

The Effect of Personality and Gender on Green Consumer Behavior

Cholilawati¹, I. Made Putrawan²

¹Student, Department Fashion Design, ²Professor, Department of Biological Education, Universitas Negeri Jakarta

Abstract

The difference in the consumer's personality will affect his behavior in choosing or buying a product, because consumers will buy goods that are in accordance with his personality. This study aims to look at the effect of personality and gender on green consumer behavior (GCB). This research uses quantitative, survey method and ex-post facto techniques. The population in this study were all students of the Jakarta State University, the outreach study participants were students of Catering, Clothing, Makeup and Family Welfare Education increasing 600 students. The results showed that personality had a significant influence in describing GCB and GCB differences were found in male/female student groups who had accurate personalities, better than GCB in male student groups who had inaccurate personalities. However, personality is not influenced by gender, which means that differences in GCB are influenced by interactions between personality and gender

Keywords: Personality; Gender; Consumer; Green Consumer Behavior.

Introduction

As written by tempo.co, Jakarta that millennial generation apparently has a high concern for the environment. This can be seen from their daily habits, one of them is their behavior when shopping. Many of those who refuse to use plastic bags and switch to using reusable bags or cardboard¹.

The above activities include environmentally friendly consumer behavior where the individual tries to make a decision in obtaining an item or service that they need without damaging the environment. Those who do not care about environmentally friendly products describe that they are people who do not understand about the environment.

Consumer behavior includes many things such as how the process of finding products and services, buying,

using, evaluating, to the final activity of disposing of the products and services they expect. While the study of consumer behavior explains what products and brands are bought by consumers, why they buy the product, when they buy the product, where they buy it, how often they buy it, how often they use it, how they evaluate the product used after purchase, and whether they don't buy it repeatedly.

No two people are exactly the same in their nature or personality, each with unique characteristics that are different from each other. This is what is called human personality. The difference in the consumer's personality will affect his behavior in choosing or buying a product, because consumers will buy goods that are in accordance with his personality. In some societies gender can influence consumer behavior in terms of the roles of men and women. One dimension that makes gender-based segmentation so interesting is that male/female behaviors and tastes continue to develop. Gender also has an important role in consumer behavior. Because, the differences between men and women regarding hopes, desires, needs, lifestyle and others reflect their consumption behavior. Gender also affects consumers in decision-making behavior. Based on the background description that has been written, this study focuses on

Corresponding Author:

Cholilawati

Student, Department Fashion Design, Universitas Negeri Jakarta

e-mail: cholilawati@unj.ac.id

green consumer behavior (GCB) which is influenced by personality and gender.

Literature Review:

Green Consumer Behavior: Sciffman and Winsenblit² define consumer behavior as the study of consumer actions while searching, buying, using, evaluating, disposing of products and services they expect for their needs², whereas according to Malcnis, that consumer behavior involves an understanding of whether, why, when, where, how, how much, how often, and for how long consumers will buy, use, or discard³.

According to Frank R. Kardes, Maria L. Cronley and Thomas W. Cline⁴, consumer behavior (usually called buyer behavior) involves a study of how consumers decide to buy a product. The scope of consumer behavior activities starts from activities before buying, during buying and after consuming. The contemporary definition is far broader and tries to capture a variety of consumer activities. Consumer behavior involves all consumer activities related to the purchase, use, and disposal of goods and services, including consumer emotional, mental, and behavioral responses that precede, determine, or participate in these activities⁴. Frank R. Kardes, Maria L. Cronley and Thomas W. Cline⁴ also wrote, purchasing activities are the activities of consumers in obtaining goods and services. Buying activities also include everything after completing a purchase, such as gathering, evaluating information about a product or service and choosing where to make a purchase.

After consumers make purchases or obtain products and services, it will usually be followed by a process of consumption or use of the product. Usage activities describe where, when and how consumption occurs. For example, do consumers consume products immediately after purchase, or do they delay consumption, such as when buying new clothes for future opportunities.

During consumption of products and services, consumers are expected to have a good way, especially thinking about the impact afterwards on the environment. This kind of consumption process is called a continuous consumption process. Sustainable consumption behavior as defined by Williams and Dair, is the behavior of individuals or groups that basically contribute to reducing consumption of resources, waste and pollution. Proses konsumsi berkelanjutan seperti yang dituliskan oleh Myers dan Kent adalah penggunaan barang dan jasa

yang merespon kebutuhan pokok, membawa kualitas hidup yang lebih baik, meminimalkan penggunaan sumber daya alam dan bahan beracun serta emisi limbah dan polutan lebih pada siklus hidup barang dan jasa agar tidak membahayakan kebutuhan generasi mendatang⁵.

