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THE PROFILE AND PURCHASE INTENTION OF GREEN CONSUMERS IN INDONESIA

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Research purpose:

This study aims to investigate the difference of consumer demographic profile such as gender, age, expenditure on the consumers' purchase intention in food and beverage industry, especially green restaurants.

Research motivation:

In today's world, consumers perceive companies to be more than profit centers, and many restaurants are doing go-green initiatives. In addition, they view them as socially responsible institutions. In order to meet market demand, the company needs to pay attention to consumer buying behavior or purchase intentions. Green products are more likely to be purchased by individuals concerned about the environment.

Research design, approach, and method:

This type of research is quantitative and is carried out through primary data collection. The target population of this study is the final consumer who has transacted in the food and beverage industry (restaurants, cafes, and other places to eat) with a green concept. The sample size in this study was 423 samples. The first analysis is a statistical description of the collected questionnaire data, such as the average. The second test is Kruskal Wallis H, a non-parametric test used to test whether or not there are significant differences between 3 or more independent sample groups.

Main findings:

This study's results indicate significant differences in perceptions between age groups/generations and spending intention to buy at green restaurants in Jabodetabek. However, gender did not differ in purchasing intentions at green restaurants.

Practical/managerial implications:

Business actors in the food and beverages industry are advised to ensure the compatibility between target consumers based on demographics and the strategies they implement to obtain excellent or positive perceptions.

Keywords: demographic, green restaurant, purchase intention

1. INTRODUCTION

The food and beverage industry is any place of business that provides services and serves food or beverages as finished products to be sold to consumers, such as restaurants, cafes, and others. In 2019, the food and beverage industry continued to increase and is projected to grow at 9.86%. However, the food and beverage industry is the industry most affected and experienced a significant decline in revenue due to the COVID-19 pandemic in 2020 (Santia, 2020)). Kumparan News (2020) also said that a pandemic is an event that will remind humans of the environment, be it the natural, economic, or social environment, and will change the way we view and live in that environment.

Environmental issues have received wide attention in recent years. One of the party that have this kind of concern is the society. Nowadays, citizen's awareness towards environmental sustainability is increasing. Awareness of environmental sustainability can be seen from changes in behavior that are more environmentally friendly, such as bike to work, recycling behavior and also responsible consumption (Sitio et al., 2021). One of the activities launched by many business actors and will be increasingly trending in society after the COVID-19 pandemic is go-green activities, such as reducing the use of plastic straws and the growth of restaurants that go

green (ABC Australia, 2018).

Consumers who consume green products or services are part of an environmentally friendly movement. Previous empirical studies have shown that consumers choose green products more often nowadays (Apaydin & Szczepaniak, 2017). In today's world, consumers perceive companies as more than profit centers. They also see them as institutions that are concerned about social issues (Sreen et al., 2018). It means that the company must begin to pay attention to the pattern of buying behavior or purchase intention from consumers to meet market demand. It has been shown that individuals who are concerned about the environment are more likely to purchase green products (Sarumathi, 2014; Sreen et al., 2018).

This study aims to investigate the difference of consumer demographic profile such as gender, age, expenditure on the consumers'purchase intention in food and beverage industry, especially green restaurants.

2. LITERATURE REVIEW

2.1. Green Food

Green food is an activity that includes sustainable food, namely by using food ingredients that support the environment for the long term in the future, such as organic materials or materials that are easily obtained, as well as providing unique information on the menu (Leonardo et al., 2014). Some activities included green food activities ((Budiantoro et al., 2015; Chen et al., 2009; Martin, 2007; Patel, 2007)

a. Purchase and use organic materials for some of the preparation needs.

b. Purchase and use local materials for some of the preparation needs.

c. Make menu changes using local or seasonal ingredients.

d. Provide information on menus with unique characteristics such as low fat and vegetarian.

2.2. Purchase intention

Purchase intention is a form of consumer behavior who wishes to buy or choose a product based on experience, use and desire for a product (Kotler et al., 2016). According to Kinnear & Taylor (2002) buying interest is a stage that shows the consumer's tendency to act before the buying decision is actually implemented. Schiffman & Kanuk (2008)) suggest that buying interest is a thought that arises because of feelings of interest and wanting to have an expected product or service.

