



## THE INFLUENCE OF CONSUMER KNOWLEDGE AND GREEN ADVERTISING ON THE DECISION TO USE PLASTIC BAGS

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**Abstract:** Plastic waste is a serious problem in Indonesia. Synthetic plastic or non-degradable plastic is a cause of waste and a trigger for environmental pollution. Plastic waste is the most discarded waste by humans because many people use plastic for their daily needs, whether it be individuals, shops, or large companies. The research objectives are to obtain the results of the study consumer knowledge about the dangers of plastic, to find out the analysis of the implementation of green advertisement, to know how the consumer's decision to use plastic bags, to determine the analysis of the influence of consumer knowledge on use decisions and to determine the analysis of the effect of green advertising on decisions to use plastic. The research method used was descriptive verificative with data collection techniques through literature and distributing questionnaires. The results showed that the consumer knowledge about the dangers of plastic shows is in the tofu category which shows that consumers know how dangerous plastic bags are. Consumer knowledge and green advertising do not affect the decision to use plastic. This indicates that consumer knowledge and green advertising have not been able to explain the use of plastic bags.

**Keywords:** Consumer Knowledge; Green Advertising

### INTRODUCTION

The negative impact of plastic waste is not as big as its function. It takes a thousand years for plastic to be decomposed by the soil in a decomposed or decomposed completely. When decomposed, plastic particles will pollute soil and groundwater. If burned, plastic waste will produce toxic fumes that are harmful to health, that is, if the combustion process is not complete, the plastic will break down in the air as dioxins. These compounds are highly dangerous if inhaled in humans. The impact includes triggering cancer, hepatitis, swelling of the liver, nervous system disorders, and triggering depression. Based on research conducted by Jambeck (2015) of the University of Georgia, in 2010 there were 275 million tons of plastic waste produced worldwide. About 4.8-12.7 million tons of them are wasted and pollute the sea. Indonesia has a coastal population of 187.2 million which annually produces 3.22 million tons of plastic waste which is not managed properly. About 0.48-1.29 million tonnes of this plastic waste is thought to have polluted the oceans (Adharsyah; 2019).

Indonesia is ranked second in the world as a producer of plastic waste to the sea, reaching 187.2 million tons after China, which reached 262.9 million tons based on data from Jambeck (2015). Meanwhile, the calculation from the Directorate General of Waste, Waste and B3 Management of the Ministry of Environment and Forestry, that the total amount of Indonesian waste in 2019 will reach 68 million tons, and plastic waste is estimated to reach 9.52 million tons or 14 percent of the total waste. The city of Bandung is the first city in Indonesia to form the Bandung City Regulation 17/2012 on 'Reducing the Use of non-environmentally Friendly Plastic Bags', this movement is continuously being developed so that it can be rolled out sustainably until a Waste-Free Indonesia is realized.

The use of a product will provide benefits to consumers if the product has been used or consumed by consumers. For these products to provide maximum benefits and high satisfaction to consumers, consumers must be able to use or consume these



products correctly (Sumarwan, 2016). According to Mowen & Minor (2015), The definition of consumer knowledge is the level of information that consumers have about various kinds of products and services, as well as other knowledge related to these products and services, and information related to their function as consumers.

Knowledge indicators according to Mowen & Minor (2015) namely: (1) Objective knowledge is correct information about product class which is stored in the long-term memory of the consumer; (2) Subjective knowledge is the consumer's perception of what and how much he knows about a product class; (3) Information regarding other knowledge. Meanwhile, according to Engel & Miniar (2015) share consumer knowledge, namely: (1) Awareness of product categories and brands within the product category; (2) Image Analysis; (3) Perception of the product; (4) Pricing knowledge.

In general, marketers are most interested in consumers' knowledge of their brands and competitive offerings. This information is obtained through analysis of consumer awareness and the image of the available brands. To find out the consumer's decision to use plastic, the object to be studied is Superindo, which is located at AH Nasution Street, No. 24. Superindo is a mini-market network that provides basic and daily necessities. Superindo also participates in government policy, namely paid plastics using green advertising, which is also carried out by Superindo.