Various terms have also been used to refer to consumer behavior that reflects the wider and long-term impact of consumption on society on the environment. Sciffman and Winsenblit², identified three types of green consumers including: first, environmental activists: "green" enthusiasts and people who adopt lifestyles and focus on health and sustainability. They look for food from farms that not only produce organic products, but also reduce water use, electricity usage, and waste. Second, Organic Eaters: concerned about looking after their own health and not so much protecting the planet. Third, economizers: experiment with buying environmentally friendly products to save money⁶.

Personality: Personality according to Leon G. Schiffman and Joseph L. Wisenblit² consists of inner psychological characteristics that determine and reflect how we think and act⁶. The inner characteristics that constitute a person's personality are a unique combination of personality factors, no two individuals are exactly the same. However, many individuals can have one or even several personality characteristics, but not others. The description can be explained that personality shows the deepest characteristics in a person and is a combination of many unique factors. Therefore, no two individuals are exactly the same characteristics. However, many individuals can have one or even several of the same personality characteristics, but the other characteristics may be different. Different personalities can be observed with different behavior from one person to another. However, marketers can identify what characteristics in consumers who influence it in buying a product. Although personality is generally permanent and consistent, in certain circumstances, personality can change. In line with the description above Frank R. Kardes, Maria L. Cronley and Thomas W. Cline also stated Personality is a set of unique psychological characteristics that influence how a person responds to his or her environment, including cognitive, affective, and behavioral tendencies⁴.

Personality traits are functions of genes and the environment. An important part of the environment is the cultural equality in which you grew up. Cultural values are defined as beliefs about the desired end of a country or the manner of behavior in a particular culture.

Colquitt, LePine and Wesson in The Big Five Personality Model explains that there are five dimensions that underlie human personality, namely conscientiousness, agreeableness, neuroticism, openness, and extraversion. The five dimensions of personality can be measured through indicators: Conscientiousness (reliable, organizational, trustworthy, ambitious, hardworking and persevering). Agreeableness (kind, like to work together, sympathetic, helpful, polite and warm). Neuroticism (nervous, moody, emotional, alert, restless, irritable). Openness (inquisitive, delusional, creative, inferior, polite, smart) and Extraversion (talkative, sociable, passionate, resolute, brave, powerful)⁷.

Big Five Personality is an approach used in psychology to see human personality through traits that are arranged in five personality domains that have been formed using factor analysis. The five personality traits are extraversion, agreeableness, conscientiousness, neuroticism, openness to experiences.

Gender: Gender is “A concept that refers to the social differences between women and men that have been studied, which change over time and have wide variations both within and between cultures.” Gender refers to the rules, norms and practices in which biological differences between men and women, boys and girls, are interpreted so that it results in unbalanced judgments, possibilities and opportunities in life⁸

Talking about gender cannot be separated from sexual identity, and the development of gender roles also departs from sexual differences. Men and women are already different and distinguished from the beginning of their lives. Since the baby was born to earth, almost all the questions asked by parents and relatives are, first of all, “male or female?” Even before birth even parents want to ascertain the sex of their children via ultrasonography.⁹

According to Crawford, gender is a set of characteristics and traits that are socio-culturally attached to men and women. Blakemore, Berenbaum, and Liben define gender as a distinguishing characteristic between men and women that is not based on biology, and is not natural, but based on the habits or sociocultural characteristics of the societies that shape it¹⁰. Gender is not natural, can be changed and can be exchanged from human to human depending on local time and culture. The attached characteristics or characteristics are created by the surrounding social or culture. Examples

of these characteristics include; men are strong, mighty, not whiny, rational, logical, and so on. While women are weak, emotional, whiny, motherly, gentle, empathetic, caring and so on.

Methodology/Materials

This study uses survey method and ex-post facto techniques with a 2 x 2 design. The population used in this study is all students of the Jakarta State University, and the determination of faculties will be selected by purposive sampling. Whereas the outreach population is students of Food, Fashion, Makeup and Family Welfare Education Study Programs who are still registered in the even semester (104) and have graduated from the Consumer Science Course, totaling 600 students. Data analysis techniques in this study used descriptive analysis and inferential analysis. Testing the requirements analysis is done before testing the hypothesis. Hypotheses one, two and five were tested using two-way Variant Analysis (ANAVA) and hypotheses three and four were tested using the Tukey test. Before being used to test the interrelationships between variables, the data must meet the requirements of normality test and variance homogeneity test. The normality test uses the Kolmogorof Smirnov test and the variance homogeneity test uses the Bartlett test.