According to Ferdinand (2006) there are 4 indicators for buying interest, namely as follows.

1. Transactional interest

A person's desire or inclination to buy a product.

2. Referral interest

A person's desire or tendency to refer a product to others.

3. Preferential interest

Desires or tendencies that describe the behavior of someone who has a major preference for the product. This preference can only be overridden if something happens to the product of its preference.

4. exploratory interest

The desire or behavioral tendency of someone who is always looking for information about the product he is interested in

2.3. Linkage between demographic characteristics and purchase intention

It has been shown that consumers' green purchasing behaviors and expressed intentions are influenced by demographic characteristics, such as age, gender, education, and income (Apaydin & Szczepaniak, 2017). Moreover, Apaydin & Szczepaniak (2017) mention that green-conscious consumers are more likely to be a femanle gender than man, belong to younger age group, more educated and have a higher income level.

3. METHODOLOGY

3.1. Type of research

This type of research is quantitative and is carried out through primary. Primary data was obtained through a survey by distributing questionnaires to predetermined respondents, and data collection was only carried out once for one group of respondents (single cross-sectional design).

3.2. Data collection

The survey method used is an electronic questionnaire through Google Forms. In this study, the questionnaire is structured, meaning respondents are given several alternative answers. Two scales will be used in this questionnaire, namely the nominal scale and the interval scale. The interval scale used in this study to measure each variable is the Likert scale (Laibahas, 2018; Septiana, 2015; Tuhumury, 2013). The Likert scale in this study consisted of 5 response categories which indicated the level of approval of the questions in the questionnaire.

3.3. Population and Samples

The target population of this study is the final consumer who has transacted in the food and beverage industry (restaurants, cafes, and other places to eat) with a green concept. The affordable population of this study is the final consumer who has transacted in the food and beverage industry (restaurants, cafes, and other places to eat) with a green concept, is domiciled in Greater Jakarta, and has an income equal to or above the UMR (Regional Minimum Wage). According to Putra (2020), specifically for the DKI Jakarta area, 4,836,977 people work and have a minimum wage above the average.

Non-probability sampling technique - convenience sampling. The sample size in this study was 423 samples, which included 384 samples based on the Krejcie & Morgan rules/formula and added with a buffer of 10%. According to **SEKARAN & BOUGIE (2013)** for a population above 1,000,000, the number of samples required is 384 samples. Questionnaires were distributed via email or instant messaging to research colleagues. Respondents will go through a screening process with the following criteria.

1. Have transacted at a place to eat or drink with a green concept.

2. Domiciled in Greater Jakarta.

3. Have income equal to or above the minimum wage.

3.4. Data analysis technique

The first analysis used is a statistical description of the collected questionnaire data, such as the average,. Then, descriptive statistical analysis can be used to find out about the description of the respondent's profile and the tendency of respondents' responses to each of the variables asked in the questionnaire, which is presented in the form of tables or graphs.

The second test is Kruskal Wallis H, a non-parametric test used to test whether or not there are significant differences between 3 or more independent sample groups. In carrying out this test, it is not necessary to test for normality or homogeneity as a prerequisite (Jayadiputra & Kuntardjo, 2013) Kruskal Wallis H test can be done using SPSS software. If the value of asymp. sig. (2-tailed) less than 0.05, it can be concluded that there is a significant difference between the two sample groups

4. RESULTS AND DISCUSSION

4.1. Profil Respondents

1. Gender

At this stage, descriptive statistical analysis was carried out on the profiles of 425 respondents who had been obtained. When viewed by gender, the number of female respondents was more than that of male respondents. For example, the results in Figure 1 show that female respondents have a percentage of 61% or as many as 259 respondents, while the percentage of male respondents is 39% or 166 respondents.
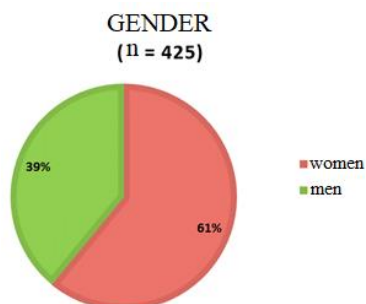
Fig. 1. Respondent's profile by gender

