because this coffee shop is indeed visited by more employees and students.

According to Xuyan (2014) the purchasing behaviour of green products (green purchasing behaviour) refers to the taking and consideration of consumers about the associated environmental attributes or characteristics of a product in their buying process, mainly referring to the buying behaviour of people related to the product which is environmentally friendly or an organic product. According to Pradana & Novitasari (2017), green purchasing

behaviour refers to consumer considerations in making decisions; there are indicators including Social influence, Environmental attitude, Environmental concern, Perceived environmental responsibility, Perceived seriousness of environmental problem, Perceived effectiveness of environmental behaviour, and Concern of Self-image in environmental protection. Based on the background description that has been presented, the authors find that there are the differences in green purchasing behaviour among male consumers.

Literature Review

Marketing

In its development, the notion of marketing is not only a matter of distribution of goods and services to buyers or consumers in a business, but also involves various activities that are not only carried out by a business, but by nonprofit organisations, such as churches, universities, or educational activities, and social organisations (Gilang et al., 2019). In addition, marketing activities are also carried out before products or services flow from the company to consumers, for example when goods or services are conceptualised, researched, and tried, so long before they are produced, let alone sold (Ari, 2015). Marketing is the process of planning and implementing conceptions, determining prices (pricing), promotion and distribution of ideas, goods, and services to create exchanges that will satisfy the goals of individuals or organisations (Pradana et al., 2020).

Green Marketing

Green marketing in essence is describing the marketing of a product based on environmental performance. Conceptually green marketing can be defined as marketing responses to environmental influences derived from the design, production, packaging, labelling, use, and disposal of goods or services (Ari, 2015). Green marketing is the maintenance of the environment based on a satisfaction of the needs and desires of the customer. In the sale of products or services offered, with profits and excellence in maintaining maintenance that is formed from increasing energy efficiency, reducing the release of toxic emissions, green marketing is a manipulation of the four elements of the marketing mix including product, price, promotion, and place (Madiawati & Pradana, 2016).

Green Marketing Mix

The marketing mix is a combination of tactical and controlled marketing tools used by a company in order to produce the desired response by the target market (Aldoko & Yulianto, 2016). The green marketing mix is an adaptation of the conventional marketing mix. There are several elements that support the green marketing mix quoted from the journal (Aldoko & Yulianto, 2016) including: Green products, Green Pricing, Green Promotion, Green Placing.

Green Consumer Behaviour and Green Purchasing Behaviour

Green consumers can generally be defined as people who behave in an environmentally friendly way or people who buy green products (Boztepe, 2015). Green consumers can be controlled internally and will be very effective in every environmental protection. It can be concluded that they feel that a protection work for the environment is not always left to parties such as business, government, environment and scientists only, but they also as consumers can play a role. There are various kinds of actions that need to be done by consumers as one manifestation of environmentally friendly consumer behaviour which is often known as 3R (Reduce, Reuse and Recycle).

Green purchasing behaviour is the consumption of products that are generous, beneficial to the environment, can be recycled or preserved, sensitive or responsive to ecological problems. Green Purchasing Behaviour is a behaviour that considers several environmental and social factors with the aim of minimising the impact caused by both factors, in the purchase and use of products that are beneficial to the environment, can be recycled and are sensitive to the environment. Dewi et al. (2019) explain that purchasing behaviour of green products refers to the taking and consideration of consumers about the related environmental attributes or characteristics of a product in their buying process, especially referring to the buying behaviour of people related to environmentally friendly products or an organic product.

According to Xuyan (2014), green purchasing behaviour refers to consumer considerations in making a decision; there are indicators which include: Social influence, Environmental attitude, Environmental concern, Perceived environmental responsibility, Perceived seriousness of environmental problem, Perceived effectiveness of environmental behaviour, and Concern of Self-image in environmental protection. This study aims to find out if there is a difference in green purchasing behaviour among male and female consumers at Work Coffee Bandung.