Measurement: Green Consumer Behavior (GCB). The instrument used to collect GCB data was measured using a Likert scale instrument with 5 answer choices: Always, Often, Sometimes, Rarely, and Never with the answer scale: Always = 5, Often = 4, Sometimes = 3, Rarely = 2, and Never = 1 for positive statements. And the scale of the answers: Always = 1, Often = 2, Sometimes = 3, Rarely = 4, and Never = 5 for negative statements.

Personality. The instrument used to collect personality data uses a Likert scale instrument with 5 answer choices. Very Accurate, Accurate, No Opinion, Inaccurate, and Very Inaccurate. Giving a score if the statement is positive then the value is 5, 4, 3, 2, 1 and if the negative statement evaluates 1, 2, 3, 4, 5.

Results and Discussion

Homogeneity variance test results using the Bartlett test showed that Ho was accepted at a significance of $\alpha = 0.05$. This means that the data variance in this study is homogeneous. From the results of testing the analysis requirements, the hypothesis testing is carried out using

two-way ANAVA. (Description of Homogeneity Test results using the Bartlett test on the A1B1, A1B2, A2B1 and A2B2 data groups

Table 1. Descriptive Statistics for ANOVA 2 DIRECTIONS(Two-Way ANOVA)

		GENDER				ΣB	
		Male		Female			
PERSONALITY	ACCURATE	n =	27	n =	27	n =	54
		ΣY =	3083	ΣY =	2941	ΣY =	6024
		ΣY2 =	353045	ΣY2 =	321789	ΣY2 =	674834
		Ȳ =	114,2	Ȳ =	108,9	Ȳ =	111,6
	NOT ACCURATE	n =	27	n =	27	n =	54
		ΣY =	2937	ΣY =	2943	ΣY =	5880
		ΣY2 =	320573	ΣY2 =	322187	ΣY2 =	642760
		Ȳ =	108,8	Ȳ =	109,0	Ȳ =	108,9
ΣK	n =	54	n =	54	n =	108	
	ΣY =	6020	ΣY =	5884	ΣY =	11904	
	ΣY2 =	673618	ΣY2 =	643976	ΣY2 =	1317594	
	Ȳ =	111,5	Ȳ =	109,0	Ȳ =	110,2	

The test results of the influence of Personality and Gender on the behavior of green consumers (Green Consumers Behavior) students are found in the results

of two groups of different tests and interactions using the Anava test can be seen in the following table:

Table 2. Research result two-way ANAVA

Source of variance	dk	JK	RJK	Fh	Ft		
					α=0,10	α=0,05	α=0,01
Between columns (Ak)	1	171,26	171,26	3,60	2,21	2,81	4,24
Between lines (Ab)	1	192,00	192,00	4,04	2,21	2,81	4,24
Interaction (I)	1	202,81	202,81	4,27	2,21	2,81	4,24
Between groups (A)	3	566,07	188,69	3,97	2,14	2,70	3,99
In group (D)	104	4942,59	47,52	-	-	-	-
The total is reduced (TR)	107	5508,67	51,48	-	-	-	-
Average/correction (R)	1	1312085,33	1312085,33	-	-	-	-
Total (T)	108	1317594	-	-	-	-	-

First Hypothesis: Based on the results of the first hypothesis testing, it was obtained that the null hypothesis was rejected stating “there is a difference between GCB students who have Accurate Personality and Inaccurate Personality. This means that the hypothesis proposed by the researcher is accepted or there is a significant difference between the GCB of students who have Accurate Personality and Inaccurate Personality.

Second Hypothesis: Based on the results of testing the first hypothesis, the test results obtained

that the null hypothesis was rejected stating “there is a difference between GCB for male students and female students”. This means that the hypothesis proposed by the researcher is accepted or there are differences in the GCB of male students and female students.