2. Age

The grouping of respondents based on age can be divided into eight categories, namely under 20 years old, 20-24 years old, 25-29 years old, 30-34 years old, 35-39 years old, 40-44 years old, 45-49 years old years and over 49 years of age. Based on Figure 2, it can be seen that 43% of respondents aged 25-29 years, 18% of respondents aged 20-24 years, 16% of respondents aged 30-34 years, and the remaining 24% are in other age categories.
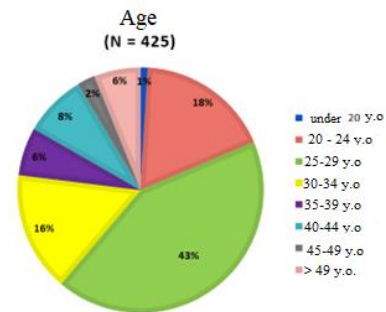
Fig. 2. Respondent's profile by gender

Then when analyzed further by generation, as seen in Figure 4.3, the following results are obtained (Oblinger & Oblinger, 2005).

i. Age categories under 20 years old and 20-24 years are Gen Z, with a percentage of 19% of respondents or 79 respondents.

ii. The categories of age 25-29 years, ages 30-34 years, and ages 35-39 years are Gen Y (Millennials), with the percentage of respondents being 65% or as many as 275 respondents.

iii. The categories of age 40-44 years, 45-49 years, and over 49 years are Gen X. Because there is no maximum age limit, there is a possibility that ages above 55 years can also be respondents included in the Baby Boomers Generation, with the percentage of respondents by 17% or as many as 71 respondents.
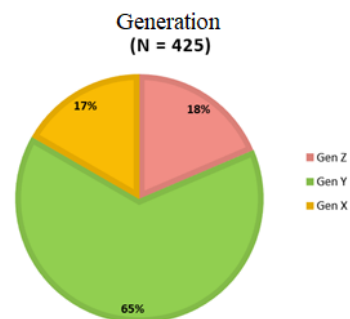
Fig. 3. Respondent's profile by gender

5. EXPENDITURE

The grouping of respondents based on the average monthly expenditure for consumption is divided into six categories below Rp. 3,000,000, Rp. 3,000,000 to Rp.

6,000,000, Rp. 6,000,001 to Rp. 12,000,000, Rp. 12,000,001 to Rp. 18,000. 000, Rp. 18,000,0001 to Rp. 24,000,000, and Rp. 24,000,001 to Rp. 30,000,000. Based on Figure 4.5, it can be seen that the largest group of respondents, namely 38% with a total of 163 respondents, has an average monthly expenditure of Rp. 3,000,000 to Rp. 6,000,000. Then in the second rank is the respondents with expenditures below Rp. 3,000,000 as many as 109 respondents (26%). In the third rank are the respondents with an expenditure of Rp 6,000,001 to Rp 12,000,000, as many as 103 respondents (24%).
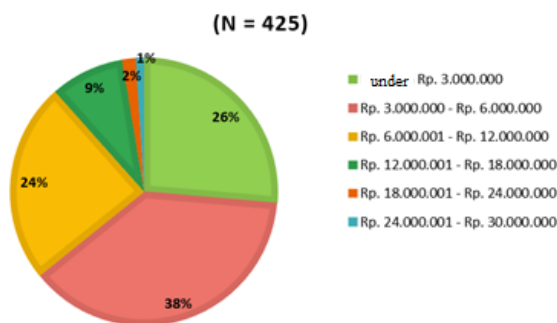

