

GREENPEACE CAMPAIGN ON THE PURCHASE OF NON-ENVIRONMENTALLY FRIENDLY PRODUCTS

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ABSTRACT

Introduction: The economic management system is based on the principle of economic actors, tending to focus on the needs, comfort and health of consumers. It is very incomplete, if it is not environmentally oriented when the product is no longer used. The purpose of this study is to find out whether green peace campaigns can influence the choice of non-environmentally friendly products on consumer demand. This research is also expected to be able to make an evaluation for the XYZ company in developing products, based on balancing consumer demand with the environment

Methods: The method used in this research is using a closed questionnaire data processing approach, and includes the interview method, in analyzing why the respondent chose a particular answer

Results: The selection of product D with non-environmentally friendly packaging and components, still has the highest purchase rate of 1,9. Followed by the second-ranking of product B from the second statement with non-environmentally friendly packaging often purchased at 1,8; the third-ranking product A from the first statement with environmentally friendly packaging is purchased more often at 1,3; and the last ranking of product C from the third statement with environmentally friendly packaging and components is often purchased at 1,2.

Conclusion and suggestion: The concept of selecting relatively cheaper costs, is said to still be the main product choice for consumer behavior, even though it has non-environmentally friendly risks. Data processing also shows that the selection of environmentally friendly products with more expensive costs is less chosen by consumers.

INTRODUCTION

An economic management system that is oriented towards company profits is the main thing that economic actors do to continue a sustainable business. This goal is followed by the basic rules of a product that has been created for consumers and must contain elements of suitability, comfort, and most importantly product safety. Companies must create the most effective and efficient strategies to maintain the products offered so that they are used by consumers on an ongoing basis (Ramadayanti, 2019). In the processed food product industry, along with development time and technology, the safety control system has also been developed, namely the Food Risk Management Program, by means of tracking independent risk-based supervision by the food industry (Zazili, 2019). In contrast to non-food products such as children's toys, which are oriented towards safety and health, when used. The concept is intended to meet the standardization of product distribution in the market, as well as to increase the value of the competitiveness of other competitors' products. These conditions function in increasing understanding of Educational Game Tools (APE) in stimulating child development in terms of safety, health, and stimulation of developmental aspects (Isnainingsih et al., 2022).

The two fields, namely food and non-food, it is in line with the increase growth in population, and also influence the element of demand for available goods, sourced from natural resource and raw materials (Akhirul et al., 2020). The production of goods which tend to pay attention to the conditions of consumer needs, without environmental control, is feared to cause gaps in the balance of the living environment. These problems are often championed and socialized by community organizations that voluntarily carry out campaigns, as well as positive actions, in increasing public awareness about the importance of the environment such as organizations greenpeace. Green peace is a non-governmental organization (NGO) working in the environmental field. Referring to the previous theoretical discussion, Greenpeace can be categorized as an NGO that focuses on activism functions. This can be seen from the various advocacy efforts carried out by Greenpeace to encourage the adoption of environmentally friendly policies, both by corporations and by the state (Albertus, 2021).

The activities carried out by Greenpeace are used as a reference for researchers, to analyze the influence of environmentally friendly policy activities carried out, whether they also influence the level of purchase of non-environmentally friendly products that are still circulating in Indonesia market. Product management is oriented towards environmentally friendly interests, based on researchers' concerns about the large number of products circulating in the community which are said to be very worrying for the environment. In fact, products that have been declared unusable, such as packaging or the components of the goods themselves in certain areas, will be recycled into products useful, but it does not rule out the possibility of pollution, which is caused by

someone who does not obey instructions disposal rubbish. The case study applied is to XYZ company in the United States, with products of various types of household needs in the non-food sector or products that cannot be consumed. Based on the problems that have been described, the researchers put forward the research title 'The Effect of the Green peace Campaign on the Purchase of Non-Environmentally Friendly Products'. The purpose of this study is to find out whether green peace campaigns can influence the choice of non-environmentally friendly products on consumer demand. This research is also expected to be able to make an evaluation for the XYZ company in developing products, based on balancing consumer demand with the environment. Green peace was chosen because it has a direct-action campaign method, expressing community testimonies, and propaganda through social media to persuade the public. These organizations tend to be associated with journalists, activists, and science scientists. Therefore, people who still have a level of purchasing non-environmentally friendly products, will be traced whether these activities have an impact on the level of consumer consideration. The novelty of this research is to link aspects of research results which always suggest that environmentally friendly products are definitely chosen by consumers, in conducting purchasing decision analysis, rather than non-environmentally friendly products, with alternative conditions and economic conditions. The motivation for this research was the high level of confidence in a company, that environmentally friendly products have the highest demand, so product design must be increased on a production volume scale.