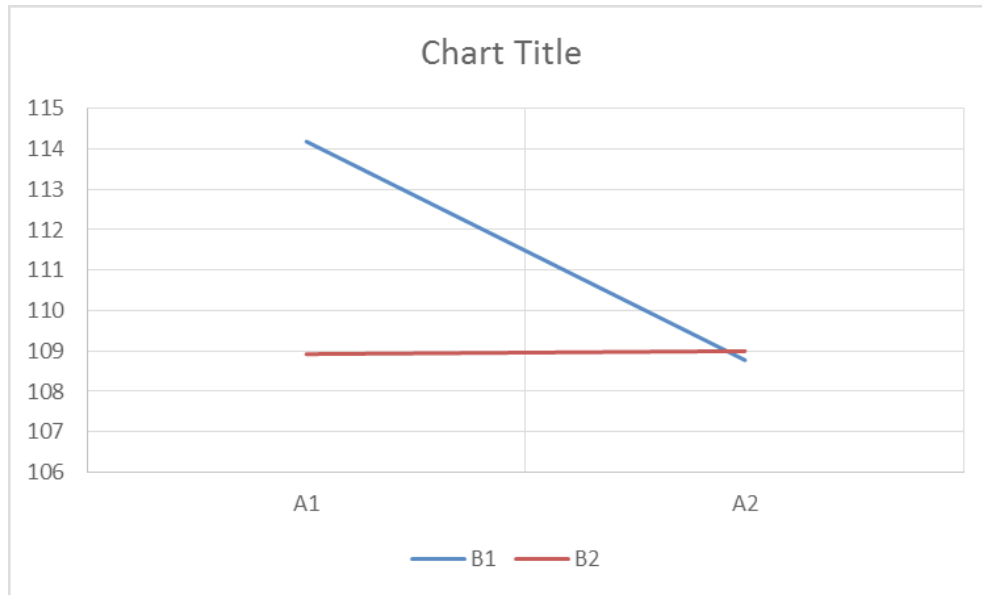
Third Hypothesis: Ho was refused and accepted H1 or accepted the hypothesis proposed by the researcher. So it can be concluded that for male GCB students who have accurate personality are better than inaccurate personality.

Fourth Hypothesis: That Ho is rejected and accept H1 or accept the hypothesis proposed by researchers. So it can be concluded that “there is a GCB between female students who have accurate Personality better than female students who have inaccurate Personality.”

Fifth Hypothesis: Ho was refused and accepted H1. This means that the hypothesis proposed by the researcher

is accepted or there is an interaction between personality and gender on the behavior of green consumers (Green Consumers Behavior) students.

Picture 1. Simple Effect Graph (Simple Effect) interaction between personality and gender on green consumer behavior (Green Consumers Behavior) students.



Based on similar research that is relevant that female consumers have greater environmental concern than male consumers and female consumers have a greater green product purchasing behavior on all environmental variables than men¹¹. Gender factors play a very important role in purchasing decisions. Women and men exhibit both completely different behaviors when buying goods or services, whereas women are more subjective and intuitive men tend to be more analytical and logical¹². In this study there are gender differences in men/women with GCB who have an accurate personality better than an inaccurate personality. But here personality is not influenced by gender, which means that differences in GCB are influenced by the effects of the interaction between personality and gender.

Conclusion

This study uses survey method and ex-post facto techniques with a 2x2 design that aims to obtain information about the influence of personality and gender on GCB. Based on the results of hypothesis testing can be summarized as follows: First, there is

a significant difference between GCB students who have Accurate Personality and Inaccurate Personality. Second, there are differences in GCB male and female students. Third, for GCB students, male students who have accurate personality are better than those who have inaccurate personality. Fourth, there are GCB among female students who have accurate Personality better than female students who have inaccurate Personality. Fifth, there is an interaction between personality and gender on the behavior of green consumers (Green Consumers Behavior) students. Based on the above findings, in this case it can be concluded that the results indicate that personality has a significant influence in shaping GCB and found differences in GCB in male/female student groups who have accurate personality. However, personality is not influenced by gender, which means that differences in GCB are affected by the interaction between personality and gender.

Ethical Clearance: Done by research group

Source of Funding: Self

Conflict of Interest: Nil

References

1. Novita M. "Millennial Shopping Behavior, Eco-friendly without Plastic Bags" *Tempo.co*, 2019.
2. Leon G. Schiffman and Joseph L. Wisenblit, *Consumer Behavior*, Eleventh Ed. PERSON, 2015.
3. MacInnis, H. *Consumer Behavior*. USA: Cengage Learning, 2008.
4. Frank R. Kardes, Maria L. Cronley, *Consumer Behavior*. USA: Cengage Learning, 2008.
5. Norman Myers and Jennifer Kent, *The New Consumers*. USA: Island Press, 2004.
6. Leon G. Schiffman & Joseph L. Wisenblit, *Consumer Behavior*. USA: Pearson Education, 2015.
7. Colquitt LW, *Organizational Behavior*. USA: McGraw-Hill, 2009.
8. "Gender equality and empowerment of women Policy Document," *Development Cooperation*, Austrian, 2010.
9. Mansour D Fakhri, *Membincang Feminisme Diskursus Gender Perspektif Islam*. Surabaya: Risalah Gusti.
10. Haris Herdiansyah, *Gender and Perspective of Psychology*. Jakarta: Human Praise, 2016.
11. HS. EA. Putri. "Influence of Gender Differences on Green Product Purchase Behavior in Semarang," *IENACO*, 2015.
12. Waqaruddin Siddiqui "Study on buying behavior of men and women," *Imp. J. Interdiscip. Res.*, vol. 2, no. 4, 2016.