Fig. 4. Respondent's profile by gender

5.1. Analysis of purchase intention variables based on gender

On the aspect of gender, respondents were divided into 2 groups of categories, namely men and women. Figure 1 shows the average score of the buying interest variable based on gender. When compared with the scale range category, it can be said that both male and female respondents have a high buying interest in restaurants in Greater Jakarta that have communicated green activities.
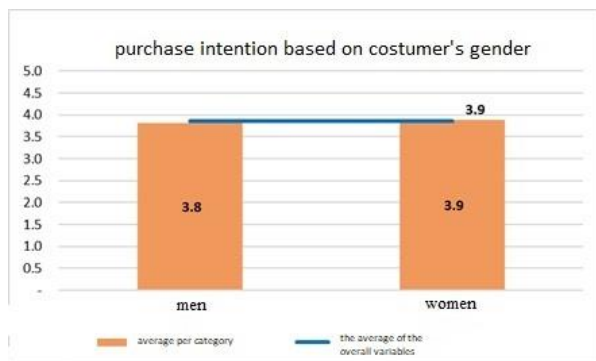

Fig. 5. Analysis of Purchase Intention in the Food and Beverages Industry – Gender

Furthermore, an analysis was carried out using the Mann Whitney U test to find out whether there was a significant difference between the buying interest of male respondents and female respondents' buying interest in restaurants that had communicated green activities. Table 1 is the result of the Mann Whitney U test and obtained a significance value greater than 0.05, which is 0.227. This explains that there is no significant difference between the buying interest of male respondents and the buying interest of female respondents towards restaurants in Greater Jakarta that have communicated green activities that have been carried out.

Table 1. Mann-Whitney U Test Results (Gender with Purchase Intention)

Grouping Variable	Mean Rank	Variable List	Mann-Whitney U	Assymp. Sig. (2-tailed)
Men	204.03	Purchase intention	20008.50	0.227
Women	218.75			

5.2. Analysis of purchase intention variables based on generation

After analyzing buying interest variables based on gender groups, an analysis of buying interest variables based on generation groups was also carried out. Figure 2 shows the average value of the buying interest variable score by generation group. When compared to the category of scale range, it can be said that all generations have a high buying interest in restaurants in Greater Jakarta that have communicated green activities.
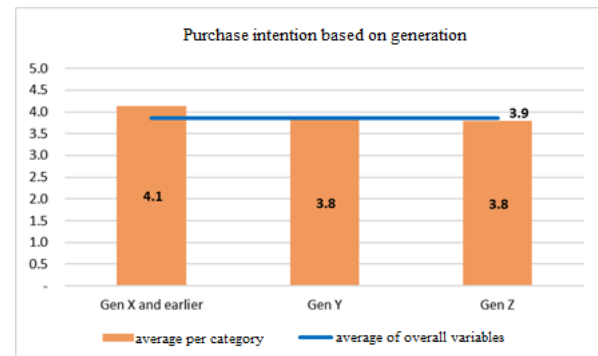

Fig. 6. Analysis of Purchase Intention in the Food and Beverages Industry – Generation

Furthermore, an analysis was carried out using the Kruskal Wallis test to determine whether there was a significant difference in purchase intention between one generation group and another for restaurants that communicated green activities. Table 2 is the result of the Kruskal Wallis test, and the significance value is smaller than 0.05, which is 0.002. Therefore, there is a significant difference in the buying interest of generation Z, generation Y, and generation X.

Table 2 also shows the average rank of each group so that the enormous mean rank value can sort the group with the highest buying interest. Based on the table, it can be said that generation X and earlier have the highest buying interest in restaurants that have communicated green activities in Jabodetabek. After generation X, it is followed by generation Y in the second order and generation Z in the last order.

Table 2. Mann-Whitney U Test Results (Gender with Purchase Intention)

Grouping Variable	Mean Rank	Variable List	Chi-square	Assymp. Sig (2-tailed)
Gen Z	195.91	Purchase intention	12.761	0.002
Gen Y	205.88			
Gen X and earlier	259.60			

The results of this study indicate that generation X has the highest buying interest in restaurants that have communicated green activities, followed by generation Y and the last generation Z.

This study's results align with the results of research presented Royne et al. (2016) that as consumers age, consumers will have a higher buying interest in environmentally friendly places to eat. The results of this study indicate that generation X has the highest buying interest in restaurants that have communicated green activities, followed by generation Y and the last generation Z.