Research Methodology

Based on the results of the analysis prerequisite test that is the data normality test has been fulfilled, then the hypothesis test can be done with the IBM SPSS 22 using the Independent Sample T-test. Following are the data obtained:

Table 1: Comparison of green purchasing behaviour between males and females based on T-values

Indicators	T-values
<i>Social Influence</i>	2.2682
<i>Enviromental Attitude</i>	2.754
<i>Enviromental Concern</i>	4.525
<i>Perceived Enviromental Responsibility</i>	6.073
<i>Perceived Seriousness Of Enviromental Problems</i>	5.965
<i>Perceived Effectiveness Of Enviromental Behaviour</i>	8.127
<i>Concern Of Self Image in Enviromental Protection</i>	1.900

Source: Authors own interpretation

Based on the results above F-table 100 respondents = 1.2906 or $F_{calc} > F_{table}$, then there is a significant difference in green purchasing behaviour. From Table 2, it is known that the average produced by women is greater than that of men, 64.88 for women, while for men it is 61.10.

Table 2: Data Mean of Green Purchasing Behaviour

Gender	N	Mean	Std. Deviation	Std. Error Mean
Males	50	61.10	7.949	1.124
Female	50	64.88	5.224	.739

Source: Authors own interpretation

Because the probability value lies in the columns sig 0.006 and $0.006 < 0.05$ then H1 is accepted and H0 is rejected. Based on the results of the Independent Sample T-test, it can be concluded that the hypothesis reads, There are differences in green purchasing behaviour between male and female consumers whose truth is tested.

Table 3: Independent Sample T-test

Equal Variance Assumed	F	P	Sig(2-tailed)
<i>Green purchasing behaviour</i>	12.394	0.001	0.006

Source: Authors own interpretation

Discussion

From the data that has been processed it can be concluded that the average Green Purchasing Behaviour in women is higher than that of men. This is evidenced by the average score on the variable green purchasing behaviour of women of 86.4% which is in the very good category and in men of 82% which is in the good category. Where with the highest score in Concern of self-image in Environmental Protection for men at 84.8%, this may be the main thing in motivating adolescents who are in the stage of searching for identity and purpose. The highest score for women is in Environmental Concern where women are already fully aware of and caring for the environment. Male and female consumers have an average difference on all independent variables. Female consumers show greater value than male consumers over all their environmental variables.

1. On the Social Influence dimension the average score of men is 80.4% with the highest score on the statement "I am interested in the concept of green marketing".
2. Product, Construction, Activity at Work Coffee "because my friend provides information about the benefits for the environment ". This means that the interest in the concept of green (Product, Construction, Activity) is because friends give information. The average female consumer is about 84.4% with the statement "I am interested in the concept of green (Product, construction, Activity) at Work Coffee because my friend provides information about the benefits for the environment." The score obtained by female consumers is greater than that of men.
3. On the dimension of Environmental Attitude the average of male consumers is 83.4% with the highest score on the statement "I participated in the application of the concept of green in Work Coffee and posting it on social media will influence my friends / relatives to participate. Pro-environment ". For female consumers with an average score of 84.8% with the highest statement on "I do environmental protection as implemented by Work Coffee because it's important". Based on the results obtained, the average score of women is greater than that of men.
4. On the Environmental Concern dimension the average score on male consumers is 76.2% with the highest score on the statement "I chose the green concept contained in Work Coffee because I did not want to add to environmental damage". For women with an average score of 88.6% with the highest score on the statement "I am worried about the current environmental issues". Based on the results obtained, the average score of women is greater than that of men.
5. On the Perceived Environmental Responsibility dimension the average score of male consumers is 81.6% with the highest score on the statement "I consume green products at Work Coffee because of moral responsibility to the environment". In women with an average score of 84.4% with the same highest score between each statement. Based on the results obtained the average score of women is greater than that of men.
6. On the dimension of Perceived Seriousness Of Environmental Problem, the average score

of male consumers is 83.4% with the highest score of the statement "I feel that environmental problems can threaten the neighbourhood". And for women with an average score of 85.8% with the highest score on the statement "I feel environmental problems can threaten the environment of residence". Based on the results obtained the average score of women is greater than that of men.