LITERATURE REVIEW

Economic and Environmental Demand

Analysis based on previous research states that many consumers decide to buy environmentally friendly products because they care about environmental issues that are happening right now (Iskandar & Febriyanto, 2019). This concept leads to the problem of world climate change, which result sloss several islands, especially archipelagic countries, due to the process of rising sea levels regularly fast. This case became the backdrop for the emergence of the scientific scope of environmental economics. Environmental economic instruments emphasize economic benefits for those in charge of a business and/or activity if they comply with environmental requirements stipulated in laws and regulations (Raya, 2022). This concept is closely related to the adjustment of strategies that must be adapted to the stages of the life cycle, namely the introduction stage, the growth stage, the maturity stage and the decline stage (Haerawan & Magang, 2019). This adjustment is also adopted by economic actors in supporting market balance, by demonstrating that the condition of demand is the same as supply, where the willingness to pay is from buyers of marginal goods (marginal benefit) (Yuniarti, 2019).

Environmental Activist

Connection Review between economic actors towards economic demand and environmental activists, both of which emphasize green downstream which includes activities, when a product is produced, until the product is no longer used by consumers. However, this gap arises when economic actors cannot accommodate all the demands of environmental activists for the production process. The problem process in question is the amount of use of high levels of plastic, accompanied by high product demand. The explosion of the plastic waste burden will be very dangerous for the environment, if someone does not comply with hygiene regulations (even though waste management has been provided by local government officials). This problem raises requests for environmental activists to companies, namely (a) reducing production volumes or (b) replace plastic packaging with organic packaging.

Consumer behavior

The concept of consumer behavior in choosing product options available in the market forms the basis for data processing in this study. Review Previous research on reciprocal patterns suggests that after consumers make a decision, post-purchase evaluation, feedback occurs. During the evaluation, consumers will learn from experience to consume the same brand again (Anwar, 2015). The implementation of this research also emphasizes the results of the evaluation process, which then sticks out in emphasizing such as (a) whether consumers will choose products with higher prices, oriented towards environmentally friendly products (b) relatively cheap or affordable products oriented not environmentally friendly. Furthermore, online product reviews and social media marketing have a significant role in influencing the intention to buy eco-friendly products. The role of green trust is also quite large but it is not able to moderate the relationship between environmental concern and interest in buying environmentally friendly products (Hidayatullah & Sutarso, 2023).

The Influence of Customer Belief and Promotion

The results of the analysis of previous studies suggest that the higher the level of customer trust, the higher the purchase intention and customer purchasing decisions. The higher the promotion carried out, the higher the buying interest and customer purchasing decisions. The higher the purchase intention, the higher the purchase decision (Solihin, 2020). The results of this research will then be combined with an emphasis on non-environmental products, to find out whether promotions are being replaced by green environmental campaign activist activities, whether these statements are still valid or not in selecting product options. In the concept of social media in other research results, it is revealed that promotion variables using Facebook and Instagram have a positive effect on consumer purchasing decisions. However, the trust variable has not been able to

strengthen the relationship between Facebook and Instagram promotion variables on consumer purchasing decisions (Nuryakin et al., 2019).

Effect of Price and Product Quality on Purchasing Decisions

The results of the analysis of previous research stated that the results showed that at the same time two independent factors were considered, namely the price and quality of a product influencing the decision of a purchase with a coefficient of determination of 46.1%, while the other 53.9% was caused by several factors others who don't analyzed (Sari & Prihartono, 2020). The results of this study will then be tested again based on additional criteria, namely non-environmentally friendly products, whether consumers still have a higher price level for environmentally friendly products. This goal leads to other research concepts, that Brand Ambassador influences Purchasing Decisions and Purchase Interest, and Brand Image influences Purchasing Decisions (Ferdiana Fasha et al., 2022).