Green advertising is advertising which in appearance is environmentally friendly. This advertising model can include a series of elements that are used to communicate the concerns of a company or product for the environment. The plastic materials used by Superindo are environmentally friendly, can be seen from the back of the plastic that is given to consumers and there is an eco-label. Ecolabelling is wrong. a standard form that was created to provide a balance between trade interests and environmental conservation efforts. Green Advertising as a business practice which in its promotion strategy is oriented towards preserving environmental resources (Sulphey, 2015). The most effective form of promotion is advertising, where advertising or advertising is a mass communication process that involves a certain sponsor, namely the advertiser (advertiser), who pays for the services of a mass media for broadcasting the advertisement, for example through a television broadcast program

According to Zinkhan and Carlson in Natekar (2016) states green advertising as promotional messages that may appeal to the needs and desires of environmentally concerned consumers. Green advertising is an advertisement that promotes a green product to attract consumers who care about the environment in fulfilling their needs and desires for environmentally friendly products. Research conducted by Pawitaningtyas et al. (2015) states that green advertising does not influence consumers to make purchasing decisions directly, but green advertising can directly increase positive brand image. Likewise, the research results shown by Sharma & Trivedi (2016) state that green advertising is an important variable for green marketers and green advertising has a significant effect on the consumer purchasing behavior of green products.

Green advertising indicators According to Sharma & Trivedi (2016), there are three types of green advertising: (1) Advertisements that discuss the relationship between products/services and the environment; (2) Ads promoting a green lifestyle with or without highlighting products or services; (3) An advertisement that presents an image of an environmentally responsible company.

The following is the initial pre-survey regarding consumer knowledge of government regulations, namely paid plastic bags:



**Table 1. Preliminary Pre-Survey Results**

NO	STATEMENT	ANSWER YES AND PERCENTAGE		NO ANSWER AND PERCENTAGE	
1	Do you know about environmentally friendly living?	29	99%	1	1%
2	Are you aware of the government policy on paid plastic bags?	30	100%	-	0%
3	Do you know the bad impact of plastic bags on the environment?	30	100%	-	0%
4	Do you use a plastic bag every time you shop at Superindo?	16	52%	14	47%
5	do you bring an alternative bag (eco bag) to reduce plastic bags?	10	33%	20	67%
6	Do you agree with the government's policy to reduce plastic bags?	30	100%	-	0%
7	Are you considering paid plastic bags?	18	60%	12	40%
8	Are you willing to pay Rp 200, - to buy a plastic bag?	21	70%	9	30%

Source: Data that has been processed by the author (2020)

Based on the initial pre-survey of 30 respondents who came to Superindo AH Nasution Street, it is known that the community still uses this customary plastic bag because people feel it is more practical to use plastic bags instead of paper. Plastic bags are more durable because they don't tear easily and are even more profitable when it rains. This is known from consumers who have 99 percent knowledge of environmentally friendly living, and 100 percent know the dangers of plastic bags to the environment. Decision-making is the most important process of consumer behavior, marketers must understand how consumers make decisions Peter and Olson in Pawitaningtyas et al. (2015). The existence of a green advertising strategy in advertising is expected to provide positive information to consumers, it is hoped that positive information will provide and increase knowledge in the minds of consumers, the next action was taken by consumers after that is to decide to use it. Some companies use a green advertising strategy as a marketing strategy.

Based on the explanation above, the purpose of this research is to obtain the results of the study consumer knowledge about the dangers of plastic, to find out the analysis of the implementation of green advertisement, to know how the consumer's decision to use plastic bags, to determine the analysis of the influence of consumer knowledge on use decisions and to determine the analysis of the effect of green advertising on decisions to use plastic.

## METHODS

This research is descriptive-verification in nature. According to Sugiyono (2016), descriptive research is research conducted to determine the value of the independent variable (independent), either one or more variables without making comparisons, or connecting with other variables. Seeing the nature of this research, namely descriptive-verification, where data collection is carried out in the field, the descriptive method used is the descriptive survey method. Meanwhile, verification research is a study that aims to determine the relationship between the two variables or more. Verification research is used to examine the relationship between independent and dependent variables, namely the relationship between consumer knowledge and green advertising in determining the



decision to use plastic on Superindo AH Nasution Street, No. 24. After that, it is analyzed using statistical analysis to finally conclude.

In this study, the subjects who became the population were minimarket consumers in the city of Bandung and the subjects who became the sample were several minimarket consumers in Bandung because the population in this study was homogeneous. Because the population in this study is unknown, then in determining the sample size used for this study is calculated using the iteration method. After determining the population to be studied, the next step is to select members of the population to be used as samples. The sampling method used to draw samples in this study is accidental sampling. So, the questionnaire will be distributed to every minimarket consumer encountered.

Sources of primary data were obtained from the results of empirical research through the distribution of questionnaires and interviews. While secondary data was obtained from other materials derived from the literature related to the problem under study.