This study's results align with the results of research presented by Royne et al (2016) that as consumers age, consumers will have a higher buying interest in environmentally friendly places to eat.

5.3. Analysis of purchase intention variables based on expenditure

Respondents are grouped into six categories in the average expenditure for consumption per month. This analysis aims to see whether there are differences in purchase intentions between the six categories of restaurants that have communicated green activities that have been carried out. Figure 3 shows the average value of the purchase intention variable score based on expenditure groups for consumption per month. When compared with the categories of scale ranges, it can be said that respondents with all expenditure ranges agree to have purchase intentions at restaurants in Jabodetabek that have communicated green activities.
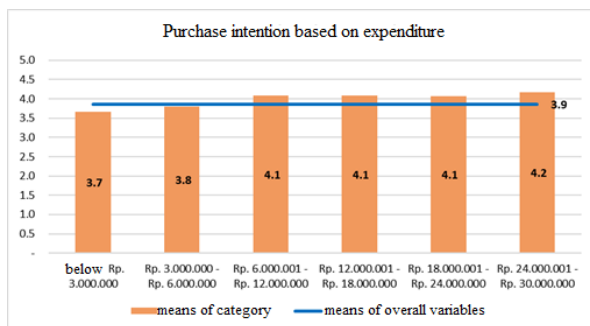

Fig. 7. Analysis of Purchase Intention in the Food and Beverages Industry – Expenditure

Furthermore, an analysis was carried out using the Kruskal Wallis test to determine whether there was a significant difference in buying interest between one group of respondents based on expenditure and other groups for restaurants that had communicated green activities. Table 3 shows Kruskal Wallis test results obtained a significance value smaller than 0.05, equal to 0.00. This test explains a significant difference in buying interest between respondents with a certain level of expenditure with other groups. Table 3 also shows the mean rank of each group of respondents based on expenditure so that the group with the highest buying interest can be sorted by the value of the largest mean rank. Based on the table, it can be concluded that the

respondent group with an expenditure of Rp 12,000,000 to Rp 18,000,000 has the highest purchase intention of restaurants that have communicated green activities in Jabodetabek. Then, followed by other groups of respondents in sequence, namely the group of respondents with an expenditure of Rp. 24,000,001 to Rp. 30,000,000, a group of respondents with an expenditure of Rp. 6,000,001 to Rp. 12,000,000, a group of respondents with an expenditure of Rp. 18,000,001 to Rp. 24,000. .000, the group of respondents with expenses of Rp. 3,000,000 to Rp. 6,000,000, and the respondents with expenditures of less than Rp. 3,000,000.

Table 3. Mann-Whitney U Test Results (Expenditure with Purchase Intention)

Grouping Variable	Mean Rank	Variable List	Chi-square	Assymp. Sig. (2-tailed)
below Rp. 3.000.000	169.58	Purchase intention	32.323	0.000
Rp. 3.000.000 - Rp. 6.000.000	203.24			
Rp. 6.000.001 - Rp. 12.000.000	252.34			
Rp. 12.000.001 - Rp. 18.000.000	260.37			
Rp. 18.000.001 - Rp. 24.000.000	250.93			
Rp. 24.000.001 - Rp. 30.000.000	252.50			

In addition to generational groups, consumer buying interest in restaurants that have communicated green is also determined by the level of expenditure per month. The different test results from this study prove significant differences in buying interest between consumers with a certain level of spending. Consumers with a higher level of spending have a higher buying interest in restaurants that communicate green activities. This study's results align with the results of previous research submitted by Porong & Santoso (2019) that consumers with higher spending levels will also have a higher buying interest.

6. CONCLUSION

This study's results indicate significant differences in perceptions between age groups/generations and spending intention to buy at green restaurants in Jabodetabek. However, gender did not differ in purchasing intentions at green restaurants. Based on these results, business actors in the food and beverages industry are advised to ensure the compatibility between target consumers based on demographics and the strategies they implement to obtain excellent or positive perceptions.

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