Plastic Rates on Product Packaging

Types of plastic are known to be divided into several types, and the chemical properties released tend to be very detrimental to the environment, which directly affect health (Dalilah, 2021).

a. Polyethylene Terephthalate (PET) plastic

This type of plastic is only used once, if it is used too often, let alone to store hot water, the polymer coating will melt and release carcinogenic substances that cause cancer. This type of plastic is also known to have the largest production capacity, so it can pollute the environment, because it is difficult to decompose. However, it is different from previous studies, that the type of plastic Polyethylene Terephthalate (PET) can decompose in the trash as a biodegradation incubator where the *Ideonella sakaiensis* bacteria decomposes plastic in an optimal medium according to the characteristics of its living environment (Maharani et al., 2022).

b. Polipropilen (PP) plastic

This type of plastic is usually for packing glass drinks and jars with the characteristics of hard but flexible, strong, waxy surface, not clear but translucent, resistant to chemicals, heat and oil, softens at 140 degrees Celsius (Irawan & Affan, 2020). This material is very loved by the public, because it is durable, in supporting food storage. Therefore, the XYZ company also produces household appliance products made of polypropylene. Besides producing tools with Polyethylene Terephthalate (PET) materials.

Research methods

The type of method used in this research is using a closed questionnaire data processing approach. This type of method is used by researchers because it allows processing of quantitative data quickly. The closed questionnaire is a questionnaire in which answers to each statement or question have been provided by the researcher (Latifa et al., 2023). Giving a questionnaire is done by submitting it directly to the respondent, with the hope of building relationships and motivating the respondent, and getting a higher response (Agnes & Marpaung, 2021). Analysis of the data collection period, can be seen in the following table reference:

Table 1. Data Collection Period

No	Activity	Data Collection Period
1	Interview with the Company	December 1 – 31, 2022
2	Distribution of Questionnaire to Respondents	January 1 – March 13, 2023
3	Selected Questionnaire Interview	March 16 – 31, 2023

Source: Data processed by the author (2023)

This research method also includes the interview method, in analyzing why the respondent chose a particular answer. As well as emphasizing on quantitative research elements that use data in the form of numbers as a tool to analyze information about what you want to know (Abduh et al., 2022). Of course, this method is carried out when it has entered the final data calculation and processing stage. The research method in question can be seen in the following schematic Figure 1.

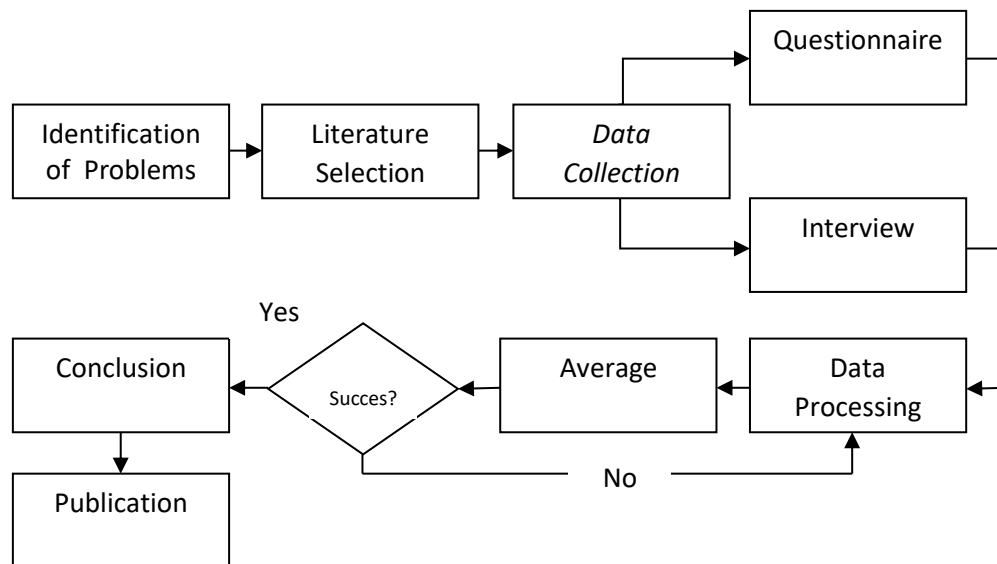


Figure 1. Observacy Method

RESULT AND ANALYSIS

Results of the Questionnaire Method

Research data processing using the questionnaire method closed imposed on 50 respondents. The answer options consist of only 2 choices, namely 'often buying' with point 2 and 'Don't buy' with point 1. Please note that the closed questionnaire submitted to respondents has the following four statements:

- a. Product A, with environmentally friendly packaging, is purchased more frequently
Product packaging type A is said to be environmentally friendly with product costs being more expensive if it pollutes the environment and nature
- b. Product B, with non-environmentally friendly packaging, is often purchased
Packaging type product B is said to be not environmentally friendly at a lower cost if it pollutes the environment and nature
- a. Product C, with eco-friendly packaging and components is frequently purchased
Type of packaging and product components C are said to be environmentally friendly with product costs being more expensive if they pollute the environment and nature
- b. Product D, with non-environmentally friendly packaging and components, is frequently purchased.
The type of packaging and product components D is said to be not environmentally friendly at a lower cost, if it pollutes the environment

Table 2. Respondent Statement Results

No	Statement	Buy Frequently	Not Buying
1	Product A, with environmentally friendly packaging, is purchased more frequently	15	35
2	Product B, with non-environmentally friendly packaging, is often purchased	40	10
3	Product C, with eco-friendly packaging and components is frequently purchased	10	40
4	Product D, with non-environmentally friendly packaging and components, is frequently purchased.	45	5

Source: Data processed by the author (2023)

The results are then processed again based on the answer points, as well as calculating the average of each statement with the following formula:

- a. Buy Frequently x 2
- b. Not Buying x 1
- c. Average = $\frac{\text{Total Value}}{50 \text{ Respondents}}$

The final calculation results can be seen in Table 3 below:

Table 3. Accumulated Value

Accumulated Value		Total Value	Average
Buy Frequently	Not Buying		
30	35	65	1,3
80	10	90	1,8
20	40	60	1,2
90	5	95	1,9

Source: Data processed by the author (2023)

Based on Table 2, the final accumulated value results show that the selection of products with non-environmentally friendly packaging and components still has the highest purchase rate of 1.9. Followed by the second ranking of the second statement of 1.8; third rank from the first statement 1.3; and the last ranking of the third statement is 1.2.

Interview Method Results

The interview method was conducted to investigate why respondents prefer non-environmentally friendly products to environmentally friendly products. The intended respondents are respondents who were randomly selected. Kelebihan Teknik ini, yakni mudah dipahami, dan hasil dapat diproyeksikan. However it is difficult to build a sampling frame, expensive, lower precision, no guarantee of representativeness (Firmansyah & Dede, 2022). From the results of the study it was stated that a lower level of price fulfillment is the target of the prima donna choice that is often chosen, including the user's health insurance. So if an option for an environmentally friendly product is found at a higher cost, then the product is likely not to be purchased by consumers. This is supported by income conditions, so that respondents prioritize, adequacy of needs rather than having to think about environmental awareness. The results of this study seem to contradict previous research, which suggested that all consumers choose environmentally friendly products, because they already know the importance of environmental awareness (Wijaya & Wardhana, 2023). The results of this method also reveal that people are still suffering from the panic buying phenomenon as a response to this pandemic. Thus, not only COVID-19, but panic buying also spread throughout the world. Ranging from Singapore to the United States reported long queues at supermarkets (Shadiqi et al., 2020). The queue was also caused by world political conditions from Russian-Ukrainian military activities, thus causing goods inflation in America (Atok, 2022).

CONCLUSION

Final research, the researcher can draw conclusions as follows:

- a. The concept of choosing relatively cheaper costs is said to still be the prima donna of consumer main product choices, even though it has non-environmentally friendly risks. This can be seen from the results of the questionnaire, that the selection of products with non-environmentally friendly packaging and components still has the highest purchase rate of 1.9. Followed by the second ranking of the second statement of 1.8; third rank from the first statement 1.3; and the last ranking of the third statement is 1.2.
- b. Selection of environmentally friendly products at a higher cost, less consumer choice.
- c. Products that are stated to be safe for the health of consumers, by posing a threat to environmental risks are also chosen by consumers, because there are no other substitute products that are relatively cheaper.
- d. Not all layers of society must be forced or generalized to buy environmentally friendly products, because there needs to be a balance between the amount of one's income and the price of the goods purchased. Therefore, there is a gap between theory and practice in the field, it is necessary to have clear consumer segmentation based on the background of selecting purchasing decisions.
- e. It is hoped that the results of this study will become a companion finding for public policy attitudes, that alternatives and renewal of environmentally friendly products must be conditioned by the amount of one's income in order to be able to make ends meet. And can support the green economy.
- f. The purchasing decision of this research refers to the economic condition of consumers and a region, so the results of this study are different or contradict other studies, that people are always willing to pay higher costs for environmentally friendly products.

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