## RESULTS AND DISCUSSION

The majority of Superindo Ujung Berung consumers as many as 92 people made purchases and the remaining 58 people did not make purchases. Based on the factors that emerge from the research above, it raises several factors that can support or hinder consumers from using plastic, including the price is still relatively cheap and can help consumers who make a lot of spending. In this study, the decision to use a plastic bag will be seen from the unit of measure or the questions in the questionnaire are yes and no. These indicators are attention, interest, desire, and action. Of the 150 Superindo consumers, the answers to the decision variables for using plastic bags were obtained as follows:

**Table 2. Superindo's consumer response to the statement Plastic bag use decisions**

Consumer Answers	Frequency	Percentage
Buy	92	61.33
Don't Buy	58	38.67
Total	150	100%

Source: Data that has been processed by the author (2020)

Based on the table above, the answers can be found to Superindo consumers regarding the decision to use plastic bags. The majority of Superindo consumers, as many as 92 people, made purchases and the remaining 58 people did not make purchases. Based on the factors that arise from the research above, it raises several factors that can support or hinder consumers from using plastic, including the price is still relatively cheap and can help consumers who make a lot of spending.

In this study, the authors use the logistic regression analysis method to determine whether or not there is an influence between variable X on variable Y. The choice of the analysis method is because the dependent variable of this study is a variable with an ordinal scale or regression with the dependent variable with nominal value, it can be done using the dependent variable in the form of binary numbers, namely 2 or 1.

The accuracy level test is used to determine the percentage of the accuracy of the data to be tested, the results of the accuracy-test are described in the following table:



**Table 3. Accuracy Test Results**

		Classification Table			Predicted Percentage Correct
Observed		Y			
		.00	1.00		
Step 1	Decision on	Not	0	58	.0
	use	Yes	0	92	
Overall Percentage					61.3

a. The cut value is .500

Source: Data that has been processed by the author (2020)

Based on the table above, the level of accuracy is 61.3. This can be seen from the Overall Percentage whose value is 61.3. This means it is adequate if > 50% then it is feasible to do further research.

**Table 4. Hosmer and Lameshow Model Feasibility Test Results**

Omnibus Tests of Model Coefficients					
		Chi-square	Df	Sig.	
Ste	Step	.205	2	.903	
p 1	Block	.205	2	.903	
		Model	.205	2	.903

Source: Data that has been processed by the author (2020)

The table above shows a significance value of 0.903. This means that this model has met (fit) because the level of significance is above 0.05, it can be said that the model is fit with existing data.

**Table 5. Result Nagelkerke R Square test**

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	199.965a	.001	.002

a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.

Source: Data that has been processed by the author (2020)

Based on the table above, it can be seen that the Nagelkerke R Square value is 0.002. That is, the variable decision to use plastic bags in this study can be explained by the variable consumer knowledge and green advertising by 0.2%, while 99.08% can be explained by other variables outside of this study.





**Table 6. Hypothesis Test Results**

		Variables in the Equation			df	Sig.	Exp (B)
		B	SE	Wald			
Step 1a	Consumer knowledge	-.092	.399	.054	1	.817	.912
	Green advertising	-.175	.439	.159	1	.690	.839
	Constant	1,541	1,928	.639	1	.424	4,670

a. Variable (s) entered on step 1: X1, X2.

Source: Data that has been processed by the author (2020)

Based on the table above, the logistical equation  $Y = -0.092 - 1.75$  shows binary estimation *Logistic regression* has a level a significant amount of 0.690. to determine the criteria for testing the hypothesis in the study if the level of significance  $> 0.05$ ; then  $H_a$  is rejected and  $H_0$  is accepted, whereas if the significance level is  $< 0.05$ ; then  $H_a$  accepted and  $H_0$  was rejected.

The analysis above shows that  $H_a$  is rejected and  $H_0$  is accepted. This means that "There is no positive and significant influence between consumer knowledge on the decision to use plastic bags ". Thus, the hypothesis proposed by the author is " Consumer knowledge. "positive effect on the decision to use plastic bags "rejected.

### CONCLUSION

Consumer knowledge about the dangers of plastic shows that you are in the category of not knowing how dangerous the plastic bag is. For example, black plastic bags that are widely used will be dangerous if used as food wrappers because the black ink on plastic bags easily wears off and sticks to food, but this is less of a concern for consumers so that the knowledge gained is not applied in everyday life. Implementation of green advertising at Superindo Ujung Berung good. Promance about a green lifestyle using products that are easily biodegradable delivered through green advertising to the environment, including the big or high impact category. If the application is carried out firmly and precisely, it will have a good impact on the environment. However, there is still a lack of promotion of green product styles in some locations which has reduced environmental awareness.

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