7. On the dimension of the Perceived Effectiveness of Environmental Behaviour the average score of male consumers is 82.8% with the highest score on the statement "I support the environmental concern that Work Coffee does to friends / relatives / relatives through social media". And for women with an average score of 87.6% with the highest score in the statement "I support the environmental concern that Work Coffee does to friends / relatives / relatives through social media". Based on the results obtained the average score of women is greater than that of men.
8. On the dimension of Concern of Self Image and Environmental Protection, the average score on male consumers is 84.8% with the highest score on the statement "I am proud to consume and choose the green concept that Work Coffee applies". For women with an average score of 88% with the highest score in the statement "I support the existence of a greener community". Based on the results obtained, the average score of women is greater than that of men.

Analysis of green purchasing behaviour among male and female consumers is known to have significant differences. In this case it can be seen from the mean social influence on women is greater than men at $8.480 > 8.040$. This difference is due to the fact that basically women maintain harmony and assume that they want to always be together in a group which can be seen by visitors who come to Bandung's Coffee Work, which is dominated by groups of women.

The mean of environmental attitudes of women are greater than male consumers at $8.480 > 8.340$. This is because female consumers visiting Work Coffee have a strong attitude towards the environment. Where attitude is used as one part of internal influences that will shape the buying behaviour of green products. Basically, female consumers are also more concerned and have the awareness to care for the environment compared to men.

In this case the mean environmental concern of women is greater than that of men at $8.860 > 7.620$. This is due to the fact that female consumers are more aware of environmental concerns and are more worried about the current environmental problems compared to men who are still less sensitive to the environment. This is evidenced by the purchase of environmentally friendly products issued by Work Coffee, which is dominantly purchased by women compared to men.

The result on perceived environmental responsibility is known to have differences. In this

case the mean perceived environmental responsibility of women is greater than that of men at $8.440 > 7.760$. This is because female consumers have a higher responsibility for the environment than men.

Analysis of green purchasing behaviour on male and female consumers on perceived seriousness of environmental problems is known to have differences. In this case the mean perceived seriousness of environmental problems of women is greater than that of men $8.660 > 8.340$. This is because women are vulnerable to issues related to the environment such as global warming and environmental pollution. In addition, women are more concerned about the negative impact on environmental damage that is higher than men.

Green purchasing behaviour among male and female consumers is known to have differences. In this case the mean perceived effectiveness of environmental behaviour of women is greater than men $8.760 > 8.280$. This is because women believe that pro-environment actions can solve at least piecemeal problems that exist compared to men.

Concern of self-image in environmental protection for women is greater than for men $13.200 > 12.720$. This is because women show more how they are pro to the environment compared to men. This is also consistent with research conducted that female consumers participate more and are more significant compared to men. Based on the results of comparisons that have been presented, it can be seen that the comparison of the mean between each dimension of green purchasing behaviour of female consumers is superior to male consumers.

Conclusion

Based on the results of the discussion the following conclusions can be drawn. Green purchasing behaviour of male consumers at Work Coffee Bandung received responses with an average score of 82% and included in both categories. This shows that green purchasing behaviour in men is decent.

Green purchasing behaviour on female consumers at Work Coffee Bandung received responses with an average score of 86.4% and included in the excellent category. This shows that green purchasing behaviour among female consumers has been felt very well.

Based on the test results that have been concluded, there are significant differences between male and female consumers at Work Coffee Bandung. This is because the mean female consumers are equal to male consumers at 61.000 while those at female consumers are 64.880. From the results of the green purchasing behaviour questionnaire, the average score obtained by women is higher than the score obtained by male consumers. Based on the test



results above, it can be concluded that there are significant differences in green purchasing behaviour among male and female consumers at Work Coffee Bandung.

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